

next tuesday afternoon

september 18, 2007

How do you tube? I'm referring to YouTube, the popular online site to watch original videos (100 million videos viewed every day), as well as a fairly new Google acquisition to the cool tune of \$1.65 billion.

I mention this because we recently created a branded campaign for a noted retailer. It took a lot of deep digging to discover and identify their true markets, and we quickly realized that while the value of the brand had to be consistent, the messaging to each demographic had to be individual to each. Boomers, GenXers and Millennials do not share the same values. So in our campaign, we created a completely separate message for teenagers and, after a lot more research, chose MySpace as the best investment.

Which brings me to this story. I happened to be leafing through Ad Age today and saw that Neiman Marcus made a \$250 million investment on YouTube's home page to try a reach out program to Millennials/GenYers (those born 1978-2000). While the article focused on how this luxury brand and YouTube might seem like an odd pair, and that Neiman, who is about to go public, wanted to use this channel to build its future base because of ever-changing generational shifts, the interesting part to me was the video. It showed Neiman executives sitting around talking about their legacy as a fashion house. The result? The video isn't getting much play with less than 1,000 clicks, which is a very low number in YouTube-speak.

The other interesting thing about this story is that about 25% of YouTube's viewing audience have household incomes of over \$100,000 and about 45% are 35-54 years old. I think these numbers are a reality check – while YouTube is young by any media standard, it is much more mainstream than most of us would think. Just another piece of evidence to show how we're all changing and adapting to new media environments.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

Lisa Davis
859.225.2684
Lisa@OneAlliance.com

marketing consultation • brand management

