How Brands Can Follow the YouTuber Imprint... and Win Over Gen Z

Jason Mitchell
CEO
Movement Strategy | A Social-Led Creative Agency
jason@movementstrategy.com
How Movement Strategy helped Netflix think like a YouTuber to create content that drives gen Z interest
Every Thing You Didn’t Know You Needed
Every x in y
Fan Edits
How Movement Strategy helped Under Armour think like a YouTuber by creating a programming slate

- Documentaries
- Interview talk shows
- Training shows
- Travel shows
- Product-focused shows
Shoot Your Shot
Creator Collabs

How Brands Can Follow the YouTuber Imprint and Win Over Gen Z

Jason Mitchell
ICON
CUSTOMIZED
CREATOR COLLABS
what other brands can learn from Netflix and Under Armour’s success on YouTube
YouTube is a huge opportunity
1/3 said YouTube is the platform they use most

50% said they couldn’t live without YouTube

70% relate better to their favorite YouTube creator than to celebrities

47% spend 3+ hours a day on YouTube

*Data from NewsWhip, Google, Pew Research, Defy Media, and Pearson
consistency is key
People expect a certain type of content on a consistent basis. The more we stick with this, the faster our subs grow.

Yes Theory
collaborate with existing YouTubers
don’t be afraid of long-form content
Don’t put ads on YouTube,
create interesting content that people will seek out
experiment and try a bunch of things
thanks!

Jason Mitchell
CEO
Movement Strategy | A Social-Led Creative Agency
jason@movementstrategy.com