

Possibilities of Brand Content Integration into Youtube Podcasts in Lithuania

As customers become immune to most forms of advertisement on the Internet, marketers seek new ways to get the attention of branded content. As podcast content on YouTube gains more and more users' attention in the world and Lithuania, it raises the urge for both marketing professionals and researchers of the marketing field to analyse the possibilities of brands and its content integration in the podcasts. The problem analysed is how effectively integrate brand content into Youtube podcasts in Lithuania. Thus, the paper aims to analyse the phenomenon of brand content integration and to reveal its possibilities in YouTube podcasts in Lithuania.

Keywords: podcast, brand integration, product placement, social media marketing, YouTube marketing, content marketing.

Didėjantis vartotojų abejingumas daugeliui reklamos formų internete marketingo specialistus skatina ieškoti vis naujų būdų, kaip prekės ženklo turiniui patekti į vartotojų dėmesio lauką. Didėjant tinklalaidžių populiarumui tiek pasaulyje, tiek Lietuvoje, atsiranda poreikis marketingo profesionalams ir mokslininkams, tiriantiems marketingo reiškinius, analizuoti šį fenomeną, siekiant suprasti prekės ženklų ir jų turinio integracijos galimybes. Darbe siekiama išsiaiškinti, kaip efektyviai integruoti prekės ženklo turinį į lietuviškas tinklalaides. Siekiant atsakyti į klausimą, darbe keliamas tikslas – išanalizavus prekės ženklo integracijos reiškinį, ištirti jo galimybes *Youtube* tinklalaidėse Lietuvoje.

Raktiniai žodžiai: tinklalaidė, prekės ženklo integracija, socialinių tinklų marketingas, *Youtube* marketingas, turinio marketingas.

Introduction

Social media and advertising are two inseparable phenomena that have grown significantly in our daily web browsing experiences (Goyal, 2013). While there is plenty of advertising space on social media, audio-visual posts, or opinion leaders showcasing products, we can see

that marketing solutions on the Internet have become a common feature of social media over time. According to S.-H. Liu, C.-H. Chou, and H.-L. Liao (2015), consumers are often overwhelmed by the number of promotional messages addressed to them. They have grown significantly over the last 20 years, due to the apparent development of social media

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in terms of both consumers and businesses seeking the latter's attention. For this reason, marketers need to put more and more effort to stand out among the competitors in the market to make their brand not only seen but also memorized.

One of the most effective ways to promote a brand is the product placement and brand integration method. This practice began in 1896 and eventually became one of the main marketing tools in the film and television industry. With the age of the Internet gaining perhaps the greatest momentum these days, we can increasingly see manifestations of brand integration in seemingly unseen areas. As one of them, the social media platform YouTube, which is well known to Internet users and has not slowed down for many years. According to S. Gutelle (2014), the phenomenon of YouTube stars in the world began back in 2009, when the first amateur channel of the platform surpassed a million subscribers and thus drew the attention of marketers to the possibility of collaboration in integrating brands.

As many authors, like S. Chang, J. Newell and C. T. Salmon (2009), S.-H. Liu, C.-H. Chou, and H.-L. Liao (2020), M. Durrani, K. Gotkin and C. Laughlin (2015), E. Mervaala (2018), D. Rowles and C. Rogers (2019), J. L. Sullivan (2018), G. Appel et al. (2020) suggest, one method for product and brand placement in YouTube content is product placement in super user friendly podcast format, which gains more and more popular among different segments of consumers not only in Lithuania, but also in the whole world. Immunity to internet advertisement and rising popularity of podcasts is the

argument for deeper analysis of Lithuanian YouTube podcasts content.

Although such a practice has been applied in the world for many years, in Lithuania the manifestations of exploiting such opportunities have become more and more noticeable only recently. Looking at the trends presented on the YouTube platform (2021), we can notice that a lot of Lithuanian users spend time watching or listening to various genres of podcasts. Boasting thousands of subscribers this format attracts the attention of representatives of various local and foreign brands. After works like *Podcasting: New Aural Cultures* by D. Llinares, N. Fox, and R. Berry (2018) or *Podcasting: The Audio Media Revolution* by Spinelli and Dann (2019) podcast studies started to get noticed as a distinct area of research. As the trend of podcasts entered new markets, more noticeable trends of product placement and brand content integration appeared in podcasts, the vacuum of phenomenon analysis from the scientific point of view especially in new markets like Lithuania formed. So, it naturally raised the need to analyse the content of the YouTube podcasts, the brand integration methods used in them and to answer to the problematic question – how to integrate brand content effectively into the podcast to resonate with YouTube users in Lithuania.

The object of the research is the possibilities of brand content integration in the Lithuanian YouTube podcasts.

The aim of the paper is to analyse the possibilities of brand integration in YouTube podcasts in Lithuania.

The objectives of the paper:

1) To reveal the brand integration methods and strategies in the content of the YouTube podcasts.

2) To carry out a study to assess the possibilities of brands integration in Lithuanian YouTube podcasts.

3) To analyse the best practices and reveal possibilities of effective integration of the brand in the YouTube podcasts content.

Theoretical background

First, we must draw the relationship between podcast listeners and various types of brand placement in the podcast content. The authors S. McClung and K. Johnson (2010) state that podcast listeners can be divided into two categories – “heavy” listeners and “light listeners”. An essential feature that distinguishes these categories of listeners is the number of podcasts listened to per day. The authors say that “strong” listeners are those who listen to at least one podcast a day. Regarding advertising on the podcast, the authors emphasize that users do not object to advertising on it (especially “heavy” ones). This is probably because they understand that advertising partnerships are needed to generate revenue for content creation.

Despite podcast listeners’ attitude towards advertisement in podcasts, the effectiveness of such practices sometimes is vague. Another worth mentioning detail is extracted by D. Rowles and C. Rogers (2019). Authors say that after the podcaster reads the ad, the company must determine if it has generated a positive return on investment. In contrast to pay-per-click advertisements, which

record consumer behaviour in real time, podcasts do not have an integrated identifier to indicate whether the listener has acted after hearing the advertisement. However, K. Kaufer (2018) states that there are reliable ways to calculate the return on investment in the podcast:

1. Promo code – a certain word or phrase, which, if entered the website during the billing process, can be used to track whether the website has generated sales.

2. A special link (vanity URL) is a specific page link or plug-in that allows advertisers to track the number of visits generated by a webpage.

3. Checkout surveys – a question that is asked during billing to find out if online advertising has influenced shopping.

These tools, according to the author, are tailored to get the direct response that is common and expected in podcast ads. Meanwhile, when tracking brand awareness, one should consider the clicks generated on the brand’s social media page.

According to the Interactive Advertising Bureau (2017), brand integration in the content of the podcast is classified according to its nature and can be identified by its intended use (see Table 1).

Although there is still a lack of scientific resources to provide a broader assessment of the integration potential of brands in podcasts, various ways integration methods, possibilities to track the effectiveness give podcasts more and more attention from marketers so making it an increasingly attractive tool for brand integration. In addition, marketing reviewer J. Atchison (2019) suggests that advertising business on popular podcasts contributes to brand reach and awareness. Advertising through this area

Table 1. Forms of advertising integration on podcasts

Form of integration	Description
Pre-roll	An audio ad that is inserted at the beginning of the podcast, and its duration depends on the publisher of the podcast.
Mid-roll	An audio ad that sounds in the middle of the content, usually between segments. The duration and number of ads depend on the publisher of the podcast.
Post-roll	An audio ad sounds at the end of the episode. The duration and number of ads depend on the publisher of the podcast.
Read by the presenter	Depending on the podcast, this can be included in the program or pre-recorded and dynamically inserted.
Recorded in advance	A pre-recorded ad that is dynamically inserted into the episode.
Endorsing	The host of the website talks about personal experiences with the product and encourages listeners to buy it.
Custom segment	A custom segment is part of an episode of varying duration in which advertisers can collaborate with webmasters or producers to create content that is unique to both parties. In many cases, these segments are longer than the ads at the beginning, middle or end.
Branded series	These are full-length episodes created in the name of the brand. The number and length of episodes can vary, and the final editing rights and execution processes of the website are controlled by the brand representatives.
Presenting sponsorship	A sponsorship presentation usually involves one or more advertisers. the brand is distinguished by a predetermined amount of time or downloads. Sponsorship presentations can include visual elements such as a brand logo in podcast visualizations.

Source: Interactive Advertising Bureau (2017).

is convenient because users are already committed to listening to the podcast at the time the promotional content appears. Advertising through podcasts also builds trust and credibility between the listener and the brand. Especially if the consumer is not yet familiar with the company or its services. Listeners to podcasts are loyal and when their favourite podcast endorses a product or service, they can be persuaded to try it.

Methodology of research

Theoretical analysis of brand integration in podcast content reveals that the

phenomenon of podcasts is becoming an increasingly relevant tool that marketers use to promote their brand. However, there is a need to analyse the cases of brand integration, methodologies and factors determining efficiency in the Lithuanian podcast market. The social media platform YouTube in Lithuania remains one of the most popular media sharing platforms, where the content of Lithuanian podcasts, based on the platform’s data, receives a great deal of user interest. It is this reason that determines the interest of brand representatives in the growing phenomenon of podcasts and the opportunity to get the attention of potential customers in the content of

podcasts by integrating advertisements for their products or services. Although the method of brand integration in the Lithuanian podcast content of the YouTube platform is becoming more and more noticeable, there is still a lack of research that would allow to determine the trends, opportunities, and efficiency of this integration method.

The research problem is formulated as: what are the possibilities of brand integration into YouTube podcasts and how to use them to create effective advertising in the case of Lithuania?

The object of the research is the integration of brands content in the Lithuanian YouTube podcasts.

The aim of the research is to investigate the possibilities of brand integration in YouTube podcasts in Lithuania.

Because of the novelty of the phenomenon, deficiency of research, no unite methodology, authors choose four different research methods, that are separately used in several linked types of research (Chang, Newell and Salmon, 2009; Liu, Chou and Liao, 2020; Durrani, Gotkin and Laughlin, 2015; Mervaala, 2018; Rowles and Rogers, 2019; Sullivan, 2018; Appel et al., 2020), to achieve the main objective. Different research methods were chosen to find and evaluate (a) good practices of brand content integration, to reveal the full picture, the (b) expectations of costumers (as the demand side of advertisement), (c) experiences of marketing experts (supply side of advertisement).

With the help of qualitative content analysis, the content of the 5 most popular podcasts in Lithuania was analysed. There were chosen 5 cases in accordance that in qualitative studies, it is common

that data are based on 1 to 30 data units (Fridlund, Hildingh, 2000). As the Lithuanian podcast market is still growing, these podcasts also qualify as good performers based on the number of views and subscribers, the number of videos published on the channel, as well as the date of the channel's establishment and regularity of podcasts published.

Based on works of D. Rowels and C. Rogers (2019), M. E. Brooks (2020), K. M. McGowan (2010), to evaluate the effectiveness and find good cases of integration, all podcasts were categorized by a number of integrations, integration methods used, integration technical features, contexts of integration. The authors also analysed the evaluations of users who are discussing integration in the comments section of the Youtube platform.

The online survey of podcast viewers was also made to find out what expectations they have and how they react to the expressions of brand integration seen in the content and what impact this marketing method has on their consumption behaviour. The survey, in accordance with Slovin's Formula for sample size, needed 385, but involved 420 Lithuanian users of the social media platform YouTube.

An expert survey of marketing experts was made to analyse the popularity in Lithuania, advantages, and disadvantages of the brand integration method. The criteria for being an expert was at least 5 years of experience in marketing. Based on the authors who have analysed the variety and application of expert assessment methods in practice, it is recommended to interview between 5 and 20 experts (Young, 2011; Ashton, 1986).

In this research, 11 qualifying marketing experts were questioned.

Results of the research

The qualitative content analysis allowed us to reveal the prevailing tendencies of the brand integration forms in Lithuanian YouTube podcasts. As mentioned before, it included such categories as number of brand integrations, integration technical features, contexts of integration and forms of brand integration, such as: product demonstration, moderators' experience with the brand, competitions, discount codes, visualizations, referrals to brands web page.

The most common form of brand integration is pre-recorded ads that provide essential, concise information about the services or products provided by the brand. This often includes new offerings or competitions dedicated to viewers. Various visual solutions are also used in the content - during the podcast, visual images of the brand elements appear, where the products of the brand, brand logo or other details are displayed. Among these details, usually a link to the brand's website, discount codes generated specifically for the podcast listeners can be seen.

However, there are times when integrations are presented in a more creative way. In such cases, the integration reveals through creative plots, elements of humour or digital graphics. The topics of discussion between the participants of the podcasts, which are open and not framed in any way, often provide an opportunity for the podcast developers to organically insert the brand into the

dialogues that take place during the podcast episode. In this case, the duration of brand integrations is often longer, and podcasters in the ongoing debate tend to share personal, brand-related experiences, witty and visual analysis of products, identify personal and brand-communica- ted values, emphasizing the relation of podcast developers and brand. Summarizing the forms of brand integration observed in the content of Lithuanian most popular YouTube podcasts, a clear feature can be noticed in most of the analysed podcast episodes – brand integrations found in podcasts are characterized by an abundance of humorous elements, visuals and details of brands that are adapted to reflect the identity of the content of the podcasts.

Meanwhile, a questionnaire survey of 420 consumers evaluation revealed that the Lithuanian content of podcasts published on the social media platform YouTube is really receiving a lot of attention. According to the results of the questionnaire survey, a frequent viewer of podcasts tends to watch the content of Lithuanian podcasts on the YouTube platform. Consequently, 92.1% of the respondents state that they watch this type of content and only 7.9% of the respondents answered that they do not follow the content of Lithuanian Youtube podcasters. When naming the reasons for choosing this platform, convenient access to YouTube, the abundance of content published on the platform and the popularity factor of the platform is mentioned. The results of the research also showed that viewers watch Lithuanian podcasts content published on the YouTube platform regularly enough and in the platform, suggestions can discover and distinguish

their favourite podcast developers whose latest published content reaches users by subscribing to their favourite channels. More than 70% say they watch the podcast at least one time per week. Based on the results, it is worth emphasizing the connection between the creators of the podcasts and the viewers of the content created by them, and slightly more than half of the Lithuanian podcast viewers consider themselves loyal viewers of their favourite podcast. The latter also emphasizes that the relatively easily recognizable brand integrations in the content of Lithuanian YouTube podcasts are most distinguished by the elements of humour and creativity, which encourages the viewer to get engaged.

Although currently, the number of integrations found in the content of Lithuanian YouTube podcasts differs, most podcast viewers tend to evaluate integrations found in podcasts positively. According to 57.9% of viewers, the number of brand integration in the content of the podcast is sufficient, while 31.9% of respondents say that the number is too high. When expressing their opinion, 46.2% of respondents agreed that the integration of the brand in the content of the podcast really benefits and helps them to improve brand awareness. Nearly 40% of the podcasts viewers also point out that, in the long run, the brands seen on the podcasts are associated with the podcast, and the presence of the brand in the content encourages them to appreciate the brand. However, brand demonstrations found on the podcast can also cause negative emotions for viewers. As 34.5% of the viewers say that they tend to circumvent the integrations of brands that are not relevant to them,

while they also emphasize that they often turn their attention elsewhere during the integrations.

According to respondents, the abundance of integrations can also create a bad impression of a visible brand. Despite the aspect that can cause a bad impression, a significant proportion of viewers of the podcast also emphasize the curiosity factor, saying that they are curious to see how a certain brand will be integrated into the content of the podcast. The study also sought to find out the actions driven by integrations of the brand. The behaviour of the podcast viewers was evenly distributed. After seeing the integration, some viewers purchased or planned to purchase the demonstrated products and used the discount codes provided on the podcast. A significant number emphasized that they were more interested in the services or products offered by the brand seen on the podcast, as 37.4% of the podcasts viewers were looking for additional information about the brand they saw after the integration. Asked to highlight the elements of the integration that caught their attention the most, podcast listeners singled out the creative insertion of integrations and stressed that they were interested in learning about the presenter's experience of the brand being presented. Several viewers also pay attention to the discounts provided, visually attractive integrations and demonstrations of the products of the integrated brands. The results of the questionnaire also indicated the place of the podcast as a digital channel among other channels for brand integration. Internet users rate brand integrations on podcasts slightly more favourably than on social networks

and more favourably than on web pages, newsletters, or videos.

During the expert survey, 11 representatives of companies operating in various fields, taking care of the marketing issues of the represented brand, agreed to express their opinion regarding the research object. As revealed by the results of the survey, the possibility of integrating the brand into the content of podcasts published on the YouTube platform was known to all the experts who participated in the survey. The results of the survey revealed that 5 out of 11 representatives

of the brands involved in the study have used this method of integration. Differences in the experiences of the survey respondents provide an opportunity to identify the reasons more objectively and provide an opportunity to find out whether the integration method met the expectations of the brands that chose it.

According to the results of the questionnaire, 4 out of 5 experts who used brand integration in podcast stated that the integration of the brand in the Lithuanian content of Youtube podcasts met their expectations.

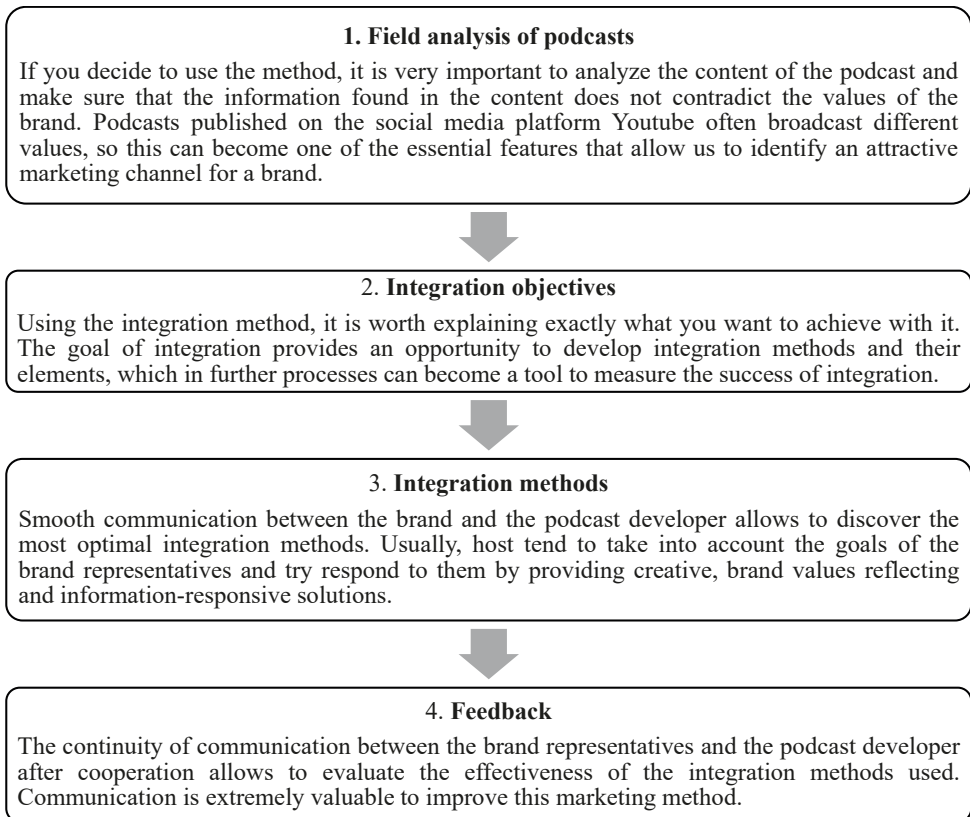


Fig.1. The logic of brand integration into YouTube podcasts content

To find out the reasons that led to not choosing this method the experts singled out the fact that the content of podcasts contradicts the values positioned by the brand. As another reason, the experts also cited the unpredictable potential effectiveness of the integration approach and argued that the content of the podcasts did not reach the target audience of the brand. Brand representatives also say they lack more information about the method.

Almost unanimously, the representatives of the brands agreed that first, this method provides an opportunity to increase the awareness of the brand. Experts also believe that integration in the content of the podcasts increases brand interest, some believe that integration increases demand and builds brand reputation. According to brand representatives, the choice of this method would be most motivated by the knowledge that the content of the podcast reaches the target audience of the brand. Among the most encouraging aspects are the popularity and the context of the content published by the podcast. Representatives also mentioned that they would pay attention to the creative integration methods used by podcast developers and the public awareness of podcasters. In the case of the choice of method, the brand representatives also identified the methods they would consider for the integration of the brand they represent in the podcast. According to 10 out of 11 experts surveyed, they would be most interested in the possibility of creatively integrating the represented brand, while 8 out of 11 brand representatives would consider the possibility of using brand demonstration and the transfer of the user experience.

The same proportion of survey respondents would like to see an episode's part dedicated to the brand in the content of podcasts. Finally, the results of a survey revealed that more than half of the brand representatives surveyed plan to use this method of integration in the future. Others remained unsure about their further decisions.

Based on the analysis of the results of the research, the authors model essential stages of the implementation of brand integration in YouTube podcast content (Figure 1). The comments of a recommendatory nature in the figure are divided into 4 stages: field analysis of podcasts, the objectives of integration, integration methods and feedback.

According to the authors of the paper, consistent adherence to these steps can positively serve to ensure the successful integration of the brand into the Lithuanian content of the social media platform YouTube podcasts.

Conclusions

1. Theoretical analysis revealed that in the variety of social media platforms, YouTube is found among one of the most actively used social media platforms. Based on the literature and research, it can be concluded that this result is determined by the benefits of the platform for content developers and YouTube users. The features of the platform give content creators the opportunity to realize the potential of their creativity and reach a huge base of viewers. One type of content published there are podcasts. Podcasts allow not only create a close creator and viewer relationship but also

give a variety of possibilities to finance the efforts of a creator. One way to do so is brand content integration into the podcast.

2. The questionnaire survey revealed that the Lithuanian podcasts published on the social media platform YouTube discovers its audience. A study of 420 consumers showed that Internet users regularly monitor Lithuanian content on YouTube, many users can name their favourite creators, subscribe to their channels and are loyal viewers of their favourite podcasts. As the sources examined in the theoretical part have revealed, it is the loyal viewers of podcasts who tend to favour brand integrations found in the content of podcasts.

3. In a qualitative analysis of the content of 5 Lithuanian YouTube podcasts, authors found that the integration of brands is a common phenomenon. The content of Lithuanian YouTube podcasts is characterized by brand integration, characterized by artistic means, product demonstration and visual solutions. When presenting branded products, podcasters often express their opinion about the brand and do not shy away from using elements of humour.

4. When evaluating the content of Lithuanian podcasts published on the YouTube platform, viewers expressed the opinion that they tend to evaluate the integrations found in podcasts more favourably than those found in other digital channels. In naming the preferred integration methods, the audience reassured that they pay attention to the creativity of the integrations, the relevance of the displayed brands or the experience of the podcast hosts. Assessing the general context of the study, viewers agree that

brand integration seen in content is a useful practice for brand representatives, and they tend to view the brand found on their favourite podcast in a positive light.

5. During the 11-expert survey, the representatives of the brands in Lithuania unanimously assured that they were aware of the possibility of integrating the brand into the content of the podcasts. Although the method still raises several questions for them, the representatives of the companies taking care of the marketing processes confirm that they plan to use the Lithuanian podcasts as a channel in the future. According to experts, the possibility to integrate the brand into the content published on the Lithuanian YouTube platform is a great tool to improve the brand awareness and interest of potential customers.

6. The phenomenon of podcasts in social media content is receiving increasing interest. Podcasts are described as a new medium that will undoubtedly gain a foothold among the hitherto common popular media. This phenomenon is also welcomed by brand representatives, who believe that it is a truly effective marketing tool that can live up to brand expectations. Meanwhile, in the community of podcast viewers, the new marketing tool is also being welcomed, with consumers able to identify and appreciate the noticeable integrations in podcast content, the effectiveness of which can influence their brand choice decisions. The sources analysed in the paperwork and the performed research allow concluding that the factors of brand integration found in the Lithuanian content of podcasts provide comprehensive benefits to all parties involved in the process.

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The paper submitted: August 25, 2021

Prepared for publication: December 10, 2021

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PREKĖS ŽENKLO INTEGRAVIMO Į YOUTUBE TINKLALAIČIŲ TURINĮ GALIMYBĖS LIETUVOJE

S a n t r a u k a

Lietuviškojo socialinių medijų platformoje *Youtube* publikuojamo turinio tendencijos rodo, jog vis daugiau vartotojų dėmesio susilaukia lietuviškas tinklalaidžių turinys. Didelio dėmesio ir daugiataškstantinius vartotojų peržiūrų skaičius generuojantis reiškinys Lietuvoje pamažu įsitvirtina kaip nauja medijos forma, gebanti ne tik generuoti unikalų turinį, tačiau taip pat pamažu tampanti ir patraukliu prekės ženklų integracijos kanalu. Nors lietuviškajame *Youtube* platformoje publikuojamame tinklalaidžių turinyje aptinkamos prekės ženklų integracijos tampa vis labiau įprasta rinkodaros forma, pasigendama išsamesnės šio metodo analizės, kuri leistų iš esmės įvertinti naujojo metodo potencialą. Dėl šių priežasčių tyrimo metu keliamas probleminis klausimas, kokios yra prekės ženklų ir jų turinio integracijos į *Youtube* tinklalaidės galimybės ir kaip, naudojantis jomis, kurti veiksmingą reklamą Lietuvoje. *Tyrimo objektas* – prekės ženklų integracija lietuviškose socialinių medijų platformos *Youtube* tinklalaidėse. *Straipsnio tikslas* – išanalizavus prekės ženklo integracijos reiškinį, ištirti jo galimybes *Youtube* tinklalaidėse Lietuvoje.

Remiantis mokslinė literatūra plačiau nagrinėjama *Youtube* turinio dalijimosi platforma, prekės ženklų integracijos metodas bei galimybės socialinių medijų kontekste, taip pat tinklalaidžių reiškinys ir jame aptinkamų prekės ženklų integracijų galimybės bei tendencijos. Taip pat atliekama kokybinė turinio analizė, kuri plačiau nusako tiriamo atvejo situaciją, įvardijamos tinklalaidžių turinyje aptinkamos prekės ženklų integracijos bei jų metodai. Siekiant išsiaiškinti tinklalaidžių žiūrovų nuomonę, anketinės apklausos

būdu atliekamas kokybinis tyrimas. Ekspertų nuomonei išsiaiškinti vykdoma kokybinė anketinė apklausa bei pusiau struktūruotas interviu.

Darbo pabaigoje pateikiami apibendrinti tyrimų rezultatai, pateikiamos išvados lietuviškųjų *Youtube* platformoje publikuojamų tinklalaidžių turinyje aptinkamų prekės ženklų integracijų atvejui apibrėžti, taip pat pateikiamos rekomendacijos, kurios gali užtikrinti sėkmingai bei efektyviai taikyti integracijos metodą.

Siekiant užtikrinti, kad lietuviškame *Youtube* platformoje publikuojamame tinklalaidžių turinyje esanti prekės ženklų ir jų turinio integracija būtų paveiki, rekomenduojama:

1. Atkreipti dėmesį į tinklalaidės turinį bei įsitikinti, jog jis neprieštarauja prekės ženklo pozicionuojamoms vertybėms.

2. Nusprendus pasitelkti šio pobūdžio integraciją pasirinktoje tinklalaidėje, siekti kūrybiškų bei šmaikščių integracijos sprendimų, esant galimybei demonstruoti prekės ženklo produkciją ar paslaugas.

3. Aiškiai apibrėžti tikslus, kurių norima pasiekti pasitelkiant integraciją, bei nustatyti kriterijus, kuriais planuojama pamatuoti integracijos sėkmę.

4. Atidžiai ištirti dominančios tinklalaidės žiūrovų auditoriją. Lojalūs tinklalaidžių žiūrovai yra linkę palankiau vertinti turinyje aptinkamus prekės ženklus.

5. Renkantis tinklalaidę vertėtų atsižvelgti į jos vedėjų bei jų vertinimą visuomenėje. Tinklalaidžių žiūrovai linkę atsižvelgti į tinklalaidės vedėjų patirtis, susijusias su demonstruojamos prekės ženklu.