

itch.



YOUTUBE PACKAGES

YOUR BRAND, FRONT & CENTRE

At Itch, we don't just make videos. We create attention, awareness, and growth for your brand. YouTube reaches 44% of Kiwis every single day, and it's no longer just a phone or laptop experience – it's streaming straight into living rooms on Smart TVs, exactly where your audience is unwinding and making decisions.

Our all-inclusive YouTube advertising packages cover strategy, creative production, ad placement, media spend, and performance reporting. The result? Your brand in front of the right people,

at the right time, with video that actually performs.

Imagine this... a fresh, high-impact ad crafted specifically for YouTube, reaching your exact audience while they're relaxing at home; prime-time TV exposure, without the price tag. We make it simple, affordable, and measurable.

Packages are powered by New Zealand's top digital marketing experts, combining world-class creative with precision ad management to ensure every dollar you spend drives results.

WHY ITCH YOUTUBE PACKAGES?

We've created thousands of high-performing videos, and match every creative choice to your campaign objectives.

Turnkey setup – no YouTube channel or Google Ads account? No problem, we handle it all.

Packages are fully tailorable, including ad spend adjustments to meet your goals. See the next page for all the details.

Let's put your brand on the biggest stage in New Zealand. Ready to be seen where it matters most? Get in touch.



STU MUNRO
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See the next page for all the details.

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	📺 GOLD	📺 PLATINUM	📊 ANALYTICS ADD-ON
Strategy	Includes content and placement strategy session.		
Video Creation	Includes video shoot and editing for one 15-30 second video, optimised for YouTube Ads.		
Channel	YouTube	YouTube	Google Analytics (GA4)
Management	Includes set up of Google Ads account, campaign set up & reporting	Includes set up of Google Ads account, campaign set up, optimisation & reporting	Includes configuration of conversion tracking within Google Analytics, set up of remarketing audiences
Performance Reporting	• Impressions • Video Views • Cost per View • Reach	• Impressions • Video Views • Cost per View • Reach • Device Breakdown • Unique Views • Frequency	Inclusion of Website Engagement & Conversion Metrics
Recommended Campaign Length	1 month (CAN BE EXTENDED)	3 months (CAN BE EXTENDED)	As per campaign
Targeting Options	• Age (eg 35-45) • Gender • Parent/Non-parent • Household income (eg top 30%)	• Interests (eg Travel) • Location (eg Chch) • Device (eg Smart TV)	Audience retargeting based on visitors who have previously visited your website or specific webpages
Included Advertising Spend	\$3,400	\$6,450	
Package Cost (EXCL GST)	\$6,500	\$10,000	\$900

