



Universitat Oberta de Catalunya + Adsmurai (Spain)



UOC, together with agency Adsmurai, leverages YouTube Music Lineups + Reach Mix Beta to connect with potential students and increase brand awareness among their target audience

Brands Goals

To generate awareness of the brand to future UOC students and position it with an audience related to educational entities, using the primary Ads metrics of VTR and CPM and with a secondary metrics around VCR (25%, 50%, 75%, 100%)

Brand Activation

Branded Content - UOC utilised a native presence, which makes it possible to impact users in a less intrusive way. It was promoted with YouTube In-Stream and Bumper Ads formats across in the most **Popular Content Lineups** among the younger audience (**Top Charts Spain**) directly impacting the segment of the population with the greatest potential future students.

Results

3M Views

14,46 sec Average viewing time

64,50% VCR to 100%

47,91% View Rate



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Source: Google Ads, Nov - Dec 2021
andrecastillo@google.com

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home
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Results

893K Views
7,1 sec Average viewing time
87,64% VCR to 25%
71,57% VCR to 50%
66,79% VCR to 75%
64,50% VCR to 100%
24,95% View Rate

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