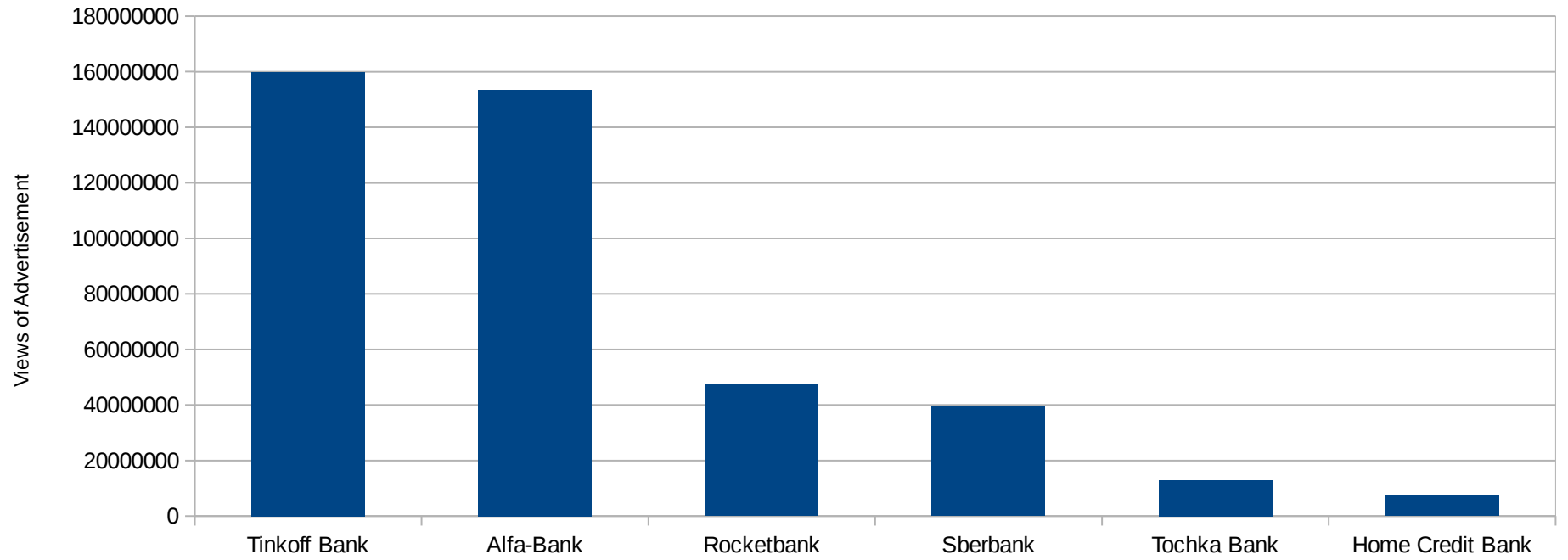


How companies from banking sector are promoting their services in Russian Youtube

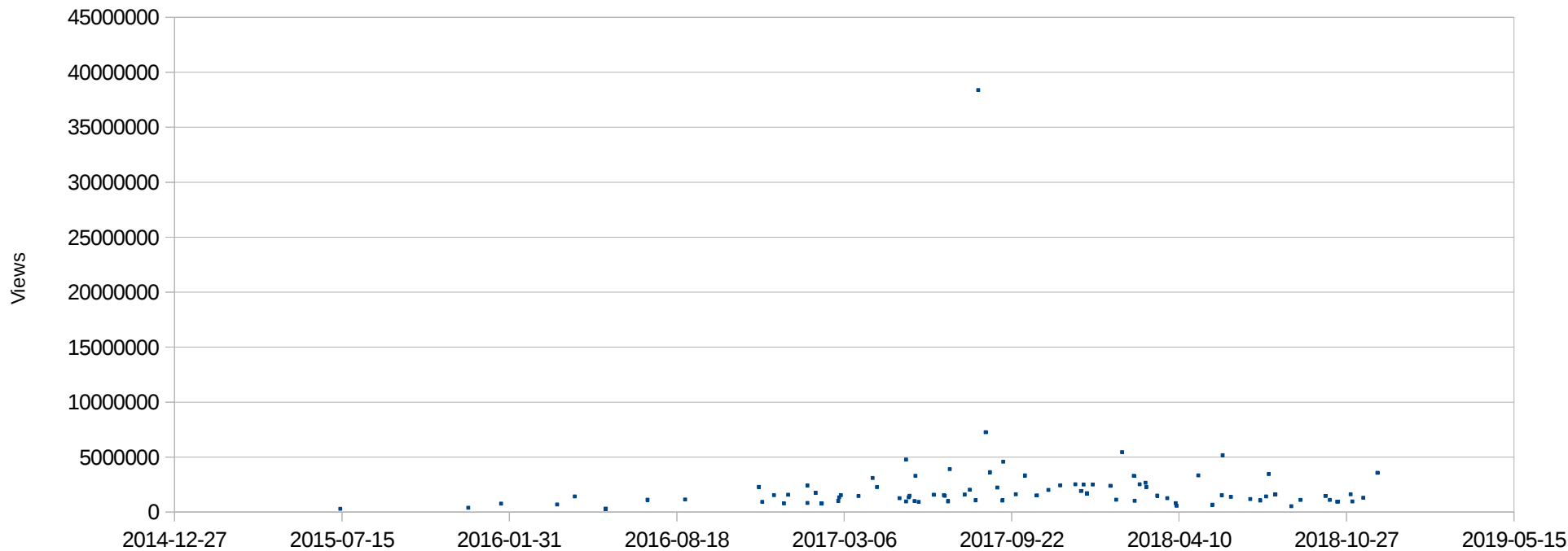
Period: 2015-2018

Views of advertisement of banks
through Youtube bloggers



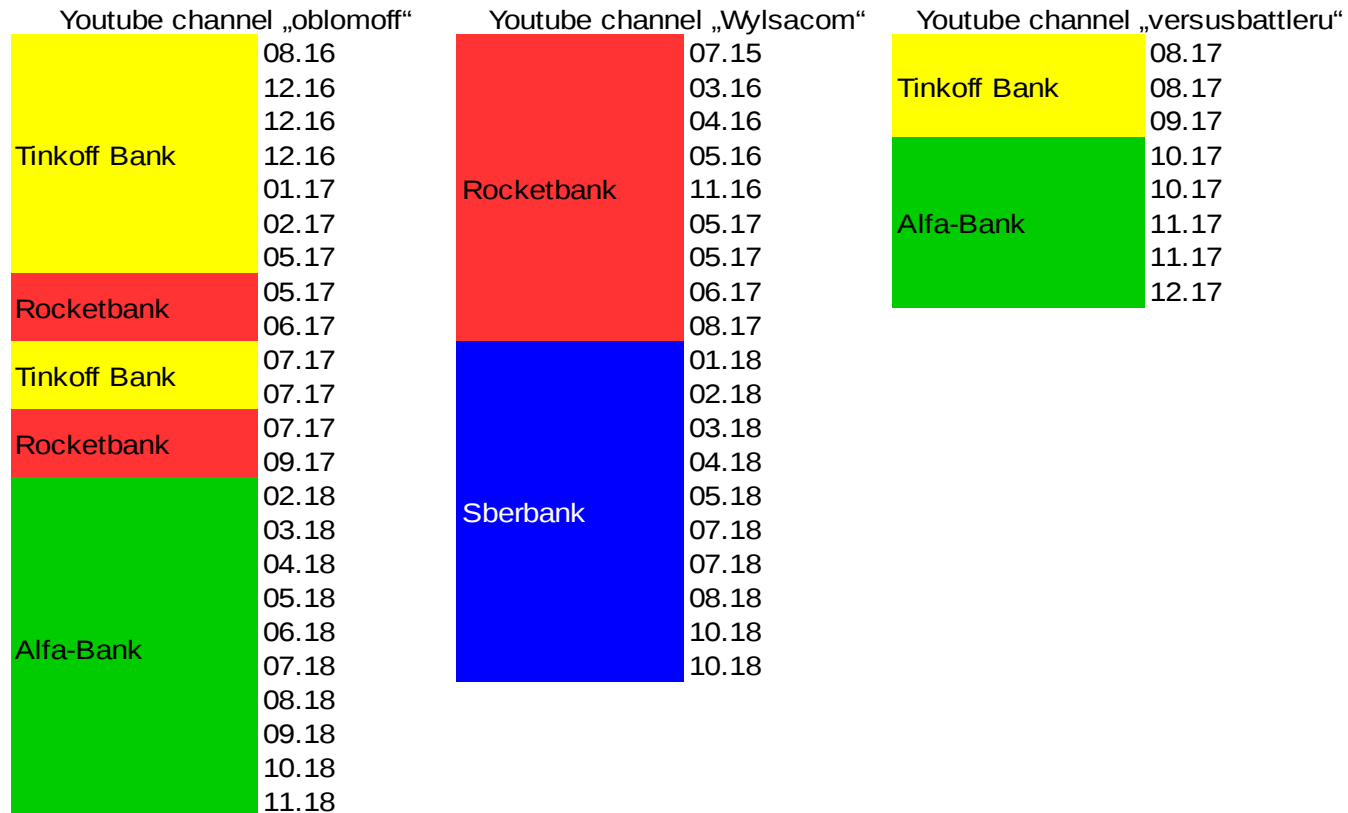
During almost 3 years banks have bought advertisement in Youtube videos which count more than 0,4 billion views in total. The biggest advertisers are Tinkoff Bank and Alfa-Bank which had advertisement in more than 50 Youtube videos each. It is interesting that half of that views is advertisement of 4 banks (Tinkoff Bank, Alfa-Bank, Rocketbank, Sberbank) on 4 Youtube channels. It is also should be noted that there are some videos with expectionally high number of views (video with advertisemnt of Tinkoff Bank which gathered more than 38 mln. views).

Videos with advertisemet of 4 most widely advertised banks on 4 Youtube channels



Each of the mentioned banks has selected Youtube channels through which goes a significant part of advertising. For example, Alfa-Bank received 76 mln. views of advertisement only through one Youtube channel named vDud while Tinkoff Bank received the same number of views through channel named Academeg.

Chronology of advertisement cooperation between some of Youtube channels and banks



As it can be seen, major advertisers from Russian banking sector have some preferences among channels when it comes to advertising. Even more, it may seem that they are competing to sign advertisement contracts with specific bloggers. The reason for this may be:

- appropriate target segments served by specific bloggers (however we should note that Youtube has dozens similar mass market content creators);
- intension of the advertiser to show the viewers that from now on their favorite blogger is cooperating with *another* advertiser. This shows that advertisement via content creators differs from advertisement on the platform because it is inseparable from the blogger and its attitude towards the brand.