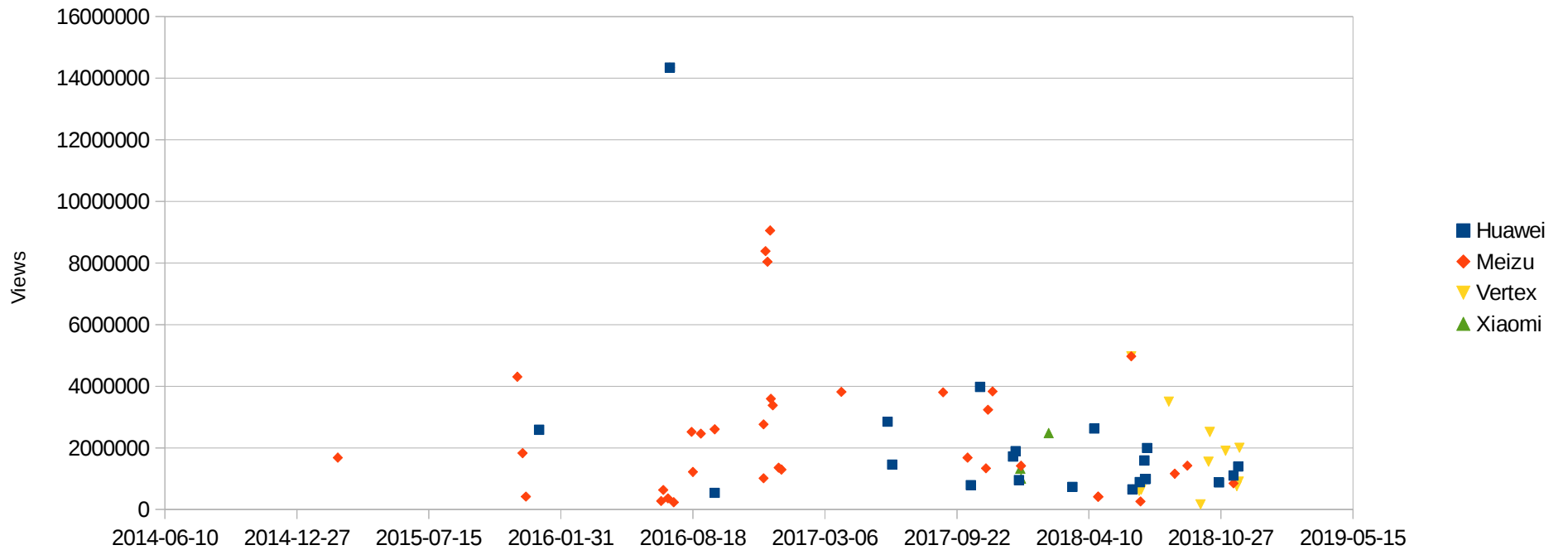


Analytical report: How smartphone makers are using Youtube influencers to promote products on Russian speaking markets

Perid: 2015-2018

Based on data reflecting promotions via influencers (50 Russian speaking Youtube channels)

Views and dates of videos which contained advertisement of Huawei, Meizu, Vertex and Xiaomi



The longest campaign belongs to Meizu. This advertisement campaign gathered more than 86 mln. of views. It may seem that Meizu changed its ads strategy from advertisement in several videos within short period of time to ads without strict accents in terms of time. In a whole we may say that Meizu in 2018 has reduced advertisement efforts. On the other hand, Huawei seems to be copying the strategy of Meizu and in 2018 its campaign looks more massive. In 2018 the follower, local brand Vertex, entered the competition and started active promotion with the help of Russian speaking Youtube influencers. As the result, videos with ads of Vertex managed to collect almost 20 mln. of views (ads in 11 videos on 9 different channels).

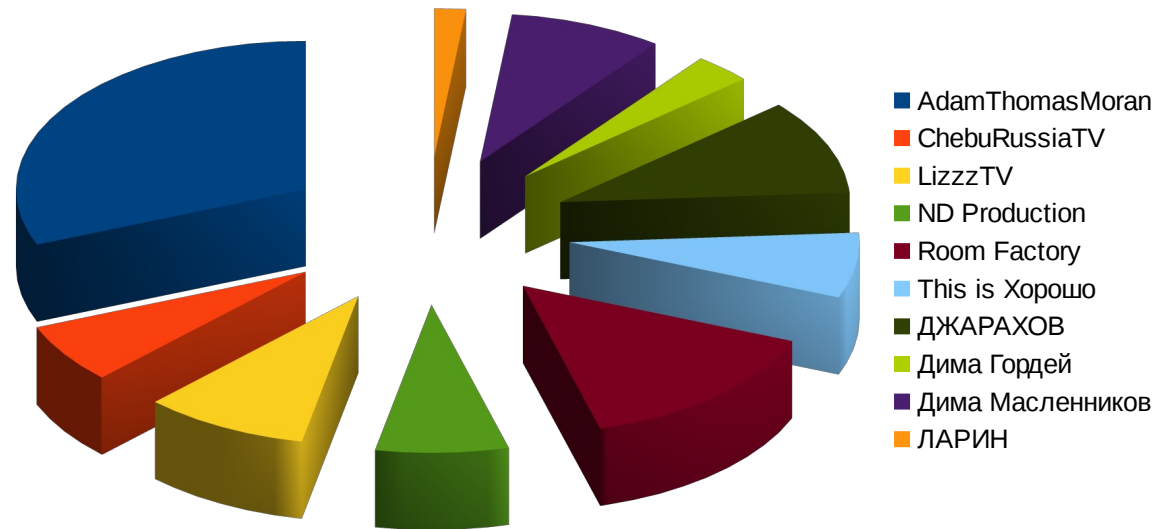
In total, videos with advertisement of smartphone makers from this review gathered more than 170 mln. of views.

Smartphone makers did not make a lot of ads within single Youtube channel (the exception is Meizu which had in ads in 12 videos on one channel named «Top Five»).

Meizu, views of videos with ads,
by Youtube channel



Huawei, views of videos with ads,
by Youtube channel



Xiaomi, views of videos with ads,
by Youtube channel



Vertex, views of videos with ads,
by Youtube channel

