



Orange and YouTube gain success at the BAFTA Awards

Orange wanted to increase awareness of their continuing sponsorship of the Orange British Academy Film Awards. In 2007, they worked with agencies i-level and Poke to develop a campaign which aimed to:

- Encourage 16 to 34 year-olds to get involved with the Awards
- Drive online voting for Orange Rising Star Award and create a buzz around the nominees
- Boost awareness of Orange's Red Carpet interviews with Myleene Klass

Film + passion = YouTube

Being the UK's number one destination site for video, there is naturally a strong correlation between young people who are passionate about film and YouTube. This audience utilises YouTube as a platform, not only to watch clips of their favourite movies, but also to share their passion and upload their own content.

Even better, YouTube provides companies with brand channels (branded to share and promote their own engaging content). Flo Dettwiler, media buyer at i-level, says: "The great advantage of YouTube is that it helps advertisers distribute innovative content to an audience that is passionate about the web."

Film, brand channel, action

In the weeks prior to the awards, Orange launched their brand channel on YouTube at www.youtube.com/weareorange. This brand channel designed by Poke, showed Myleene Klass's Red Carpet interviews from 2007 and 2008, plus video footage of the nominees for the 2008 Orange Rising Star Award.

Dettwiler comments: "We customised the background of the brand channel to integrate with the other BAFTA Film Awards activity".

i-level maximised traffic to the channel by seeding videos connected to the Awards on relevant sections of YouTube. In addition, people also saw banner ads running video content on websites such as Flixster and Flixster's movie application in Facebook.

More than 132,000 video plays

With 132,000 video views and 25,000 channel views the activity exceeded expectation. In the week after the Awards it was also the second most subscribed sponsored channel on YouTube.

Thanks to the YouTube brand channel, Orange were able to take BAFTA Film Awards video content to a wider audience.

ABOUT YOUTUBE

YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a web experience. Since November 2006, YouTube has been an independent subsidiary of Google, Inc. Google and YouTube are committed to enable everyone to find, upload, watch and share original videos worldwide, and to innovate with video for compelling services for users and for content owners.

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