## Global Content Monitoring Tool (GCMT)

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# BCMA/Ipsos MORI: Global Content Monitoring Tool

*"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*

## Background

Branded content is an extremely powerful way to engage with consumers. Major brands have invested heavily in branded content and although individual campaigns may have been measured using bespoke research methods there has never been a universally accepted methodology to measure the effectiveness of branded content activity. Branded content has historically been seriously unmeasured so the BCMA has decided this must change.

## A brief introduction

The BCMA/Ipsos Global Content Monitoring Tool (GCMT) is an essential tool for brands, agencies, production companies, platforms and media owners for planning and evaluating branded content campaigns.

It gives marketers an in-depth insight into:

1. How your branded content campaign is performing against key brand metrics, allowing you to determine the ROI
2. Which elements of the campaign are performing the most strongly in meeting the campaign objectives
3. What you could do differently to support the campaign more strongly to optimise its ROI
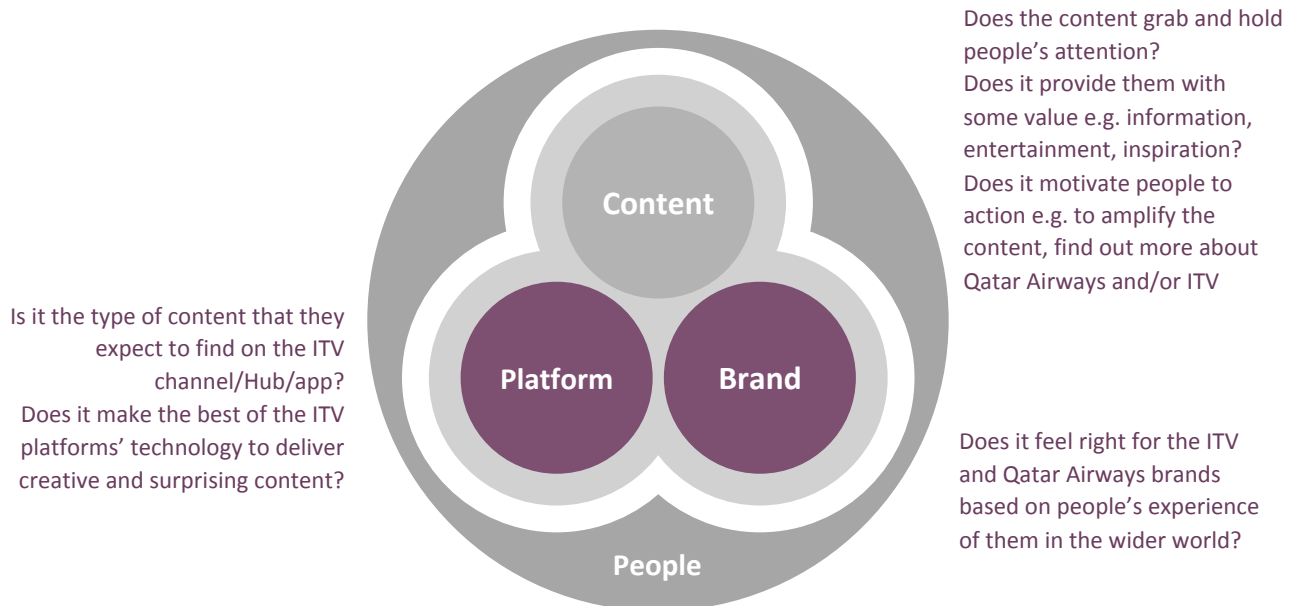
The proprietary BCMA/Ipsos GCMT has been developed by the BCMA with the leading global research company, Ipsos MORI. The GCMT can be implemented across all channels and platforms, covering all types of media. It is modular in its approach, making it suitable for all types and sizes of campaign. It is completely flexible and can incorporate client data. The evaluation is conducted online, so can be delivered across the globe.

## Building a flexible framework

No matter what form Branded Content takes…its purpose is to have an impact on the brand:

Increase purchase consideration and activation

And/or

Increase brand desire and other long term brand building effects e.g saliency

While there are many new and different ways to communicate through Branded Content, the way that brand impacts are created remains remarkably constant. **Why?** Because the way we make decisions remains constant…

Therefore the framework for success, is resonance for the target audience with the…

Is it the type of content that they expect to find on the ITV channel/Hub/app?
Does it make the best of the ITV platforms' technology to deliver creative and surprising content?

Content

Platform

Brand

People

Does the content grab and hold people's attention?
Does it provide them with some value e.g. information, entertainment, inspiration?
Does it motivate people to action e.g. to amplify the content, find out more about Qatar Airways and/or ITV

Does it feel right for the ITV and Qatar Airways brands based on people's experience of them in the wider world?

# We believe in a key set of principles across the GCMT

1. **Brand Impact** is best gauged through observing differences between a **test and control** cell rather than by asking directly how content has changed their Brand perceptions
2. A **consistent framework** across creation, testing and assessment will enable a learning loop and as such at the end of each stage a detailed 'what to hold on to and what to avoid' record is created
3. **Not all KPIs** will apply to all pieces of content and therefore the **relevant KPIs** should be selected from the framework **based on the objectives** of that piece of content
4. **Behavioural metrics** should be included in the **evaluation of digital content** when launched to understand overall success

We use a common framework of KPIs for the GCMT to aid learning through the process. KPIs will be chosen in line with the objectives of the particular piece of branded content.

| | ATTENTION | ENGAGEMENT | IMPACT |
|---|---|---|---|
| **CONTENT** | **Recognise Hook?** <br><br> **Recognise Content** | **Engagement** | **Activation** <br><br> **Amplification** <br><br> **Revisit** |
| **BRAND** | **Link with Brand** | **Fit with Brand** | **Purchase consideration** <br><br> **Advocacy** <br><br> **Brand Building** |

Below is an example of the framework in action from a recent campaign. The proposed 'Test and Control' design reflects the reality of how people make decisions: we observe the impact of exposure through this design, rather than asking directly which 'one' is best.
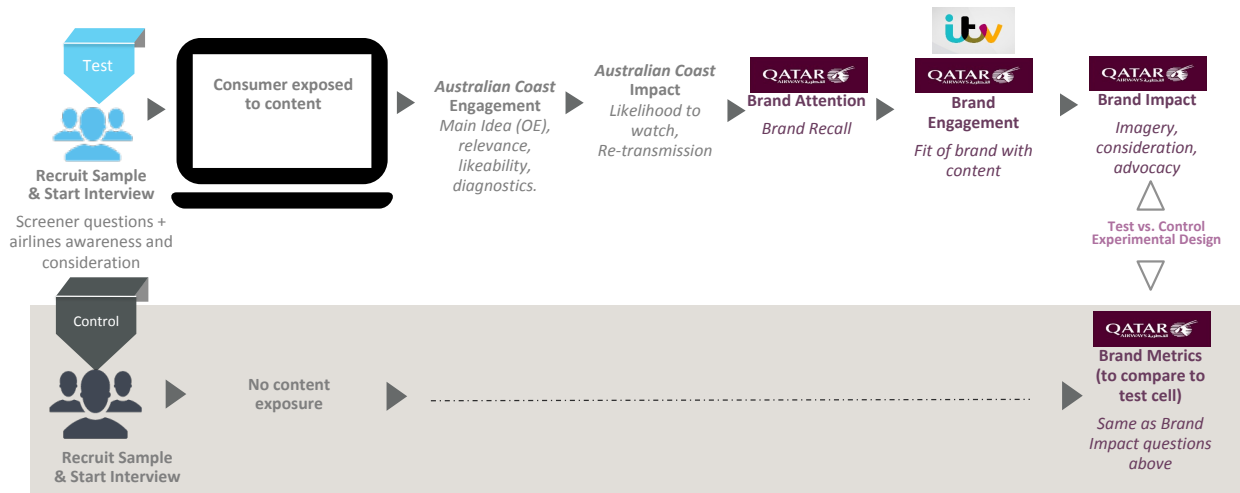
Below are the suggested questions based on recommended metrics from the GCMT framework. This ensures we can evaluate the appeal of the content, the impact on the brand, and the suitability of the partnership.

| Content Engagement | Content Impact | Brand Attention | Brand Engagement | Brand Impact |
|---|---|---|---|---|
| **Engagement:**<br>• Describe Main Idea of the content (OE)<br>• How relevant is the idea?<br>• Likeability scale<br>• Content diagnostics, e.g. interesting, new/ different, enjoyable<br>• James Nesbitt likability | **Activation:**<br>• Likelihood of watching show<br><br>**Amplification:**<br>• Likelihood of telling friends about the show<br>• Likelihood to talk about the show | **Link with brand:**<br>• brand recall | **Fit with brand:**<br>• How does the content fit with their perception of Qatar Airways?<br>• Does it fit with their perception of ITV?<br>• Is it believable? | **Consideration:**<br>• Would they consider Qatar Airways next time they fly?<br><br>**Advocacy:**<br>• Would they recommend QA to a friend?<br><br>**Brand Building:**<br>• Brand Imagery, e.g. luxury, premium service, airline of choice, relevance |

# Outputs designed to drive impact

We know insights need to land and have impact. This needs to be simply put, succinctly delivered and visually engaging. We understand the impact of exposure to the content by observing the differences in key metrics between test and control cells. Cells are matched in every way, ensuring the only difference between them to explain differences in the data, is their exposure to the content (or lack of it)

Therefore, our reporting and debrief will:

- Show the potential of the partnership with the brand
- Highlight the impact of the branded content on brand
- Be Insight-led focusing on what the data is, what it means to the business and what to do next as a result
- Deliver best practice guidelines and principles on how to build best practice branded

Be design-led, visually impactful and easy to share across research and non-research teams alike

## For more information please contact

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![Ipsos MORI logo]

### About Ipsos MORI

*At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions. We believe that our work is important. Security, Simplicity, Speed and Substance applies to everything we do. Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative. By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.*

*"Game Changers" – our tagline – summarises our ambition.*

*For more information please visit https://www.ipsos.com*

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