

BRANDED CONTENT: IS THE FUTURE OF BRANDING?

BrandFestival, Budapest, Hungary, 9th March 2017

Andrew Canter, Global CEO, BCMA

www.thebcma.info

@thebcma

#LOVEBRANDEDCONTENT



BRANDED CONTENT: HUMBLE BEGINNINGS – 19TH CENTURY



HōVIS

(Trade Mark)

BRANDED CONTENT: STILL RELEVANT TODAY – 21ST CENTURY



LEADING THE CONTENT DEBATE



The BCMA is designed for anyone involved in branded content. It is the pre-eminent global member association leading the debate on what makes great branded content and how brands, producers and agencies can engage audiences for maximum benefit and payback.

A GLOBAL PHENOMENON



A GLOBAL NETWORK/PHENOMENON

CHAPTERS + AFFILIATE PARTNERS

CHAPTERS

UK
USA
Russia
Scandinavia
South America
MENA
Spain
South Africa
Italy
France
Germany
Austria
Switzerland



AFFILIATE PARTNERS:

Australasia
Central Europe/
Adriatic
South Korea
India



EXPANSION PLANS:

China
Canada
Ireland
Portugal
Hungary



A GLOBAL NETWORK/PHENOMENON

CHAPTERS + AFFILIATE PARTNERS

CHAPTERS

UK
USA
Russia
Scandinavia
South America
MENA
Spain
South Africa
Italy
France
Hungary
Germany
Austria
Switzerland



AFFILIATE PARTNERS:

Australasia
Central Europe/
Adriatic
South Korea
India



EXPANSION PLANS:

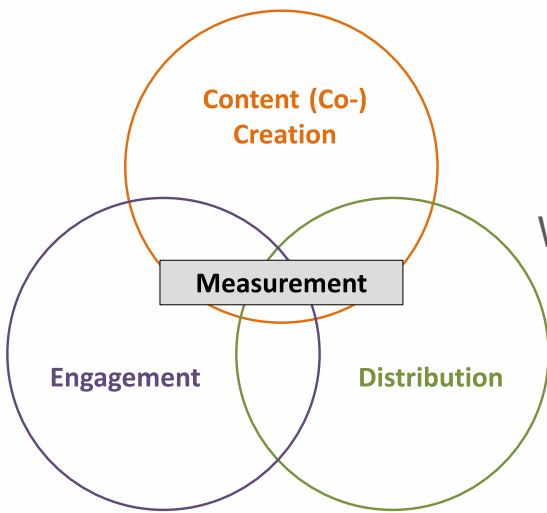
China
Canada
Ireland
Portugal



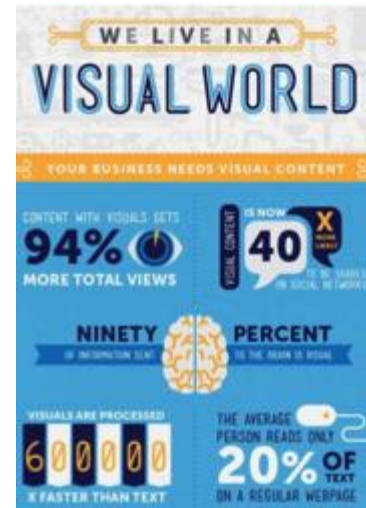
**bc
ma**
hungary
branded content
marketing association

CHAMPION BEST PRACTICE

LATEST THINKING, CREATIVE EXCELLENCE AND EFFECTIVENESS



WHAT is being created or co-created with WHOM, WHEN and WHERE, HOW and even WHY?



abcde



activate branded content
distribute evaluate

WHY JOIN?

campaign

CAA's Jae Goodman has a 'solution to the end of interruptive advertising'

When Jae Goodman joined CAA ten years ago, it was before branded content was fashionable. He talks to James Swift about finally being taken seriously.



THE DAILY

Companies should get away from 'hope and post' content marketing and focus on an earned media strategy

548 Shares

While content marketing is gaining ground as a highly effective technique in B2B marketing, one area that is often overlooked in content marketing is a distribution strategy.

As a result, well crafted content and their assets often find their way to the companies website in a "hope and post" approach to content distribution. In a recent study run by PR Newswire, only 42 per cent of marketers said that their content marketing effort was working. If a B2B brand has



ADWEEK

What the Golden Age of TV Means for Branded Video Content Takeaways from Vice's TV transition By Louise Sanborn

May 11, 2016, 11:48 PM EST | Sponsored



Advertising Age

Is It Content or Is It Advertising?

Content Marketing Is Red Hot, but It's a Term That Is Increasingly 'Overused and Underdefined'

“Branded content is predicted to be at the heart of every marketing strategy, and there is growing evidence that there will be a significant shift in budgets to support it.”

THE STATS

\$118,400,000,000 (Annual Spend)

Source: eMarketer

\$468,000,000 (Lego Movie Box Office takings)

Source: Box Office Mojo

27,000,000 (Pieces of content shared each day)

Source: AOL/Nielsen

94% (Consider content an effective way to engage the audience)

Source: MSL Group/BCMA

75% (Watch content on a mobile device)

Source: Ooyala/Ipsos

57% (Marketers see content as top priority)

Source: Altimeter Group

WORKING IN PARTNERSHIP

PROMOTING BEST PRACTICE & THOUGHT LEADERSHIP



SUPPORTING EDUCATION

PROMOTING AND SUPPORTING THE TEACHING OF BRANDED CONTENT MARKETING IN HIGHER EDUCATION

- First Post-Graduate course at Senac (Sao Paolo) instigated by BCMA South America
- 'BCMA Academy' set up with the Carlos III University, Madrid and the Madrid School of Marketing through BCMA Spain
- Partner for Arts and Humanities Research Council funded 'Branded Content Academic Network' with UEL and Bournemouth University
- BCMA partnering with Oxford Brookes University on academic study



Universidad
Carlos III de Madrid



BU Bournemouth
University

OXFORD
BROOKES
UNIVERSITY

THE CHALLENGE FOR BRANDS

“The audience is in control now; they are the commissioner and the kingmakers.

”



DAVID
BLACK
MD Branding
GOOGLE

THE SOLUTION



THE SOLUTION



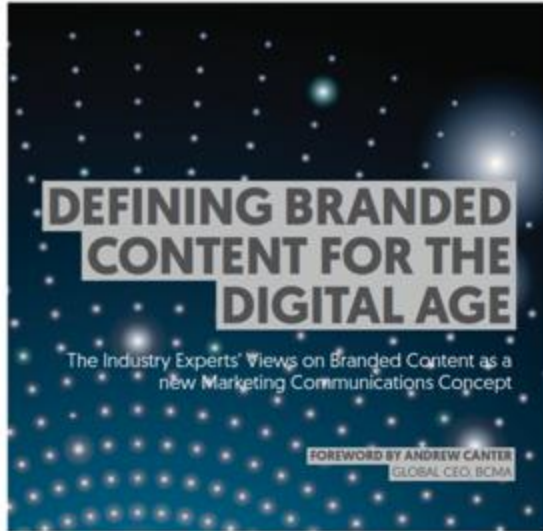
DEFINING BRANDED CONTENT: THE CHALLENGE

“It’s like trying to define Love. It means different things to different people.”



...until now

ACADEMIC STUDY



A Collaborative Research
Project Commissioned
by the Branded Content
Marketing Association
[BCMA] and Conducted by:

Ipsos Antonine &
Serena Walter
Brand Strategy Research Group,
Oxford Brookes University
Business School

Rose Williams, Neil Stevenson
& Elliot Whitehead
Ipsos MCR
LONDON



- Phase 1: Analysis of practitioner and academic literature/publications regarding the conceptualisations of the term Branded Content
- Phase 2&3: To conduct interviews with industry experts (i) regarding the conceptualisations of the term Branded Content and to develop a new definition of the term
- (ii) to define the integral key components of Content Marketing as a new emerging marketing discipline based on expert interviews

NEW MANAGERIAL DEFINITION FOR BRANDED CONTENT

Branded content is any output **fully/partly funded** or at least **endorsed** by the **legal owner of the brand** which promotes the owner's brand values, and makes audiences **choose to engage** with the brand based on **a pull logic** due to its entertainment, information and/or education **value**.

SOME BRANDS GET IT

“ It’s really about creating a three-way match between the consumer, the content and the platform ”



Catherine Balsam-Schwaber

Chief Content Officer, Mattel

GAINING CONTROL: BRANDS AS CURATORS



GAINING CONTROL: BRANDS AS CURATORS

The screenshot displays the GoPro website's main navigation and content grid. The navigation bar includes the GoPro logo with the tagline 'Be a HERO.', links for 'SHOP', 'VIDEOS + PHOTOS', and 'SUPPORT', a search icon, and user account options like 'SIGN IN' and '4420-36081836 (GB)'. A shopping cart icon shows 0 items, and a banner for 'Free Shipping + Money Back Guarantee' is visible.

The content grid features nine video category tiles, each with a representative image, a title, and a video count:

- Game On!** (32 Videos): A man in a black t-shirt and sunglasses on a soccer field.
- Beyond the Race** (10 Videos): A podium scene from a triathlon with the text 'BEYOND THE RACE' overlaid.
- GoPro for a Cause** (9 Videos): A split image with 'YOUTH SPEAKS' text over a night sky and a person's face.
- GoPro Awards Official Selections** (36 Videos): A close-up of a dog's face with a building in the background.
- Aquatic Adventures** (35 Videos): A person in a floral shirt on a water slide.
- Surf** (32 Videos): A person in a wetsuit crouching on a beach.
- SMOKE SILL BROKE FOR FREE**: A person in a dark hoodie with a large fireball effect above their head.
- Unlabeled**: A person in a red jumpsuit rappelling down a rock face.
- Unlabeled**: A person in a blue shirt standing next to a blue and green motorcycle in a garage.

GAINING CONTROL: BRANDS AS CURATORS

The screenshot shows the Adidas News Stream website interface. At the top, there is a dark navigation bar with the Adidas logo and 'NEWS STREAM' on the left, and 'UNITED KINGDOM', 'MEDIA CART', and 'DOWNLOAD QUEUE' on the right. Below this is a secondary navigation bar with categories: 'home', 'latest news', 'images & videos', 'lookbooks', 'products', 'athletes & ambassadors', and a search bar. A third navigation bar lists sub-categories: 'ALL', 'FOOTBALL', 'CORPORATE', 'ORIGINALS', 'RUNNING', 'OUTDOOR', 'WOMEN', 'NEO LABEL', 'TENNIS', 'DIGITAL SPORTS', and 'MORE'. The main content area features a large image of Pharrell Williams with a colorful Adidas logo overlaid on his face. To the right of the image is the article title 'adidas originals by pharrell williams – supershell – artwork collection' and a sub-headline 'After captivating the world with the ground breaking...'. A 'READ MORE' link is positioned below the sub-headline. At the bottom of the featured article, there is a row of seven small grey dots, with the first one being larger and white, indicating the current slide in a carousel.

adidas NEWS STREAM

UNITED KINGDOM MEDIA CART DOWNLOAD QUEUE

home latest news images & videos lookbooks products athletes & ambassadors search

ALL FOOTBALL CORPORATE ORIGINALS RUNNING OUTDOOR WOMEN NEO LABEL TENNIS DIGITAL SPORTS MORE

adidas originals by pharrell williams – supershell – artwork collection

After captivating the world with the ground breaking...

READ MORE

latest news

GAINING CONTROL: BRANDS AS CURATORS

adidas Originals by Pharrell Williams – Supershell – Artwork Collection



After captivating the world with the ground breaking Supercolor release in April, Pharrell Williams is back for FW15 with Supershell. The Supershell project sees Pharrell hand-pick friends and creatives from around the world to completely reinvent the shoe's Shelltoe for the very first time, evolving the Superstar into a canvas for creation.

Debating with the Artwork Collection, Supershell brings art and creativity to the Superstar like never before. The Superstar's Shelltoe comes alive with signature graphic artworks and designs from NYC contemporary artist Todd James, American photographer-director Cass Bird and contemporary

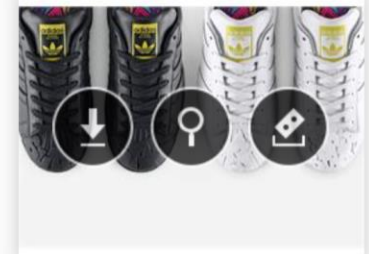
media

IMAGES (10)

ADD ALL TO MEDIA CART DOWNLOAD ALL



adidas Originals by Pharrell Williams - Supershell



adidas Originals by Pharrell Williams - Supershell - Artwork...





PHARRELL WILLIAMS



BRANDS GENERATING REVENUE WITH CONTENT



BRANDS GENERATING REVENUE WITH CONTENT



“Creators League allows us to leverage the power of our brands and their equities to essentially fund their own marketing.”

Kristin Patrick, senior VP of global brand development, PepsiCo



PEPSICO



BRANDS GENERATING REVENUE WITH CONTENT



“At the crux of this model is a shift from solely being focused on interruptive advertising with a traditional 30-second TV campaign to creating content that makes money and grabs attention.”

Laura Henderson, global head of content and media monetisation, Mondelez



BRANDS GENERATING REVENUE WITH CONTENT



“That is a model we are taking a serious look at to see how we can have marketing not just be a cost centre but also a revenue generator.”

*Raja Rajamannar, CMO,
MasterCard*



BRANDS GENERATING REVENUE WITH CONTENT



Agreed with distributor to use marketing assets connected to the movie. Worked with tickets website BookmyShow.com to create a merchant offer in less than 12 hours. Although Mary Kom was nearing the anticipated end of its run in movie theaters, this "Priceless Engine" initiative resulted in tickets selling out, thus earning revenue for MasterCard. In addition, this activation achieved a click-through rate 400% higher than the benchmark average.

BRANDS DON'T ALWAYS GET IT RIGHT





MEASURING BRANDED CONTENT: AN INTERESTING JOURNEY



COLLABORATION IS KEY

OXFORD
BROOKES
UNIVERSITY

 **MSL**GROUP

 **tapestry**

 **pointlogic**

knotch

RENTRAK 

 OSSERVATORIO
BRANDED
ENTERTAINMENT

 **Ipsos**

contentmonitor

'LAZY' METRICS



UNIVERSAL 'GOLD STANDARD'



comSCORE.



Why not Branded Content?

TOWARDS A UNIVERSAL SOLUTION

ContentMonitor gives an in-depth insight into:

1. How the campaign is performing against key brand metrics, allowing ROI to be determined
2. Which elements of the campaign are performing the most strongly in meeting the campaign objectives
3. What could be done differently to support the campaign more strongly and optimise its ROI

Modular approach, making it suitable for all sizes of campaign

A BRIEF HISTORY

ContentMonitor secured industry backing...



And has assessed the effectiveness of campaigns for...



THE SUCCESS



+9% 'is a credible bank'



+27% 'actively addressing future energy needs'



+12% 'advising your family across generations'



66% 'makes me think more positively about them'



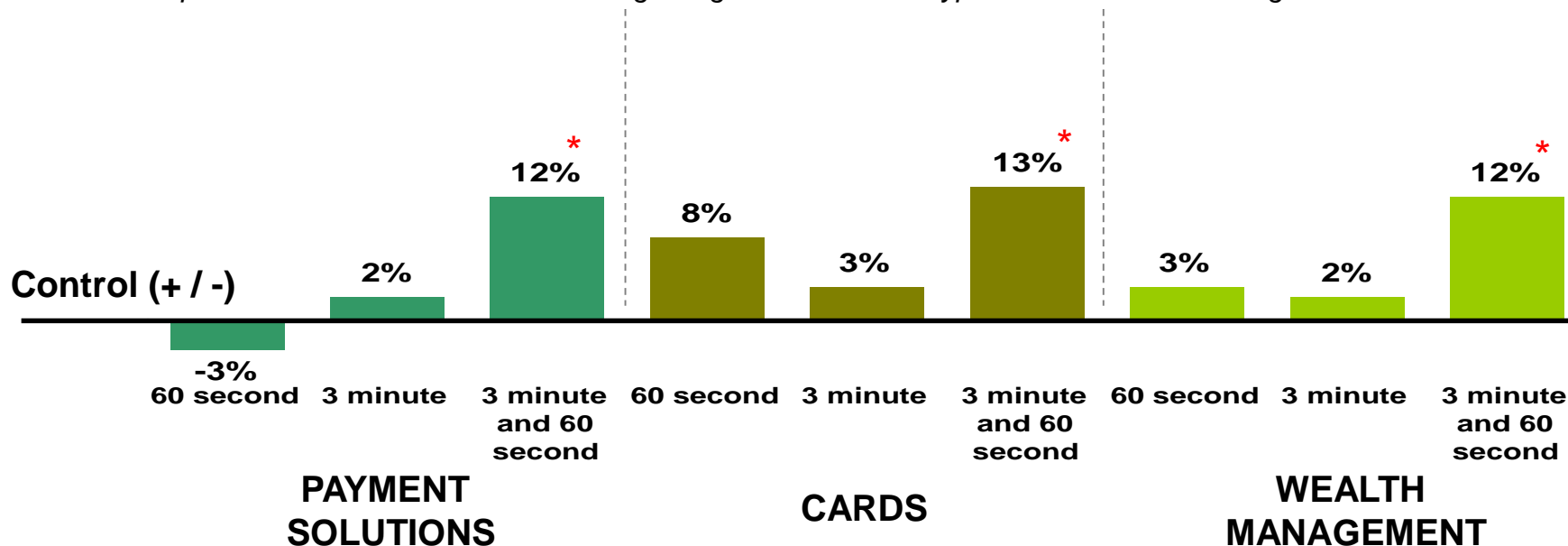
+12% 'leads the way in tackling environmental issues'



+14% 'would learn something'

UNDERSTANDING WHAT IS MOST EFFECTIVE

% uplift versus control cell in considering using HSBC for each type of commercial banking service



H2: If, for any reason, you were to consider changing the provider you currently use, or taking on each of the products or services for your business, which banks would you consider for the following? Sample = c.100 CFDs per cell

Source: ContentMonitor/Ipsos

Significant differences are highlighted with a *

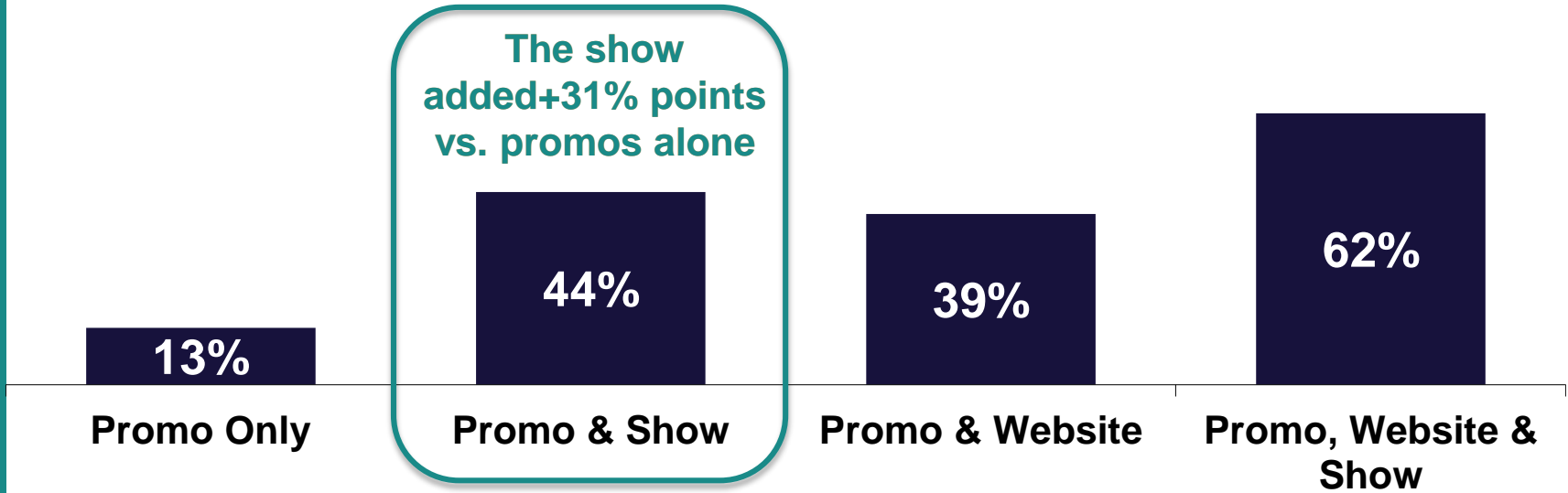


THE VALUE OF MEASUREMENT IS CLEAR

“It's usually very hard to retrospectively determine the impact of a campaign when the target audience, like ours, is so **difficult to reach**. What this research has given us is **real insight**, not only into whether our target audience liked the campaign or not, but how different elements **made them feel towards our brand**, and which messages were coming across strongest.”

HSBC Group Head of Marketing Insight & Planning

UNDERSTANDING EACH ELEMENT



% correctly identifying Toyota/Prius as the sponsor of Carpool once the name of the show has been revealed



MEASURING BRANDED CONTENT IN THE DIGITAL AGE

contentmonitor 2.0

Powered by



Ipsos MORI

NEW BRANDED CONTENT FORMULA

$$V_{BC} = V_{BCA} + V_{BO} + V_{CP}$$

**BRANDED CONTENT DELIVERS VALUE FOR THE AUDIENCE,
BRAND OWNER AND PLATFORM/CHANNEL
SIMULTANEOUSLY**

V = value

BC = branded content

BCA = branded content audience

BO = brand owner

CP = content platform/channel

Source: Defining Branded Content For The Digital Age: Phase 2&3





THANK YOU



BRANDED CONTENT IS AWESOME

WE VALUE MEMBERS ABOVE ALL



www.thebcma.info

@thebcma

#LOVEBRANDEDCONTENT