Blinded by Content

Defining Content - how has it changed and what are the new rules

iab canada

Junglecreations

April 2019

INTRO

Business Development

Canada

Tanner Kelly

General Manager

Canada

Ross Yellowlees

AGENDA

- Jungle Creations Content History
- How Content has Changed
- Branded Content Effectiveness
- Three Rules for Branded Content

Jungle Creations:
Our Content History

- **90,000 video posts** since 2014
- Generated over **108bn views** since 2014
- **44,200 posts** in 2018 alone (70% video, 30% articles)
- **15.4m engagements** per week on our posts
- **Video posts averaging 1.4m views,** larger channels VT & Twisted **3m**
- **VT was 3rd & Twisted 5th globally** for branded posts in 2018

The content and audiences across our channels are different…

vt.

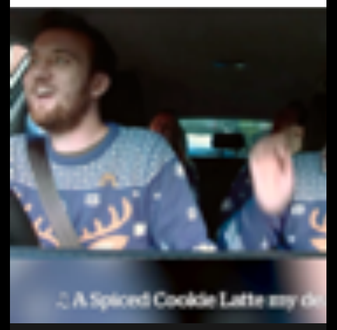
TWISTED

CRAFT FACTORY

KIDSPIRATION

FOUR 49 NINE

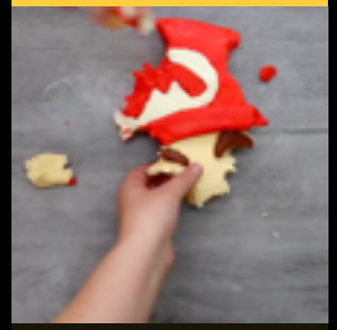
LVL FITNESS



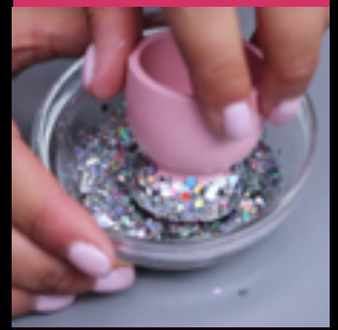
Entertainment

Food

Crafting



Parenting



Female lifestyle

Fitness

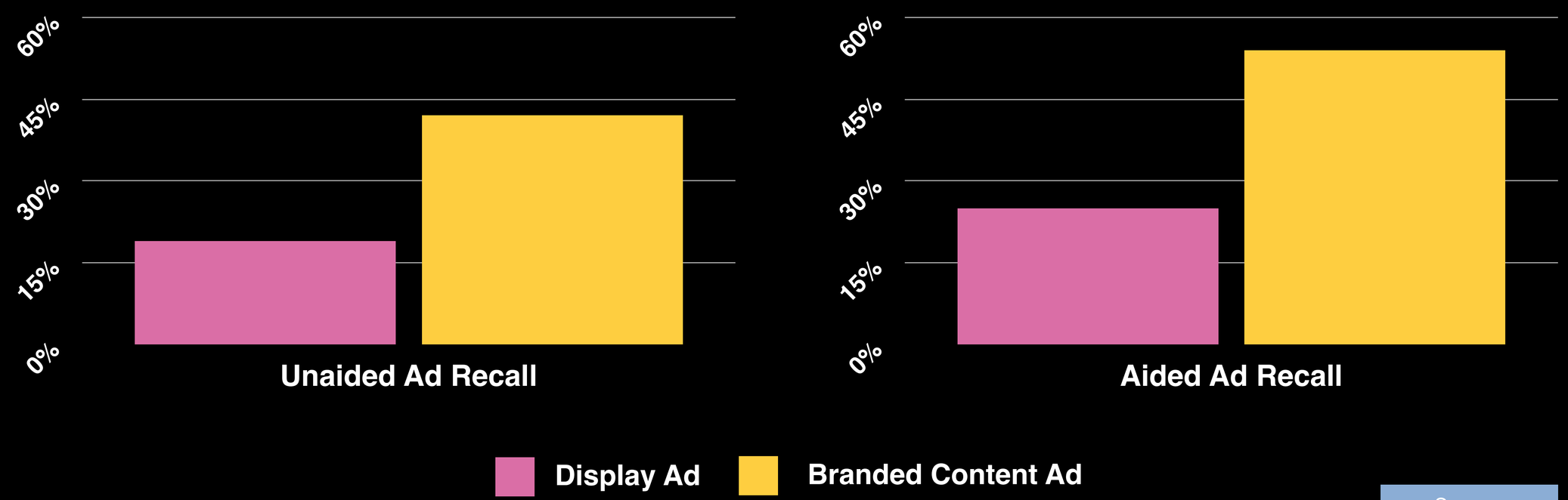
Travel

Video formats

Branded Content and Custom Content

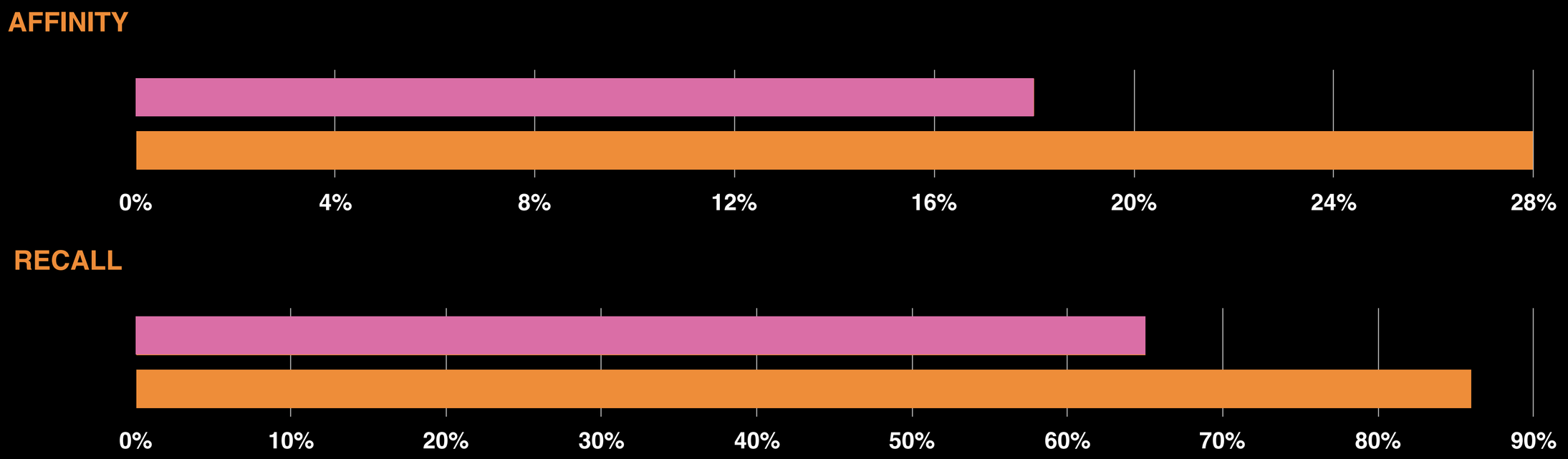
Defining Branded content (Jungle and IAB):

- Purpose to establish a deeper connection with its audience
- Strategic/ subtle use of brand messaging
- Can be done in conjunction with a publisher or platform or without
- ***Custom Content***: Created by a publisher for a publishers audience
- Ultimately it is content people want to watch and engage with



Source:
IPG Media Lab

Branded content is 2x more memorable than display ads



Source:
Nielsen

Branded content also outperforms pre-roll across various KPIs.

Branded/ Custom Content - Rise above and get absorbed

- In 2018, branded content spend reached **$9.4bn** globally

Source: Polar

- Canadian brands saw a **270% increase from 18' to 19'** calling it a focus area

Source: Strategy Online

Red Bull

Red Bull
STRATOS
MISSION TO THE
EDGE OF SPACE
THE INSIDE
STORY OF
RED BULL
STRATOS

Red Bull
GIVES YOU WINGS
RAUCH
Hisense
PIRELLI
RAUCH

Red Bull
Red Bull

Dove - Beauty Sketches

Walkers - PepsiCo

Branded content rules

RULE ONE:

Use audience insights to tailor creative

RULE TWO:

Know the platforms

RULE THREE:

Utilize publishers strategically

RULE ONE

Past audience insights must drive creative

HERO
CAMPAIGN

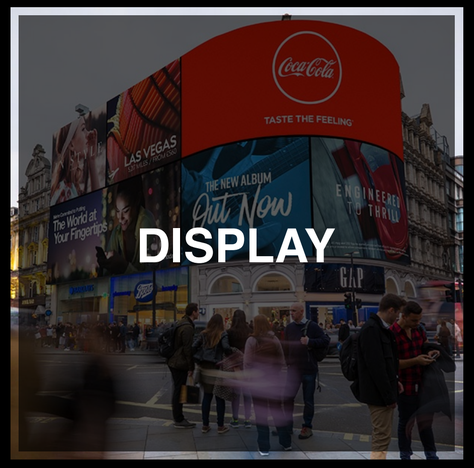
RECIPE
VIDEO

TOP-DOWN
CRAFTING
VIDEO

STUDIO
ORIGINALS
& PRODUCT
SPOTLIGHT

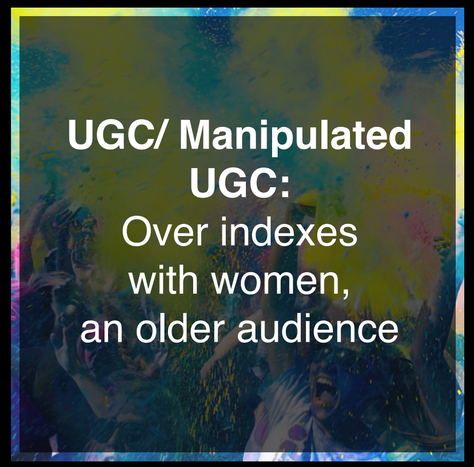
SPONSORSHIP

PLATFORM
ONLY
ACTIVATION


Coca-Cola
TASTE THE FEELING
LAS VEGAS
THE NEW ALBUM
Out Now
ENGINEERED TO THRILL
The World at Your Fingertips
GAP
DISPLAY

INFLUENCER

PERFORMANCE


UGC/ Manipulated UGC:
Over indexes with women, an older audience

RECIPE VIDEO

DIY Tutorials
Over indexes With women

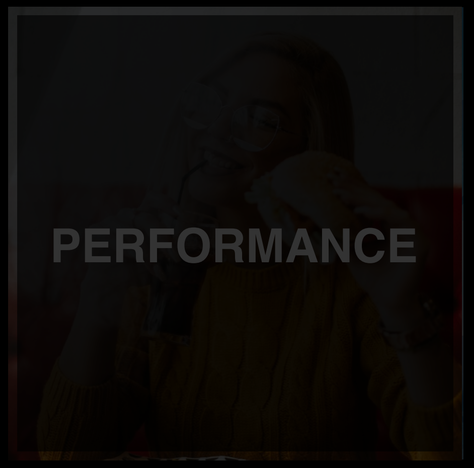
Studio Originals:
Over indexes With women

SPONSORSHIP

PLATFORM ONLY ACTIVATION

DISPLAY

INFLUENCER


PERFORMANCE

HERO CAMPAIGN

DIY Recipe Tutorial: Does well with women

TOP-DOWN CRAFTING VIDEO

Spotlighting stories about food & chefs who made them: Does well with men

SPONSORSHIP

Video | Post | Shares

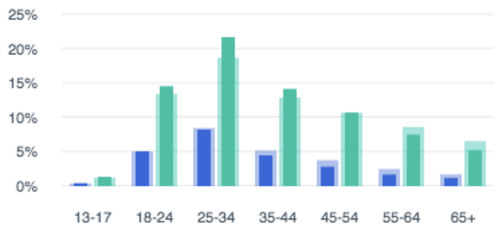
Twisted: Molten Easter Egg Cheesecake...
Molten Easter Egg Cheesecake

3:01 · Uploaded on 17/04/2019 · View permalink · Copy video ID

Performance for your post

Top audience — **Women, 25-34**

17 Apr - 26 Apr
1.1M Minutes viewed **24%** Men **75%** Women



Video | Post | Shares | See metrics for all video

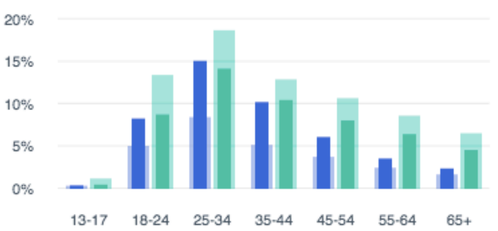
Twisted: Giant Fish & Chips Burger • Hangin' with...Jax Jones...
This Giant Fish & Chips Burger is our spin on Jax Jones' favourite hangover food.

4:22 · Uploaded on 19/02/2019 · View permalink · Copy video ID

Performance for your post

Top audience — **Men, 25-34**

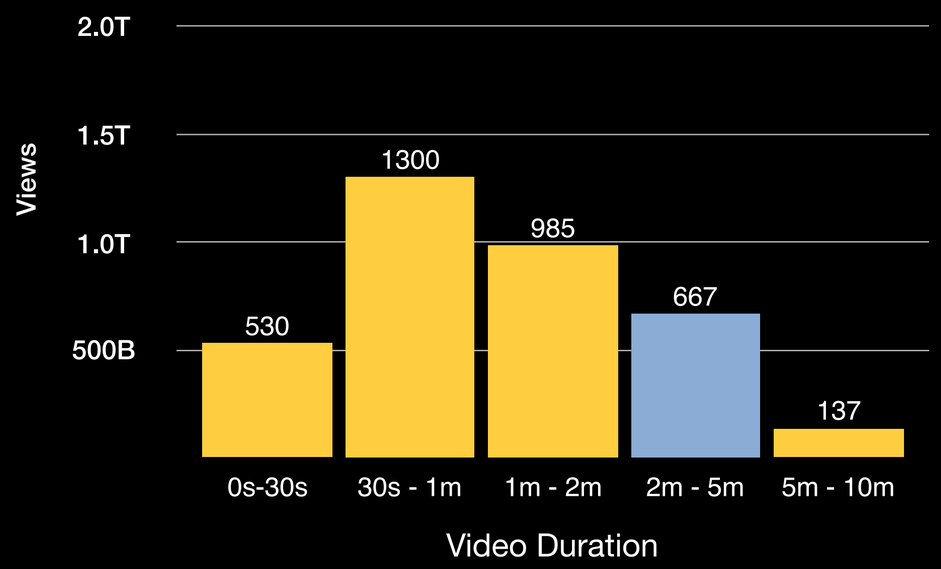
19 Feb - 26 Apr
1.2M Minutes viewed **46%** Men **53%** Women



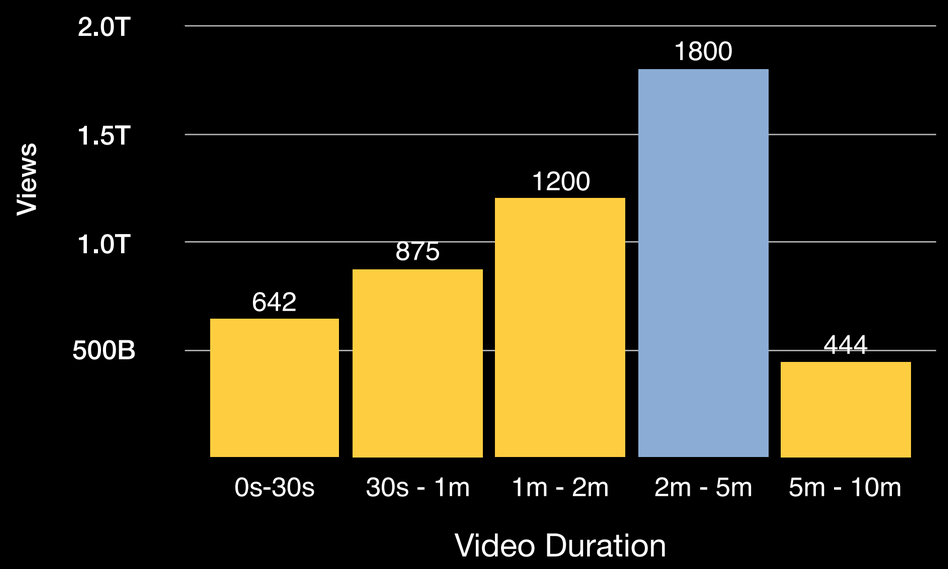
RULE TWO

Know platforms -
Facebook, Instagram, Youtube.

2016



2018



Source:
Facebook Insights

Shift in viewing habits from shorter form in 2016 to mid form views in 2018

Passive

VS

Active

When viewing on Facebook, people aren’t overly seeking out videos

Facebook Watch

CRAFT FACTORY

Follower growth in 9 days

1M

Follower growth in 6 weeks

5M

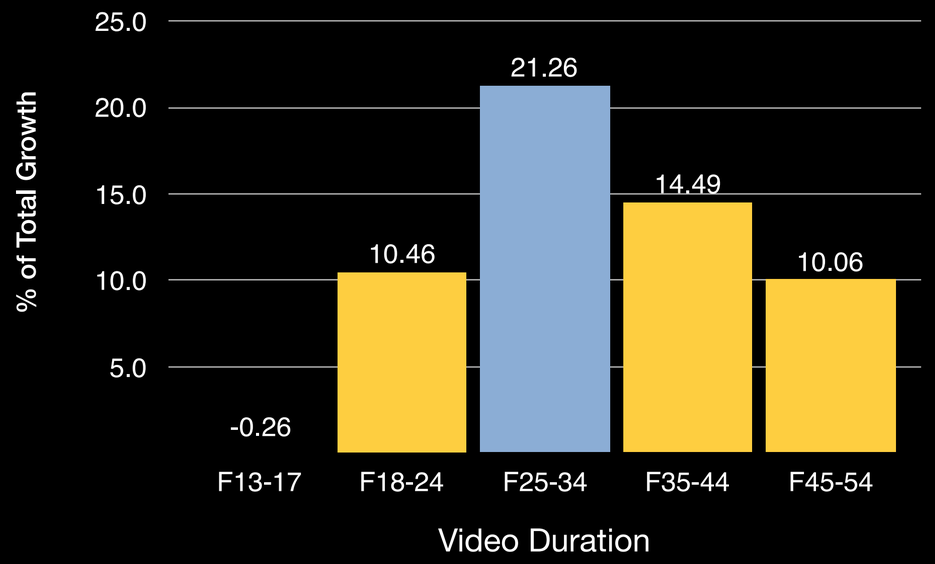
Views in 1 month

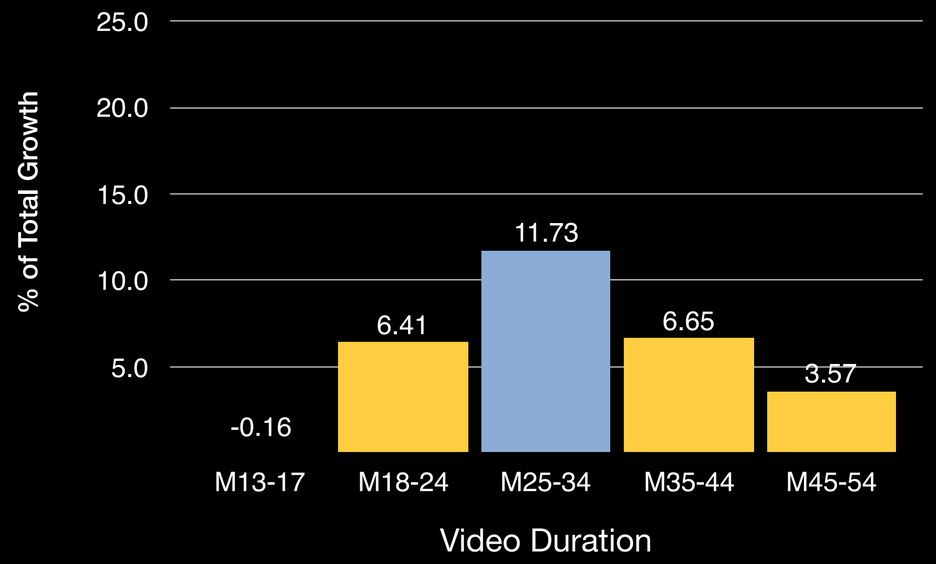
800M

Follower growth in 1 month

1M

Compared to similar channels we own with similar content (Kidspiration and Brush) having 4M followers and less views despite being older channels.





Demographic stats:

Source:
Facebook Insights

- Techspot: Feb 2019- 62% of 12-34 year olds in US log into FB Vs. 79% in 2017
- **Jungle Creations- 25-34 year olds are our biggest growth demographic last year**

Passive

Active

Mixture of active and passive viewing

Instagram Video is taking off

2016 Views
1.6 Billion/ 470 Billion

VS

2018 Views
8.5 Billion/ 2.4 Trillion

Source:
Tubular Labs

Video Opportunities

SHORT

IG stories feature

MEDIUM

IG Feed

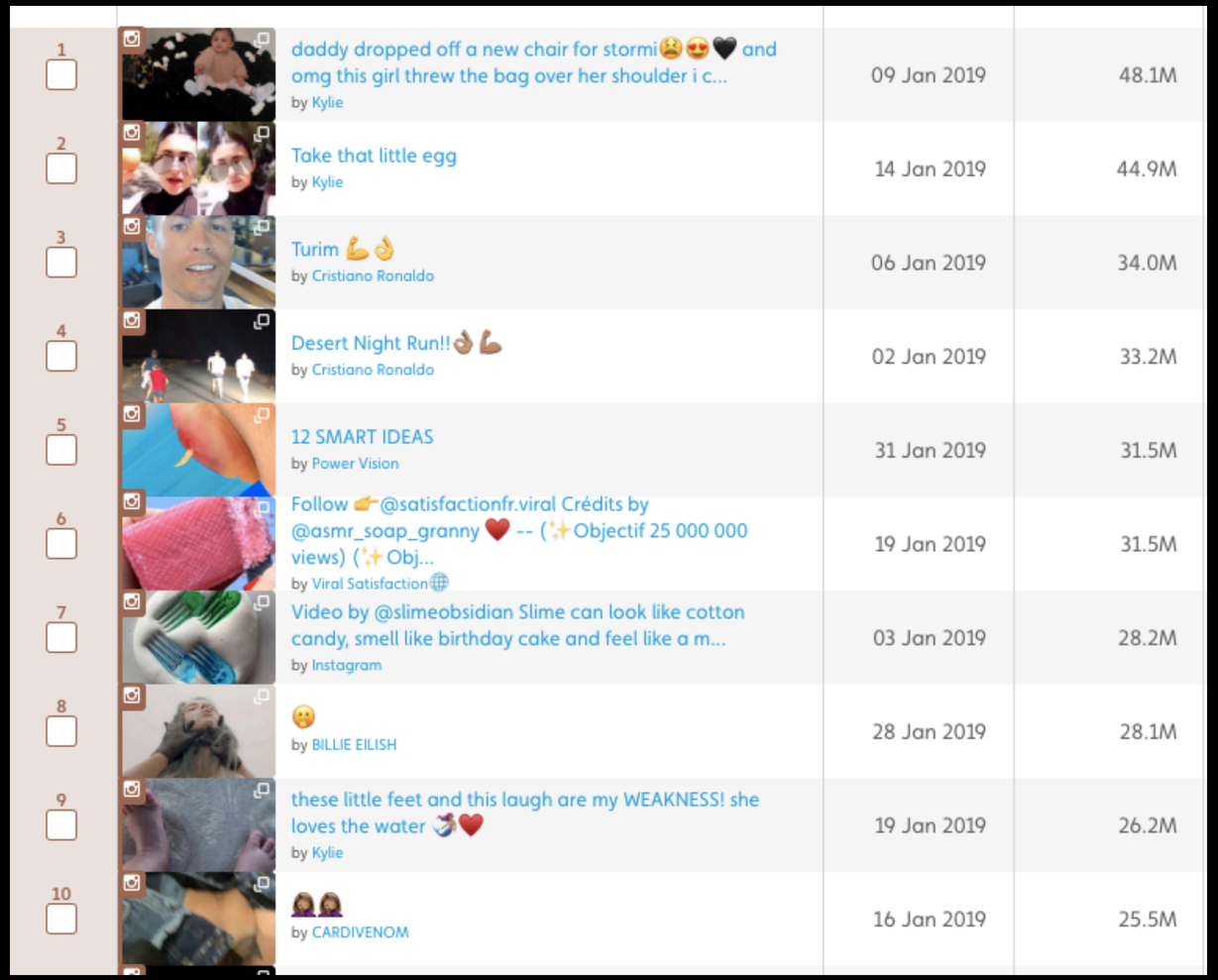
LONG

IGTV

Type of content doing well:
Talent led

January 2019 saw **23 of the top 30 videos** in terms of views by celebrities such as:

- Kylie
- Cardi
- The Rock
- Salt Bae



1	daddy dropped off a new chair for stormi😫😍🖤 and omg this girl threw the bag over her shoulder i c... by Kylie	09 Jan 2019	48.1M
2	Take that little egg by Kylie	14 Jan 2019	44.9M
3	Turim 💪👌 by Cristiano Ronaldo	06 Jan 2019	34.0M
4	Desert Night Run!!👌🏾💪🏾 by Cristiano Ronaldo	02 Jan 2019	33.2M
5	12 SMART IDEAS by Power Vision	31 Jan 2019	31.5M
6	Follow 👉@satisfactionfr.viral Crédits by @asmr_soap_granny ❤️ -- (✨Objectif 25 000 000 views) (✨Obj... by Viral Satisfaction🌐	19 Jan 2019	31.5M
7	Video by @slimeobsidian Slime can look like cotton candy, smell like birthday cake and feel like a m... by Instagram	03 Jan 2019	28.2M
8	😗 by BILLIE EILISH	28 Jan 2019	28.1M
9	these little feet and this laugh are my WEAKNESS! she loves the water 🧜‍♀️❤️ by Kylie	19 Jan 2019	26.2M
10	👧🏾👧🏾 by CARDIVENOM	16 Jan 2019	25.5M

Source:
Tubular Labs

Type of content doing well:
Talent led

The **top 20 branded videos in last 90 days** were all from major influencers

	23.0K Videos		7,781 Sponsors	6,449 Partners	--	2.2B
1		rodaje que hice con mis amigos de @pepsi. Es solo un adelanto... /// Beh...	Pepsi BEVERAGES | US	Leo Messi SPORTS | AR	08 Feb 2019	28.2M
2		con @Pepsi. The fun keeps going with @Pepsi. #FORTHELOVEOFIT	Pepsi BEVERAGES | US	Leo Messi SPORTS | AR	04 Mar 2019	21.2M
3		Life's a beach. Cali Exotic by @pumasportstyle. by Selena Gomez	PUMA APPAREL & ACCE... | US	Selena Gomez MUSIC & DANCE | US	04 Apr 2019	16.2M
4		developing and selecting the best styles for @cr7underwear !! SS19 collect...	CR7 Underwear APPAREL & ACCE... | US	Cristiano Ronaldo SPORTS | PT	15 Mar 2019	10.5M
5		reto por la última lata de @pepsi. /// Going all in for the love of it as ...	Pepsi BEVERAGES | US	Leo Messi SPORTS | AR	14 Feb 2019	9.8M
6		my trip to Dubai. I have something really exciting to share with you soon... s	Dubai Holding UNCATEGORIZED | AE	Cristiano Ronaldo SPORTS | PT	04 Feb 2019	9.7M
7		campaign. Thank you @calvinklein and @_glen_luchford. Our Now. #MyCalvins	CALVIN KLEIN APPAREL & ACCE... | US	Shawn Mendes MUSIC & DANCE | CA	19 Feb 2019	9.1M
8		tendrán que sudar tus rivales para pararte. Recargate con @Gatorade y #Hazl...	Gatorade BEVERAGES | US	Leo Messi SPORTS | AR	08 Apr 2019	8.0M
9		@stuartweitzman #SWWALK #ad by Kendall	STUART WEITZ... APPAREL & ACCE... | US	Kendall PEOPLE & BLOGS | US	12 Feb 2019	7.9M
10		Portugal. E de fibra que somos feitos!!! 💪🇵🇹⚽🚲 🧢 #afibradosportugueses by Cristiano Ronaldo	MEO TELECOM | PT	Cristiano Ronaldo SPORTS | PT	28 Feb 2019	7.8M

Source:
Tubular Labs

IGTV VIEWERSHIP

Viewership up almost 1000% since allowing previews of IGTV in feed posts

We started uploading IGTV videos to our channel feed March 14th 2019 and **we have seen anywhere from 56% to 375% of viewership increase**

Very active viewership compared to Facebook and Instagram

Longer form content doing better.

In the last 365 days the **highest viewership was 10-15 minutes,** followed by 5-10 minutes.

VS

Facebook’s highest viewership sits at 2-5min,
Instagram <1min 1st

2019: **22x** more sponsored posts from C**reators** Vs. **Media Publishers**

VS

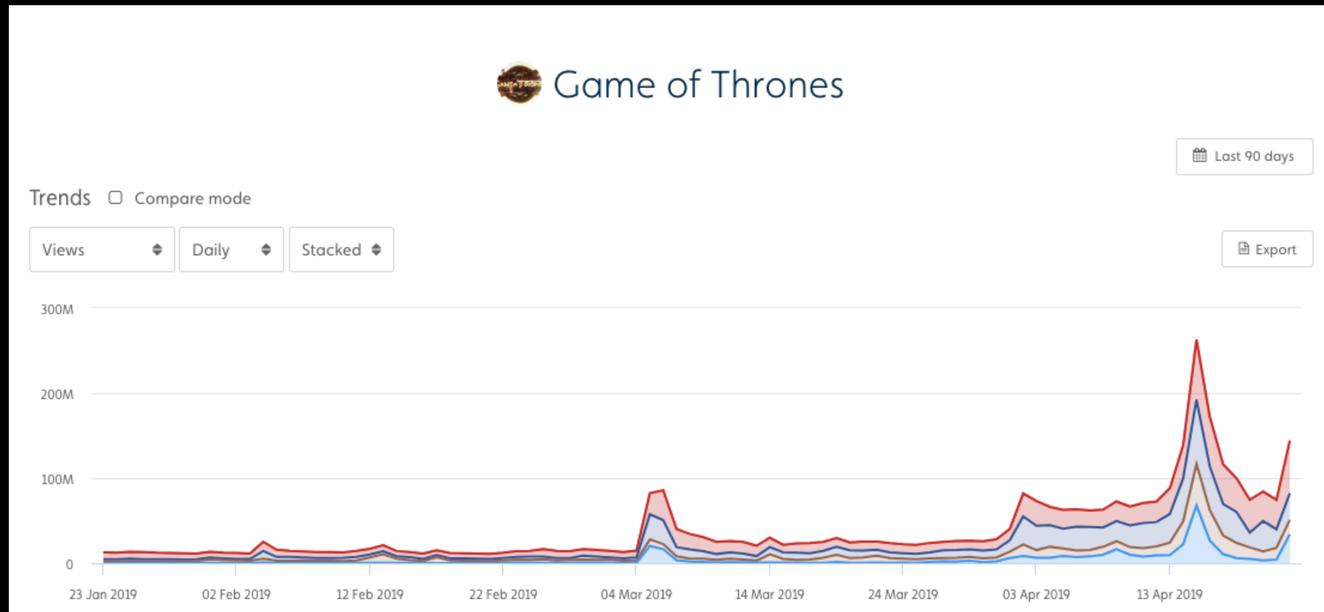
IG: **1.45X** towards Creators

FB **3x** towards Media Publishers

Again, talent led content is killing it.

Youtube:
The content search engine

Youtube is utilized as a search engine compared to FB/ IG.
We tailor a lot of our content to big tentpole events and high frequency search items.



RULE THREE

Utilize Publishers Strategically

Rule three: Utilize Publishers Strategically

Do they know you're target audience?

Do they have access to an audience you don't?

Do they have a data driven approach to creative?

Robust testing model?

Brand safety:
Non-branded content posts Risk by platforms / Platform programmatic vs. Publisher branded content

Content rights?

Data transparency?
Top funnel activity for pass back

Engaged community
Which trusts them

Rule three: Past audience insights must drive creative

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Brand safety: Non-branded content posts Risk by platforms / Platform programmatic vs. Publisher branded content	Content rights?	Data transparency? Top funnel activity for pass back	Engaged community Which trusts them

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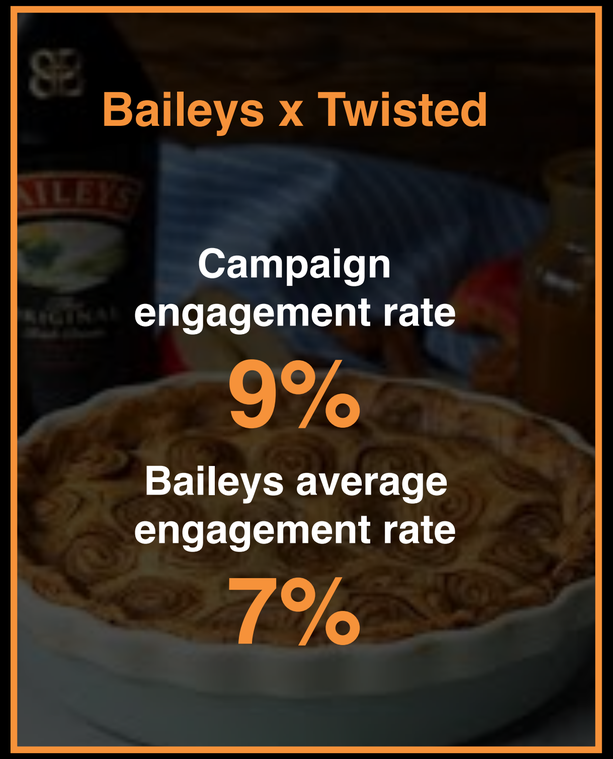
Jungle Creations branded content outperforms client's owned content.



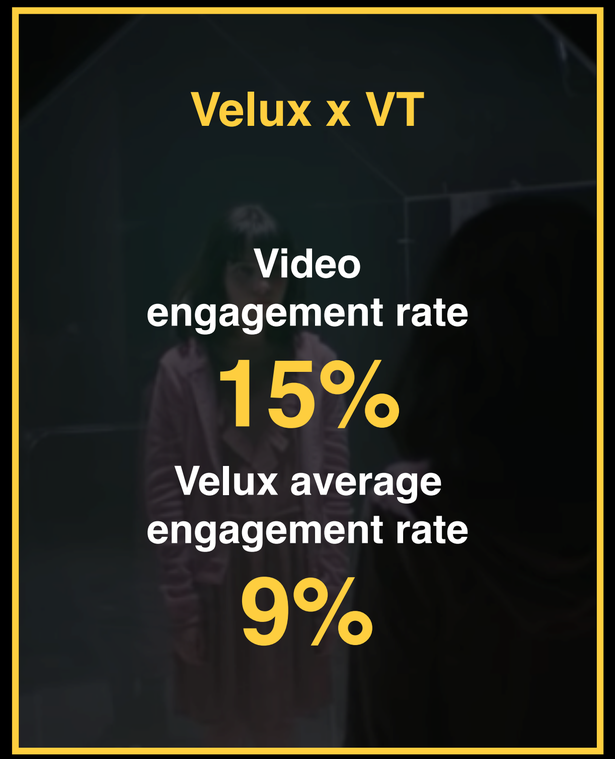
Baileys x Twisted

Campaign engagement rate

9%

Baileys average engagement rate

7%



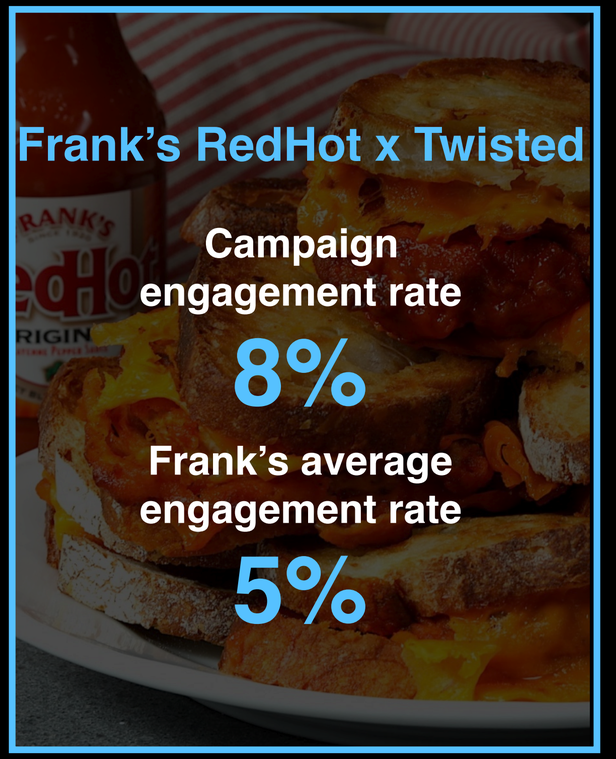
Velux x VT

Video engagement rate

15%

Velux average engagement rate

9%



Frank's RedHot x Twisted

Campaign engagement rate

8%

Frank's average engagement rate

5%

THANK YOU

April 2019

Junglecreations