

Most marketing awards now have a brand-funded content category







































#WTF is Branded Content



Defining branded content like nailing jelly to a table



"It's a hard category to define, and one that is inherently messy and foggy with no clear horizons because it's horizontal.

DAVID LUBARSChief Creative Officer
BBDO Worldwide



Content now just part of what marketing is and does

- No one size fits all approach and no one has all the answers
- Days of the content specialist are numbered
- Usefulness of terms like 'Content Marketing' and 'Branded Content' have limited shelf life unless distinguished from other approaches

Crème rises to the top



JAN GODSK

Consultant, Serial

Juror + Chairman

BCMA SCANDINAVIA

If you look at what's actually winning awards then you'll see there's some agreement about the best work. This illustrates that juries can see the best examples even though the award shows have different definitions.



Beauty Inside: most popular among ad industry folks



UROS GORICAN
Creative Director
PUBLICIS SLOVENIA

It's a great piece of storytelling about the human condition that is brilliantly written. It uses a fairytale structure about a spellbound protagonist who needs to find true love in order to undo the spell. The product is also brilliantly integrated, and the social film project allows the audience to engage in the creation of the campaign without seeming forced or unnatural.



LEGO Movie: favourite among entertainment folks

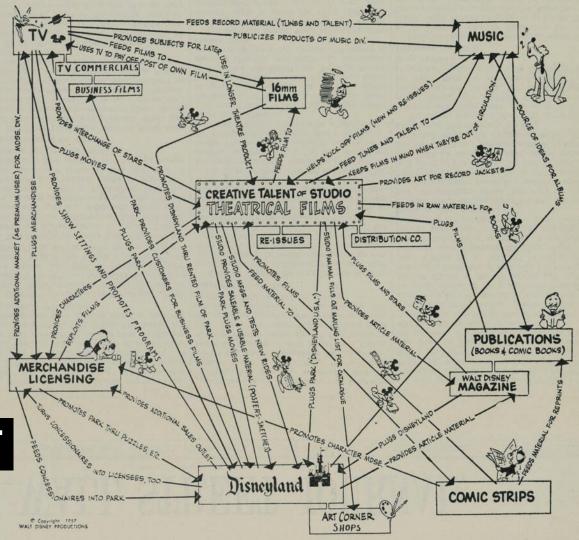


JESSE COULTER
Chief Content Officer
Samsung USA

The Lego Movie is entertainment produced by a brand. And it's great entertainment that's loved by critics and audiences alike. Lots of people went to the theater to see it. Now they rent it or buy it at home. Or watch it on a plane. And now they're more emotionally connected to the brand. Now the Legos are a bit more magical. So they buy more Legos. And go to Legoland. Wait, isn't this Disney's model? Maybe Frozen is the gold standard...



WILL THE MERGING
OF ADVERTISING
AND ENTERTAINMENT
REDFINE THE
MEDIA LANDSCAPE?







Fanatic Snack Attack: delivering relevant content in right places



ADAM HARRIS Creative Director TIME OUT This a great example of branded content because Oreo have managed to hit the sweet spot in the middle of the spectrum between advertorial that serves a business need and more consumer focused editorial that provides something of interest, value, utility, etc.

Fix in Six: something more affordably additive?



JOHN McDERMOTT Staff Writer DIGIDAY

I hope that brands will move away from their real-time marketing obsession and create something more substantive and lasting. The Volvo Trucks/Jean Claude Van Damme video is mesmerising and the Lowe's Fix in Six Vines are legitimately helpful. Seems a lot more additive than tweeting nonsense during the Super Bowl.





SIMON SINEK
Author
START WITH WHY

The goal in business isn't to sell to people who need what you have, it is to do business with people who believe what you believe.





Social Purpose: becoming more than an add on or CSR function



ANOUK PAPPERS
CEO
COOL BRANDS

It's about linking your purpose to your core business, rather than having a purpose for the sake of it or just making it a function of CSR that gets dropped when things aren't going so well.



Delivery: now more algorithmic, predictive and programmatic



BARNEY WORFOLK SMITH
Managing Director
TH@T LOT

On one hand there are the ideas, content and messaging. Then there's the actual frameworks and mechanisms for delivering those. But the modern landscape is more fractured and very complex, and doesn't necessarily favour the thinking that comes out of more traditional media and creative organisations.



Thick Data: Digging deeper to out-innovate your competitors



ERIC SCHWAMBERGER
Partner, CMO/CCO
TENTHWAVE

Yet, even with the advances in analytics platforms and customer listening tools, most are still not going beyond the dashboard and topline demographic profiles to understand their customer's behavior. Big Data might tell you the 'What' 'Where' 'When' and 'How' of your customer's decisions, but it usually doesn't tell you the answer to the most important question... 'Why'.



Insight and inspiration

There's lots of data that shows that bakers look at recipes online, probably because they're more interesting than an About page, but digging deeper through ethnographic research we found that what they <u>really really want</u> is to show they care, express their love and lots of inspiration.







Platform for sharing stories at scale

Multiple-award winning Pinterest-style responsive website solution with predictive search provides bakers with inspiration, and a platform to share their ideas that encourages them to bake more.















Results and Other Outcomes

User Generated Content now accounts for over 80% of all content and is growing Rated the most engaged FMCG brand on Facebook in 2015

5 social recommendations received for every penny spent in social

Average visit length jumped 50% and continues to rise as do visitor numbers

Close to double engagement of fan leader Coca Cola who has 8X the following

12X ROAS shown by independent research from Facebook and Datalogix

Digital community tripled in just 20 months and is now close to 2 million

Blew away category benchmarks with 21x the average social interactions Parent company named NASDAQ "Bull of Day" citing Social Media effectiveness as primary reason



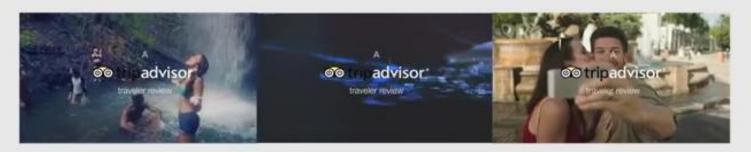


What does good native advertising look like?

| Content Marketing | | | |
|---|--|--|--|
| | Advertiser owned | Media owner revenues (brand-based) | |
| Type | Brand-owned content | Non-formatted advertising | Native distribution ad formats |
| | Owned | Paid | Owned Paid |
| What it is / How it works – typical characteristics | Advertiser owned and operated: conceived, made and managed e.g. website / app Content elements (article, slides, video, app, social pages / sharing) Contract publishing | 1. Publisher*-controlled content (sometimes called 'supported' or 'sponsored') • publisher-made, looks like surrounding editorial, enabled by brand but may have been produced without brand funding • publisher editorial control and sign-off 2. Advertiser-controlled commercial content (sometimes called 'ad feature' or 'advertorial') • can be made by publisher and/or brand • advertiser editorial control and sign-off 3. Joint publisher/advertiser-controlled commercial content (sometimes called 'sponsored' or 'ad feature') • can be made by publisher and/or brand, enabled by brand but may have been produced without sponsorship • publisher and brand editorial control • client consultation/publisher sign-off | Automated (scale) content delivery. Examples include: Promoted posts In-ad (IAB standard ad formats)** Proprietary / bespoke ad formats Newsfeed formats In-feed*** 3rd party recommendation tools 3rd party discovery tools 3rd party curated 3rd party aggregated |
| Brand | Destination / Brand | Publisher content experience / partnership | Traffic driving / brand /Publisher content experience / association |

CONTENT AND NATIVE FRAMEWORK v2.1





Introducing

on tripadvisor*

TRAVELER Filmed REVIEWS





So what's your plan to survive the adblocalypse?

On the supply side, we'll see many emergency drills and some strategic plays to survive the 'adblocalypse'

Co-Founder & Co-CEO

Best of Branded Content Marketing 2015 Global **Edition**



Content (Co-) WHAT is being created or co-created with WHOM, WHEN Measurement and WHERE, **HOW** and Distribution even WHY?

Supported by:









Engagement



Creation









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PRESENTATIONS SCREENING





PANEL SESSION

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