



## 2015 Membership Pack

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Branded Content Marketing Association

The BCMA  
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## ABOUT US

The BCMA is the trade body for branded content and is designed to bring together and benefit a broad spectrum of content creators and owners including organizations from the advertising, brand development, sponsorship, media, broadcasting, programming and entertainment industries.

The BCMA strives to promote and grow the branded content market to the wider audience. Launched on October 2nd, 2003 the BCMA is an international body with members across the world.

The BCMA encompasses members spanning world leading brands, broadcasters, filmmakers, studios, producers, advertising agencies, media planners, publishers, games and music producers.

- ✓ To build a business we need to give value to our members.
- ✓ To give value to BCMA members we need a set of products.
- ✓ To create the products we need to identify the relevant industry needs.
- ✓ To identify the industry needs we must define branded content.

The BCMA defines branded content as:

“The umbrella term that defines marketing a brand via engaging content, most commonly for the purposes of entertaining, informing, explaining or educating.” It can also be summed up as “Editorially-led marketing.”

In its Academic Study, ‘Defining Branded Content in the Digital Age’, a new definition has been announced: “Branded content is any content that can be associated with a brand in the eye of the beholder”

## MISSION

On behalf of its members, the BCMA mission is to drive development in the branded content market by:

1. Facilitating the standardisation of the creative and commercial formats necessary to create a vibrant branded content market
2. Undertaking research into new measurement and valuation techniques required to demonstrate the effectiveness of branded content
3. Leading the negotiations with regulators and industry bodies to clarify the role of branded content in the broader communications mix

By providing networking opportunities and open discussion around these issues, the BCMA will enable its members to adapt, evolve and capitalise on the new challenges and opportunities that branded content presents.

## MEMBERSHIP BENEFITS

### Advertisers and brands

- ✓ Access to our exclusive case study library of branded content
- ✓ Market data relating to branded content
- ✓ "How To" Guides
- ✓ Glossary of Keywords & Terms
- ✓ Access to the latest branded content research
- ✓ Networking with other branded content international professionals
- ✓ BCMA accreditation and use of logo on documentation

### Content creators, producers, and distributors

- ✓ Access to our exclusive case study library of branded content
- ✓ Market data relating to branded content
- ✓ Access to advertisers and their agencies
- ✓ Access to latest branded content developments and best practices
- ✓ Access to market data relating to branded content
- ✓ Access to the latest branded content research
- ✓ BCMA accreditation and use of logo on documentation

## Agencies and the advertising community

- ✓ Access to our exclusive case study library of branded content
- ✓ Market data relating to branded content
- ✓ Access to branded content focused producers
- ✓ Access to latest branded content developments and best practices
- ✓ Association with the loudest branded content voice in the media
- ✓ To promote the adoption of branded content as a potent form of marketing
- ✓ To share information about the market, the challenges, the regulations, best practices, key developments and industry standards
- ✓ To promote innovation, research, creative discussion and develop new partnerships and business opportunities
- ✓ To facilitate participation at all relevant international trade events, to actively represent all branded content disciplines and to lobby necessary key issues concerned with branded content
- ✓ BCMA accreditation and use of logo on documentation

## BEST PRACTICE

The BCMA is dedicated to promoting best practice and shared learning in all areas of branded content. BCMA forums are designed to provide the knowledge and relationships required for all stakeholders across all sectors.

The BCMA actively promotes best practice to associated industries via other trade association bodies, i.e. IPA and ISBA.

## BCMA ACCREDITATION SCHEME

As a member of the BCMA you automatically join the accreditation scheme which places your company at the forefront of the branded content industry. This will allow you to use the BCMA logo on your website and documentation within the stated guidelines. Please link back to [www.thebcma.info](http://www.thebcma.info) if the logo appears on your website. A high resolution version will be sent on joining.

## EVENTS

The BCMA runs an exciting calendar of events designed to address new and emergent market trends and issues in the branded content market. The BCMA membership includes free access to our Insight Series and Leadership Series Networking Panels, plus discounted entry to the BCMA conference and selected third party events.

### BOBCM Live

Building on the success and momentum of the 'Best of Branded Content Marketing' ebook launch in London, Copenhagen and New York in 2014, we are creating the definitive branded content marketing event: BOBCM Live. This new one-day summit in London in March 2015 will bring together a key group of agencies and client brands to do business and debate major themes, placing branded content at the heart of every marketing strategy and setting the agenda for the year.

### BCMA Insight Series

The BCMA Insight Series gives members the opportunity to hear from thought leaders on various key wider themes related to branded content. They are exclusive and open to members free of charge. 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. The Insight Series generally include a panel debate among leading experts and Q&A with the audience.

### BCMA Leadership Series

The BCMA Leadership Series focuses on current issues affecting the branded content industry. The briefing type format generally take place over Breakfast and offer members the opportunity to hear from those companies leading the branded content industry. They are exclusive and open to members free of charge.

### Partner Events

In addition to BCMA events we also partner with relevant industry forums and international trade shows to ensure our members can attend at a discounted rate and also take advantage of savings on exhibition space and sponsorship opportunities. For example the BCMA has been active at 3GSM, MIPTV, MIPCOM, MIDEM, Cristal Festival, Brand2Global, Festival of Media and Cannes Lions.

Other partners include, MEF, C21 Media, Media & Marketing Europe, Marketing Week/Centaur, IPA, APA, BIMA, IAB, ISBA, European Sponsorship Association, Screen Expo, GSM, NMK, Music Week and

London Calling. There are often opportunities for members to present and take part in panel discussions.

## ANNUAL MEMBERSHIP FEES

Membership	Individual* (1)	Small Corporate (2-5)	Large Corporate (6+)
Standard	GBP£750	GBP£1,250	GBP£1,750

\* N.B. does not apply to 'Individuals' in 'Small Corporate' or 'Large Corporate' companies

### BACS

Please make payment to:

BCMA Ltd

HSBC

Sort code: 40 07 07

Account: 52099403

IBAN - GB39MIDL40070752099403

SWIFT CODE - MIDLGB22



## Membership Application Form

Please complete the details below for membership application and information.

<u>First &amp; Last Name:</u>	<u>Date:</u>
<u>Company Name:</u>	
<u>Address:</u>	
<u>Telephone No:</u>	
<u>Email Address:</u>	
<u>Company Type:</u>	
<u>Job Description:</u>	
<u>Signature:</u>	
<u>Additional Colleagues:</u>	