

The That's Not Cool campaign used the Google Content Network and YouTube to reach 18M young minds and get teens talking about an important issue.



About the Ad Council

- www.adcouncil.org
- New York, NY
- Non-profit organization that produces and distributes national public service advertising campaigns



About R/GA

- www.rga.com
- New York, NY
- Full-service digital agency

Goals

- Prevent intimate teen dating abuse in the digital landscape through an interactive 360 campaign
- Develop an online presence and targeted website to serve as the hub of the campaign
- Provide an engaging forum for ongoing conversations between teens

Approach

- The Ad Council and Google teamed with R/GA to design a digital media campaign and produce all creative
- Used Google's Content Network to precisely target and reach their teen audience
- Created an immersive experience by fully integrating a YouTube Channel into the thatsnotcool.com website
- Verified demographics and usage on an ongoing basis with YouTube Insight and Google Analytics

Results

- Increased site traffic by 1,550%
- Reached over 18M users
- Received 1,143,877 total page views and 135,935 total video views for 3-month campaign, with traffic still increasing to date
- Drove 89% of impressions from social media sites

Capturing the attention of a teenager is no easy task. When the Ad Council and the Family Violence Prevention Fund wanted to develop a campaign to prevent intimate dating abuse among teens, they needed to start with a compelling message precisely targeted to 13- to 17-year-olds. They also knew that success depended on distributing the message via media that today's teenagers actively use the most— websites, videos, text messages, and social networks.

For 67 years, the Ad Council has created public service campaigns that raise awareness, inspire action, and ultimately change lives. "People know us for icons and slogans that reflect decades of American culture—characters like Smokey Bear and Rosie the Riveter, and slogans such as 'Friends Don't Let Friends Drive Drunk,'" says Barbara Shimaitis, senior vice president, Interactive Services, for the Ad Council. A private, non-profit organization, the Ad Council follows a donated media model, bringing together volunteer talent and resources from leading advertising agencies and the media.

Starting the conversation

For this project, the Family Violence Prevention Fund and the Ad Council partnered with worldwide interactive agency R/GA to develop all aspects of a 360-degree campaign that would engage teens and encourage them to "draw their digital line." R/GA created the campaign, "That's Not Cool," and developed the thatsnotcool.com website as the hub of the campaign. R/GA also knew that YouTube would be an integral part of the campaign in order to reach teens "where they were already having conversations," says Erin Noonan, R/GA account director. By creating a "That's Not Cool" YouTube™ Channel, a centralized location to host all the campaign's videos and comments, R/GA greatly increased the campaign's online presence.

The thatsnotcool.com site features embedded videos from the "That's Not Cool" YouTube Channel; links to popular social media sites; callout cards that can be shared via email, Facebook, and MySpace; an interactive conversation portal called "Talk it Out;" and videos on topics such as "textual harassment," "pic pressure," and "email stalkers." R/GA also produced all creative for TV, radio, outdoor, and mobile advertising.

"Our goal was to connect with teens where they were already talking with each other. This meant creating not just a single website, but an immersive experience that combined web, video, texting, as well as TV, radio, and print," explains Noonan.

Right on target

Promoting the site through search ads with Google AdWords™ was a vital part of the campaign. But early on, all three parties also saw the advantages of using the Google Content Network™ to identify and target websites that digitally-savvy teens were likely to visit. The effects of adding eye-catching display ads on the Content Network were powerful: within two days of launching this piece of the campaign, traffic to the site increased 1,550 percent. Further, the Content Network campaign reached over 18 million viewers, providing precise targeting to an extensive audience.



About Google's Content Network

Google's Content Network™ is a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, and blogs. Google has partnered with global media outlets and niche publishers alike to create the largest online advertising network in the world. AdWords advertisers can either hand-pick specific sites or use Google's powerful targeting technology to place ads on the pages most relevant to their products and services, thereby expanding their marketing reach to targeted audiences all over the web.

For more information visit:
www.google.com/adwords/contentnetwork

About YouTube

YouTube™ is the premier destination to find, upload, watch, and share video online. Google and YouTube are committed to innovating with video to create compelling services for users, content owners, and advertisers.

For more information visit:
www.youtube.com/advertise

And by connecting with leading social media sites across the Google Content Network, the campaign generated even more traffic—with Facebook, MySpace, and similar sites comprising 89 percent of total impressions during the campaign.

Watching and learning

With guidance from Google, the team also fully integrated YouTube capabilities into the thatsnotcool.com website via the YouTube API, allowing them to host YouTube videos in a customized player and extend the reach of their YouTube Channel. The videos on the site received over 135,000 total views during the three months the campaign was live, and both the site and videos continue to receive significant traffic. "We were amazed," recalls Shimaitis. "With Google support and the YouTube Channel, visits to the site were tremendous. Daily numbers at times hit 40,000—very high compared to any campaign we've ever run."



Integrating YouTube also enabled them to easily capture data around the effectiveness and reach of videos posted. YouTube Insight, a free analytics and reporting tool, allowed the Ad Council and R/GA to view detailed statistics about visitors to the site, including viewer demographics and viewing activity by region over selected time periods. Through YouTube Insight, the Ad Council confirmed that it had reached its targeted demographic. Nearly half of their traffic was from 13- to 17-year-olds, with 78 percent female and 22 percent male. And with Google Analytics, a free web analytics program, the Ad Council and R/GA were able to monitor and intricately analyze all the traffic to the thatsnotcool.com site.

Ready for more

Both the Ad Council and R/GA see the value of integrating Google products into future ad campaigns. "Working closely with Google from the very start gave us ideas that were crucial to the project. If we could incorporate a YouTube Channel and the Google Content Network into every future campaign, we would," says Shimaitis.

