

2017

Recipe for Success:

Why Food & Beverage Brands Need
Cross-Platform Video In Their Marketing Mix



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The food and beverage space across social video platforms is a content category unlike any other.



Unwrapping the Food and Beverage Space

The food and beverage space across social video platforms is a content category unlike any other. The ubiquity of food and beverages — after all, everyone eats and drinks — makes this space relevant to the vast majority of digital audiences. Whether viewers are gourmets, fast food fanatics, or have a sweet tooth, they'll find the video content they're looking for across YouTube, Facebook, Instagram, Twitter, and Snapchat. Each platform offers a variety of video content types, ad products, and targeting capabilities to help marketers make an impact on the tastes, product choices, and brand preferences of the consumers that matter most to them.

On YouTube, the food and beverage space emerges as the largest content category besides gaming, with a jaw-dropping 465B total views — more than double the 222B views in the beauty and personal care space, and far outpacing the 139B views in the automotive space on the platform. Furthermore, this massive space is still growing — annual views of food and beverage content increased by 60% in 2016 over the previous year.

465B

total views of food and beverage content on YouTube

62%

of viewers discussing food and beverages on Facebook are women

60%

growth in annual views of food and beverage content on YouTube in 2016 over the previous year

Food and beverage consumers don't limit their online video viewing to a single platform — they're connecting with like-minded audiences across the walled garden ecosystem, comparing products, finding recipes, and shaping brand decisions. In fact, our data indicates that food and beverage fans on Facebook are twice as engaged as the average user.

In the following report, Pixability digs into the food and beverage space across social video platforms. We examine the category's changing audience demographics and viewing preferences, and compare the performance of food and beverage content types, influencers, and brands. With these insights in hand, brand marketers can better shape their video ad and content strategies, and ultimately maximize the impact of their cross-platform media investments.

Bon appetit!

Long-form videos earn more than

4X



the share of views on YouTube compared to videos that are less than **60 seconds** in length

Tutorials with branded products attract **15% more views & 36% more engagements** on average than tutorials without branded products on YouTube



Food and beverage fans on Facebook are

twice



as likely to engage with **organic content or ads from brands** than the average Facebook user



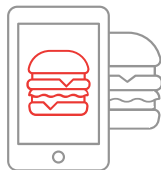
62%

of the audience discussing food and beverages on Facebook is female

Top food & beverage **influencers** earn nearly

2X the views & 4X the engagements

top food & beverage brands on YouTube



25 - 54



years old Twitter users are the most likely to be interested in food news and information on the platform — **and these users tend to be high-earners**

Section
01

Understanding the food and beverage audience

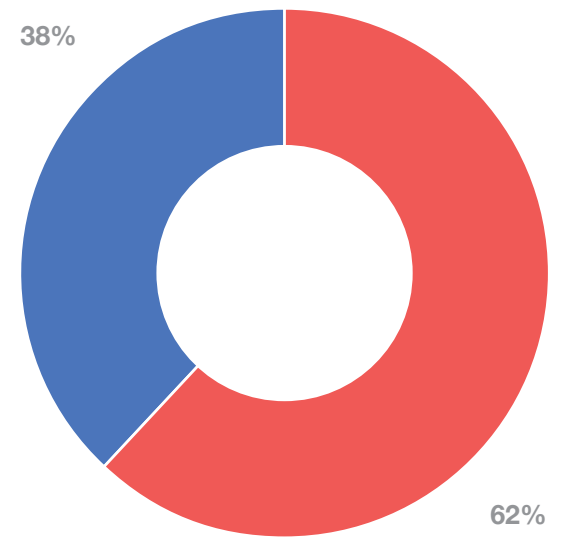
62%

of the audience
discussing food
and beverages on
Facebook is female

Who are the food and beverage fans that are tuning in on social video? On Facebook, this audience skews female, with women accounting for 62% of the audience discussing food and beverages. This represents a relatively even audience makeup compared to more skewed spaces like beauty or gaming, which suggests that food and beverage content boasts a wide appeal among both male and female audiences.

Figure 1: Food and Beverage Audience Demographics on Facebook

Men ■ Women ■

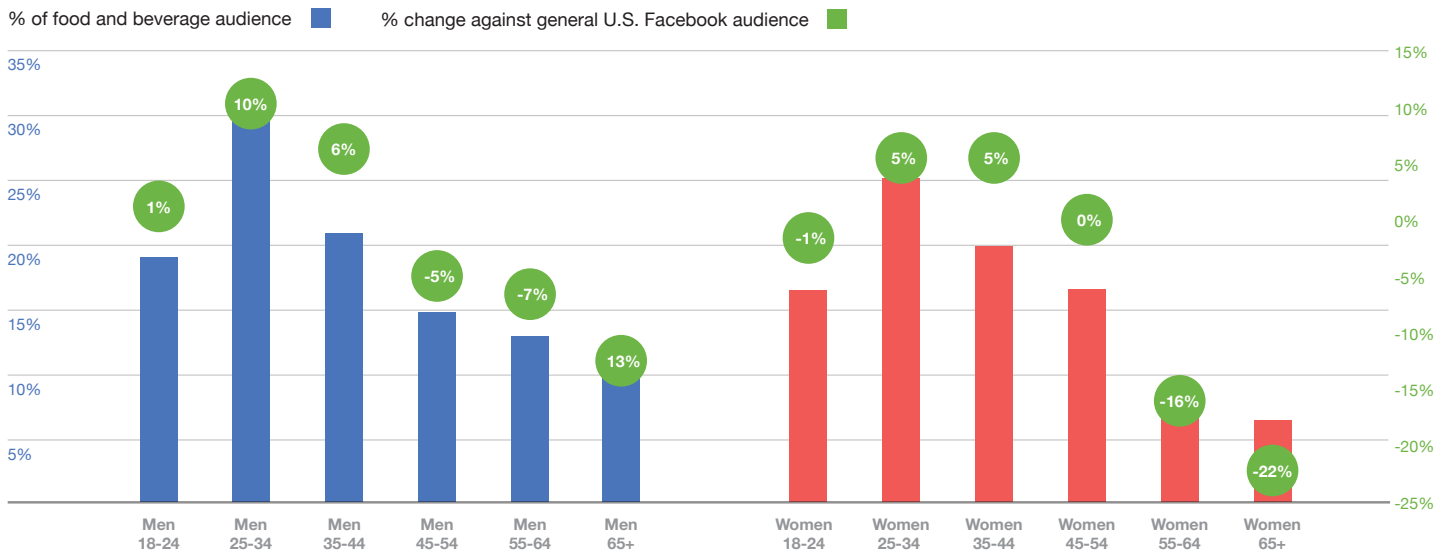


Source: Facebook Audience Insights

Across age demographics, older millennials and Gen X consumers love to talk about food and beverages on Facebook. The 25-44 audience is up to 10% more likely to be talking about food and beverages than the average Facebook user.

The 25-44 audience is up to 10% more likely to be talking about food and beverages than the average Facebook user.

Figure 2: Audience Demographic Distribution on Facebook*



Source: Facebook Audience Insights

* Facebook audience demographic distribution shares do not total 100%, or total over 100%, due to rounded data provided by Facebook.

This trend extends to the Twitter audience as well. Twitter users between 25 and 54 years old are the most likely to be interested in food news and information on the platform. This audience is demographically similar to the Twitter audience at large, however these users tend to earn higher incomes than the U.S. population on average. Few users seek out recipes on the platform due to the platform’s short-form structure — instead, this audience is looking to Twitter for real-time updates and conversation from the food and beverage ecosystem.

... this audience is looking to Twitter for real-time updates and conversation from the food and beverage ecosystem.

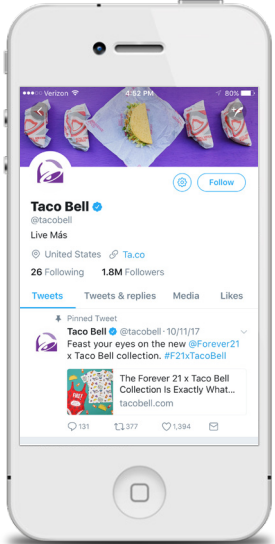
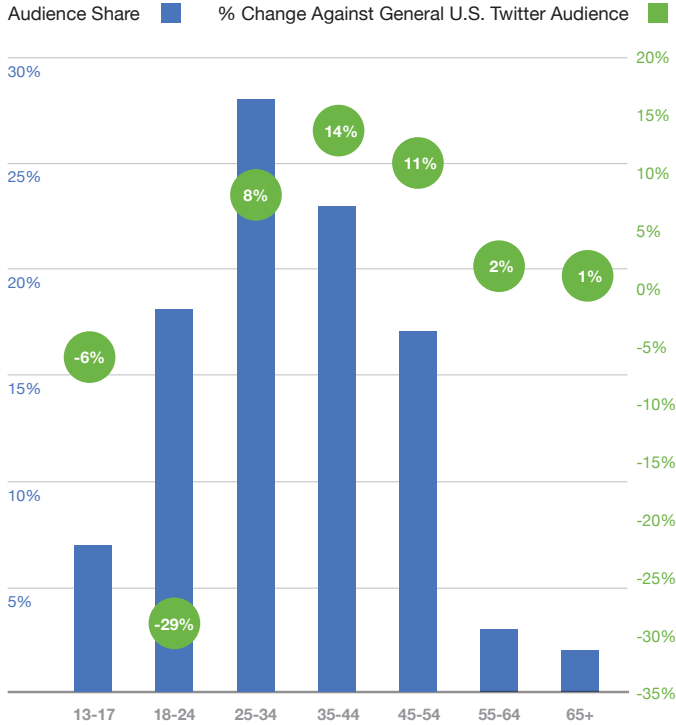
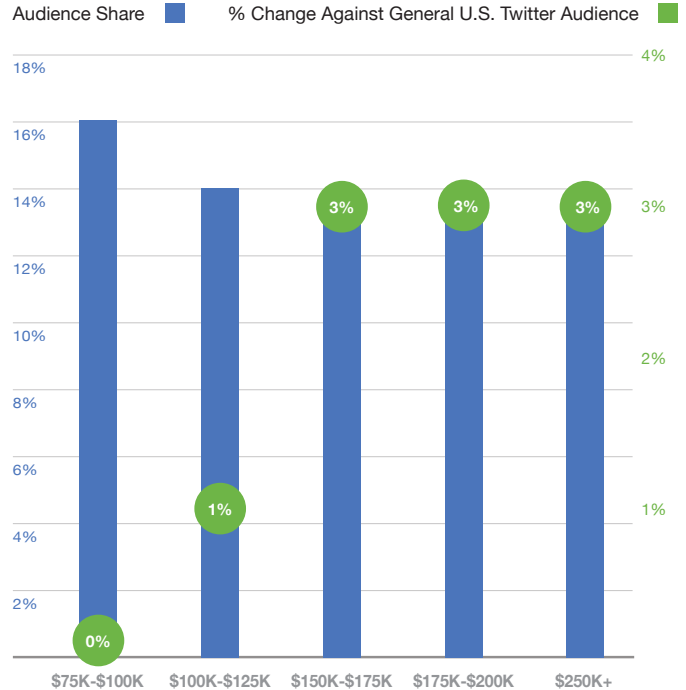


Figure 3: Users Interested in Food News and Information on Twitter



Source: Twitter

Figure 4: Incomes of Users Interested in Food News and Information on Twitter*



Source: Twitter

* Twitter audience income distribution shares do not total 100% due to Twitter's limited available audience data.

Section 02

59%

growth in views of prepared and packaged food content on YouTube in 2016 over the previous year

What food and beverage content do viewers crave **across social video platforms?**

As the video platform with the longest-running tenure, YouTube is still the prime video destination for food and beverage brands, influencers, and audiences.

Within the food and beverage space on YouTube, several major sub-categories dominate audience viewership: prepared and packaged foods, beverages (non-alcoholic), alcohol, and quick service and casual restaurants. Across these sub-categories, prepared and packaged food videos lead in total viewership. This sub-category accounts for 70% of the total food and beverage space, and attracts 3X the viewership of runner-up category, non-alcoholic beverages. Non-alcoholic beverage content is increasingly attracting a larger audience, with annual views increasing by 65% in 2016 over the previous year — the highest year-over-year growth among the major subcategories. While alcohol and quick-service restaurant are drawing fewer views than packed foods and non-alcoholic beverages, these sub-categories are growing significantly, and represent untapped potential, these sub-categories represent untapped potential — brand marketers have a tremendous opportunity to stand out in these relatively empty video spaces.

Top Food and Beverage Content Sub-Categories



Prepared and Packaged Foods

332B views

59% YoY growth

70% of space



Beverages (non-alcoholic)

105B views

65% YoY growth

22% of space



Alcohol

53B views

51% YoY growth

11% of space



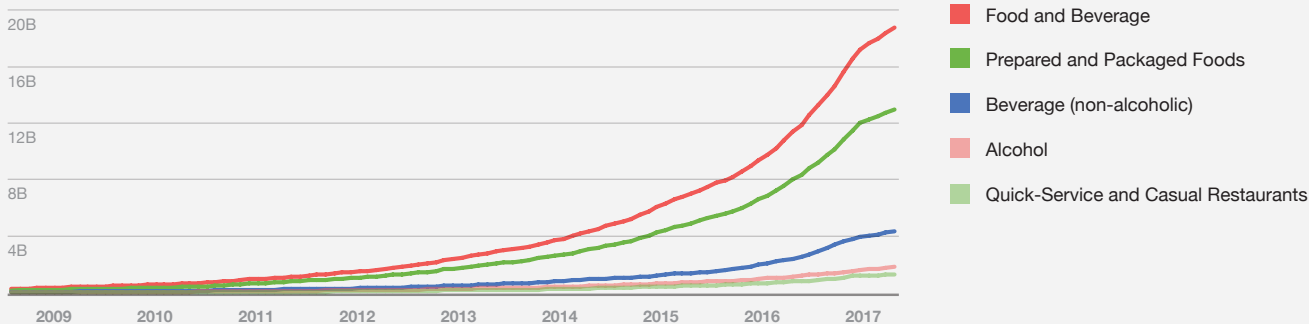
Quick-Service and Casual Restaurants

36B views

54% YoY growth

8% of space

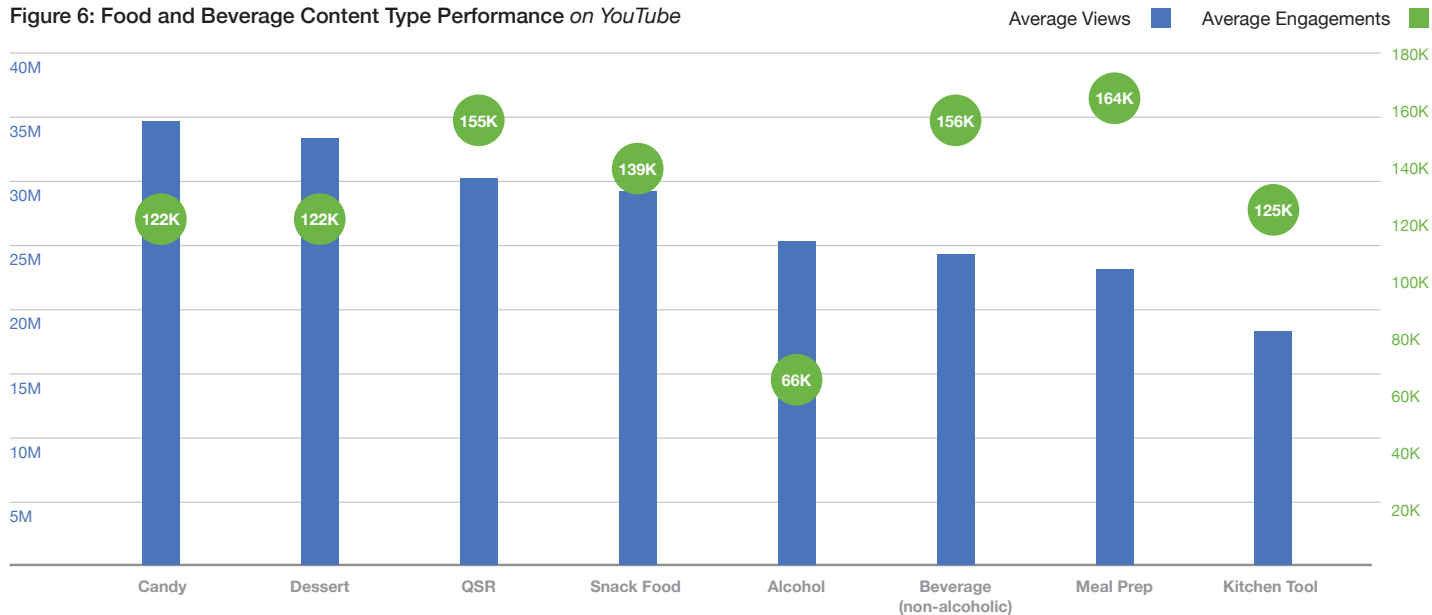
Figure 5: Monthly Viewership of Food and Beverage Sub-Categories on YouTube



Source: Pixability Software, September 2017

The products featured in food and beverage videos on YouTube span every corner of the kitchen, but candy and dessert videos attract the highest viewership on average, while meal prep and non-alcoholic beverage videos attract the most engagements on average.

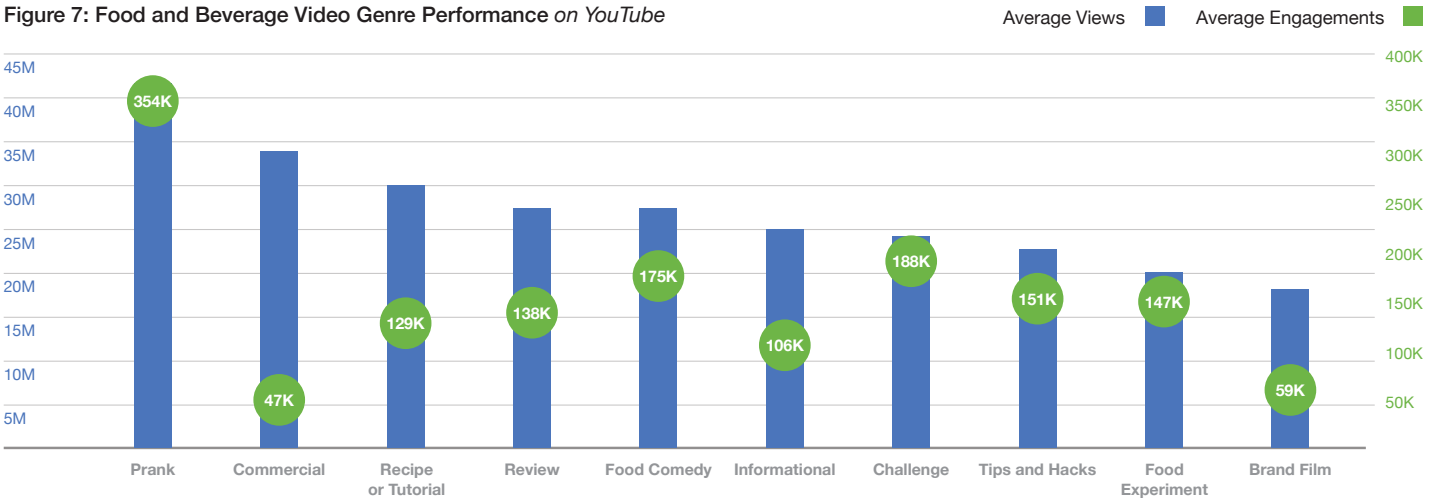
Figure 6: Food and Beverage Content Type Performance on YouTube



Source: Pixability Software, September 2017

Food and beverage audiences are embracing a range of video genres to satiate their content appetite. Similar to other content spaces like gaming and consumer electronics, comedic food & beverage content is king on YouTube, with prank videos leading as the most-viewed and most-engaged-with genre on average. Meanwhile, brand-owned commercial videos take second in average views per video — driven in large part by brands’ paid media investments — but trail when it comes to engagements. Brands should diversify their video content strategy, and invest in promoting a wide variety of content to increase engagement among their core audience.

Figure 7: Food and Beverage Video Genre Performance on YouTube



Source: Pixability Software, September 2017

Shopping list: Food and beverage video genres on YouTube



Brand Film

Long-form, highly-stylized video (>1 minute) published by a brand, often produced specifically for digital as part of a broader campaign.



Challenge

Creators compete in a challenge involving food, such as tasting different flavors of a snack blindfolded.



Commercial

A repurposed TV commercial asset, between 15-60 seconds in length.



Food Comedy

Traditional comedy videos and sketches centered around a food item.



Food Experiment

A video experimenting with food items, such as creating a soda geyser with Diet Coke and Mentos.



Informational

A video discussing or educating viewers on food, often focusing on food science or food production.



Prank

Joke or hoax video centered around a food item or establishment.



Recipe or Tutorial

An instructional video on how to create a certain type of food, meal, or confectionery decoration.



Review

A review of a food item, often branded and packaged products.



Tips and Hacks

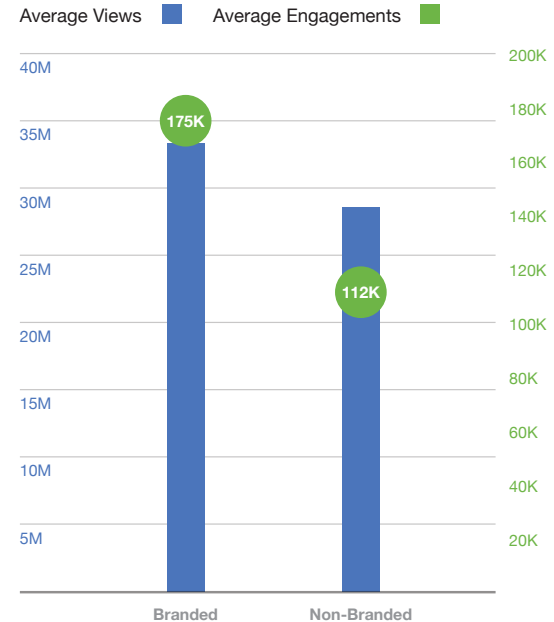
Tips and advice to alleviate everyday pains of cooking, such as an easier way to peel hard-boiled eggs.

Brands should diversify their video content strategy, and invest in promoting a wide variety of content to increase engagement among their core audience.



Across the most-viewed recipe and tutorial videos on YouTube, content that includes branded food products attract significantly more views and engagements than videos that do not feature branded products. Tutorials with branded products (e.g., a recipe for an Oreo cookie cake) garner 15% more views and 36% more engagements on average than tutorials without branded products (e.g., a recipe for cookies and cream cake) — indicating that viewers are loyal to their favorite brands and products. Brand marketers have an opportunity to further engage the food and beverage audience by partnering with influencers for branded recipes and tutorials. In addition, marketers should include branded products throughout their recipes — not just their own products, but complementary ingredients as well — and update their video metadata (including tags, titles, and descriptions) with brand names to increase the discoverability of their organic content.

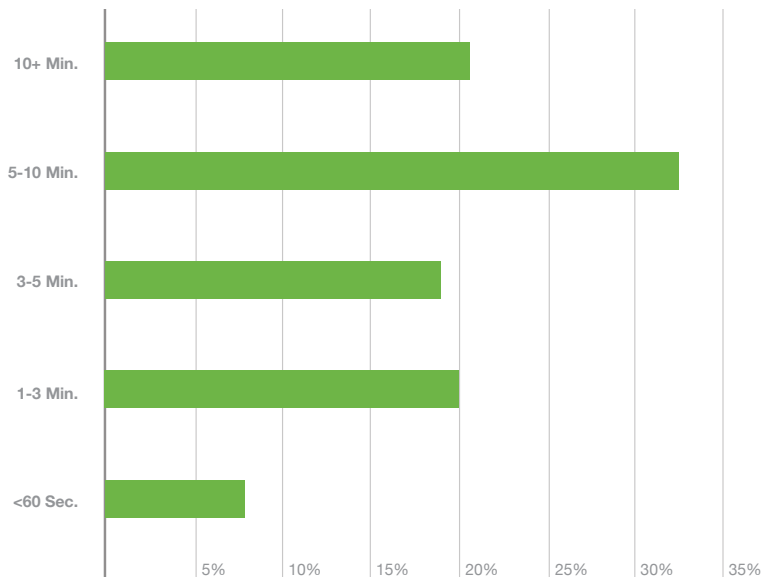
Figure 8: Branded vs. Non-Branded Tutorials and Recipes by Video Performance



Source: Pixability Software, September 2017

Long-form video content (5-10 minutes in length) attracts the largest share of views (at 33%) across the most-viewed food and beverage content — that's more than 4X the share of views of content shorter than 60 seconds in length (which is predominantly brand-owned commercials). Brand marketers should align their video strategies with the viewing habits of their audience — for food and beverage brands, that means varying video production to include long-form content as well.

Figure 9: Share of Views of Food and Beverage Content on YouTube by Video Length



Source: Pixability Software, September 2017

Section
03

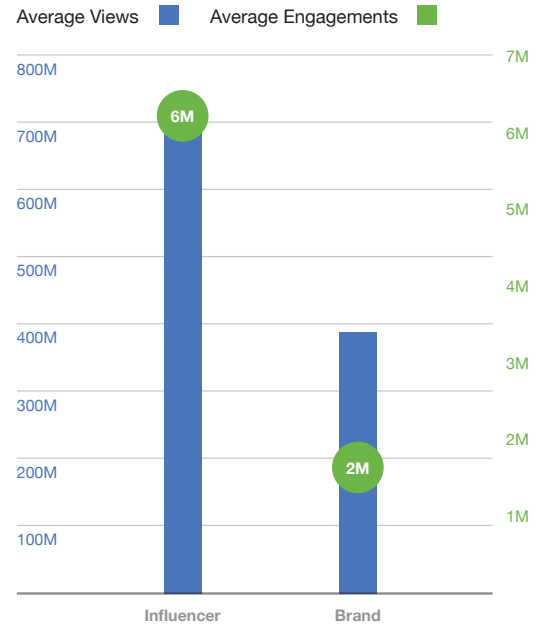
Head Chef: Brands vs. influencers

3X

more engagements
achieved by
influencers on
YouTube vs. brands

Across the top ten brand and influencer channels in the food and beverage space on YouTube, influencers earn nearly 2X the views and 3X the engagements of brands. Brand marketers should take a page from influencers' book, and frequently publish long-form content across a range of different content types. Additionally, food and beverage influencers produce content according to viewer demand, such as producing comedy content, or taking advantage of emerging trends like miniature food or Tasty-style videos.

Figure 10: Average Channel Performance by Channel Type



Source: Pixability Software, September 2017

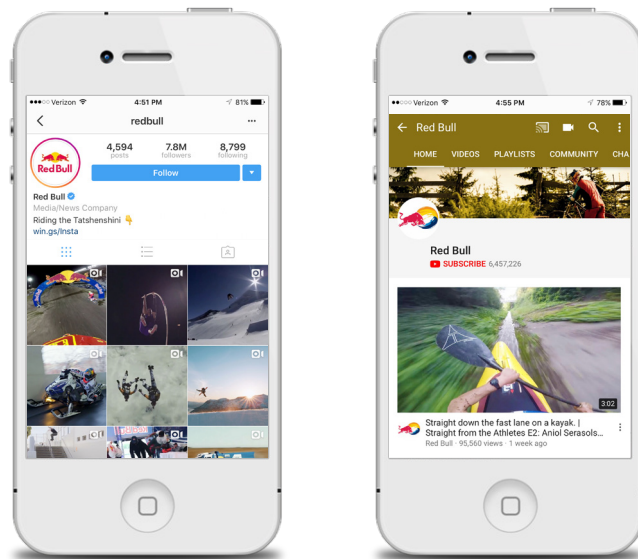
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Brands

One brand beats out top influencers (as well as other brands) on YouTube: Red Bull. The brand's high-octane video strategy has earned it a wide following across social video platforms — the brand publishes videos tailor-made to appeal to its adrenaline junkie audience. While most food and beverage marketers may not have the budget to replicate Red Bull's recipe for success exactly, they can learn from the brand's investment in adjacent content spaces, unconventional influencer partnerships, long-form video, and publishing of a broad spectrum of content types, as well as its organized YouTube channel, which is optimized toward long-tail discoverability.

[Red Bull's] high-octane video strategy has earned it a wide following across social video platforms.





Red Bull®

Brand Spotlight



Views: 1.9B

Subscribers: 6.4M

Videos: 6.7K



Video views: 343M

Followers: 48M



Followers: 7.7M



Followers: 2.2M

The energy drink brand brings video publishing to new heights — literally, in the case of Felix Baumgartner's record-breaking drop from Earth's stratosphere, sponsored and broadcast by Red Bull. The video received more than 42M views since it was published in 2012, while the stunt's livestream attracted a total of 8M concurrent, unique viewers. While Red Bull's video strategy focuses heavily on YouTube, the brand invests in videos and livestreams of music and extreme sports content on Facebook and Instagram, and highlights its events and video content on Twitter as well.

After Red Bull, soda brands Coca-Cola, Sprite, and Fanta are the most-viewed brands on YouTube, though Coca-Cola is the only one of the group that makes it into the top three most-subscribed-to channels. Interestingly, while Pepsi ranks third in subscribers on YouTube, the brand clocks in at seventh place for total views — indicating that the brand should be investing more in paid media to compete with its rival soda brands. The ten most-viewed brands on YouTube are all beverage, alcohol, or quick-service restaurant brands. Prepared or packaged food brands should take note, and increase their paid media investments in order to infiltrate this beverage and QSR dominance to reach and engage the food and beverage audience on YouTube.

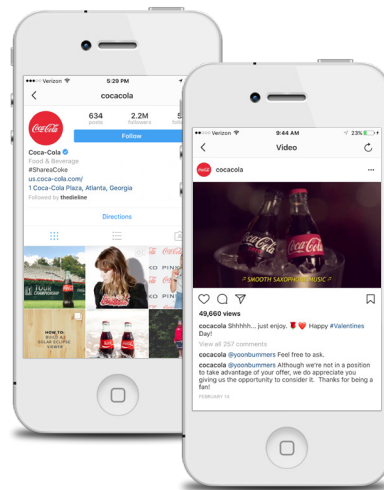
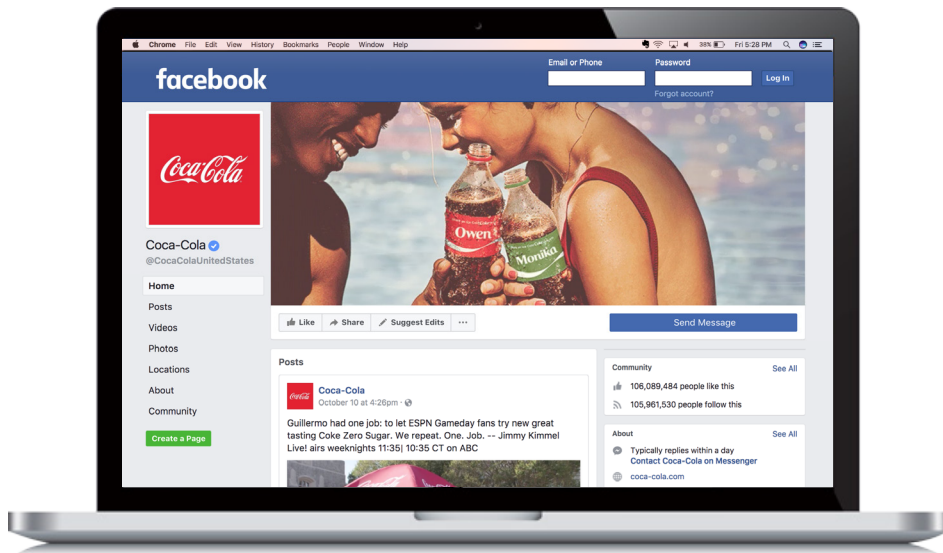








Figure 11: Top Food and Beverage Brands Across Platforms by Total YouTube Views

Rank	Brand						
		YouTube Views	YouTube Subscribers	Facebook Video Views	Facebook Followers	Instagram Followers	Twitter Followers
1	Red Bull	1.9B	6.4M	343M	48M	7.7M	2.2M
2	Coca-Cola	797M	1.6M	116M	106M	2.1M	3.4M
3	Sprite	244M	212K	18M	23M	649K	283K
4	Fanta	218M	331K	5M	20M	318K	157K
5	Oreo Cookie	194M	212K	231M	43M	2.3M	853K
6	Chick-fil-A	141M	33K	71M	8M	852K	867K
7	Pepsi	139M	782K	197M	37M	1.1M	3.1M
8	Budweiser	97M	155K	255M	14M	257K	154K
9	Heineken	92M	250K	148M	23M	239K	149K
10	KFC	88M	357K	103M	48M	1.1M	1.2M

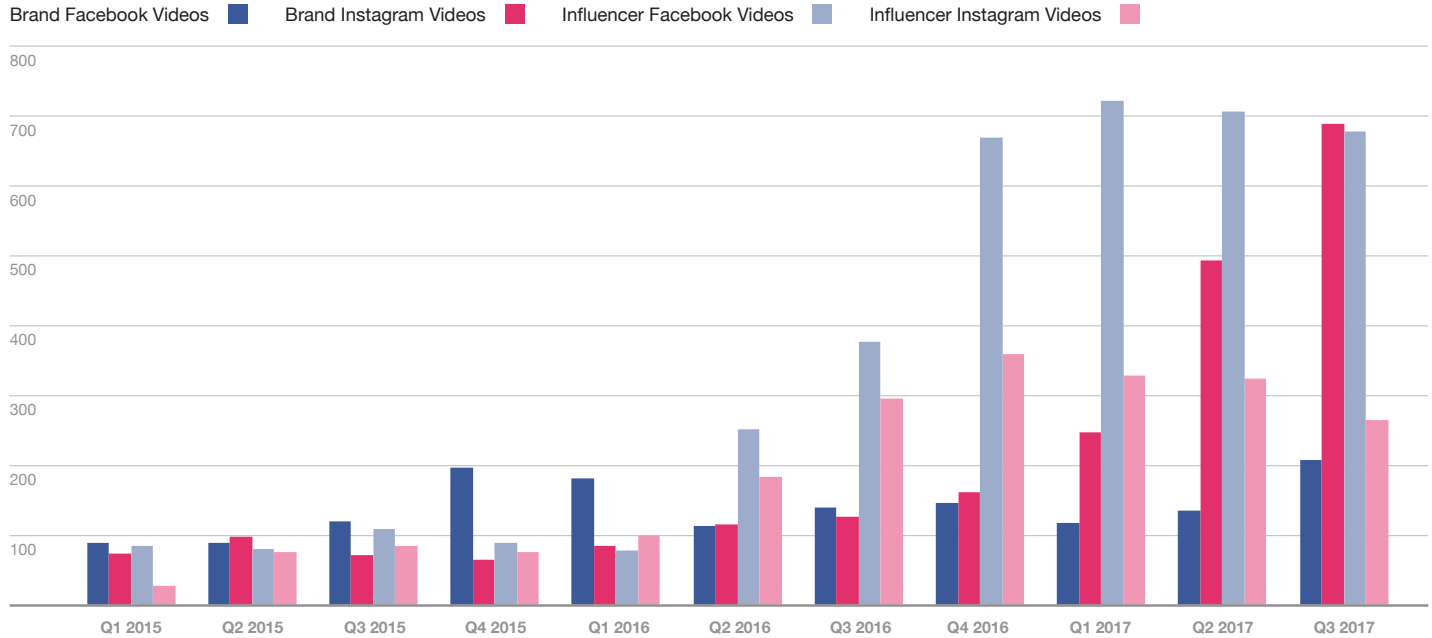
Source: Pixability Software, September 2017

Over the past few years, social platforms have increasingly raced toward video (and video monetization) dominance, and influencers have largely beaten brands to the punch by taking advantage of these new cross-platform capabilities. Brands are starting to catch up by also extending their audience engagement strategies across platforms, but interestingly, leading food and beverage brands on YouTube are publishing more videos to Instagram, while leading influencers on YouTube are publishing more video to Facebook. Brand marketers should aim to balance their video publishing across platforms, tailoring content to each platform's unique capabilities. Then, marketers should measure platform-specific performance according to their campaign goals, and shift their media spend toward the best-performing platform(s).

... leading food and beverage brands on YouTube are publishing more videos to Instagram, while leading influencers on YouTube are publishing more video to Facebook.

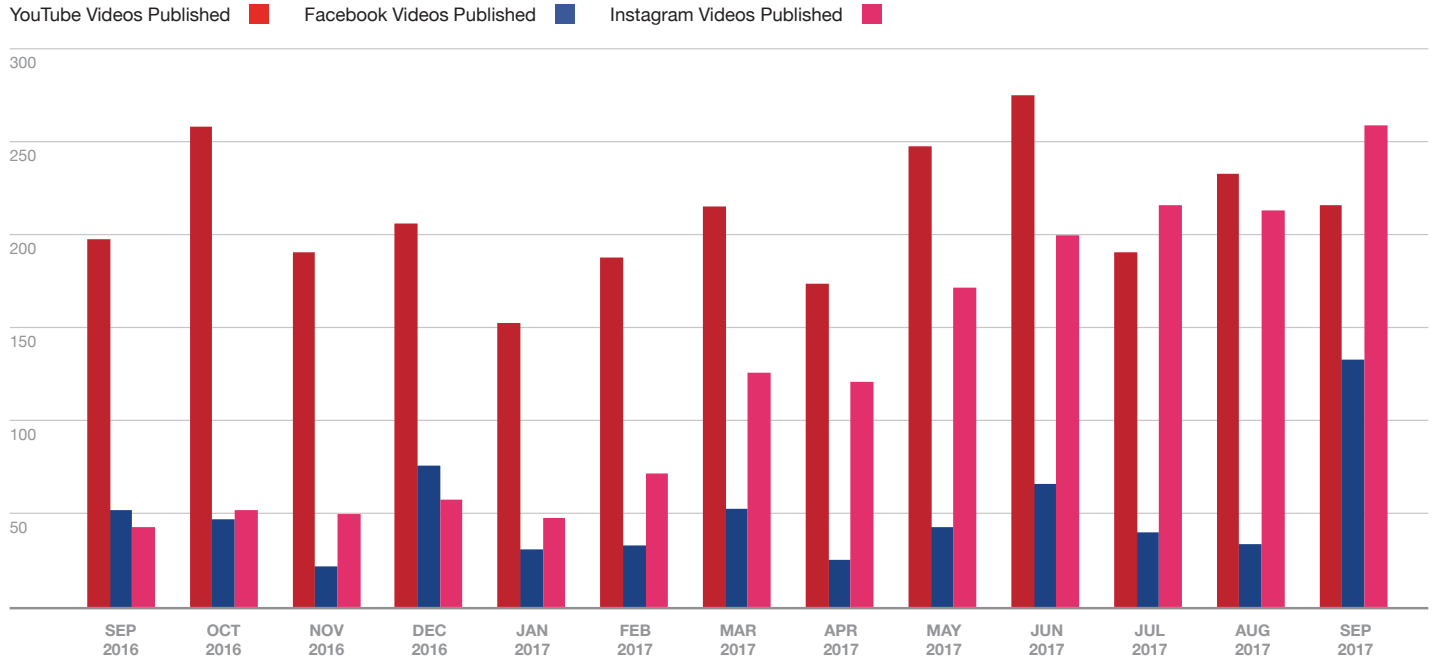


Figure 12: Number of Videos Published by Food & Beverage Brands & Influencers Across Platforms by Quarter



Source: Pixability Software, September 2017

Figure 13: Food & Beverage Brand Cross-Platform Publishing Analysis by Number of Videos Published Monthly



Source: Pixability Software, September 2017



The ten most-viewed brands on YouTube are all beverage, alcohol, or quick-service restaurant brands.



Brand Spotlight



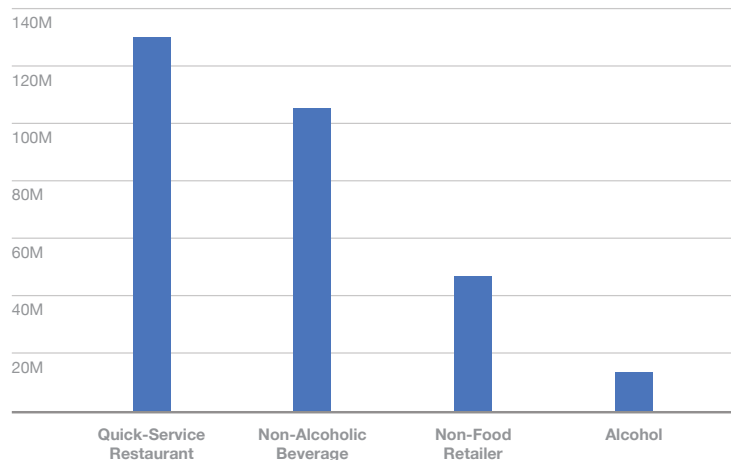
Video views: 197M

Followers: 37M

Pepsi effectively leverages Facebook's organic video capabilities, highlighting a featured video on its page and showcasing two video playlists. The brand publishes videos frequently, promoting partnerships with celebrity ambassadors and event content.

Food and beverage audiences on Facebook are engaging with more than just the typical food and beverage brands. An analysis of the top brands 'Liked' by food and beverage fans on Facebook includes food and beverage-adjacent brands like Groupon and IKEA — both of which rank within the top 10.

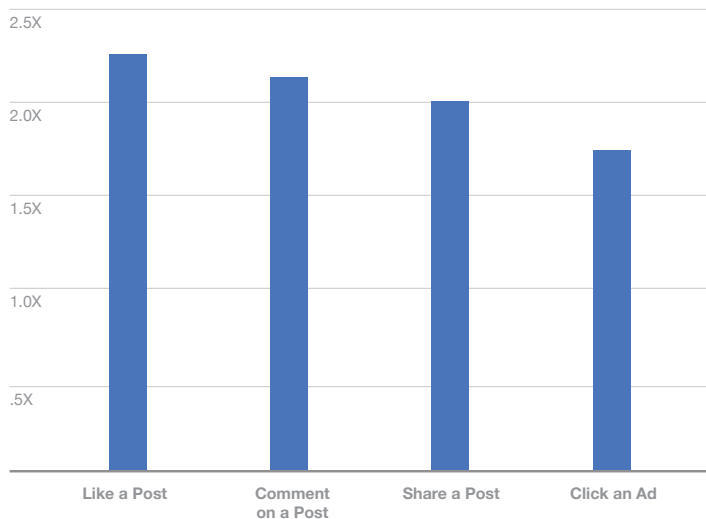
Figure 14: Top 10 Most-Liked Brand Facebook Pages by category



Source: Facebook Audience Insights

This audience is highly receptive to brand-owned content — the food and beverage audience on Facebook is twice as likely to engage with a brand-owned organic post or ad than the average Facebook user.

Figure 15: Food and Beverage Fans' Engagement Habits on Facebook compared to the average Facebook user



Source: Facebook Audience Insights



Brand Spotlight



Posts: 1.1K

Followers: 570K

IHOP uses Instagram to publish stylized food content that showcases the beauty of breakfast, and regularly publishes Instagram Stories to drive increased awareness of its products and promotions. In particular, the brand's video content makes effective use of Instagram's autoplay function, and takes advantage of the mouth-watering aesthetics of its food, like documenting syrup drizzling over pancakes.

Influencers

JunkFoodTasterDotCom takes the cake for most-viewed influencer on YouTube with 1.4B views, followed by Epic Meal Time with 964M views. The front-runner on Facebook is Tipsy Bartender, who started out as a YouTube influencer, but has managed to parlay his success on YouTube to additional video platforms. More and more, YouTube influencers are meeting their audiences wherever they choose to view video — for example, enticing them with short-form, digestible content on mobile-first platforms like Instagram and Twitter, then directing viewers to consume longer cuts of videos on Facebook and YouTube. This is a key strategy for brand marketers to adopt.









Brand Spotlight



Bud Light has found success on Snapchat by launching a game within the Snapchat app — it uses QR codes printed on Bud Light cans branded with the local football team's logo. Scanning a can's code opens a mini-game within Snapchat, which encourages fans to remain engaged with the brand for much longer than the standard 10-second Snap Ad unit, and fosters repeated engagement every time a consumer scans the code.

Figure 17: Top Food and Beverage Influencers Across Platforms by Total YouTube Views

Rank	Channel	 YouTube Views	 YouTube Subscribers	 Facebook Video Views	 Facebook Page Followers	 Instagram Followers	 Twitter Followers
1	JunkFoodTasterDotCom	1.4B	1.1M	6K	3K	1K	303
2	Epic Meal Time	964M	7.M	159M	2M	217K	494K
3	CharlisCraftyKitchen	810M	799K	6M	72K	21K	1K
4	Tasty	680M	4.M	13B	90M	13.5M	523K
5	Gordon Ramsay	667M	4.5M	162M	7M	3.3M	5.8M
6	Matt Stonie	598M	3.2M	1M	81K	99K	50K
7	Tipsy Bartender	542M	3.3M	782M	21M	3.3M	108K
8	Cookies Cupcakes and Cardio	483M	2.1M	232M	1M	223K	13K
9	Vahchef - VahRehVah	458M	1.1M	2M	1M	12K	5K
10	MyCupcakeAddiction	430M	3.1M	1B	5M	1.2M	78K

Source: Pixability Software, September 2017

Brand Influencer: JunkFoodTasterDotCom



Views: 1.4B
Subscribers: 1.1M



Video views: 6K
Followers: 3K











Followers: 1K



Followers: 303

The leading food and beverage influencer on YouTube, JunkFoodTasterDotCom creates detailed reviews of QSR, snack, and candy products. The creator himself is almost entirely absent from his videos — in stark contrast to leading beauty influencers, for example — and instead places his sole focus on the branded products featured.

Unlike the personality-driven influencers seen in other large YouTube spaces like beauty or gaming, in the food and beverage space we see a number of rising influencers who primarily share educational content, and don't invest in cultivating their personality with their audience. For example, they might shoot from an international location and showcase how local flavors are prepared, or simply focus on their love of food.

		 YoY Subscriber Growth on YouTube	 Total Views on YouTube	 Total Subscribers on YouTube
	Village Food Factory	1,541%	145M	733K
	Meesh LA	912%	16M	144K
	Food Fusion	571%	37M	240K
	Food Tales	525%	37M	182K
	Village Cooking Recipes	455%	40M	77K

Source: Pixability Software, September 2017

Influencer Spotlight: Tipsy Bartender



Views: 542M
Subscribers: 3.3M



Video views: 782M
Followers: 21M



Followers: 3.3M



Followers: 108K

This alcohol-focused influencer cut his teeth on YouTube, but found real success by editing long-form YouTube content into more digestible videos made for viewing on Facebook and Instagram. He highlights the importance of repurposing content across platforms, while ensuring that the videos shared are customized to the viewing behavior specific to each platform.



Section 04

Secret Ingredients:

Key opportunities for food and beverage marketers

Brand marketers have a number of strategies to take advantage of in order to help them eat their competition's lunch:

Invest in Brand Films

Compared to commercials, brands are underinvesting in brand films, which earn more engagements on average. Brands — particularly quick-service restaurant brands — should flip their investment in this space, moving resources from commercial content to brand films, seizing on the higher performance of long-form videos.



Uncle Drew | Chapter 4 | Pepsi by Pepsi

Deliver Sugary Videos to Viewers

The strong viewership of sugary food videos (like candy and desserts) indicates that food and beverage audiences on YouTube have something of a sweet tooth. Creators and brands have responded with increased publication of candy and dessert videos — however, there is still unmet demand for sugary video content, as the share of viewership surpasses the share of videos published.

Publish Recipe & Tutorial Videos

Recipes and tutorials are the most-published food and beverage genre on YouTube, but viewer demand still outpaces video publication. Brand marketers should ramp up their production of recipe and tutorial content — particularly for candy and desserts when applicable to combine the two viewership trends — in order to increase product awareness as they inform viewers hungry to learn how to prepare food and beverages.

Recipes and tutorials are the most-published food and beverage genre on YouTube, but viewer demand still outpaces video publication.

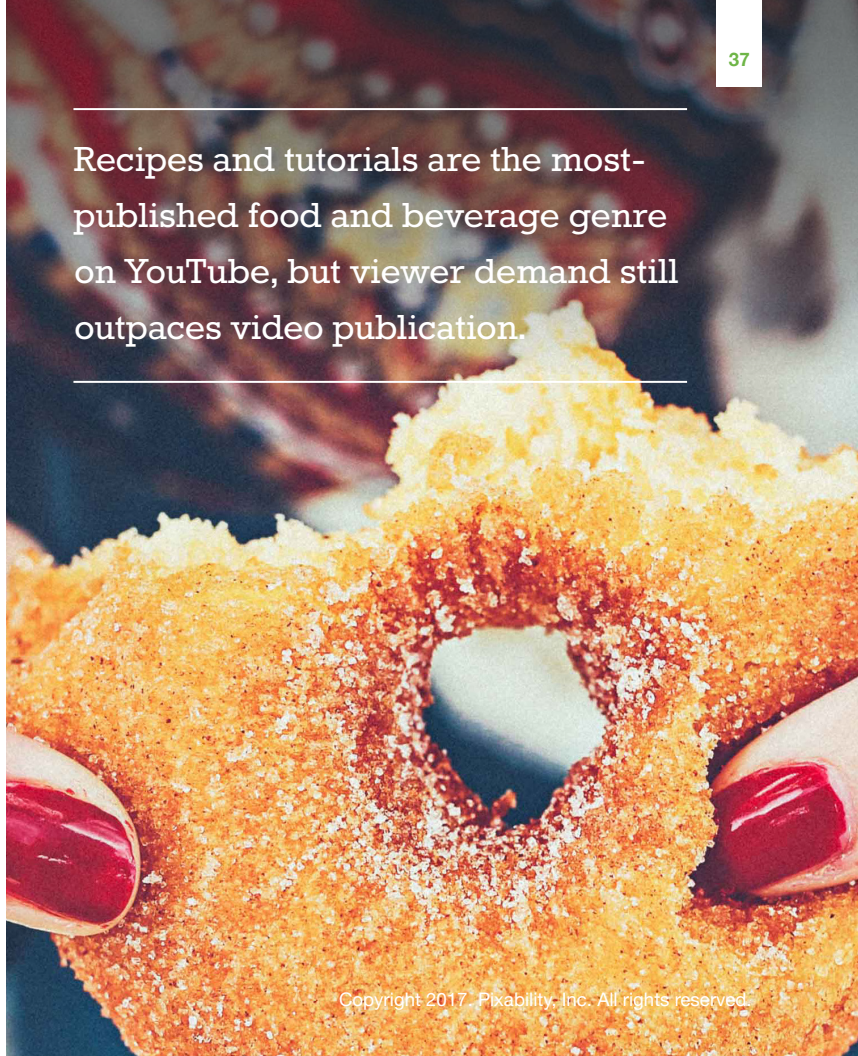
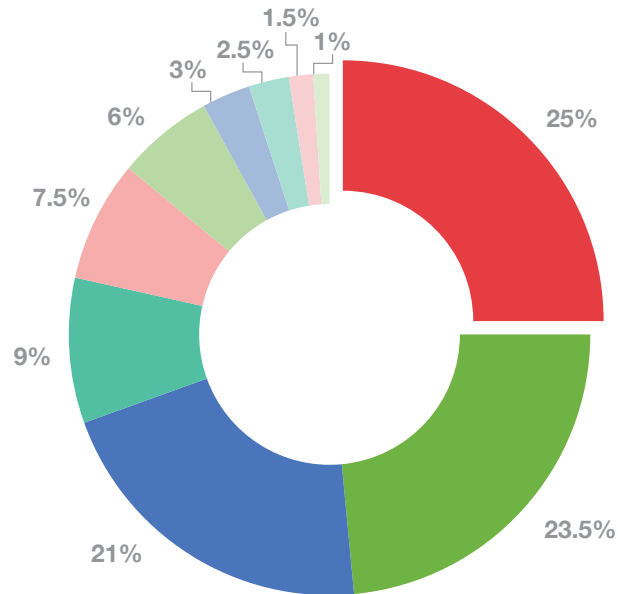
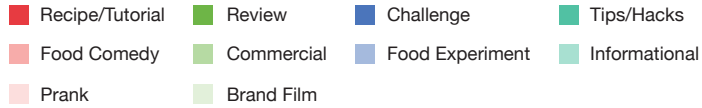
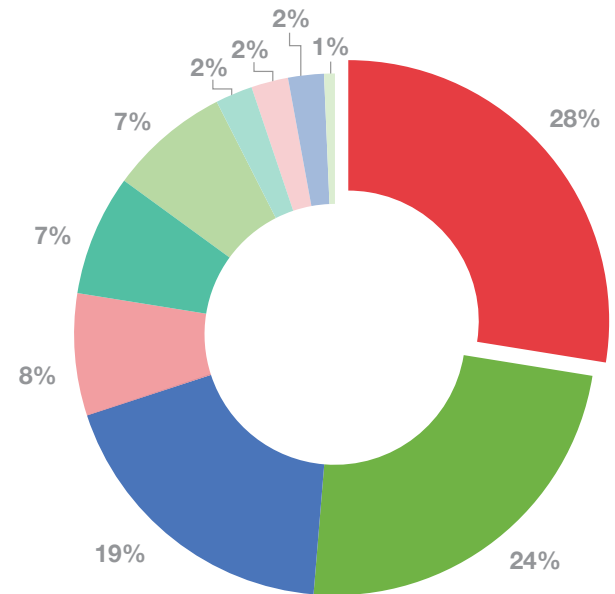
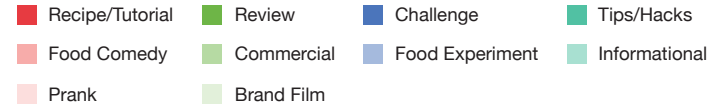


Figure 18: Share of Video Genres Published on YouTube



Source: Pixability Software, September 2017

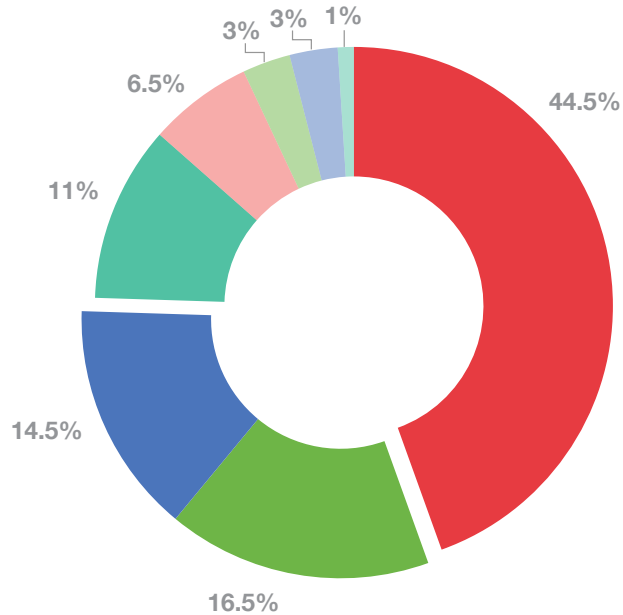
Figure 19: Share of Viewership by Video Genre on YouTube



Source: Pixability Software, September 2017

Figure 20: Share of Content Types Published on YouTube

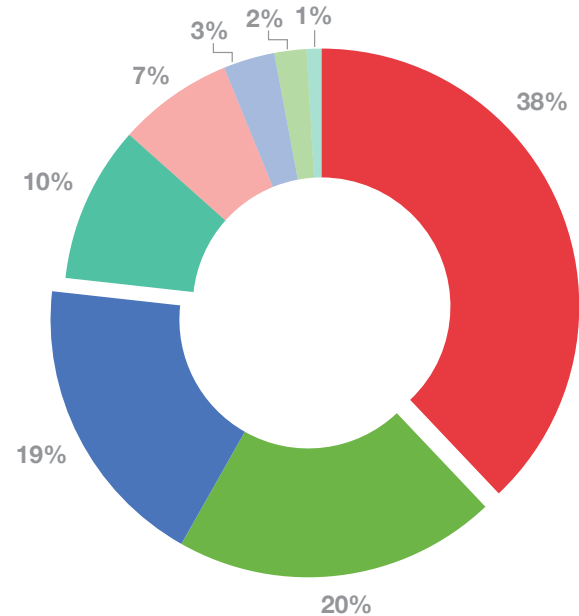
Meal Prep Dessert Candy Beverage
QSR Kitchen Tool Snack Food Alcohol



Source: Pixability Software, September 2017

Figure 21: Share of Viewership by Content Type on YouTube

Meal Prep Dessert Candy Beverage
QSR Kitchen Tool Snack Food Alcohol



Source: Pixability Software, September 2017

Section 05

Conclusion

The food and beverage space is massive, and continues to grow across YouTube, Facebook, Instagram, Twitter, and Snapchat. For marketers to stand out in this crowded environment, however, they must understand the viewing preferences of their target audience in order to invest in the best-performing content, and apply that insight to both their paid and organic strategies. By understanding the nuances of the food and beverage space on each video platform, and platform-specific video ad capabilities, brand marketers can effectively use video to shape the brand and product decisions of their hungry audience.

Get in touch

To find out how your food and beverage brand stacks up across social video platforms, contact us (info@pixability.com) to set up a meeting.

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Section 06

Report Methodology



YouTube

The size and growth rate of the food and beverage content space — and its sub-categories — is determined by harvesting videos in Pixability's YouTube Radar technology through advanced keywords sets that identify YouTube videos based on relevant metadata (tags, titles, and descriptions). This data set is analyzed for publishing and viewership trends, and ranked by the most-viewed videos and channels to identify top brands and influencers. Content insights on YouTube are determined by expert analysis of the top 200 most-viewed food and beverage videos on YouTube.



Facebook

Facebook publishing trends are derived from publicly-available data through Facebook. Facebook audience trends and behaviors are derived through analysis conducted within the publicly-available Facebook Audience Insights tool.

 **Instagram**

Instagram content and publishing trends are derived based on data available through the Instagram Insights API.

 **Twitter**

Twitter audience trends and behaviors are derived through analysis conducted within the publicly-available Twitter Audience Insights tool.

 **Snapchat**

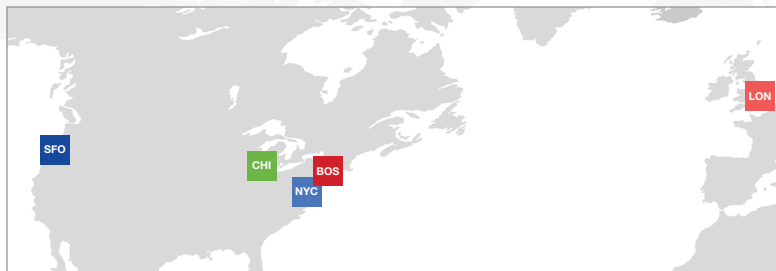
All Snapchat data included is publicly accessible.

All screenshots are sourced from public content on YouTube, Facebook, Instagram, Twitter and Snapchat.

Who
are
we?

About Pixability

Pixability is a video advertising technology company that helps media professionals deliver outstanding campaign performance across YouTube, Facebook, Instagram, Twitter, Snapchat and Spotify. Advertisers use Pixability's software to activate video at every stage of the consumer journey. Pixability provides sophisticated targeting, automated media execution, and verifiable viewability and placements across premium video platforms. Pixability is headquartered in Boston with offices in New York, San Francisco, Chicago, and London.

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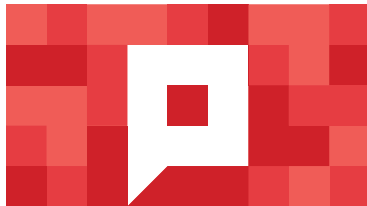
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