YouTube TrueView advertising refers to video ads on YouTube that allow you to only pay when someone chooses to watch your video. YouTube ads play before, or during another video. After the first five seconds, the user has the choice to keep watching or skip it. If they choose to skip the video, you still benefit from the brand exposure without having to pay anything for it.

**KEY FEATURES/BENEFITS**

- **Google states that 8 out of 10 viewers prefer TrueView over other in-stream video ad formats due to the ability to select the ads they can watch.**

- **Because you opt-in to watch TrueView ads, their time length is flexible and you have the freedom to experiment with creative formats (longer product demo, testimonial video, etc.).**

- **With TrueView, you give users a choice, and it’s a win-win: Viewers see videos they’re curious about, and you get more views from an audience you know is interested.**

**EXAMPLE**

Starbucks plans to make a series of video ads called, “Share a Cup of Kindness,” highlighting customers who pay-it-forward and buy coffee for the next customer in line. The video immediately shows Starbucks’ stores and branding in the first five seconds, and if the whole video is seen then the user experiences an ethos based branding message. Whether the video is viewed completely or not, the user has been served Starbucks brand messaging.