

Destination Plus

YOUTUBE ADVERTISING FORM

For all YouTube campaigns, you must upload the following assets:

YouTube Video URL:

Please note: You must use your brand YouTube channel to upload your video. If your destination does not have one, please create one.

Uploaded videos should have a relevant video title and description. The description is a great way to give information to your viewers as well as add a link to your website.

Landing Page URL:

Call to Action (10 Characters):

Video Headline (15 characters)*:

***Creative materials are due four weeks prior to anticipated launch date.**

Failure to adhere to this deadline may result in cancellation of social program.

Using a video asset not created through the Co-Op Program? Here are a few tips on what makes a successful YouTube Video:

Tell a story. Your video should have some direction. Think about what you want to show and how you want to describe your destination. Depending on the length of your video, make a list of 5-10 areas you want to highlight and stick to that list.

- Write a script using short, descriptive phrases to clearly convey the benefits of your destination.
- Add a call to action at the end to entice the audience to click through for more information.

Quality is key. Use the best equipment possible. If you can't hire a professional videographer, make sure you use a high-quality camera and always film at the highest resolution possible.

- Think about your shot composition. Make sure the camera is framed for the most compelling action. When possible, show people experiencing your destination rather than just showing pretty pictures.
- Use a tripod or other stabilizing tool so your footage isn't shaky. Take the time to make sure your footage is in focus. And make sure your footage is well lit.
- If you're shooting outdoors, avoid bright sunlight directly above your subject. It will create harsh shadows. If you're shooting indoors, find bright areas with natural lighting. You may need to use supplemental lighting when filming indoors.
- If your only option is using still photographs to tell your story, make sure they are high quality images that complement one another. Adding motion to digital images can help tell the story and add dramatic effect.
- If your mobile device is your only option, always record at the highest quality possible and always film in landscape mode.

Sights and Sound. Be mindful of your audio needs. Use a microphone to capture natural sounds that will enhance the look and feel of your images.

- Use a professional voiceover talent to tell your story. Find a compelling piece of royalty free production music to keep things moving or to add dramatic effect.

Keep it real. Above all, be authentic in your storytelling and visual communication style. Use footage or photographs that are current. Use real people and real experiences to showcase your destination. Tell a story that excites your viewer.

Interested in a professional video created through the Co-Op to use in future YouTube ads? Check out the Co-Op Advertising pdf [here](#) for more information.

Questions about how to upload your video to YouTube? Click here for more information:

<https://support.google.com/youtube/answer/4603579?hl=en>