Fenyx Google

Future-Proof Forum '26

Growth, AI, & The
New Performance Era

Today's Google Team

New Business Sales

Mike Lim

Business Acquisition Manager, PH

Emerging SEAS

Brandon Thanh Do

Regional Manager, New Business

Agenda

Part 01
Consumer Landscape

Part 02
Discovery & Decision-Making Are Changing

Part 03
What High-Performing Brands are doing differently

Part 04
The Playbook

Target top trending content with Philippines Regional Lineups

BALANCE LUZON

6B impressions / mo

More likely to be...

- Cooks who like to decorate
- Foodies who are into gaming
- Male content creators and watchers

VISAYAS

4.5B impressions / mo

More likely to be...

- Into culinary tourism and local dishes
- Interested in celebrities who cook
- Masters of seafood recipes

MINDANAO

4B impressions / mo

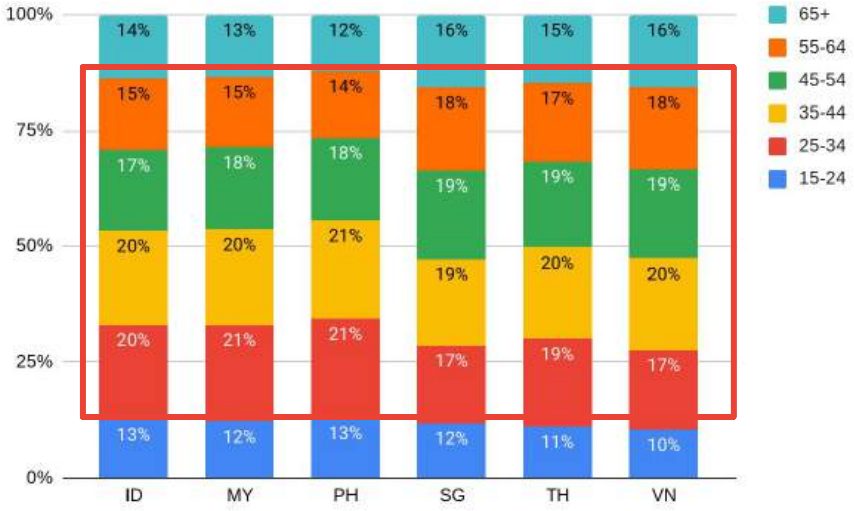
More likely to be...

- Engaged by local content creators
- Interested in content in local dialect
- Light TV viewers into online videos

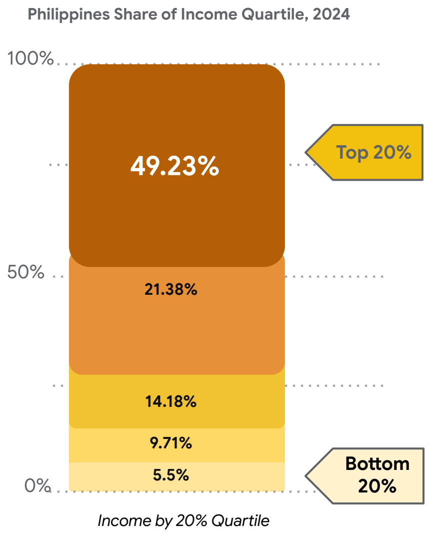
Source: PH Lineups 2026 [go/PHLineups]

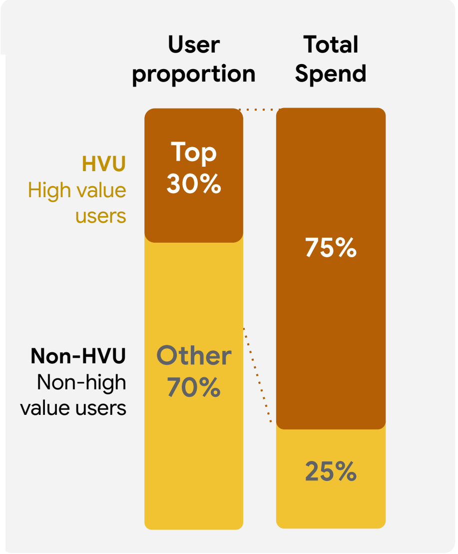
Strongest spending power still lies within the Working Class (25-64s)

Avg. Gross Income Distribution per Age Group



Income Distribution across Philippines





Source: Euromonitor

Google Insights Tools: Capturing signals across sources

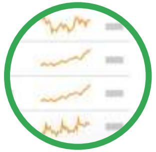
Google Trends
See what's trending across Google Search, Google News and YouTube.

YouTube Best in Ads
Find creative inspiration from the top-performing ads on YouTube.

Insights Finder
Search Queries, Youtube Insights, Audience Insights - it's a treasure trove!

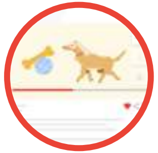
Ads Transparency Center
Providing visibility about ads and advertisers on Google

Creator Partnership Hub
(new) Manage collaborations with YouTube creators via Hub on Google Ads



Industry Insights

Content Trends & Insights



Creatives

5 Key Consumer Behaviors and how they shape our media strategy

Google

5 Key Consumer Behaviors

and how they shape our media strategy

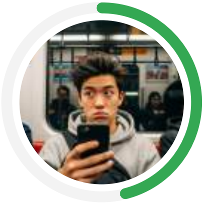
Why Brand-

Consumers are increasingly disloyal

Where to Brand-

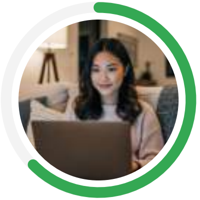
Digital is (still) highly effective for Awareness

When to Brand-



Consumers have very different attention spans

What/Who to Brand with-



Consumers increasingly value trust

How to Brand-

Consumers take action when they are convinced

Insight 1: Consumers are increasingly Disloyal

>58%

often try new products

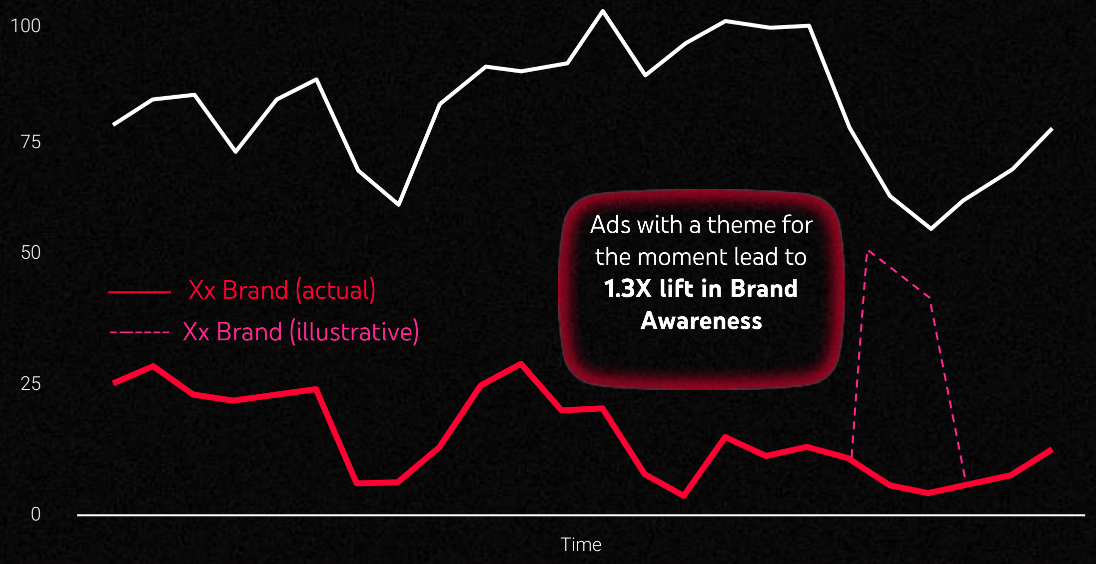
a clear appetite for discovery,
an opportunity for growth
& market penetration

Problem of Plenty:

Only 8% of APAC consumers consider themselves committed loyalists to their favourite brands

Stand out in the choice clutter by driving higher visibility of your brand vs. competition

Impressions on YouTube ads for [Brand] vs Industry ID, L24M



Source: WARC, Google Internal Data, Brand Lift studies on 2000 video ads from 2018 to 2021 in APAC. Ads are themed on festive and retail moments.

A Strong Brand:
Mentally Available & Meaningfully Different

Different

The extent to which brands are seen to offer something that others don’t and lead the way.

Meaningful

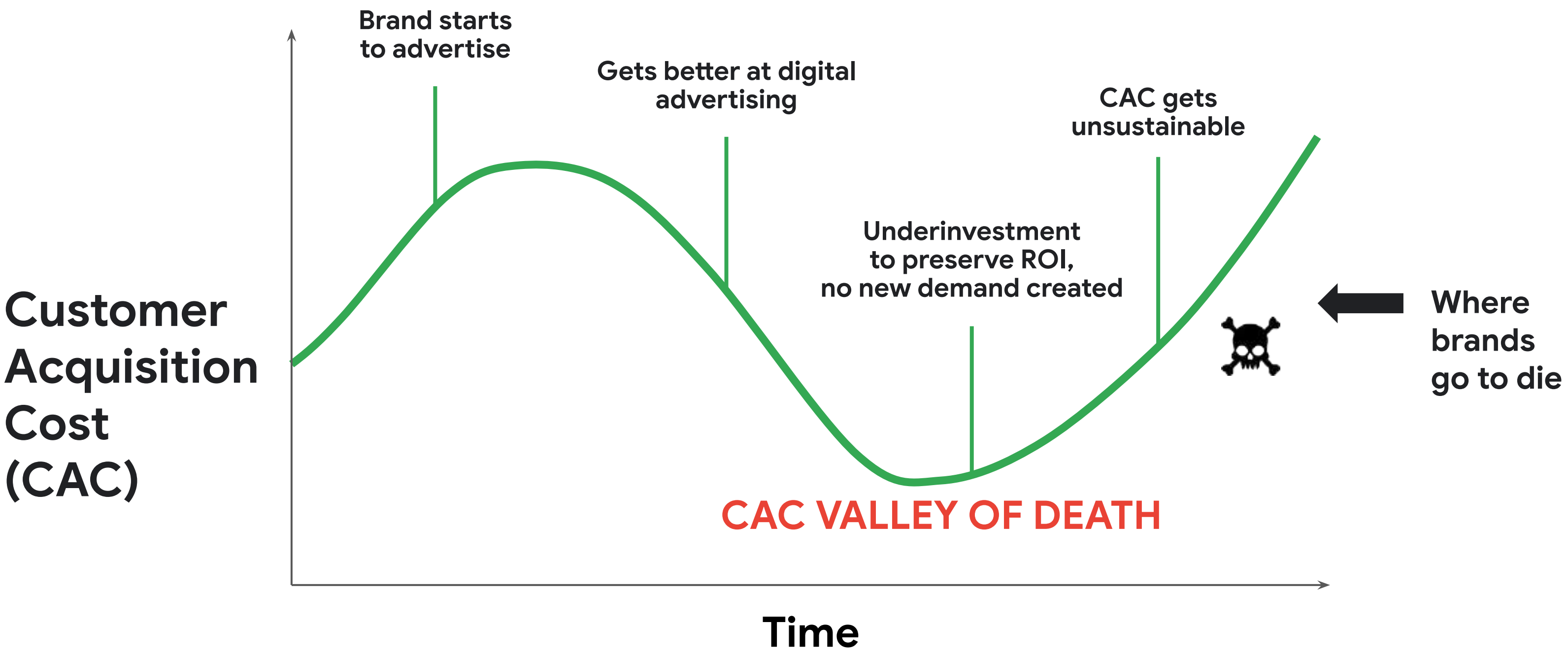
The extent to which brands build a clear and consistent emotional connection and are seen to deliver against consumer needs.

Salient

The mental availability of the brand: how quickly and easily it comes to mind when making a purchase or usage decision.

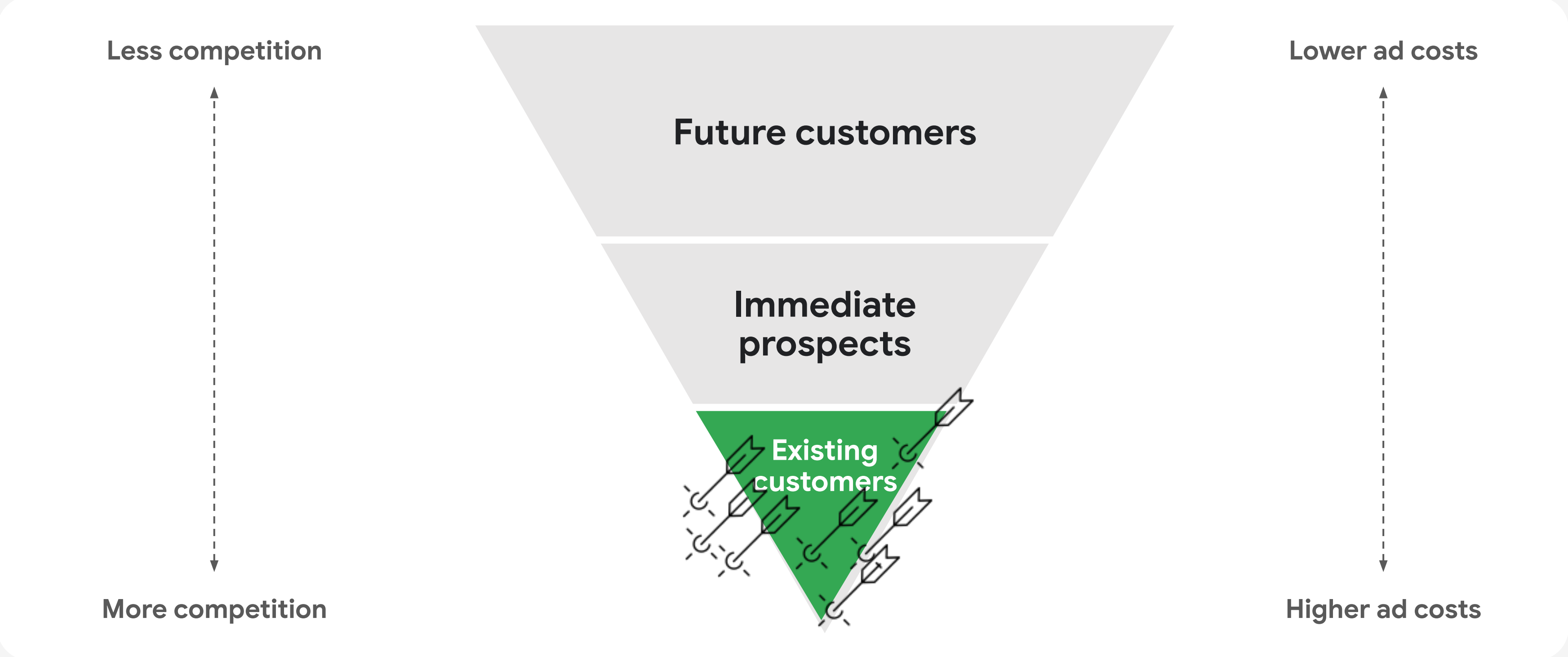
Source: Kantar Meaningfully Different Framework

When you don't invest to build your brand a very likely scenario is that you end up in a CAC valley of death



Source: Why all the Warby Parker Clones are Imploding

Because you're fighting everyone else in the space, making it unsustainable to grow



Insight 2: Digital is (still) highly effective for Awareness

Watching online video is now a daily habit for consumers across SEA markets

*And **YouTube** holds #1 position in where that daily habit is centered*

Investing in your brand pays off

See brand results convert to sales…

+1pt

awareness and consideration

+1%

sales

-1%

short-term cost per acquisition

…Especially on YouTube

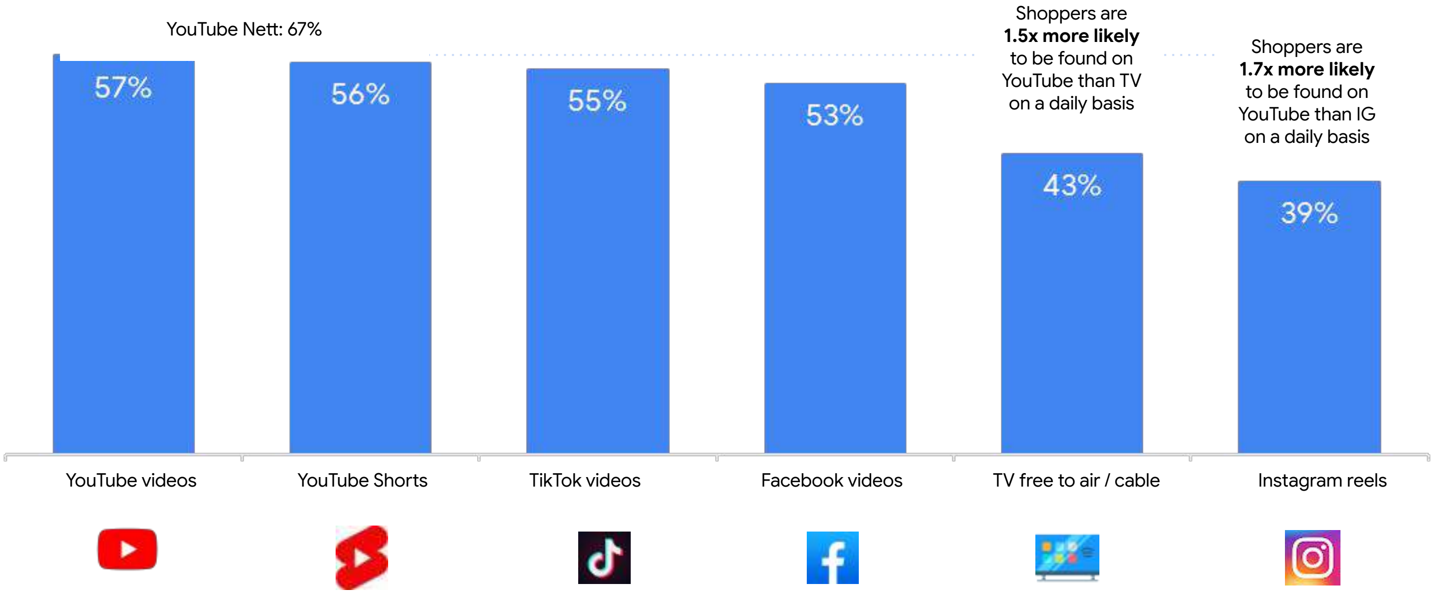
84%

of YouTube branding campaigns drove a significant lift in offline sales

Source: Global Nielsen MMM Meta Analysis via COMPASS Database + Source: 2021 Nielsen Brand Resonance Report

Shoppers are 1.5 times more likely to be on YouTube than TV on a daily basis.

Daily usage of video channels



Source: Google-Kantar Shopper Pulse SEA December 2023
Question: CPG12. How frequently do you watch the below type of content?
Base: CPG Shoppers P2M, n=8243.
See tables here for more detailed data

YouTube is the most trusted platform for reliable information and ads

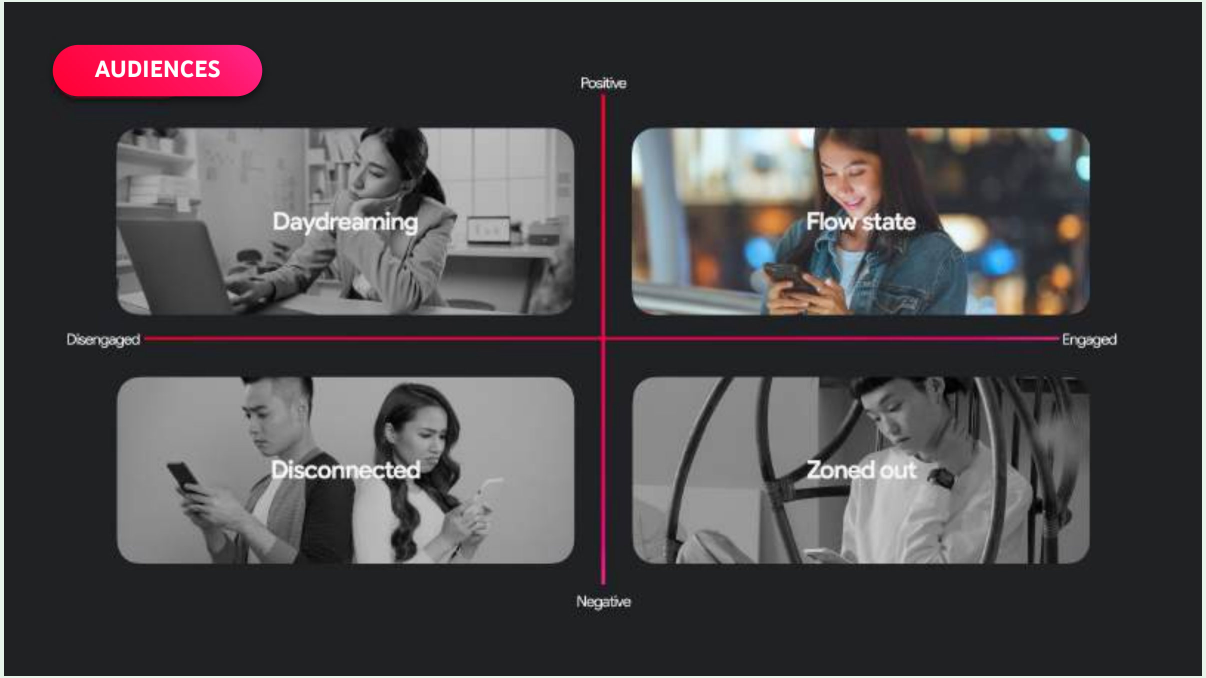
Platform associations

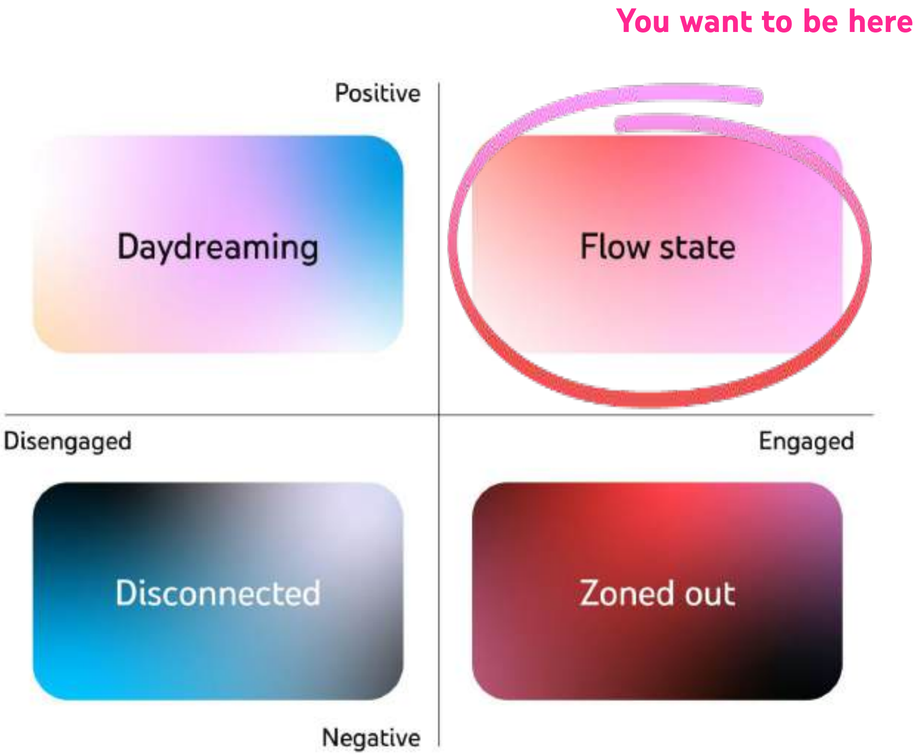
P2P	Discovered new brands on this platform	44%	33%	33%	36%	28%	30%
	Considered buying after seeing an ad from this platform	28%	34%	31%	35%	36%	25%
	Bought a new brand after seeing an ad from this platform	16%	18%	17%	19%	15%	17%
	Bought after seeing an ad from this platform	23%	30%	21%	23%	29%	21%
Trust	**I found info from this platform more reliable/trustworthy**	28%	**31%**	24%	29%	28%	26%
	I found ads from this platform more reliable/trustworthy	21%	**31%**	23%	20%	20%	21%
Relevance	Ads on this platform are relevant to me	27%	32%	25%	23%	28%	25%
	Find ads about my regular brands on this platform	28%	36%	28%	20%	23%	23%
	The ads on this platform are tailored for me	21%	14%	18%	15%	13%	18%

YouTube Shorts is associated with **brand discovery** with YouTube ads having high **trust**

Source: Google-Kantar Shopper Pulse SEA December 2023
Question: CPG16. Please look at the statements below and select those that match with the platforms you used
Base: CPG Shoppers P2M, YouTube Shorts users = 229; YouTube users= 228; Facebook users =234 ; TikTok users =232 ; FTA users = 231; Instagram users = 230
See tables here for more detailed data

Insight 3: Consumers have different attention spans





Flow states pay off

When they're on YouTube, they're in **a flow state**...

Fully present.
Truly immersed.
Highly receptive.

Source: Google/Kantar, YouTube Narrative - Readiness, 2024 - IN, AU, KR, JP, TH

When people are in a flow state, they **feel good** about time spent and their purchase decisions...

YouTube is the **top place** where viewers feel that time is well spent compared to Instagram and TV

This is a **huge opportunity** for advertisers.

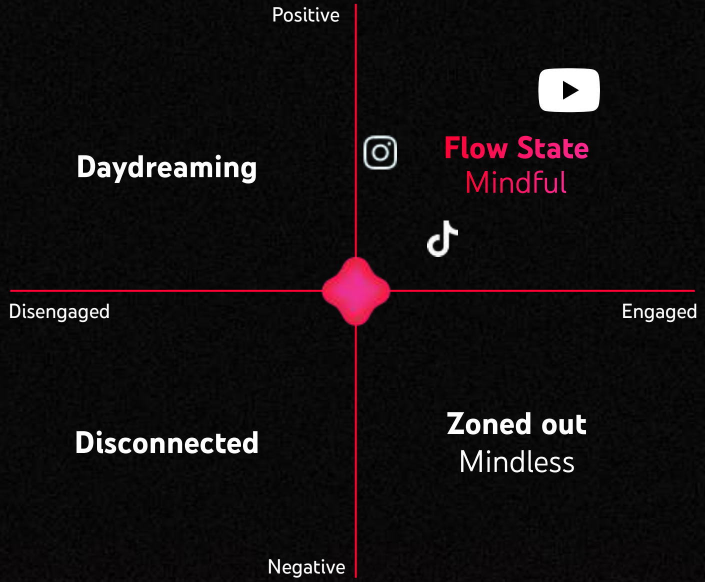
76% ***of viewers feel that their time is well spent on*** **YouTube** ***compared to other channels***

According to a survey by Kantar conducted in India, 76% of viewers feel that their time is well spent on YouTube compared to 74% on Instagram, 65% on TV

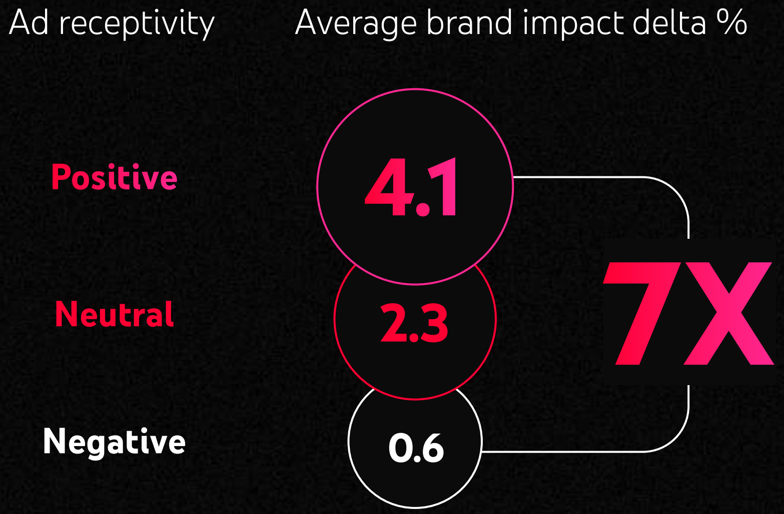
Google/Kantar, YouTube Narrative - Readiness, IN, 2024, n=1,503, Complete Survey Respondents, Field Dates: 17/05/2024 - 30/05/2024

Where your brand shows up to build engagement matter

Not all platforms can claim to be home to highly receptive audiences…



… and campaigns are more impactful amongst receptive audiences



Source: Kantar Context Lab research. Brand impact metric is the average difference on core brand metrics between exposed and control respondents. This research was conducted across 104 data points and across the following 6 contexts: Facebook, YouTube, Social MEdia, OOH in-store, OOH roadside, TV. Sub-analysis of the Context Lab brand lift results was conducted based on respondents' claimed receptivity to ads in each of those contexts.
Source: Google/Kantar, YouTube Narrative - Readiness, ID, 2024, n=1,503, Complete Survey Respondents, Field Dates: 31/05/2024 - 06/06/2024

Consumer attention is not confined to a single format – it's now spread across both long & short form content

CTV
42.2M
29% Youtube Reach

YouTube Shorts
94.6M
65% Youtube Reach

78% Of those who watch Short form video said they watched YouTube Shorts

Be in both places to truly capture an audience

Source: Google x Kantar Shopper Pulse - The role of YouTube Shorts, TH, ID, VN; Q: What platform did you watch the short-form videos on in the past month? Base: Short-form viewers: 2247|| Tubular Data, Cube Asia, Influencer Marketing, ID 2024

Insight 4: Consumers value trust

71% of people say that it is more important to trust the brands they buy today than in the past.

Source: 2023 Edelman Trust Barometer

In 2026, 87% of consumers will pay more for products from brands they trust.

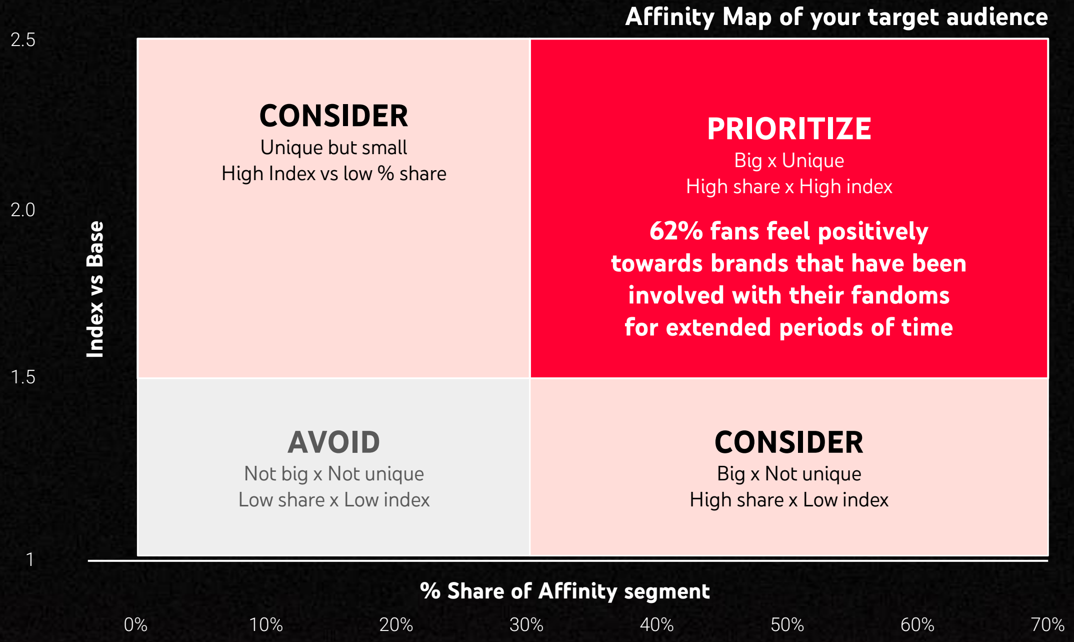
Source: Salsify 2026 Consumer Research Report

Attention Crisis:

In an **information rich** & **focus poor** world,

deepest connections are formed through shared passions.

Break through the attention paradox by driving brand association through shared passions



Source: Amazon Ads custom research with Crowd DNA, Anatomy of Hype.

The search for reliable information & trusted platforms is critical to a consumer's path to purchase

Platform associations

						TV	
P2P	Discovered new brands on this platform	35%	32%	32%	35%	29%	32%
	Considered buying after seeing an ad from this platform	29%	31%	31%	34%	31%	30%
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	Find ads about my regular brands on this platform	25%	27%	26%	24%	24%	23%
	The ads on this platform are tailored for me	22%	20%	23%	20%	18%	24%

Source: Google-Kantar Shopper Pulse SEA December 2023
Question: CPG16. Please look at the statements below and select those that match with the platforms you used
Base: CPG Shoppers P2M, YouTube Shorts users = 1364 ; YouTube users= 1359; Facebook users = 1372; TikTok users = 1362 ; FTA users = 1364 ; Instagram users = 1358
See tables here for more detailed data

Google | KANTAR

Trust in Google & YouTube drives quicker and more positive purchase experience

Convenience

6 days

of the average online video **shopper's journey is cut down** due to YouTube's influence

Google/Material, Role of Video in Shopping Journey, US, 2023, N=2,420 Online survey, Americans 18+ who used an online video platform to shop, Aug - Sep 2023.

Favorability

90%

who used Google/YouTube in their shopping journey are **satisfied with their purchase**

Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, online shoppers 18+ who made a retail/CPG purchase in the past week, n=4,211 Google/YouTube users, ID, PH, SG, TH

Loyalty

81%

who used Google/YouTube in their shopping journey are **likely to buy the same brand again**

Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, online shoppers 18+ who made a retail/CPG purchase in the past week, n=4,211 Google/YouTube users, ID, PH, SG, TH

CONSUMER

YouTube provides the trust to influence brand choices

Exploring category needs

Top YouTube Search queries

- skincare routines
- correct skincare order
- skincare for kids
- cheap skincare for glowing skin

Evaluating "best" option

Catching latest trends

Silly beauty hacks

Funny make-up

Comedic endorsement

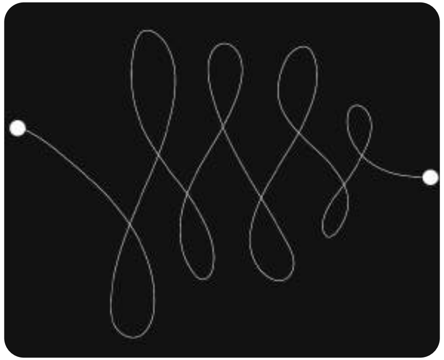
Google and YouTube are trusted by more users in their purchase journey than leading social media platforms

Source: Google Trends, Google Internal Data

Insight 5: Consumers take action when they are convinced

Shopper behaviour is ‘predictably unpredictable’

More touchpoints
The average shopper has 10 touchpoints
on their journey to purchase[1]



More discovery
More than half of consumers say they find themselves browsing online and discovering new products and brands when they didn’t expect to.[3]

More information
2 in 3 consumers delay or avoid making purchase decisions when faced with too many options or information[2]

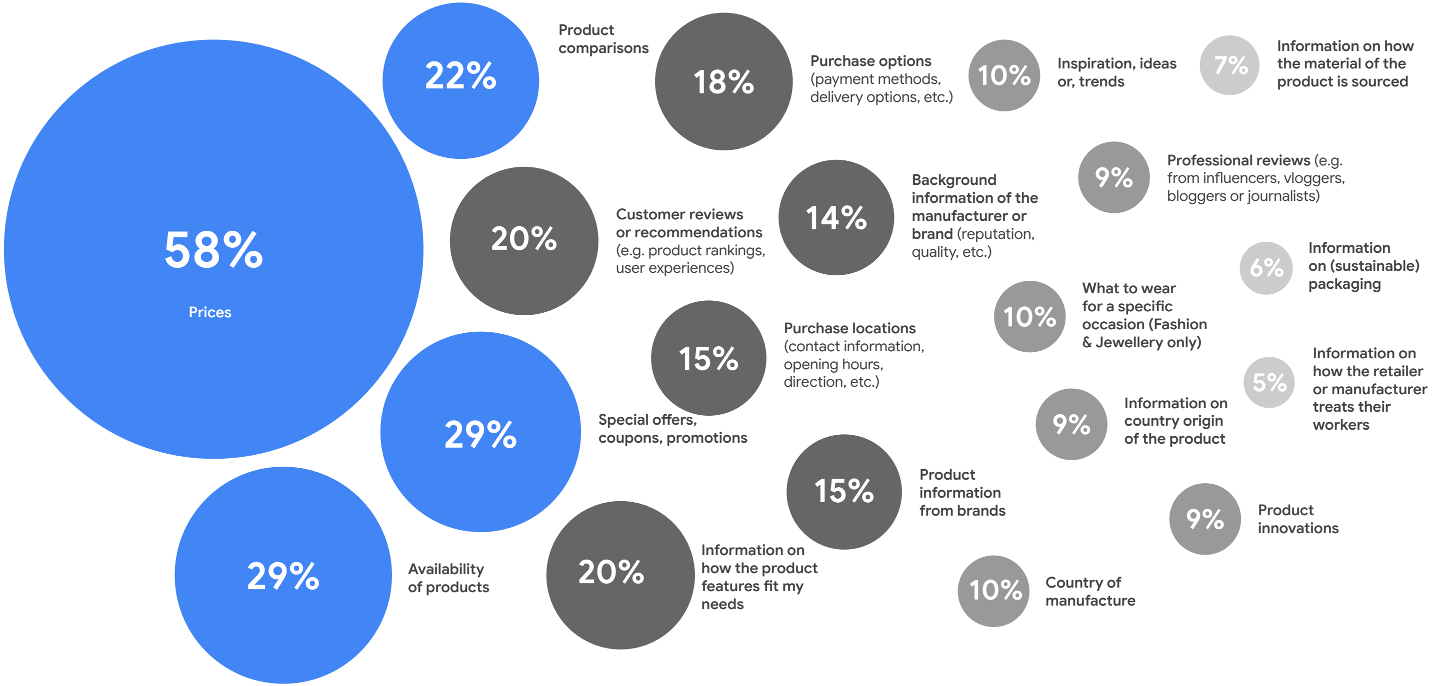
Source: 1. Google Internal Data, Global-EN, Nov 2022 - Apr 2023 vs Nov 2023 - Apr 2024 2) Google/Ipsos, 2. Google/Ipsos, The Relevance Factor, Mar 2024, n=18,003, online shoppers 18+ US, UK, AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, VN,
3 . Google/Kantar, The Future of Retail, US, CA, BR, MX, UK, DE, FR, AU, KR n= 10,806 online consumers 18+, ~n=2700 per generation - Gen Z, Millennial, Gen X, Boomer, March 22-31, 2023.

Consumers navigate through and optimise across a range of factors to reach a purchase decision

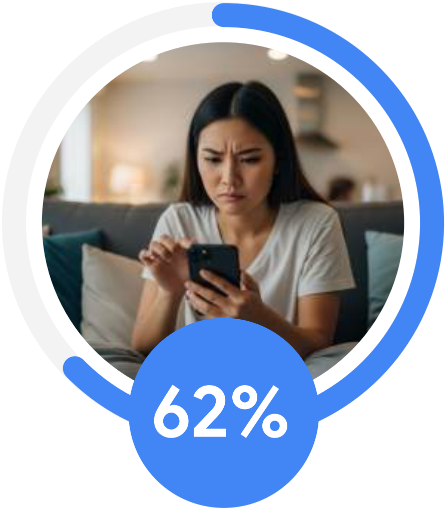
72%

of consumers are doing more research when making CPG decisions or purchases[1]

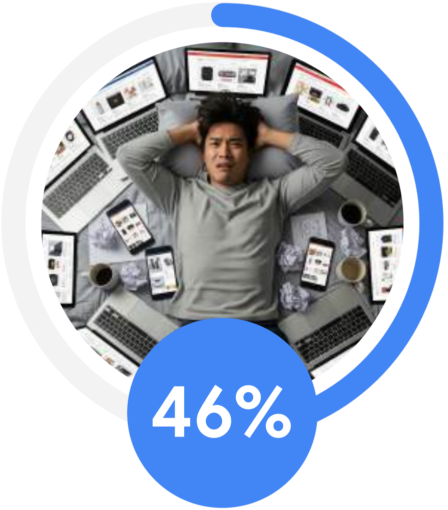
% respondents, Q: What type of information did you gather prior to your purchase?



Making a decision has become a real effort, turning shopping into a chore

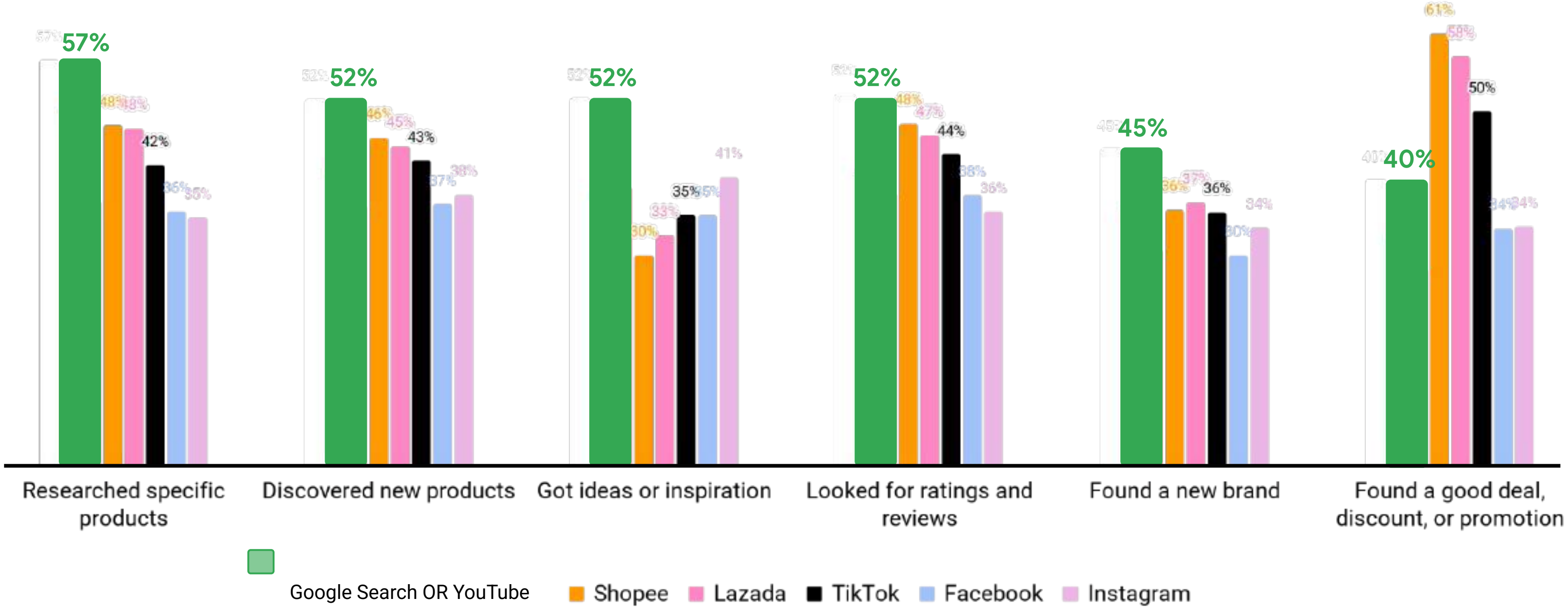


of consumers say that making the right purchase decisions requires more effort than it used to



of consumers have felt overwhelmed trying to make a purchase decision.

In the Philippines, Google & YT remain top touchpoints for shoppers from discovery to action



Source: GWI, Q4 2023 - Q3 2024; n > 12,000 for TikTok, Facebook, Instagram; n > 6,400 for YouTube; n >300 for every country X service

Google

Proprietary + Confidential

Turning influence into doing:
What helps viewers decide what to purchase?

More than 85% of SEA viewers agree that YouTube helps them decide what to purchase

Sources: Google/Kantar, WhyVideo, n=994 YouTube viewers, n=2120 weekly video viewers 18-64 (ID), fielded from (3/26/24 - 4/5/24): n=1041 YouTube viewers, n=2222 weekly video viewers 18-64 (TH), fielded from (3/26/24 – 4/15/24); n=959 YouTube viewers, n=2021 weekly video viewers 18-64 (VN), fielded from (3/26/24 - 4/11/24). ID 87%, TH 87%, VN 85%

Google | KANTAR

5 Key Consumer Behaviors

and how they shape our media strategy

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Consumers are increasingly disloyal

Where to Brand-

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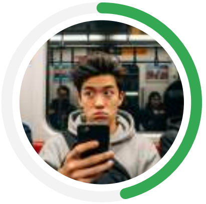
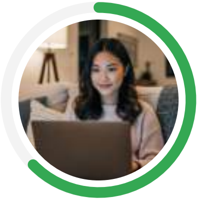
When to Brand-



Consumers have very different attention spans

What/Who to Brand with-



Consumers increasingly value trust

How to Brand-

Consumers take action when they are convinced

Base: Winning Awareness & Consideration

\+ High Impact

\+ Engagement

\+ Online Sales

Making the YouTube Magic work
Solution Stack Cheat Sheet

Google

What next - Winning the “Solutions Stack” for YouTube

	Base: Winning Awareness & Consideration	+ High Impact	+ Engagement	+ Online Sales
Primary Focus	***Core R&F for Category and Consumer***	***Impact on Audience Segment and SOV***	***Double down on Creators***	***Connecting with Shopper Journey***
Why Youtube?	• Unparalleled Reach across all demographics • Higher quality views on Youtube	• Most prominent / impactful ad placements • Incremental reach than CPM/CPV	• Deeper user engagement and brand connection on YouTube vs Socials • Most number of Mega and Macro creators on YouTube with positive influence on decisions	• Higher ROI than TV and other digitals • Discovery and Decision starts with Google and Youtube
Key Media Recommendation	R&F: Monthly 60% @ 6-12+ Core Mix (VRC/VVC+Non-skip)	+25% Spend (YTSelect+Mastheads)	+30-40% Reach Creator Mix (Partnership Ads + Shorts)	+45% Spend of A&C + 15% of Search/ Pmax
New solutions for 2026 H2	[Beta] VRC Non Skips	CTV Immersive MH	Creator Partnership Hub	Shoppable Mastheads DemandGen Commerce Media Network

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CONSUMER

Only YouTube reaches your most relevant audience's core media behaviors

Searching + Shopping

+6%

Y/Y Skin Care related Searches on Youtube monthly, Philippines, May 2026

Streaming + Shopping

55

Decades of Skin Care content watched monthly on YouTube, Philippines, March 2026

Scrolling + Shopping

3X

Growth in Watchtime on Shorts, H1 2026 vs. 2022

Source: Google Trends, Google Internal Data

120M+

Beauty Mavens in PH with YouTube's unparalleled reach

Source: 1Data.ai, March 2026, Philippines; 2Reach Planner

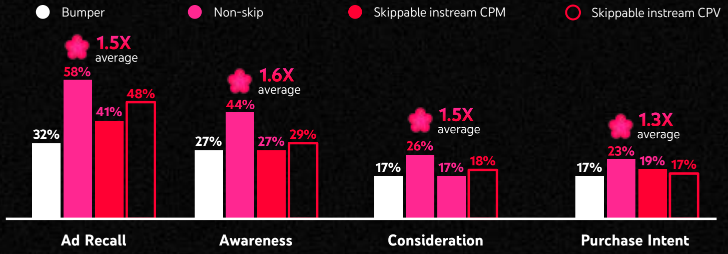
Unlock efficiency and effectiveness with the Core Mix:

40-60% spend split between Non-Skip & VRC is the right balance

Non-Skip for effectiveness

Non-skip delivers the highest lift across metrics.
Up to 2x stronger effectiveness:

% of Brand lift studies reporting a lift (SEA)



Non-skip delivers on the features you love:

cTV optimized	Highest viewability	Full ad delivered
Capture the TV viewers	Best industry viewability	Available in 15s and 30s

VRC for efficiencies

AI formats like VRC & VVC deliver cost efficiencies over manual formats:

VRC

More reach vs in-stream only

+54%

more reach from Video Reach Campaigns vs in-stream only

In Stream

In feed

Shorts

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Where can CPG **budgets work the hardest** in SEA?

MMM studies show that investing in YouTube yields a **significantly higher return** than other social platforms —

delivering **up to 1.6x the ROI** in major markets

Source: Commissioned Analytic Edge MMM Meta Analysis 2021-2024. Base: A list of studies selected and compiled by Analytic Edge consisting of all available MMM Studies completed from 2021-2024 in CPG Category. total studies n=24 in Philippines, n=22 in Philippines, n=20 in Vietnam. Results are based on MMMs spread across the following categories in Philippines: Adult Care, Feminine Care, Beauty, Skincare, Biscuits, Chocolate, Food, Beverage and involving 16 unique CPG brands; in Philippines: Personal Care, Beauty, Skincare, Food & Beverage and involving 12 unique brands; and in Vietnam: Personal Care, Haircare, Beauty, Food, Beverages, Biscuits, Chocolates and involving 10 unique CPG brands. Social platforms are TikTok and Meta.

YouTube has high user engagement essential for building meaningfully different brands

High User Engagement Vs Social

77%

of users choose YouTube when they want to engage deeply to increase their understanding of a topic.

(compared to 41% Instagram and 41% TikTok)[1]

Providing Brands Greater Meaningful Difference

Meaningful Difference

YouTube vs Social[2]

3.0x
Meets needs

3.8x
Affinity

9.3x
Sets trends

8.1x
Brand difference

Source:1Google/Kantar, YouTube Narrative - Readiness, ID, 2024, n=1,503, Complete Survey Respondents, Field Dates: 31/05/2024 - 06/06/2024; 2Kantar APAC Context Lab Meta Analysis | YouTube vs Social Platforms | CPG for SEA | SEA- Thailand, Malaysia, Indonesia, Singapore, Philippines, and Vietnam| Studies done in 2018-2023

Online users are

89%

more likely to trust the recommendations of creators on YouTube vs. those on other Social platforms

Source: Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, online shoppers 18+ who made a purchase in the past week, n=20,256 Google/YouTube users, AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK

Southeast Asia view:

85% in TH

92% in ID

89% in PH

89% in VN

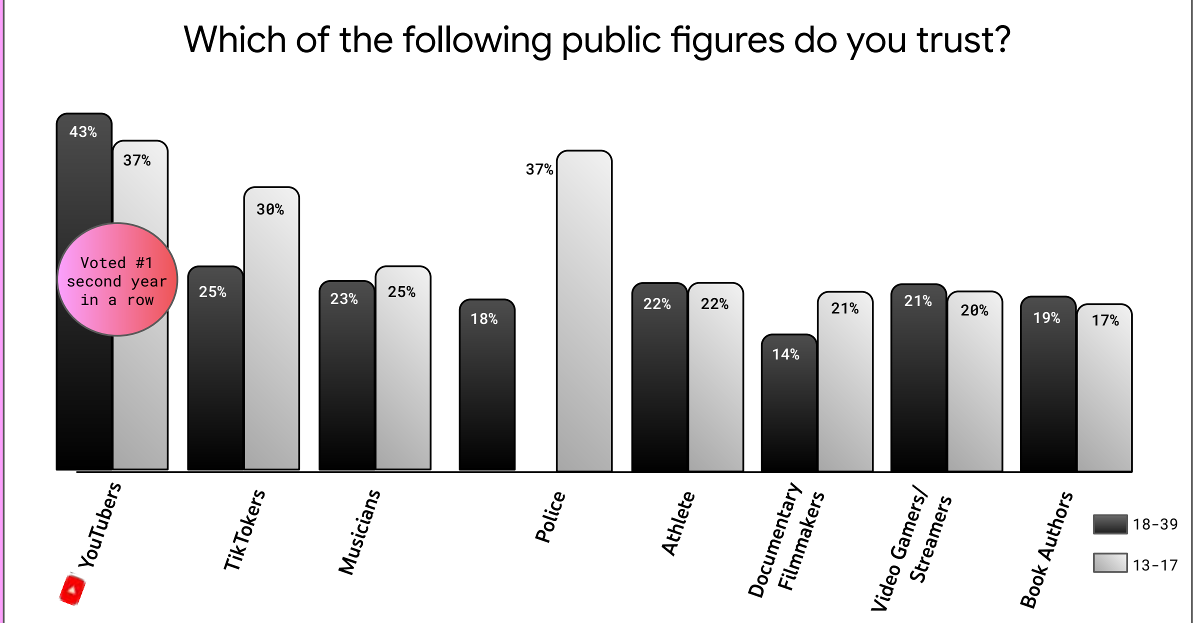
According to a survey conducted by Kantar, 85% of viewers in Philippines agree that YouTube creators content is trustworthy, more than on other platforms (81%). Source: Google/Kantar, WhyVideo, n=1041 YouTube viewers, n=2222 weekly video viewers 18-64 (TH), fielded from (3/26/24-4/15/24). Competitive set includes 9 market competitors: Linear TV, Netflix, Disney+, Viu, TrueID, WeTV, Facebook, Instagram, TikTok.

According to a survey conducted by Kantar, 92% of surveyed viewers in Philippines agree that YouTube has trustworthy creator content about products or services they want to purchase, outperforming the competitive average (78%), which includes Facebook, Instagram, TikTok, and Snack Video.Source: Google/Kantar, Future of Video, n=958 YouTube viewers, n=2081 weekly video viewers 18-64 (ID), fielded from (3/13/25-4/7/25). Competitive set includes 10 market competitors: Linear TV, Netflix, Disney+, Viu, Vidio.com, WeTV, Facebook, Instagram, TikTok, Snack Video.

According to a survey conducted by Kantar, 89% of surveyed viewers in the Philippines agree that YouTube has trustworthy creator content about products or services they want to purchase, outperforming the competitive average (82%), which includes Facebook, Instagram, and TikTok. Source: Google/Kantar, Future of Video, n=922 YouTube viewers, n=2006 weekly video viewers 18-64 (PH), fielded from (3/13/25-4/7/25). Competitive set includes 10 market competitors: Linear TV, Netfli Disney+, Amazon Prime Video, Viu, HBO, Facebook, Instagram, TikTok, iWantTFC.

According to a survey conducted by Kantar, 89% of viewers in Vietnam agree that YouTube creator content is rustworthy. Source: Google/Kantar, WhyVideo, n=959 YouTube viewers, n=2021 weekly video viewers 18-64 (VN), fielded from (3/26/24-4/11/24). Competitive set includes 8 market competitors: Linear TV, Netflix, iQIYI, FPT Play, VTV Go, Facebook, Instagram, TikTok.

YOUTUBE CREATORS: THE NEW ICONS OF TRUST



*Graph is representative of the top 8 of 20 public figures surveyed

Source: YPulse Celebrities and Influences survey, June 2024.

Supercharge your brand's engagement with YouTube

Base R&F

Core Mix:
60% VRC + 40% Non-skip

How:
Use the unique and multi-format **Core Mix**

Good for client:
- Maximize campaign's reach, views and ROI
- Show your brand across all YouTube's surfaces

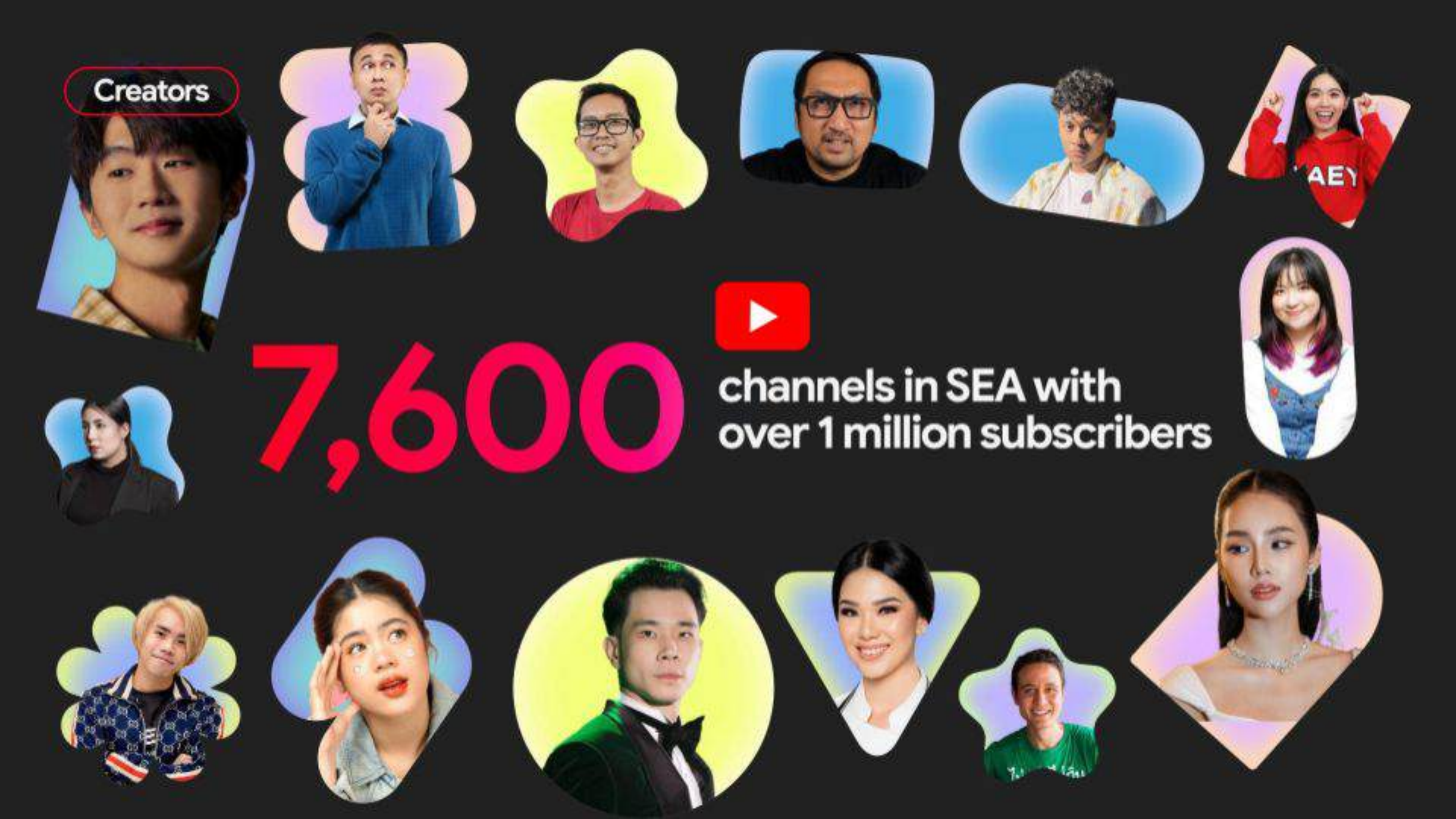
+

Views & Engagement

Creator Mix:
Partnership Ads (VVC+Shorts)

How:
Amplify views and engagement with **Creator Mix**

Good for client:
- Spotlight short form or Shorts-made assets
- Leverage the authentic voice of creators to boost performance


Creators
7,600
channels in SEA with
over 1 million subscribers

CREATOR MIX: Amplify engagement with Partnership Ads

Use authentic creator videos to drive even more performance

Creator Video

Hosted on the Creator's YouTube Channel

+

Run Partnership Ads on

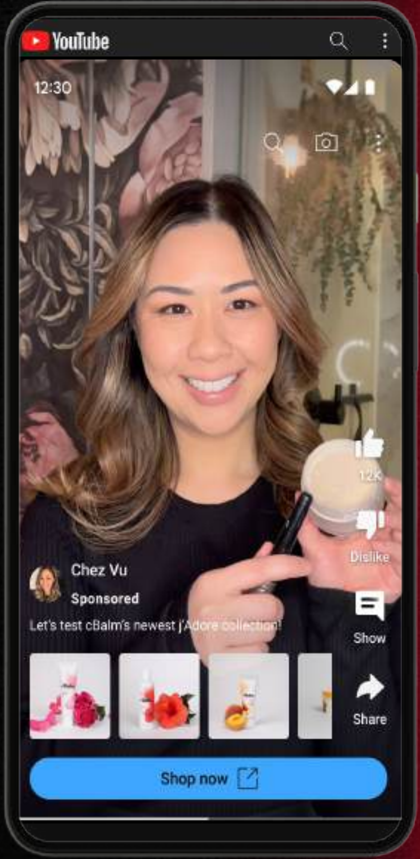
Video View Campaign

Shorts

Up to

20%

higher conversions on the Shorts feed than with advertiser ads alone[1]



Source: Google Data, Google, YouTube Ads, Oct '23–Nov '23

CREATOR MATCH: YouTube helps you find the right creators for the brand

Creator Shortcuts

A Curated Creator selection to build Vertical Assets for Shorts, supported by Google

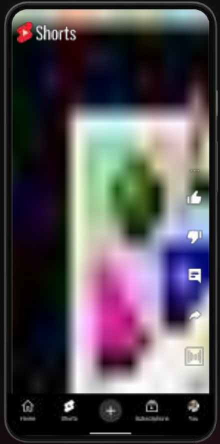
Agency Partners

Work with one of our agency partners to manage end-to-end brand deals

Creator Partnership Hub

Discover creators and manage collaborations, all through one central hub on Google Ads

Cool mother-in-law

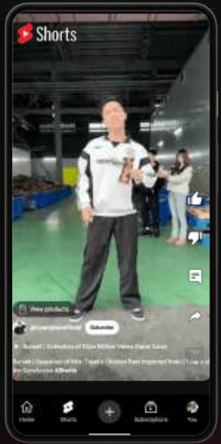


Makeup Transformation

Dance Challenge

Song Cover

Shorts Drama



Youtube Shopping

What next – Winning the "Solutions Stack" for YouTube

	Base: Winning Awareness & Consideration	+ High Impact	+ Engagement	+ Online Sales
Primary Focus	***Core R&F for Category and Consumer***	**Impact on Audience Segment and SOV**	***Double down on Creators***	***Connecting with Shopper Journey***
Why Youtube?	• Unparalleled Reach across all demographics • Higher quality views on Youtube	• Most prominent / impactful ad placements • Incremental reach than CPM/CPV	• Deeper user engagement and brand connection on YouTube vs Socials • Most number of Mega and Macro creators on YouTube with positive influence on decisions	• Higher ROI than TV and other digitals • Discovery and Decision starts with Google and Youtube
Key Media Recommendation	R&F: Monthly 60% @ 6-12+ Core Mix (VRC/VVC+Non-skip)	+25% Spend (YTSelect+Mastheads)	+30-40% Reach Creator Mix (Partnership Ads + Shorts)	+45% Spend of A&C + 15% of Search/ Pmax
New solutions for 2026 H2	[Beta] VRC Non Skips	CTV Immersive MH	Creator Partnership Hub	Shoppable Mastheads DemandGen Commerce Media Network

With Partnership Ads, boost your results with authentic creator voices in Demand Gen

Up to

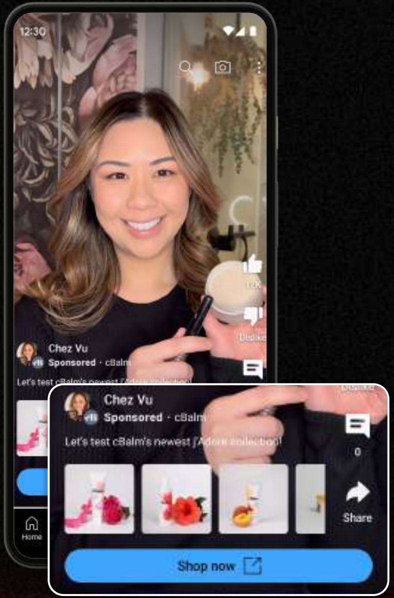
20%

higher conversions on the Shorts feed than with advertiser ads alone[1]

Creator Video

*Hosted on the Creator's YouTube Channel

Partnership Ads

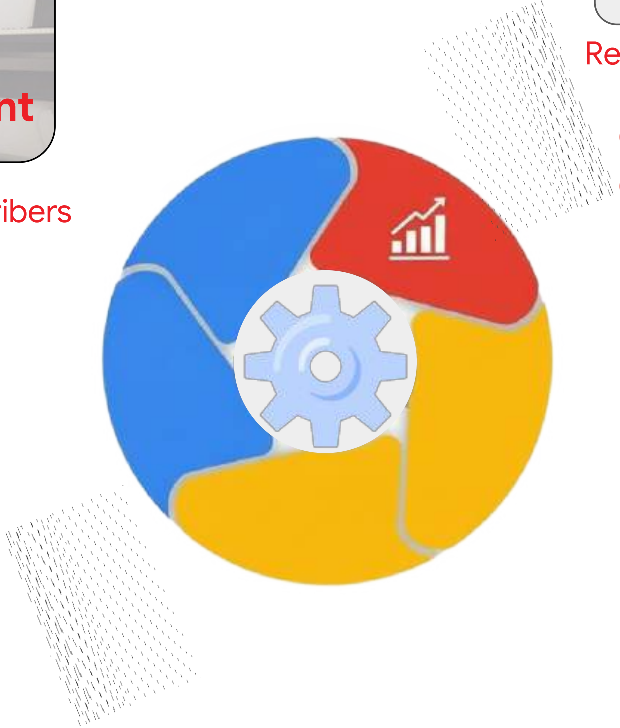


Source: Google Data, Google, YouTube Ads, Oct '23–Nov '23

Brands Are Leveraging Demand Gen To Create Demand with Millions on YouTube

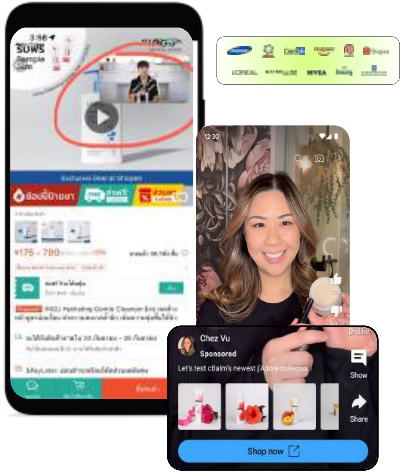
YT Shopping Affiliate & Creator Content

Reach: Organic Subscribers



Demand Gen

Reach: Millions more users on YouTube across multiple surfaces



Demand Gen Partnership Ad - Recommended to add Brand Content to DG campaigns

AI-POWERED FORMATS ACROSS THE FUNNEL

VIDEO **REACH** CAMPAIGNS

Maximize your audience

+29-44% Get more reach per dollar

VIDEO **VIEW** CAMPAIGNS

Ensure your message is seen & heard

+40% More views at 30% lower CPVs!

DEMAND GEN CAMPAIGNS

Drive conversions & results

+14% More conversions when paired with Performance Max & Search

UNMISSABLE
CONNECTION
GET IN THE FLOW

SALES EFFECTIVENESS WITH

CORE MIX

50-60% AI, 40% NONSKIPS

GEO BOOSTER

REGION TARGETING

20-25%

TO YOUR NATIONAL CAMPAIGN

HEART OF THE HOME

LIVING ROOM TAKEOVER

UNMISSABLE
COMMERCE
BOOST YOUR FUEL

SUPERCHARGE

SHOPPABLE CREATORS

SHOPPING PACKAGE

AI MAX

Search Campaigns

KEYWORDLESS. PERFECT ASSETS. PERFECT LANDING.

Search

Performance Max

Demand Gen

SHOPPABLE CTV & SHOPPABLE MASTHEAD

UNMISSABLE
CULTURE
IGNITE THE FIRE

NETWORK PACKS 2.0

CHRISTMAS CONTENT SLATE

AND MORE!

LIVE SPORTS PACKS

HOME OF COUNTRY'S LIVE SPORTS

CHRISTMAS

TRENDING + SHORTS LINEUP

FIRST IMPRESSION TAKEOVER

CHRISTMAS MUSIC FANDOM

UNSKIPPABLE MUSIC TAKEOVER BUNDLE

CPG Vertical

PART 03

Consumer Packaged Goods

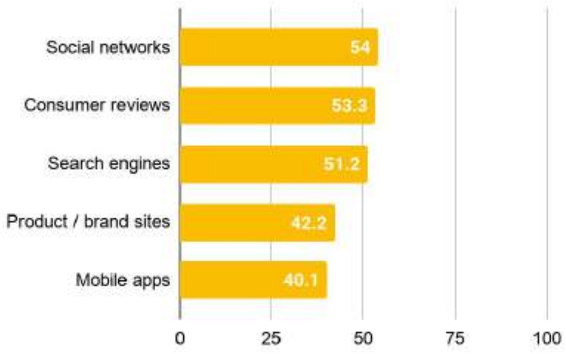
CPG Consumer Insights

The Philippines

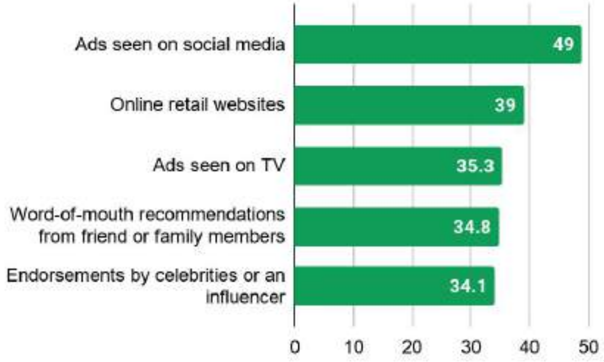
Key Findings

- **51.2%** of the CPG product buyers in the Philippines used search engines for online product research between Q1 2025 & Q1 2026.
- **39%** of the CPG product buyers in the Philippines considered online retail websites as an important factor for brand discovery between Q1 2025 & Q1 2026.
- **68%** of the CPG product buyers in the Philippines shopped/browsed for products online between Q1 2025 & Q1 2026.
- **90.6%** of the CPG product buyers in the Philippines used Google website or app between Q1 2025 & Q1 2026.

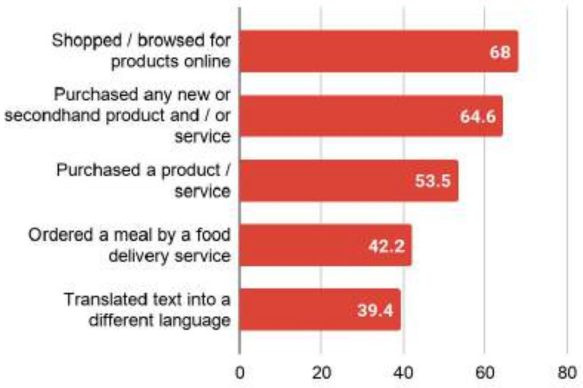
Online Product Research (in %)



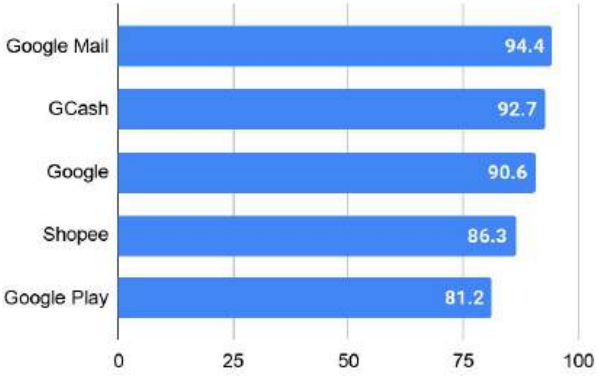
Brand Discovery (in %)



Online Activities in Last Week (in %)



Named Websites or Apps Used (in %)



Source : GWI

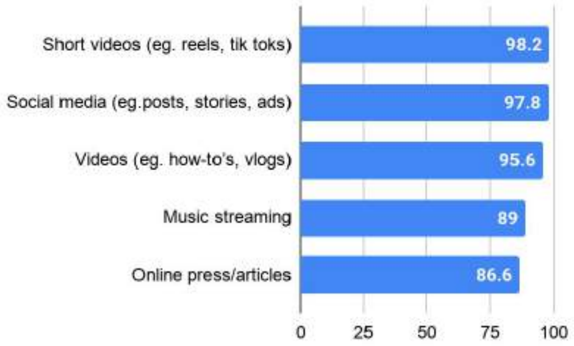
CPG Consumer Insights

The Philippines

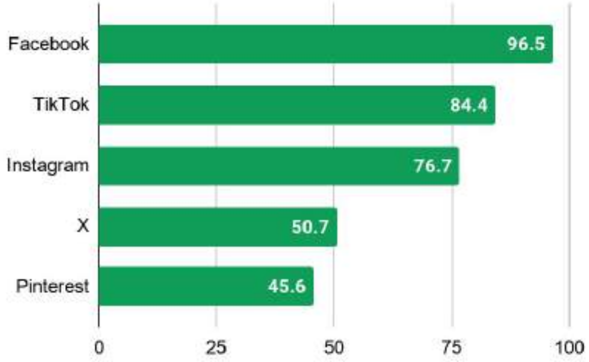
Key Findings

- **98.2%** of the CPG product buyers in the Philippines consumed media through short videos (eg. reels, tik toks) between Q1 2025 & Q1 2026.
- **96.5%** of the CPG product buyers in the Philippines were Facebook users between Q1 2025 & Q1 2026.
- **83.7%** of the CPG product buyers in the Philippines were YouTube viewers between Q1 2025 & Q1 2026.
- **55.8%** of the CPG product buyers in the Philippines used YouTube Music service between Q1 2025 & Q1 2026.

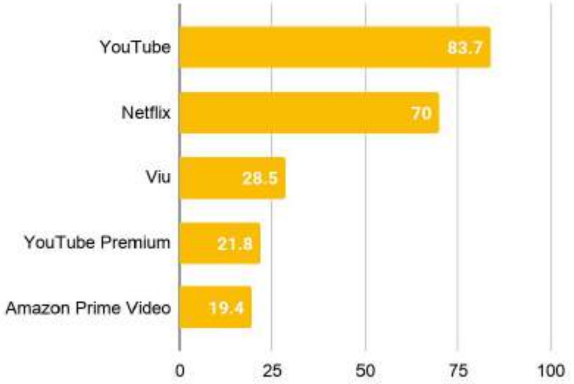
Media Users Segmentation (in %)



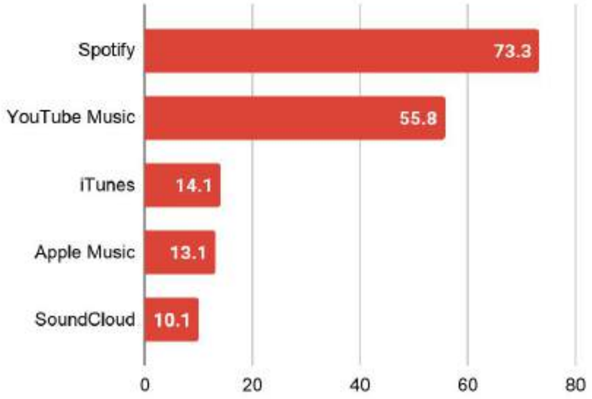
Social Media Services Used (in %)



TV, Film, & Video Services Engagement (in %)



Music Services Engagement (in %)



Source : GWI

Tech Vertical

PART 03

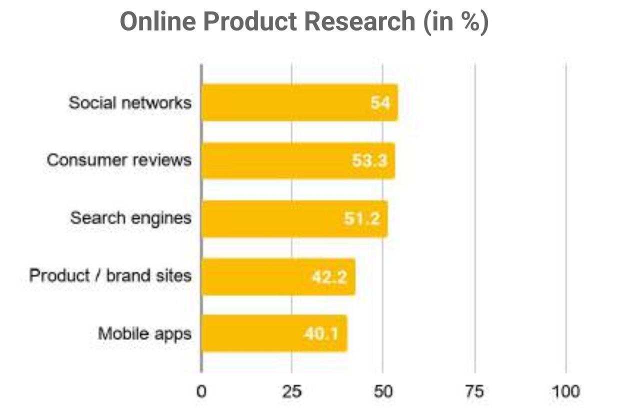
Technology

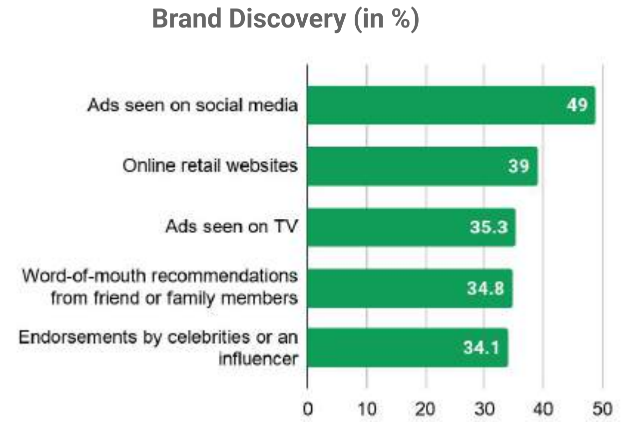
Technology Consumer Insights

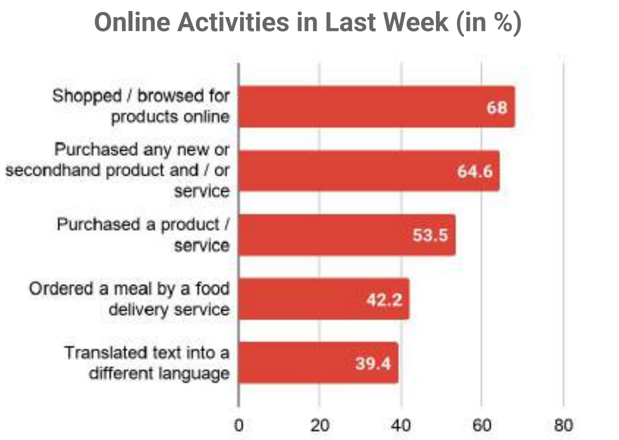
The Philippines

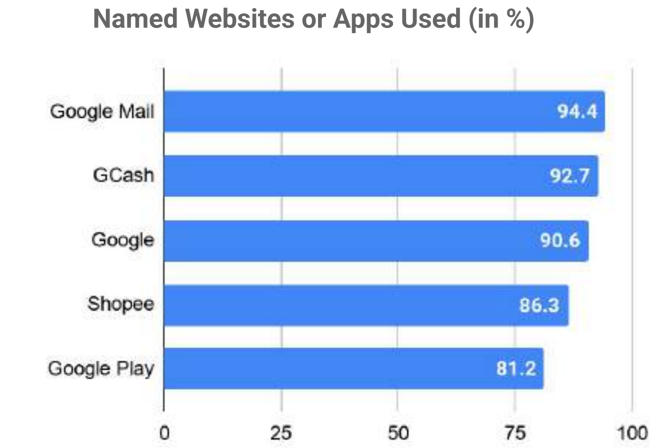
Key Findings

- **51.2%** of the audience interested in tech world in the Philippines used search engines for online product research between Q1 2025 & Q1 2026.
- **49%** of the audience interested in tech world in the Philippines considered ads seen on social media as an important factor for brand discovery between Q1 2025 & Q1 2026.
- **68%** of the audience interested in tech world in the Philippines shopped/browsed for products online between Q1 2025 & Q1 2026.
- **90.6%** of the audience interested in tech world in the Philippines used Google website or app between Q1 2025 & Q1 2026.









Source : GWI

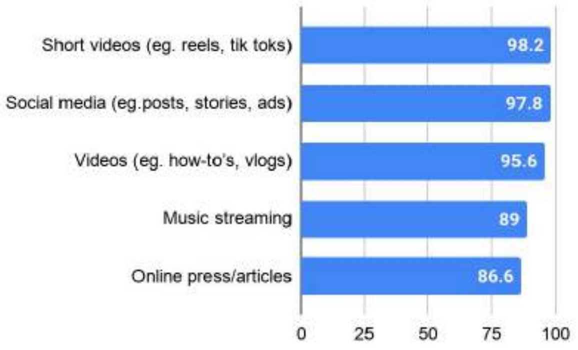
Technology Consumer Insights

The Philippines

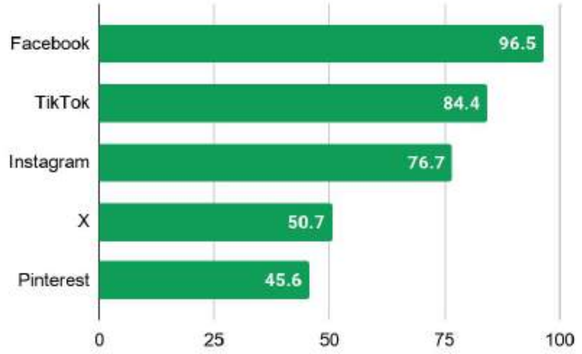
Key Findings

- **98.2%** of the audience interested in tech world in the Philippines consumed media through social media (eg.posts, stories, ads) between Q1 2025 & Q1 2026.
- **96.5%** of the audience interested in tech world in the Philippines were Facebook users between Q1 2025 & Q1 2026.
- **83.7%** of the audience interested in tech world in the Philippines were YouTube viewers between Q1 2025 & Q1 2026.
- **55.8%** of the audience interested in tech world in the Philippines used YouTube Music service between Q1 2025 & Q1 2026.

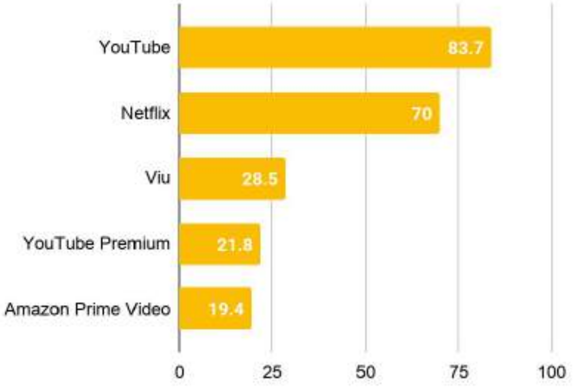
Media Users Segmentation (in %)



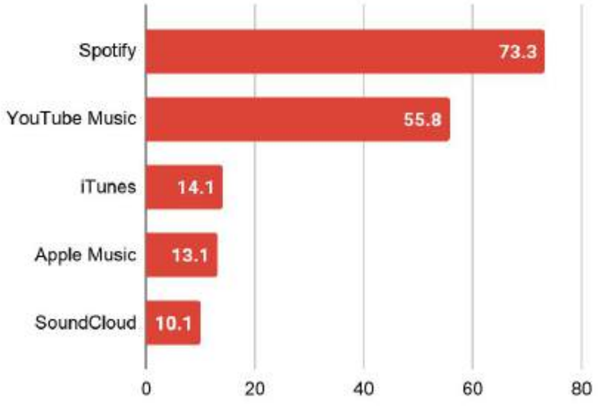
Social Media Services Used (in %)



TV, Film, & Video Services Engagement (in %)



Music Services Engagement (in %)



Source : GWI

BPC Vertical

PART 03

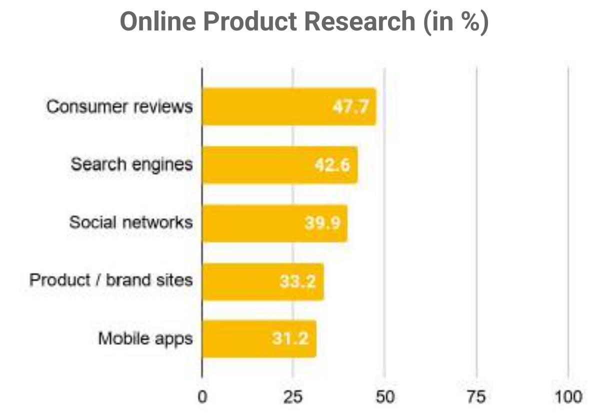
Beauty & Personal Care

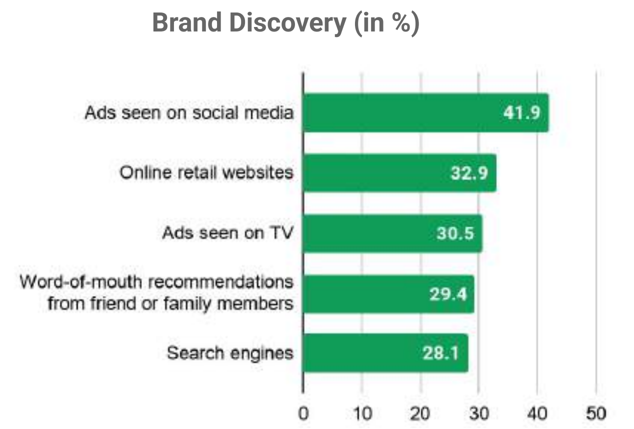
BPC Consumer Insights

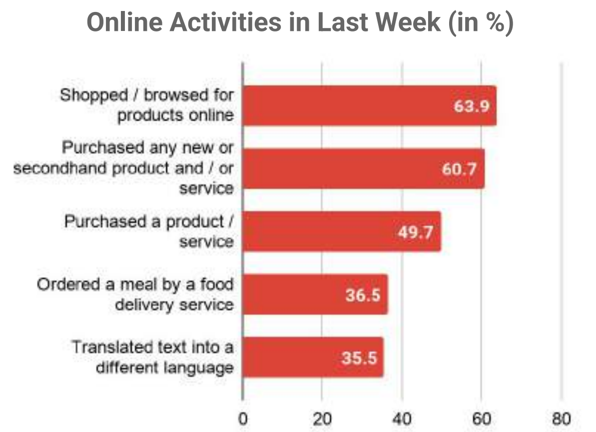
The Philippines

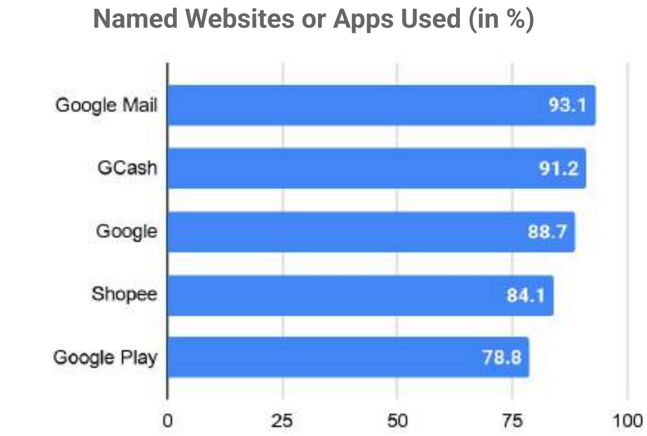
Key Findings

- **42.6%** of the beauty & personal care product buyers in the Philippines used search engines for online product research between Q1 2025 & Q1 2026.
- **28.1%** of the beauty & personal care product buyers in the Philippines considered ads seen on social media as an important factor for brand discovery between Q1 2025 & Q1 2026.
- **63.9%** of the beauty & personal care product buyers in the Philippines shopped/browsed for products online between Q1 2025 & Q1 2026.
- **88.7%** of the beauty & personal care product buyers in the Philippines used Google website or app between Q1 2025 & Q1 2026.









Source : GWI

Future-Proof Forum '26

Growth, AI, & The
New Performance Era