



# **BRANDED CONTENT MARKETING ASSOCIATION (BCMA)**

*Promoting the value of branded content*

[www.thebcma.info](http://www.thebcma.info)  
@thebcma  
#LOVEBRANDEDCONTENT



# 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.

# BCMA STRUCTURE

Executive Board

Global Council

HQ/Chapter/  
Advisory Board  
(UK)



Chapter/  
Advisory Board  
(USA)



Chapter/  
Advisory Board  
(South America)



Chapter/  
Advisory Board  
(Spain)



Chapter/  
Advisory Board  
(Russia)



Chapter/  
Advisory Board  
(MENA)



Chapter/  
Advisory Board  
(Scandinavia)



Chapter/  
Advisory Board  
(South Africa)



Affiliate Partner  
(DACH)



Affiliate Partner  
(Italy)



Affiliate Partner  
(Australasia)



Affiliate Partner  
(New Europe)



Affiliate Partner  
(South Korea)



Affiliate Partner  
(India)



Member  
Services

- BCMA Events
- BCMA Academy
- BCMA Pioneers
- BCMA Referral Network
- BCMA Briefing Service
- BCMA Directory
- BCMA Marketplace
- BCMA Knowledge
- BCMA Publications
- BCMA Accreditation

Events

- BCMA BOOM!
- BCMA Leadership Series
- BCMA Insight Series

Research &  
Measurement  
Committee



Strategic  
Partners



Academic  
Partners



Event Partners



Alumni (full list  
on website)

- Doug Scott
- Wright Ferguson, Jr.
- David Lang
- Robert Marsh
- Morgan Holt
- Scott Donaton
- Robert Friedman
- Bill Davenport
- Mark Boyd
- Simon Wells

# GLOBAL NETWORK

## CHAPTERS + AFFILIATE PARTNERS



### CHAPTERS:

UK  
USA  
Russia  
Scandinavia  
South America  
MENA  
Spain  
South Africa

### AFFILIATE PARTNERS:

Italy  
Germany  
Austria  
Switzerland  
Australasia  
Central Europe

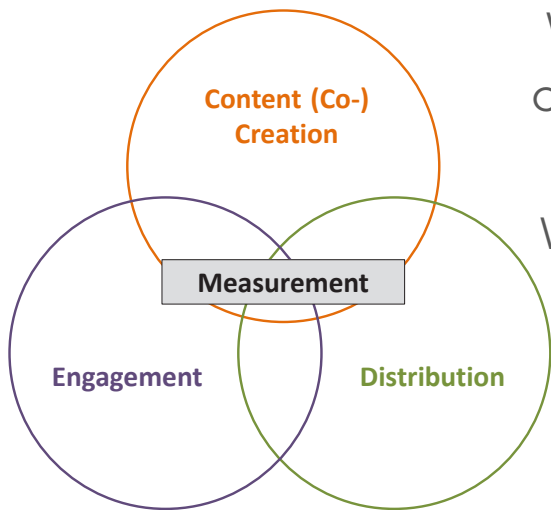
### EXPANSION PLANS:

India  
China  
South Korea  
France  
Ireland  
Italy



# 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 DRAUM

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, 11:42 PM EDT | @adweek



## 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.”

# MEMBER BENEFITS (1)



- ✓ A unique global perspective of the latest branded content:
  - a) market data;
  - b) developments;
  - c) effectiveness;
  - d) research
  - e) trends;
  - f) best practice
- ✓ Exclusive access to full contentmonitor case studies
- ✓ Access to contentmonitor measurement tool at significantly discounted rate
- ✓ Recommendation for speaker engagements and panels at BCMA and partner events
- ✓ 'BCMA Accreditation' scheme and use of logo on all material, including, website, social media, documentation

# MEMBER BENEFITS (2)



- ✓ Discounted (and in some instances), complimentary entrance to partner events, conferences, seminars, summits
- ✓ Priority to host BCMA Leadership/Insight Series events or create bespoke events
- ✓ Priority to feature articles, white papers, thought-pieces on BCMA website and social channels
- ✓ Priority to feature video show cases on BCMA website and social channels
- ✓ Advertising on BCMA Home Page and BCMA Weekly Digest (subject to availability and format)



# 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

# THE CHALLENGE FOR BRANDS

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



DAVID  
BLACK  
MD Branding  
GOOGLE

# WORKING IN PARTNERSHIP

PROMOTING BEST PRACTICE & THOUGHT LEADERSHIP



# RESEARCH & MEASUREMENT

CONNECTING & COLLABORATING

OXFORD  
BROOKES  
UNIVERSITY

MSLGROUP

to:pestry

pointlogic

knotch

RENTRAK

OSSERVATORIO  
BRANDED  
ENTERTAINMENT

Ipsos

contentmonitor

# 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'



contentmonitor

# MEASURING EFFECTIVENESS

"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*



contentmonitor

# 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

# DEFINING BRANDED CONTENT: THE CHALLENGE

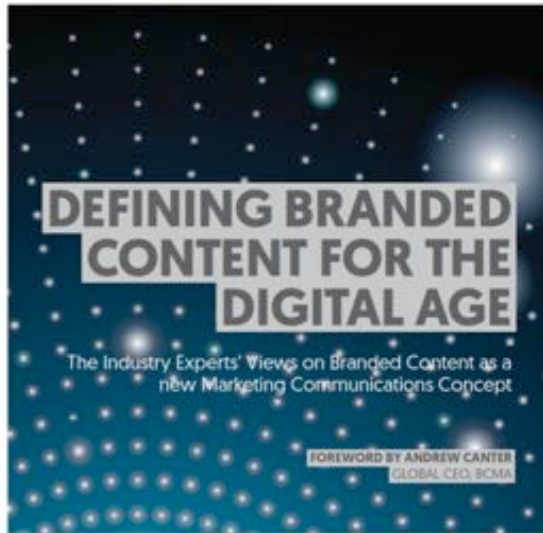
“It’s like trying to define Love. It means different things to different people.”



...until now



# ACADEMIC STUDY



A Collaborative Research  
Project Commissioned  
by the Branded Content  
Marketing Association  
(BCMA) and Conducted by:

Spens Associates &  
Sarena White  
Brand Strategy Research Group,  
Oxford Brookes University  
Business School

Ross Williams, Neil Stevenson  
& Eddie Whitehead  
Spens MCB  
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.

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



# 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

# 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*



# GET INVOLVED - EVENTS



Focuses on current issues affecting the branded content industry. The briefing-type format, normally take place over Breakfast and offer members the opportunity to hear from those companies leading the branded content industry.



Hear from thought leaders on various key themes related to branded content. These networking events are designed to provide insights into the branded content market place in an atmosphere that is conducive to networking, information sharing and forging new partnerships.



We are creating the definitive branded content marketing event: BC World Live. This new one-day summit in London will bring together a key group of agencies and brands to do business and debate major themes, placing branded content at the heart of every marketing strategy and setting the industry agenda.

# BCMA HOME PAGE: EXCLUSIVE BANNER AD

LATEST | BCMA Leadership Series: Creativity Matters - For Branded Content



N.B. All content and timing subject to confirmation and agreement

# BCMA WEEKLY DIGEST: EXCLUSIVE DISPLAY AD

The screenshot displays the BCMA Weekly Digest website. At the top, the title "BCMA Weekly Digest" is prominent, with a "Sign Up" button to its right. Below the title, navigation tabs for "HEADLINES", "VOICES", "TECHNOLOGY", "BUSINESS", and "ALL ARTICLES" are visible. The main content area features several article teasers:

- The haves and have-nots: Small publishers are left adrift by shift to platforms - Digday**
- A year after ceasing print, Factory Media bets on branded video - Digday**
- Secrets to advertising to an anti-advertising generation**
- Facebook to Allow Media Companies, Marketers to Post Sponsored Content**
- Facebook welcomes branded content | Network Creative**
- Twitter Seeks To Become One Big Native Ad Platform**
- 11 Little Facebook Tips That Bring BIG Engagement Results**

A sidebar on the left contains social media sharing icons for Facebook, Twitter, LinkedIn, and Google+. A "Subscribe to the Email Newsletter" form is also present. The bottom of the page features a "BUSINESS" category label.



N.B. All content and timing subject to confirmation and agreement

# EDITION DIGITAL: CONTENT HUB

**THE EDITION** Straight from the experts

**How to measure your content ROI**  
BY ANDREW CANTER  
Measuring a content marketing/branded content campaign can be the market research equivalent of putting together flat-pack furniture – simple in concept, but surprisingly difficult in practice.  
[READ ARTICLE](#)

**BONKERS MAGAZINE**  
Always Weird. Always Wild.  
**Bonkers**  
BY PATRICK LAPERA  
Read an inspiring story we absolutely love about Bonkers Magazine! Learn what it takes to start your own publication from scratch, what to be careful about and also find a trick or two for funding.  
[READ ARTICLE](#)

**Future of digital publishing: Continuous multi-platform publishing model**  
BY MATEJ VIDMAR  
A continuous style of publishing is key to building a loyal readership.  
[READ ARTICLE](#)

**NEWSLETTER**  
Don't miss out! Subscribe to get top

[Facebook](#)

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# JOIN US

First & Last Name:	Date:
Company Name:	
Address:	
Telephone No:	
Email Address:	
Company Type:	
Job Description:	
Signature:	
Additional Colleagues:	

## ANNUAL MEMBERSHIP FEES

Membership	Individual* (1)	Small Corporate (2-5)	Large Corporate (6+)
UK	GBP£750	GBP£1,250	GBP£1,750
France	EUR€995	EUR€1,650	EUR€2,350
Germany	EUR€1,250	EUR€2,100	EUR€2,920
USA	USD\$995	USD\$1,995	USD\$2,995
Spain	EUR€250	EUR€1,250	EUR€1,750
Rest of Europe**	EUR€200- €1,250	EUR€1,000-€2,100	EUR€1,500-€2,920
EMEA	GBP£1,500	GBP£2,500	GBP£3,500
MENA	AED4,000	AED8,000	AED11,000
Academic Institutions	GBP£1,500	N/A	N/A
Student	GBP£100	N/A	N/A
<b>Global</b>	<b>GBP£2,995</b>	<b>GBP£4,995</b>	<b>GBP£5,995</b>

\* Does not apply to 'Individuals' in 'Small Corporate' or 'Large Corporate' companies. For BCMA Spain only - It is designed for freelancers, teachers, consultants, and so on. Not eligible for persons acting on behalf of their companies.

\*\* Rates will vary by Country

N.B. Rates are subject to change without prior notification

# THANK YOU



“BRANDED CONTENT IS AWESOME”

WE VALUE MEMBERS ABOVE ALL



[www.thebcma.info](http://www.thebcma.info)

@thebcma

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