

BCMA Launches Branded Content Effectiveness Research

Branded content is one of the most creative sectors in the advertising industry and in a move to champion this emerging discipline the Branded Content Marketing Association is launching an in-depth research study into measurement and valuation techniques. The aim of the research is to develop an industry recognised standard measurement tool to improve advertiser and agency confidence in the medium, and take the industry forward.

The research will provide insight into how advertisers, agencies and researchers are addressing the whole area of campaign effectiveness whilst generating a wealth of best practice case studies to aid marketers in providing convincing proof of performance.

The BCMA's Research Working Group compiled the questionnaire with on-line research specialists Entertainment Media Research who will conduct the field work. The BCMA is requesting that all those involved in branded content projects to complete the questionnaire on-line at www.thebcma.info/research before 28th February.

All information will be treated as confidential and will only be supplied by Entertainment Media Research to the BCMA on an aggregated basis. The research results will be published, along with an in-depth qualitative assessment of the sector, in association with C21 Media at the end of Q2, 2007.

Andrew Canter, CEO of contentworx and Head of the BCMA Research Group commented: "With the debate continuing over the accountability of advertising, we at the BCMA believe that there is undoubtedly a huge need for us to prove the value of Branded Content and therefore, develop a credible measurement system that reassures advertisers and agencies in using Branded Content as an integral part of their marketing plans.

Our ultimate goal is to develop an 'Industry Standard' system that is universally accepted as the measurement tool to evaluate Branded Content activity."

Russel Hart, CEO of Entertainment Media Research commented: "We are delighted to be conducting this quantitative research into the effectiveness of branded content. The survey takes no longer than 10 minutes to complete and in order to make this research a success we need all stake holders from the branded content discipline to share their expertise by completing the questionnaire."

For further information contact: Alix Wood, alix@thebcma.info.