

MARKETING

YouTube's new ad restrictions will protect brands from unwanted associations

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YouTube's new ad restrictions will require overview of content before it can be monetized. Image credit: YouTube

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Google is making sweeping changes to the way advertising works on YouTube after a year of controversies that concluded with a YouTube star filming a suicide victim in Japan.

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The changes mostly affect the criteria videos will have to meet to be monetized, but the effects will be felt by any brand that uses the massively popular video-sharing site for advertising. Most notably, the change will allow brands greater control over what kinds of content their advertising is played in front of, which for luxury brands is of the utmost importance.

Controversial associations

It is no understatement to say that YouTube has been a massive success since its debut.

The number of views YouTube gets every day is stratospheric and with the amount of engagement that videos housed on the platform get, it has become a popular destination for advertisers.

YouTube's advertising freeform nature, however, has left many brands frustrated that they are being associated with the wrong kinds of content. This has become of particular concern in regards to controversial videos such as one from YouTuber Logan Paul, who filmed himself next to a suicide victim in Japan and made jokes about his discovery.

Previously, YouTube channels and videos needed only to surpass a certain number of views to be eligible for advertising. Under the new rules, channels will need to have 1,000 subscribers and more than 4,000 hours of watch-time over the last year to be monetized.

Additionally, Google will more strictly review the content of YouTube videos to ensure that brands are not unknowingly being associated with unsavory or non-ideal content.

For luxury brands, image is everything and being associated with the wrong kind of content can be detrimental to the brand's message.

While many YouTube creators have voiced concern that the new rules will make it even harder for newer and smaller channels to make money, brands should feel more confident advertising on YouTube now that the chance of unwanted associations is lessened.

Brand protection

Associating the brand with the right content is an important step in any sort of social media advertising. Brands have often voiced worries about having their products show up next to toilet paper on Amazon or other ecommerce sites.

But brands should not let that fear stop them from making use of YouTube's valuable audience. Despite being one of the most popular advertising mediums in the world, retailers and brands routinely miss the mark on YouTube advertising, leaving large swaths of potential audience neglected.

The average retail view rate for YouTube ads is 76 percent lower than the average for all industries, signifying that retailers have a lot of work to do to catch up to other sectors when it comes to targeting customers through the video platform. This data comes from Strike Social, which examined a year's worth of YouTube campaigns from across 25 industries ([see story](#)).

Luxury brands might have more luck with Instagram.

While video marketing continues to thrive on YouTube and Facebook, Instagram has emerged as a surprisingly strong platform for film-based consumer engagement.

Facebook and YouTube both routinely see more brand engagement in general, but according to recent findings from L2, Instagram actually outperforms both when it comes to video views between customers and brands. Luxury brands in particular can use this information to their advantage and plan their video budgets around the highly engaged Instagram audience ([see story](#)).

But even with that caveat, YouTube still brings in millions upon millions of views each day and brands from any sector can still see successful engagement from it. Google's new restrictions on advertising will help avoid any unfortunate associations that may arise without proper oversight.