



BRANDED CONTENT MARKETING ASSOCIATION (BCMA)

Promoting the value of branded content

www.thebcma.info
@thebcma
#LOVEBRANDEDCONTENT



BRANDED CONTENT: HUMBLE BEGINNINGS – 19TH CENTURY



HōVIS

BRANDED CONTENT: STILL RELEVANT TODAY – 21ST CENTURY



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
(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



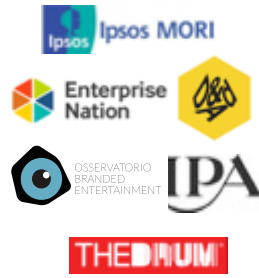
Chapter/
Advisory Board
(Spain)



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

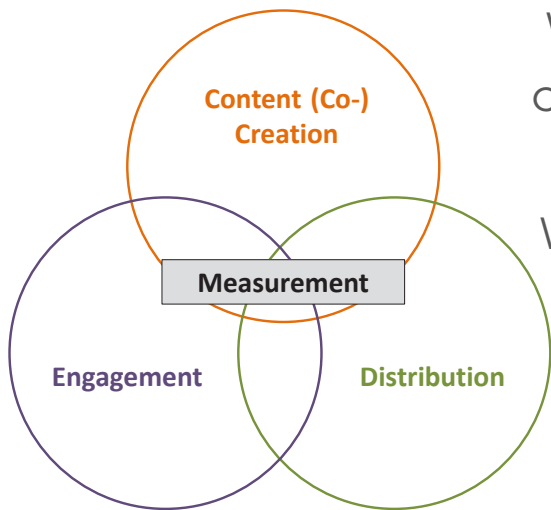


- AFFILIATE PARTNERS:
- Australasia
 - Adriatic
 - South Korea
 - Italy

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

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 DAILY

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, 11:45 PM EDT Sponsored



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

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 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:

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

“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.



“One Extraordinary Day in Branded Content”

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

GET INVOLVED - EVENTS



MENU

EXHIBITOR ZONE

bve 28 FEB - 2 MAR 2017
EXCEL LONDON

APPLY FOR A STAND

GET YOUR FREE TICKET

ONE EXTRAORDINARY DAY IN BRANDED CONTENT



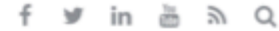
For the first time ever, the BCMA brings you an exclusive event in the midst of BVE 2017 on March 2nd 2017. This is a

For more information please see: <http://www.bvexpo.com/page.cfm/Link=91>



BCMA HOME PAGE: EXCLUSIVE BANNER AD

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



The main content area features a large video player on the left showing three LEGO minifigures. The text "BRANDED CONTENT IS AWESOME!" is overlaid at the bottom of the video, with the author "Andrew Canter" and date "December 21, 2015" below it. To the right is a grid of six smaller video thumbnails:

- Thumbnail 1: "Free BOBCM 2015 Global Edition available now exclusively via Edition Digital" (December 21, 2015)
- Thumbnail 2: "IC RULES & PRINCIPLES abcde The ABCDE Method" (December 8, 2015)
- Thumbnail 3: "A private BOBCM event hosted by Mother" (6pm-8pm Wednesday 25th November 2015 Downstairs at Mother)
- Thumbnail 4: "Best of Branded Content Marketing 2015 Global Edition London Launch" (November 9, 2015)
- Thumbnail 5: "BOBCM Global Edition 2015" (November 30, 2015)
- Thumbnail 6: "BOBCM Global Edition 2015" (November 30, 2015)

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

BCMA WEEKLY DIGEST: EXCLUSIVE DISPLAY AD

paper.li

BCMA Weekly Digest

Create Paper Sign in

HEADLINES VIDEOS TECHNOLOGY BUSINESS ALL ARTICLES

Tuesday, May 03, 2016 Next update in 5 days Archives

The haves and have-nots: Small publishers are left adrift by shift to platforms - Digiday
Shared by christice
digiday.com - When Google was creating its fast-loading mobile pages initiative, AMP, it gathered together a group of big-name publishers to ask what their needs are. In fact, big publishers like The New York Ti...

A year after ceasing print, Factory Media bets on branded video - Digiday
Shared by Factory Media

Secrets to advertising to an anti-advertising generation
Shared by Tidal Labs
cnbc.com - Thrillist isn't the only media company using its data to create more effective millennial advertising. Most digital media players from BuzzFeed to Vox use their internal data to create effective, c...

9 Members of Video's Vanguard Discuss Creating Content for the Scrolling Economy
Shared by Alberto Enriquez
adweek.com - As the fifth annual Digital Content NewFronts kick off today, Adweek and the IAB convened a panel of nine industry executives approaching the business of video from a range of perspectives and goal...

Facebook to Allow Media Companies, Marketers to Post Sponsored Content
Shared by DeanKnowsSocialMedia

Facebook welcomes branded content | Nemonin Creative
Shared by Marina Jellinzig

Turner Seeks To Become One Big Native Ad Platform
Shared by Joel Pilger

11 Little Facebook Tips That Bring BIG Engagement Results
Shared by Pam Aleman

Subscribe to the Email Newsletter
enter your email address

NewFronts 2016: BuzzFeed makes its pitch to advertisers
Shared by Found Remote

BUSINESS



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EDITION DIGITAL: CONTENT HUB

The screenshot displays the 'THE_EDITION' website header with the tagline 'Straight from the experts'. It features three article cards and a newsletter sign-up section. The first card is titled 'How to measure your content ROI' by Andrew Canter, with a sub-headline '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.' The second card is for 'Bonkers Magazine' by Patrick Lapera, with the sub-headline '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.' The third card is 'Future of digital publishing: Continuous multi-platform publishing model' by Matej Vidmar, with the sub-headline 'A continuous style of publishing is key to building a loyal readership.' Each article card includes a 'READ ARTICLE' button. At the bottom, there is a red 'NEWSLETTER' sign-up button and a blue Facebook social media link.

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

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



WE VALUE MEMBERS ABOVE ALL



www.thebcma.info
@thebcma
#LOVEBRANDEDCONTENT