



Bachelor Thesis

by

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# **YouTube as an Online Marketing Channel for BimBimBikes**

*A research on increasing brand awareness through video marketing  
on YouTube*

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Degree   Bachelor of Business Administration

Rotterdam, Netherlands

June 2017

## **YouTube as an Online Marketing Channel for BimBimBikes**

A research on increasing brand awareness through video marketing on YouTube

*A thesis in partial fulfillment of the requirements for the degree Bachelor of Business Administration*

Viktor Píka

Rotterdam, Netherlands, 30<sup>th</sup> June 2017



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Version	3.0
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## **Preface**

Herewith I present my bachelor thesis on “Increasing brand awareness through video marketing on YouTube”. This thesis is a result of a research that was requested by BimBimBikes, a start-up company located in Rotterdam, Netherlands. The research is a part of a graduation internship on behalf of the International Business and Languages program at HZ University of Applied Sciences. This work placement began on 1<sup>st</sup> February and will end on 30<sup>th</sup> June 2017.

Firstly, I would like to thank my graduation supervisor Etienne Veldhuis for the guidance during this research. He has often provided me with a helpful feedback and interesting business insights.

Secondly, I want to thank Michel Willems, my in-company supervisor who has inspired me and motivated me by his work throughout the entire internship.

Last but not least, I would like to thank my family for moral support and motivation during my undergraduate studies in the Netherlands.

I hope you find reading this thesis interesting and valuable for further research.

Viktor Pika

Rotterdam, 30<sup>th</sup> June 2017

## Abstract

YouTube is the second most visited website on the Internet where people search for information, inspiration and entertainment. This creates numerous opportunities for marketers who use YouTube to attract their target audiences. BimBimBikes therefore decided to conduct a research on video marketing on YouTube. The objective of this research is to investigate how can BimBimBikes market its brand through video marketing on YouTube to increase its online brand awareness.

The main question of this research was formulated as follows: *“How can BimBimBikes exploit video marketing on YouTube to increase its online brand awareness?”*. It was answered with the help of additional sub-questions that were approached with a desk and experimental research.

The findings of the research discovered the importance of attention span of Internet users and its impact on the development of video advertising techniques. A bumper ad – a YouTube advertising format was investigated in detail but did not prove to be effective for BimBimBikes. However, further investigation revealed that other forms of short-form messaging were more suitable for BimBimBikes, especially with the application of seven principles of the Theory of Influence.

It was concluded that BimBimBikes should continue to apply short-form messaging techniques to its video content together with the seven principles of influence in order to increase its online brand awareness. Furthermore, the conducted experiment in the execution phase suggested additional options for the distribution of BimBimBikes’ video content which was retargeting and should be therefore further investigated.

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## Demarcation of Key Terms

Ad	Advertisement; the action of calling something to the attention of the public especially by paid announcements (Merriam-Webster's online dictionary, n.d.)
Brand awareness	Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product or service (Businessdictionary, n.d.).
Bumper ad	Six-second video advertising format that serves to increase brand awareness by

	using short and memorable messages (Google, n.d.-a).
Clickthrough rate (CTR)	Number of clicks that an ad receives divided by the number of times an ad is shown (Google, n.d.).
Conversion	The point at which a recipient of a marketing message performs a desired action (Kirkpatrick, 2012).
E-commerce	Buying and selling of goods and services through an electronic network (Source, 2016).
Google AdWords	Advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results and Google's advertising networks such as YouTube (WordStream, n.d.)
Impression	Number of times the advertising content is displayed to the viewer. They may also include multiple views.
Online marketing channel	Website that presents products coming from multiple sellers (Ezako, 2014).
Organic traffic	All visits of a website that are triggered by unpaid search results (Jacobson, 2016).
Reach	Number indicating how many different individuals saw an ad at least once in a defined period of time (Marketing people, 2009).
Search engine	A search engine is a software program or script available through the Internet that searches documents and files for keywords and returns the results of any files containing those keywords (ComputerHope, 2017).
Search traffic	Visitors who arrive at a website by clicking search results leading to that particular website (Techopedia, n.d.).
Thumbnail	Small clickable image that a viewer clicks on to look at videos on YouTube (Minimatters, n.d.).
YouTube	Video sharing service that allows users to watch videos posted by other users and upload videos of their own (TechTerms, 2009).

# 1 INTRODUCTION

The first chapter begins with an introduction of the company where the research was conducted. A brief introduction about video marketing follows and provides basis for understanding the company's problem that is subsequently analyzed. Next, research questions are presented together with the research objective. Lastly, the introductory chapter ends with outlining the overall research structure.

## 1.1 Company background

BimBimBikes is an e-commerce start-up company operating in the travel industry. It runs an online marketplace ([www.bimbimbikes.com](http://www.bimbimbikes.com)) where bicycle rental companies jointly offer their services to customers. BimBimBikes was established in March 2015 and currently resides at the Erasmus Centre for Entrepreneurship in Rotterdam, Netherlands.

BimBimBikes is an initiative of OneStopWebshop, a well established web development company. Since its foundation in 2006, OneStopWebshop has built over a thousand webshops and online platforms for various clients, including BimBimBikes. The co-founders of OneStopWebshop and BimBimBikes are Michel Willems and Harm Wolterink, who made the initial fundamental investment in BimBimBikes. OneStopWebshop has then been providing the necessary web development services that have facilitated the realization of BimBimBikes' online platform. In addition, BimBimBikes received €250,000 in funding from anonymous members of the BrownCow investors club in 2016 (Startup Juncture, 2016).

### 1.1.1 Service

BimBimBikes is an online bicycle booking platform that operates worldwide. In its 2-year-long existence, the company has managed to forge a network of nearly 1,800 bicycle rental points from 93 countries. These bike rental points are pick-up points of BimBimBikes' partner companies that are any sort of enterprises that rent bicycles, ranging from touring agencies to leisure resorts. BimBimBikes connects customers that want to rent bicycles with these bike rental points, supplying them with over 185,000 available bicycles for rent. BimBimBikes thus creates convenience and transparency in the booking process for both its partners and customers.

The platform functions on sharing economy principles, which means that individuals can borrow or rent assets owned by someone else (Investopedia, n.d.). This economic model is often used when these assets are not fully utilized by their owners. BimBimBikes applies this model in order to make the rental process more effective by renting out unused bicycles from its partners' stocks.

Those bicycle rental companies that signed up can utilize the platform as a new and innovative marketing channel to jointly promote cycling in their location, which may lead to an increase in bookings.

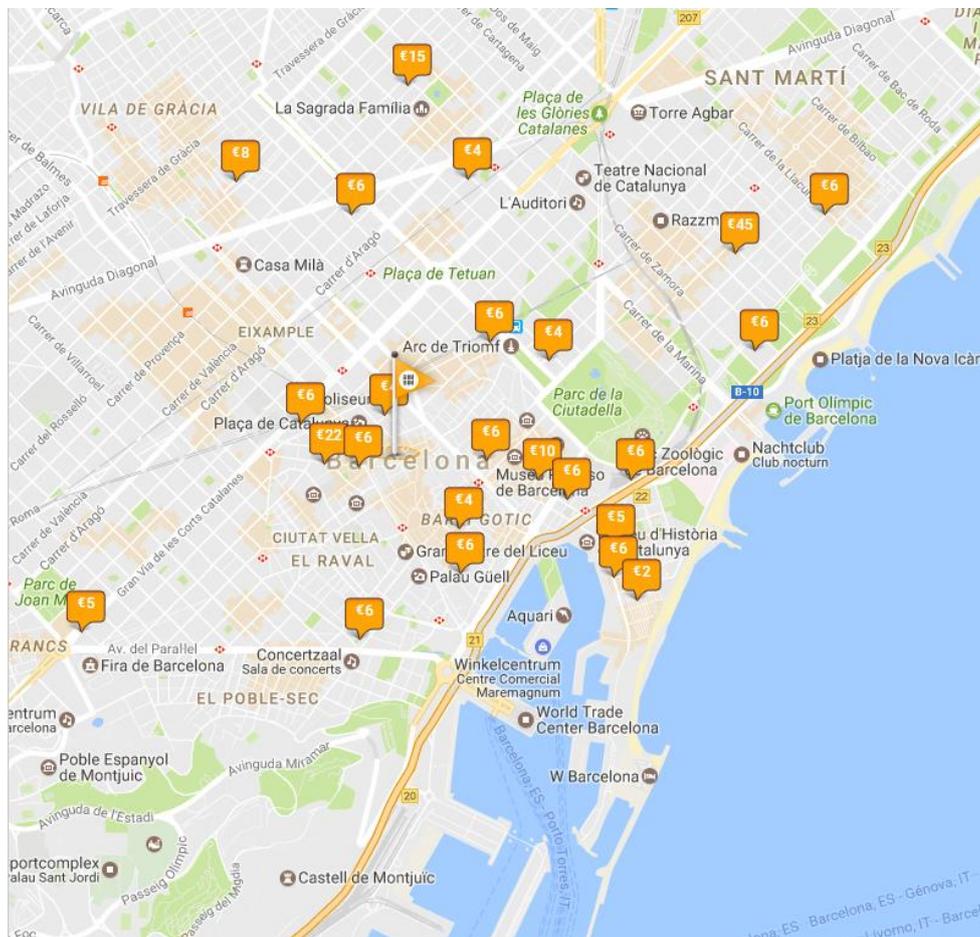


Figure 1: BimBimBikes' bicycle rental network in Barcelona, Spain (BimBimBikes, 2017a)

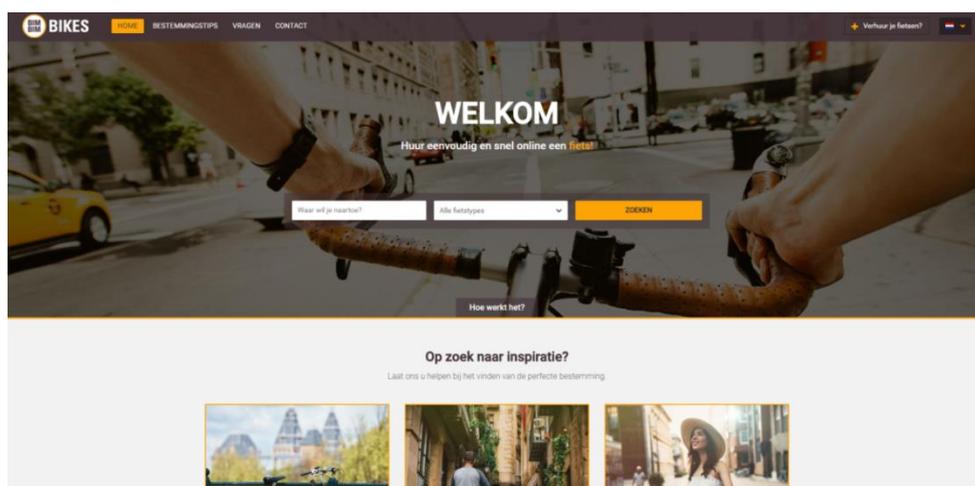


Figure 2: [www.bimbimbikes.com](http://www.bimbimbikes.com) home page (BimBimBikes, 2017b)

### **1.1.2 Mission & Vision**

BimBimBikes' mission is to enhance an individual's holiday experience. This is done by providing an option to conveniently reserve a bicycle online prior to the arrival to a holiday destination. Cycling is then showcased either as a means of effortless, cheap and eco-friendly transportation, or as a leisure activity.

BimBimBikes' vision is to rent bicycles "Anywhere, Anytime", all around the world. Even though BimBimBikes is present globally to a greater or lesser extent, approximately 50% of reservations are made in the Netherlands. This partly reflects the obvious efforts of developing the network in its domestic market before expanding abroad, as well as the deep-rooted tradition of cycling in the Netherlands. The distance cycled by the Dutch annually increased by 30% from 1970s to 1988 and the network of cycling routes in the Netherlands has increased from 9,000 km in the 1970s to approximately 29,000 km today (Wardlaw, 2014). Being situated in the Netherlands therefore creates an undoubted competitive advantage for BimBimBikes.

### **1.1.3 Profit**

Customers reserve and make a payment for rented bicycles online on the BimBimBikes platform. Afterwards, BimBimBikes sends out a confirmation both to its partner and the customer where the exact location and pick-up date of a bicycle is stated. After the bicycle is picked up by the customer, BimBimBikes transfers the payment to its partner and subtracts a commission of 15% as a compensation for lead generation. The profit is then made after BimBimBikes subtracts costs of generating these leads. The most significant expenses BimBimBikes has to cover are costs regarding the development and maintenance of the online platform, staff and online marketing activities.

### **1.1.4 Competition**

BimBimBikes' largest competitor is the Nederlandse Spoorwegen, a Dutch railway operator that implemented a bicycle rental system at their train stations. Equivalent service is offered by other foreign railway operators such as German Deutsche Bahn. Other considerable competitors are Spinlister and BajaBikes. However, Spinlister is more predominant in the US and is peer-to-peer based, which means individuals rent bicycles to others. BajaBikes then specializes on bicycle tours with local guides. The rest of competitors are insignificant since they usually don't operate out of their country's borders.

### **1.1.5 Target customer**

BimBimBikes distinguishes 3 types of its target customers:

- **City-trippers**

City-trippers are individuals used to frequent travels and booking their hotel rooms online. They have experience with online payments and are used to plan trips prior to their departure in order to avoid unexpected situations. They have rather a dynamic lifestyle and prefer to save time while visiting their holiday destination. Renting a bicycle then may become an optimal solution as a means of transportation or a holiday activity.

- **Cycling enthusiasts**

These are customers with meticulous wishes. They have a thorough knowledge about bicycles, its equipment and abundant experience with cycling. When they travel to distant destinations, where it is not possible to take their own bicycles, they often consider renting one.

- **The elderly**

The third target group represents the elderly, particularly the Dutch. They are used to frequent cycling and are therefore likely to rent a bicycle during their vacation. In comparison with the previous two groups, the elderly are targeted to a lesser degree as online payments often pose an obstacle for them.

### **1.1.6 Personnel**

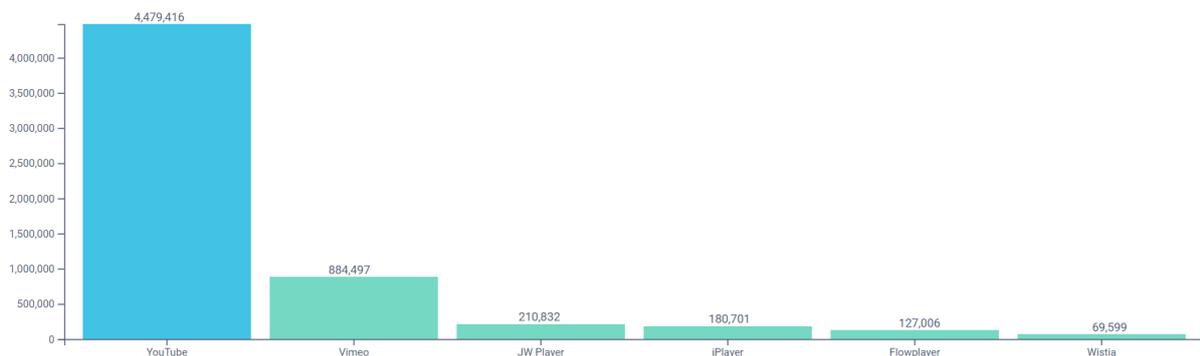
The decision-making about policy and strategy is executed by the co-founders of BimBimBikes - Michel Willems (CEO) and Harm Wolterink (CTO). Furthermore, Michel Willems has a role as a communicator with the press and the rest of the team. Marije Voogd, a communication manager, then supervises a team of interning students who are entitled junior country managers. Their major task is to acquire new partners in countries in which their mother tongue is spoken. Afterwards, they become engaged with account management and customer service. BimBimBikes has been hosting interns from various countries such as Albania, Croatia, Czech Republic, Finland, France, Germany, Iceland, Ireland, Italy, Mexico, Netherlands, Poland, Portugal and Slovakia.

## **1.2 Video marketing**

Just like any other start-up company, BimBimBikes attempts to establish its brand with very limited resources. Fortunately, costly traditional marketing channels such as television, radio, or magazine, are being rapidly replaced by relatively low-cost online marketing channels that the Internet offers (Faulkner, 2013). When the first online banner ad in 1994 appeared with the words *“Have you ever clicked your mouse right here? You will”*, the world of advertising forever changed (Cook K. , 2016). Since then, online marketing has evolved into many forms and increasing brand awareness has never been more accessible, cheaper, and better measurable than today.

One of the most effective advertising methods on the Internet is video marketing. It was forecasted that video would account for 74% of all web traffic by 2017 (Kaye, 2015) and it has been recently claimed it will increase to 80% by 2019 (Tredgold, 2016). Furthermore, nearly 50% of all internet users watch product related videos prior to a purchase (Google, 2017a).

The videos are hosted and distributed via online video providers. The most dominant are YouTube with 73.71% of the market share and Vimeo with 14.56% (Datanyze, 2017). As shown in the figure 1, YouTube provides videos to over four million domains and is therefore the leader among online video platforms.



**Figure 3:** Market share of online video platforms (Datanyze, 2017)

In contrast to Vimeo, where paid advertising is not possible, YouTube offers paid advertising solutions that are created with the help of *Google AdWords*, an advertising service by Google (McDermott, 2014). Google AdWords plays a crucial role in the experiment conducted in this research. The impact of video ads produced for BimBimBikes by the student are launched and measured in Google AdWords.

Seemingly, video is the future of content marketing and became an indispensable part of any digital marketing strategy. Since BimBimBikes is an e-commerce company, it is largely dependant on online marketing. The company therefore proposed to conduct a research that would result in obtaining an advice on how to increase brand awareness through video marketing. Considering the size of YouTube and its influence, it was decided to narrow the scope of this research to YouTube alone.

### 1.3 Problem statement

Not only is YouTube the world's largest online video provider, it is also the second largest search engine after Google (Wattenhofer, 2012). Additionally, with over one billion users YouTube is the second most visited website on the Internet (YouTube, n.d.). Hence, an enormous amount of people search for information, inspiration, or entertainment on YouTube which makes it a lucrative online marketing channel for businesses.

BimBimBikes has been aware of its potential and it has been using video marketing to for over a year now. The company has produced its own video campaigns that have been distributed via social media such as Facebook and YouTube. It did achieve success on Facebook with a video that went viral, reaching 264,000 views in one week. However, BimBimBikes' advertising efforts on YouTube brought little to no desired effect and it did not manage to repeat success comparable to the one on Facebook. Neither did it manage to grow a loyal audience on YouTube and the current number of subscribers to their YouTube channel is 51 with only 140,000 views of all the videos combined. The most popular BimBimBikes' video campaign on YouTube happened to receive only 47,000 views, most of which were a paid advertisement.

Considering the influence YouTube has over online purchasing behavior of consumers, BimBimBikes is losing commercial opportunities by not utilizing this online marketing channel effectively. Moreover, this inconvenience leads to a loss of search traffic that could otherwise land on BimBimBikes' platform and result in a conversion. In conclusion, the lack of knowledge of YouTube advertising is a problem for BimBimBikes since it is detrimental to its online brand awareness.

## **1.4 Research question**

Having analyzed the problem that BimBimBikes is facing, the main research question has been formulated accordingly:

- ***How can BimBimBikes exploit video marketing on YouTube to increase its online brand awareness?***

This investigation is aimed at providing BimBimBikes an advice on how to market its brand effectively through video marketing on YouTube. The given environment, persons involved, available time, and budget will be taken into consideration.

### **1.4.1 Sub-questions**

The main research question will be answered with the help of three complementary sub-questions that have been determined accordingly:

- A) How has BimBimBikes advertised its brand through video marketing until now?***

The first sub-question aims at assessing the past and current video advertising efforts of BimBimBikes. It will later serve as a basis for answering the second sub-question.

- B) What aspects play a role in effective video advertising on YouTube?***

To achieve the desired situation, a desk research is required in order to gather sufficient information that will enable to identify the effective practices and

techniques of YouTube advertising. This second sub-question serves as a basis for answering the third and last sub-question.

***C) To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?***

The last sub-question involves conducting an experiment which will attempt to implement the findings of the second sub-question in practice. Several video campaigns with different characteristics will be produced and distributed on YouTube with the help of Google AdWords. Their impact on BimBimBikes' brand awareness will be measured and compared with one another.

## **1.5 Research objective**

The foremost aim of this research is to contribute to the knowledge of the company by giving an advice on how to exploit video marketing on YouTube, that could increase brand awareness of BimBimBikes. Based on a well grounded recommendation, BimBimBikes will potentially be able to make better decisions regarding online brand awareness strategies.

## **1.6 Research structure**

The research begins with an Introduction chapter (chapter 1) where the explanation of the area of knowledge relevant to this research is provided. Afterwards, it contains the description of the research problem, main research question and its complementary sub-questions. Next, the research objective is defined and the company where this research is conducted is described in detail. Finally, the key terms used in this thesis are demarcated.

Theoretical framework (chapter 2) is then devoted to the academic literature review that serves as a theoretical basis for this research. It clarifies the most significant concepts of this research which are brand awareness, video advertising trends, YouTube, AIDA model and the Theory of Influence.

Methodology (chapter 3) systematically analyses the methods applied in this research which are desk research and experimental research. The application of these methods is then operationalized. Furthermore, the chapter presents ethics, validity, reliability and limitations of this research.

Results (chapter 4) presents the findings obtained from the conducted research using the methods and planning according to the Methodology chapter. This execution phase of the research is structured according to the three research sub-questions. Firstly, past video marketing efforts of BimBimBikes are investigated and categorized according to the digital marketing trifecta - owned, paid and earned media. Secondly, video marketing trends on YouTube are explored and the theory from preliminary

investigation is further investigated. Finally, the findings of the first and second sub-question are applied in an experiment that answers the last sub-question.

Discussion and conclusion (chapter 5) then evaluates the executive phase and reflects on the outcome of the results in relation to the preliminary findings. The three sub-questions are answered and their interim conclusions are provided, all of which leads to answering the main research question and the overall conclusion.

The final chapter Recommendations (chapter 6) presents an advice to the company as suggested by the research and further research options are proposed.

## 2 THEORETICAL FRAMEWORK

Theoretical framework provides an insight into the studied literature that is the basis of this research. First of all, brand awareness is investigated since it is pertinent to this research. Methods for measuring brand awareness are described in the next paragraph together with analytical tools Google AdWords and YouTube Analytics. These analytical tools provide access to metrics that are measured in the execution phase of this research. Secondly, the preliminary research aims at video advertising trends with a special attention to post-millennials since they are the most influential generation among digital consumers. Thirdly, the largest online video platform YouTube is described and explained why it plays a major role in online video consumption. A separate paragraph is then devoted to a description of YouTube advertising formats. Next, a traditional advertising model AIDA provides a holistic view on advertising that is relevant throughout this research. The penultimate paragraph examines the Theory of Influence since it is applied during the execution phase of this research. Finally, the findings of the preliminary research of this theoretical framework are concluded in the last paragraph.

### 2.1 Brand awareness

Understanding the concept of brand awareness is crucial to the execution of this research. It is defined as the degree to which consumers associate a brand with a specific product or service (MSG Experts, 2016). Similarly, it can be described as a means through which consumers get familiar with a brand and recognize it. Businesses therefore compete with others to generate preference for their brands by designing various aspects of mass communication so that they enhance recognition and memorization of a brand in consumers' consciousness (Bernd H. Schmitt, 2008). These aspects range from designing buildings, sales rooms, packaging of products, sales information, brochures, websites, and other types of mass communication. Effective building of brand awareness requires creation of reliable brand image, slogans, or taglines that communicate the brand's message clearly and consistently (MSG Experts, 2016).

The brand image does not necessarily need to be communicated directly to the target audience. Collaborating with other brands that have different target audiences can still boost brand awareness and sales (Perkins, 2015). In the case of BimBimBikes, collaborative marketing campaigns were performed in the past with several well known brands. For instance, BimBimBikes cooperated with KLM Royal Dutch Airlines in 2016. KLM agreed to place a banner offering BimBimBikes' services on their flight tickets whose owners were heading to a destination where BimBimBikes had its partners. In return, BimBimBikes then delivered free vouchers for rented bicycles for the KLM personnel. Similarly, BimBimBikes attempted to increase its brand awareness

in 2016 with a collaborative video campaign featuring Amsterdam Dance Event that was distributed on Facebook (figure 5).

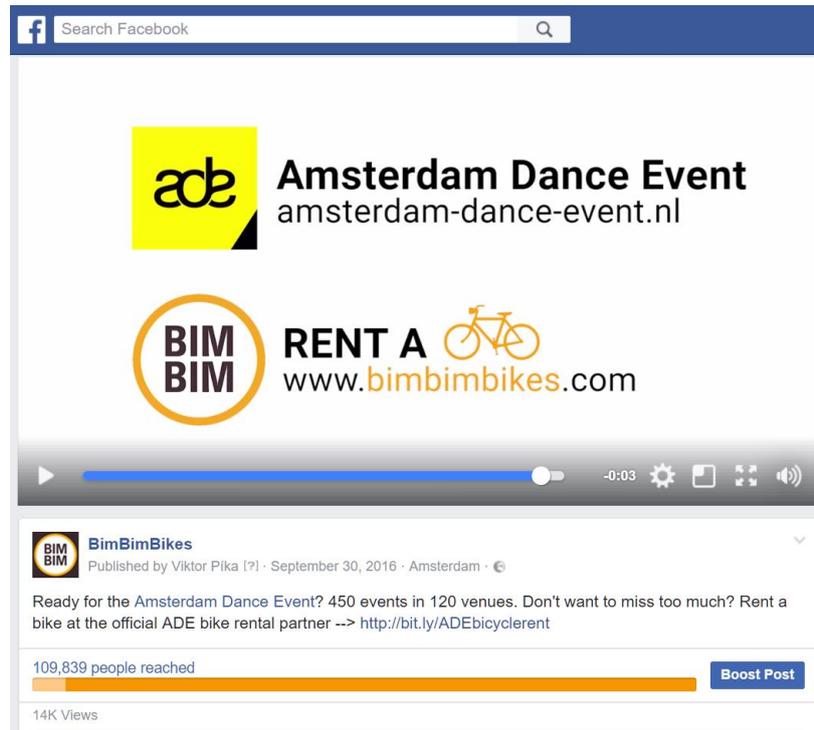


Figure 4: Facebook video campaign in collaboration with Amsterdam Dance Event (BimBimBikes, 2016)

Brand awareness is considered to be the principal goal of advertising in the early stage of a brand's introduction. This also applies to BimBimBikes, whose bicycle network is already of a sufficient size to cover the demand for rented bicycles. However, the lack of brand awareness causes the brand to be unnoticed and unrecognized which leads to a loss of commercial opportunities. The company therefore places great importance on improving its brand awareness since it leads to an increase in sales and a higher market share, if performed effectively (Smith, 2015).

The main components of developing brand awareness are:

- **Identifying and understanding the target customer**
- **Creation of a company name, logo, and slogan**
- **Adding value through services, packaging, location, events, etc.**
- **Advertising**
- **After-sale follow-up and customer relations management**

(Cornell University College, 2007)

BimBimBikes has implemented all of these components to a certain extent. The target customers have been well defined and distinguished into three categories: city-trippers, cycling enthusiasts, and the Dutch elderly (section 1.5.5). The company's

slogan has been formulated as “Rent a bike anywhere, anytime” and is depicted in its logo (figure 6).



Figure 5: Official company logo with a slogan (BimBimBikes, 2017c)

Furthermore, BimBimBikes creates added value by facilitating the rental process between its customers and partners. As this research suggests, BimBimBikes also invests a major part of its resources in advertising. Finally, the last component of developing brand awareness is in a form of customer service that BimBimBikes facilitates to both its customers and partners.

### 2.1.1 Measuring brand awareness

One of the most significant drivers that makes consumers buy is the ability to recall a product (Sharp, 2011). This brand recall can be improved with a consistent and pervasive use of logo, slogan, and by other means of traditional mass marketing. For instance, a car manufacturer Chevrolet pays \$71.4 million a year to a football club Manchester United to have their logo placed on their player’s shirts (Smith, 2015). Chevrolet then anticipates potential customers to associate their brand with Manchester United and build a preference towards their brand that leads to a purchase. Such investment in brand awareness demands to be measured in order to ascertain its performance and return on investment (ROI).

Brand awareness can be measured with the following general metrics (White, 2017):

- **Direct traffic to a website** – comes from users who remembered a brand’s web address and typed it directly into a browser
- **Earned media** – is a public mention by the press
- **External links** – link building improves a company’s search ranking by search engine optimization (SEO) which can attract new audiences and contribute to conversions
- **Blog shares** – maintaining a company’s own blog allows visitors to share its content and increase organic brand awareness
- **Social engagement** – social media engagement metrics differ on every social media but most often include likes, dislikes, comments, favorites, or subscriptions
- **Community reach** – metrics that measures community growth on social media and tracks its changes over time

- **Search volume** – organic traffic that lands on a website via search engines such as Google

Regarding this research BimBimBikes uses Google AdWords, an advertising service by Google, to distribute its video campaigns and measure the increase in brand awareness. The next paragraph describes Google Adwords in more detail.

#### **2.1.1.1 Google AdWords**

Google AdWords is a paid advertising service developed by Google, a leading Internet search engine. Marketers use it to place search results for an advertised website on a search engine results page. Such advertisements do not appear in natural search results, but as sponsored results, usually on the top of a page or nearby (WordStream, n.d.). The purpose is to accelerate incoming web traffic which would otherwise need to be generated organically (Ratcliff, 2014).

Google AdWords provides two networks where ads can be placed: the Search Network and the Display Network. The Search Network mainly delivers ads containing text whereas the Display network delivers text ads, image ads, or multimedia ads (such as video and animation) (Google, n.d.). Regarding the scope of this research, only the Display Network will be used for the distribution of BimBimBikes' video ads.

The Display Network reaches over 90% of all internet users worldwide, with over a trillion impressions of more than one billion users every month (think with Google, n.d.). In contrast to the Search Network, the Display Network allows visual ads to generate impact by building an emotional connection between the graphical, audio, and video elements that carry the intended message. The visual ads can be targeted at selected websites, pages, or YouTube videos to reach the specific target audience.

Google Adwords measures brand awareness with the following metrics (Google, n.d.):

- **Impressions**

Impressions is the number of times an ad is displayed. In order to prioritize impressions of an ad, it is useful to create a cost-per-thousand impressions (CPM) campaign. CPM campaigns are paid by the number of impressions that an ad has received, rather than by the number of clicks.

- **Customer engagement**

Customer engagement is the number of interactions people have with an advertisement such as likes, comments, or shares on social networks or clicks on search pages. Social networks have their own analytical tools to measure the engagement such as YouTube Analytics in the case of YouTube. Effective engagement often drives reach and increase impressions (Morrison, 2015).

- **Conversions**

Conversions indicate whether a campaign drives desired behavior such as sign-ups, website visits, subscriptions, or a purchase

- **Reach and frequency**

Reach is the number of visitors exposed to an ad. When reach increases it means that an ad is exposed to more potential customers, which may lead to increased awareness. Frequency is then a number or frequency an average person is exposed to a particular message of an advertisement (MBASkool, n.d.).

### **2.1.1.2 YouTube Analytics**

YouTube Analytics is an online analytical software tool developed by Google. Together with Google AdWords it will be used to measure the performance and impact of the video campaigns created for BimBimBikes. It is an embedded feature in every YouTube channel and provides up-to-date and real-time metrics. YouTube Analytics provides an access to the following metrics (YouTube, n.d.):

- **Audience engagement**

Audience engagement helps to understand the interest of a target audience through the amount of subscribers, likes, dislikes, favorites, comments and shares.

- **Audience retention**

Audience retention provides an overall measure of how a video keeps its audience. It also shows an average view duration of a video to see how long and what parts of a video are watched by its viewers. It can be then used in adjusting the videos to improve their performance.

- **Traffic sources**

Traffic sources indicate through which external sites the viewer finds a video. An outreach strategy then can be adjusted based on whether the viewers come from YouTube search, YouTube suggested thumbnails, or other social networks.

- **Demographics**

Demographics report helps in understanding the age range and the gender of the target audience which becomes useful while developing new video campaigns.

## **2.2 Video advertising trends**

The major medium for streaming video content has been television for nearly a century. According to International Telecommunication Union (ITU) the adoption rate of television was at 81% of all the households in developed countries and 42% in the developing world in 2013 (International Telecommunication Union, 2013). However, modern marketers are increasingly challenged to rapidly re-think their branding strategies as their target audiences have gradually started abandoning TV

screens. It is estimated that by 2025, half of all viewers under the age of 32 will not subscribe to a paid TV service (Celie O’Neil-Hart, 2016). Moreover, a custom survey by Google from 2016 revealed that 6 out of 10 people older than 18 already prefer watching video content (defined as TV shows, movies, music videos, videos uploaded by people and/or videos uploaded by brands) on online video platforms to live TV (GoogleScore, 2016).

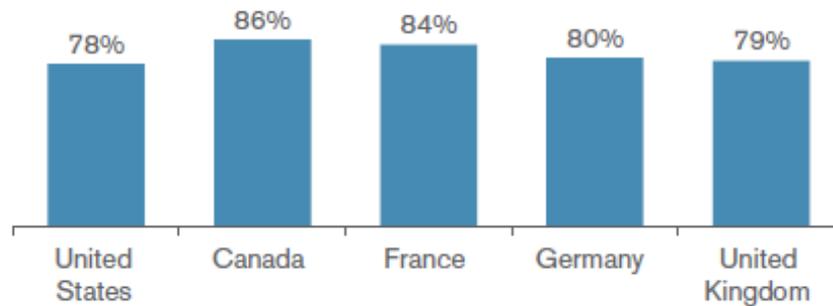


Figure 6: Percent of Online Population Streaming Video (comScore, 2009)

### 2.2.1 Post-millennials & Video consumption

It has been forecasted that due to a wider production of short-form content and its accessibility the overall volume of online video content will continue to rise (Enders Analysis, 2017). These significant changes in video consumption and decline in traditional broadcast TV appear predominantly because of *Post-Millennials*. Post-Millennials (also known as Generation Z) is the name of population born after the year 2000. In the last few years they have gained many more digital entertainment options than previous generations (Enders Analysis, 2017). This generation has therefore become the trendsetter and plays a crucial role in the fast-paced changes in video consumption (Prensky, 2001).

The most significant aspect of this generation with regard to this research is their early adoption of the Internet at a very young age (Prensky, 2001). They are comfortable with new technologies, are highly responsive to its fast advancement, and a significant part of their socialising activities happen online. It has been researched that 86% of American post-millennials use their smartphones multiple times a day and 70% now watch more than 2 hours of YouTube content every day (Trifacta Research, 2015).

Post-millennials can be divided into tweens (8-14 years) and teenagers (14-19 years). Both tweens and teenagers use a wide variety of devices to engage with their favorite TV shows, videos, or social media. According to a research in Media Consumption Habits (Trifacta Research, 2015) the favoured device to watch content by tweens in the US is still a TV set (01:29 per day), followed by a tablet (00:56) and a smartphone (00:48). However, when tweens become teenagers social media starts playing an increasingly important role in their social lives and they begin spending most of their

screen-time on smartphones (02:42), followed by computers (01:37) and TV (01:31) (figure 8). Preferred media activities by tweens are watching TV, DVDs, or videos (02:26 per day), followed by gaming (01:19) and listening to music (00:51). Teens also spend most of their media time by watching TV, DVDs, or videos (02:38), followed by listening to music (01:54) and gaming (01:21) (figure 9).

Among Tweens		Among Teens	
Television set	1:29	Smartphone	2:42
Tablet	:56	Computer	1:37
Smartphone	:48	Television set	1:31
Computer	:31	Tablet	:45
Video game console	:28	iPod/iPod Touch	:36
iPod/iPod Touch	:27	Video game console	:32
Print	:26	Radio	:27
Radio	:20	Print	:20
DVD player	:14	DVD player	:11
Handheld gamer	:07	Handheld gamer	:05
CD player	:04	CD player	:05
E-reader	:02	E-reader	:03
Movie theater	:02	Movie theater	:03
<b>Total mobile media</b>	<b>2:21</b>	<b>Total mobile media</b>	<b>4:12</b>
<b>Total mobile screen media</b>	<b>1:53</b>	<b>Total mobile screen media</b>	<b>3:01</b>
<b>Total screen media</b>	<b>4:36</b>	<b>Total screen media</b>	<b>6:40</b>
<b>Total media</b>	<b>5:55</b>	<b>Total media</b>	<b>8:56</b>

Figure 7: Time spent with media devices by US post-millennials per day (Trifacta Research, 2015)

Among Tweens		Among Teens	
Watching TV/DVDs/videos	2:26	Watching TV/DVDs/videos	2:38
Playing video, computer, or mobile games	1:19	Listening to music	1:54
Listening to music	:51	Playing video, computer, or mobile games	1:21
Reading	:29	Using social media	1:11
Using social media	:16	Doing other activities on computer/mobile device	:32
Doing other activities on computer/mobile device	:13	Browsing websites	:36
Browsing websites	:12	Reading	:28
Video-chatting	:06	Video-chatting	:13
Going to the movies	:02	Going to the movies	:03
<b>Total screen media</b>	<b>4:36</b>	<b>Total screen media</b>	<b>6:40</b>
<b>Total media</b>	<b>5:55</b>	<b>Total media</b>	<b>8:56</b>

Figure 8: Time spent on media activities by US post-millennials per day (Trifacta Research, 2015)

Post-millennials are the first consumers who have grown up wholly in a post-digital era that has brought an immediate availability of information. The ease with which this information can be accessed has utterly changed the way this generation engages with brands and make online purchase decisions (Fromm, 2016). Post-millennials have

mastered their search techniques on the Internet and are able to find what they want immediately.

However, an overwhelming abundance of information on the Internet leads to their limited attention span which creates new challenges for businesses. It has been studied that post-millennials need to be communicated with short and visually appealing content that is immediately relevant, engaging, and a beneficial experience (Trifecta Research, 2015).

As investigated in this chapter, post-millennials play a crucial role in the development of video consumption on the Internet. Their influence is therefore taken into account in this research.

## 2.3 YouTube

YouTube is the world's largest online video service launched in 2005 and is now owned by Google (Wattenhofer, 2012). The platform is being uploaded with more than 300 hours of video content every minute and five billion videos are watched on YouTube every day (Donchev, 2017). This makes YouTube the third most visited website in the world with over a billion users (YouTube, n.d.). When today's average digital consumer wants to watch a video, YouTube will likely become his first choice. In an average month eight out of ten 18- to 49-year-olds watch YouTube and in 2015, the same age group spent 4% less time watching TV, while time spent on YouTube went up by 74% (U.S. Nielsen Mobile Panel, 2015).

YouTube also serves as a social network for creators and their audience. Considering its size, YouTube creates an ideal setting for an enormous mass dialogue and exchange of information. This creates numerous opportunities for businesses that exploit YouTube to detect trends and attract consumers to their brand.

Social media marketing is a novel, yet rapidly growing channel for building relationships with consumers and building a positive image with brands (Irem Eren Erdogmus, 2012). YouTube, with its tremendous impact on viewers, is therefore amidst of attention of online marketers. While the video platform is only a decade old, the communities and creators that YouTube is forming are very likely far-reaching influencers of the future media (Savage, Understanding and Engaging YouTube Communities, 2015). For example, there is an emerging "subcelebrity" phenomenon that is becoming a frequent occurrence on YouTube (Lindstrom, 2017). In a 2015 survey of 1,500 respondents aged between 13 and 18 conducted by celebrity brand strategist Jeetendr Sehdev it was found that YouTube stars "scored significantly higher than traditional celebrities across a range of characteristics considered to have the highest correlation to influencing purchases among teens" (Ault, 2014).

It is becoming apparent that with the advent of omnipresent device screens around us, visual and social media will play an ever-important role in marketing and advertisement industry as a whole. According to Harari “What television did in 1989, Facebook and Twitter did in 2011”. Nowadays, Google algorithms not only know how we feel today, but they also know what we are likely to buy based on our online behaviour, content we followed, or liked (Harari, 2017).

### 2.3.1 YouTube advertising formats

Google AdWords allows to place video advertisements on YouTube since it is a part of Google’s Display Network. The video ads are displayed either on the search result page, watch page, or YouTube homepage across all devices (figure 10).



Figure 9: YouTube advertisement areas on a mobile device (think with Google, 2016)

Video ads are displayed in these areas in the following formats:

- **Display ads**

Display ads appear to the right of a selected video and above the list of suggested videos. These ads are visible only on computer screens.

- **Non-skippable video ads**

They are up to 30 seconds long and are placed before, during, or after a video. They are used for computer screens and mobile devices.

- **Overlay ads**

Overlay ads are semi-transparent and automatically appear on the lower 20% section of a video. These ads are also only used for computer screens.

- **Bumper ads**

Bumper ads are non-skippable, six-second-long video ads that are watched before a video starts. They are used for computer and mobile devices.

- **Skippable video ads**

Skippable video ads allow a viewer to skip a video after 5 seconds. They are inserted either before, during, or after the video. They are used for computer screens, mobile devices, TVs, and gaming consoles

- **Mid-roll ads**

Mid-roll ad is played during a break in the middle of a video that must be ten minutes or longer. They are used for computer screens, mobile devices, TVs, and gaming consoles.

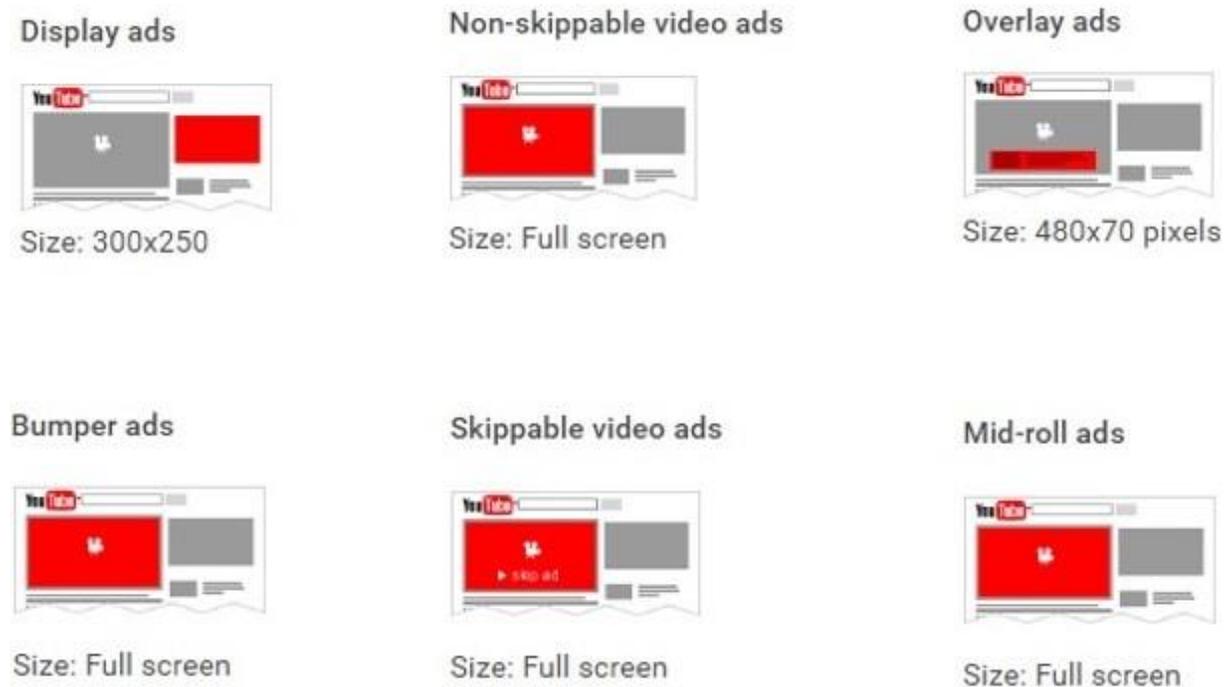


Figure 10: Positions of YouTube video ad formats on desktop devices (think with Google, 2016)

Based on the campaign objective, marketers can make a use of the above mentioned advertising formats. The video ads can be further optimized with the right choice of video titles, thumbnails, and video content itself to maximize their impact on viewers. Those viewers who wish to remove all advertisements from YouTube videos have to purchase a premium subscription called YouTube Red (Moreau, 2017).

## 2.4 AIDA model

AIDA is an acronym that stands for Awareness, Interest, Desire and Action. It is a common model in marketing and advertising that was developed by American advertising and sales pioneer, Thomas E. Barry (Barry, 1925). It describes the steps and stages of a consumer from the beginning of the sales funnel, when he becomes aware of a product or a brand, until the end when a purchase decision is reached.

Models are simplified versions of an environment that can be used for practical purposes (Bont, 2014). The AIDA model is therefore applied in this research and supports the investigation of the second and third sub-question.

These are the steps proposed by the AIDA model (Rawal, 2013):

- **Awareness (Attention)**

A consumer notices a product or a brand with the help of advertising. Marketers need to give the prospective customers a reason to take notice. This usually comes in a form of shocking facts or statistics, a thought-provoking question, or using the element of surprise (Joseph, n.d.). Thus, sufficient creativity in attracting the consumer becomes crucial at this stage in order to proceed to the next step.

- **Interest**

The consumers become interested in the product's and brand's benefits and they assess how it relates to their lifestyle. At this stage it is important to keep them engaged and interested. This is usually done in a form of illustration or demonstration that shows them how the product can solve their problems and affect their lives. The more marketers personalize the problem, the more customers identify with it and want to actively seek possible solutions. The product or a service then needs to be adapted so that it meets their needs.

- **Desire**

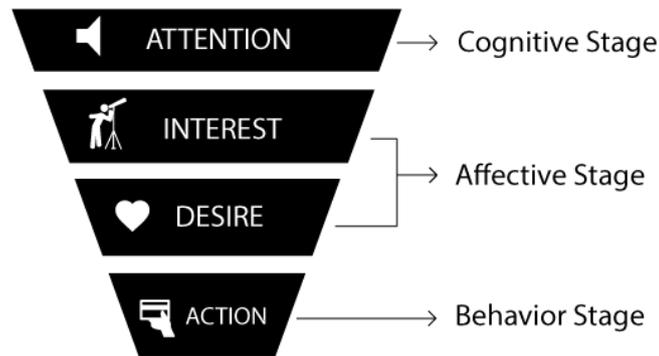
The awareness and interest in a product alone does not suffice. In order to move the consumer closer to a purchase a desire needs to be developed together with an inclination towards the brand. This can be done with emphasizing its benefits and positive impact on the consumer. Moreover, indicating its scarcity will further evoke the need to make a purchase (Borg, 2013). Noticeably, this in part reflects the theory on Seven Degrees of Social Influence developed by Robert Cialdini which is described in the next chapter (chapter 2.5).

- **Action**

The final step requires the prospective customers to take an immediate action. This often involves advertising techniques that evoke a sense of urgency, for example by offering a product for a limited time. A purchase intention is matured by the consumer which leads to a purchase of a product or at least its trial version.

Due to the fact that majority of consumers become aware of brands or products through advertising and marketing (Hassan, 2014), the AIDA model helps to understand how an advertisement message engages consumers in choosing a brand and making a purchase in different stages of the sales funnel (figure 12).

## AIDA MODEL



**Figure 11:** AIDA model and its correlation with the sales funnel (Mishra, 2017)

In the case of BimBimBikes, the first step of the AIDA model (Awareness) reflects with a viewer noticing BimBimBikes' video ads on YouTube – either automatically played in a form of bumper ads, or noticing video thumbnails in suggested videos. The second step (Interest) then correlates with a viewer clicking on the thumbnail by his will which leads to viewing a video ad. The third step (Desire) either reflects in a customer engagement action such as liking, commenting, subscribing, or sharing a video; or it means that the viewer clicked on the advertised link in the video ad and landed on BimBimBikes' website. Finally, the last step (Action) results in a reservation of a bicycle through BimBimBikes.

## 2.5 Theory of Influence

*Theory of Influence* is a theory commonly used in marketing tactics developed by a marketing psychologist Robert Cialdini. It originally consisted of six key principles of influence that are *reciprocity*, *commitment and consistency*, *social proof*, *authority*, *liking*, and *scarcity* (Cialdini, 2006). He recently added a seventh principle called *unity* (Dooley, 2016), but the theory is often referred to with its original name Six Key Principles of Influence. According to the author, "Persuasion is a science that studies how we can communicate something in a way that will significantly increase the influence over people's beliefs, attitudes, intentions, motivations, or behaviors" (Cialdini, 2013). The ability to persuade – convince the undecided, to capture our audience, and convert the opposition is a skill that is highly valued across industries (Douglas T. Kenrick, 2012). Considering the crucial role of persuasion in marketing and advertising, these principles are pertinent to this research.

The seven key principles of influence are defined as follows (Cialdini, 2006):

- **Reciprocity**

The first principle states that people tend to return a favor when they are given something that benefits them. An example in marketing is offering free samples of a product in order to evoke an obligation to repay.

- **Commitment & Consistency**

The second principle states that when people or a company commits to an idea or goal in public, it is more likely that they honor this commitment because that idea or goal is coinciding with their self-image. A deviation from their commitment would then be seen as incongruent with their values. Inconsistency is then perceived negatively and is detrimental to the process of persuasion.

- **Social Proof**

According to the third principle, people want to follow those who are similar to them in what they are already doing. If there is a popular product, for instance, its recommendations and reviews are a powerful persuasive tool that often decides about its purchase.

- **Authority**

The fourth principle states that people tend to obey authority figures and obey those in charge. An example in marketing is portraying experts, celebrities, and other role-players in advertising campaigns.

- **Liking**

The fifth principle states that people are easily persuaded by others that they know and like. Consumers are more inclined to buy from people that they have an established relationship with. Social media and viral marketing is an example where the influence of this principle frequently occurs.

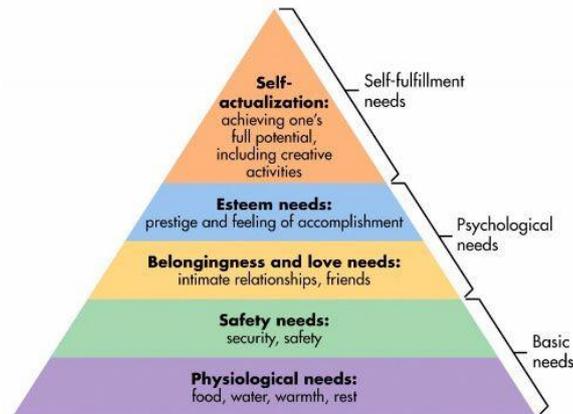
- **Scarcity**

Scarcity generates demand, thus people tend to want what may not be available. Marketers often use phrases like “limited time only”, “clearance”, or “unique” in order to encourage sales. Consumers then think that a product is going to sell out and will rush to buy it.

- **Unity**

This principle concerns shared identities. The more people identify themselves with others, the more they are influenced by them (Dooley, 2016). What marketers do in order to persuade people with certain identity is to aim at certain commonalities of this identity and demonstrate them in their advertising campaigns (Mazzucchelli, 2015). Interestingly, the unity principle correlates with the third step on *Maslow's*

*Hierarchy of Human Needs*, a motivational theory in psychology (figure 13) – the need to belong (Birkett, 2016).



**Figure 12:** Maslow's hierarchy of needs (SimplyPsychology, 2016)

Theories are defined as a means to structure the world to make it more understandable (Bont, 2014). Cialdini's theory is therefore investigated and applied in order to support research activities and help the researcher stay focused on gathering relevant research information. The seven principles later assist in answering the research sub-questions 2 and 3. The correlation between the Theory of Influence and effective video marketing techniques is investigated in sub-question 2. The seven principles are then considered to be implemented in practice during an experiment which is the final stage of the execution of this research.

## 2.6 Preliminary findings

Findings of the preliminary research further support the fact that the lack of knowledge of video advertising on YouTube is detrimental to the brand awareness of BimBimBikes. Brand awareness is the main goal for marketers at young companies such as BimBimBikes and since it is an e-commerce company, online brand awareness specifically is crucial for its successful expansion. It was also found that the performance and impact of YouTube videos on brand awareness can be measured in Google AdWords and YouTube Analytics with specific metrics that will be utilized in the execution phase of this research. The following paragraph then discovered that post-millennials are the trend-setters in the video consumption since they spend up to 6 hours and 40 minutes consuming digital media content each day. YouTube was afterwards examined in detail and the preliminary research collected important information about various video advertising formats and their placements on YouTube. The AIDA model then contributes to a better understanding of this research as an essence of advertising in a holistic approach. Finally, it was found that the Theory of Influence is widely used across all marketing techniques and is therefore also applicable to video marketing.

## 3 METHODOLOGY

This chapter describes the methods that support a systematic collection of data needed for the execution of this research. Furthermore, it is determined what aspects were required to be taken into account in order to conduct the research successfully.

### 3.1 Research design

The research design outlines the overall structure that guides the research activities. The design of this research is an approach based on an internal and external desk research for sub-questions 1 and 2 and a quantitative research in a form of an experiment for sub-question 3.

The conducted research is an exploratory research that examines a problem in order to provide insights that lead to a better comprehension of this problem. It is aimed at the discovery of new ideas and thoughts. The exploratory research design was applied since it is suitable for flexible and unstructured research processes which often include alternative courses of action (Surbhi, 2016). This happened to be the case during the student's dynamic work placement.

The problem of BimBimBikes was previously defined and its comprehension supported with a preliminary investigation in the Theoretical Framework. The execution of the research follows in which the research questions will be answered in the following order:

- **Sub-question 1 (current situation)**
- **Sub-question 2 (desired situation)**
- **Sub-question 3 (implementation)**
- **Main research question**

### 3.2 Research techniques

Research techniques described in this chapter were chosen with respect to the given amount of time during the graduation internship as well as the financial budget of the company.

#### 3.2.1 Desk research

The research starts with a desk research method for answering sub-questions 1 and 2. This method involves collecting data from already existing sources (Bont, 2014). It is important that the researcher has a proper understanding of how the research is performed in order not to waste invested resources. Hence, the purpose of this chapter is to carefully describe the research method and plan how it will be executed.

Two types of desk research techniques are distinguished:

- **Internal desk research**

It is a usual starting point of research for any organisation. The advantage of internal desk research is that it involves already existing internal company resources that are used to collect and process the data (Bont, 2014). This method is relatively cheap and effective since the needed information can be accessed with ease within a company as a course of normal process (Zabanga Marketing, 2016).

- **External desk research**

This method involves research done outside of a company. The outside resources range from data published by the government to customer desk research. Externally conducted desk research concerns analysing relevant literature as well as digital sources (Bont, 2014). Information identified by external desk research cannot be typically customized to a new research, but it can provide valuable general information on a given topic (Birch, 2017).

### **3.2.2 Experimental research**

Experimental method is a systematic and scientific approach whose objective in general is to manipulate one or more variables, and control and measure the changes in these variables (Blakstad, 2008). In this research different characteristics were applied to BimBimBikes' video campaigns and changes in these variables were recorded with the help of Google AdWords.

The experiment was preceded with sub-questions 1 and 2 that clarified what practices BimBimBikes already developed in video marketing and what knowledge on YouTube marketing still needed to be acquired. Thus the first two sub-questions analyzed the gap between the past, current, and desired situation and created the base on which the experiment could be conducted.

The objective of this experiment was to answer the sub-question 3 *“To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?”*. The experiment was conducted in five phases. It tested a set of video campaigns with divergent characteristics that were compared to each other in order to maximize the desired outcome which was an increase in online brand awareness.

## **3.3 Operationalization**

This section explains the execution of this research by describing how exactly the data was collected for each sub-question.

### **3.3.1 Sub-question 1**

*How has BimBimBikes advertised its brand through video marketing until now?*

The first sub-question was answered with the help of internal desk research. Three broad media categories - *owned*, *paid*, and *earned media* (figure 15) via which BimBimBikes distributed its video content were investigated. All three elements are important to any digital strategy as they generate awareness and engagement for a brand (Bonchek, 2014). BimBimBikes allocated resources to all three elements in order to increase its online brand awareness.

Owned media, also referred to as branding, are an extension of a brand that offer additional possibilities for customers to interact with a company. They include anything that is under a company’s control such as websites, newsletters, catalogs, and blogs. (Bonchek, 2014). BimBimBikes’ owned media is its own website with a destination blog.

Paid media is recognized as a paid advertisement that is delivered to the audience in order to earn coverage and exposure from reporters or influencers (Bonchek, 2014). BimBimBikes has been using social media such as Facebook and YouTube to distribute its video ads. In order to investigate the history of BimBimBikes’ paid media, Google AdWords and Facebook Ad Manager will be accessed to gather the necessary information.

Earned media is publicity received through promotional means other than paid media advertising. It is a collection of online word-of-mouth, viral tendencies, mentions, shares, reposts, reviews, recommendations, or content published by a third party (Machin, n.d.). BimBimBikes’ internal records will be used to investigate which video campaigns were distributed by earned media.

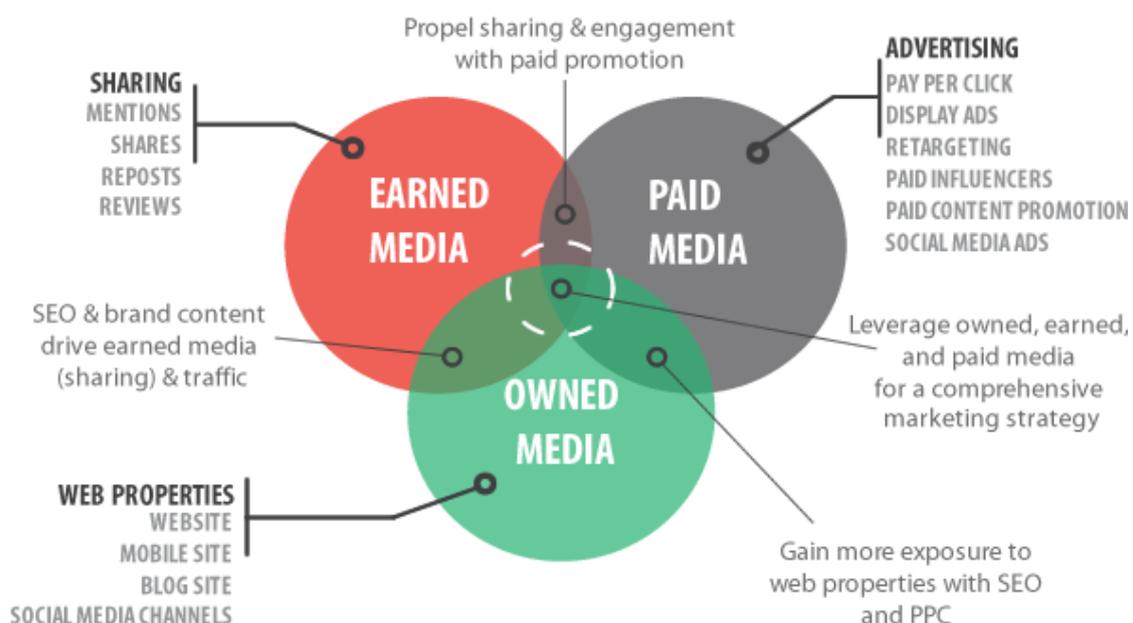


Figure 13: Digital marketing trifecta (Machin, n.d.)

### **3.3.2 Sub-question 2**

#### ***What aspects play a role in effective video advertising on YouTube?***

Preliminary investigation in the Theoretical Framework formed the basis for answering the second sub-question, but alone would not be sufficient. A deeper understanding of the topic was therefore needed to answer the second sub-question that would later form the basis for the last sub-question 3.

The sub-question 2 was aimed at researching the current and most effective video advertising techniques on YouTube and in the online video industry. External desk research was conducted to investigate the sub-question 2 and based on the preliminary findings it was decided to narrow the scope of the research to one single particular video format – bumper ad. The bumper video ad format was then further examined with the help of online digital sources. Most of the relevant and up-to-date information is published by Google itself in its blog “ThinkwithGoogle”. However, in order to secure a well-balanced and objective data also other digital sources were accessed. Printed literature was examined only for the investigation of attention span and its influence on a viewer. Literature sources on bumper ads remained very limited since the bumper ad is a relatively new phenomena with only a one-year-long existence and mostly did not reach literature-based sources. Therefore ThinkwithGoogle blog played a major role in the collection of data for this sub-question since a vast majority of the related searched keywords led to this source.

An example of most searched keywords during the desk research were: *Attention span, bite-sized ad, bumper ad, campaign message, cross-device insights, mobile-first environment, non-skippable ads, remarketing, retargeting, short-form content, short-form messaging, or video optimization.*

### **3.3.3 Sub-question 3**

#### ***To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?***

An experimental research method was used to answer the last sub-question 3. Several video campaigns were produced and advertised on YouTube using Google AdWords. The knowledge gained in the preliminary research and previous sub-questions was applied into the production and advertising of these campaigns.

The experiment was divided into five phases. Each phase contained video or videos with divergent characteristics and their effect was measured in Google AdWords. Their performance was measured by the number of gained impressions, views, and

costs. At the end of the experiment a comparison was made and together with a reflection on the results it provided interim conclusions of each sub-question.

BimBimBikes invested its own budget in the production and advertising of these campaigns. All of them were created entirely by the student who obtained the necessary skills for their realization at BimBimBikes' parent company OneStopWebshop. A combination of editing software Adobe Illustrator, Adobe After Effects and Adobe Premiere were used during the production.

### **3.4 Ethics**

Every possible measure was taken to conduct the research in an honest and objective manner. This research avoids plagiarism and all sources are referred to the generally accepted APA standards. Collected data from the company's internal databases such as Google AdWords and Facebook Ad Manager are handled confidentially. This document can therefore be only presented to the student's supervisors at the HZ University of Applied Sciences. Other persons interested in using this thesis for further research are required to ask for a written consent of the author before accessing it.

### **3.5 Validity & Reliability**

Validity demonstrates the extent of thoroughness of the research and applies to both, design and the methods used (Linguistics, 2016). To validate whether the research was conducted legitimately, several criteria were taken into account to see the effectiveness of this research. These criteria are construct validity, external validity, internal validity, and reliability (Yin, 2003). The construct validity was ensured during the desk research by collecting the data from multiple sources that provided the same results. Moreover, the experiment in the execution phase was conducted in several phases in order to increase the validity of results by obtaining sufficient amount of data. External validity was then ensured by generalizing the research results to other situations. Specifically, the findings of the preliminary research were generalized to other video commercials advertised on YouTube by different organizations. To ensure internal validity, alternate explanations of observed characteristics and data were provided throughout the research.

Reliability refers to the quality of measurement, its consistency, and possible repetition. Errors in these measures then play a key role in decreasing the reliability (Trochim, 2006). Reliability of this research can become questionable to some extent. The reason is that this study concerns highly novel practices in video marketing which have not been investigated to a great extent by other researchers. Not all obtained results can therefore be compared and validated with other sources. The level of the reliability of this research may therefore fluctuate until more research into this topic is conducted with similar methods by someone else in the future.

### 3.6 Limitations

Considering the desk research methods, the preliminary research showed certain limitations regarding the availability and diversification of sources. The reason is that the research topic stems from a relatively fast-growing industry. In such situation the majority of relevant sources are published online before they reach printed literature. Books and other printed media then become quickly obsolete as their publishing time hardly keeps up with the development in the industry. Due to the large amount of newly generated information online it is therefore especially important to refine the searching techniques in a way that maximizes accurate and relevant collection of data.

The time frame given to this research was from 1<sup>st</sup> February until 30<sup>th</sup> June 2017. During this period it was intended to conduct the research as extensively and accurately as possible. However, in order for the student to graduate, it was necessary to conduct the research within this limited time period, even though it might limit the reliability of research results.

In conclusion, it is necessary to appraise this study critically and with respect to the student's research skills, company's limited budget, the given time period as well as the fast-paced developments in the video marketing industry.

## 4 RESULTS

This chapter reveals the results that were gathered using the methods and processes described in the previous chapter Methodology.

### 4.1 Sub-question 1

#### *How has BimBimBikes advertised its brand through video marketing until now?*

Results presented in this paragraph cover the period from March 2016, when BimBimBikes started to advertise its brand through video, until now. The media used to distribute the video content is distinguished as owned, paid, and earned for a more effective investigation.

#### 4.1.1 Owned media

When it comes to owned media, BimBimBikes advertises its video content on its own company blog called “Destination tips” (figure 16). This multilingual blog is regularly uploaded with new content in order to optimize search results on Google and generate organic traffic. Videos alone are not able to be recognized by Google algorithms that identify and suggest related search results to Internet users. They are therefore accompanied with texts containing keywords that are recognized by the search engine, thus allowing organic traffic to reach the website.

To this moment the blog has been uploaded with 18 videos that the student produced. Seven of these videos were a part of a campaign whose objective was to attract more tourists to Rotterdam. The remaining campaigns were filmed in Berlin, Dordrecht, Gdansk, Hague, Kinderdijk, Prague, Riga, Turku, Utrecht, Vlissingen, and Volendam. All these videos are uploaded on YouTube and their performance is discussed in the next paragraph (4.1.2.1).

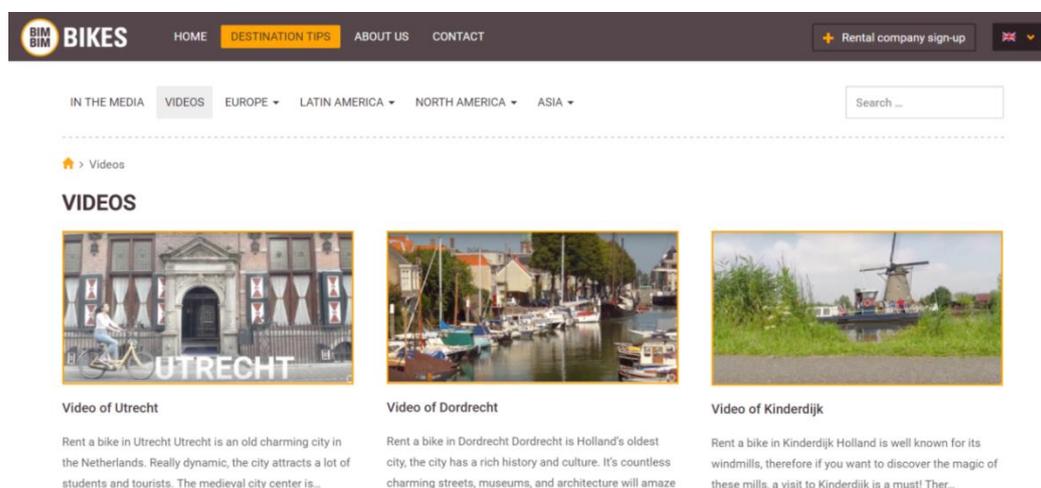


Figure 14: BimBimBikes' blog ([view here](#))

## 4.1.2 Paid media

BimBimBikes has been paying for the distribution of its content on YouTube in Google AdWords and on Facebook in Facebook Ad Manager. This paragraph reveals the history of BimBimBikes' video campaigns, their performance, and costs.

### 4.1.2.1 YouTube campaigns

Since March 2016 BimBimBikes has uploaded 32 video ads on its YouTube channel. Some of them were advertised on YouTube by using Google AdWords. An overview of these advertised YouTube video campaigns is shown in the Table 1. All of the data was extracted from BimBimBikes' own Google AdWords account.

**Table 1:** YouTube campaigns as measured by Google AdWords (11/06/2017)

Campaign name	Views	Impressions	View rate	Avg. CPV	Earned views	Cost
Top places to visit in Rotterdam	42,773	65,201	65.60%	€ 0.01	34	€ 427.73
Rotterdam: Westersingel	23,867	38,883	61.46%	€ 0.01	13	€ 238.67
Rotterdam: Oude Haven - French	22,925	36,801	62.29%	€ 0.01	10	€ 229.25
Meet Leonard	15,049	62,147	24.22%	€ 0.04	3	€ 608.07
Pokemon GO Pre-roll	10,672	31,977	33.37%	€ 0.01	45	€ 127.23
Rotterdam: Delfshaven	10,493	17,584	59.67%	€ 0.01	7	€ 104.93
Pokemon GO Rotterdam	9,713	359,628	2.70%	€ 0.01	357	€ 97.13
Rotterdam: Markthal	1,872	3,240	57.78%	€ 0.01	2	€ 18.72
Rotterdam by Bike	1,438	7,995	17.99%	€ 0.01	0	€ 14.78
Vlissingen on a Bike	1,018	1,593	63.90%	€ 0.01	11	€ 10.18
Rotterdam: Oude Haven	804	2,080	38.65%	€ 0.01	0	€ 8.04
Rotterdam: Retargeting - Dutch	656	1,319	49.73%	€ 0.01	2	€ 6.56
Don't be a tourist - 12 seconds	617	2,294	26.90%	€ 0.05	0	€ 28.57
Rotterdam 2	194	903	21.48%	€ 0.03	1	€ 5.07
Bumper Animation - German 2	0	61,080	0.00%	€ 0.00	0	€ 218.09
Bumper Animation - Italian	0	53,905	0.00%	€ 0.00	0	€ 194.31
Bumper Animation - German 1	0	6,512	0.00%	€ 0.00	0	€ 18.74
Bumper Animation - Portuguese	0	902	0.00%	€ 0.00	0	€ 1.90
<b>Total:</b>	<b>142,091</b>	<b>754,044</b>			<b>485</b>	<b>€ 2,357.97</b>

YouTube metrics	Definition
Views	Number of times a video ad is shown. A view occurs when a viewer watches at least 30 seconds of the video, or interacts with it. Such interactions include clicks on the call-to-action overlays (CTAs), cards, and companion banners.
Impressions	Impression is counted every time a video ad is displayed, irrespective the viewing time.
View rate	View rate is the number of views divided by the number of impressions, including thumbnail impressions.
Average cost per view (CPV)	Average amount that is paid every time a viewer sees an ad. The CPV is defined by the total cost of all ad views divided by the number of views.
Cost	Cost is the sum of the cost-per-clicks (CPC) spend and cost-per-thousand impressions (CPM) spent.
Earned views	Earned view occurs when someone views a video ad and then watches another video or videos in a linked YouTube channel within 7 days of the ad view. Multiple views from the same person are each counted as a single earned view.

As shown in Table 1, BimBimBikes spent €2,357.97 for 142,091 video views in total on YouTube since March 2016. The average video length was one minute (appendix 4).

#### 4.1.2.2 Facebook campaigns

BimBimBikes has been uploading its video content also on Facebook. The advertising is managed and paid in Facebook Ad Manager, a built-in commercial feature on Facebook. The extracted data is shown in Table 2.

**Table 2:** Facebook campaigns as measured by Google AdWords (11/06/2017)

Campaign name	Reach	Impressions	Results	3-sec views	Cost
Post: "POKÉMON GO hype arrived to Rotterdam! Get on a..."	488,318	650,114	223,000	223,000	€ 410.51
Amsterdam - ADE video	103,996	150,820	19,467	19,467	€ 48.59
Trump vs. Clinton	75,728	93,473	33574	33,574	€ 62.47
Post: "Did you know there is a secret Streetart Route in..."	42,733	46,564	6,437	6,437	€ 29.98
Kinderdijk on a Bike	40,336	45,445	15,473	15,473	€ 9.98
RTM - favorite spot clips	19,733	20,487	5,926	5,926	€ 40
Video Views Hotel New York	16,340	19,411	6154	6,154	€ 14.98
Rotterdam Rewriters Broad	14,950	19,275	5,547	5,547	€ 21.25
tourists in berlin	12,640	14,541	4390	4,390	€ 15.97
Praag Videoweergaven	11,828	15,833	4,910	4,910	€ 29.99
Post: "Love it or hate it. Watch "Behind the scenes" of..."	8,024	8,094	3,138	3,138	€ 5
Post: "Did you know that until the Dutch Golden Age..."	7,296	7,830	2,821	2,821	€ 5
Post: "NIEUWE VIDEO! Artis uit Letland laat u op de..."	7,148	14,549	4187	4,187	€ 14
Post: "Why would you ever walk again? Get on a bike."	4,506	4,576	1,240	1,240	€ 5.12
Gdansk - returning viewers	4,320	4,465	1,327	1,327	€ 4.14
Website Clicks with Video Rotterdam 1	4,244	4,738	18	515	€ 6.41
Video Views Rotterdam campaign	4,045	4,193	1307	1,307	€ 5.40
Election Day clinton trump	3,497	3,715	1,456	1,456	€ 6.99
Gdansk - expedia, tripadvisor, booking.com	2,376	2,401	891	891	€ 2.75
Prague on a Bike	1,680	1,953	690	690	€ 2.23
Gdansk on a bike	1,648	1,663	596	596	€ 1.91
Bericht: 'What do Italians like about Rotterdam? Wat vinden...'	1,513	1,531	391	391	€ 2
Den Haag	430	468	104	102	€ 0.47
Berlijn videoviewers	115	1,490			€ 6.75
Post: "Kalu Marée Our former Countrymanager France did a..."	48	49	11	11	€ 0.02
<b>Total:</b>	<b>877,492</b>	<b>1,137,678</b>	<b>343,055</b>	<b>343,550</b>	<b>€ 751.91</b>

Facebook metrics	Definition
Reach	The number of people who saw an ad at least once.
Impressions	The number of times an ad was viewed. Impressions may include also multiple views by the same people.
Results	The number of times an ad achieved an outcome, based on the selected objective.
3-second video views	The number of times a video was watched for an aggregate of at least 3 seconds.
Cost	The total amount of money spent on a campaign during its schedule.

As shown in Table 2, BimBimBikes spent € 751.91 for 877,492 views since March 2016 on Facebook. The “reach” metrics in Table 2 is equivalent to metrics “views” in Table 1. These two metrics can be therefore compared as shown in Table 3.

**Table 3:** BimBimBikes' video advertising performance comparison between YouTube and Facebook

	Total cost	Total views	Cost per view	Cost per view difference in %
YouTube	€ 2,357.97	142,091	€ 0.01670	<b>94.85% less effective to Facebook</b>
Facebook	€ 751.91	877,492	€ 0.00086	<b>94.85% more effective to YouTube</b>

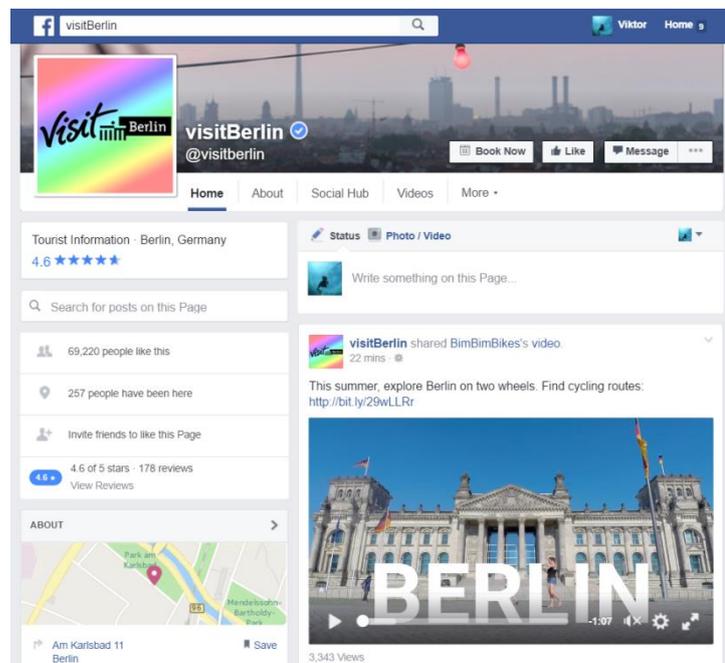
Having investigated the performance of advertising efforts in both Google Adwords and Facebook Ad Manager it can be concluded that BimBimBikes has been 94.85% more successful with Facebook video advertising to YouTube video advertising in the given period.

### 4.1.3 Earned media

Since BimBimBikes' first video marketing efforts in March 2016, its videos were published or shared by various online websites, online news, or social media channels. The following figures in this paragraph present examples of BimBimBikes' earned media.



**Figure 16:** A mention by [www.ad.nl](http://www.ad.nl) (Algemeen Dagblad, 2016)



**Figure 15:** visitBerlin shares BimBimBikes' video ([view here](#))

The most notable campaign BimBimBikes succeeded with was a video that went viral in July 2016. The campaign made a use of the most successful mobile phone game in history that was extremely trending on the Internet at the time. The video was shared across Facebook and generated over 264,000 views (figure 17).



Figure 18: A mention by [www.groot-waterland.nl](http://www.groot-waterland.nl) (Groot-waterland.nl, 2016)



Figure 17: BimBimBikes' most viewed campaign ([view here](#))

## 4.2 Sub-question 2

### *What aspects play a role in effective video advertising on YouTube?*

The preliminary research presented in the Theoretical Framework serves as a basis for further and deeper investigation that answers the second sub-question of this research. Specifically, its preliminary findings suggest that the relationship between the shortening attention span of Internet users and the shortest YouTube video advertising format (bumper ad) should be investigated in more detail. When it comes to the content of these bumper ads, the seven principles of influence by Robert Cialdini are investigated again, this time with a specific focus on their implementation in video marketing.

#### 4.2.1 Attention span

The research in video advertising techniques on YouTube suggests that a viewer's attention span plays a crucial role. As stated earlier in this research, an overwhelming abundance of information on the Internet leads to a limited attention span of the Internet users. Post-millennials in particular need to be therefore communicated with short and visually appealing content that is immediately relevant, engaging, and a beneficial experience (Trifecta Research, 2015). It was researched that the average human attention span on the web was at 12 seconds in 2000 (Harald Weinreich, 2008) and it has dropped to mere eight seconds in 2013 (Statistic Brain, 2016). These changes in attention span has profoundly changed the advertising industry since advertisers discovered that short-form messaging is far more effective and significantly lowers advertising costs (Fleit, 2014). These developments led to an introduction of very short video advertising formats. The shortest video format that YouTube offers is described in detail in the following paragraph.

## 4.2.2 Bumper ads

YouTube followed the shortening attention span of its users and developed a six-second-long advertising format in 2016 that is called a Bumper ad (Ha, 2016). A year after, the adoption of bumper ads is increasing as they have proved to yield success to all parties involved - consumers get a better user experience, brands maximize their brand awareness and YouTube maintains its ad revenue (Wohlwend, 2017). This effectivity is reached by designing the bumper ads to repeatedly transfer a memorable message in only six seconds. In contrast to longer YouTube video ad formats, bumper ads are non-skippable, which means they are generally viewed until the end.

Bumper ads are advertised through Google AdWords where they are sold as an auction on a CPM (cost per thousand impressions) basis (Lupei, 2016). This format is specifically used by companies to drive upper-funnel goals such as brand recall and brand awareness. Bumper ads therefore correlate with the first step of the AIDA model (chapter 2.4) which represents increasing awareness of a product. If they are effective, the consumer proceeds to the following steps in which they become interested in a product, develop a desire, and finally make an action by purchasing the product.

With such a short length, bumper ads minimize the impact on the viewing experience. Furthermore, if the bumper ad is served contextually it becomes more relevant and less disruptive to the video it is advertised on, thus decreasing the likelihood that a viewer will ignore the ad (Wohlwend, 2017).

According to a recent research, 50% of all American Internet users aged between 18 and 49 turn to their mobile device first when they want to watch a video due to its easy access, immediate availability and personalization it offers (Hamedy, 2016). Bumper ads then become a very effective advertising format if displayed on mobile devices in particular, since viewers using mobile devices are often on the go which causes even shorter attention spans for the viewed content (Garun, 2016). Moreover, findings of the preliminary research (chapter 2.2.1) reveal that post-millennials in the US spend on average 2 hours and 42 minutes a day consuming media through their smartphone screens which is 40,5% of total screen media time (figure 8) (Trifecta Research, 2015). For brands around the world, it is therefore important to deploy media plans with a far heavier emphasis on mobile devices in order to reach and engage multiscreen users (MillwardBrown, 2014).

BimBimBikes decided to test this short-form advertising format in practice due to its effectivity, relative low production and advertising costs. The next and last sub-question therefore investigates to what extent BimBimBikes is able to utilize this advertising format to its benefit.

### 4.2.3 Theory of influence in video marketing

The theory of influence by Robert Cialdini was introduced in the Theoretical Framework. According to Cialdini, the seven principles are psychologically central to the modern human behavior in all kinds of domains (Cialdini, 2006). This research investigates and applies the seven principles of this theory particularly in video marketing practices. This paragraph presents examples of the seven principles used in YouTube advertising by well-known brands:

- **Reciprocity**

Reciprocity is often applied in video marketing in a form of education based marketing which can be understood as sharing knowledge from the area of expertise with the viewer. The objective of applying reciprocity principle is to build trust between the viewer and brand by creating good will and solving people's problems (Garcia, 2016). This gives viewers a real value to which they listen to and are more likely to make a purchase in return. Most frequent examples in video marketing are how-to videos, tutorials or reviews. Coolblue, a Dutch e-commerce company, provides an example with their unboxing videos of products they sell online (video 1). Their videos are noticeably biased since they don't mention any negative aspects of the products they sell. However, the viewer is still provided with valuable information as the products are unboxed in front of the camera and their usage is explained.



Samsung Galaxy S Advance review en unboxing

**Video 1:** Applying the reciprocity principle in a video ad by CoolBlue ([view here](#))

- **Commitment & Consistency**

The second principle is applied in video marketing to create a rational, stable, trustworthy, and decisive image about a brand. If completely omitted, a brand might seem indecisive, deceptive, and unstable. An example of a successful use of commitment and consistency is provided in video 2 by Apple, a technology company that have mastered this principle and is heavily applied across all of their marketing activities. According to a social anthropologist Dr. Kirsten Bell from the University of

British Columbia, Apple shows similar parallels between a religion or cult status (Osborne, 2012). Bell believes that the Apple's logo has even turned into a sacred symbol in consumer electronics. A fitting example of the way Apple uses their logo to create a godlike feeling is revealed at the very end of video 2.

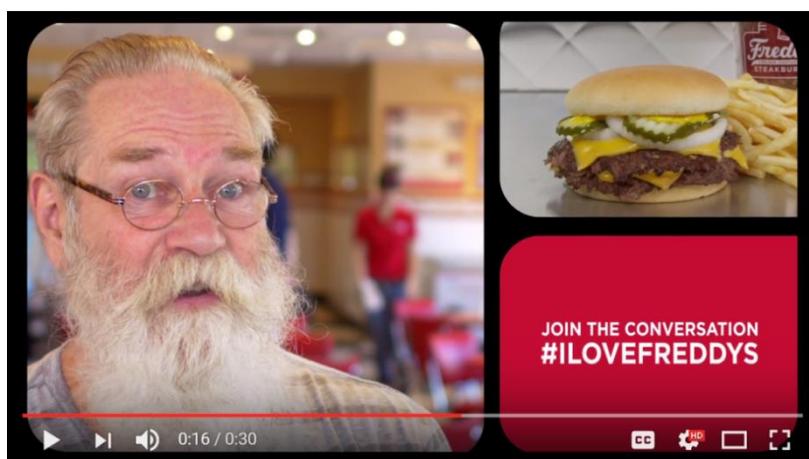


Apple - Perspective

**Video 2:** Applying the commitment and consistency principle in a video ad by Apple ([view here](#))

- **Social Proof**

Social proof is often applied in video marketing in a form of testimonials from satisfied customers to evoke a consensus among target consumers. People tend to follow the lead of similar others. Companies like Freddy's, an American fast food chain, applies social proof in their video commercial (video 3) by inviting satisfied customers to talk about their products. People of all age groups are shown in the video to influence broad target demographics. For example, an elderly man in the video says "it reminds me of what burgers used to taste like when I was a kid", which clearly implies in this case the intention to influence the older target audience. Moreover, the video commercial ends with a slogan "The taste that brings you back" which further influences the older target audience.



Freddy's Fish TV Commercial Limited Time Offer

**Video 3:** Applying the social proof principle in a video ad by Freddy's ([view here](#))

- **Authority**

According to the fourth principle, people tend to respect authority. Video marketers therefore use the knowledge of experts to support their business. If they appear in front of the camera, they should exhibit their authority by making a direct eye contact with the camera, use positive body language and sound confident (Tacovsky, 2014). An example of applying the authority principle can be found in a video of Red – a high-end manufacturer of cinematic equipment. They paid Mark Toia, a successful video advertising director to make a voiceover for their product (video 4). He talks about his experience with the equipment and gives many examples from his field of expertise. The voiceover is elaborated with an emphasis on detail and sounds very confident to the narrow target professional audience that Red is targeting. The video therefore evokes authority, leadership, trust and excellence, all of which is particularly valued by the high-end users.



Mark Toia | WEAPON 8K S35 Review

Video 4: Applying the authority principle in a video ad by Red ([view here](#))

- **Liking**

The fifth principle is applied in video marketing by telling the viewers that they are similar to the company's current customers and that the company understands their challenges and preferences. People are then more likely to purchase from companies that they like. There are various factors that power the principle of liking: physical attractiveness, similarity, compliments, contact and cooperation, and conditioning and association (Cialdini, 2006). Kia provides an example of the liking principle in their car video commercial (video 5). They used the most frequent factor that powers the liking principle, which is the physical attractiveness, in this case of a female character. In this way they target the adult male audience.



KIA Forte 2013 Super Bowl Ad - "Hotbot" Female Robot

**Video 5:** Applying the liking principle in a video ad by Kia ([view here](#))

- **Scarcity**

Video marketers often highlight what their viewers might miss out if they do not purchase their product. People are more sensitive to possible losses than to possible gains. Video campaigns applying the scarcity principle therefore often refocus their message from a potential benefit to a potential loss of wasted opportunity (Tacovsky, 2014). Verizon, a telecommunications conglomerate, clearly evokes scarcity in their video commercial where they offer a limited offer of two for one deal with an additional announcement of the deal expiry date (video 6). Notably, the two for one deal also signifies the reciprocity principle.



Verizons ad - scarcity

**Video 6:** Combining the scarcity and reciprocity principle in a video ad by Verizon ([view here](#))

- **Unity**

The last unity principle concerns shared identities. The Dutch Ministry of Defence applied the unity principle in their recruiting campaign which targets young males. According to Dooley, the more people identify themselves with others, the more they

are influenced by them (Dooley, 2016). The campaign therefore highlights certain commonalities among soldiers and young males such as heroism, empathy, and willingness to help (video 7).

Furthermore, the campaign considers the need to belong which is a fundamental human need included in the Maslow's Hierarchy of Human Needs. This need represents forming and maintaining at least a minimum amount of lasting, positive, and significant relationships. Satisfying this need then requires frequent and positive interactions with the same individuals (Ben-Zeév, 2014). The campaign therefore highlights signs of camaraderie, companionship and heroism upon joining the army.



Video 7: Applying the unity principle in a video ad by the Dutch Ministry of Defence ([view here](#))

### 4.3 Sub-question 3

***To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?***

Having analyzed the attention span of today's Internet users, a bumper ad format, and the implementation of the Theory of Influence in video marketing, the research provided sufficient understanding to be able to proceed to the last sub-question of this research.

An experimental method was used in answering the last sub-question. Based on the preliminary research and findings of the previous sub-question 2, BimBimBikes has decided to apply very short video ad formats to its experimental YouTube campaigns. The scope of these campaigns is narrowed to BimBimBikes' main target audience (city-trippers) that are planning to visit Amsterdam and search for related content on YouTube.

The findings of the previous sub-question imply that the short-form advertising together with the application of seven principles of influence improve the

performance of video campaigns and lead to an increase in brand awareness. However, whether these findings apply also to BimBimBikes and its current circumstances has to be tested. An experiment is therefore essential to determine whether this hypothesis is correct. The objective of the experiment is to apply the findings of the previous sub-question in BimBimBikes' own video campaigns with respect to the company's budget, knowledge and student's skills. To determine the performance of these video campaigns, metrics such as the amount of impressions, CTR rate, view rate, and advertising costs will be measured in Google AdWords.

The experiment was conducted in five phases and targeted demographics that varied in each phase. All videos were produced and distributed by the student. The advertising budget was provided by BimBimBikes.

### 4.3.1 Phase 1

The first video ad was animated and the voiceover was recorded in German. The applied video format is a bumper ad reaching six seconds in length. This campaign targeted German speakers searching on YouTube from Austria, Germany, Luxembourg, Netherlands and Switzerland. Furthermore, a set of specific keywords relating to travelling in Amsterdam was targeted and can be seen in the appendices.



Video 8: Phase 1 – Animated bumper ad - German ([view here](#))

This campaign generated the following results presented in tables 4 and 5. The full list of targeted keywords is included in the appendices.

Table 4: Phase 1 - keywords targeting results

Phase 1 - keywords targeting results	
Total impressions	61,080
Clicks	15
CTR	0.02%
Total costs	€ 218.09

**Table 5:** Phase 1 - top 10 keywords

	Keyword	Impressions	Cost
1	amsterdam tagesausflug	17,870	€ 63.28
2	beste grachtenfahrt amsterdam	14,668	€ 52.24
3	holland amsterdam and	13,123	€ 46.93
4	amsterdam angebote	3,607	€ 12.91
5	reise nach amsterdam	3,221	€ 11.55
6	holland amsterdam	3,053	€ 11.21
7	reise amsterdam	1,169	€ 4.31
8	amsterdam hotel	806	€ 2.93
9	amsterdam sehenswürdigkeiten	562	€ 2.05
10	hotel amsterdam de	535	€ 1.94

The first phase discovered the most used keywords searched by German speakers from the targeted countries. The top ten most used keywords are presented in table 5. Together with the German version, an English version was also created. However, it was decided not to advertise the English version as the bumper ad generated a low click through rate (CTR) and became cost ineffective.

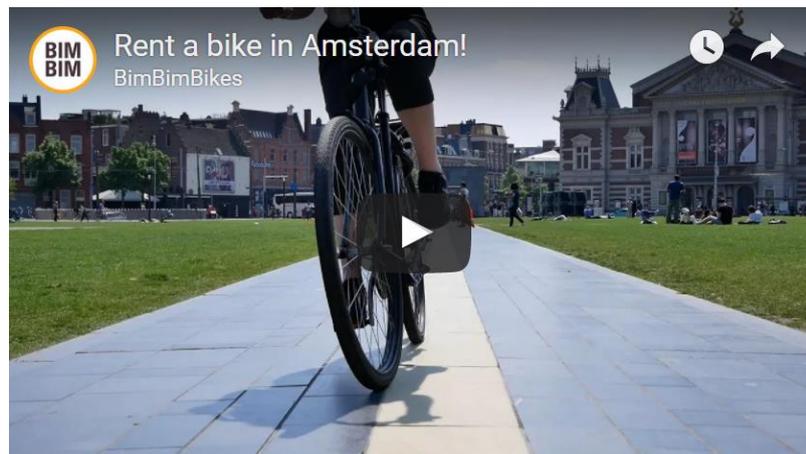
### 4.3.2 Phase 2

Findings from the second sub-question were applied in phase 2. It was previously found that YouTube video ads gain higher view rates when they are contextual with the searched keywords or videos they are advertised on. These videos were therefore investigated with a special attention to the setting and location. It was found that the video content was most frequently including streets of Amsterdam and well-known attractions. BimBimBikes therefore decided to film in similar locations with an objective to create more contextual content which would resemble the majority of YouTube videos that it would be later advertised on. In this way, the video would be less distracting which could increase the attention span of the viewer who might not immediately recognize that the streaming content is advertised.

It turned out to be too challenging to include all seven principles of the Theory of Influence into a single video lasting only six seconds. It was therefore decided to apply only a single principle – the unity. The purpose was to create a shared identity between the influencer (BimBimBikes) and the influencee (viewer) by adding a voiceover to the video that says “Don’t be a tourist, rent a bike online and see Amsterdam as a local.” The slogan was aimed at city-trippers seeking an offbeat experience and who tend to deviate from the masses – tourists in this example.

In contrast to phase 1, this time it was decided to create a variety of bumper ads to further enhance its overall impact and brand awareness. In this phase five versions of bumper ads were produced, all of them in German and English. The German ad targeted Austria, Germany, Luxembourg, Netherlands and Switzerland; the English

version targeted Canada, Denmark, Finland, Iceland, Ireland, Netherlands, Norway, Sweden, the UK and the US.



**Video 9:** Phase 2 - bumper ad 1 ([view here](#))



**Video 10:** Phase 2 - bumper ad 2 ([view here](#))



**Video 12:** Phase 2 - bumper ad 4 ([view here](#))



**Video 11:** Phase 2 - bumper ad 3 ([view here](#))



**Video 13:** Phase 2 - bumper ad 5 ([view here](#))

**Table 6:** Phase 2 - keyword targeting results - English version

Phase 2 - keywords targeting results - English version	
Total impressions	18,790
Clicks	0
CTR	0.00%
Total costs	€ 64.25

**Table 7:** Phase 2 - keyword targeting results - German version

Phase 2 - keywords targeting results - German version	
Total impressions	16,677
Clicks	4
CTR	0.02%
Total costs	€ 56.09

### 4.3.3 Phase 3

The investigation during the phase 2 discovered that bumper ads together with videos shorter than 11 seconds cannot be retargeted. Retargeting was one of the objectives for BimBimBikes during this experiment to see how returning viewers engage with repeated advertising content from BimBimBikes. It was therefore decided to extend the next video campaign to just above 11 seconds. This campaign targeted countries with native or good knowledge of English as a second language: Canada, Denmark, Finland, Iceland, Ireland, Netherlands, Norway, Portugal, Sweden, United Kingdom and United States.



**Video 14:** Phase 3 - 12 second video – english ([view here](#))



**Video 15:** Phase 3 - 12 second video – german ([view here](#))

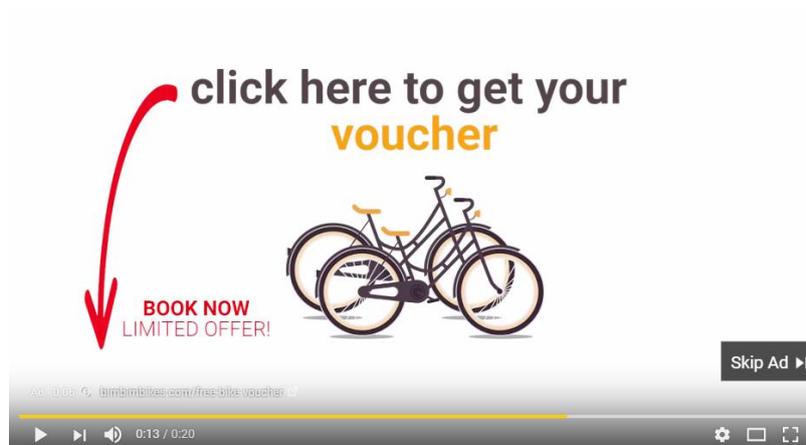
**Table 8:** Phase 3 - keywords targeting results – English version

Phase 3 - keywords targeting results - English version	
Total impressions	12,029
Views	3,382
View rate	28,12%
Clicks	4
CTR	0.06%
Total costs	€ 138.94

### 4.3.4 Phase 4

The objective of phase 4 was an attempt to create an adjusted version of phase 3 which could improve its performance. Based on the findings of sub-question 2, two additional principles of the Theory of Influence were applied in the video. Reciprocity was evoked by offering a free voucher which enables to receive two rented bicycles for the price of one. Scarcity was then applied by mentioning that the offer is limited and the viewer was urged to make the reservation immediately (video 17). The unity

principle remained by evoking a sense of belonging by saying “Don’t be a tourist, rent a bike online and see Amsterdam as a local” at the beginning of the video.



**Video 16:** Phase 4 – applying the unity, reciprocity, and scarcity principle ([view here](#))

**Table 9:** Phase 4 - keywords targeting results - English version

Phase 4 - keywords targeting results - English version	
Total impressions	13,600
Views	3,812
View rate	27,95%
Clicks	19
CTR	0.14%
Total costs	€ 110.59

### 4.3.5 Phase 5

The last phase attempted to implement the authority principle of the Theory of Influence in practice. In contrast to previous phases this time the Dutch-speaking YouTube audience was targeted. The authority principle was represented by the Dutch king Willem Alexander. The video was filmed at a cycling conference Velo-city 2017 in Nijmegen where BimBimBikes contributed to renting bicycles to its visitors, including the king.

This video was not part of the Amsterdam campaign that targeted foreign Amsterdam tourists. It was therefore not advertised on YouTube during the research project. However, it is relevant to this research since it presents the way BimBimBikes implemented the authority principle in practice.



**Video 17:** Phase 5 - applying the authority principle with the Dutch king Willem Alexander ([view here](#))

## 5 DISCUSSION

This chapter evaluates the executive phase and reflects on the outcomes of the results of each sub-question in relation to the preliminary findings. Strengths and weaknesses of the conducted research are critically appraised and their consequences on the results are interpreted. Finally, this research is compared to a different one that generated similar results.

### 5.1 Sub-question 1

***How has BimBimBikes advertised its brand through video marketing until now?***

The average video length of previously launched campaigns on YouTube was one minute. This contradicts with the findings of the next sub-question which suggests using much shorter video formats. It was discovered that the average attention span of Internet users in 2013 was eight seconds and continues to shrink. Furthermore, campaigns need to transfer the advertising message with short and visually appealing content that is immediately relevant, engaging, and provides value to the viewer. Yet, BimBimBikes used to launch campaigns that were not always relevant to the viewer since they targeted too broad audience. The value generated by the video content prior to this research might have been too low since little information relevant to the viewer's interest was provided. Such videos usually involved only visually engaging content with no actual information or advice expressed in the video itself. Finally, the Theory of Influence, that was further investigated in the second sub-question, used to be largely omitted in BimBimBikes' video marketing. In some cases only the liking principle was unintentionally applied.

### 5.2 Sub-question 2

***What aspects play a role in effective video advertising on YouTube?***

The results provided during the investigation of the second sub-question correlate to a great extent with the preliminary findings in the Theoretical Framework.

The shortening attention span of Internet users particularly correlates with the preliminary research on the trends of video consumption among post-millennials. It was found that teenagers consume on average 6:40 of screen media daily. Out of this total time, 2:42 of media is consumed on mobile phones. These relatively abrupt changes in media consumption are then followed by video hosting services such as YouTube who developed an extremely short advertising format – Bumper ad. This format is especially aimed at mobile device users that are usually on the go and who are prone to frequent distraction which undermines their attention span.

BimBimBikes therefore assumed that following this trend and applying the bumper ad format could potentially be suitable for its video marketing efforts on YouTube and decided to test this hypothesis in an experiment that was conducted in the last sub-question.

Furthermore, the Theory of Influence that was holistically introduced in the Theoretical Framework was further researched in the second sub-question. It indeed proved as a widely applied method also in video advertising. Companies either aim at applying one single principle of influence, or a combination of more. For BimBimBikes, however, it was not clear how this method should be implemented in its own campaigns with limited resources, nor was it known what the campaign performance would be. It was therefore decided to additionally implement the seven principles of influence in BimBimBikes' own bumper ads.

### 5.3 Sub-question 3

#### *To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?*

All the knowledge gained from the previous stages of the research was combined in the last sub-question. The findings were implemented in practice in an experiment that was conducted in five phases. The discussion on their interdependence is expressed in this paragraph.

- **Phase 1**

The previous research presented the importance of contextuality of advertised content that is placed at the start of YouTube videos. This means that the animation did not resemble the nature of YouTube videos it was advertised on. The majority of these videos were filmed outside in the streets of Amsterdam. The animation then might have distracted the viewer with its colorful visuals that might have been immediately recognized as a commercial, thus significantly decreasing the viewer's attention span and the chance to remember BimBimBikes' brand. The campaign was therefore stopped and improvements were prepared for the next phase.

- **Phase 2**

The results of the second phase resembled the performance of the first animated bumper ad and no significant changes were noticed. This might correlate with the findings of the second sub-question that revealed that bumper ads are used to drive upper-funnel goals such as brand recall (Lupei, 2016). Since BimBimBikes is not a well established brand yet, bumper ads might not be suitable because the customer base is very low, thus limiting the brand recall. Viewers have little chance to understand and remember the message of BimBimBikes during the six seconds, in contrast to well

established brands that they are familiar with. Furthermore, since bumper ads do not allow a view count, it was not possible to measure the changes in the view rate that would reveal whether the context adjustment of content had any impact on the viewer's attention span.

Similarly, the missing view count did not enable to track the viewers, so retargeting was not possible. It was therefore decided to abandon the bumper ad format while still following the short-messaging format. Since the view count is enabled for videos longer than 11 seconds, the initial bumper ad was extended from six to twelve seconds in the next phase 3.

- **Phase 3**

Extending the non-skippable six-second-long bumper ad into a twelve-second-long video meant an enabled view count but also an option to skip the ad after five seconds. It was discovered that the average view rate was 28,12% which means that the average viewer skipped the ad within first five seconds of the video.

The enabled view count then made retargeting possible. This means that the viewers are tracked and can be advertised additional content in Google search results, display network, or again on YouTube. Google AdWords will allow BimBimBikes retargeted advertising up to 130 people on Google search, 3,200 people on YouTube and 2,800 people on display network. This option will be utilized in the future marketing activities of BimBimBikes.

- **Phase 4**

Phase 4 was built on the previous video campaign and was further extended from 12 to 20 seconds. This time two additional principles of influence were incorporated. Next to the unity principle, scarcity and reciprocity principle were implemented. The view rate remained approximately the same but the click through rate (CTR) significantly increased. This meant that ten viewers landed on BimBimBikes website. However, with €59.46 spent, it was still considered too cost-inefficient.

- **Phase 5**

The last phase was not advertised on YouTube during the research project. The reason was that the company saw a potential viral tendency and decided to advertise this video on Facebook instead where BimBimBikes previously gained significantly more experience.

BimBimBikes implemented the authority principle in practice in this campaign by filming the Dutch king on a bicycle that clearly articulates in Dutch "*Ja ik ga toch niet remmen vandaag*" which meant that he would not need to brake on his bicycle that day. BimBimBikes used his words in the video and suggested the opposite – to rent a bicycle equipped with brakes, hoping to establish a memorable message.

## 5.4 Comparison with similar research

According to a similar research on short-form advertising, there are three interdependent objectives that any short-form advertising content should achieve to become successful (Cook B. , 2016):

- **Attracting attention**
- **Evoking an emotional response**
- **Shape perception and motivate action**

The first utmost objective is to draw attention. If the content is appealing and of a high quality but does not draw attention it fails to deliver the message and becomes futile. The second objective is to evoke an emotional response in the viewer in order to retain the previously gained attention. Furthermore, emotions play a pivotal role in attaining the viewer's attention and the buying process. Finally, the last objective of any short-form content is to shape perception and motivate action.

The results of Cook's research coincide to a great extent with this research. Attracting attention was examined from the perspective of shortening attention span of the Internet users. Evoking the emotional response than largely coincides with the various principles of the Theory of Influence by the psychologist Robert Cialdini.

## 6 CONCLUSION

Until this research was performed, BimBimBikes only scratched the surface of all the opportunities that video marketing offers. The objective of this research was to investigate how can BimBimBikes utilize video marketing on YouTube to increase its brand awareness. It was done by investigating the previous video marketing efforts of BimBimBikes in the first sub-question. Next, the second sub-question was aimed at exploring video marketing trends and techniques that were later implemented in practice in the last sub-question. Having collected all the necessary information in the Results chapter, it is now possible to draw conclusions and answer all research questions.

### 6.1 Sub-question 1

***How has BimBimBikes advertised its brand through video marketing until now?***

BimBimBikes has been more effective with Facebook then YouTube advertising by 94.85%. Considering that BimBimBikes advertised either exactly or nearly the same video content on both platforms prior to this research, it can be assumed that the major reason for inefficient YouTube advertising stems from the lack of knowledge of video ad distribution on this platform.

### 6.2 Sub-question 2

***What aspects play a role in effective video advertising on YouTube?***

As previously mentioned, the changes in the viewer's attention span has been drastically changing advertising methods and techniques. The research revealed that YouTube followed this trend to establish a short-form advertising format called bumper ad, a six-second-long video format. This short-form messaging is especially effective when the ad is displayed on mobile devices since its users are usually on the go and have little time to concentrate. This leads to distraction that further contributes to the decrease of attention span. This finding therefore further supports the decision to apply short-form advertising format in BimBimBikes' own video campaigns. Furthermore, the research on the Theory of Influence in video advertising on YouTube presented seven examples that were later implemented in the development of campaigns during the experiment.

It was concluded that the bumper ad format should be the most effective video advertising format with respect to the viewer's attention span. BimBimBikes therefore decided to test this finding in an experiment in which the Theory of Influence was applied to a bumper ad format.

### 6.3 Sub-question 3

***To what extent can BimBimBikes implement effective video advertising on YouTube in practice to increase its brand awareness?***

BimBimBikes was able to produce short-form messaging video content that was distributed on YouTube for €587.96 in total and generating 122,176 impressions. Considering the limitations of this experiment, it was not assumed that BimBimBikes could significantly increase its brand awareness. However, several important findings were revealed that contribute to answering the final research question.

### 6.4 Main research question

The interim conclusions of each sub-question from the previous paragraph can now converge into an overall conclusion that answers the main research question that was formulated accordingly:

***How can BimBimBikes exploit video marketing on YouTube to increase its online brand awareness?***

The most important finding of this research in general concerns significant changes in the attention span of Internet users. The abundance of digital screens causes its users to be highly selective of the media they consume. The most noticeably impacted are post-millennials who adopted the use of the Internet at a very young age. They therefore became trend-setters in the digital environment, including video consumption. This means that companies such as BimBimBikes, have to pay higher attention to the influence of this demographic since many of them will become the target consumers in near future. Online marketing strategies therefore need to be accordingly adjusted.

The changes in video marketing are most noticeable with a trend of shortening the length of videos. The so called short-form advertising reached also YouTube which developed an extremely short format called bumper ad that lasts six seconds. The preliminary findings led the research to test this format in BimBimBikes' video marketing but turned out to be ineffective. The reason was that the tested bumper ads were limited in recalling BimBimBikes' brand since it is a small-scale company with a little customer base. It was found that bumper ads are suitable for well-established brands that already have a strong brand awareness.

Even though the implementation of the bumper ad format was unsuccessful, the relevant research in short-form messaging provided some fruitful insights for BimBimBikes. It was concluded that BimBimBikes should significantly decrease the average length of its YouTube video campaigns, preferably to or above twelve seconds.

Videos longer than twelve seconds enable tracking of the viewers which offers valuable retargeting options.

Having concluded what advertising format would be the most suitable for increasing BimBimBikes' brand awareness, it is now essential to conclude the best options regarding the video content.

The research revealed that the contextuality of advertising content that is placed at the beginning of YouTube videos plays a crucial role in maintaining the viewer's attention. However, the conducted experiment did not prove this as it generated similar results for both contextual and not contextual content. The reason might be a limited advertising budget that restrained the extent of results. Further research into the contextuality of video advertising on YouTube is therefore suggested.

Finally, one of the most fundamental techniques in advertising is the application of the Theory of Influence. BimBimBikes managed to implement four out of seven of these principles in practice during the experiment. The authority, reciprocity, scarcity and unity principles were applied. The combination of the unity, reciprocity and scarcity during the phase 4 might have contributed to the increase of engagement with the video they were applied to. However, the reliability of these results is again limited by the advertising budget and should be exposed to further research.

## 7 RECOMMENDATIONS

As the conclusion suggests, BimBimBikes should significantly decrease the average length of their campaigns to just above 12 seconds. The previous average length of one minute contradicts with the suggestions of the research about the attention span of today's Internet users whose attention continues to shrink in the digital environment where commercial content is abundant.

Videos above 12 seconds enable valuable retargeting options that the company could utilize in the future to optimize the performance of its video campaigns. This retargeting is done by exposing the target audience by a repeated advertising message that is shown on Google Display Network, including YouTube. During the phase 3 of the experiment conducted in this research, Google Adwords tracked viewers that had been exposed to BimBimBikes' advertising and can be therefore retargeted with either exactly the same campaign, or a different one. This method could potentially lead to an increase in BimBimBikes' brand awareness. It is therefore recommended for BimBimBikes to implement the retargeting method in its future video campaigns. However, in order to increase the effectivity of retargeting, it is recommended to conduct an additional research in this matter.

Further research is also needed about the contextuality of video campaigns since the experiment did not generate sufficient data to prove that contextuality between advertising content and YouTube videos that it is placed on play an important role. BimBimBikes should therefore continue to test this relationship and measure possible changes in the video performance.

When it comes to the Theory of Influence, BimBimBikes should attempt in its future campaigns to implement a combination of more principles as the experiment in phase 4 implied a positive increase in the click through rate. As the research in sub-question 2 showed, companies often implement more than one principle in order to further enhance the influence of its advertising message on the viewer.

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## Appendix 4: Average video length prior to the research

Campaign name	Length
Worldwide bicycle rentals online!	01:10
BimBimBikes won an award! Aardigonderweg 2016	00:37
Leonard in Dun Laoghaire	00:38
Explore Rotterdam on a bike!	00:38
Rotterdam on a bike   Cycling down the Westersingel	00:42
Rotterdam on a bike   Cycling down the Witte de Withstraat	00:42
Rotterdam on a bike   Cycling around the Markthal	00:41
Rotterdam on a bike   Cycling in the Oudehaven, the Old Harbor	00:38
Ontdek Rotterdam op de fiets	00:40
Fietsen in Rotterdam   Bekijk alle hotspots in 18 seconden	00:19
Rotterdam on a bike   Cycling in the historic Delfshaven	00:59
Rotterdam on a bike   Cycling over the Erasmusbrug	01:05
Vlissingen on a bike   Cycling in a Dutch town by the sea	00:44
Berlin on a bike   GoPro view	01:12
Rotterdam on a bike   Cycling around the Hotel New York	00:31
Envoi - Absynthe Minded cover   With a Sandwich bike!	03:24
Pokemon Go   Rotterdam   BimBimBikes	01:14
How to go viral on Facebook? With Pokemon Go!	01:18
Léonard vous présente BimBimBikes	00:39
Utrecht on a bike	00:43
Kinderdijk on a bike   UNESCO World heritage Site in Holland	01:15
The Secret Rewriters Streetart Route   Rotterdam	01:10
Prague on a bike   BimBimBikes	00:56
The Hague on a bike   BimBimBikes	00:43
Gdansk on a bike   BimBimBikes	00:52
Jouw bestemming in de Spotlight   BimBimBikes	01:21
Start your day like a local   Amsterdam Dance Event	00:54
Riga on a bike   BimBimBikes in Latvia	00:56
Make cycling great again	01:01
Leiden on a bike	01:00
Volendam on a bike	01:14
Turku on a bike   BimBimBikes in Finland	01:12
Dordrecht on a bike   BimBimBikes	01:12
Het grootste fiets boeking platform - BimBimBikes	01:16
BimBimBikes - Our Story So Far	01:48
Dank je Aardig Onderweg!	00:48
Who's behind the phones in BimBimBikes?	01:01
This is us!   BimBimBikes	01:24
Average video length	01:00

## Appendix 5: Glossary

AIDA	- A common marketing and advertising model. AIDA is an acronym that stands for Attention, Interest, Desire and Action (Borg, 2013)
Banner ad	- Banner advertising is a rectangular graphic element displayed on a website in order to promote a brand (Investopedia, n.d.)
Branding	- The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products (Entrepreneur, n.d.)
Bumper ad	- Six-second video advertising format that serves to increase brand awareness by using short and memorable messages (Google, n.d.-a)
CEO	- Chief executive officer, responsible for taking managerial decisions (Investopedia, 2017b)
CTO	- Chief technology officer, the strongest technologist in an organization (Dickert, 2014)
Digital marketing	- An umbrella term for all online marketing efforts (Alexander, 2016)
E-Commerce	- Buying and selling of goods and services through an electronic network (Source, 2016)
Frequency	- Number of times or frequency an average person is exposed to a particular message of an advertisement (MBASkool, n.d.)
Google AdWords	- Advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results and Google's advertising networks such as YouTube (WordStream, n.d.)
Lead generation	- Marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline (Marketo, 2017)
Online marketplace	- Website that presents products coming from multiple sellers (Ezako, 2014)
Online platform	- Online marketplace that places one party with another, such as buyers and sellers (PCMag, 2017)
ROI	- Return on investment; a performance measure that evaluates the efficiency of an investment (Investopedia, n.d.)
SEA	- Search engine advertising, posting of ads in the form of a text or images on search results pages or other websites (WordStream, n.d.)
SEO	- Search engine optimization; techniques and

	tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results of a search engine (Searchengineland, n.d.)
Sharing economy	- Economic model in which individuals are able to borrow or rent assets owned by someone else (Investopedia, n.d.)
Social media	- Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information (Nations, 2017)
Start-up	- A small business that has just been started (Cambridge Dictionary, 2017)
URL	- Uniform resource locator; provides a way that locates a resource on the web (TechTarget, n.d.)
YouTube	- A video sharing service that allows users to watch videos posted by other users and upload videos of their own (TechTerms, 2009)
YouTube Analytics	- YouTube feature that monitors the performance of a YouTube channel and videos with up-to-date metrics and reports (YouTube, n.d.)
YouTube channel	- Home page of a YouTube user's account (Karch, 2017)
YouTube subscriber	- Individual who has subscribed to a branded YouTube channel (Bathelot, 2012)

## Appendix 6: Phase 1 – Keyword targeting results

	Keyword	Impressions	Cost
1	amsterdam tagesausflug	17,870	€ 63.28
2	beste grachtenfahrt amsterdam	14,668	€ 52.24
3	holland amsterdam and	13,123	€ 46.93
4	amsterdam angebote	3,607	€ 12.91
5	reise nach amsterdam	3,221	€ 11.55
6	holland amsterdam	3,053	€ 11.21
7	reise amsterdam	1,169	€ 4.31
8	amsterdam hotel	806	€ 2.93
9	amsterdam sehenswürdigkeiten	562	€ 2.05
10	hotel amsterdam de	535	€ 1.94
11	hotel amsterdam niederlande	342	€ 1.21
12	amsterdam flug	252	€ 0.89
13	amsterdam bus	217	€ 0.80
14	zug amsterdam	203	€ 0.75
15	amsterdam grachtenfahrt	175	€ 0.63
16	amsterdam area holland	164	€ 0.61
17	amsterdam städtereise	137	€ 0.42
18	amsterdam niederlande	133	€ 0.44
19	bus nach amsterdam	127	€ 0.46
20	amsterdam urlaub	116	€ 0.39
21	amsterdam busreise	100	€ 0.37

22	busreise nach amsterdam	92	€ 0.34
23	amsterdam nachtleben	51	€ 0.18
24	amsterdam sehenswürdigkeit	44	€ 0.16
25	amsterdam unterkunft	40	€ 0.15
26	bahn amsterdam	40	€ 0.14
27	fahrräder in amsterdam	38	€ 0.11
28	amsterdam grachtenrundfahrt	33	€ 0.12
29	amsterdam rotlichtviertel	20	€ 0.08
30	reisen amsterdam	19	€ 0.07
31	zugfahrt nach amsterdam	15	€ 0.06
32	grachten amsterdam	13	€ 0.05
33	flug nach amsterdam	12	€ 0.04
34	flug hotel amsterdam	11	€ 0.04
35	grachtenfahrt amsterdam buchen	10	€ 0.03
36	amsterdam entdecken	10	€ 0.04
37	flugticket nach amsterdam	7	€ 0.03
38	grachtenfahrten amsterdam	6	€ 0.02
39	last minute flug amsterdam	6	€ 0.02
40	kurzreise amsterdam	6	€ 0.02
41	amsterdam günstiges hotel	6	€ 0.02
42	unterkunft amsterdam billig	4	€ 0.01
43	amsterdam hotel zentrum	4	€ 0.02
44	städtereise amsterdam	4	€ 0.02
45	amsterdam last minute	2	€ 0.01
46	amsterdam sightseeing bus	2	€ 0.01
47	sehenwürdigkeiten amsterdam	2	€ 0.01
48	reisetipps amsterdam	1	€ 0
49	billig flug amsterdam	1	€ 0
50	günstige flüge amsterdam	1	€ 0
51	5 sterne hotel amsterdam	0	€ 0
52	hausboote amsterdam	0	€ 0
53	günstig übernachten amsterdam	0	€ 0
54	übernachtung amsterdam	0	€ 0
55	amsterdam reisen angebote	0	€ 0
56	amsterdam urlaub hausboot	0	€ 0
57	holland amsterdam hotel	0	€ 0
58	urlaub in amsterdam billig	0	€ 0
59	flug buchen amsterdam	0	€ 0
60	kurzurlaub amsterdam	0	€ 0
61	bustouren amsterdam	0	€ 0
62	bus reise amsterdam	0	€ 0
63	amsterdam hotel billig	0	€ 0
64	bahn hotel amsterdam	0	€ 0
65	last minute flüge amsterdam	0	€ 0
66	flug und hotel amsterdam	0	€ 0
67	günstiger flug amsterdam	0	€ 0
68	amsterdam hausboot übernachtung	0	€ 0
69	unterkunft amsterdam günstig	0	€ 0
70	günstige hotels in amsterdam	0	€ 0
71	billig flug nach amsterdam	0	€ 0
72	amsterdam flug und hotel billig	0	€ 0
73	städtereise amsterdam bahn	0	€ 0
74	hotels amsterdam zentrum günstig	0	€ 0

75	4 sterne hotel amsterdam	0	€ 0
76	günstige hotels in amsterdam zentrum	0	€ 0
77	5 sterne hotels in amsterdam	0	€ 0
78	hotel im amsterdam	0	€ 0
79	amsterdam sehenswürdigkeiten top 10	0	€ 0
80	amsterdam hotel de	0	€ 0
81	amsterdam hotel buchen	0	€ 0
82	übernachten amsterdam	0	€ 0
83	flugtickets nach amsterdam	0	€ 0
84	günstige unterkunft in amsterdam	0	€ 0
85	billigflüge nach amsterdam	0	€ 0
86	fliegen nach amsterdam	0	€ 0
87	amsterdam hotel city	0	€ 0
	Total	61,080	€ 218.09