

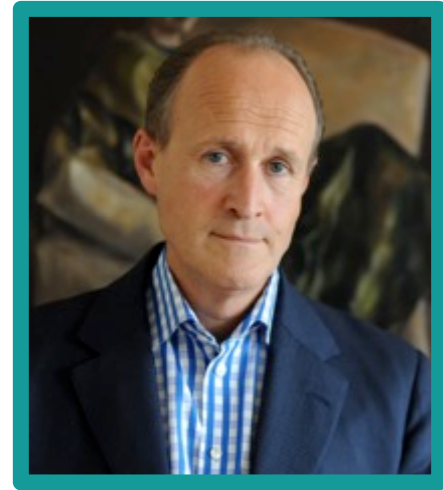
BRANDED CONTENT MARKETING ASSOCIATION (BCMA)

Promoting the value of branded content

www.thebcma.info
[@thebcma](https://twitter.com/thebcma)

THE AGE OF BRANDED CONTENT

“This is the age of
branded content.”



SIR PETER BAZALGETTE
CHAIRMAN, ITV

BRANDED CONTENT: FROM HUMBLE BEGINNINGS BUT STILL RELEVANT TODAY

1895

Present



LEADING THE CONTENT DEBATE



The BCMA is designed for anyone involved in branded content. It is the leading global member association. Through best practice it leads 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
(France)



Member
Services

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

Chapter/
Advisory Board
(USA)



Chapter/
Advisory Board
(Canada)



Events

BCMA @ BVE
BCMA Leadership Series
BCMA Insight Series

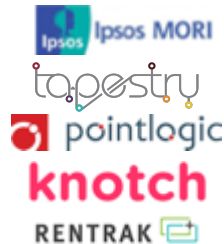
Chapter/
Advisory Board
(South America)



Chapter/
Advisory Board
(DACH)



Research &
Measurement
Committee



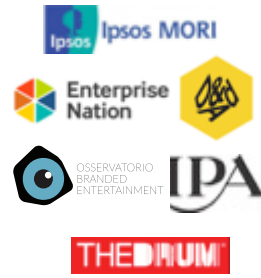
Chapter/
Advisory Board
(Spain)



Affiliate Partner
(Italy)



Strategic
Partners



Chapter/
Advisory Board
(Russia)



Affiliate Partner
(Australasia)



Academic
Partners



Chapter/
Advisory Board
(MENA)



Affiliate Partner
(Adriatic)



Chapter/
Advisory Board
(Scandinavia)



Affiliate Partner
(South Korea)



Event Partners

Chapter/
Advisory Board
(South Africa)



Affiliate Partner
(India)



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 PHENOMENON

BCMA CHAPTERS + AFFILIATE PARTNERS

CHAPTERS:

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

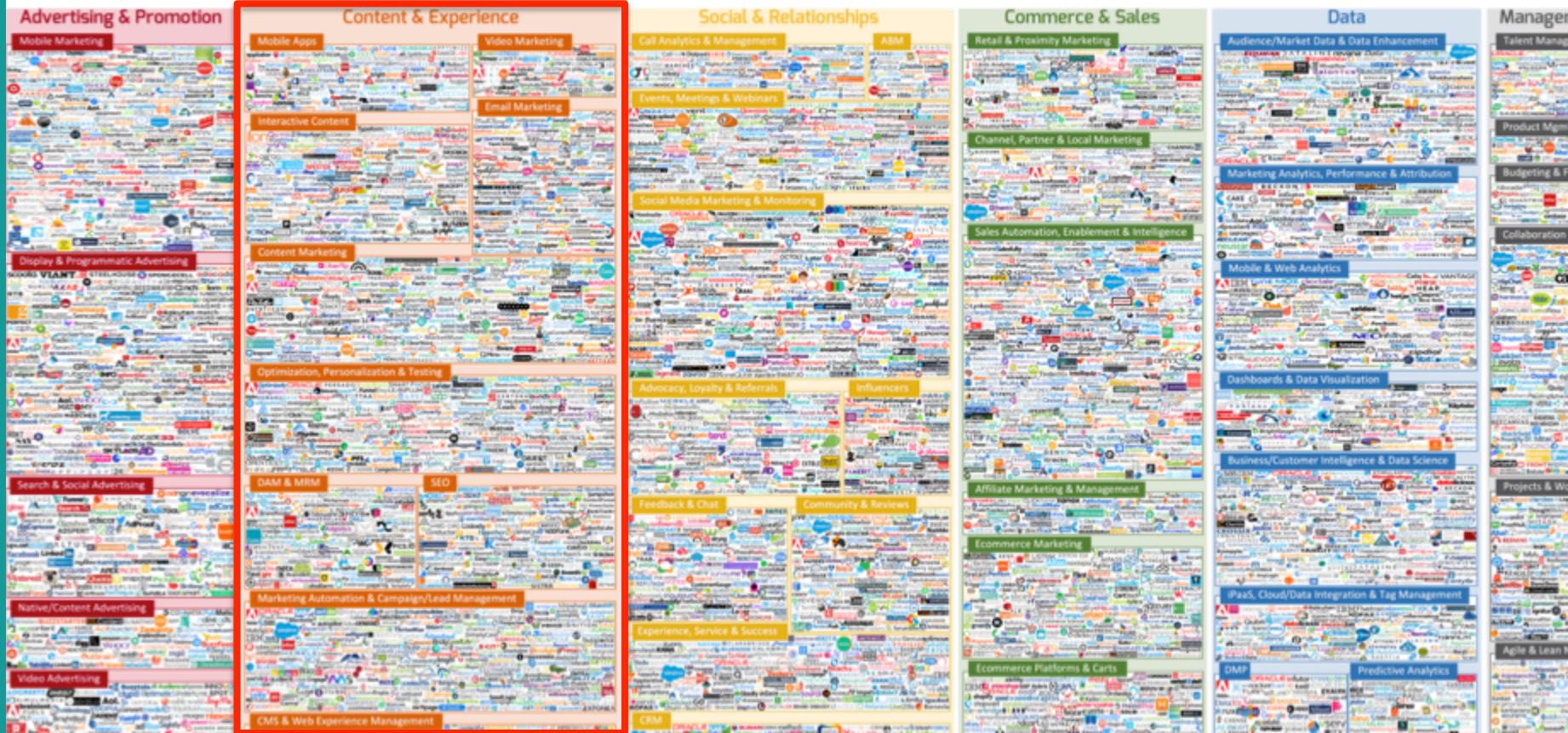


- AFFILIATE PARTNERS:
- Australasia
 - Adriatic
 - South Korea
 - Italy

- EXPANSION PLANS:
- China
 - Ireland
 - Portugal
 - India

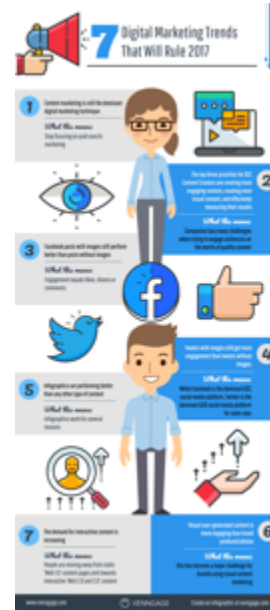
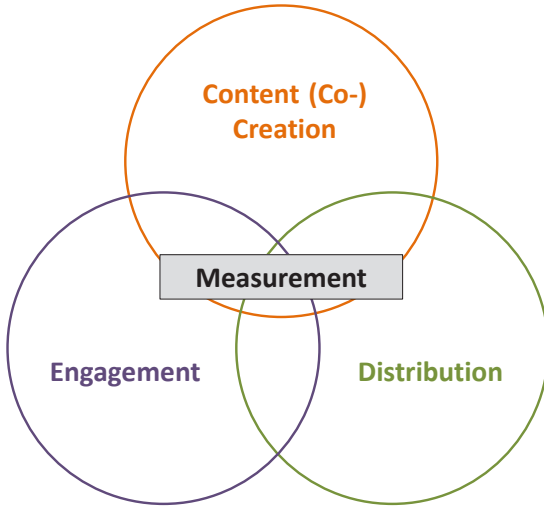
CUTTING THROUGH THE CLUTTER

GIVING MEMBERS A VOICE & PLATFORM TO DO MORE BUSINESS



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?

WHY JOIN?

NO LONGER A DIGITAL NATIVE'S GAME: TV FUELS SOCIAL BRANDED CONTENT

By Dan Rieiss, Exec VP-Content Partnerships and Co-head, Turner Ignite and Jason Klein, Co-CEO & Co-Founder

HOME > DIGITAL > EXEC SHUFFLE

SEPTEMBER 27, 2017 9:30AM PT

Vice's David Lopez Joins Conde Nast Entertainment as Head of Branded-Content Video

The New York Times' branded content studio is coming for ad agency business

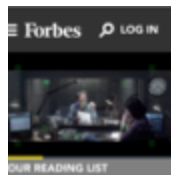
Branded-content deals account for 60 percent of CNN International's revenue

OCTOBER 16, 2017 by Jessica Davies



Playbuzz raises \$35m to take branded content business global

Playbuzz has successfully raised an additional \$35m (£26m) in funding that includes existing inventory, The Walt Disney Company.



How To Get The Most ROI From Your Branded Content



Steve Olenski, CONTRIBUTOR

I write about advertising, marketing, media & all subgroups therein. [FULL BIO ▾](#)
Opinions expressed by Forbes Contributors are their own.



How To Get The Most ROI From Your Branded Content

They say content is king. I don't but many do. And by "content," I mean high-quality branded content that goes beyond your own website. The kingdom isn't run by whimsical content eating nothing food



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

\$863,000,000 (Lego Movies 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

“Everything is going to become branded content.”



SCOTT WILKINSON
HEAD OF VOOM, BRAND
ACQUISITIONS & DIGITAL,
VIRGIN MEDIA BUSINESS

WORKING IN PARTNERSHIP

PROMOTING BEST PRACTICE & THOUGHT LEADERSHIP



MEASURING EFFECTIVENESS OF BRANDED CONTENT

NEW GLOBAL DEAL AGREED



Ipsos MORI

1 A framework for success

2 A framework for evaluation

3 Some examples of what it can do

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'



Ipsos MORI

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



Ipsos MORI

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

BRANDED CONTENT EDUCATION

TEACHING CORE SKILLS OF BRANDED CONTENT MARKETING

 institute of
branded content

OXFORD
BROOKES
UNIVERSITY



Universidad
Carlos III de Madrid

Madrid
School of
Marketing
msmk

BU Bournemouth
University

The logo for Senac features a stylized orange and blue swoosh above the word 'Senac' in a bold, blue, sans-serif font.

DEFINING BRANDED CONTENT: ACADEMIC STUDY



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

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

Ross Williams, Neil Stevenson
& Elliot Whitehead
Ipsos MORI
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

“All content starts with a great insight. It is then about building a proposition and story around that insight to ensure the most effective campaigns.”



LEAH DAVIS
HEAD OF MARKETING
TEAMGB

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.



One Extraordinary Day in Branded Content - 2017

We created the definitive branded content marketing event: One Extraordinary Day in Branded Content in partnership with BVE. We brought 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.

The Great Content Revolution - 2018

The Great Content Revolution will be an exceptional 2-day immersive branded content experience. We will once again host our major event at BE the leading production and entertainment show at ExCel. The first day will be a learning and workshop experience. The second day will be for C-Suite/Decision makers – Join the Revolution

GET INVOLVED - EVENTS



MENU

EXHIBITOR ZONE

bv 28 FEB - 2 MAR 2017
EXCEL LONDON

APPLY FOR A STAND

GET YOUR FREE TICKET

**ONE EXTRAORDINARY DAY IN BRANDED
CONTENT**

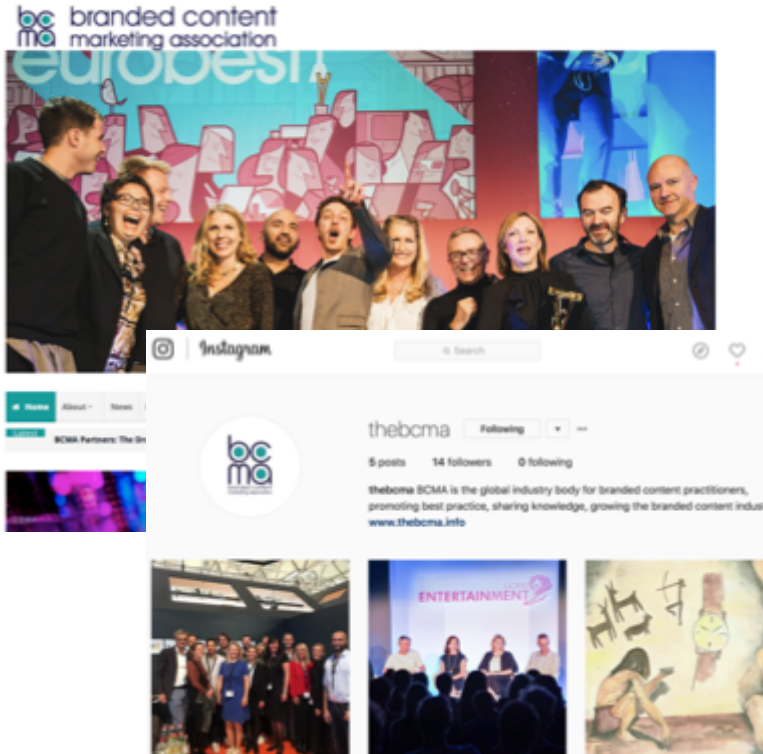


bv WE ARE ALL
CREATORS

27TH FEBRUARY
1ST MARCH 2018
EXCEL LONDON
PROPOSAL

**bc
ma** | **THE GREAT
CONTENT
REVOLUTION**

BCMA PLATFORMS: EXCLUSIVE FOR MEMBERS



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

BCMA WEEKLY DIGEST: EXCLUSIVE DISPLAY SPACE

11

branded content marketing association

Create Paper

Sign in

BCMA Weekly Digest

HEADLINES VIDEOS ART & ENTERTAINMENT LEISURE TECHNOLOGY BUSINESS ALL ARTICLES

Tuesday, Oct. 10, 2017 | Next update in 5 days | Archives

BCMA Partners: Future Communicators Accelerator


Shared by Chris Size



www.thebcma.info - An elite consortium of global communication, media and marketing experts has today launched the Future Communicators Accelerator (FCA), a unique programme for PR and marketing professionals, startups...

BCMA Partner 30th Nov, Lon

Shared by Chris Size



Mito Brewlouse

Shared by Araguato Films

www.thebcma.info announce that we the festival of Eur organiser of Cam world's pre-emine

5 Ways to Put Your Content Strategy into High Gear


Shared by Andrea Fryrear



5 Ways to Put Your Content Strategy into High Gear

5 Ways to Simplify Your Marketing Funnel

Shared by Cadent



5 Ways to Simplify Your Marketing Funnel

7 Tips For Creating An Epic Content Marketing Strategy

Shared by The Truth Rosie



7 Tips For Creating An Epic Content Marketing Strategy

All Videos -->

'Small budget success' says chief content

Shared by James Malone



The 10 Laws Of Visual Content Marketing [2017 Update]

Shared by Chris Size

www.jeffbullas.com - When we published the new laws of visual content marketing in March 2015, brands were just waking up to the power of visual content. Unfortunately, far too many good brands were getting it wrong. Yes...

How To Get The Most ROI From Your Branded Content

Shared by Nilo Di Stefano



Washington Post's important insights on selling native advertising

Shared by D&G Publishing



FM Festival of Marketing

The application of inspiration

Tobacco Dock, London, 4 - 5 October

FIND OUT MORE TODAY

AMPLIFY YOUR THOUGHT LEADERSHIP WITH EDITION DIGITAL: CONTENT HUB (60,000+)

The screenshot displays the Edition Digital Content Hub interface. At the top, the navigation bar includes 'THE_EDITION Straight from the experts', the Edition Digital logo, and a share icon. A central menu offers options for 'TAILORED ARTICLES', 'PUBLICATIONS', 'SURVEYS, FORMS, QUIZZES', and 'SOCIAL MEDIA FEEDS'. Below this, a grid of content is visible:

- Effective content partnerships have to be authentic**
BY THE BCMA AND ABBY CARVOSSE
Abby Carvosso, Group MD, Advertising at Bauer Media, says Effective content partnerships have to be authentic.
[READ ARTICLE](#)
- Discover the best way to curate all your digital content in one place.**
Build your own content hub in a day and publish new engaging content every day. With Edition Digital tools it is quick and easy to create, manage and distribute all kind of digital content.
[VIEW VIDEO](#)
- Connect with audiences and perform for brands**
BY THE BCMA AND LAURA WADE
Laura Wade, Maxus, Head of Chorus, says branded content connects with audiences and performs for brands.
[READ ARTICLE](#)

At the bottom, there are three video thumbnails: one with the 'IMG' logo, one showing a person in a blue top, and one showing a white drum on a dark surface with the text 'Drum on Content; a'.

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

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
Global	GBP£2,995	GBP£4,995	GBP£5,995

* 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

bc
ma branded content
marketing association



BRANDED CONTENT IS AWESOME

WE VALUE MEMBERS ABOVE ALL
JOIN THE REVOLUTION

www.thebcma.info
@thebcma