



Adam Feldman &lt;adam.feldman@kendago.com&gt;

---

**What \*any\* advertiser can learn from these fitness niche YouTube ads...**

1 message

Vidtao &lt;info@vidtao.com&gt;

Tue, Aug 31, 2021 at 11:39 PM

Reply-To: info@vidtao.com

To: adam.feldman &lt;adam.feldman@kendago.com&gt;

**VidTao Weekly Newsletter - The Way of YouTube - 011****What *any* Advertiser Can Learn from these Fitness Niche YouTube ads...**

Ever wondered what are the secrets of catching people's attention and getting them to want your product or service? In this newsletter, we'll give you **all your competitors' secrets about the creatives that work on YouTube.**

Even if your product has nothing to do with fitness, even if you hate the gym and your daily breakfast is a meat burrito dipped in Skittles... don't worry. There's still a ton you can learn here too.

When you look at a whole niche, you start to see patterns of success. If you know what to look for in an ad (*and thanks to VidTao you have the tools to find it*), then you can do the same for your niche, and apply the ideas that are working for others to your own ads.

So, come on lazybones, put down that bagel and pick up those dumbbells. It's time to lift up the shirt of the fitness niche and see how the best are

turning chiseled abs into cold hard cash with amazing YouTube campaigns.

## Fitness YouTube Ads: The Top Seller

**Who is the biggest seller when it comes to the fitness niche on YouTube?**

Now this is a tough question...

On the one hand, it looks like it's VShred, but on the other hand, it also looks like it's VShred. So, yeah, it's VShred, and it's not even close.

We're not just saying this to point out the obvious. It's important because when you get one brand that is so successful, you can see how much it influences its competitors.

This demonstrates our main point: **take what's working from the competition and apply it to your own ads.**

Traditional advertising emphasizes having your own message and identity but that is much less true with direct response ads. If you reach a very high level of scale, then your branding may come into play, but initially, you just need to find an angle that converts and a way to frame that angle.

**If your competitor has already proved an angle that really works, that's an excellent starting point to use.**

Just look at what Vshred has been doing:

VidTao		Top Videos							
Search	URL	Title	Upload Date	View Count ↓	Yesterday	Last 30 Days	Length	Channel Name	
My Swipes		AP3749 D4 MIX 2 tips AP3243 v D4+ 3 tips AP2919 v D4	Oct 26, 2020	35,359,958	174,027	1,778,193	0:43:0	Y.Shred	
Top Videos		AP3243 v D4 Mix31 08 20 winner structure	Sep 1, 2020	34,900,607	12,766	966,301	0:3:43	Y.Shred	
Top Advertisers		Trying To Lose Weight? (timer)	May 17, 2018	33,397,710	55	2,898	0:2:23	Y.Shred	
Profile		PC TO AP2466 v 02	Sep 8, 2020	31,664,060	212,759	4,503,204	0:2:33	Y.Shred	
		BR2628 v D6 1	Jun 8, 2020	31,348,763	13,622	353,366	0:3:45	Y.Shred	
		TL5571 emanuelle v1 VINCE 5 TIPS+squats+belly fat	Dec 24, 2020	31,065,081	3,360,208	18,726,924	0:4:27	Y.Shred	
		AP2919 v D4	Aug 2, 2020	24,608,123	116,036	1,258,750	0:4:29	Y.Shred	

Hang on, we're still going:

VidTao		Top Videos							
Search	URL	Title	Upload Date	View Count ↓	Yesterday	Last 30 Days	Length	Channel Name	
My Swipes		BR2628 v 011	Jun 8, 2020	22,458,512	536	38,285	0:4:4	Y.Shred	
Top Videos		AP2210 v D4	Mar 30, 2020	20,930,250	243	4,321	0:3:32	Y.Shred	
Top Advertisers		QD3387 V1	Sep 24, 2020	19,172,089	285,491	1,398,596	0:4:10	Y.Shred	
Profile		TL5743 loop v2 F FU	Dec 24, 2020	15,353,975	690,118	8,082,193	0:1:34	Y.Shred	
		Video Feb 17, 3 58 10 PM	Feb 20, 2020	13,534,101	0	5	0:3:18	Y.Shred	
		AP2210 v 03	Mar 30, 2020	11,825,552	0	1,526	0:3:53	Y.Shred	
		TL3873 1 LV+makes a man	Nov 26, 2020	8,727,139	213,325	4,070,133	0:1:57	Y.Shred	

Not finished yet, there's still more:

VidTao									
Top Videos									
	Search		AP1796 v 02 5	Feb 6, 2020	6,054,269	0	2	0:3:37	V.Shred
	My Swipes		Fruits Bad For You (Timer)	Jul 25, 2018	7,348,308	0	5	0:3:44	V.Shred
	Top Videos		The WORST Ab Exercise Ever (STOP THIS TODAY!)	Oct 3, 2017	6,384,017	1,903	34,754	0:9:54	V.Shred
	Top Advertisers		How To Transform Your Body Today	Nov 8, 2017	6,087,513	2	22	0:1:56	V.Shred
	Profile		003688 V2 QuizAtStartAndEnd	Oct 25, 2020	5,734,086	59,396	2,385,048	0:4:18	V.Shred
			AP2250 v 01	Mar 30, 2020	4,640,509	136	12,425	0:3:50	V.Shred
			8 Minute V-Cut Abs Workout (DO THIS FROM HOME!)	Jul 9, 2019	4,195,883	6,966	84,860	0:11:31	V.Shred

Okay, stop!

We wanted to put this all in as screenshots from VidTao because this account is, to be honest, ridiculously amazing. We had to turn to spreadsheets to show you because there is simply too much in there.

So, let's just look at everything launched from 2020 onwards:

Title	Upload Date	View Count	Yesterday	Last 30 Days	Length
AP3749 04 MIX 2 tips AP3243 v 04+ 3 tips AP2919 v 04	Oct 29, 2020	35,359,958	174,027	11,778,193	00:04:10
AP3243 v 04 Mix31 08 20 winner structure	Sep 1, 2020	34,900,607	12,766	966,101	00:03:43
PC TO AP2466 v 02	Sep 8, 2020	31,664,060	212,759	4,503,204	00:02:33
BR2628 v 06 1	Jun 8, 2020	31,349,763	13,622	353,366	00:03:45
TL5571 emanuelle v1 VINCE 5 TIPS+squats+belly fat	Dec 24, 2020	31,065,081	3,360,208	18,726,924	00:04:27
AP2919 v 04	Aug 2, 2020	24,608,123	116,036	1,259,750	00:04:29
BR2628 v 01 1	Jun 8, 2020	22,459,512	536	39,285	00:04:04
AP2210 v 04	Mar 30, 2020	20,930,251	243	4,321	00:03:32
OD3397 V1	Sep 24, 2020	19,172,089	285,491	11,398,596	00:04:10
TL5743 loop v2 F TU	Dec 24, 2020	15,153,975	690,118	8,082,193	00:01:34
Video Feb 17, 3 58 10 PM	Feb 20, 2020	13,534,101	0	5	00:03:18
AP2210 v 03	Mar 30, 2020	11,825,552	0	1,526	00:03:53
TL3873 1 LV+makes a man	Nov 26, 2020	8,727,139	213,325	4,070,133	00:01:57
API796 v 02 5	Feb 6, 2020	8,054,269	0	2	00:03:37
OD3688 V2 QuizAtStartAndEnd	Oct 25, 2020	5,734,086	59,396	2,385,048	00:04:18
AP2210 v 01	Mar 30, 2020	4,640,509	136	12,425	00:03:50
API795 12	Jan 14, 2020	2,197,861	0	0	00:01:37
BR2771 v 02 1	Jun 29, 2020	2,147,948	0	5	00:01:19
AP2324 04	May 11, 2020	1,806,524	0	1	00:03:20
AP3683 v 14 Black BR1216tb9copy2	Oct 19, 2020	1,725,597	0	2	00:00:51
BR2999 09 BURN Turmeric+CTA	Aug 2, 2020	1,691,660	0	0	00:02:15
AP3243 v 07 Mix31 08 20 stop cardio	Sep 1, 2020	1,657,758	0	0	00:03:20
Ap2038 04	Mar 5, 2020	1,505,494	117	11,248	00:01:45
PC BR2999 01 BURN Turmeric+CTA	Sep 24, 2020	1,492,856	0	4	00:02:14
OD3688 V2 CellEnd	Oct 28, 2020	1,415,033	0	108,781	00:04:18
AP6037 02 Science opening AP3749 MIX 4 F VS	Jan 14, 2021	1,206,334	183,470	986,223	00:05:23
API795 12 2	Jan 16, 2020	1,199,502	0	0	00:01:37
PC 7 15 sn02 tb 15	Sep 24, 2020	725,273	0	3	00:00:53
BR2771 v 08	Jun 29, 2020	642,014	0	1	00:01:29
API795 08 1	Jan 14, 2020	563,375	0	0	00:01:37
PC August Week2 Wednesday Brian 14	Sep 24, 2020	409,581	0	2	00:01:00
OD3688 V2 CellEnd Emoji	Oct 25, 2020	385,889	0	1	00:04:18
BR3003 v08 new opening for AP2210 4	Aug 6, 2020	113,250	0	0	00:04:04
OD3477 V2	Sep 24, 2020	59,896	0	0	00:03:32
OD3291 V 6	Sep 14, 2020	43,884	0	1	00:03:04
F Vshred AP3747 v 05 split ANII PC	Oct 29, 2020	41,841	1	5	00:00:57
AP3870 v 10 Celebs	Nov 26, 2020	25,803	0	3	00:02:18
AP3683 v 03 Blur AP3604 11 To PC	Oct 19, 2020	25,425	1	2	00:01:57
AP3683 v 19 White OD3501 V2	Oct 19, 2020	20,892	0	0	00:01:05
AP3683 v 13 background BR 9 10 tb 2 copy	Oct 19, 2020	17,210	0	1	00:00:52
OD3485 V5	Oct 22, 2020	15,847	0	5	00:04:14
BR3122 V02 Vshred new mix	Sep 3, 2020	10,789	0	3	00:02:07
2513 Ver 11 Frame music	Jun 4, 2020	5,372	0	0	00:03:32
BR3376 V25 Vshred new mix CTA studio	Oct 1, 2020	4,901	0	2	00:03:03
AP3683 v 10 Black BR 9 10 tb 2 copy	Oct 19, 2020	4,484	0	0	00:00:52
AP3871 v 03 Corrona 2	Dec 2, 2020	3,640	0	1	00:02:58
	<b>Total</b>	<b>340,345,008.0</b>			<b>02:09:11</b>
	<b>Cost</b>	<b>17,017,250.40</b>			

That’s 46 ads in a year, and 27 of them scaled to over a million views.

A million views cost advertisers about \$50K with the average cost per view at \$0.05.

On top of that, fitness is often a more expensive niche because you’re competing with the global sportswear giants like Nike and Adidas, as well as sports media, all of which love YouTube.

So, in the last year, VShred has uploaded **over 2 hours of ads**, with a **total view count of almost 350 million**. The most conservative estimate for VShred’s **cost for this is \$17 million**. It could easily be double that or more.

To put that into perspective, there are plenty of agencies out there who are running YouTube ads for 20-30 brands in a year, and they wouldn't even get close to the lowest estimate in ad spend.

For another perspective, it's this many moneys:



If we go in and look at the top ads of the last year, we see that many of them have the same core ad. They have experimented with length and different hooks at the beginning but the ad is basically the same.

You'd be amazed how well this works.

**If you have a slightly longer ad, you can stop it from getting ad fatigue by just tweaking a little bit at the beginning. It also helps you to customize it for a different audience.**

Check out VShred's [top ad](#):