

Penang International Food Festival 2019

Video Campaign Review



Apr 2019

Prepared for Penang Global Tourism by Google

Video Review

Campaign Performance - Malaysia

Top Line Results

RM33,306.52

Media Spent

2,281,796

Views

RM0.01

CPV

4,387,709

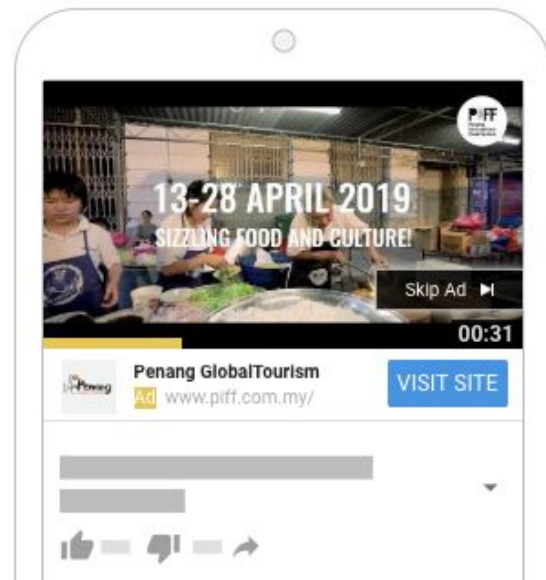
Impressions

2,285,078

Unique
Reach

RM0.01

Cost Per
Unique Reach



Campaign Performance - Singapore

Top Line Results

RM22,548.18

Media Spent

622,316

Views

RM0.04

CPV

1,492,144

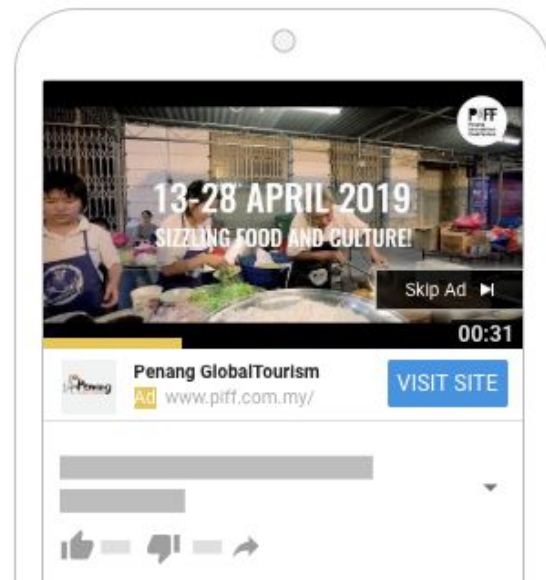
Impressions

661,237

Unique
Reach

RM0.03

Cost Per
Unique Reach



View rates & video completion rates were above benchmark

Campaign 	Budget	Status	Impr.	Views	View rate	Video played to:			
						25%	50%	75%	100%
 [2019] Penang International Food Festival YouTube InStream MY	MYR36... Mar 13...	Ended	4,387,709	2,281,796	52.00%	76.67%	61.32%	55.24%	51.71%
 [2019] Penang International Food Festival YouTube InStream SG	MYR24... Mar 13...	Ended	1,492,144	622,316	41.71%	69.57%	51.90%	45.50%	41.47%

Total number of paid views
generated from the YouTube
campaign

% of users who
completed 25% of the
video

% of users who
completed 100% of the
video

% of users served the ad who
watched > 30 seconds of the
video (counts as a view)

Brand Lift Survey

Two metrics were measured for this study

YouTube Surveys

Which of these events have you seen online video advertising for recently?

- ☒ Penang Int'l Food Festival
- ☐ George Town Festival
- ☒ Penang Int'l Dragon Boat Race
- ☐ George Town Heritage Festival
- ☐ None of the above

Submit answer

Ad Recall - tells you if being exposed to your campaign impressions/views caused your targeted audience to remember seeing your ads more (vs. a control group who were not exposed to your ad at all)



Product Interest (search intent) - measured by analyzing search activity on Google & YouTube and will tell you of being exposed to your campaign impressions/views caused your targeted audience to be more interested in your brand/product

We saw Ad Recall lifts in both MY and SG

People who were exposed to your ad were more likely to recall seeing your ad vs. the control group who weren't exposed

YouTube Surveys

Which of these events have you seen online video advertising for recently?

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- ☒ Penang Int'l Dragon Boat Race
- ☐ George Town Heritage Festival
- ☐ None of the above

Submit answer

25% uplift - Malaysia

48% uplift - Singapore

Product Interest for “penang food festival” & “penang food” saw large uplifts across both markets as well!

People who were exposed to your ad were more likely to search for the event on Google Search & YouTube vs. the control group who weren't exposed

[Google Search](#)[I'm Feeling Lucky](#)[Google Search](#)[I'm Feeling Lucky](#)

Which keyword did users search for more after watching the ad?

