

HOPE HOLROYD

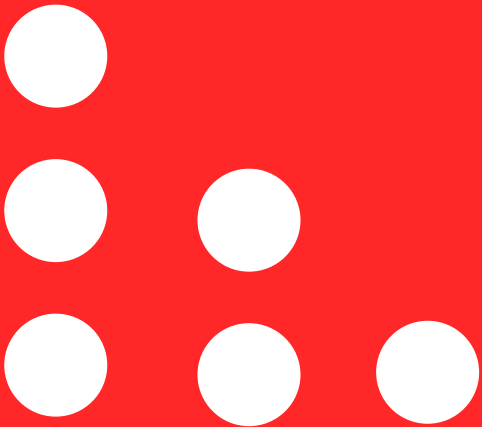
A hand holding a smartphone with a red play button icon on the screen.

HOW YOUTUBE CELEBRITIES DRIVE BRAND AWARENESS TO GEN Y AND Z THROUGH SPONSORED CONTENT

thesis defense

YouTube Influencers

- TYLER OAKLEY
- DUDE PERFECT
- SHANE DAWSON



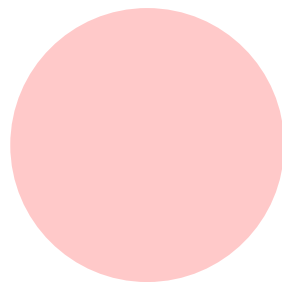


HYPOTHESIS 1

IT IS EXPECTED THAT YOUTUBE CELEBRITY INFLUENCERS CREATE BRAND AWARENESS FOR PRODUCTS/SERVICES LEADING TO ACKNOWLEDGED PURCHASE DECISIONS.

"Companies feel pressure to **control the brand conversation**. ... Simply acquiring a presence on thesis sites [Twitter and Facebook] for the sake on maintaining control over the brand discussion provides the illusions of taking action and taking action often feels like taking control" (Booth and Matic, 2011).

"Bloggers' ability to influence the target audiences' attitudes, perceptions and **even purchase behaviors make them powerful in the eye of brands**. ... Bloggers are accepted as 'one of us' by Internet users" (Uzunoglu and Kip, 2014).



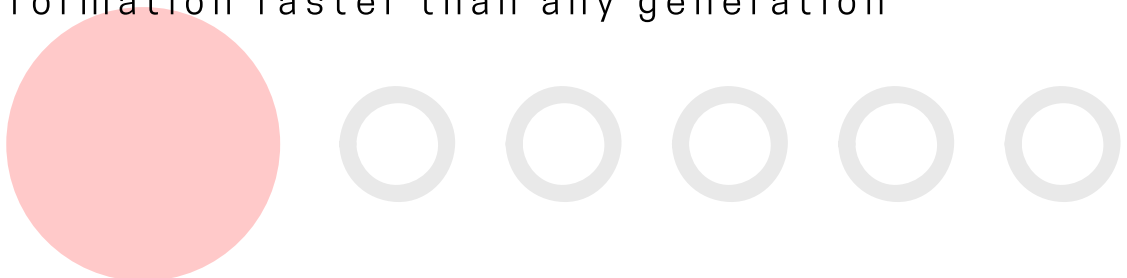


HYPOTHESIS 2

IT IS EXPECTED THAT MILLENNIALS
VIEW SPONSORED CONTENT ON
YOUTUBE DIFFERENTLY THAN GENZERS.

"As part of ongoing research looking at the changing relationship between **brand identity and emerging online brand communities**, our conceptual interests focus on how social media are increasingly becoming **avenues for consumer realities, particularly the use of social media among the millennial generation** exclusively within the apparel and accessories sector" (Helal, Ozuem, and Lancaster, 2018).

"Generation Z is the first truly connected generation from birth - designated as **not only digital native but also mobile native**. Many Generation Z-ers **don't remember a time without internet or a time before social media**. That constant connectivity has Generation Z consuming information faster than any generation before" (Lanier, 2017).



QUANTITATIVE
RESEARCH METHOD:
**CONTENT
ANALYSIS**

CONTENT ANALYSIS - H1 FINDINGS

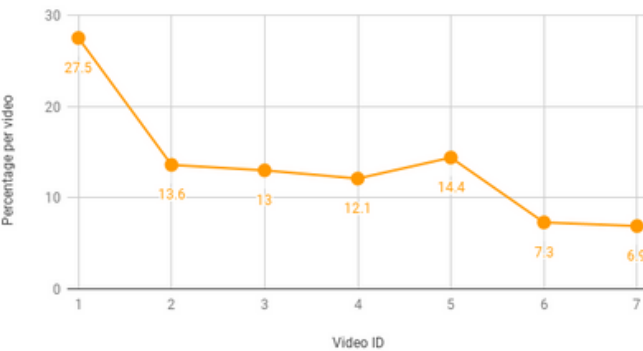
Longest percentage of time:

- Tyler Oakley: 27.5%
- Dude Perfect: 53.1%
- Shane Dawson: 3.9%

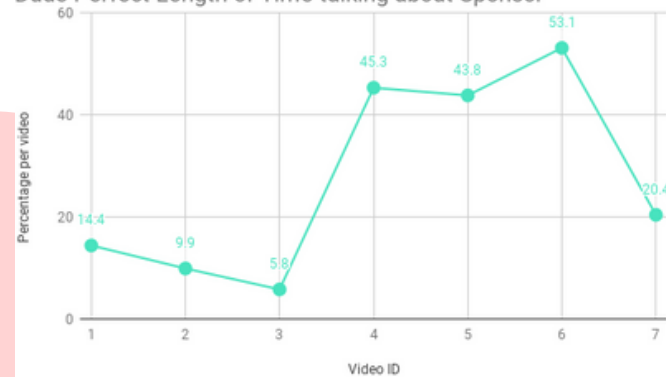
Video Sponsor:

- Tyler Oakley: McDonald's
- Dude Perfect: Nerf
- Shane Dawson: Honey

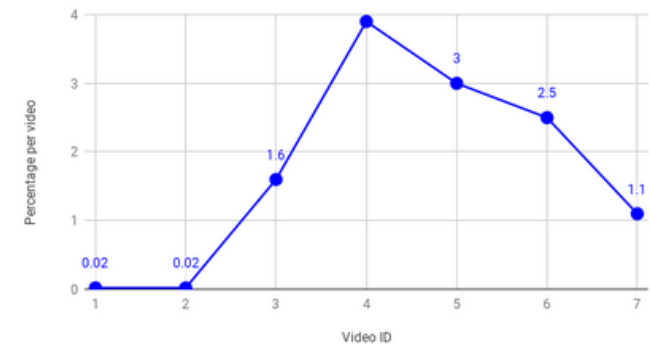
Tyler Oakley Length of Time talking about Sponsor



Dude Perfect Length of Time talking about Sponsor



Shane Dawson Length of Time talking about Sponsor



CONTENT ANALYSIS - H2 FINDINGS

Tyler Oakley Sponsors:

- McDonald's
- Audible (x3)
- Warner Bros.
- HIMS
- Hello Fresh

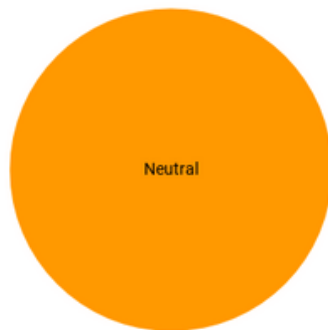
Dude Perfect Sponsors:

- Sam's Club
- NFL
- PUBG Mobile
- Bass Pro Shops (x2)
- TireRack.com
- Nerf

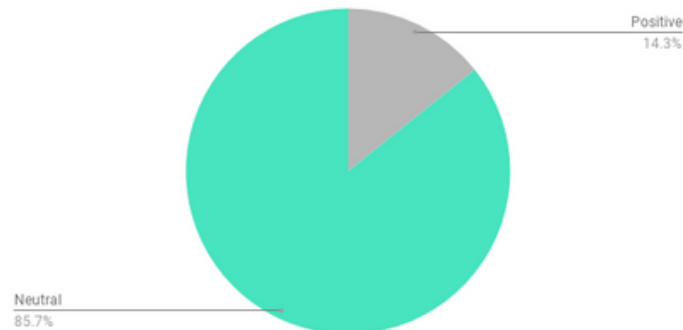
Shane Dawson Sponsors:

- SeatGeek (x2)
- Honey (x2)
- Better Help (x2)
- QwikMatch

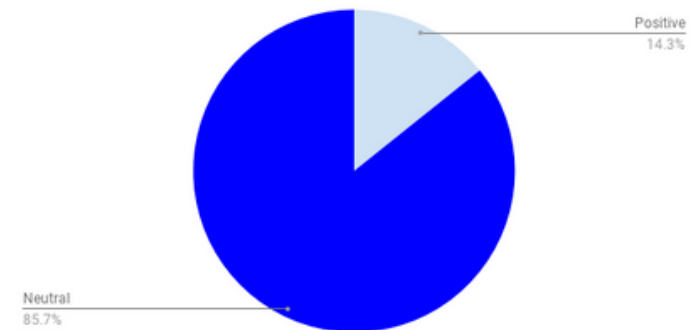
Tyler Oakley Fans Impression of Sponsorship
Out of all 7 videos studied



Dude Perfect Fans Impression of Sponsorship
Out of all 7 videos studied



Shane Dawson Fans Impression of Sponsorship
Out of all 7 videos studied



QUALITATIVE
RESEARCH METHOD:
**IN-DEPTH
INTERVIEWS**

INITIAL SURVEY

H1 FINDINGS

Participants were asked 9 questions on a survey handed out in the beginning of the interview. They disclosed how likely they would be to purchase products or follow brands in videos

GEN Z

	Are you likely to purchase a product or follow a brand because of a YouTuber? (1 - likely to 5 - not likely)	Are you likely to subscribe to a YouTuber if they represent a specific brand? (1 - likely to 5 - not likely)	Are you likely to research a brand or product after a product is mentioned by a YouTuber? (1 - likely to 5 - not likely)
A	5	5	5
B	4	5	3

MILLENNIALS

	Are you likely to purchase a product or follow a brand because of a YouTuber? (1 - likely to 5 - not likely)	Are you likely to subscribe to a YouTuber if they represent a specific brand? (1 - likely to 5 - not likely)	Are you likely to research a brand or product after a product is mentioned by a YouTuber? (1 - likely to 5 - not likely)
A	5	5	4
B	4	5	2

IN-DEPTH INTERVIEWS - H1 FINDINGS

Participants were asked a variety of questions related to H1. These include recalling brands, impression of other fans of influencers, and what they look for in sponsored content.

GEN Z

Participant A

- Brand Recall: sports gear & Swiss watch company
- No perception of other fans
- When the brand or product shows why it's beneficial
- "For the most part, I don't care."

Participant B

- Brand Recall: Honey, Wix, Squarespace
- Mixed bag of fans: active on social media or trying to meet the influencer at their house
- Incorporate the product into the video and interact with it

MILLENNIALS

Participant A

- Brand Recall: Blue Apron, MVMT watches
- No perception of other fans
- "Is it something worth my time and will it help my life?" If so, I research it. If not, I wouldn't waste my time looking into it."

Participant B

- Brand Recall: FabFitFun, Boohoo, Fabletics, Rocksbox, Express
- Positive impression of fans: "People encourage each other in the comment since the influencers are also positive."
- Products incorporated into life of the influencer. "I do research them from time to time."

IN-DEPTH INTERVIEWS -

H2 FINDINGS

Showed 3 instances of sponsored content from each influencer in the middle of the interview and asked for reaction.

GEN Z

Participant A

- **Tyler Oakley Video 1:**
"I thought it was stupid."
- **Dude Perfect Video 1:**
"I enjoyed the video overall. I would research Sam's Club later."
- **Shane Dawson Video 1:** "I wouldn't go rushing to use it since the apps like this didn't work for me in the past."

Participant B

- **Tyler Oakley Video 1:** Annoyed with Audible. "I was interested ... until he started talking about Audible."
- **Dude Perfect Video 1:** Picked up on more logos after watching the previous video.
- **Shane Dawson Video 1:** Seemed genuine. "I like it more because he's promoting something he would use himself."

MILLENNIALS

Participant A

- **Tyler Oakley Video 1:**
"I just wanted to hear about the Halloween costumes."
- **Dude Perfect Video 1:**
"I like that they show something practical in use."
- **Shane Dawson Video 1:** Felt indifferent about the sponsor. Disclosing he would use it himself would make them watch more of his channel.

Participant B

- **Tyler Oakley Video 1:**
"The sponsor felt completely unrelated to the content. ... get to the costumes."
- **Dude Perfect Video 1:**
"If their videos always end with a clip thanking the sponsor, I would probably move on."
- **Shane Dawson Video 1:** Sponsor connected to the content. Angry if the video used a different sponsor since the content is serious.



CONCLUSIONS

HYPOTHESIS 1

NOT SUPPORTED

Findings from the content analysis, initial survey and in-depth interviews show that while brands reach a large audience on each channel, viewers do not acknowledge further purchase decisions because of YouTube influencers featuring brands or products in videos.

HYPOTHESIS 2

NOT SUPPORTED

Findings from the content analysis, initial survey and in-depth interviews show that both GenZ and millennials react similarly to sponsored content, overall disliking it and showing no interest in brands or products after watching videos..

I WISH I HAD MORE MONEY A.K.A FUTURE RESEARCH

- Send surveys across the country
- Send surveys across the world
- Focus on a specific niche group of YouTube videos
- Find out the most popular aspects of YouTube to study trends
- Interview YouTube influencers to learn their side of sponsorship and brand interaction
- Include a survey embedded into videos before starting a video
- Interview companies sponsoring videos more frequently to understand what YouTube influencers add to marketing