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CONDÉ NAST

WebAds



There are 5 different generations Globally

Baby Boomers
Born 1946-64

Generation X
Born 1965-80

Millennials
(Gen Y)
Born 1981-96

Generation Z
Born 19972012

Generation Z
Born 20102020







YouTube reaches

people aged 18+ per month







According to ComScore, YouTube reaches 37M people aged 18+ per month (May 2022). This represents 75% of the total population aged 18+ in Italy, and does not even include the reach on TV screens | ComScore Video Metrix Multi-Platform, Demographic Profile report, desktop, smartphone and tablet only, age 18+, May 2022, Italy





3 Trends that are shaping the world

AUTHENTICITY

IT'S OKAY
TO BE ME

NOT EVERYONE
IS ALLOWED TO
HAVE A VOICE

ME

DIVERSITY

ACTIVISM

I NEED TO PLAY A ROLE IN CHANGE



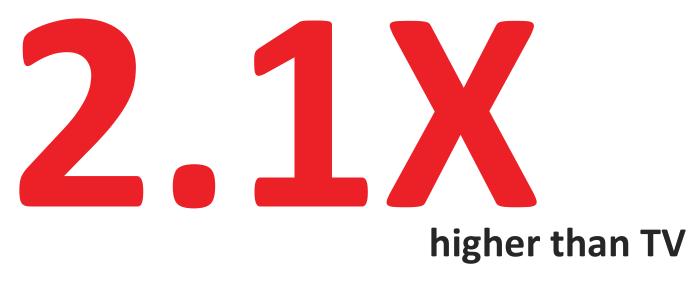






VIDEO

YouTube on average has a long term ROI











MESSAGE

20-40%

budget that should be invested in branding message to maximise the Multiscreen (TV, Social, Online Video) ROI

SYNERGY

+5.8%

Average **ROI increase**when **pairing YouTube and TV**together

CREATIVE

+25%

Average Campaign ROI increase when a brand uses dedicated YouTube creative

















