



How to See Value from your Branded Content

IAB CANADA: BLINDED BY CONTENT
MAY 1, 2019

Darrick Li | dli@comscore.com

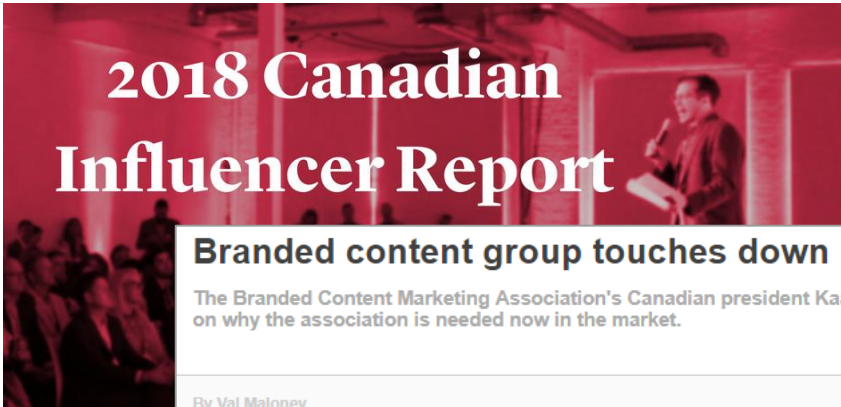
Goals for Today

1. Branded Content globally and in Canada – where are we?
2. Story-telling with Branded Content
3. Seeing the value through best practices and success drivers
4. Spotlight on Automotive

Myth or reality?

- The Marketer's **Battle for Consumer Attention** is greater than the Battle of the Seven Kingdoms of Westeros
- **Time-shifted viewing** is the new norm
- **Podcasts, Online Radio, and Streaming Music** reaches more Canadians than the Snapchat mobile app
- Reach of Netflix and other “Ad”-free **streaming services** is growing faster than Canada's Total Digital Ad spend
- Influencer Marketing is an **important or top strategic priority** for brand marketers in 2019
- **High quality stories build brands** (Thanks, Rob)

Branded content made big news for brands and publishers



La Presse focuses on branded content with new magazine

The lifestyle-based *Dada* will contain about 40% branded content marketing opportunities.

Interac tunes into audio content

How the debit-payment brand used podcasting to map the shift into B2B marketing.

Branded content group touches down in Canada

The Branded Content Marketing Association's Canadian president Kaaren Whitney-Vernon on why the association is needed now in the market.

Branded content gets real (and pays for itself)

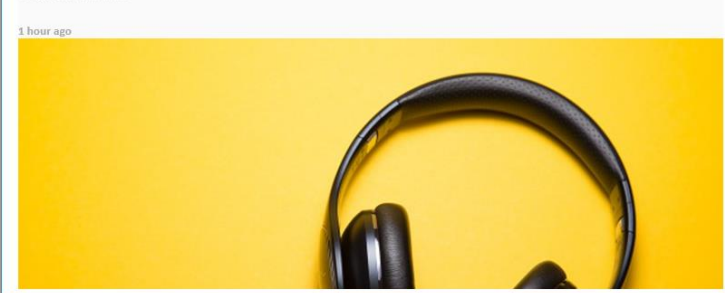
A look at who has moved beyond test-and-learn to make compelling content part of their business model.

Upstairs Amy: Walmart Canada Explores Branded Entertainment

Posted October 17, 2017 by [author name]

The Globe pairs with Microsoft for sponsored podcast

The fully integrated series is a first for The Globe and Mail, as Microsoft aims to reach more C-suite decision-makers.



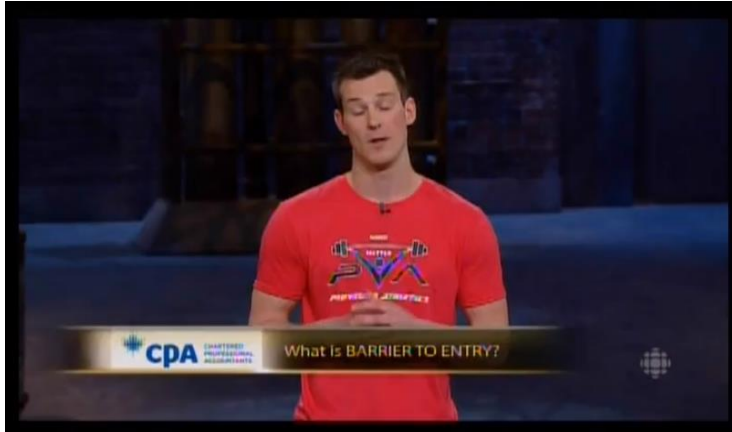
Digital Advertising Trends | September 30, 2016

Study Shows Canadian Consumers Increasingly Looking to Branded Content

Canadian Marketers: Influencer and Content Marketing Demonstrate Major Year-on-Year Effectiveness Momentum Gains



Content Across TV, Digital, Social, Film, Music, and PR



TELEVISION



DIGITAL



SOCIAL





FILM



PR

Practical uses for Branded Content measurement data

KPI measurement		Third-party credible measurement	Integration data for attribution models
Social Measurement	Verification of spend	Media Allocation Decisioning	New Business Tools for Agencies
Incorporate TV, Social, Digital, Film, PR for holistic campaign measurement	Buy/Sell-side negotiations	Creative Insights	
Budgeting allocation	Auditing	Consulting/ Advice/ Best Practices	Advertising Effectiveness Measurement





Story-Telling with Branded Content

Examples of Integrations

Tim Hortons Brand Exposure vs. Premium Exposure




Beringer Wines vs. Samsung Spokesperson Advocacy vs. Cognitive Messaging



Automotive Social Integrations



 bryanbaeumler • Follow

bryanbaeumler I told @sarahbaeumler I had to drop my Titan XD off for an oil change. 🙌👊 @burlingtonnissan #Beast #5LCummins #NorthAmericanMade #WorkHardPlayHard

Load more comments

- princestophe One day
- n.stirling Sweet Rig! Looks sharp...✔✔
- ryan_campbell78 Looking good
- rjackson56 Bryan, a legend should be driving something legendary..... get in a raptor 🤔
- smartscale Did she believe you?
- macmurchy_metalworks That KTM though!
- hvac_will That's a nice truck 🙌🙌🙌
- thepervertvanpolice So when are you trading it in for a van?



3,168 likes

MARCH 21

Brand Sentiment via Story Line



Over the last 5 years we have reported on over 25k integrations

TREATMENT LEVEL	CATEGORY	TREATMENT LEVEL	CATEGORY	TREATMENT LEVEL	CATEGORY
Interaction Driver	Behavioral	Actor Advocacy	Personal	Brand Exposure	Physical
Purchase Driver		Spokesperson Advocacy		Story Line	
Messaging	Cognitive	Endorser Advocacy		Premium Exposure	
Brand Sentiment	Emotional	Custom Animation		Product Engagement	
Graphics	Media	Character Animation		Feature Usage	
Billboard		Actor Animation		Brand Performance	
				Verbal	Verbal

- Software platform combining Human Intelligence and Algorithmic Technology
 - Classify each brand integration segment
 - System algorithms apply scale values to produce media metrics

- Consistent, thorough, reliable diagnosis of branding moments in content
- Scale enables normative benchmarks

The metrics that drive value in Branded Content decisions

- **Media (\$) Value**

- Media (\$) Value Formula = $(CPM * [Audience \div 1000]) * Media Weight$
- A client-supplied “net” CPM value is applied to all media value calculations

- **Media Weight**

- Comscore's proprietary score for Branded Content that takes into account treatment levels used and the duration of each treatment level in the integration

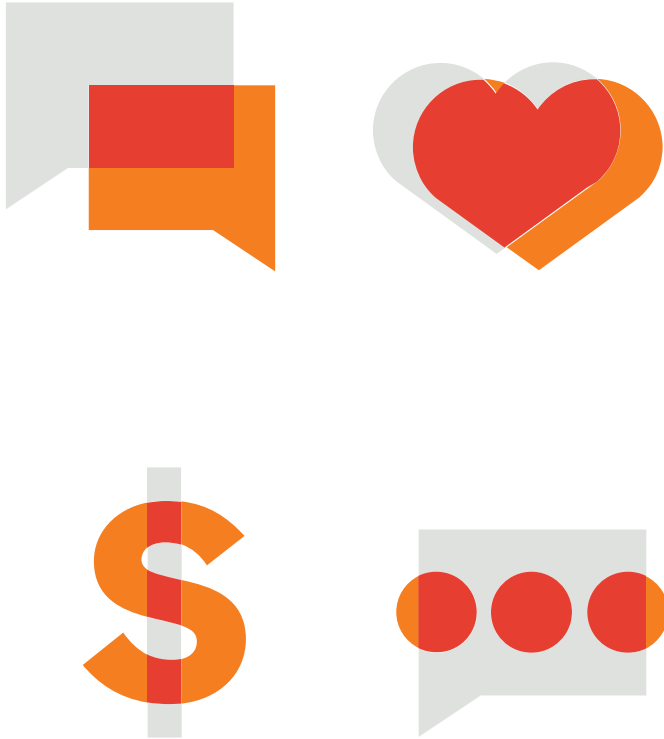
Ability to understand impact

- **Brand Recall Lift** – Measures the likelihood of brand/product recall after viewing the branded content based upon its type and length.
 - i.e. a recall of 150 = the exposed group is 50% more likely to recall the brand/product than someone not exposed
- **Brand Favourability Lift** – Measures the likelihood of perceiving the brand/product favourably after viewing the branded content based upon its type and length.
- **Purchase Interest Lift** – Measures the likelihood of interest in purchasing the brand/product after viewing the branded content based upon its type and length

Best Practices and Success Drivers

The background features a solid red field on the left. On the right, there are overlapping geometric shapes: a white trapezoid pointing downwards, a yellow rectangle, and a yellow trapezoid pointing upwards, all partially overlapping each other and the red background.

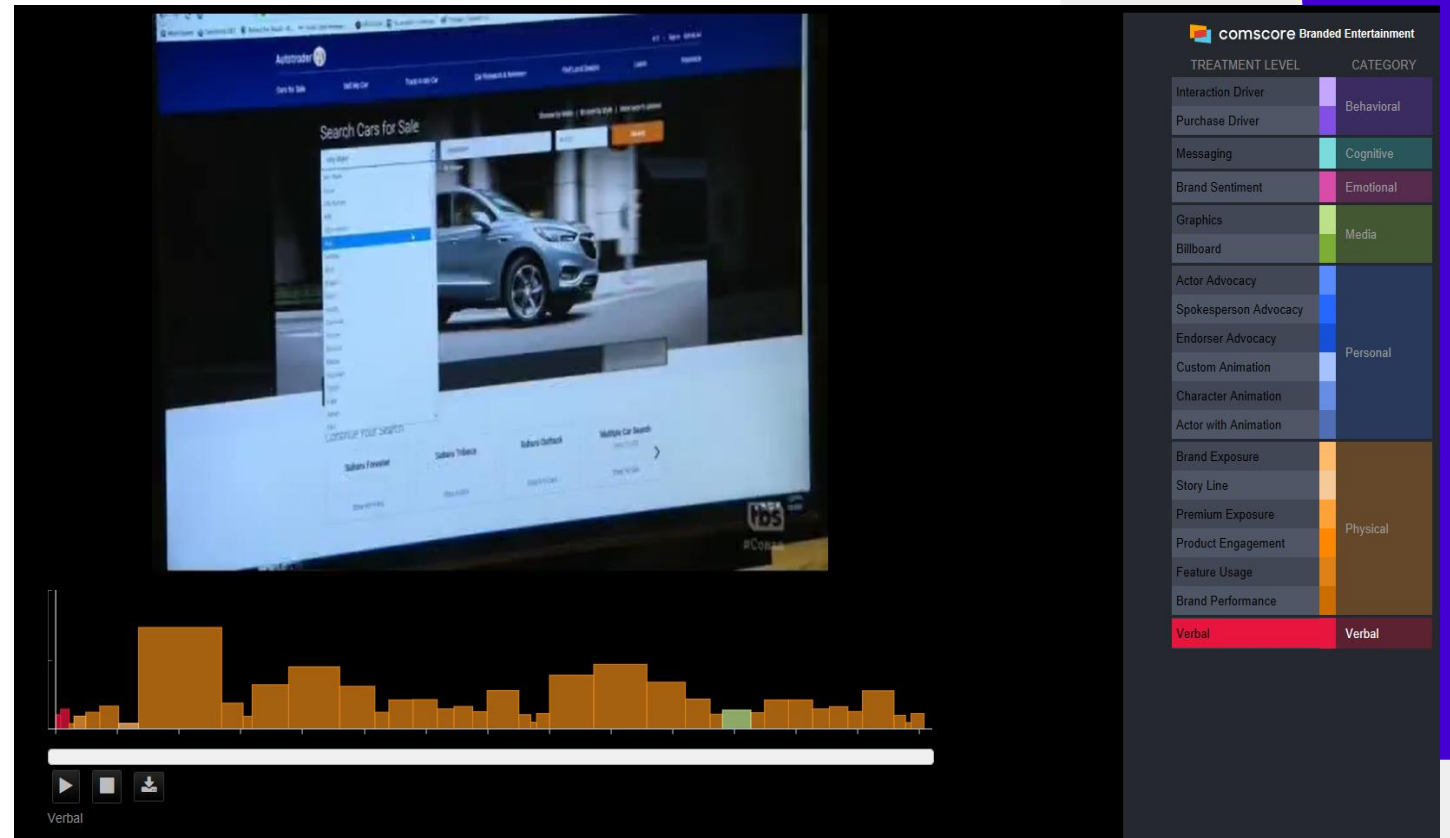
Overall Campaign Success Drivers



- Brand's increased efforts on social paid off with social contributing 1/3 of the overall campaign Media (\$) Value.
- Brand received substantial presence on Linear TV with almost 30 minutes of branded exposure across 3 primetime programs.
- Estimated viewer impacts on Linear TV and Digital surpassed relative norms in both industry and brand categories.
- Digital contributed 15% of total campaign Media (\$) Value and 30% of Estimated Brand Lift.

Best Practices: Host Testimonial

The Brand spent 20 seconds informing viewers of the Brand's "Example" service's ease of use. During this time, high impact treatment levels were executed such as Brand Sentiment, Verbal mentions, and Messaging. This testimonial organically fit into the storyline as it primed viewers for the upcoming "Example Integration." Practices such as this not only educate viewers, they also reinforce brand recall and favorability.



Success Driver: Multiple Giveaways

The integration consisted of 3 Brand giveaways – Integration 1, contestant Integration, and integration 3. This allowed for the longest integration of all the content (9) pieces measured thus far at 3 min; 45 sec. Continue to seek out ways to incorporate the Brand into multiple segments throughout the entirety of the program. Remember to slightly change and adjust the different integrations to show multiple sides of the brand and the product capability. Contestant Integration & Integration 3 resemble each other a bit too closely and could have been adjusted. Overall the integrations were very effective in driving campaign objectives. Repeated exposure in this format has been shown to boost estimated Viewer Impacts and Media (\$) Value.

EXAMPLE TALKSHOW



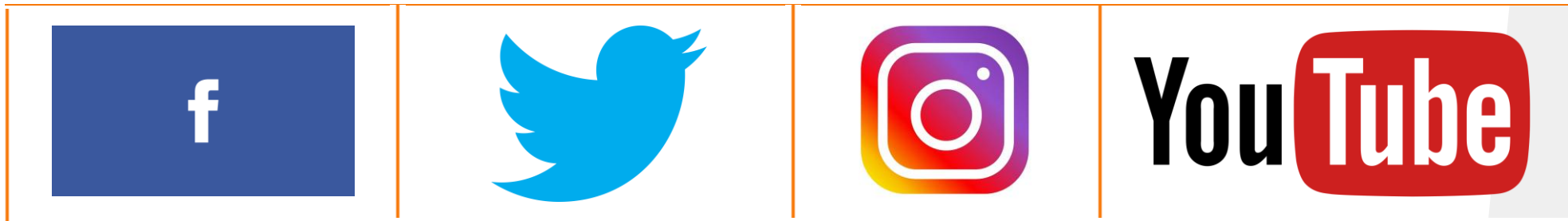
Best Practices and Success Drivers

The Program executed creative and organic ways to incorporate the automotive brand. Feature usage was employed, showcasing the automatic trunk door while the actor loaded up the car. **The actor proudly mentioned the brand to a large crowd during an interior shot in which the brand was not present.** Such tactics not only aid in viewer recall but inform viewers of the brand's capabilities and social status.



Opportunity: Social Promotion

The campaign period ran from 11/6/18 - 12/20/18, with the final integration being pushed out on 12/20/18. Brand could have benefited from posting socially for up to 2 weeks after the campaign period to continue the conversation about the Example integration during the peak timing of retail activity, consideration, and search.



Social Engagements by Influencer

Influencer	Average Responses per Post
Network	387
Show	275
Network	51
Brand	729
Influencer	N/A
Influencer	235
Influencer	35
Influencer	226
Influencer	1,600
Influencer	115
Influencer	N/A

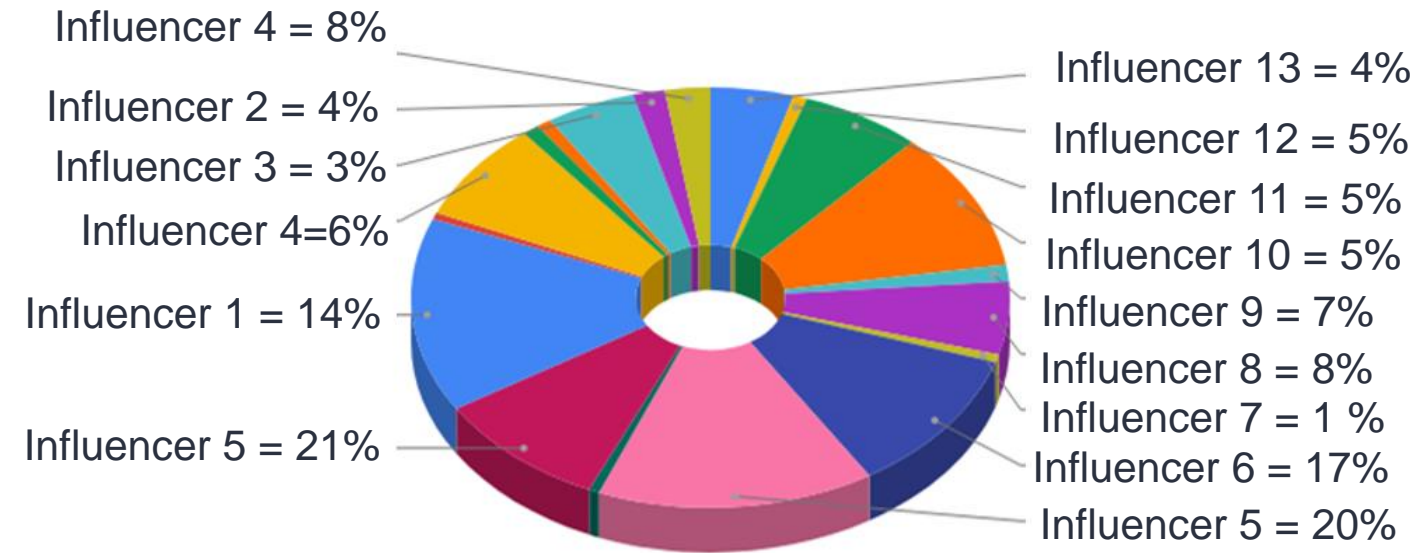
Highlights:

- Throughout the entire campaign, there were xxx sponsored posts, which generated xx.xK total post responses
- **Influencer 1 was the most active influencer, posting XX x about the campaign across social**
- **Influencer 2 generated the highest amount of average responses per post on sponsored content**
- Network and Brand posted a total of xxx throughout the campaign

*Data as of 7/26/18

SOURCE: comScore Branded Content Analytics

Driving Greater Success through Social Content Reach

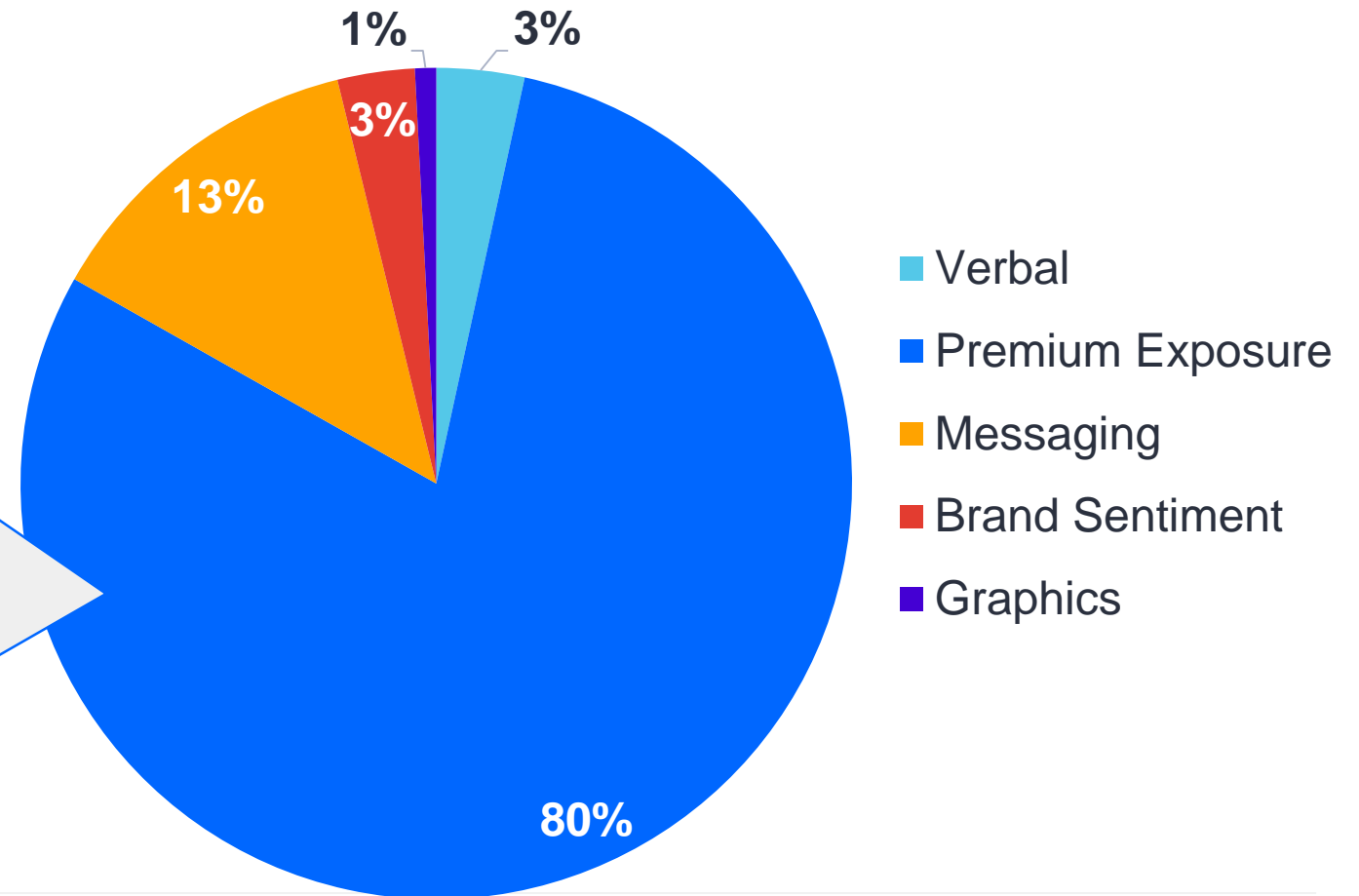


- The campaign posts generated **40M potential impressions, and over 6.4M estimated impressions** resulting in \$150,000 in Estimated Media Value
- **Influencer 1's campaign content generated 14% of all estimated impressions** resulting in \$95,000 in Estimated Media Value

Aggregated Media Weight Attribution by Treatment Level Across All 7 Digital Videos

Brand's branded content across all 7 digital videos consisted predominately of Brand signage with logo (Premium Exposure) along the red carpet backdrop.

Audio cues such as verbal mentions, brand sentiment and messaging were also used considerably (xx%).



Automotive Category Norms

The image features a solid red background. On the right side, there are abstract geometric shapes: a white trapezoidal shape pointing downwards, and a yellow rectangular shape partially overlapping the top of the white one. The text 'Automotive Category Norms' is centered in white, bold, sans-serif font.

Branded Content Insights

Comscore Norms	Estimated Recall Lift Index	Estimated Favourability Lift Index	Estimated Purchase Interest Index
Branded Content	127	117	109
Automotive (All Reports)	122	114	107
Automotive (No Sports)	116	109	104

Auto Integrations in Sports Content

Comscore Auto Norm	Estimated Recall Lift Index	Estimated Favourability Lift Index	Estimated Purchase Interest Index
Auto in Sports	134	122	112

- The Comscore Norm for Auto integrations in Sports has the highest impact scores of all the Auto Norms
- Sports content allows for extended exposure through logos on the field, courts and in the stadium
- The content lends itself to the use of Graphics, Custom Animation, Billboards & Custom Content
- Sports Sponsorships results in organic Verbal mentions and Brand Exposure in pre and post shows



Auto Integrations in Unscripted TV Content

Comscore Auto Norms	Estimated Recall Lift Index	Estimated Favourability Lift Index	Estimated Purchase Interest Index
Auto in Unscripted Shows	125	115	108

- On average, Auto integrations in Unscripted content result in higher impact scores than Scripted content
- Unscripted content lends itself to integrations that are longer and have a variety of creative elements
- The structure of Unscripted shows also allows for more audio branding like messaging, sentiment, and interaction drivers



Auto Integrations in Scripted TV Content

Comscore Auto Norms	Estimated Recall Lift Index	Estimated Favourability Lift Index	Estimated Purchase Interest Index
Auto in Scripted TV Shows	112	106	103

- Autos integrations in Scripted content can be limited based on the premise of the series and the script
- These placements tend to include exposure of the vehicles and the logos, feature usage and billboards
- A typical series will include mostly passive integrations of the vehicles with 1-3 active integrations that are written into the storyline



Auto Integrations in Films

Comscore Auto Norms	Estimated Recall Index	Estimated Favourability Index	Estimated Purchase Interest Index
Auto in Films	128	116	107

- Auto integrations in Films tend to have long durations resulting in higher estimated impacts
- Films often include the Auto brand in the storyline and in key scenes
- The speed, performance and unique features of the vehicles can be highlighted during action scenes
- The association between the brand and the film can result in additional exposure through the film's promotion



Auto Integrations in Digital Content

Comscore Auto Norms	Estimated Recall Index	Estimated Favourability Index	Estimated Purchase Interest Index
Auto in Digital	118	110	104

- Digital Auto Content tends to be centered around a specific brand message or sentiment.
- Usually the branding is more subtle with graphics at the start and end of the storyline.
- Trends we see for Digital Auto Content
 - Brands creating digital spin-offs of TV series where they are already integrated
 - Brands tying themselves to a 'feel-good' campaign of giving back or doing good
 - Brand creating content centered around one specific vehicle to appeal to a specific demographic



Top 5 Recommendations for Automotive Integrations

1. While it's possible to measure exposures less than a second, **aim to have the vehicle logo visible for a minimum of three seconds so viewers can identify and recall the brand.**
2. Having **actors, contestants and hosts utilize and describe unique features of the vehicle tends to increase brand lift** and purchase consideration.
3. **Reinforce the brand whenever possible** by inserting a graphic, interaction driver or custom animation during segments that have minimal or no branding.
4. Whenever possible, **include vehicles during daytime scenes** so viewers can see the cars and identify them. Dark scenes make it difficult for viewers to recognize the brand.
5. Utilizing these creative elements - **Verbal Mentions, Premium Logo Exposure, Feature Usage, Brand Messaging, Graphics and Interaction Drivers** - can increase overall impact of the integrations.



Closing: How do we see value?

1. Focus on the metrics that matter: **Media Value, Media Weight, Brand Recall, Brand Favourability, and Purchase Intent**
2. Benchmark against the **category, the program, and most importantly, your prior integrations.**
3. **Plan and execute based on the data.** Without measured data, how do you define success for your Branded Content?



Need more research to support your Branded Content efforts?

- *Polar and Ipsos Connect joint research*
- *Talkwalker research on influencer marketing*
- *IPG Media Lab and Google joint research*
- *PQ Media Global Trends report*
- *Whitepaper on Impact Methodology of Branded Content*

Thank you!

Darrick Li | dli@comscore.com