**YouTube Embraces Vertical Video Ads**

YouTube is joining platforms including Snapchat and Instagram with the launch of vertical video ads. Hyundai is among the companies that have tested out the new format, which led to a 33% increase in brand awareness and a 12% jump in purchase consideration when used alongside Google's horizontal video ads.

***The Drum (Scotland) 9/12/18***

[*https://www.thedrum.com/news/2018/09/12/vertical-video-ads-are-coming-youtube*](https://www.thedrum.com/news/2018/09/12/vertical-video-ads-are-coming-youtube)