

## **Ed Sanders, Product Marketing Manager, YouTube/Google** ***Imagine finding innovative techniques to build bridges between artists and the public ...***

### Introduction

Ed Sanders is the lead Product Marketing Manager for YouTube in Europe, the Middle East and Africa, responsible for consumer and partner marketing for the brand in these regions. He joined YouTube/Google in 2007 and works with rights holders, content partners, NGOs and institutions in using YouTube and other Google products to help drive their businesses. A former media and mergers acquisitions lawyer he has worked in sport and entertainment marketing in Sydney, Beijing and London and founded a digital and linear entertainment business in the Pacific Rim. He has a Master of Business Administration from INSEAD and honours degree in Arts and Law from the University of Sydney. He has a strong interest in the arts and sometimes performs his own songs, usually while cooking.

In this session he explored how the web is moving forwards and providing new opportunities to build bridges between artists and the public. He described initiatives that have enabled organisations to reach wider, more diverse audiences; initiatives that have enabled them to experiment with both creative content and marketing techniques - without spending much money; and initiatives that have achieved high levels of public engagement and participation with the work of artists and arts organisations.

### Civil (online) Engineering

How many people have heard of Google or YouTube? Google is only 10 years old, the same age as Innocent Drinks and YouTube started in April 2004. Things run fast and Google moves and develops at an especially high speed.

My job is about developing 'loopy' ideas – a key point to take away is: *experiment, experiment, experiment*. The arts industry is not expected to innovate in its marketing and audience development as much as companies like Google and therefore has more to gain from experimenting. The margin to shock or surprise or innovate is greater because, fairly or unfairly, people expect the arts industry to be a little bit more conservative and therefore the arts are in a great position to surprise by experimenting.

In 2009, successful marketers will ...

- Achieve Reach
- Embrace Sight, Sound, and Motion
- Engage Audiences
- Measure Everything
- Be Current and Innovate

Marketing has changed in that we now have an ability to reach people on a scale that is completely unprecedented. There are tools now that allow consumers to touch, taste and feel in many more ways than even five years ago. There is an ability to get to know our audiences much better, to connect with them and to listen to them, which is completely unprecedented. Although you may know your audiences, you may not know who else would

be your audience, and you now have an opportunity to connect with them in ways that were unimaginable even five years ago.

Google is very good at measuring stuff, taking advantage of a new ability to develop an insight into the consumer, the fan base, people who are interested in your product, whatever it may be, which is completely unlike anything before.

Lastly, successful marketers will innovate, and try to get rid of the fear of failure. The ability to succeed is far greater than it's ever been before. It's essential to move out of the mindset, where there is a fear of failure and move into a position where success happens more often than failure. Marketers will learn how to accept risk, learn from failure and thus lessen its impact.

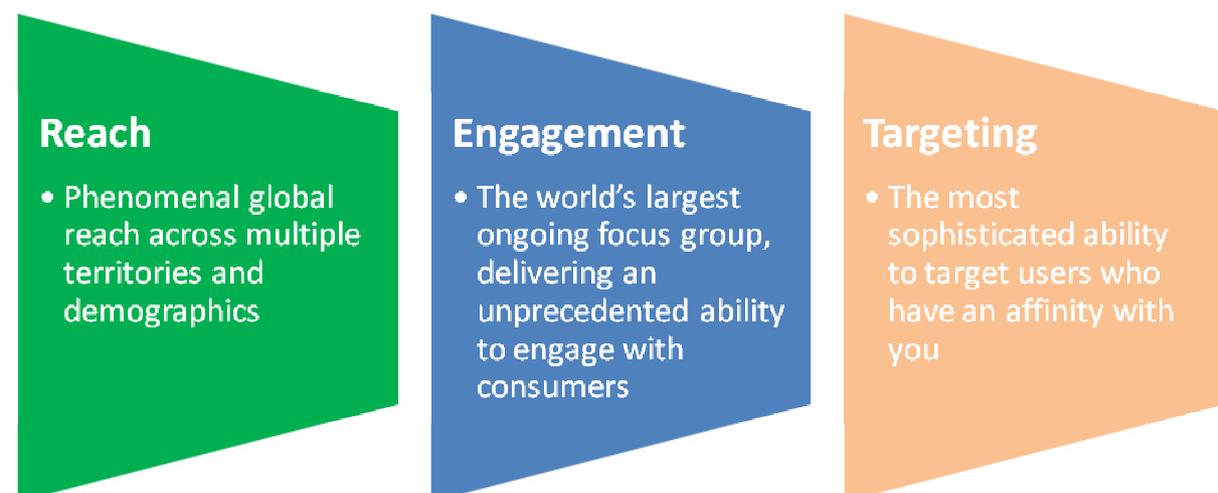
Digital marketing is rather like having sex when you're 16: you want to do it but you're not sure if you should, the people that you know who are doing it are fast and rather edgy, people like parents and institutions have views on it (don't). The first time you do it, it's pretty clunky, but then you experiment and get better with age. With innovation and with practice it gets to be something quite enjoyable.

*You won't be very good when you start digital marketing, but you will get better at it.*

### Agenda

This presentation is Google heavy but there are other products mentioned. People often ask what the job entails, marketing the biggest brands in the world – does it mean watching YouTube videos all day long? To some extent, it does. However, YouTube is nothing without the content, partners and the people, so watching is about identifying opportunities.

The people who are fearless about using the tools that are made available are the ones that succeed and are most interesting to others. The point of all of these examples is that we should experiment.



## It's not hype, size matters

YouTube has...

- **100 million** monthly US visitors - more than the entire viewership of the Super Bowl
- **300 million** monthly worldwide visitors - making it the 3<sup>rd</sup> largest country in the world.

It is the number 1 online video site.

Fullstop.

- Number 4 largest site on the internet
- 20 hours of video uploaded every single minute
- 5 bn video streams every month; equalling 40% of all video views online

These figures are not hype. They are real. They are too big to take in until you work out that it would take 4.5 years to watch one day's content.

The point is: everyone else is there; just about anybody that you want to reach or need to reach is already there, so use the platform.

The industry needs to think about how you can be there, too, and most importantly, cut through the noise.

## Sophisticated advice

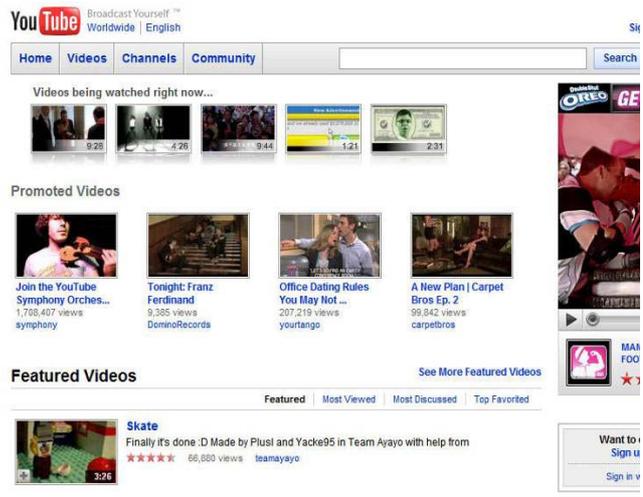
I am not a technical guy, and I don't know one piece of code from another. This is the advice:

1. Find a geek
2. Buy him/her a beer
3. Reap rewards

This collaborative approach will be demonstrated later on in the presentation. The other piece of advice I have for delegates is:

- Read up
- Team up
- Mix up

Although it may feel daunting to try and cover all the platforms and new developments, invest some time in reading up on the subject, even if you're not using it all the time. Teaming up with others will help keep you up-to-date as well as creating new ways of working and talking to people. This will lead to a mixing of ideas, backgrounds and styles to create something new.



## Future = Glorious Mess

*The cost of experimentation is approaching zero.*

The arts are all about experimentation and mixing up different ideas. The technology now allows us to do this in a way that we have never seen before. One musician is on the verge of releasing his first ten-track CD: original music, blending a huge range of styles, instruments and musicians. He achieved all of this by using the freely available tools and plug-ins on YouTube. His music has taken off because he was willing to experiment and there was virtually no cost. This was technologically complex, but very low cost. The arts sector needs to use all the tools it has access to including the technology that is open source and free.

## Existing tools are fun

*You could make your entire website out of videos on YouTube, like the creative agency BooneOakley, which put together its entire website on YouTube, using very simple sketches and a storyline. This received 2 million hits. It didn't cost them anything other than the production of the video, but the way that they thought about the campaign and the viral element was very successful.*

API – customise your own

*Use the plug-ins from all the platforms to improve and lead people to your own websites.*

Twitter, Facebook, Google, YouTube all provide many free tools and applications to customise what you want to do. Google fully supports people using all of the available social platforms and tools as a non-exclusive company. The more open the web is, the faster it moves forward and the better it is for Google's business. Google is open source and very much about dialogue and allowing people to use the tools that in the end make their businesses work better.

<http://www.360cities.net/> used Google Earth to develop their idea of hosting, commissioning and developing thousands of high-resolution, interactive panoramic images from around the world.

Many arts organisations have geographical aspects to their operation; people searching through Google are searching geographically 70% of the time. This is why Google pushes Google maps forward as being important. And it's free: a simple plug-in. This allows people to build their creative portfolio to make stakeholders, fans and their user base more interactive.



*Find someone great and do something completely original.*

A colleague in New York suggested filming a video for Radiohead's latest track, using code only, instead of cameras. By coding the data so that it appeared as light, they achieved an astonishing result.

Businesses cannot survive without the ideas and input of their users, fans and people within the industry, all of whom are willing to experiment. Google tapped into the open source part of Radiohead, where they want their music to be shared, notwithstanding the fact that they are very proprietorial about their copyright.

### *Technology with El Prado*

A member of the Google team in Spain said that they would like to take some of the masterpieces in the El Prado to the world, instead of people flying to Madrid. So they captured the pictures in high-definition imagery and then built it into Google Earth, combined it with incredible detail, history and context, and put it online: [www.museodelprado.es/en/the-collection/in-depth/](http://www.museodelprado.es/en/the-collection/in-depth/)

This is the sort of thing that can happen when Google listens to what people want them to develop and how they want to use the tools.

In this case, Google used their ability to bring something that was relatively remote to the masses.

The content of the museum was brought to the computer screen, with high-definition quality and detailed information. Google found that the El Prado did the marketing for them. There is something everyone can learn about letting partners do the marketing for you.

### *Harness fans of your art*

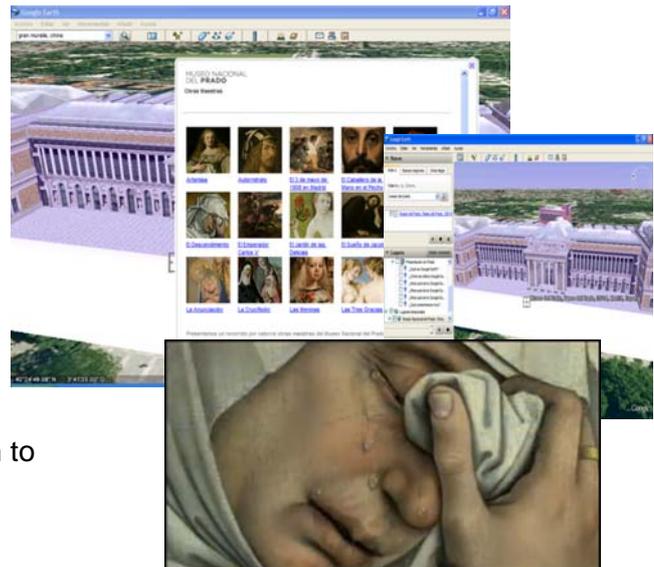
Play on what your fans or consumers like to do ... and LISTEN to them.

An excellent example of this was the recent T-Mobile flash mob dance at Liverpool Street Station (in London). This was part of an advertising campaign, but T-Mobile was astonished by the web response. Flash mobs are a trend that T-Mobile tapped into. They did it creatively and did it well. Next time they plan to do the campaign without the TV part.

### Break new ground ...

The YouTube Symphony Orchestra was developed in conjunction with Karen Cardy from the London Symphony Orchestra, one of the most inventive and innovative organisations in what is usually a conservative sector.

Tan Dun wrote the music specifically for the Internet, with the music being made available online and auditions were called around the world. Everyone came together in April 2009 for a performance conducted by Michael Tilson Thomas in the United States.



The previous record for press seats at Carnegie Hall was 38, but for that night there were 102 requests from agencies wanting to take pictures and be at the event.

[www.youtube.com/user/symphony](http://www.youtube.com/user/symphony)

There is a global community and we have an ability to tap into local and regional communities around the world in a way that we didn't before. There were entrants from 75 countries and videos from 110 countries viewed. What many thought would be a niche event became a huge hit; there was even more press around this event than when Google bought YouTube. Think about the consequences for the dialogue that you can have with your users on a local and global scale.

*Be ready to fail... It'll be alright on the night*

Up until three hours before the show, the technology and everything else ran smoothly. Then it started to go wrong; the audience had people very senior in Google and You Tube, and it looked at one point like they were going to be sitting in an auditorium with projections of error messages and Microsoft branding all around them. However, it all came together in the end and was a wonderful celebration.



Listen to your community base and have a dialogue with them, rather than stuffing your message down their throat, then they will step up to the mark and come to meet you.

*What do President Obama, the Queen of England, and the Pope have in common?*

They've all deemed YouTube an effective and appropriate environment to reach their audiences. If the Vatican can have a YouTube presence, then you should too.

[www.youtube.com/vatican?gl=GB&hl=en-GB](http://www.youtube.com/vatican?gl=GB&hl=en-GB)

[www.youtube.com/barackobama](http://www.youtube.com/barackobama)

[www.youtube.com/user/TheRoyalChannel](http://www.youtube.com/user/TheRoyalChannel)

If these institutions have all decided to let go of their brand, as it were, then others can too. It can be a real challenge to some organisations, the idea of opening up and allowing their users, fans and audiences to have more say. The Carnegie Hall was very nervous about

letting go, but having seen what a huge success it was, and how it opens them up to new audiences and partners, they can see the value of dialogue.

Google understands that some companies are not comfortable with letting go of their brand, but there is no point fighting it in this new world. The more that you can let your brand run and let it be shaped by the users then the better results you will get.

YouTube is the largest focus group in the world, and those who reap the largest rewards on YouTube are those who listen and take on board the comment and the feedback that they receive. They take that to heart and shape their strategy accordingly.

### All art has its influences

On the back of the symphony orchestra, the Sydney Opera House has set up a dance routine idea, calling for entries. They are engaging the community and finding ways of turning the audition space and entire landscape on its head.

[www.youtube.com/user/sydneyoperahouse](http://www.youtube.com/user/sydneyoperahouse)

### *Engagement like never before*

YouTube is an engagement platform, enabling conversational marketing. A powerful example comes from the Davos summit. Last year, YouTube asked their community and Davos attendees what needed to be done in 2008 to make the world a better place.

This year they invited the community to participate in the Davos Debates on four key topics :

- the economy
- the new US president
- the environment
- ethics



These linked directly into four plenary sessions. YouTube videos and Google Earth demos were played in the opening plenary session. Using partnerships with CNN and Techcrunch, they ran a competition: "The Golden Ticket". The creator of the best video, Pablo Camacho from Columbia, was invited by WEF to attend Davos itself, to engage in the debate and report to YouTube directly from Davos.

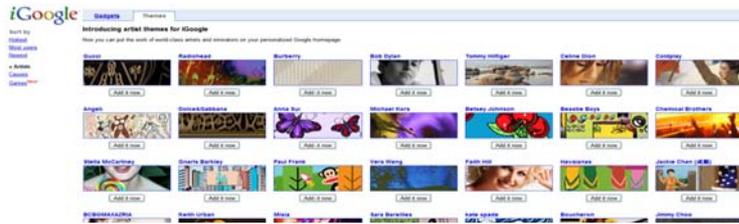
Key results:

- Over 4m video views
- Over 500 responses from users (1.5x)
- Over 140 responses from delegates (1.2x)
- Interactive poll feature enabled, high uptake
- Extremely positive coverage & user response

[www.youtube.com/user/thedavosquestion](http://www.youtube.com/user/thedavosquestion)

If Google has learned one thing, it is that people have a lot to say and you ignore them at your peril.

Through collaborations such as iGoogle Artists, people are provided with opportunities to get their work out into the world.



[www.google.com/help/ig/art/gallery.html](http://www.google.com/help/ig/art/gallery.html)

### Metrics Matter

Google delivers ability to measure what your audience is thinking or doing, with some extremely powerful (and free) tools. There are some bands in the States who now plan their tours around the states where they are most popular, through Google Insight tools. If you have content on YouTube, you too can mine this sort of information.

#### *YouTube Insight*

- Learn more using the external facing analytics and reporting tool.
- View detailed statistics about uploaded videos.
- Obtain video-level data about who, what, when, where and how people came to watch

#### *Search Insight*

Google has shown that they can be more accurate than government health bodies in predicting flu cases just by looking at the volume of search queries around a particular time.

Remember ... experiment, because if you don't you're missing out. If you do, the chances are you'll hit a home run!