



bc  
ma branded content  
marketing association

*Promoting the value of branded content*



**BCMA MEMBER  
BENEFITS  
2020**

BMW FILMS PRESENTS  
**THE ESCAPE**

HONDA PRESENTS

**THE  
OTHER  
SIDE**

A DOUBLE-SIDED  
STORY



LEXUS HOVERBOARD  
THE STORY



#LikeAGirl  
Campaign

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

always



# THE AGE OF BRANDED CONTENT



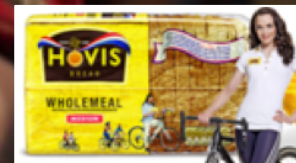
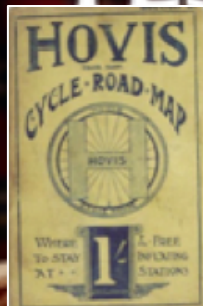
It's an opportunity for all people who've got real creative drive. Really, this is the age of branded content.

SIR PETER BAZALGETTE  
CHAIRMAN, ITV

# BRANDED CONTENT: DRIVEN BY NECESSITY AND STILL RELEVANT TODAY

1895

Present



HōVIS



JOHN DEERE



MICHELIN





# 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.





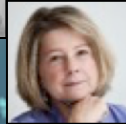
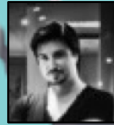
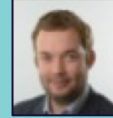
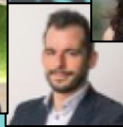
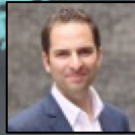
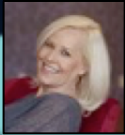
# BCMA MEMBERS: LEADING BRANDS, AGENCIES, PRODUCERS, MEDIA OWNERS & PLATFORMS



# GLOBAL PRESENCE BCMA CHAPTERS + AFFILIATE PARTNERS

## CHAPTERS:

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



AFFILIATE PARTNERS:  
Australasia  
Adriatic  
South Korea  
Italy



EXPANSION PLANS:  
APAC  
Ireland  
Portugal  
LATAM





Nemorin Film&Video

“WE’RE SIGNING UP  
AGAIN. WE LOVE BEING A  
MEMBER.”

**PETE FERGUSSON, FOUNDER & CEO**  
**NEMORIN.COM**



# CUTTING THROUGH THE CLUTTER

GIVING MEMBERS A VOICE & PLATFORM TO DO MORE BUSINESS



# WORKING IN PARTNERSHIP

PROMOTING BEST PRACTICE & THOUGHT LEADERSHIP





# WHY JOIN?

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

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

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

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

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

OCTOBER 10, 2017 by Jessica Davies

VARIETY Read Next: Taylor Swift Announces Entertainment and Social App for iPhone

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 DRUM Europe ▾ 🔍 Join The Drum+

News In Depth Opinion Interviews Case Studies Video All ☰

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

campaign Account ▾ f t i

Latest ▾ Top Brands & Agencies ▾ Experiences ▾ Opinion ▾ Creative Work ▾ Intelligence ▾

Our Events ▾ 🔍

## 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.

Forbes LOG IN

## How To Get The Most ROI From Your Branded Content

Steve Olenski, CONTRIBUTOR  
1 year about advertising, marketing, media & all subgroups thereon. [FULL BIO ▾](#)  
Opinions expressed by Forbes Contributors are their own.

OUR READING LIST

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 publishers of content and/or authors. Ever.

#1 Linked social lead gen

Learn



# 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 Global Content Monitoring Tool (GCMT) case studies
- ✓ Access to GCMT at significantly discounted rate
- ✓ Recommendation for speaker engagements and panels at BCMA and partner events
- ✓ Priority to take part in panel debates at major industry events such as Advertising Week Europe, Marketing Week Live, Festival of Marketing etc
- ✓ BCMA Accreditation scheme and use of logo on all material, including, website, social media, documentation
- ✓ Discounted/complimentary entrance to partner events, conferences, seminars, summits

## MEMBER BENEFITS (2)

- ✓ 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
- ✓ Publication of case studies and videos
- ✓ Priority to feature video showcases on BCMA website and social channels
- ✓ Advertising on BCMA Home Page and BCMA Weekly Digest (subject to availability and format)
- ✓ Verification of followers/subscribers
- ✓ New member workshops
- ✓ Profile on BCMA website



bc  
ma  
accredited  
member

## MEMBER BENEFITS (3)

- ✓ Engage and take part in Influence podcast
- ✓ Contribute to BCMA blog
- ✓ C-Suite private VIP dinners with key speakers
- ✓ Industry research to create authority and value
- ✓ Online influencer training programme for agencies and brands
- ✓ Networking events from Fraud, Personal branding, Legal issues, TV, Pitching, Publishing and much more
- ✓ BCMA Video workshop discounted package
- ✓ Merchandise platform and key supplier partnership
- ✓ Free telephone legal helpline

A rover is shown on the moon's surface, with the dark, cratered landscape and the bright blue glow of Earth's atmosphere in the background.

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accredited  
member



## MEMBER BENEFITS (4)

- ✓ Free debt collection service up to £3,000
- ✓ Special 15% discount for members using The Influencers Diary
- ✓ BCMA preferred affiliate partner with special rates
- ✓ BCMA bespoke insurance package
- ✓ Access to confidential helpline for mental health, bullying, sexual harassment etc
- ✓ Devonshire Club – private members club – discounted membership (under 30s have special price)
- ✓ BCMA educational qualification (Planned for 2020)



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accredited  
member

A man with brown hair, wearing a blue button-down shirt, is shown from the chest up. He has a confused or overwhelmed expression, with his right hand on his head and his eyes looking upwards and to the side. The background is a plain, light gray.

**PIECES OF CONTENT GENERATED ON THE INTERNET  
EVERY HOUR**

12,660,000,000

*Source: Ipsos MORI*



## BRANDED CONTENT MARKET VALUE

\$412 bn  
by 2021

*Source: Technavio*



# THE CHALLENGE FOR BRANDS

Everything is going to become branded content.

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



# VOOM

PITCH TO RICHARD BRANSON  
£1,000,000 IN PRIZES

# MEASURING EFFECTIVENESS OF BRANDED CONTENT

*GLOBAL CONTENT MONITORING TOOL*



Ipsos

Ipsos MORI

# EFFECTIVENESS MATTERS FOR BRANDS

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*



# SUPPORTING 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
- Advisor for AHRC funded 'Branded Content Academic Network' with UEL and Bournemouth University
- BCMA partner Oxford Brookes University for academic study



# EDUCATING THE INDUSTRY

**bc** | institute of  
**ma** | branded content

Training &  
Academic  
Partners:



**FALMOUTH**  
UNIVERSITY



OXFORD  
**BROOKES**  
UNIVERSITY



*TEACHING CORE SKILLS OF BRANDED CONTENT MARKETING*

# MANAGERIAL DEFINITION FOR BRANDED CONTENT

Barriers are meant to be broken. #justdoit

[nikebreaking2.twitter.com](https://twitter.com/nikebreaking2)

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*





## GREAT CONTENT STARTS WITH INSIGHT

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

# FIFTEEN YEARS A BRANDED CONTENT STORY

The screenshot shows the Amazon product page for the book "Fifteen Years, A Branded Content Story: A Collection Of Thought Provoking Essays From Leading Branded Content Experts" by Andrew Center. The page includes the Amazon logo, search bar, navigation links, and product details. The book cover features a portrait of Andrew Center. The price is listed as £26.00. There are buttons for "Add to Basket" and "Buy Now".

**Available Now  
On Amazon In  
Kindle Version**

**60 LEADING  
EXPERTS**

# COST OF JOINING

Membership	Individual* (1)	Small Corporate (2-5)	Large Corporate (6+)
<b>UK</b>	GBP£950	GBP£1,995	GBP£2,995
<b>France</b>	EUR€995	EUR€2,250	EUR€3,250
<b>DACH</b>	EUR€1,250	EUR€2,495	EUR€3,495
<b>USA</b>	USD\$1,995	USD\$3,995	USD\$4,995
<b>Spain</b>	EUR€500	EUR€1,250	EUR€2,500
<b>Rest of Europe**</b>	EUR€500-€1,250	EUR€1,000-€2,100	EUR€1,500-€2,920
<b>EMEA</b>	GBP£1,950	GBP£3,995	GBP£4,995
<b>MENA</b>	AED4,000	AED8,000	AED11,000
<b>Russia</b>	RUB75,600	RUB151,600	RUB227,600
<b>Student</b>	GBP£150	N/A	N/A
<b>Academic Institution</b>	N/A	N/A	GBP£2,500
<b>Global</b>	GBP£2,995	GBP£5,995	GBP£7,995

\* Does not apply to 'Individuals' in 'Small Corporate' or 'Large Corporate' companies.

\*\* Rates will vary by Country

N.B. Rates are subject to change without prior notification



A muscular man with a beard, shirtless and wearing a white towel, stands on a beach. He is holding a can of beer in his left hand. The background shows the ocean and a blue sky with clouds. A shower stall is visible on the left side of the frame.

**BE PART OF OUR BRANDED CONTENT STORY**

Branded Content Marketing  
Association (BCMA)  
6th Floor, Charlotte Building,  
17 Gresse Street, London  
W1T 1QL  
[www.thebcma.info/membership](http://www.thebcma.info/membership)  
[@thebcma](https://twitter.com/thebcma)