



BRANDED CONTENT MARKETING ASSOCIATION (BCMA)

Promoting the value of branded content

11th May 2016

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

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.

GLOBAL NETWORK

CHAPTERS + AFFILIATE PARTNERS



CHAPTERS:

UK
USA
Russia
Scandinavia
South America
MENA
Spain
South Africa

AFFILIATE PARTNERS:

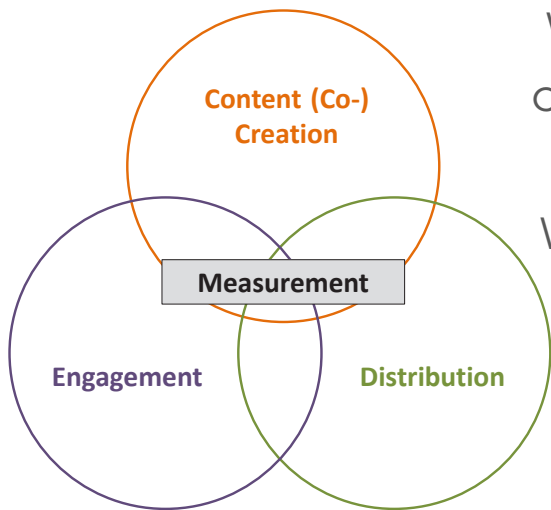
Italy
Germany
Austria
Switzerland
Australasia
Central Europe

EXPANSION PLANS:

India
China
South Korea

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

THE BUZZ

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 DRUM

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



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'

ADWEEK



Why Brands Need to Skip the Ads and Start Telling Stories

Don't get in the way of what consumers want, be what they want

By Scott Donaton



Also PR
How to
Survive
Unseen

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

ta: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 Foxize Business School 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



DEFINING BRANDED CONTENT: THE CHALLENGE

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



...until now

ACADEMIC STUDY



- Little academic work in the area of branded content
- Develop a clearer understanding of a new key marketing concept
- Managerial perspective
- New branded content definition for the digital age
- A collaboration between Academia and Industry

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*



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)

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 (468 x 88)

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

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- Home
- About
- News
- Features
- Membership
- Products & Services
- Best Practice
- Events
- Contact Us

The main content area features a grid of promotional items:

- LEGO Video:** A video featuring three LEGO minifigures. The text at the bottom reads "BRANDED CONTENT IS AWESOME!".
- BOBCM 2015 Global Edition:** An announcement for the BOBCM 2015 Global Edition, available exclusively via Edition Digital, dated December 21, 2015.
- ABCDE Method:** A book cover for "The ABCDE Method" by abcde, dated December 8, 2015.
- BOBCM Global Edition 2015:** An announcement for a private BOBCM event hosted by Mother, dated November 26, 2015.

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

BCMA WEEKLY DIGEST: EXCLUSIVE DISPLAY AD (300 x 250)



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+)
Single Region (e.g. UK)	GBP£750	GBP£1,250	GBP£1,750
USA	USD\$795	USD\$1,995	USD\$2,995
Spain	EUR€150	EUR€1,000	EUR€1,500
Global	GBP£2,395	GBP£3,995	GBP£4,995

** N.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.*

THANK YOU



WE VALUE MEMBERS ABOVE ALL

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