



Branded Content Marketing Association & Contentworx

‘Milestone’ Attitudinal Consumer Study

January 2008



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Introduction

- As a barometer of the changing attitudes towards branded content, the BCMA commissioned a wide ranging survey of 'milestone' questions to establish a benchmark level for branded content activity
- This will form the basis of any on-going measures to initiate trend data for the sector in the future and to understand how attitudes towards advertising are rapidly changing



Survey Parameters

- The study focused mainly on those brands that had already been active in producing branded content campaigns
- They were asked whether people were aware of this activity and whether they had engaged with the brand on that basis
- Following this they were asked whether they preferred the company to undertake this type of activity compared to traditional advertising



Methodology

- The survey was devised by branded content specialist contentworx in partnership with the BCMA
- The on-line survey consisted of 60,000 adults aged 18+ (one of the largest commercial surveys ever undertaken)
- Data was collated by NewVista (part of ICM Research)



Executive Summary (1)

- Over one-third of certain groups were sceptical about brands that advertised regularly in a traditional way
- Only around one-tenth trusted brands that advertised in a traditional way
- Orange Wednesdays, Tesco Race for Life, Pepsimax Download Show and Carling Live scored highest in terms of awareness and generally in terms of participation
- Heinz Dinner Doctors, Bupa Health Show, B&Q DIY Show, BMW Films and Nokia Fashion House scored lowest



Executive Summary (2)

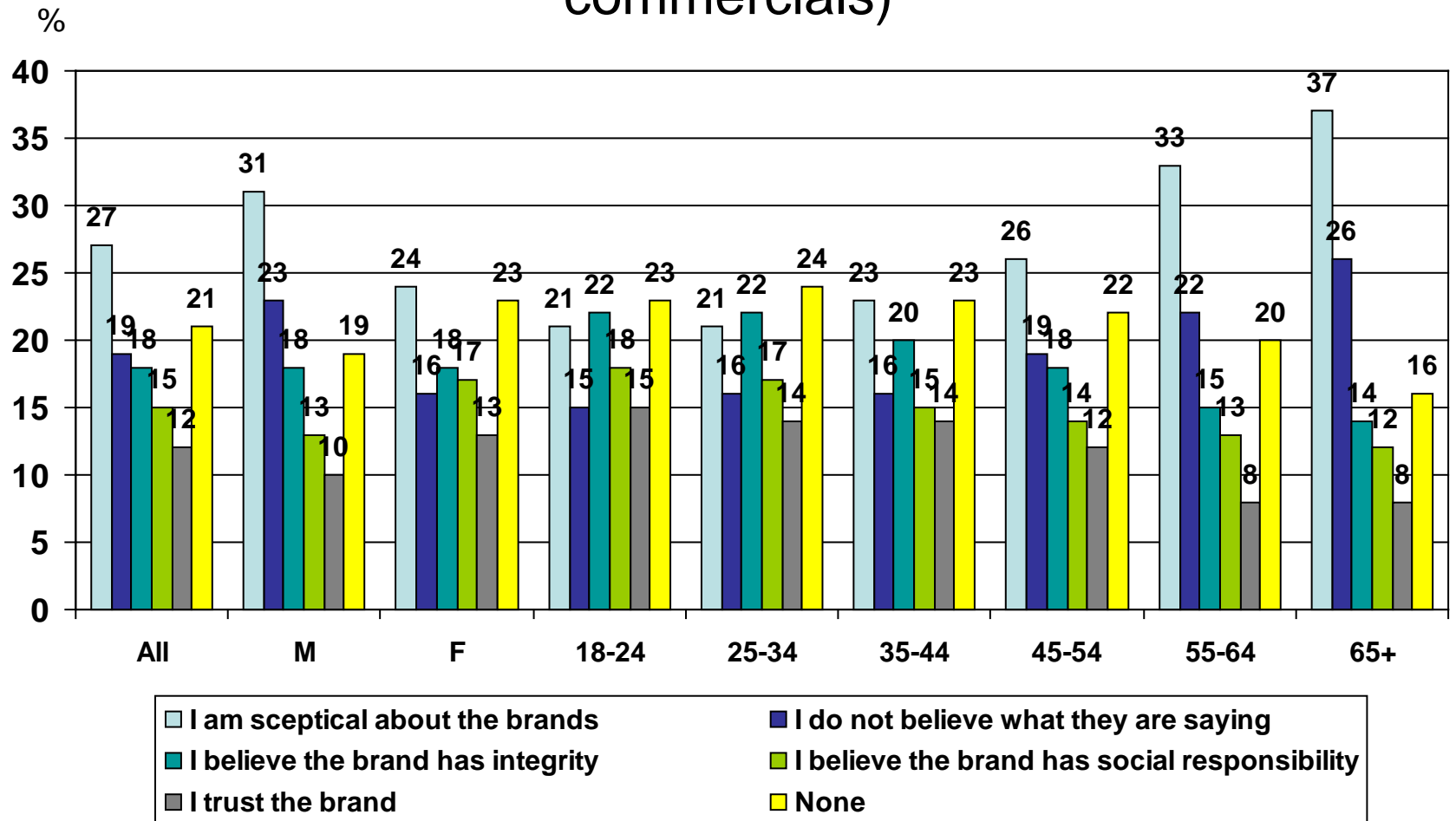
- Waitrose and Sainsbury branded customer magazines scored highly for both awareness and participation
- In the overwhelming majority of cases consumers preferred the more innovative approach compared with traditional advertising
- When buying products or services, consumers felt that it was most important that companies were 'efficient or price conscious'
- In most cases it was deemed important for companies to be environmentally conscious



Attitude towards brands that advertise in traditional ways



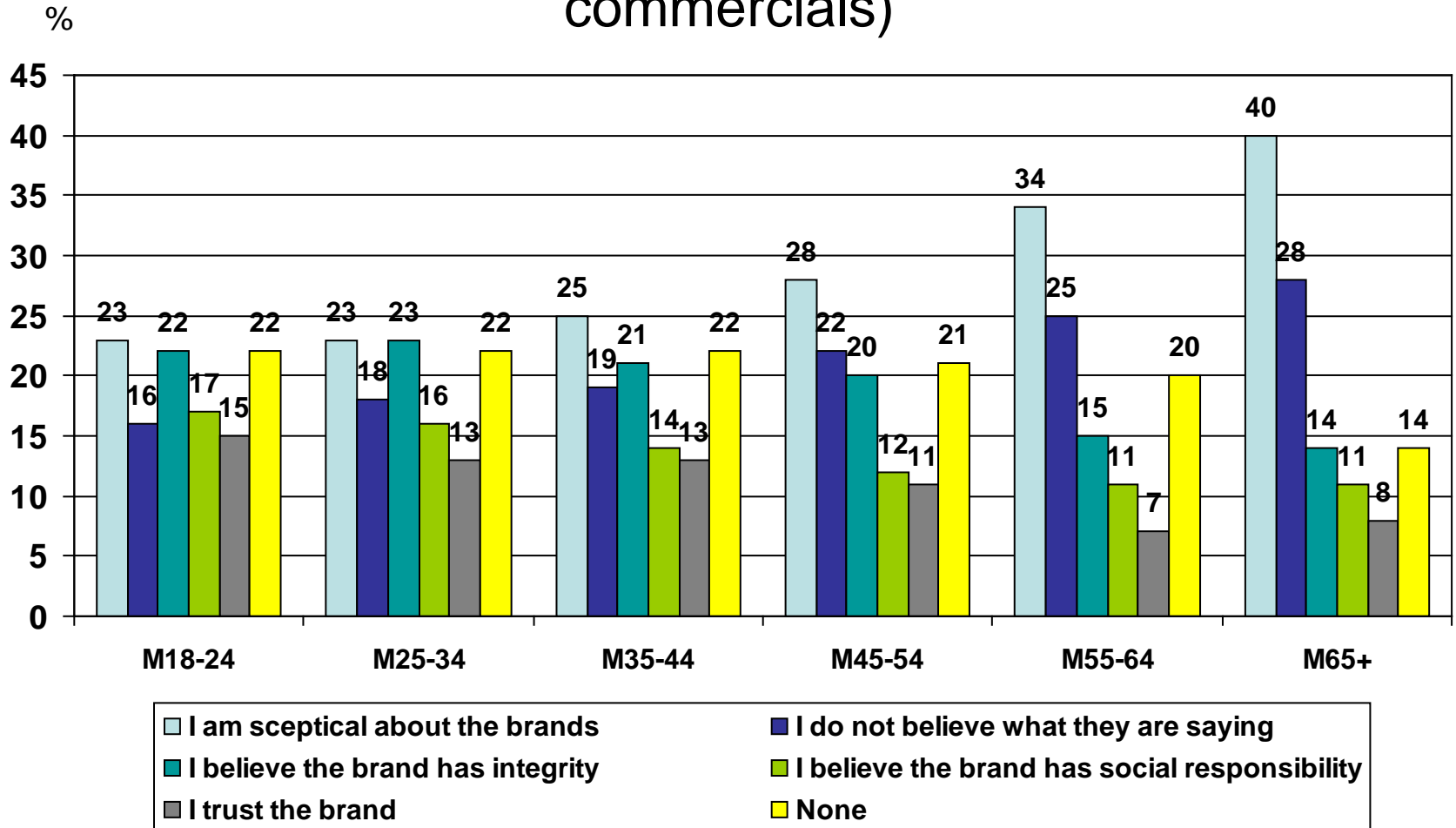
Which of these best describes your attitude towards brands that advertise regularly in traditional ways? (e.g. TV commercials)



Source: NewVista/ICM



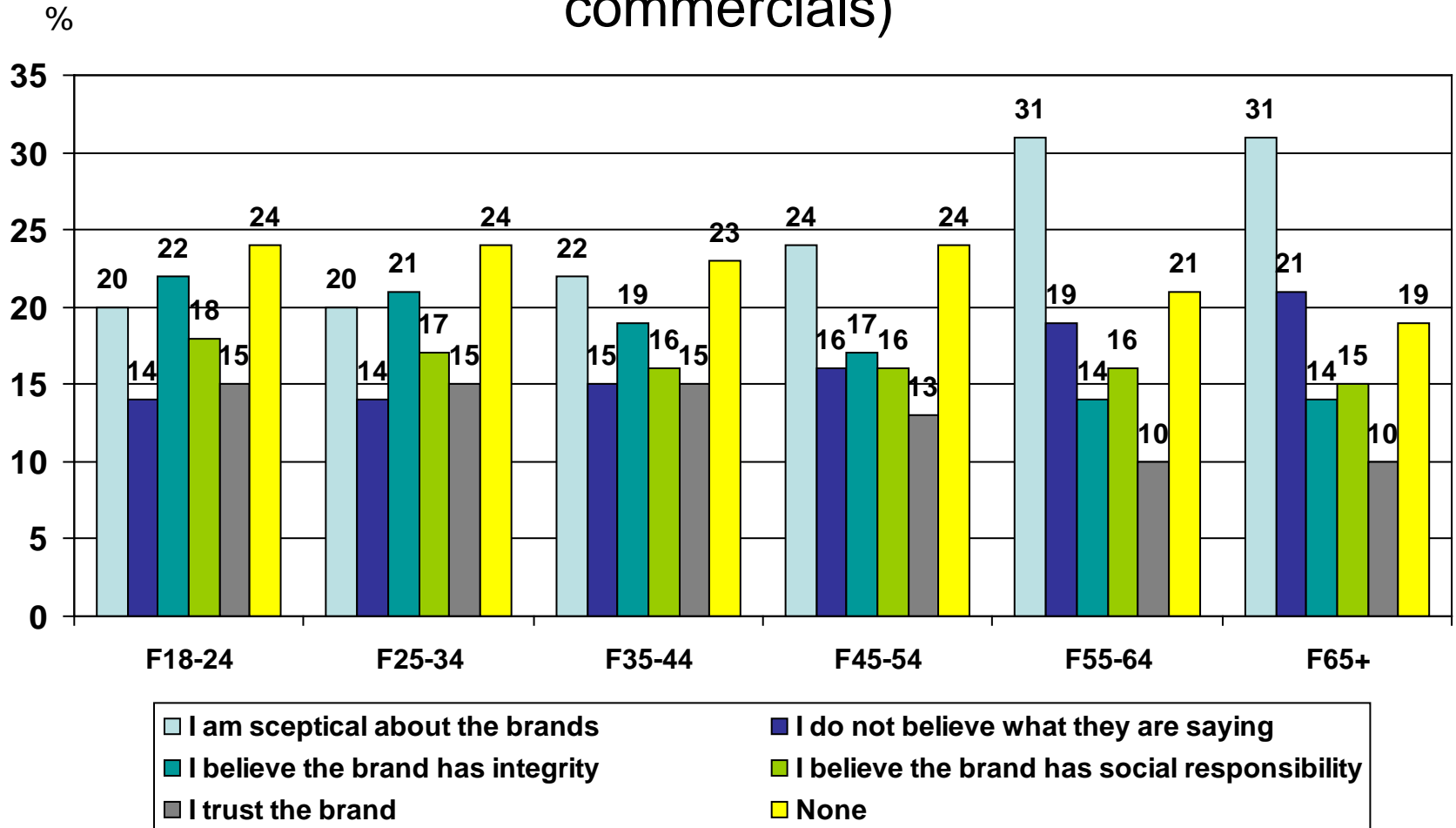
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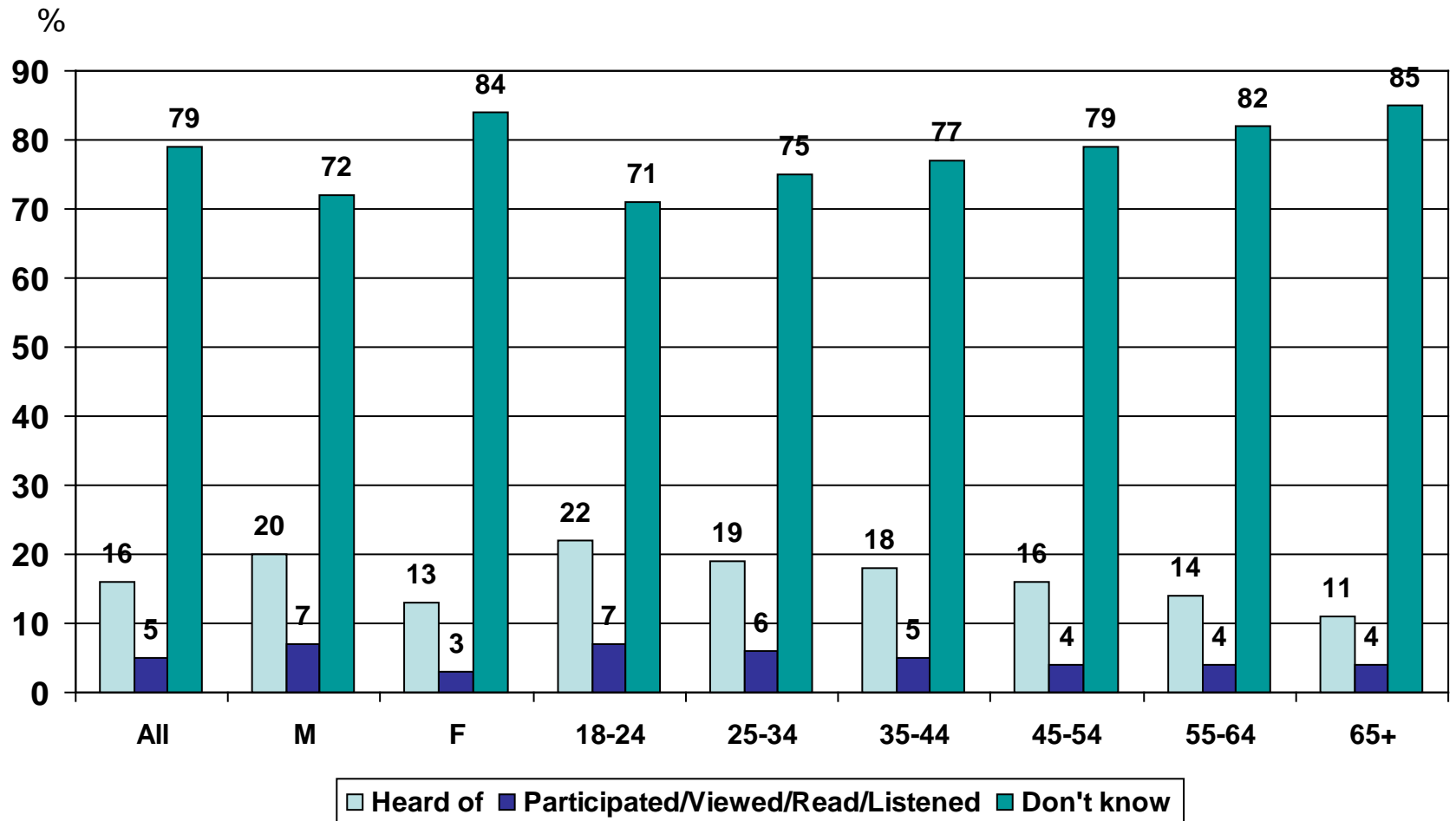
Source: NewVista/ICM



Brands undertaking branded content



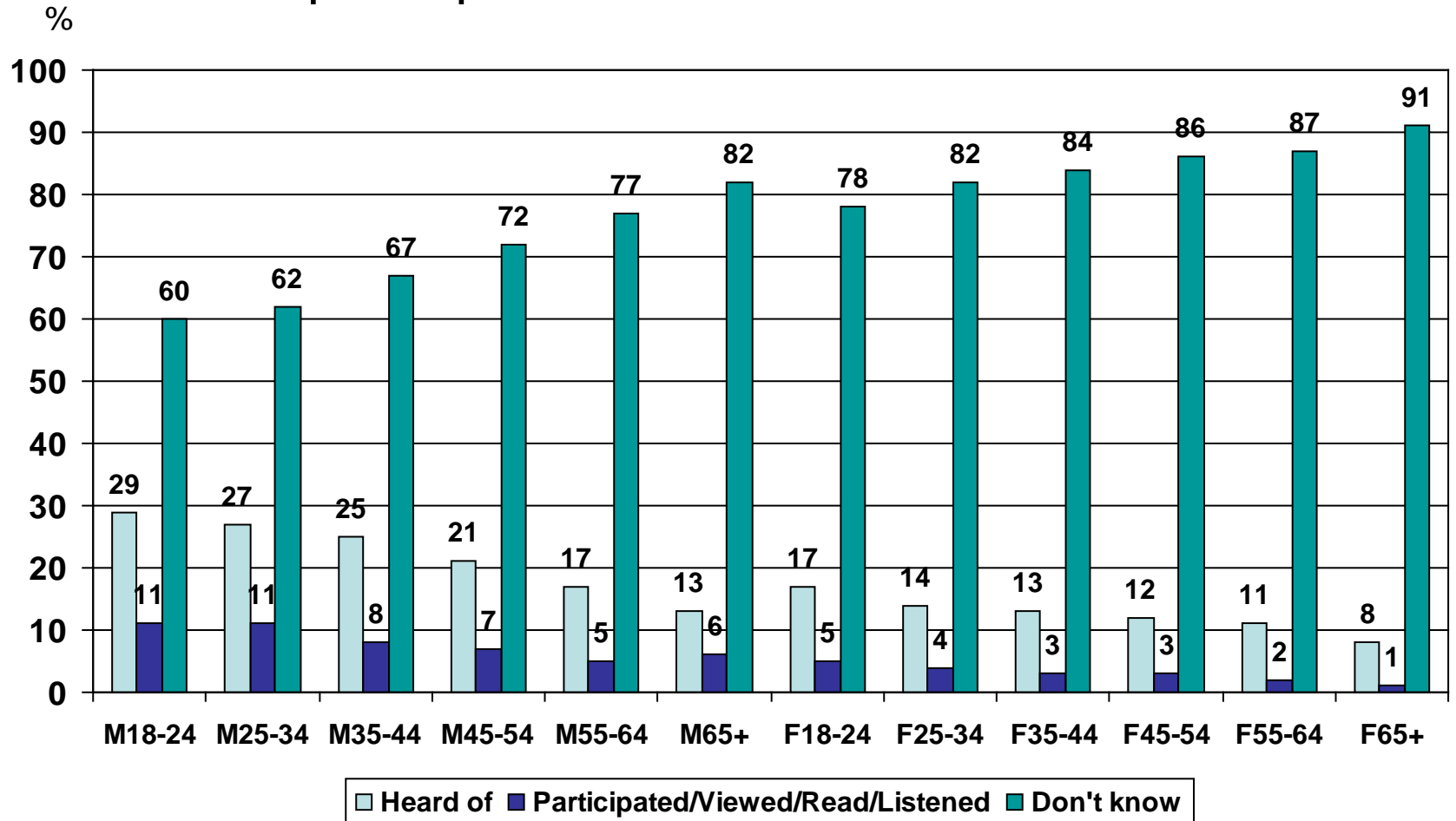
Audi TV Channel: Have you heard of or participated/viewed/read/listened?



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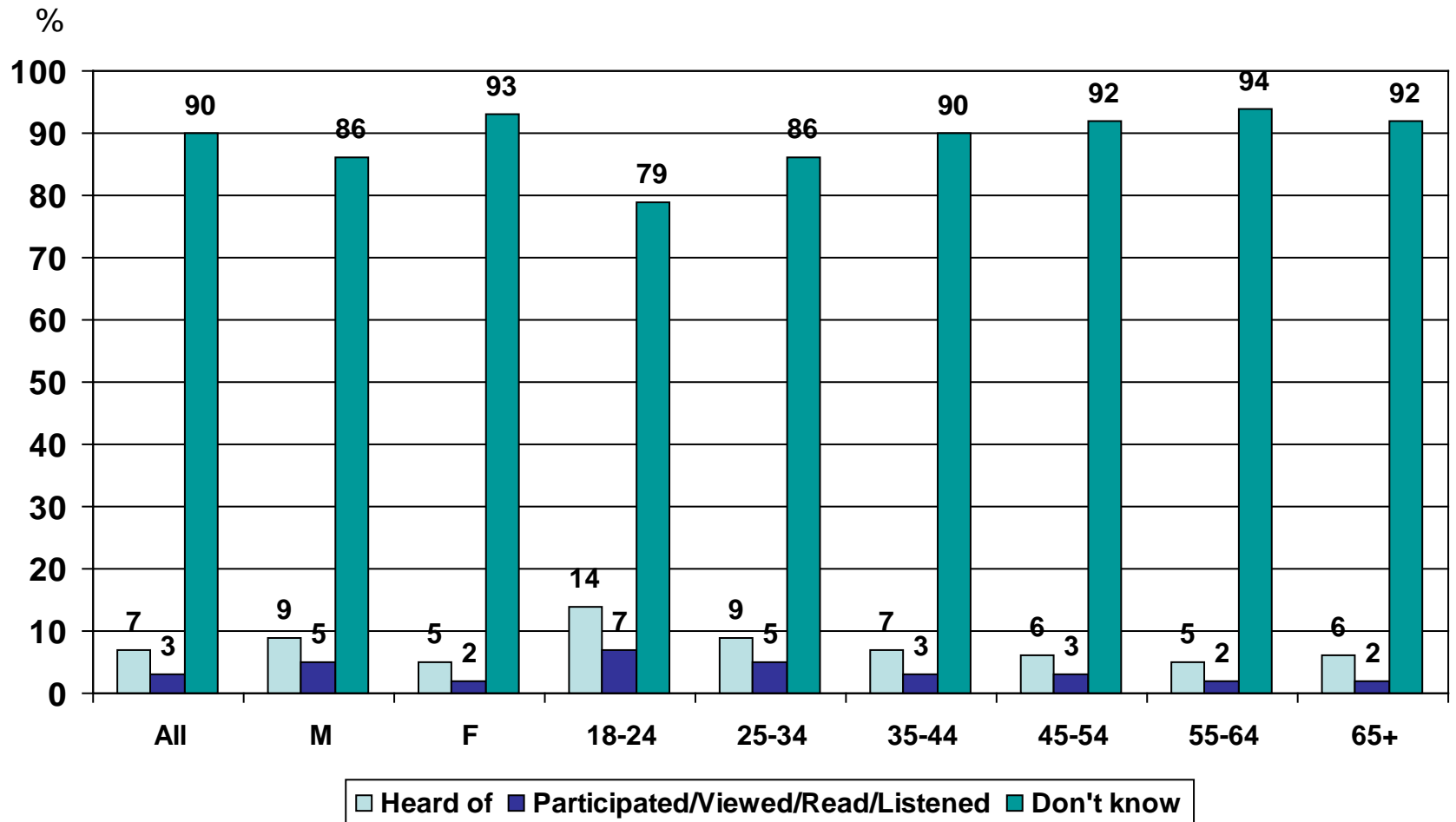
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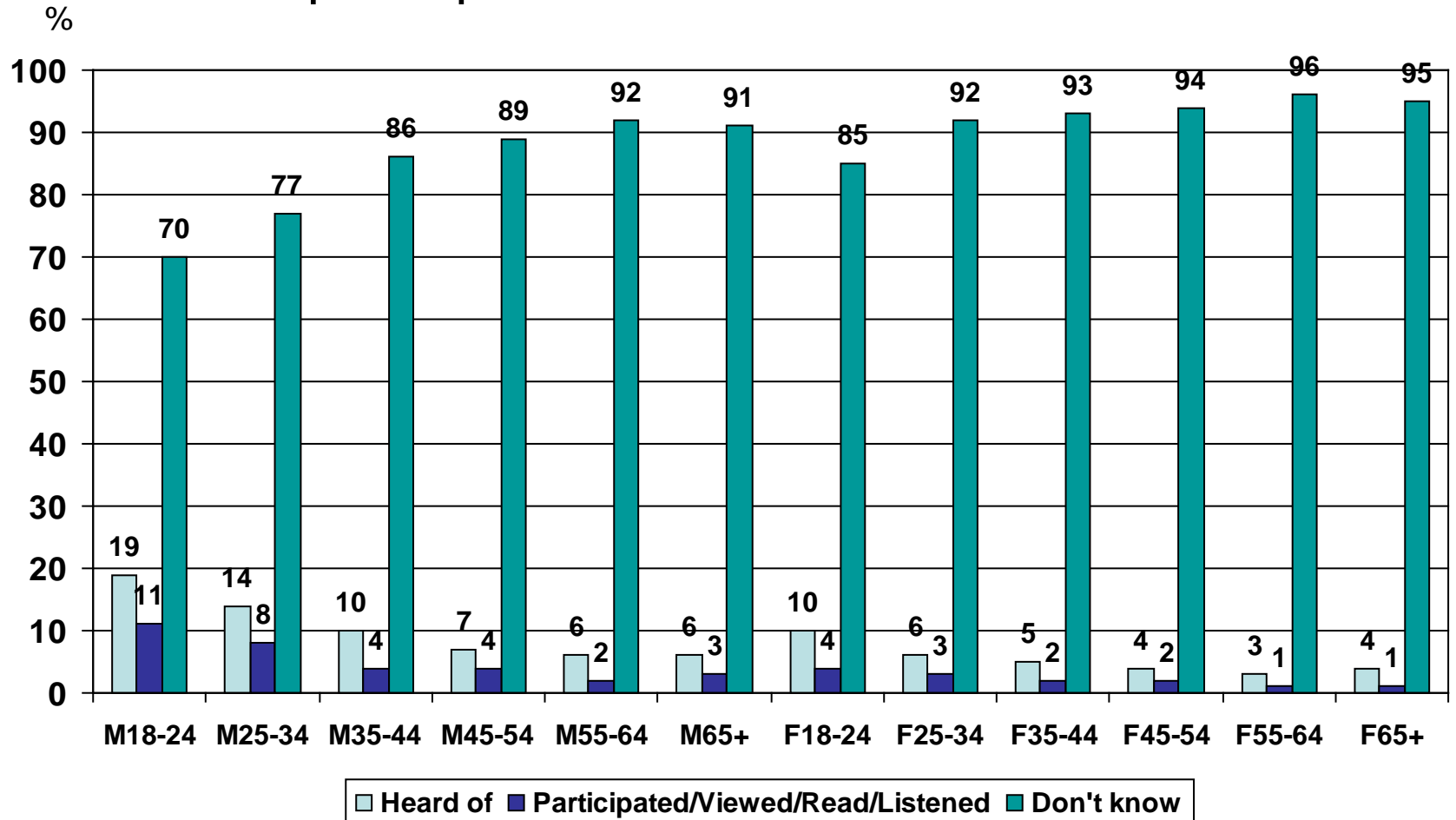
BMW Films online: Have you heard of or participated/viewed/read/listened?



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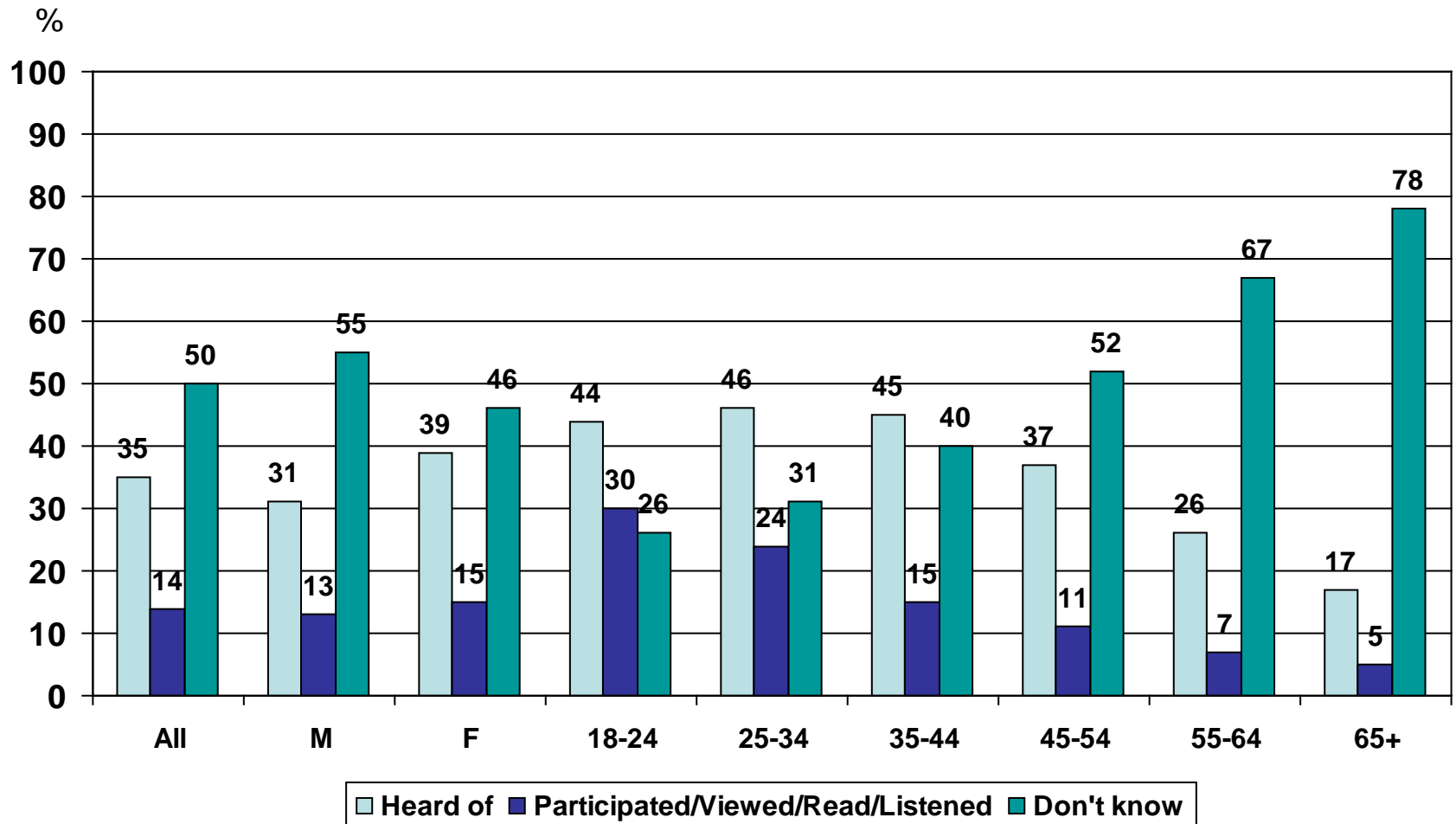
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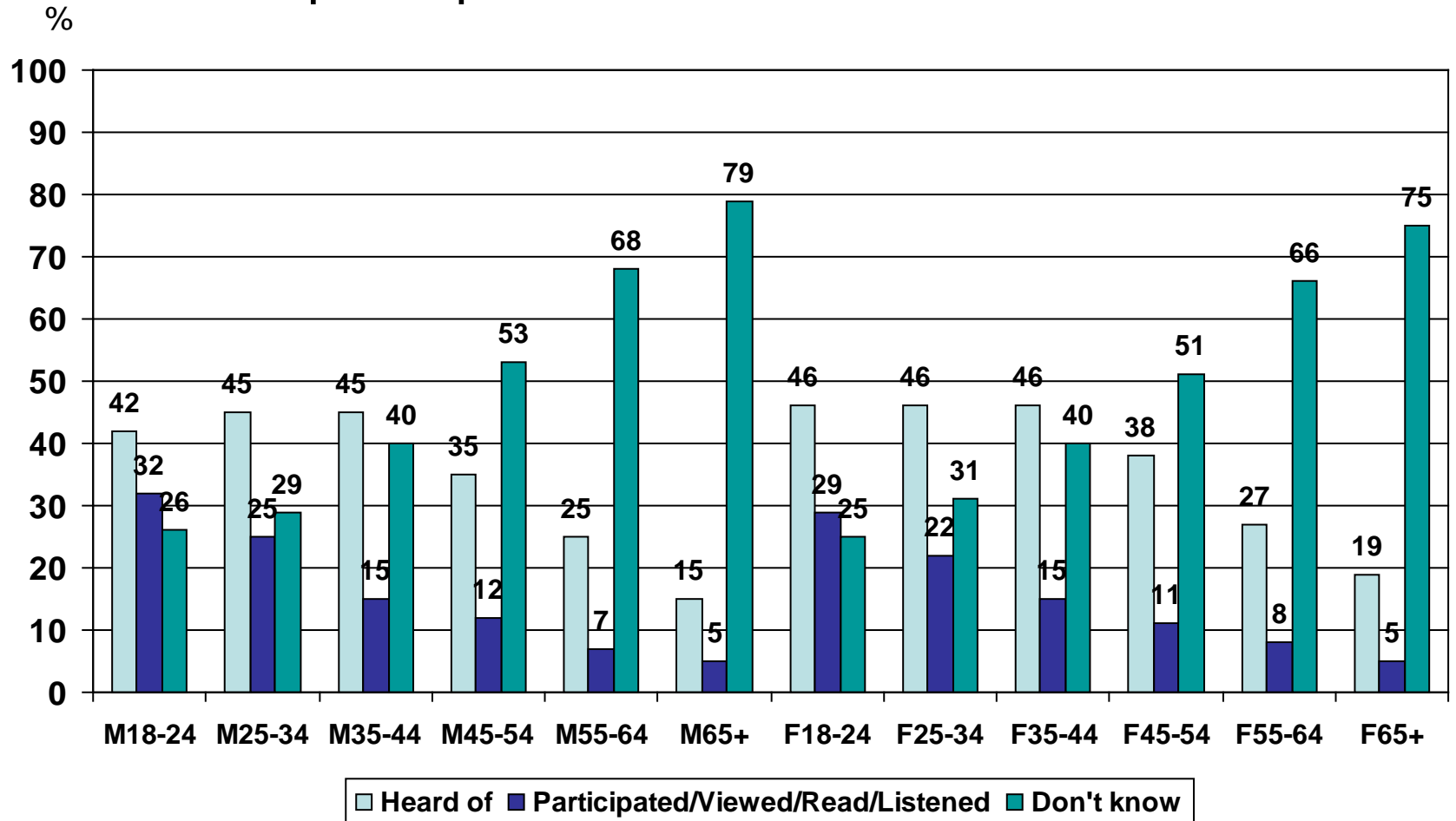
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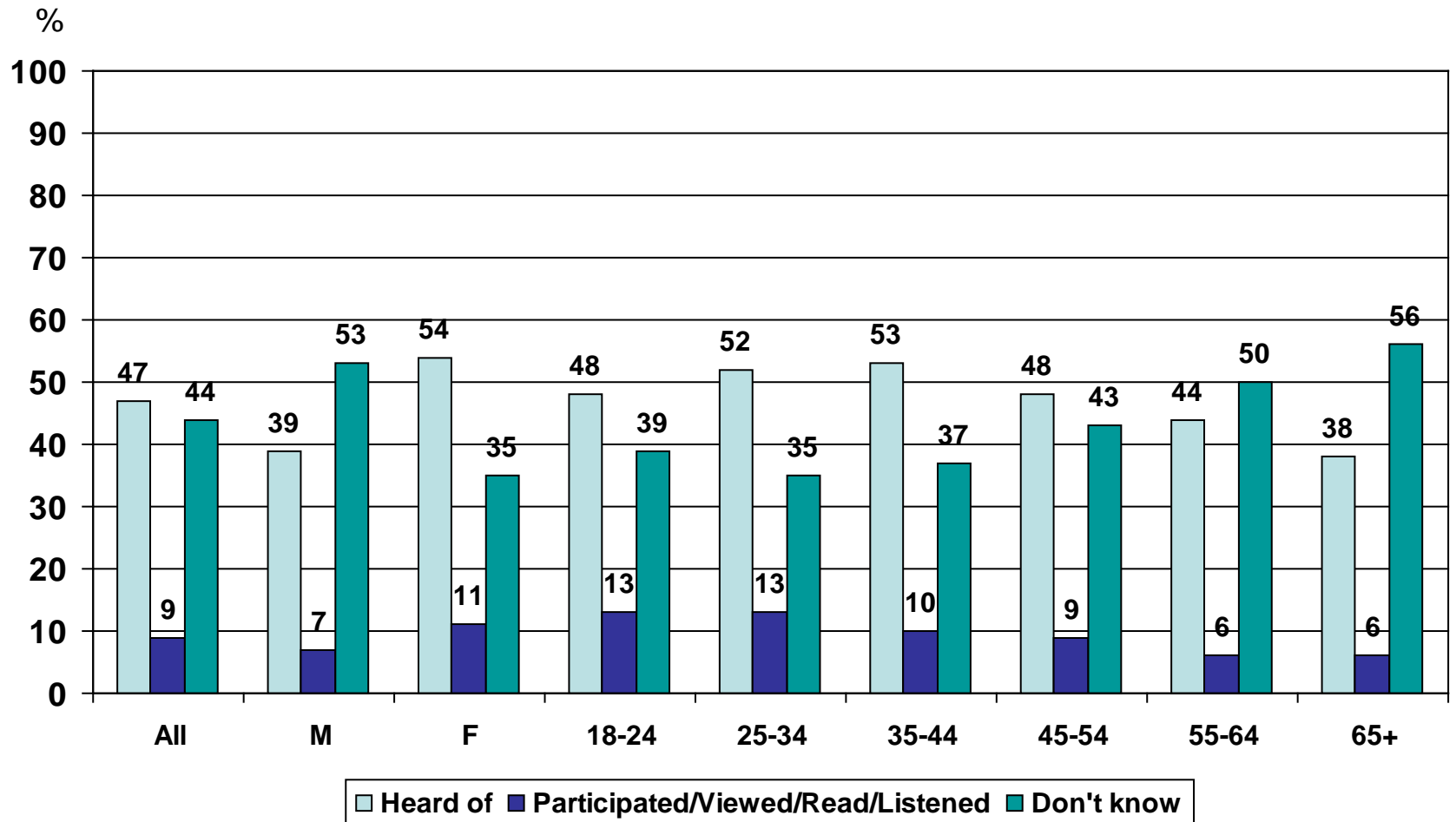
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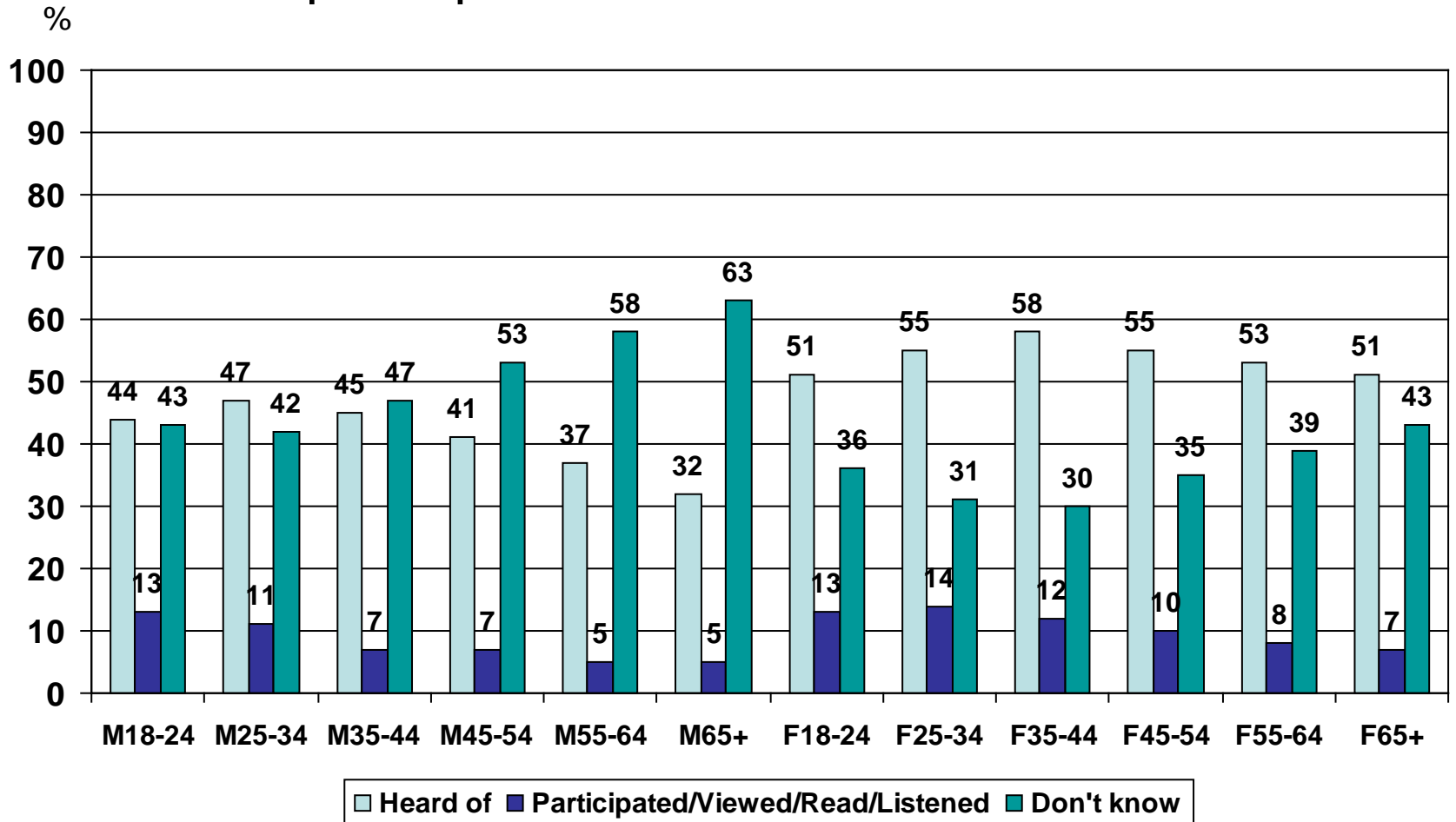
Tesco Race For Life: Have you heard of or participated/viewed/read/listened?



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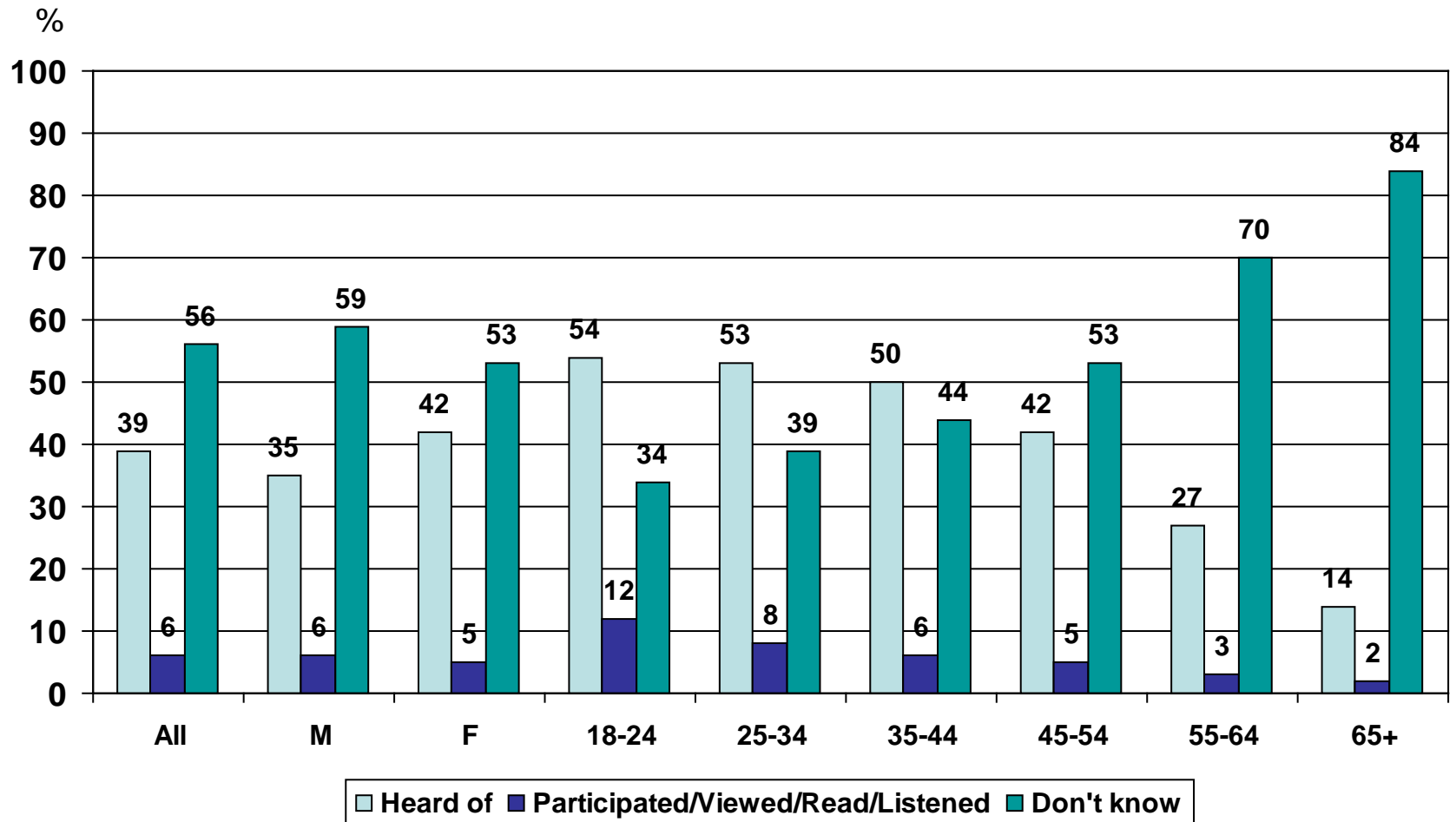
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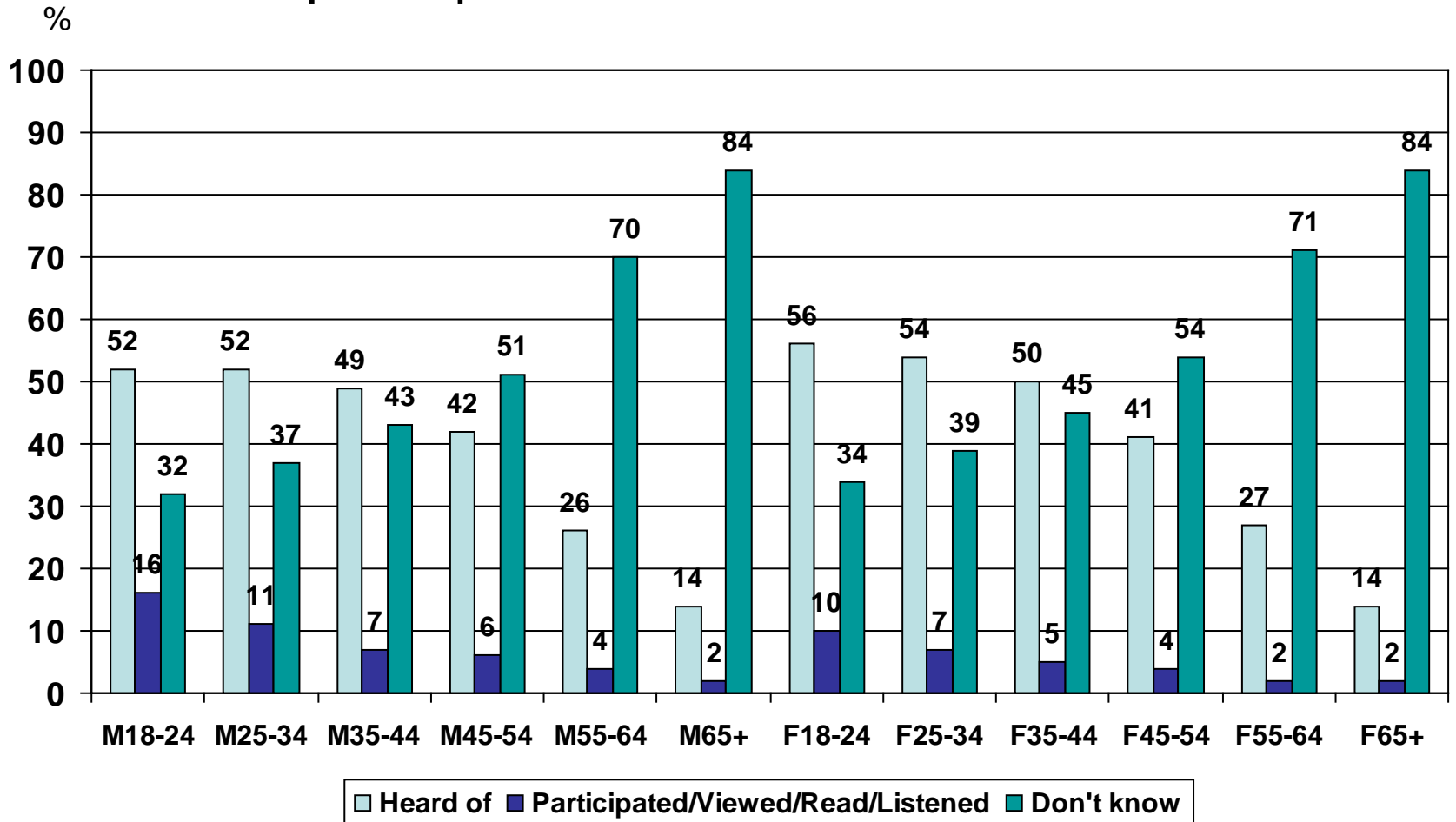
Pepsimax Downloaded on TV: Have you heard of or participated/viewed/read/listened?



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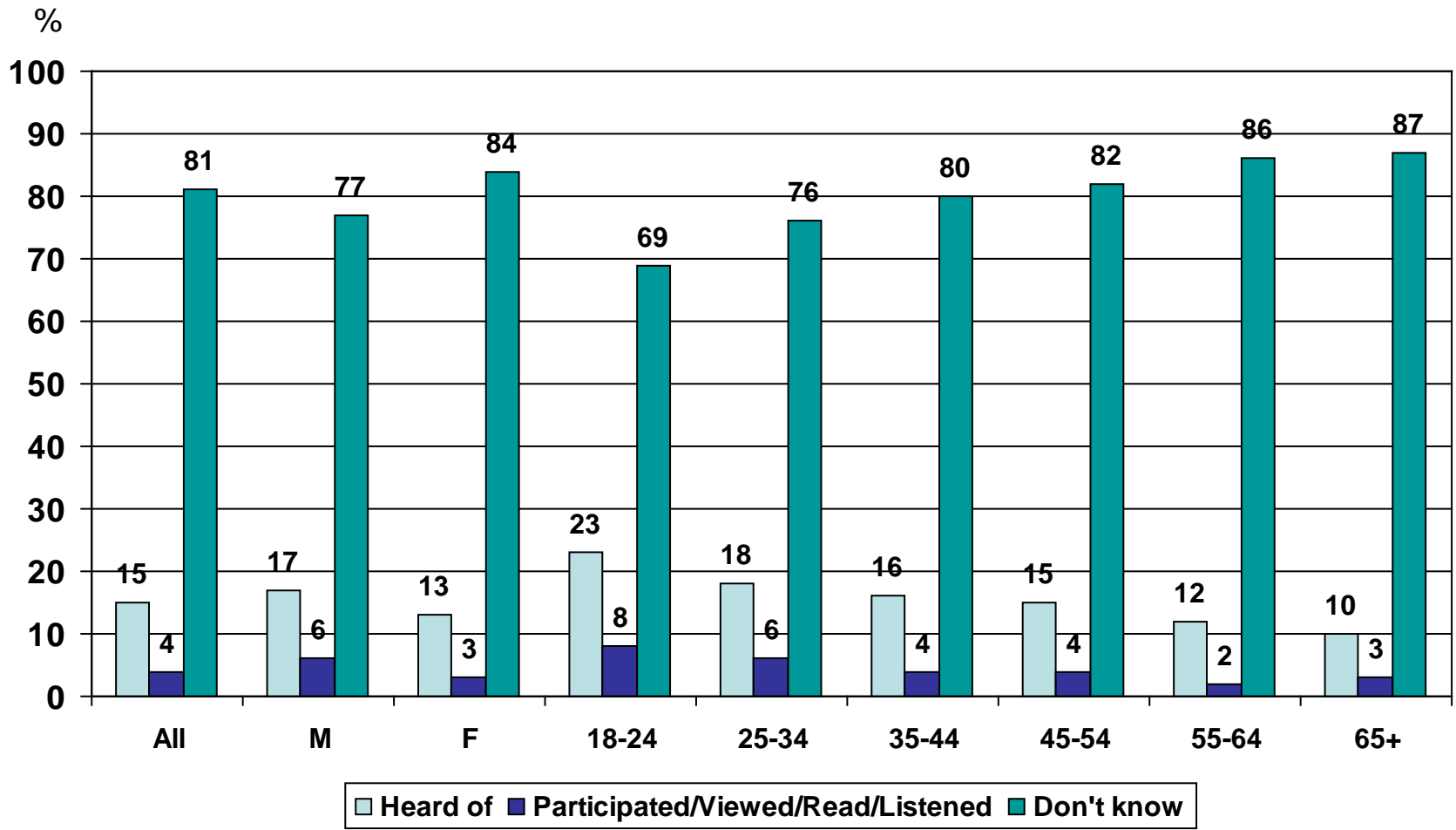
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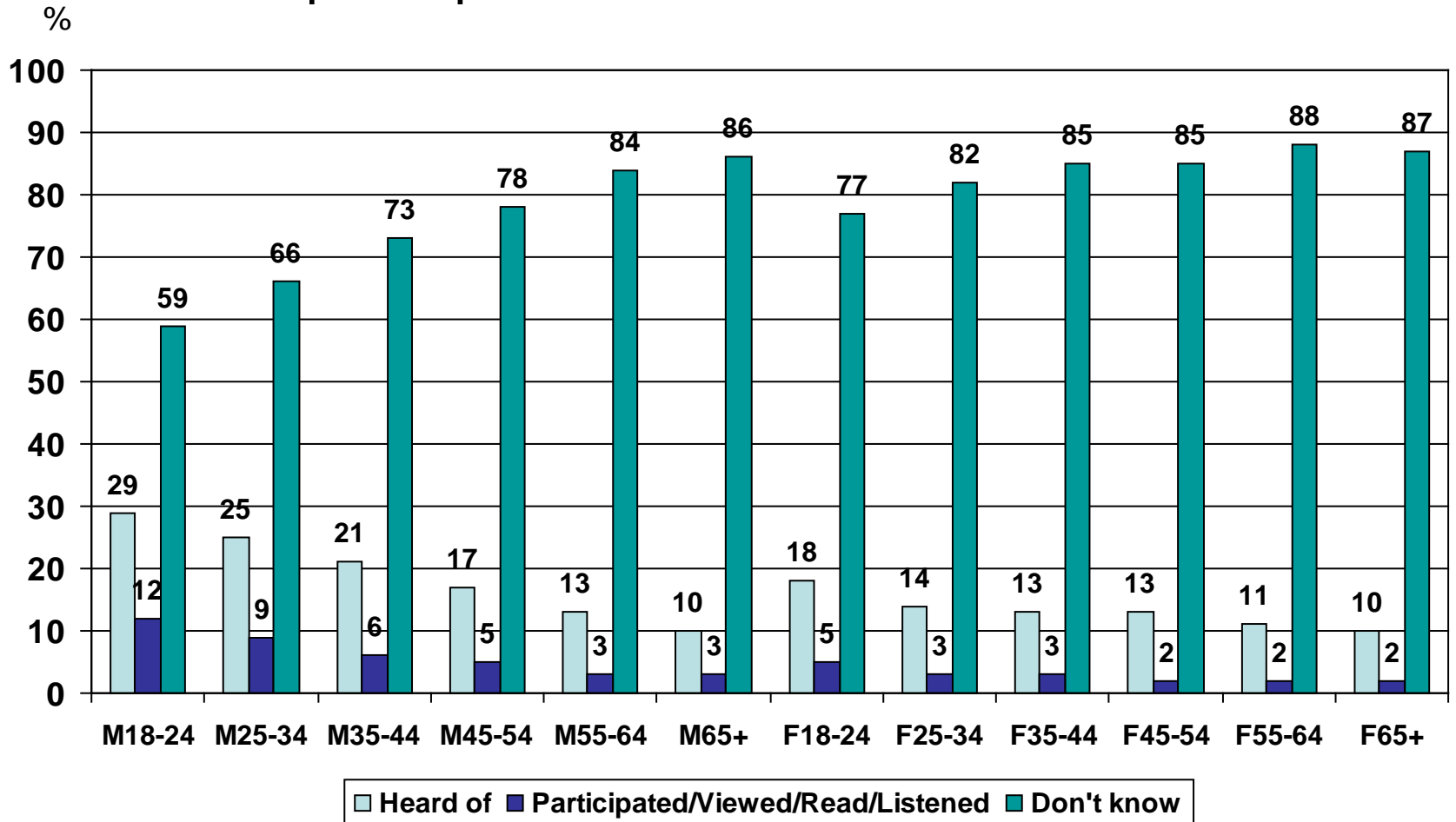
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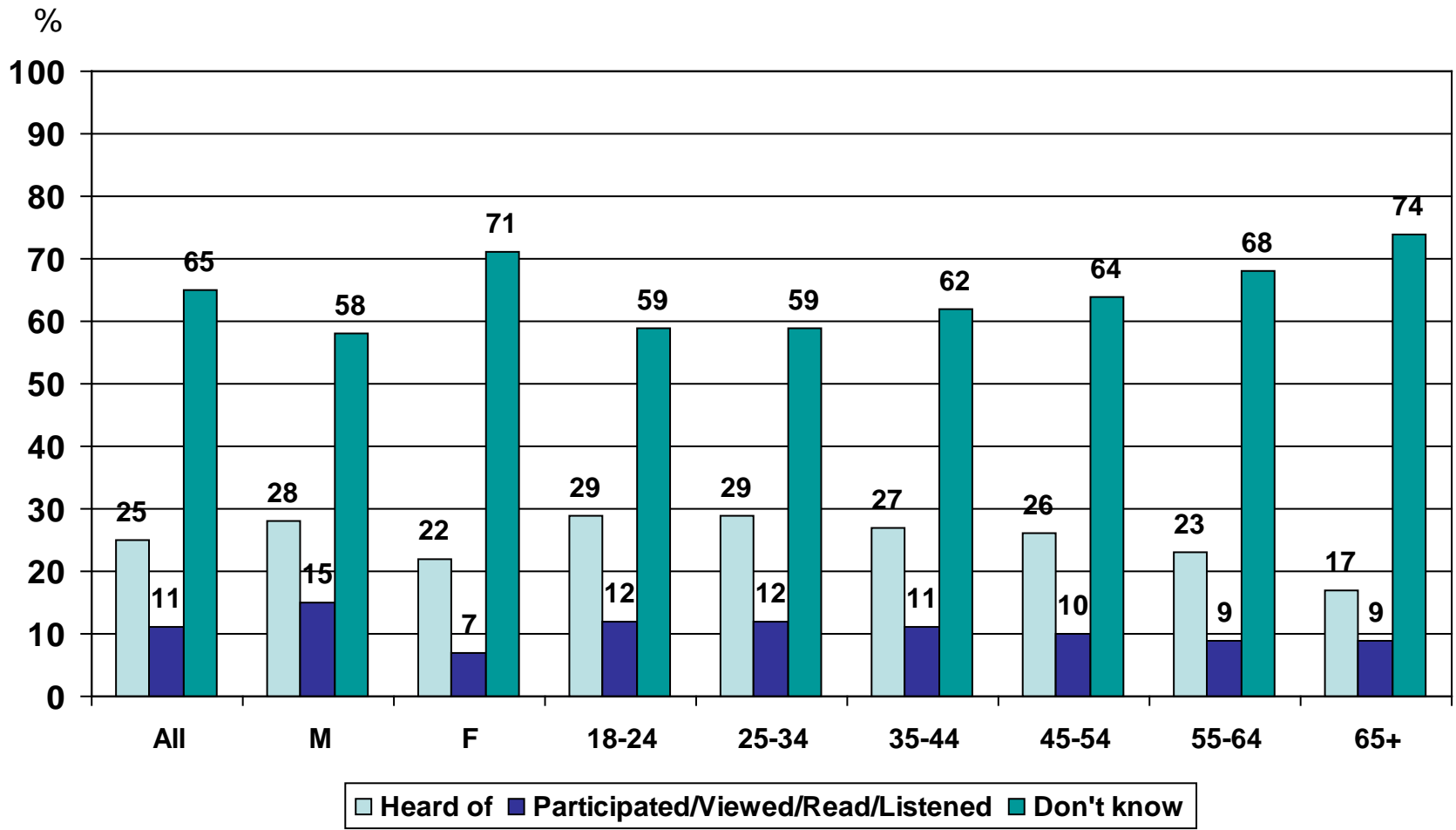
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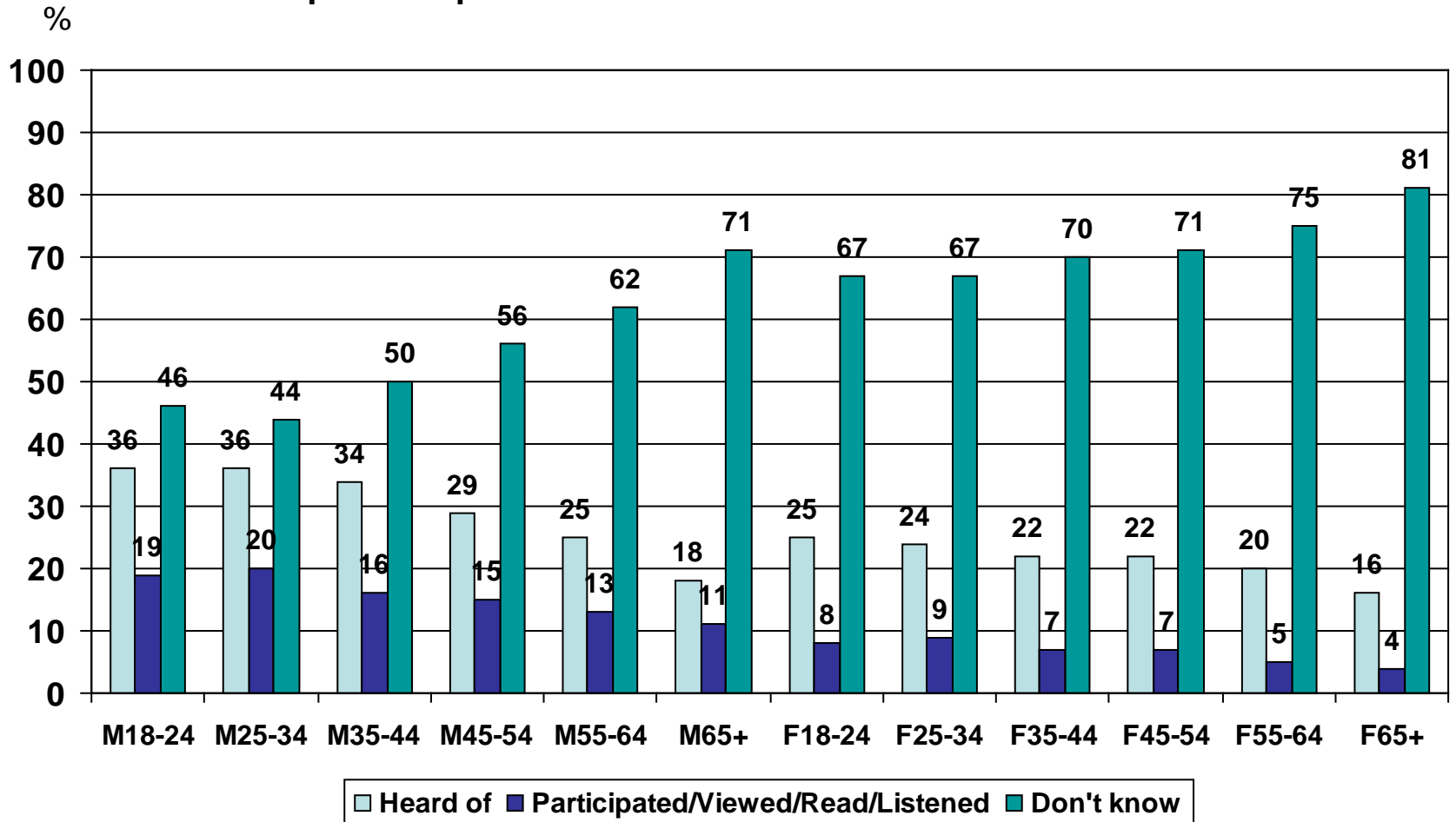
Gillette World of Sport on TV: Have you heard of or participated/viewed/read/listened?



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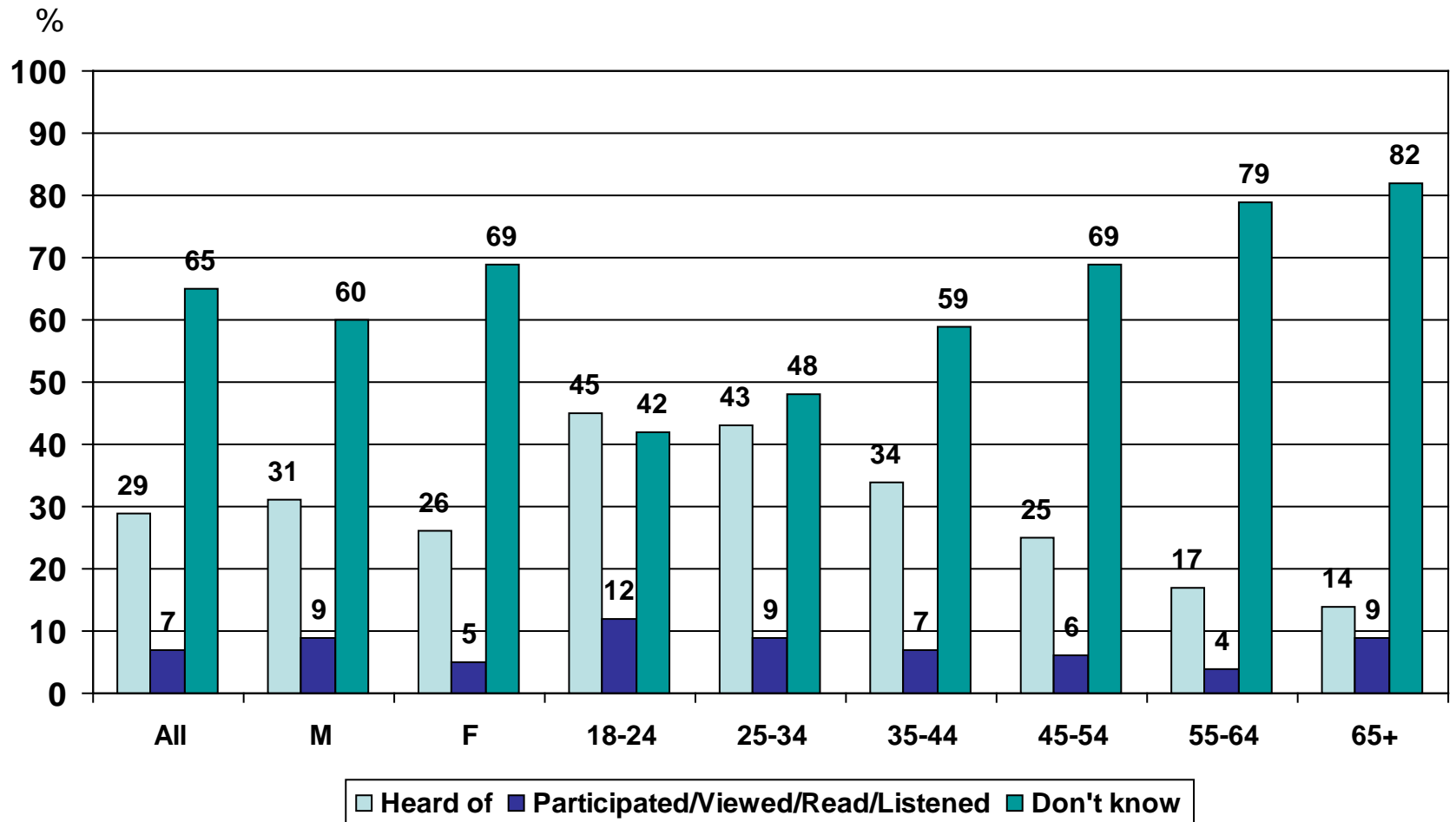
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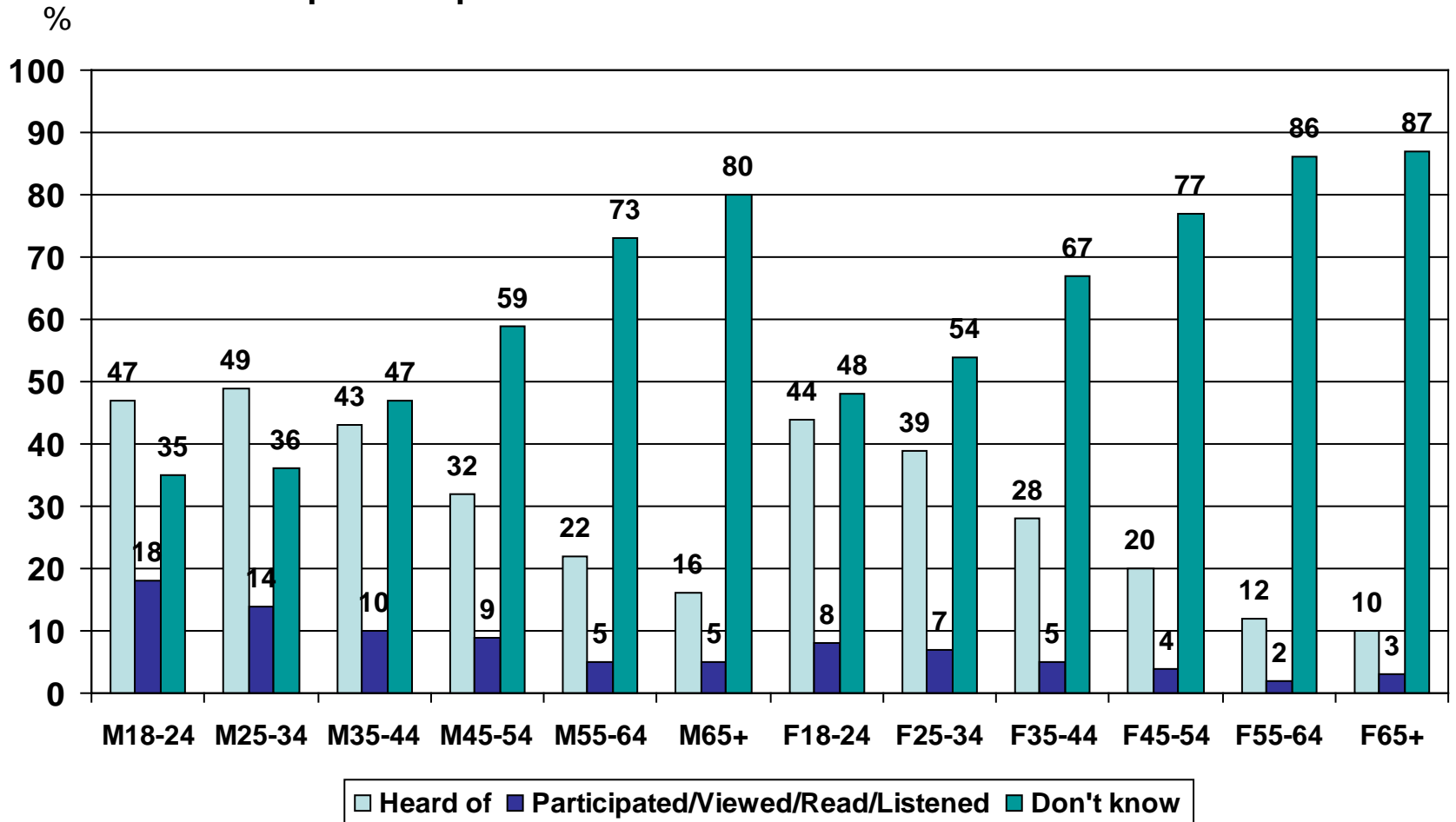
Red Bull Flugtag: Have you heard of or participated/viewed/read/listened?



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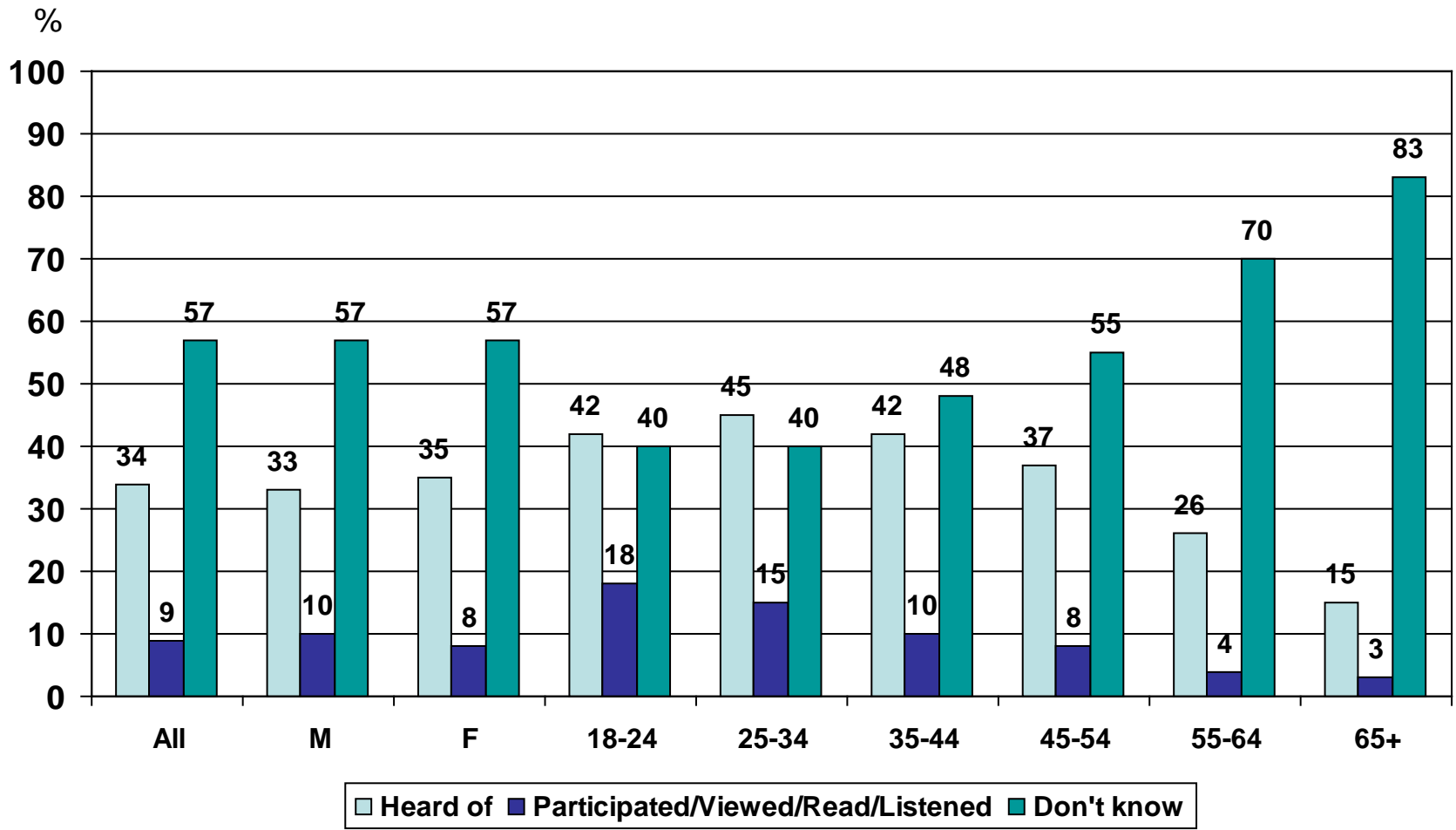
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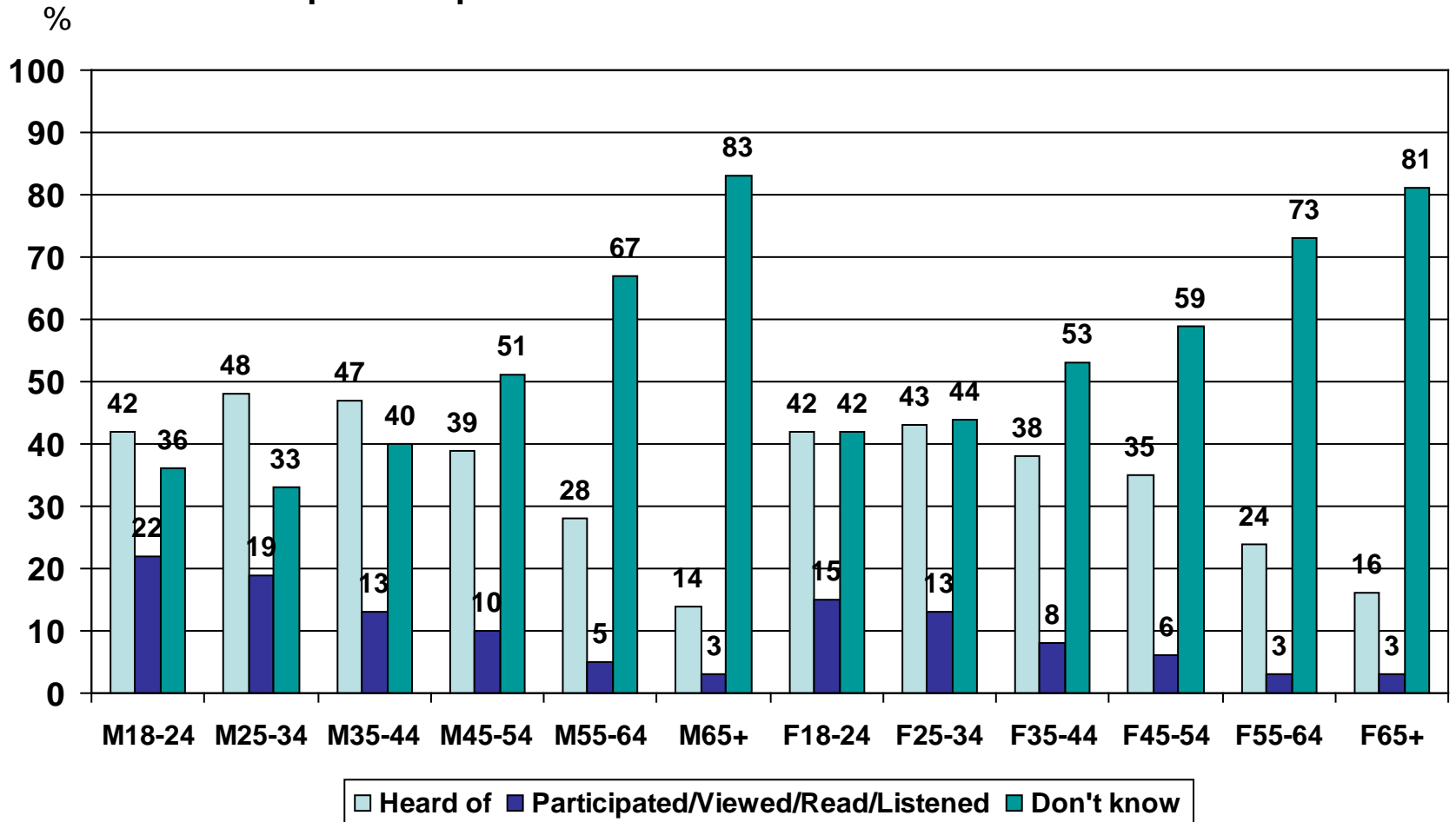
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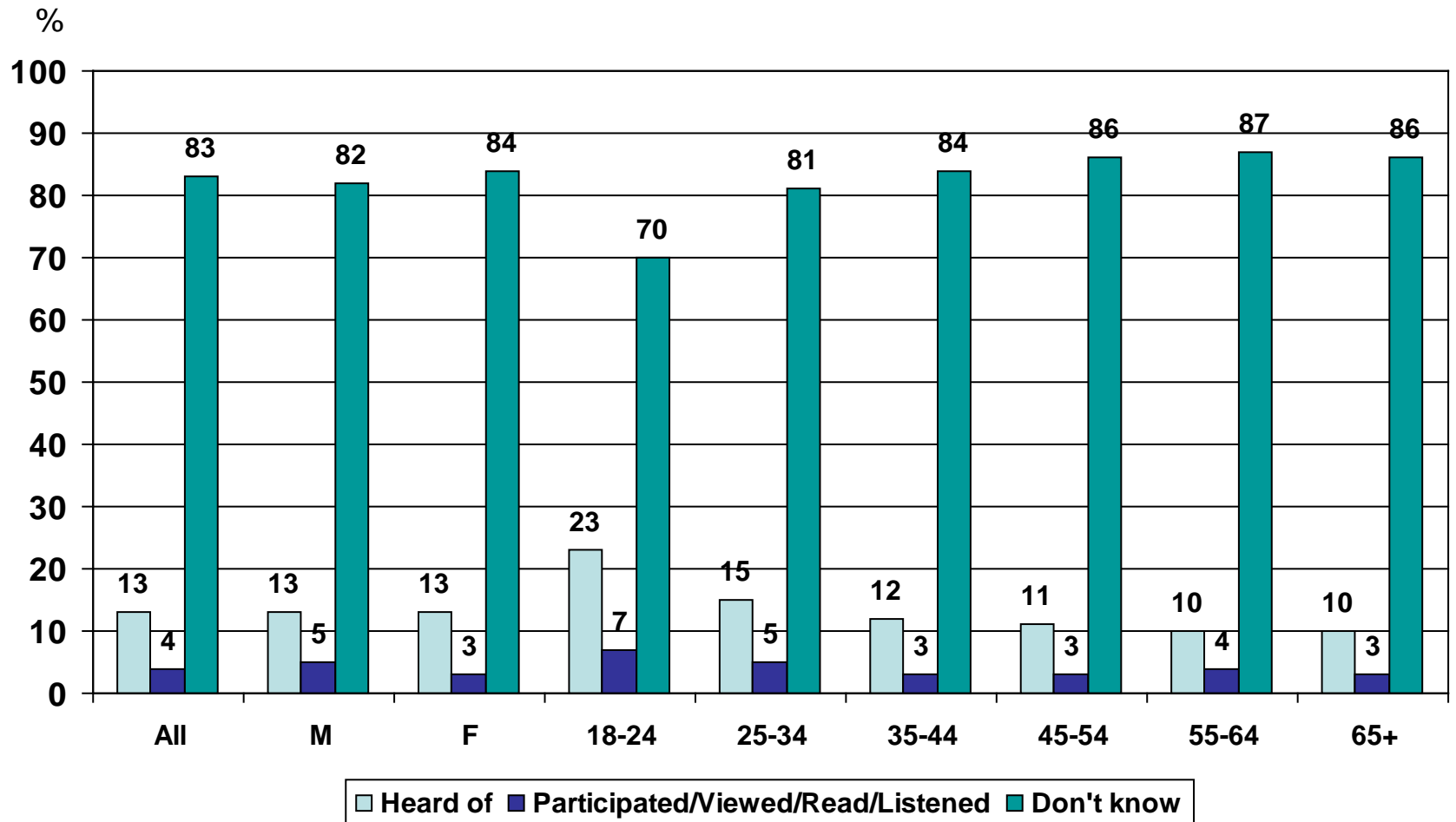
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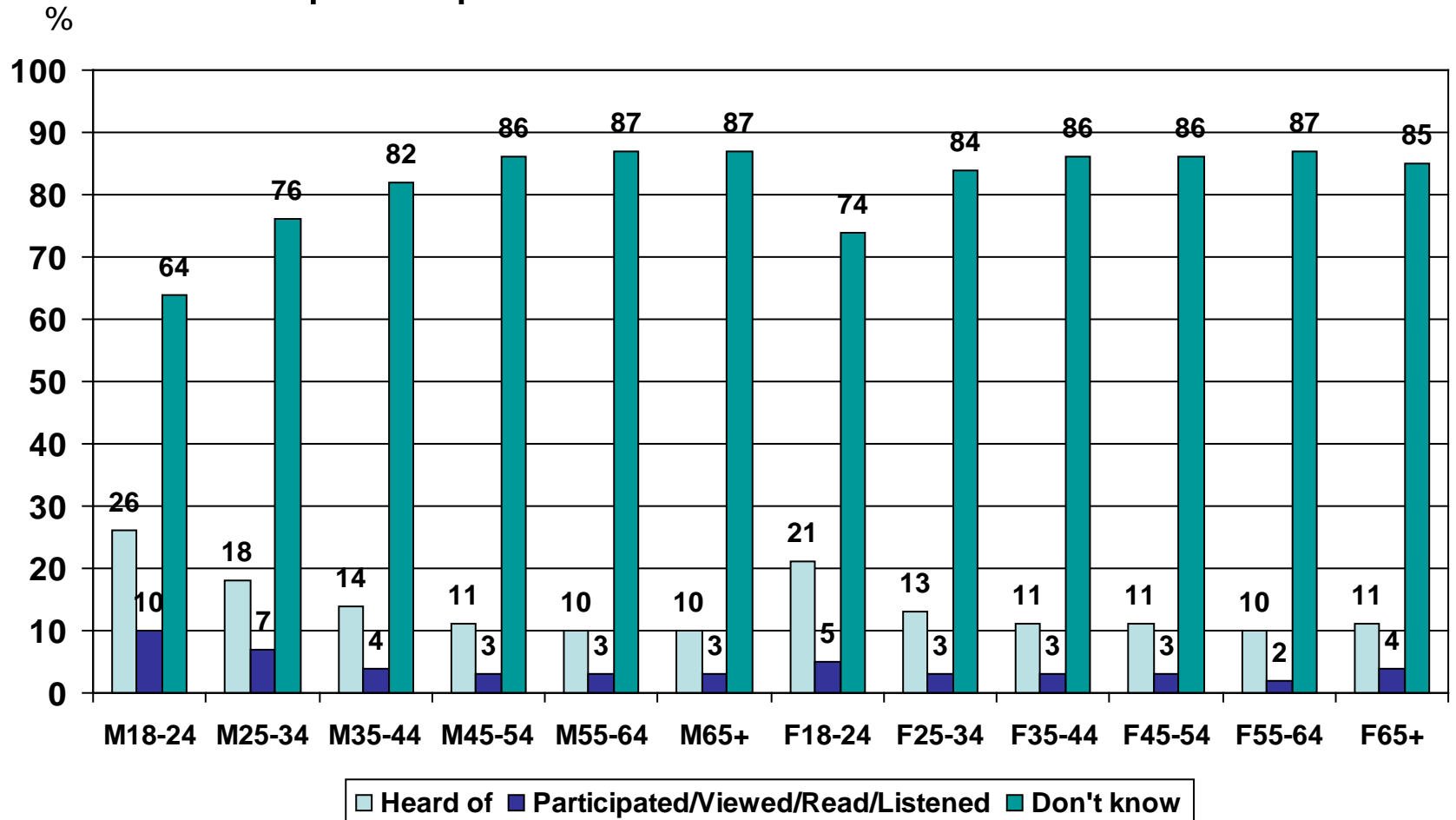
Bupa Health Show on TV: Have you heard of or participated/viewed/read/listened?



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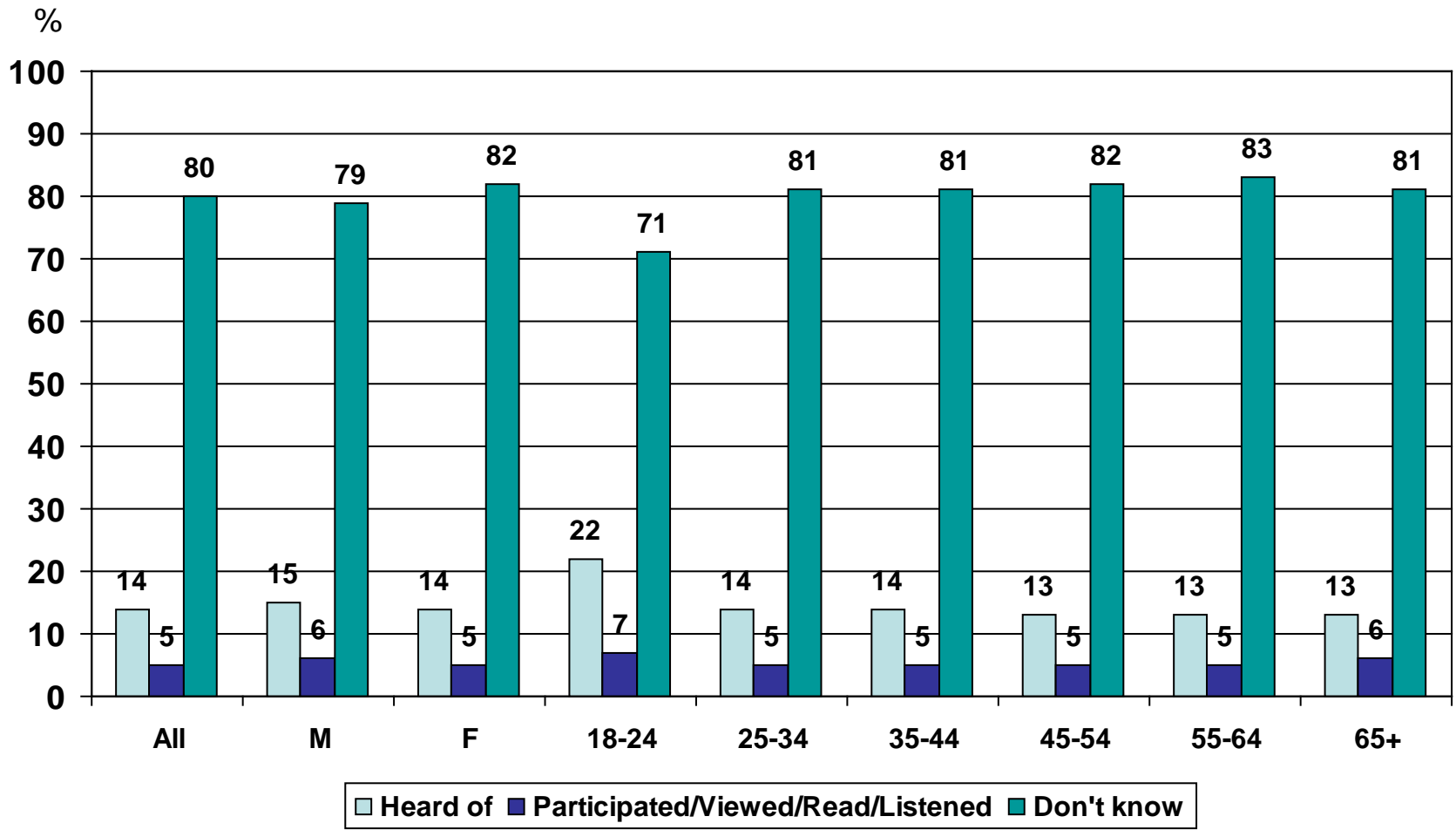
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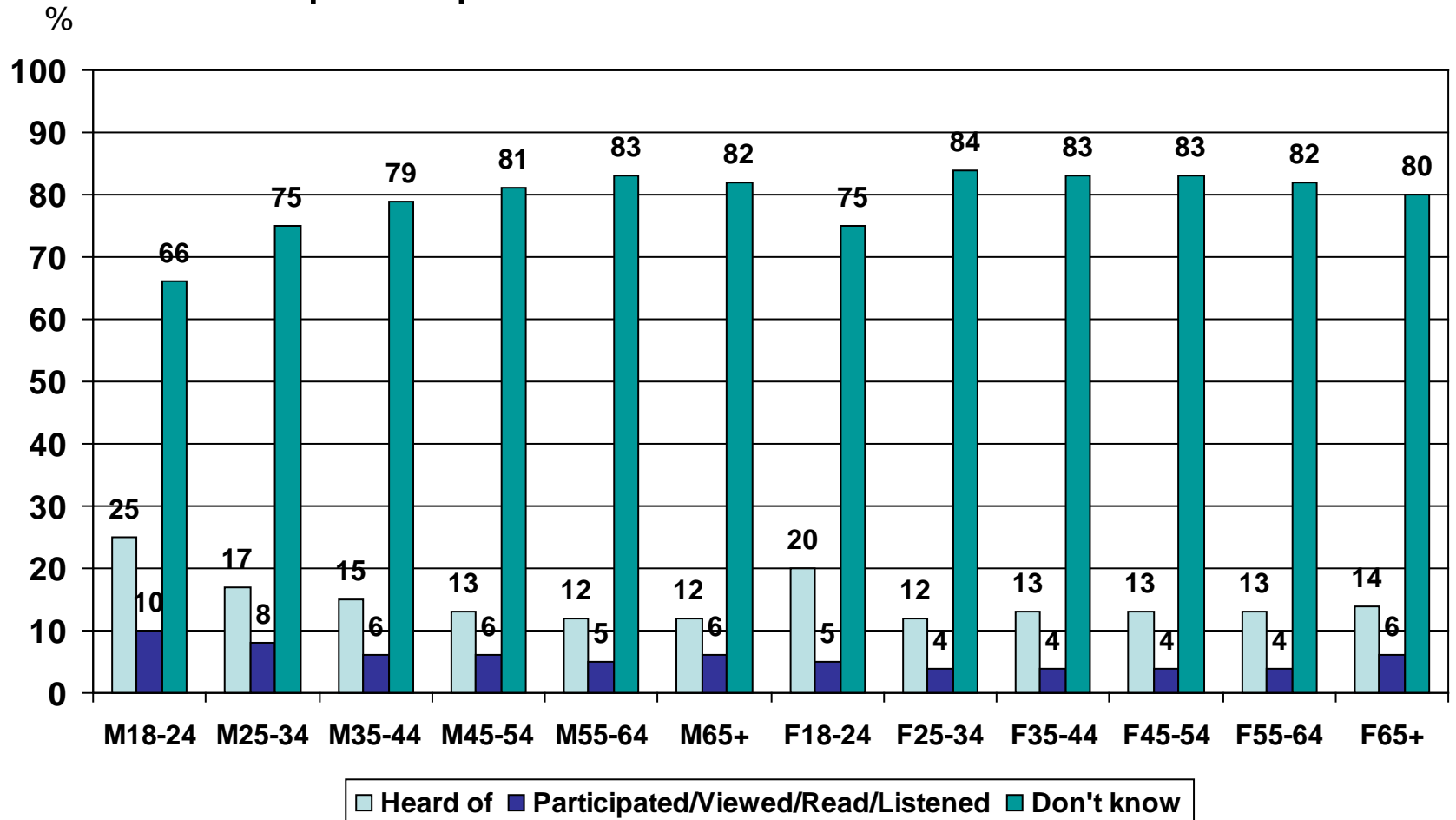
B&Q DIY Show on TV: Have you heard of or participated/viewed/read/listened?



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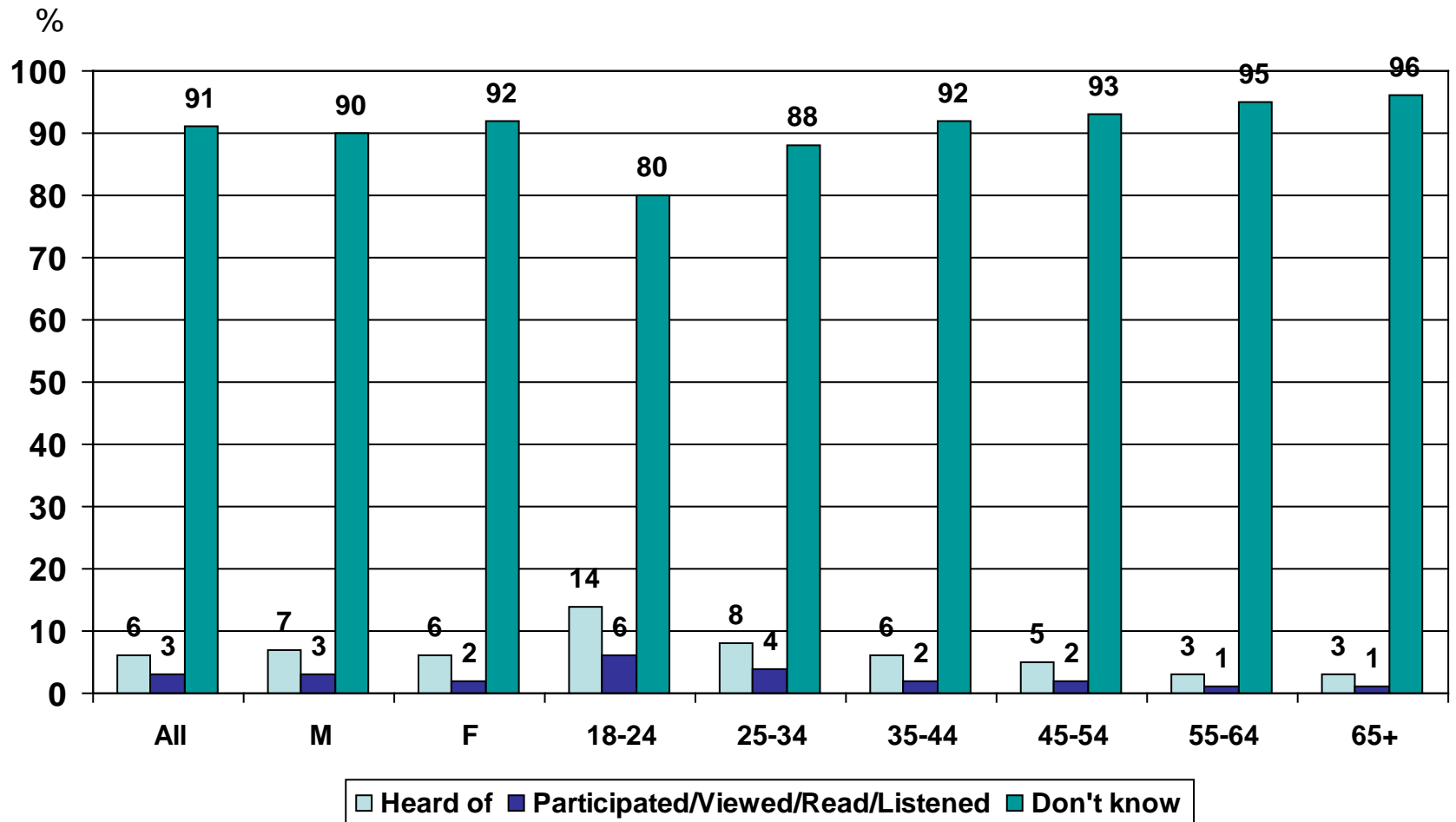
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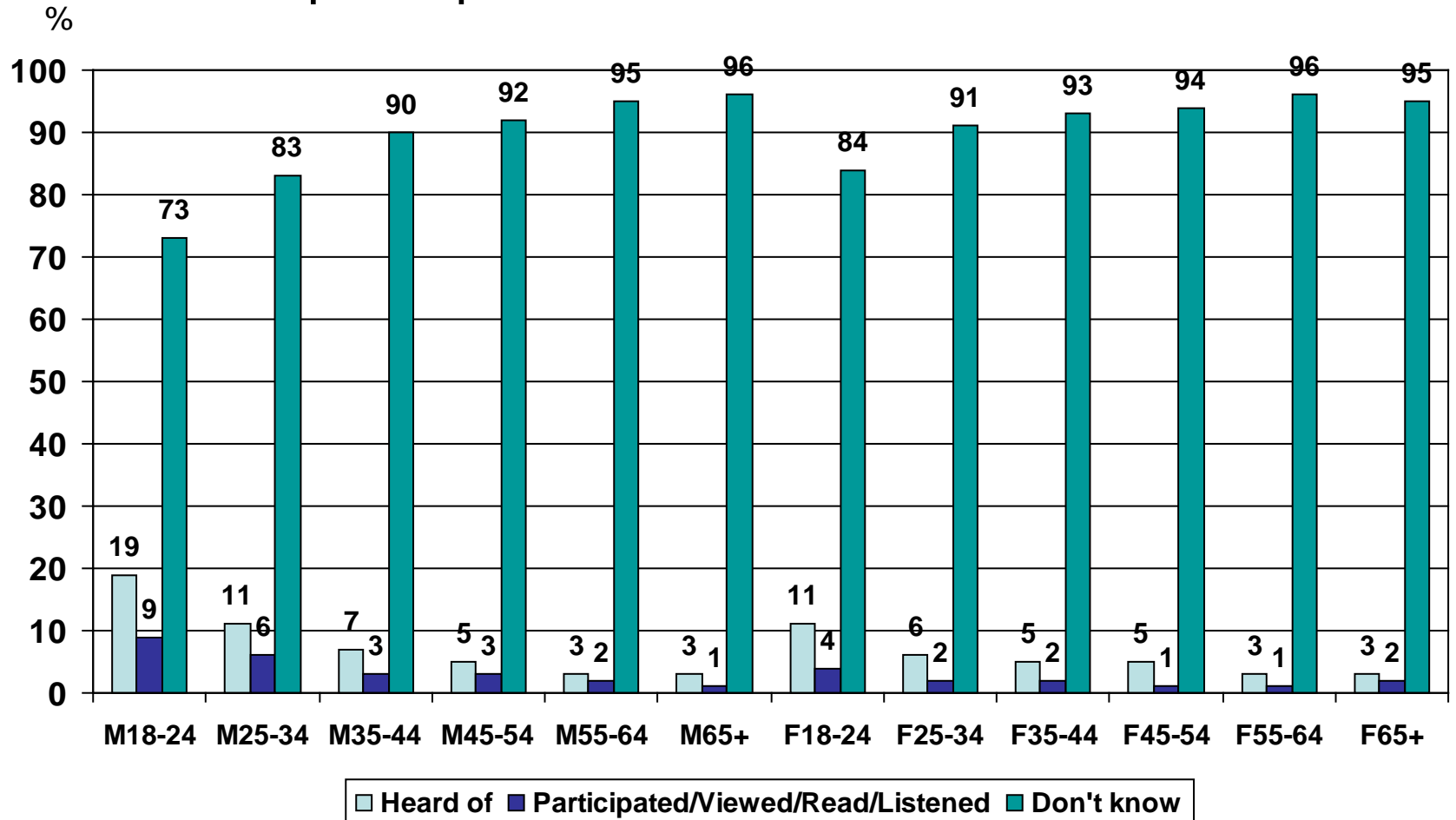
Heinz Dinner Doctors on TV: Have you heard of or participated/viewed/read/listened?



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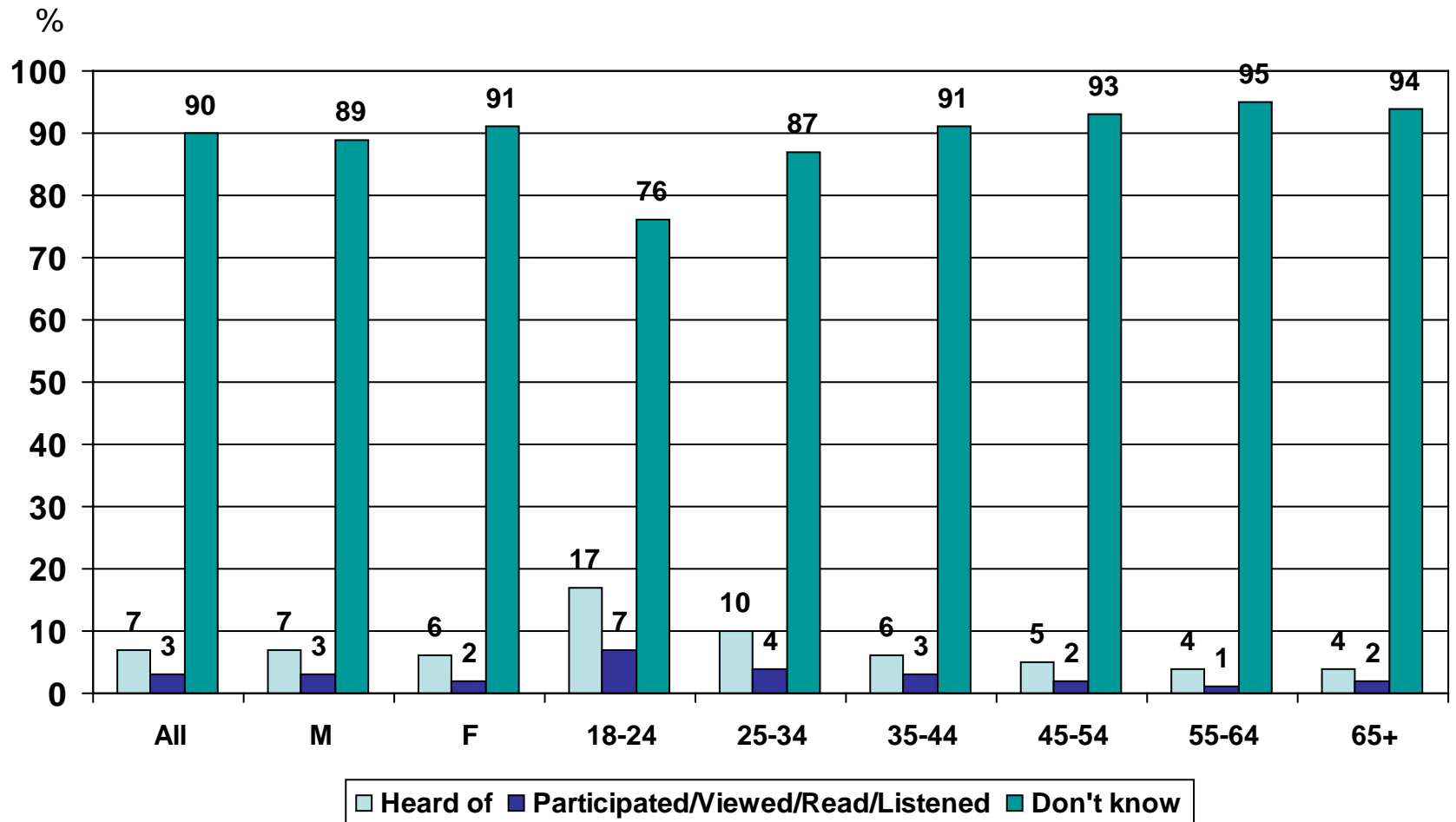
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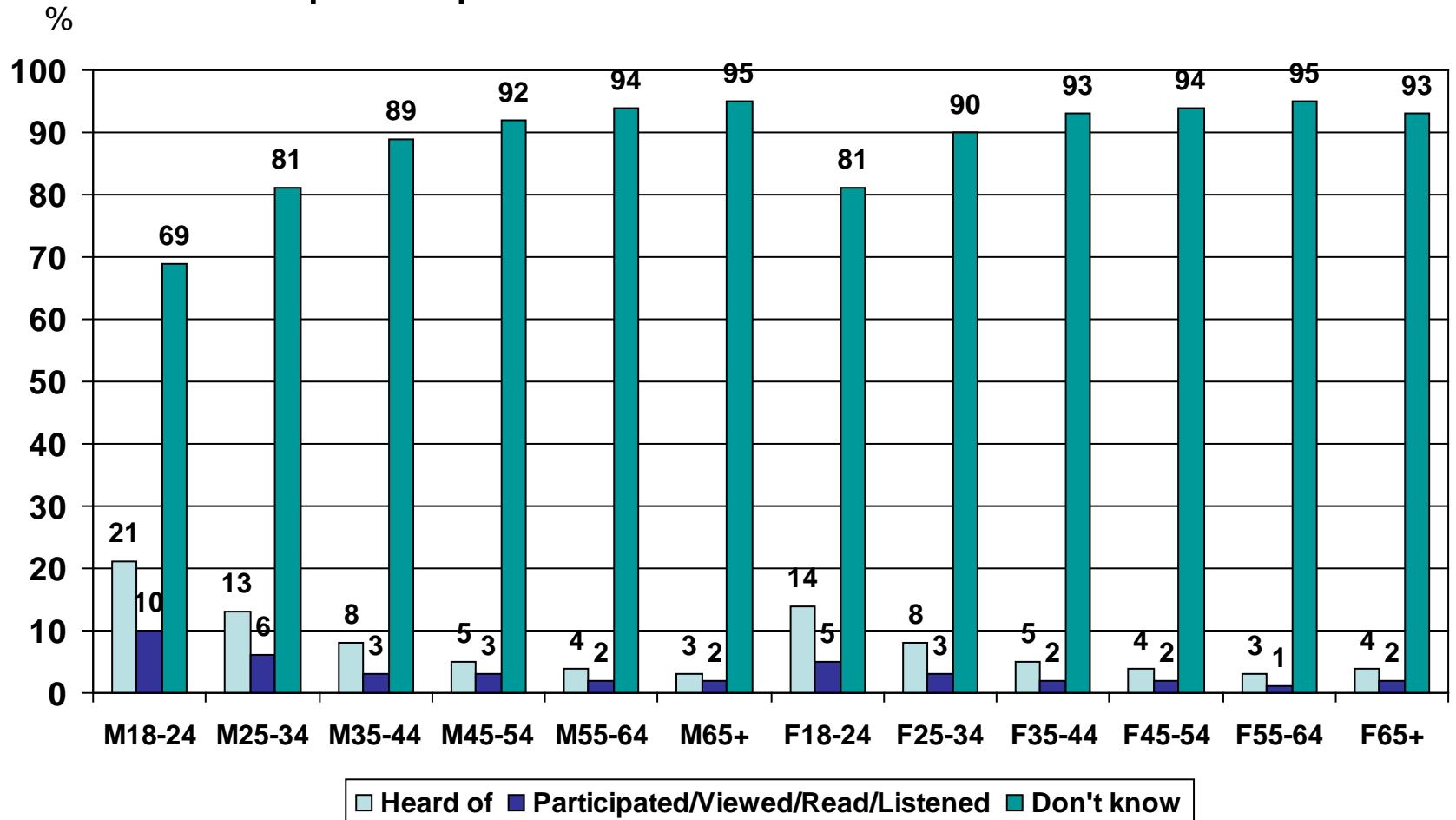
Nokia Fashion House on TV: Have you heard of or participated/viewed/read/listened?



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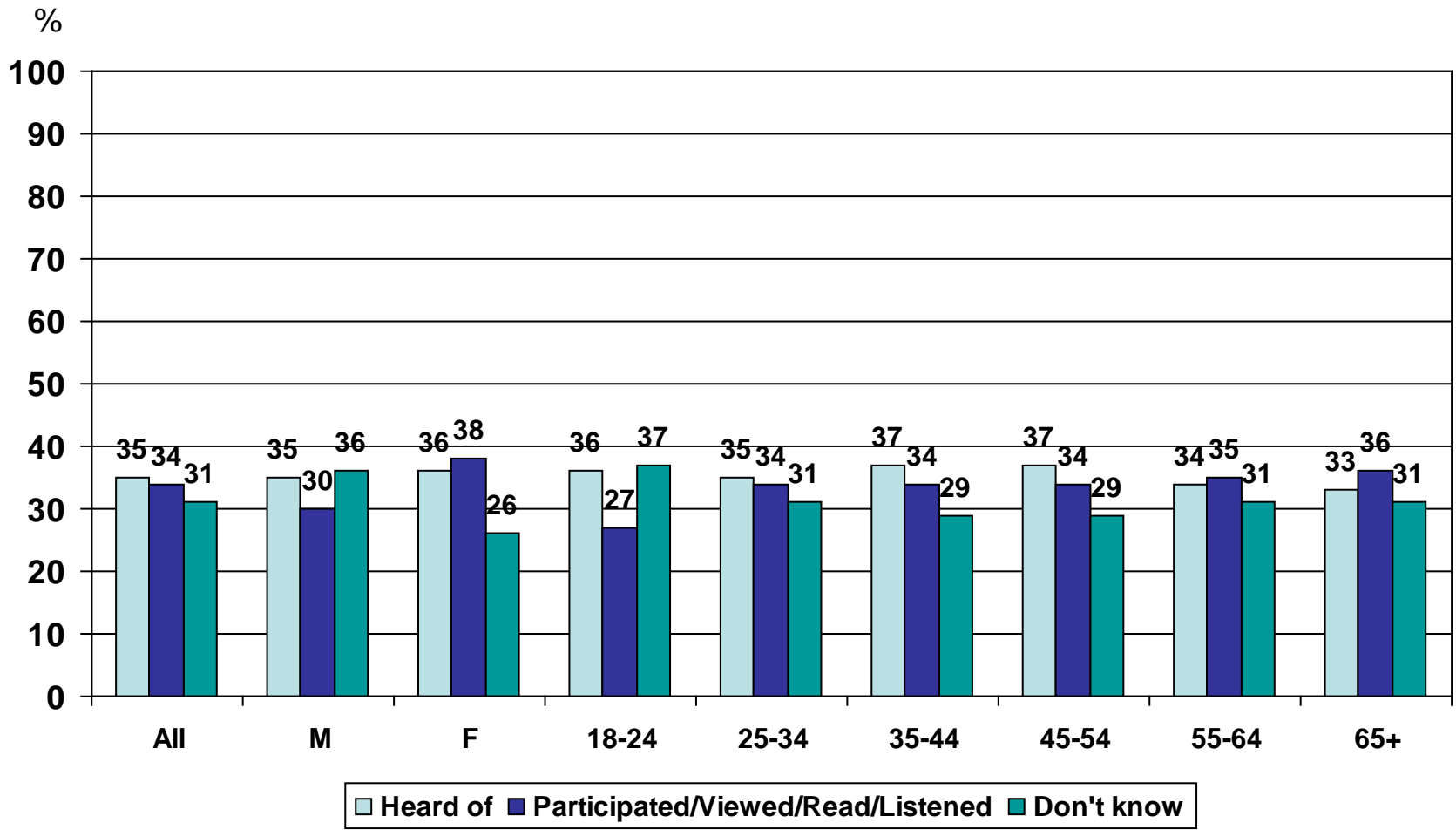
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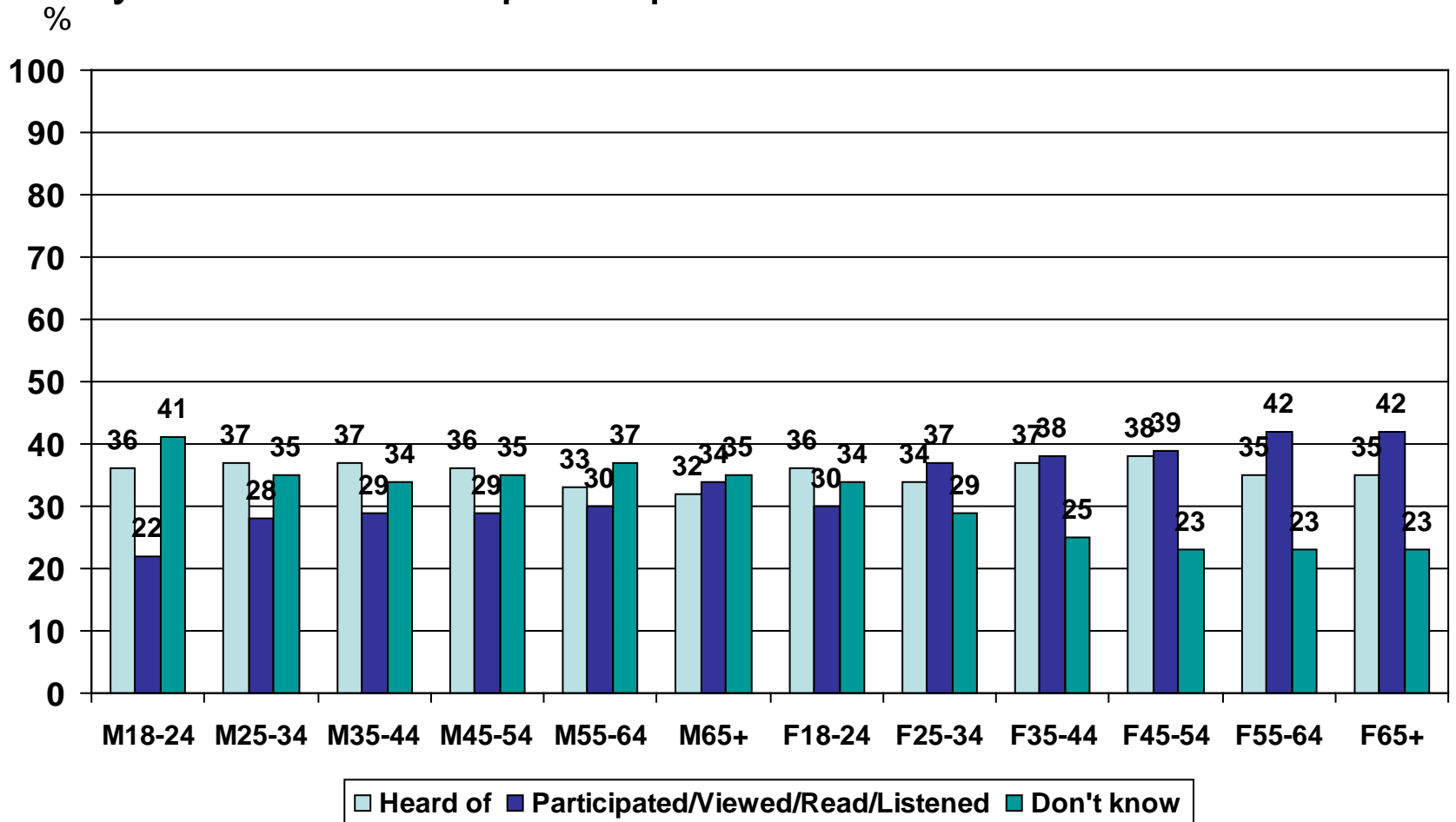
Waitrose/Sainsbury/or other supermarket magazine: Have you heard of or participated/viewed/read/listened?



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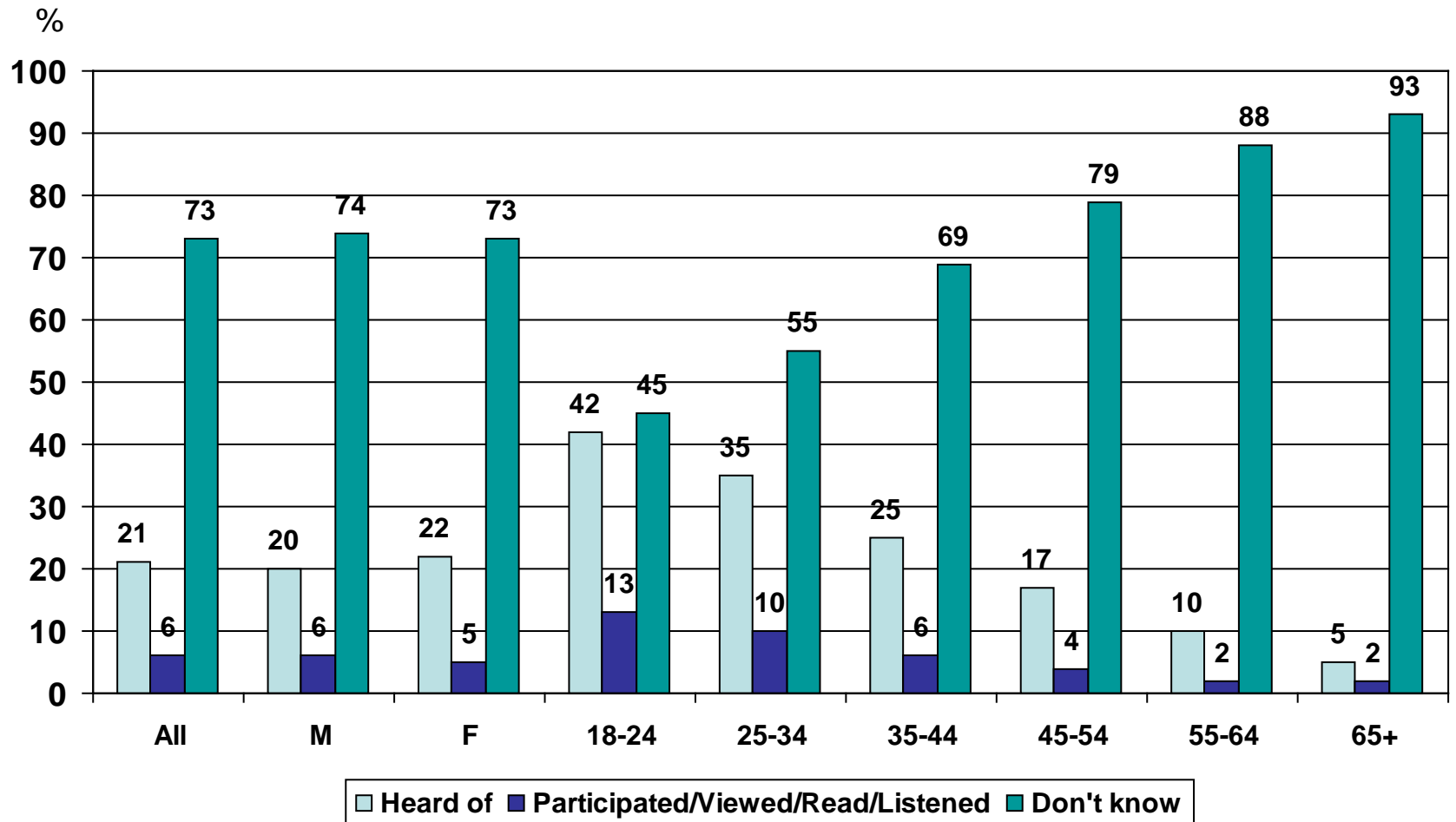
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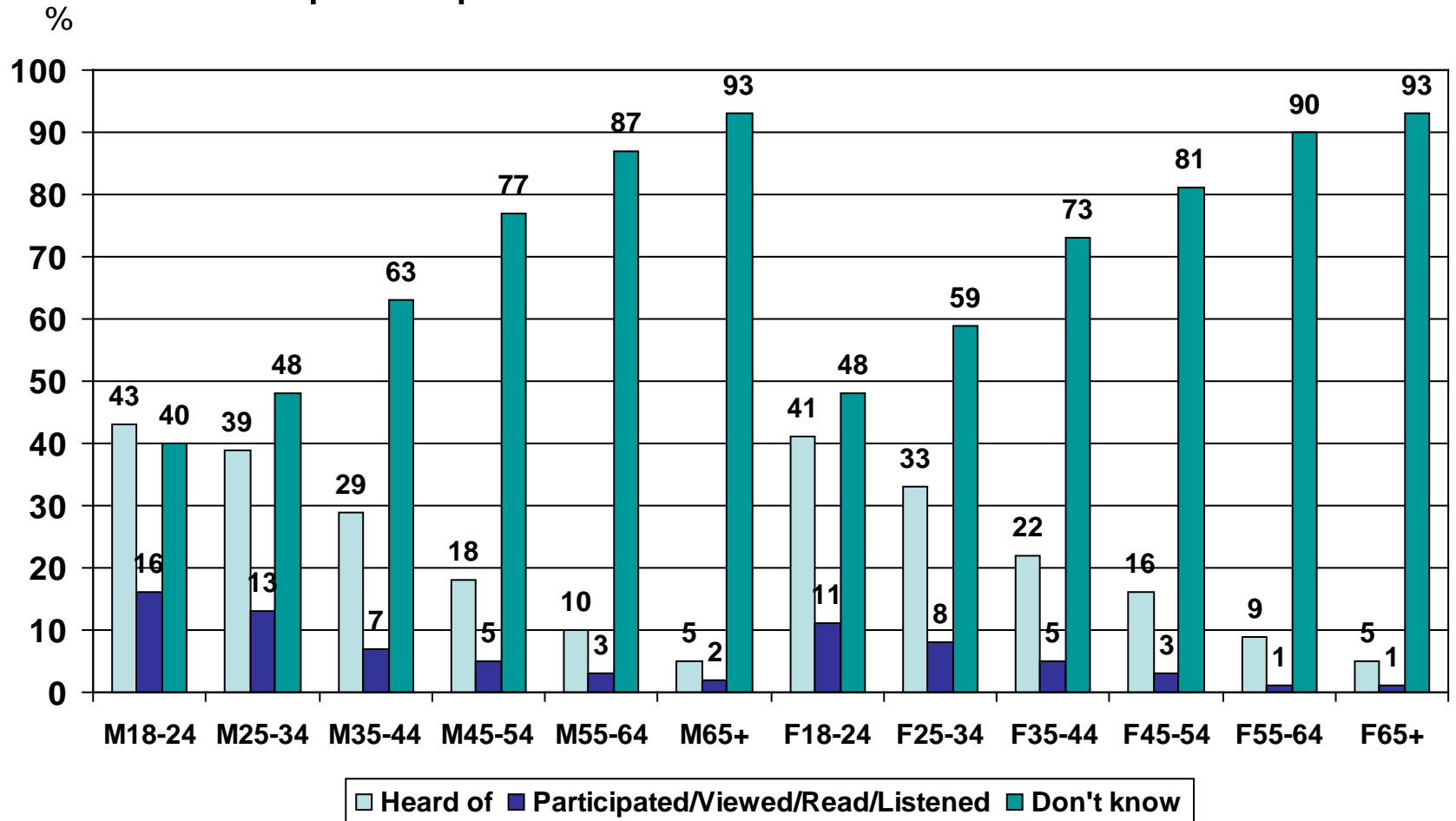
O2 Wireless Festival: Have you heard of or participated/viewed/read/listened?



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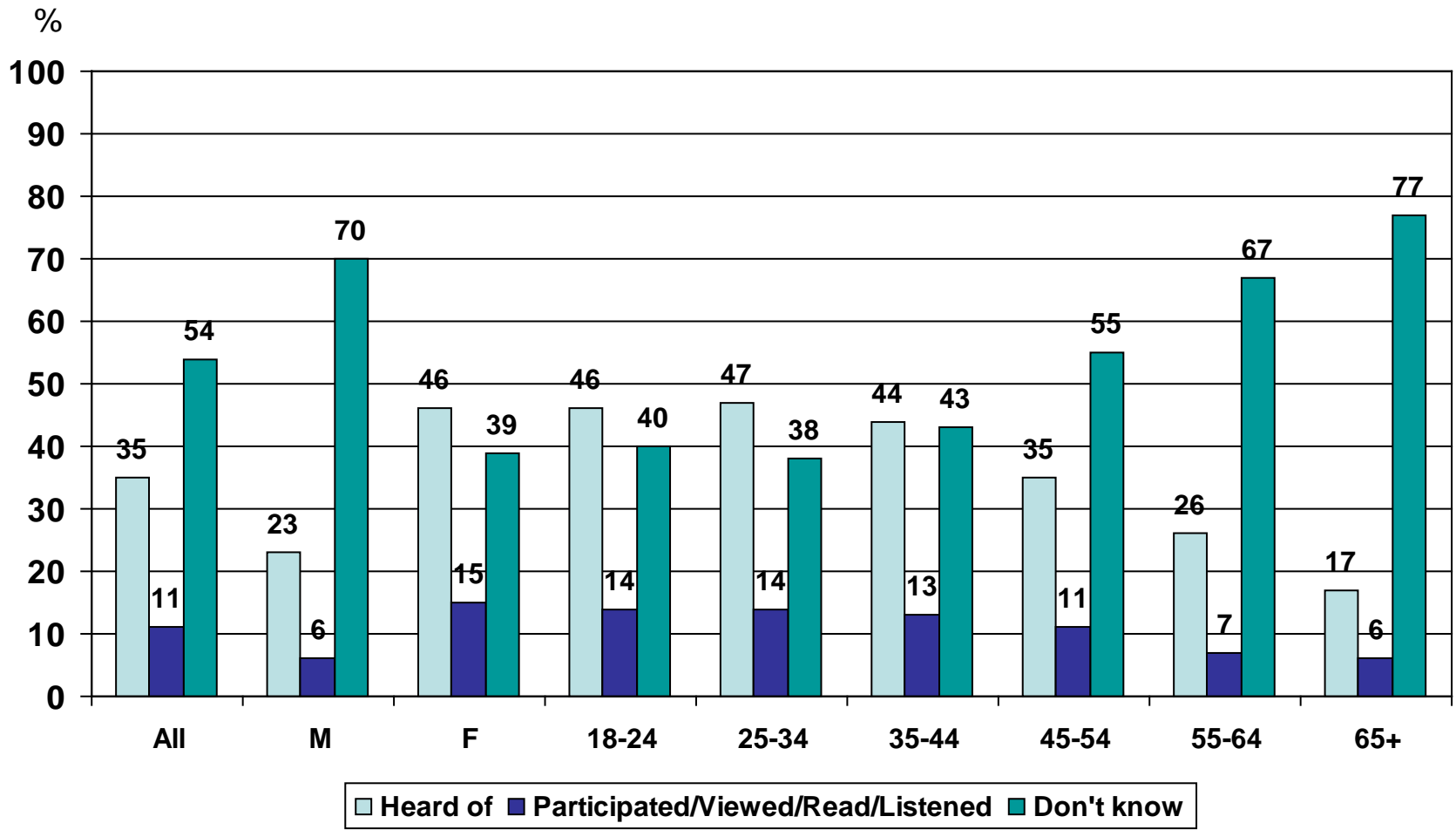
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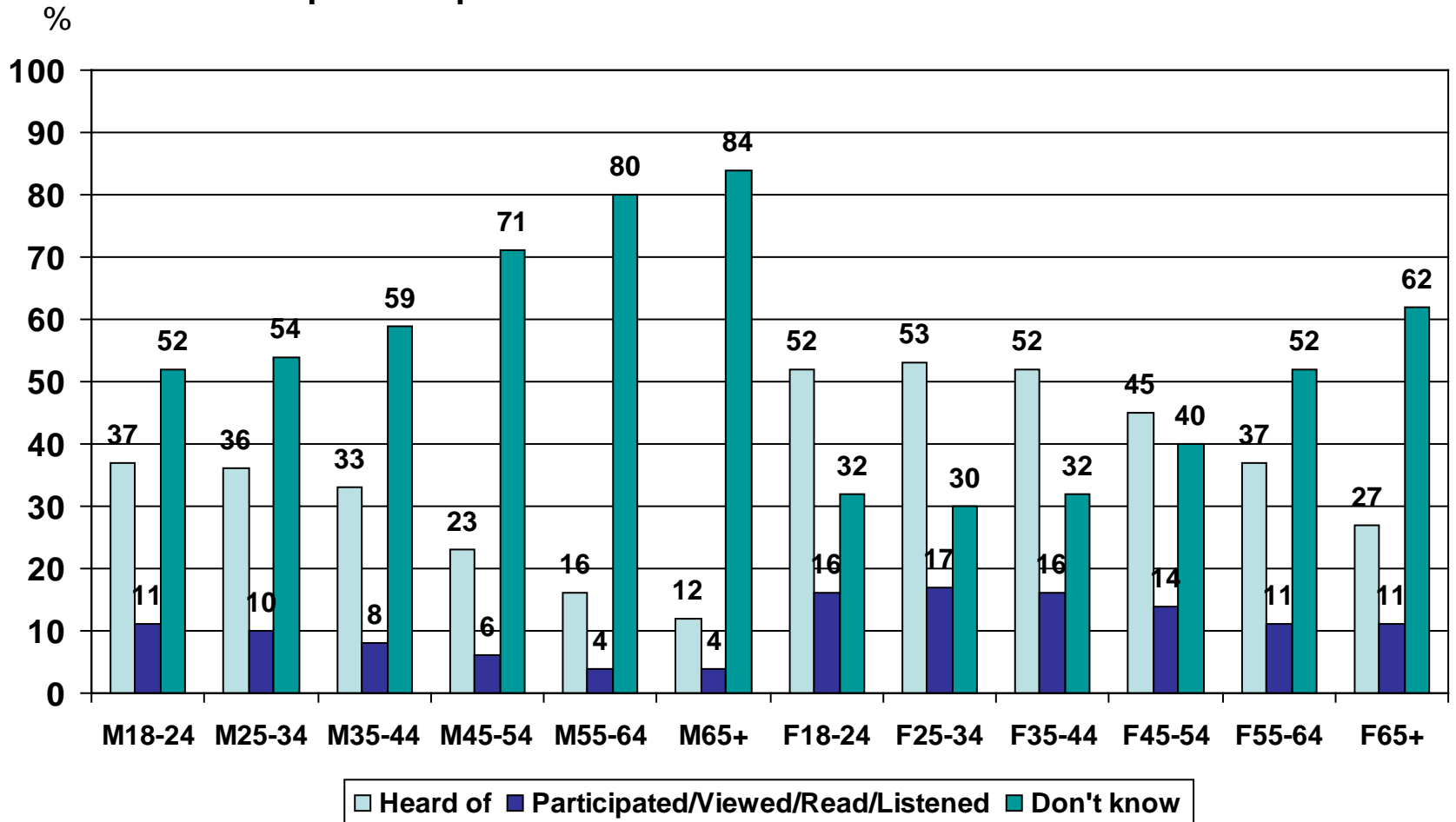
Dove Real Beauty Campaign: Have you heard of or participated/viewed/read/listened?



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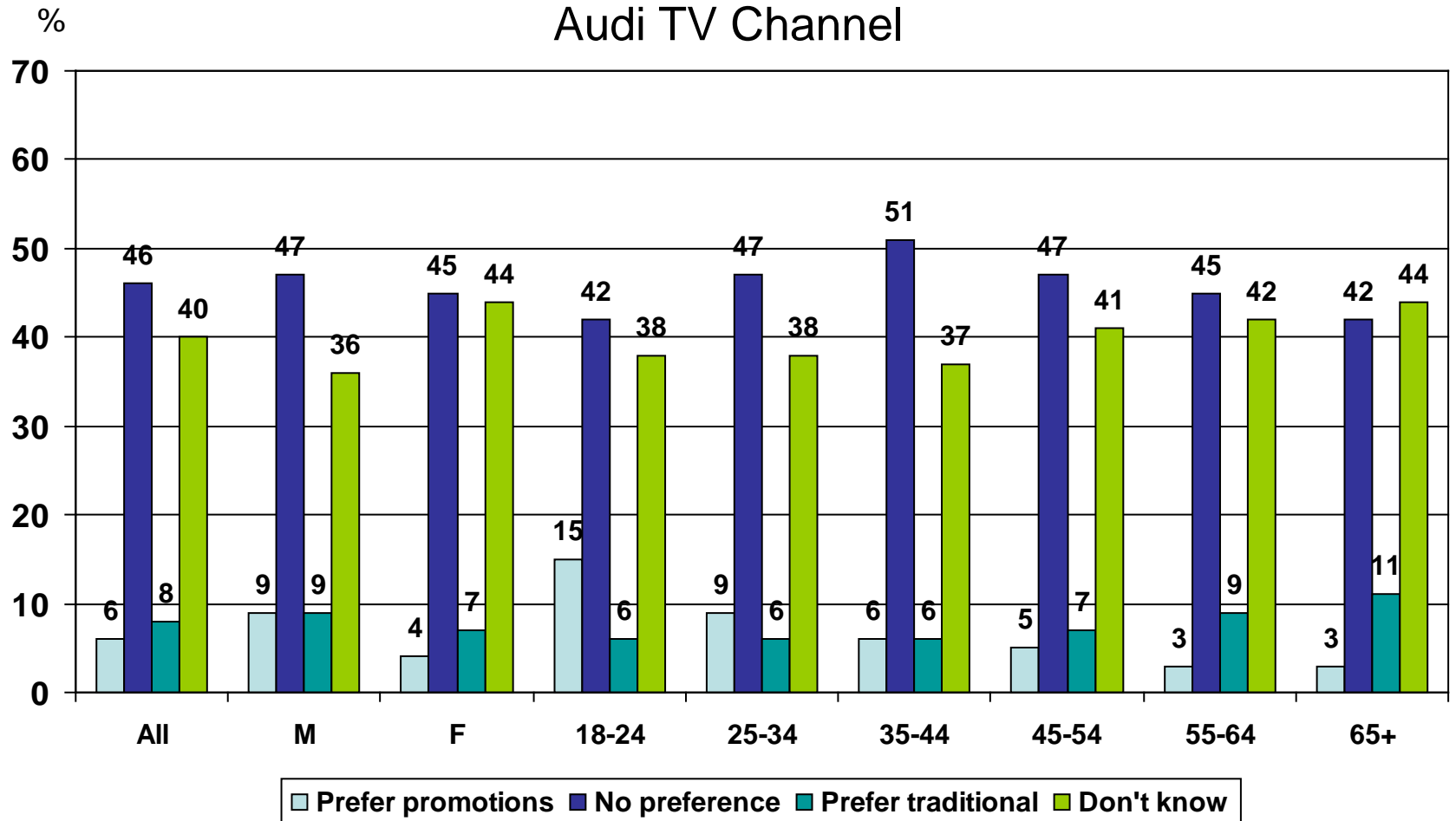
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Attitudes towards brands undertaking branded content



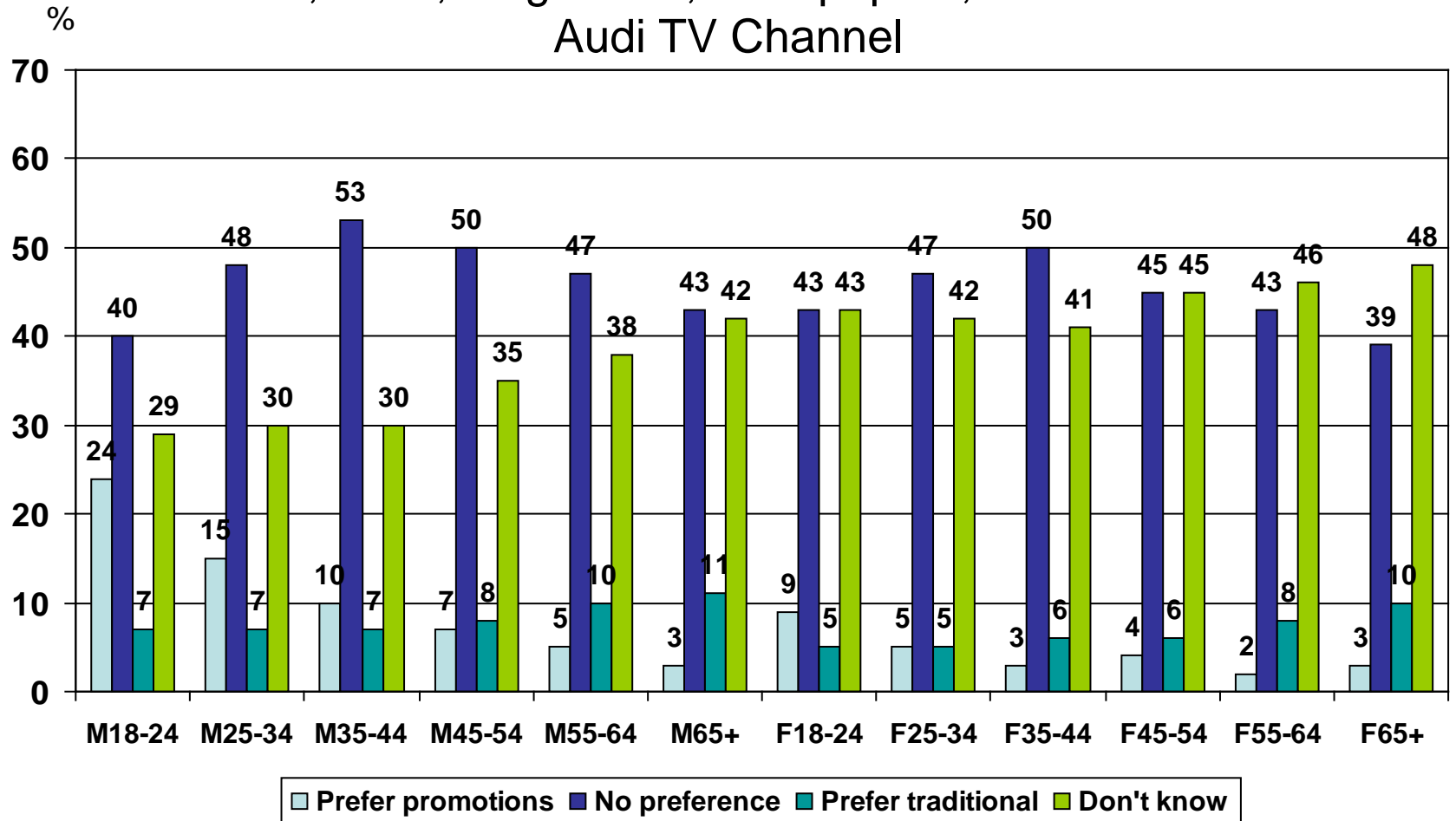
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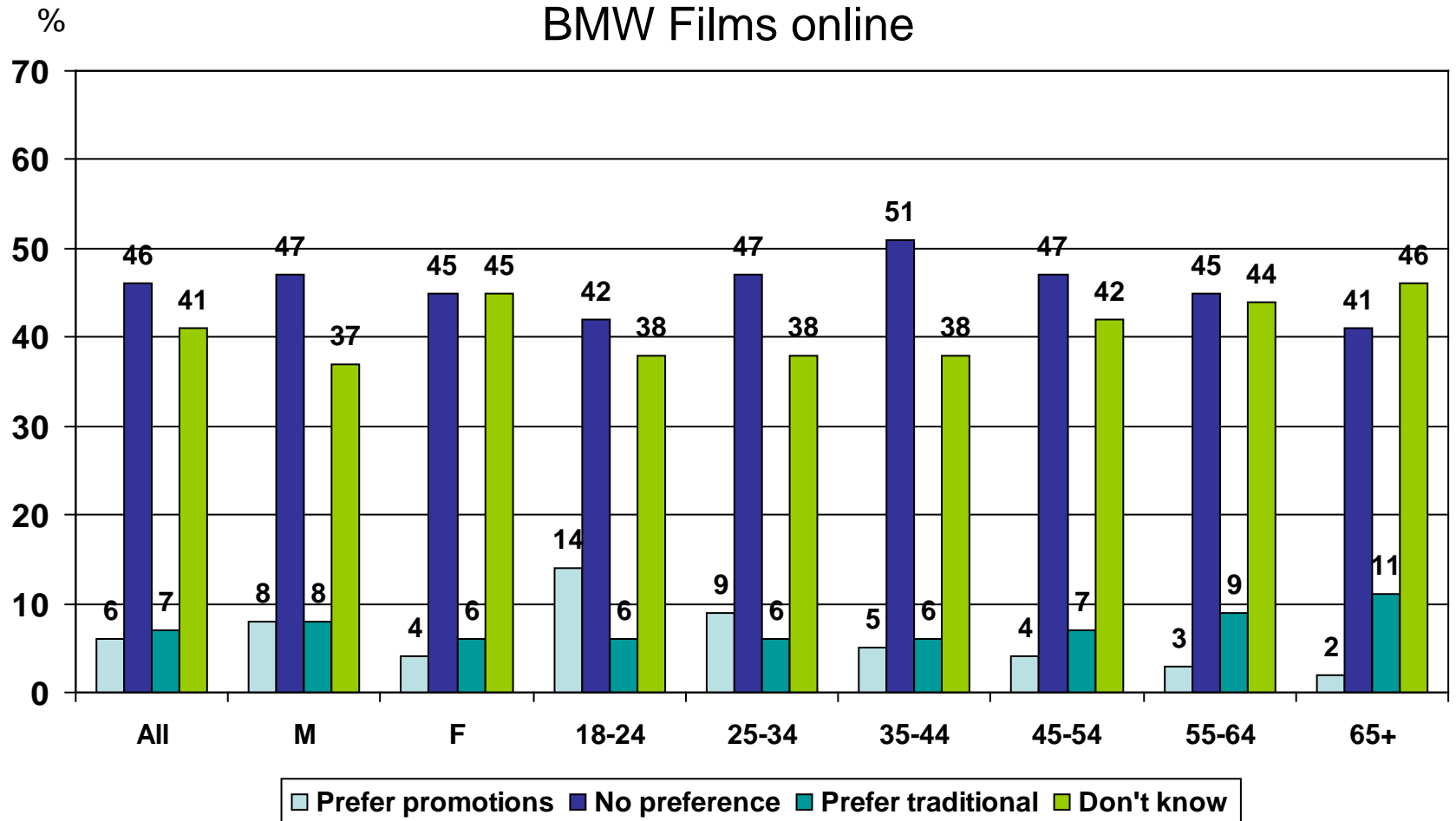
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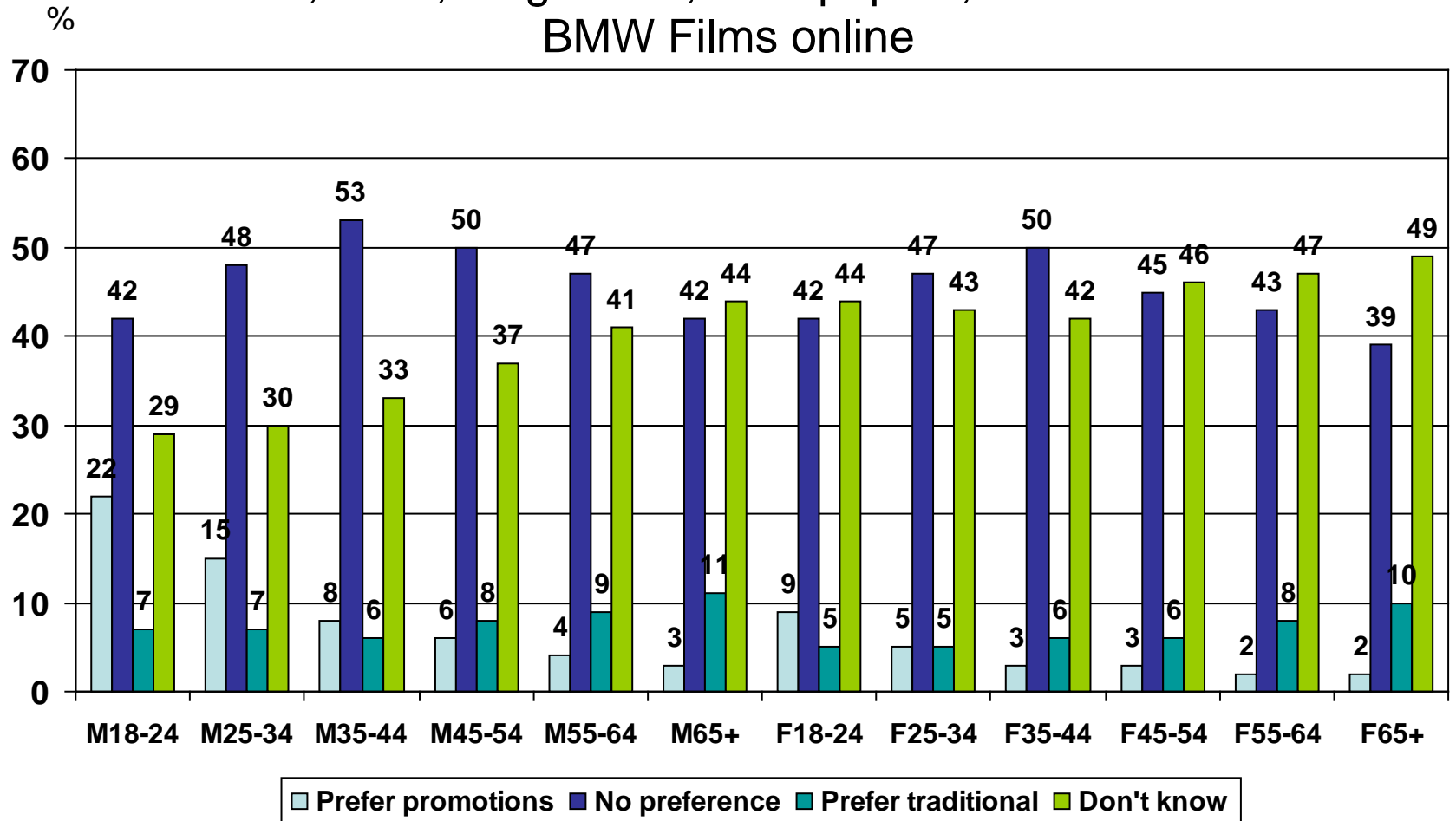
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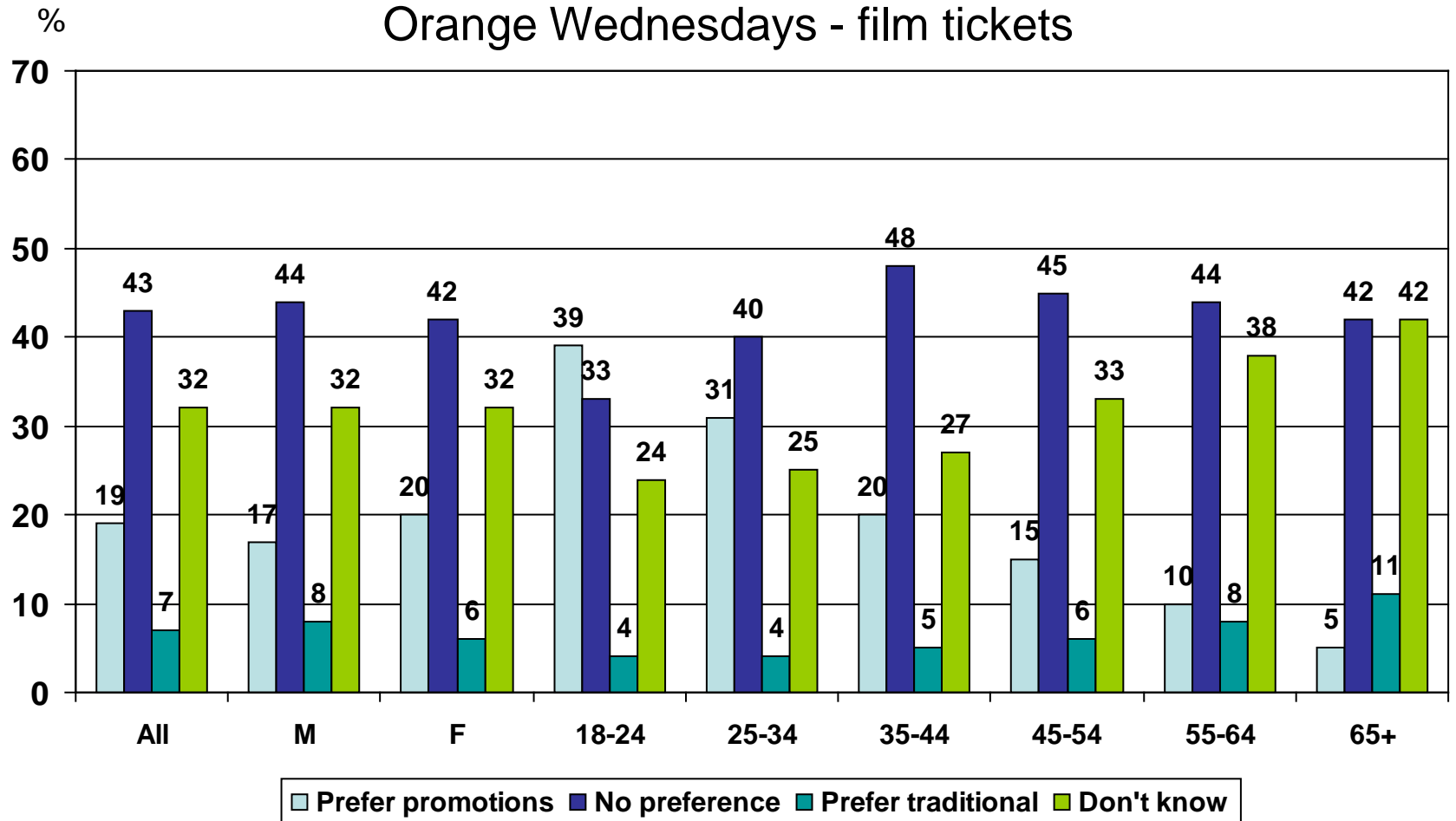


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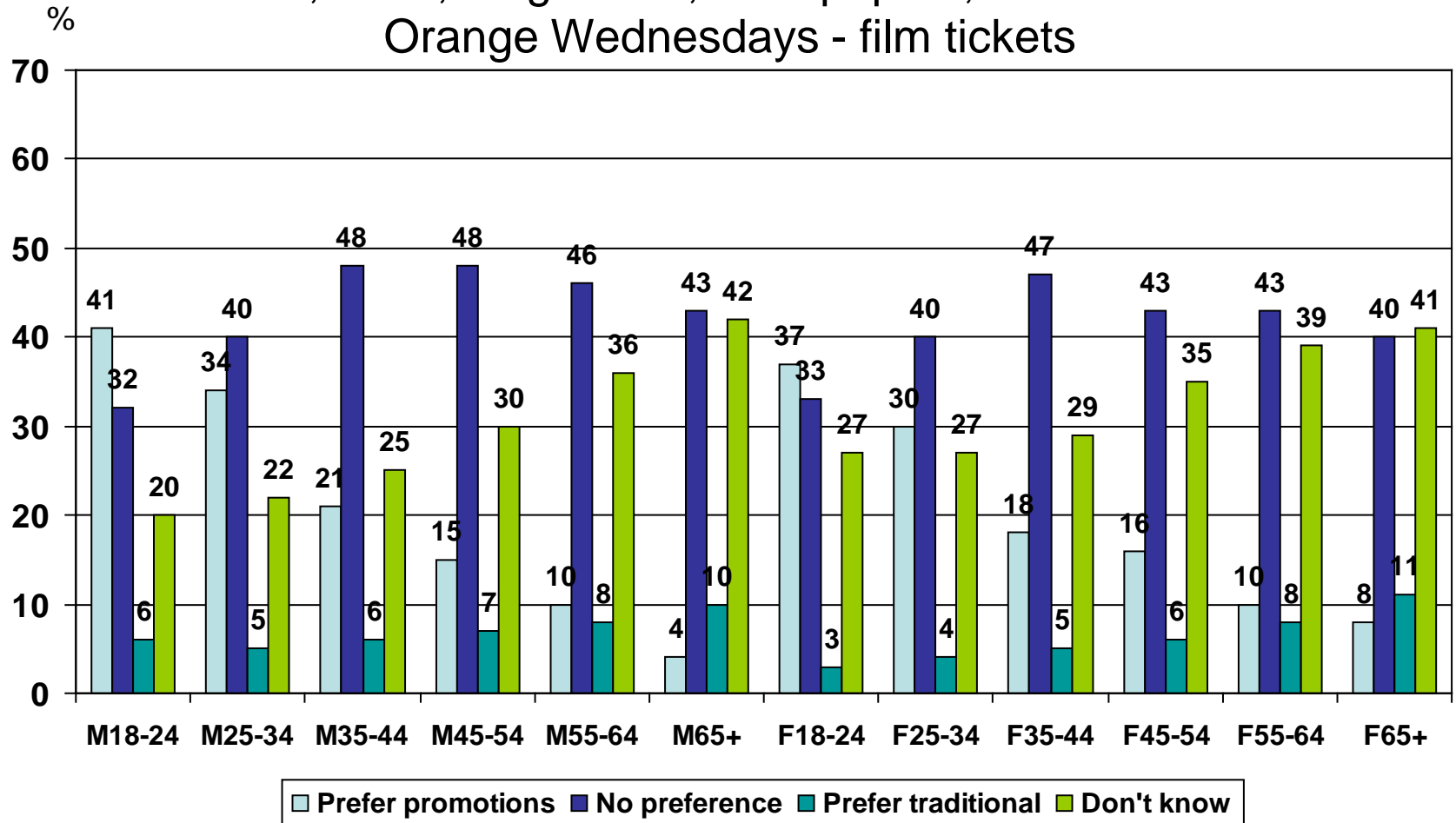
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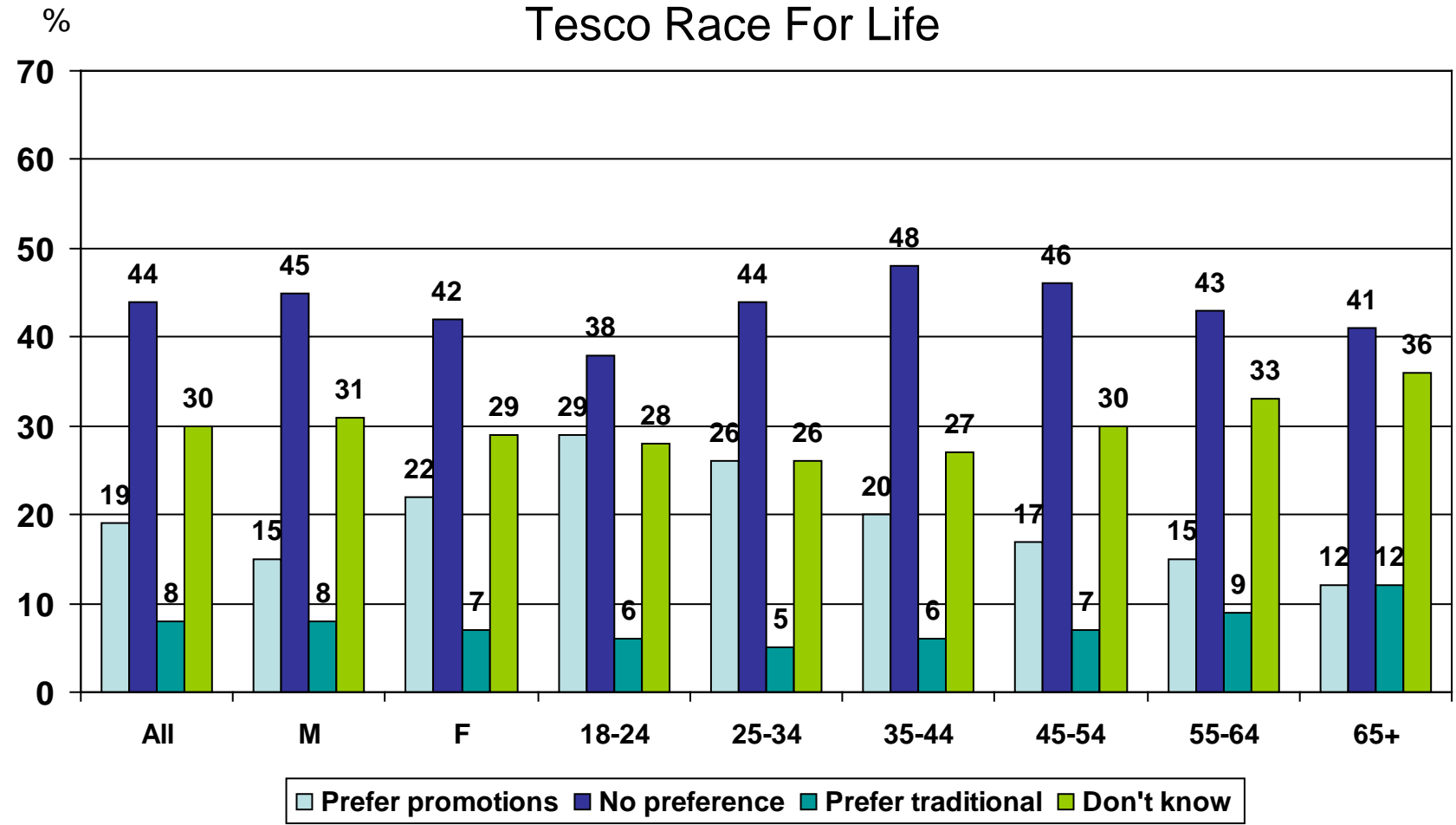
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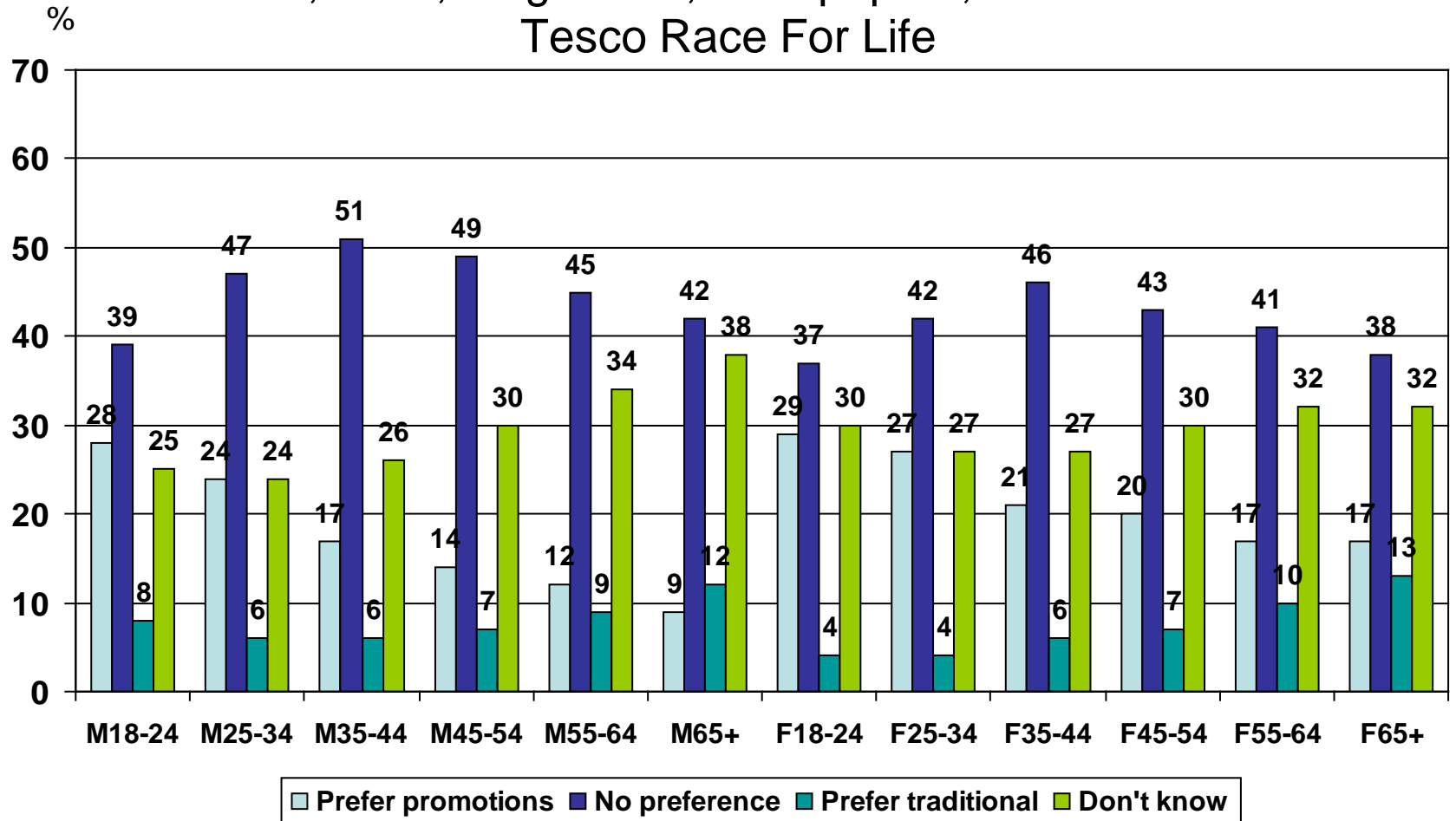
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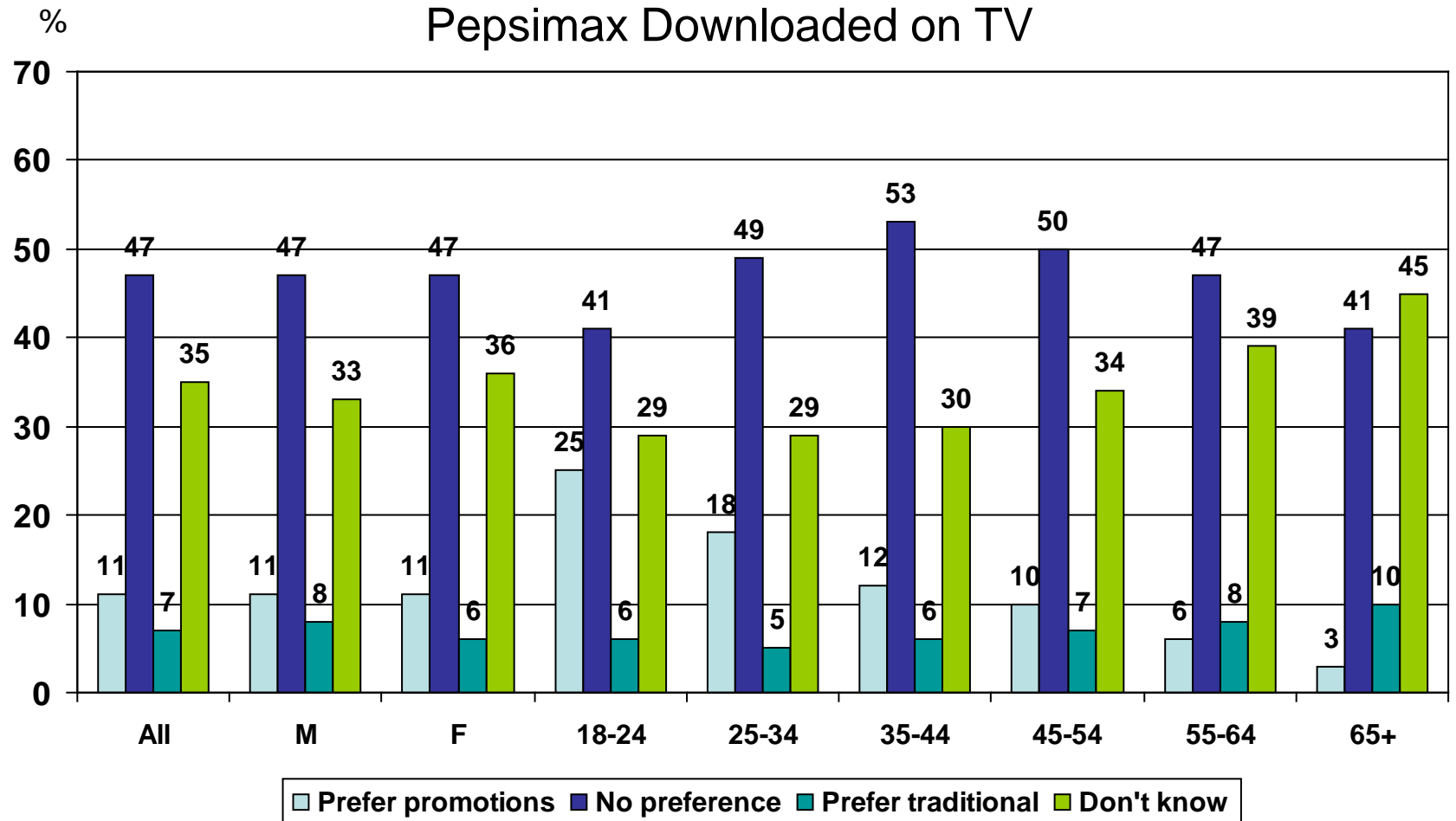
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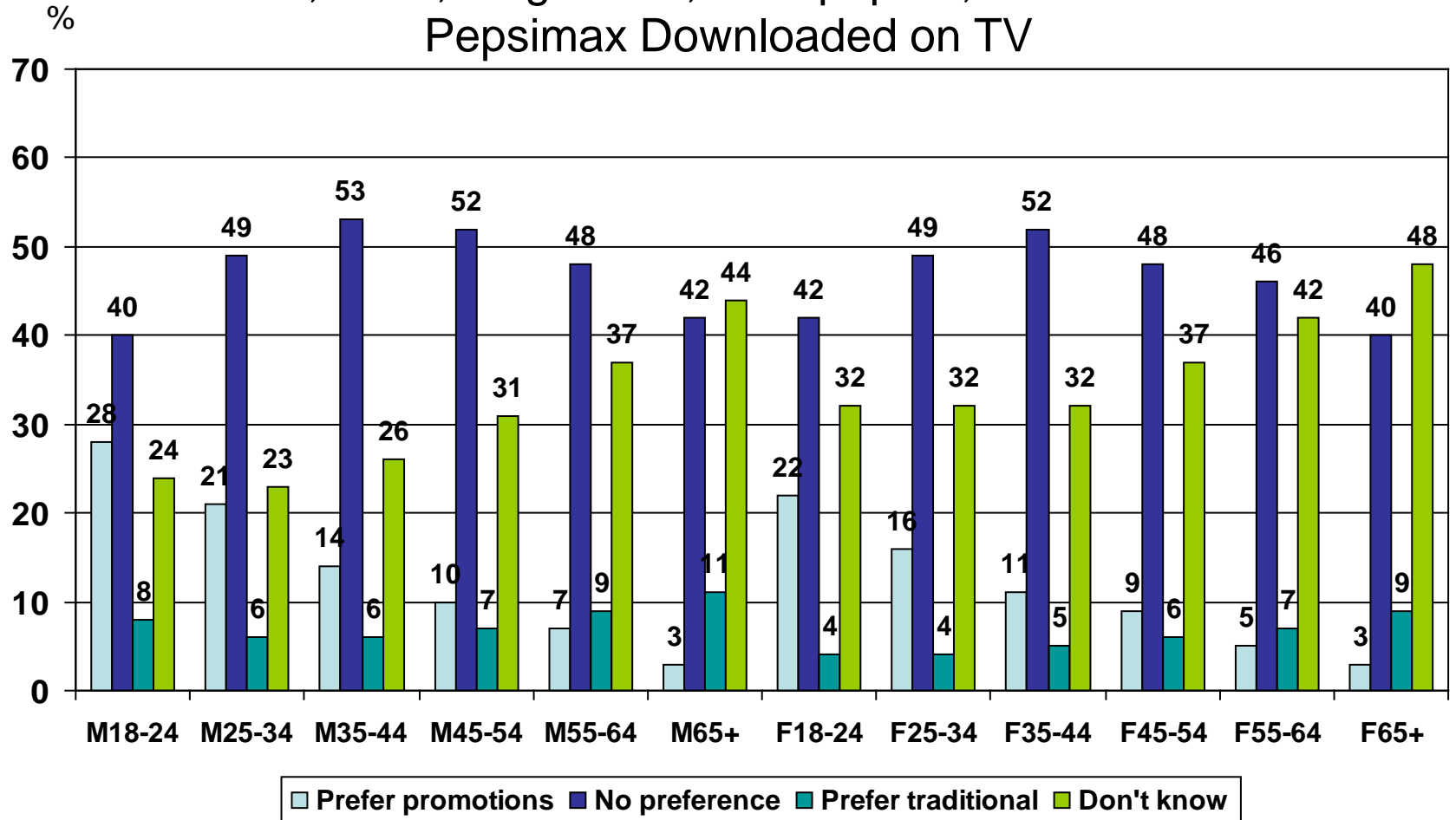
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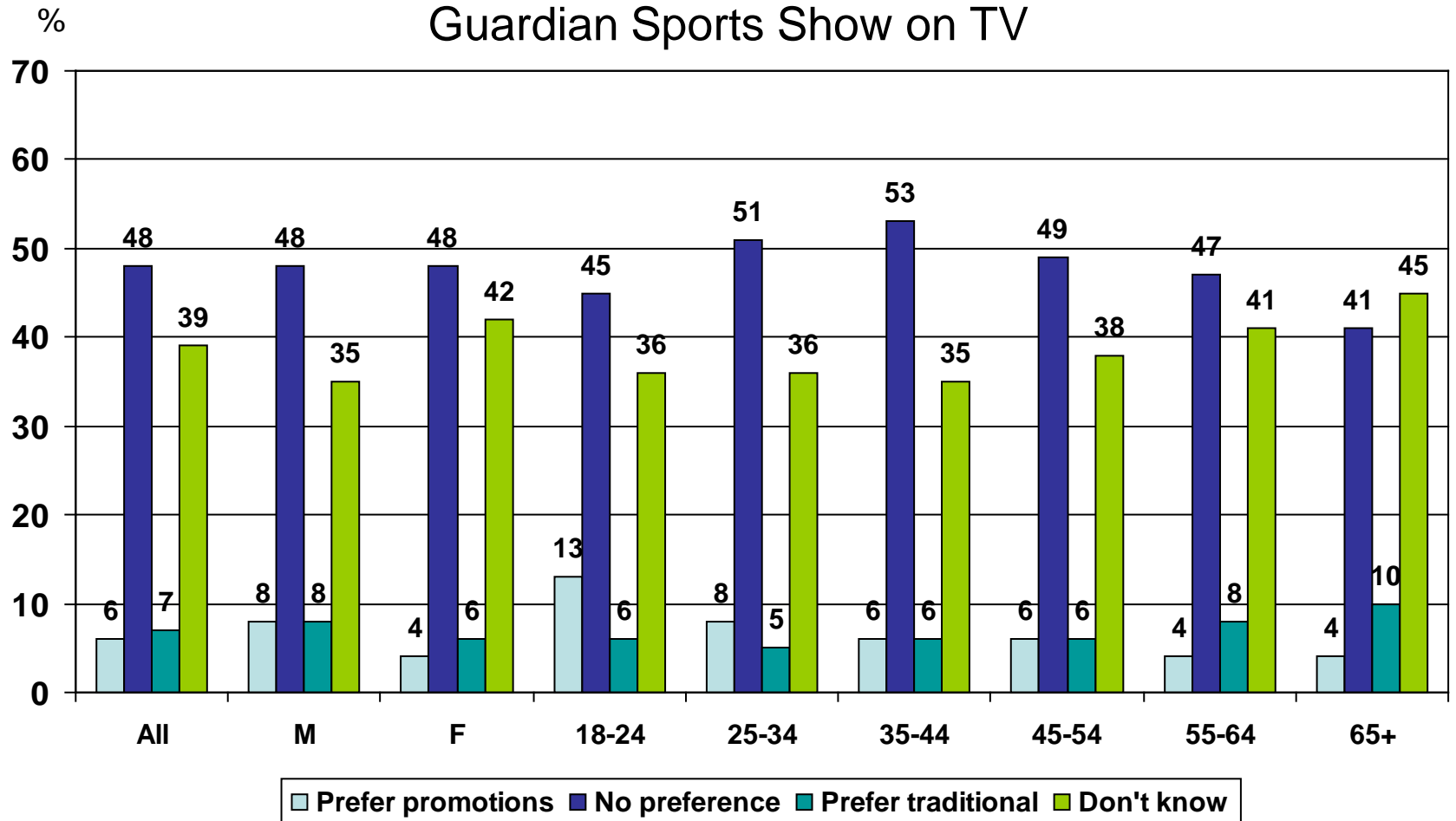


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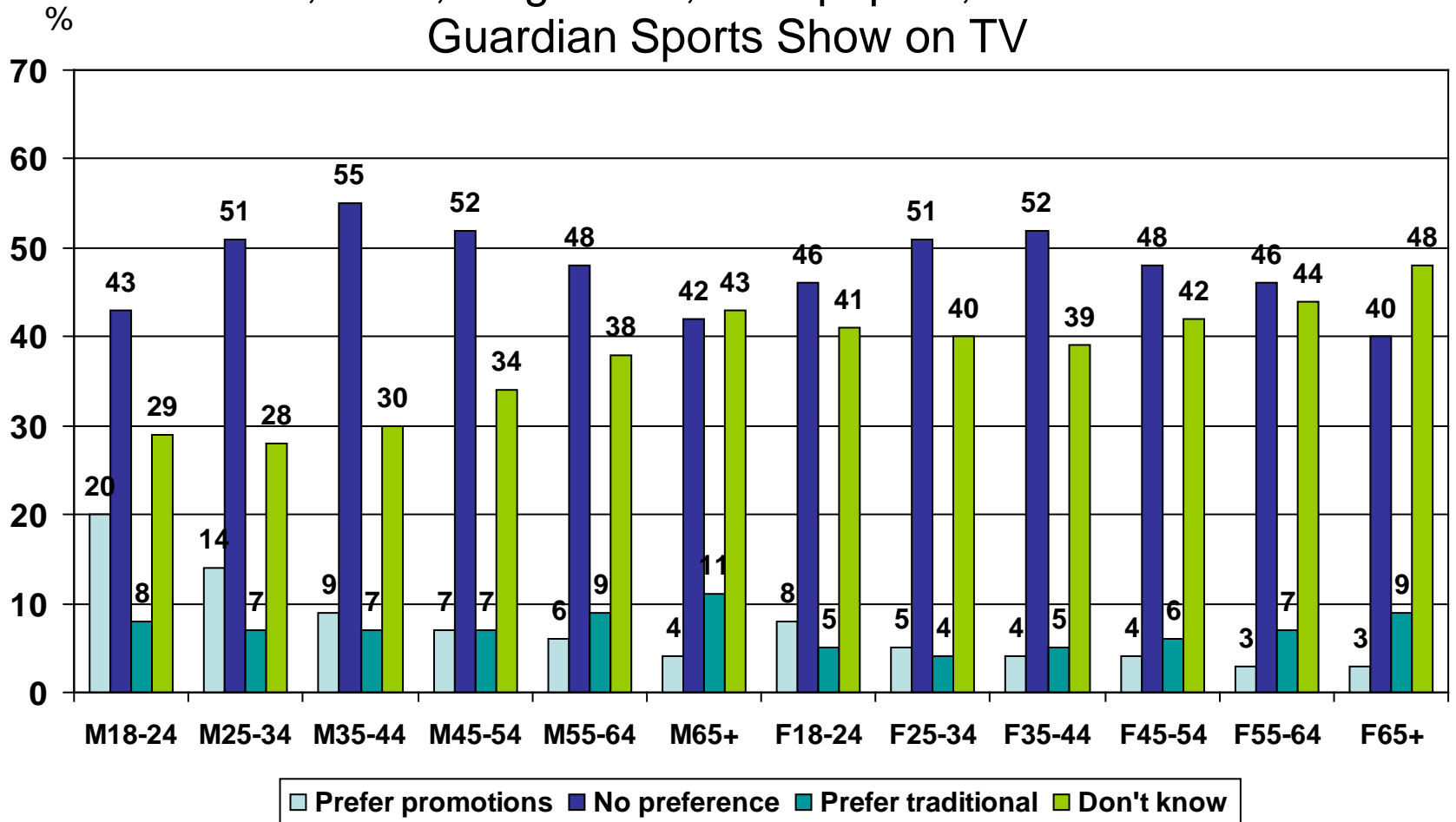
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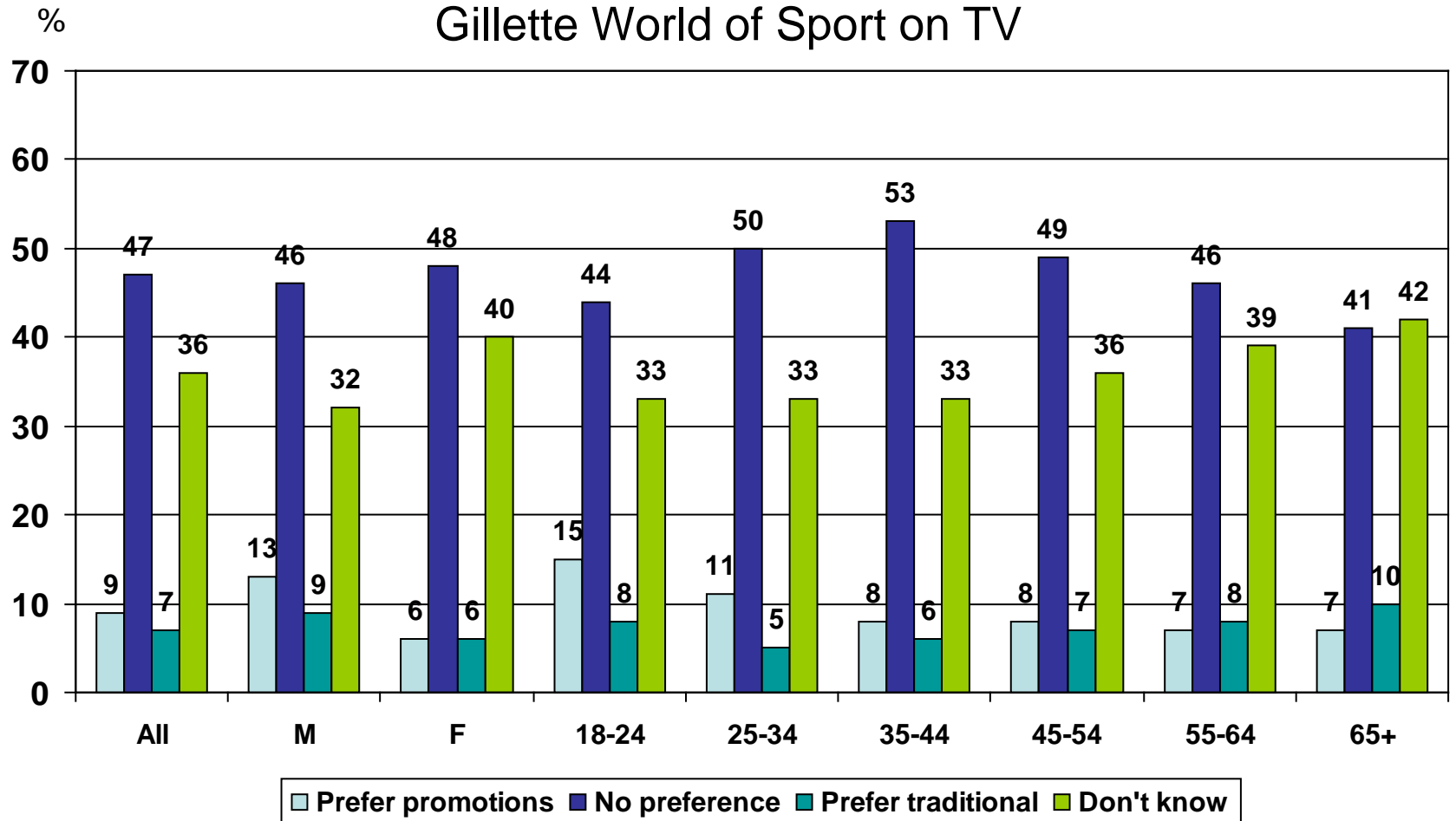
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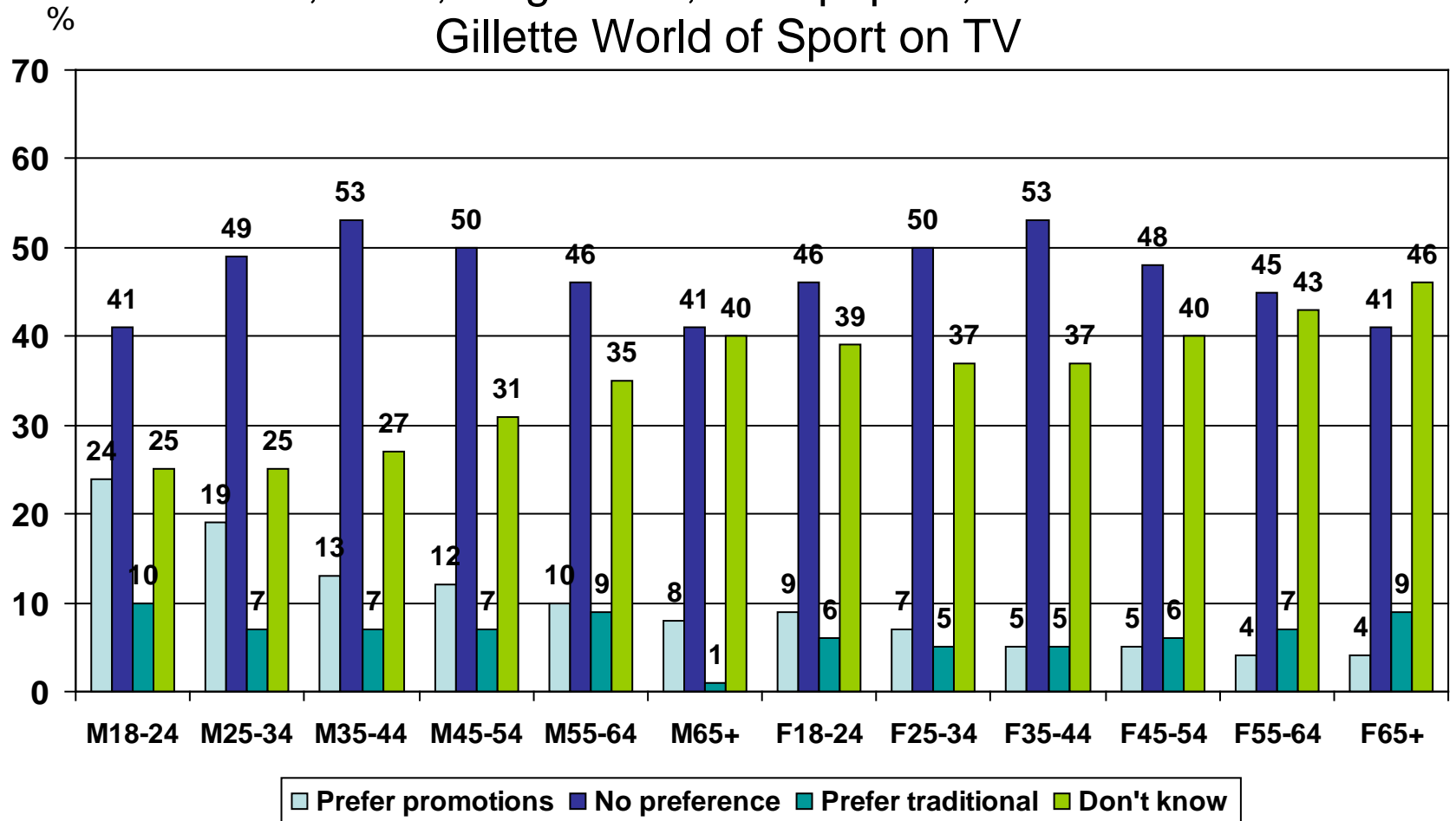
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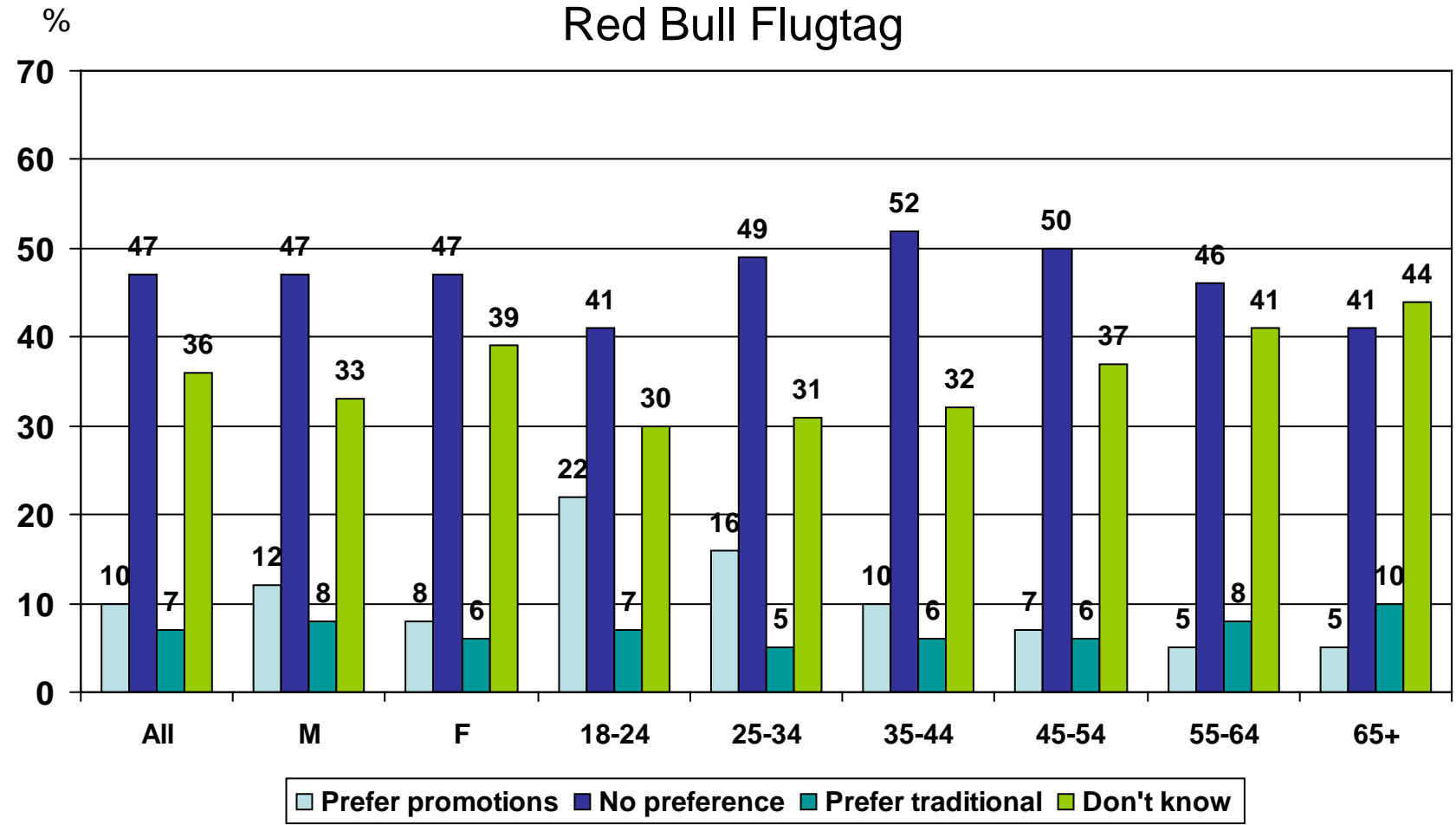
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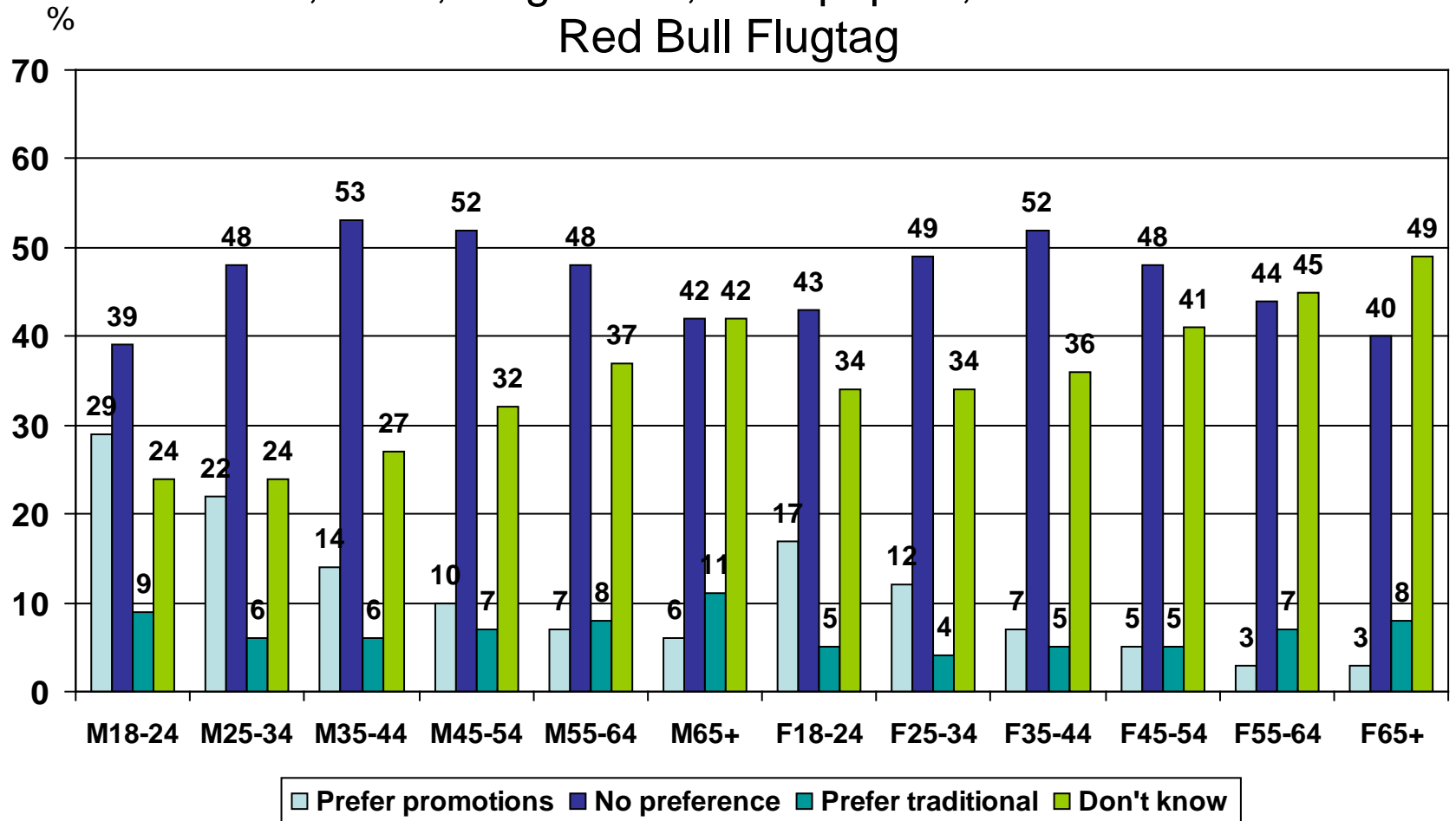
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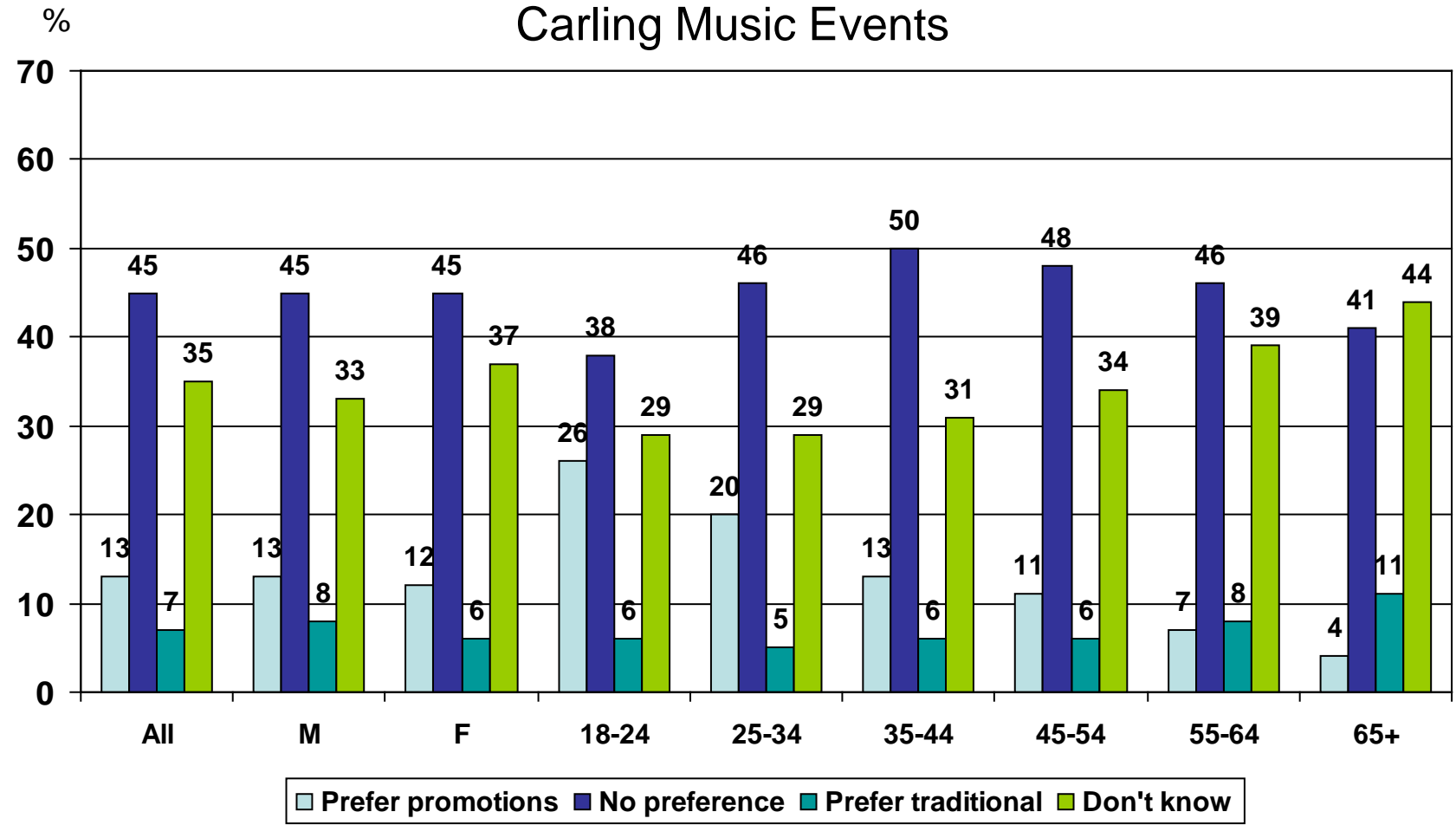
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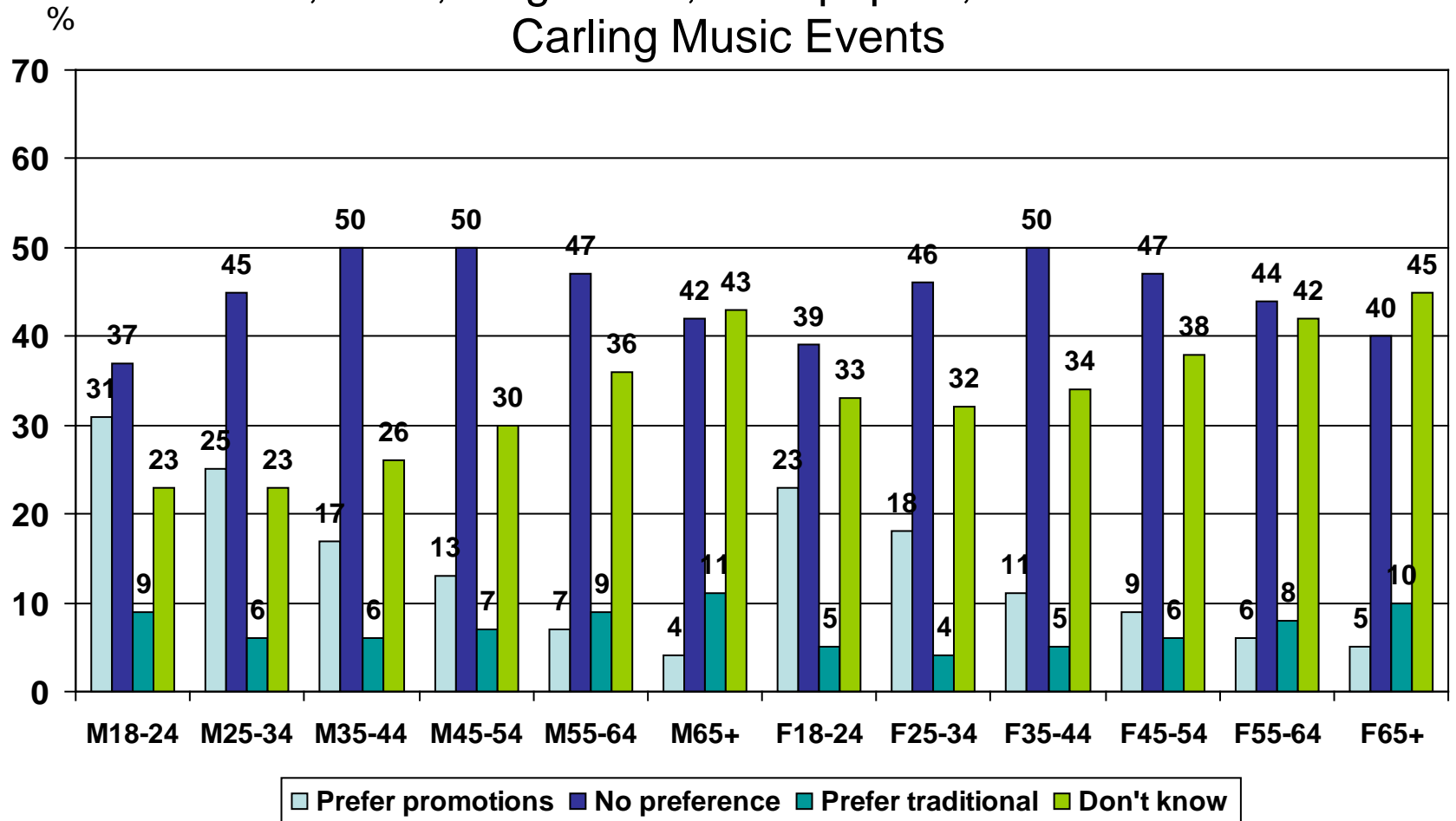
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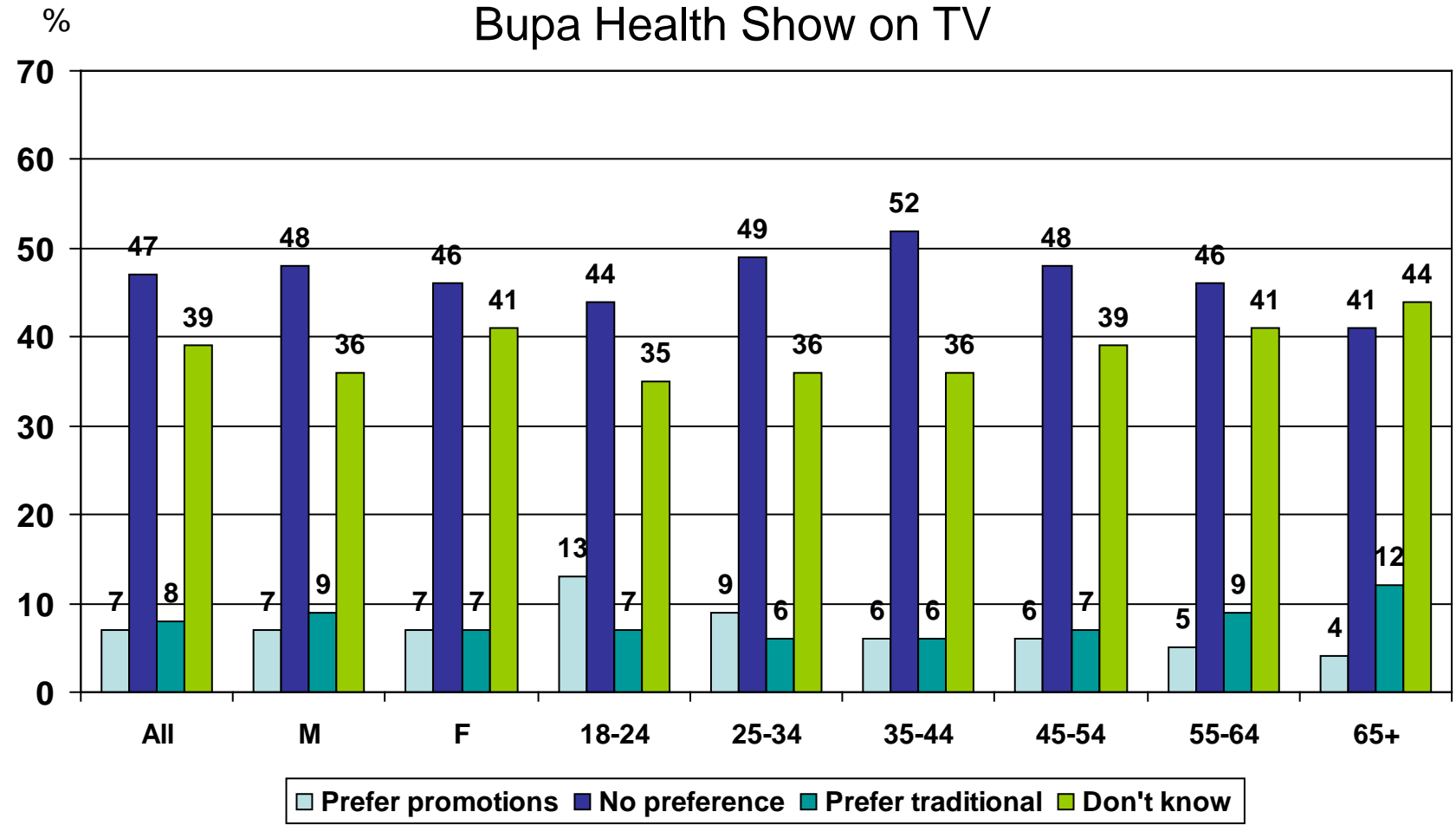
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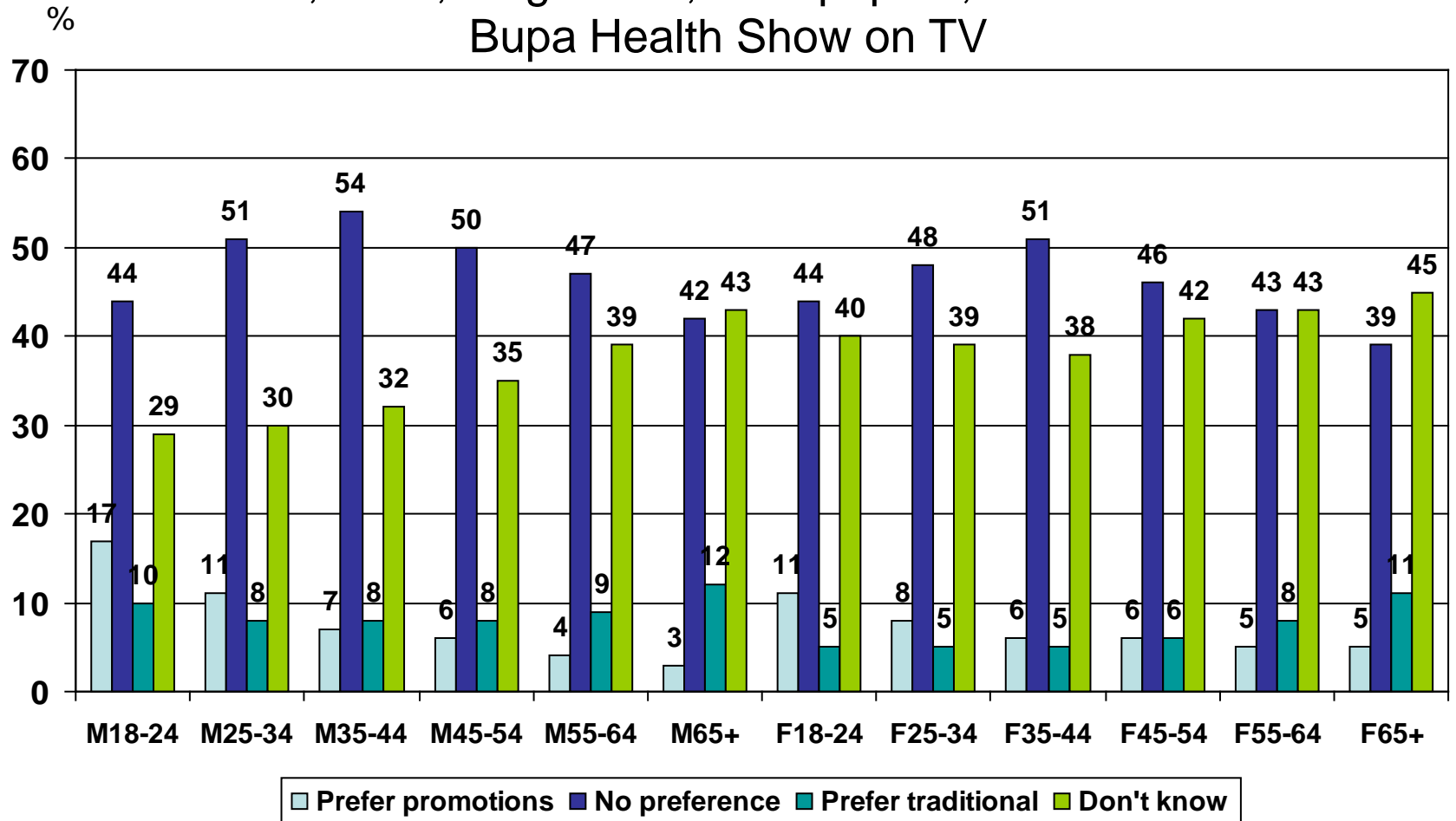
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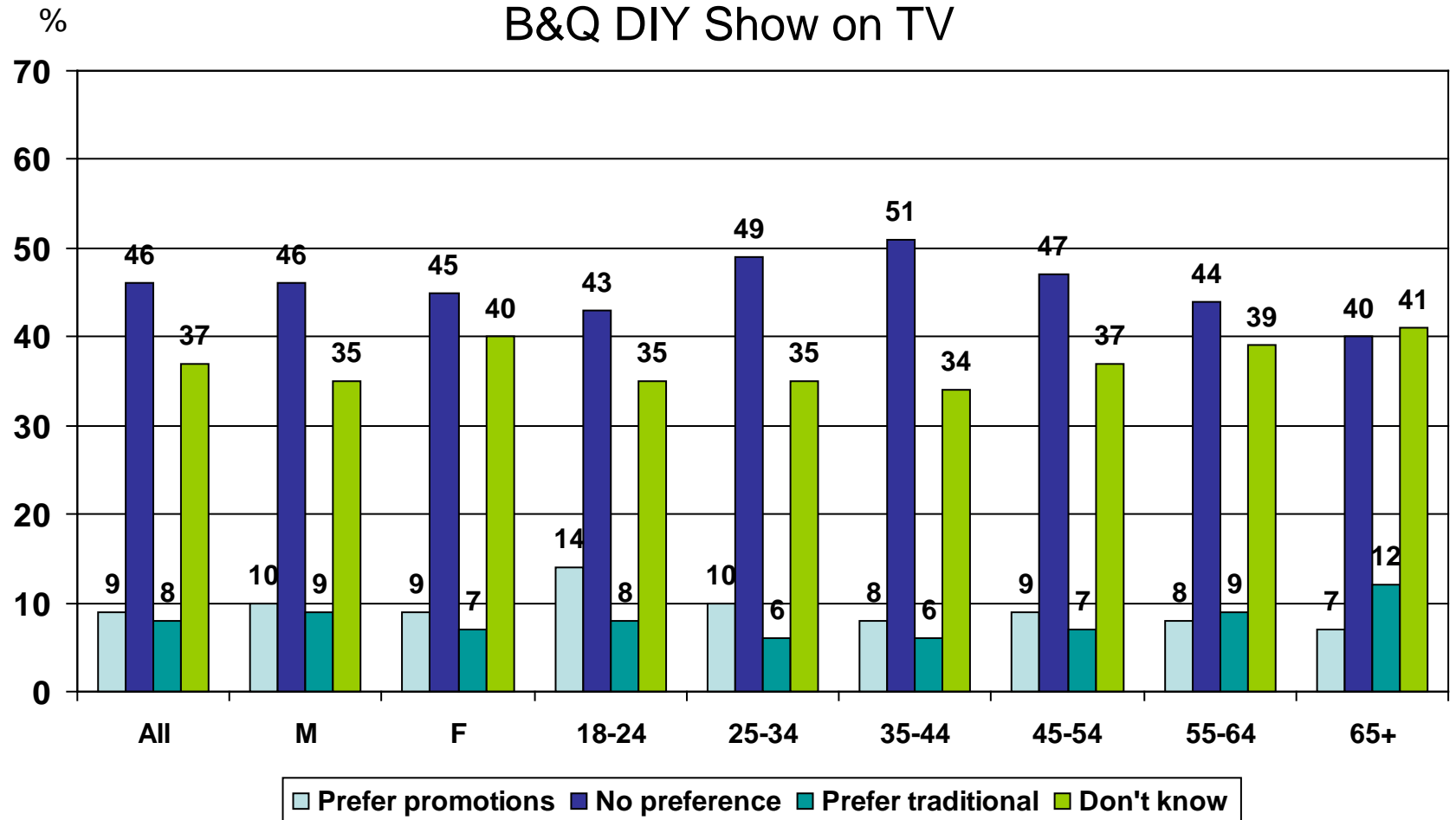
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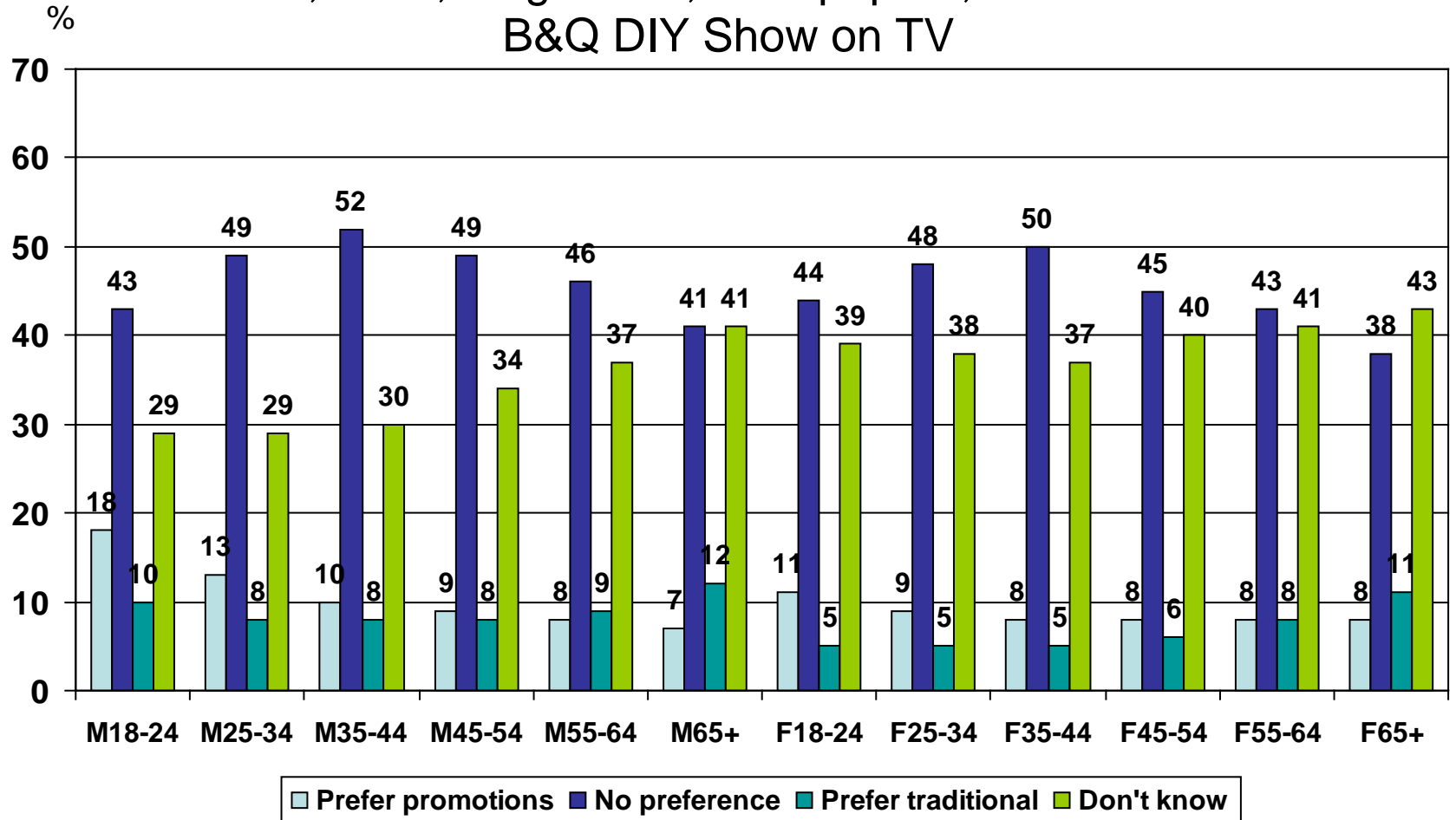
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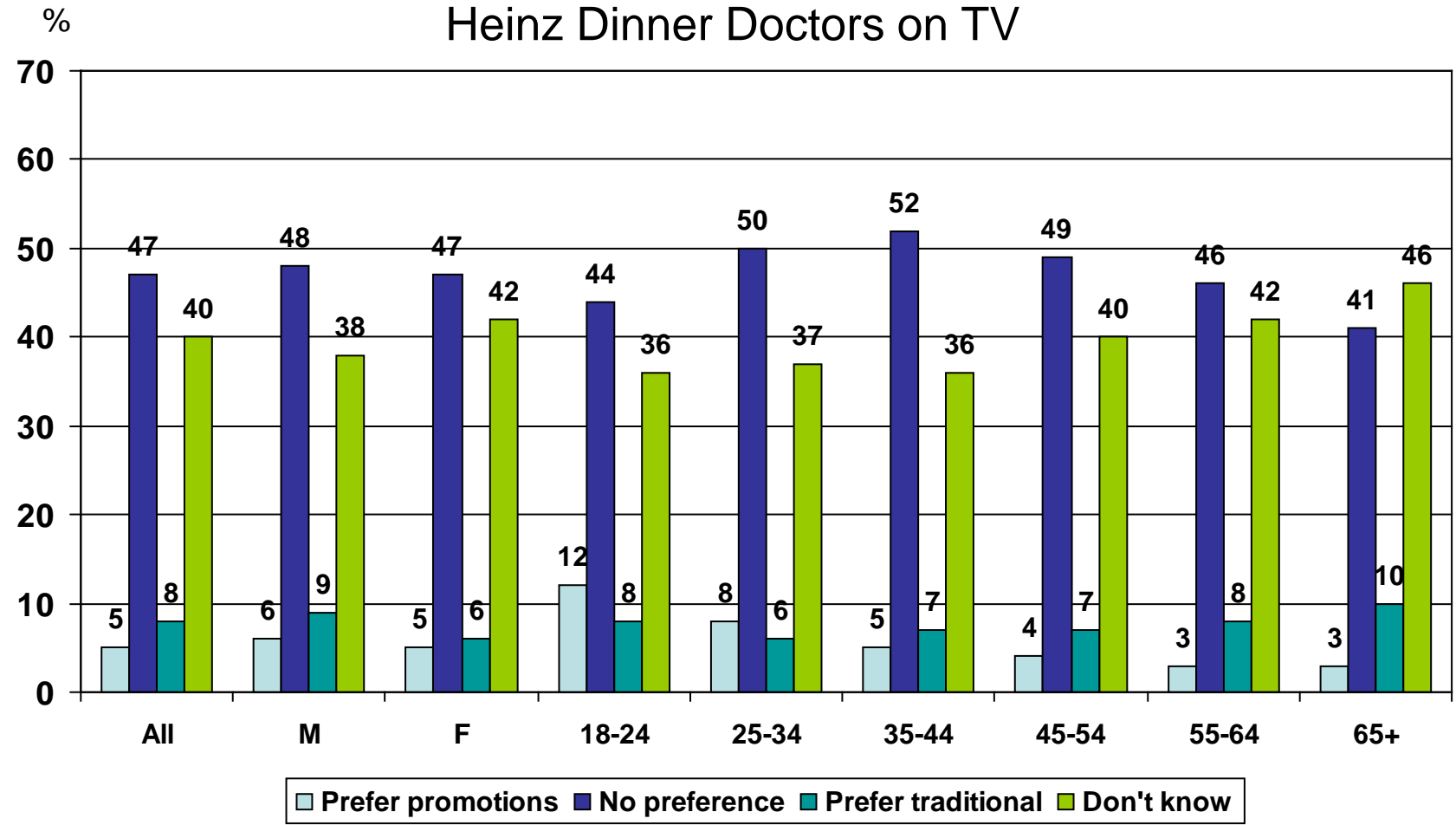
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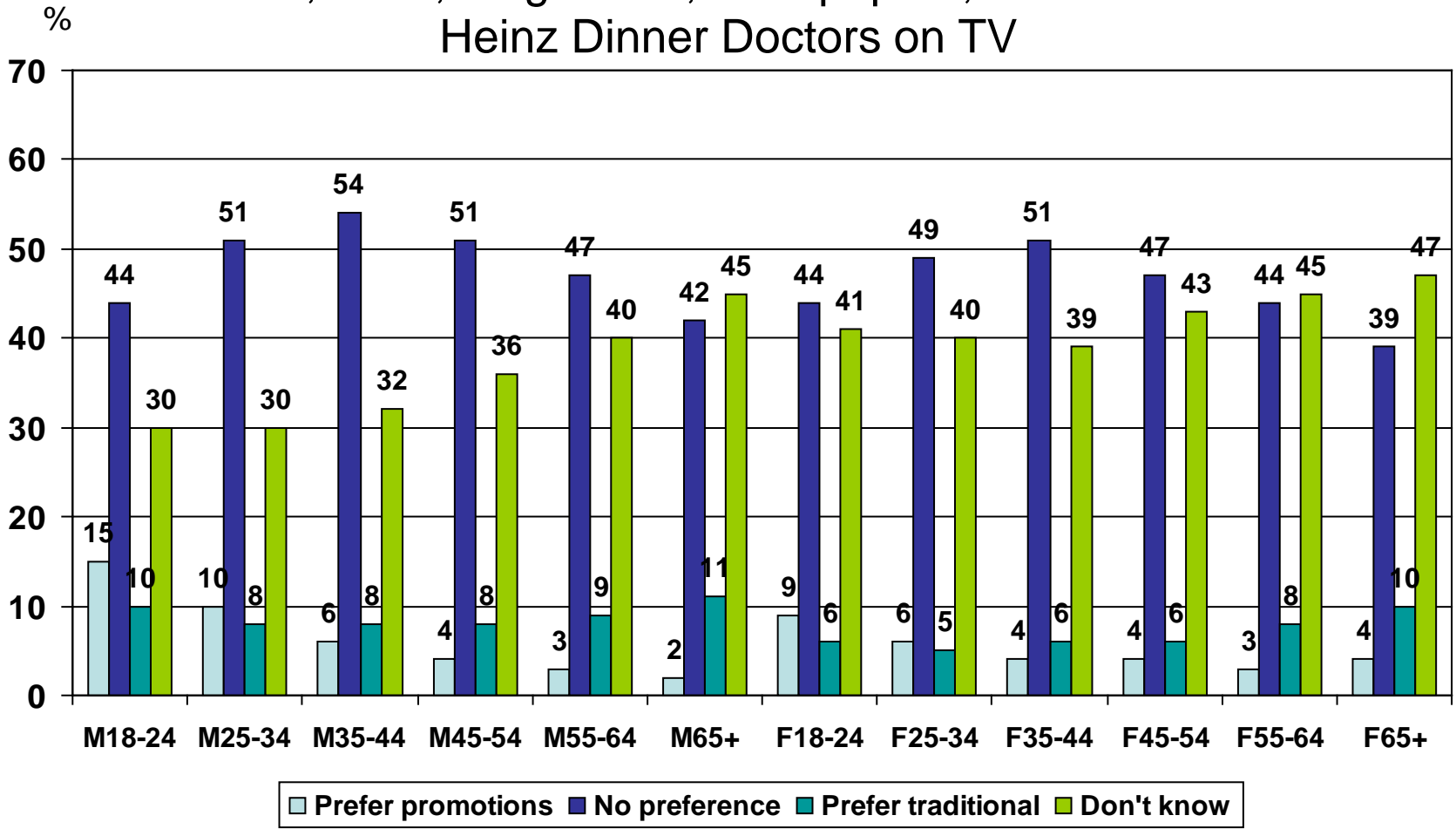
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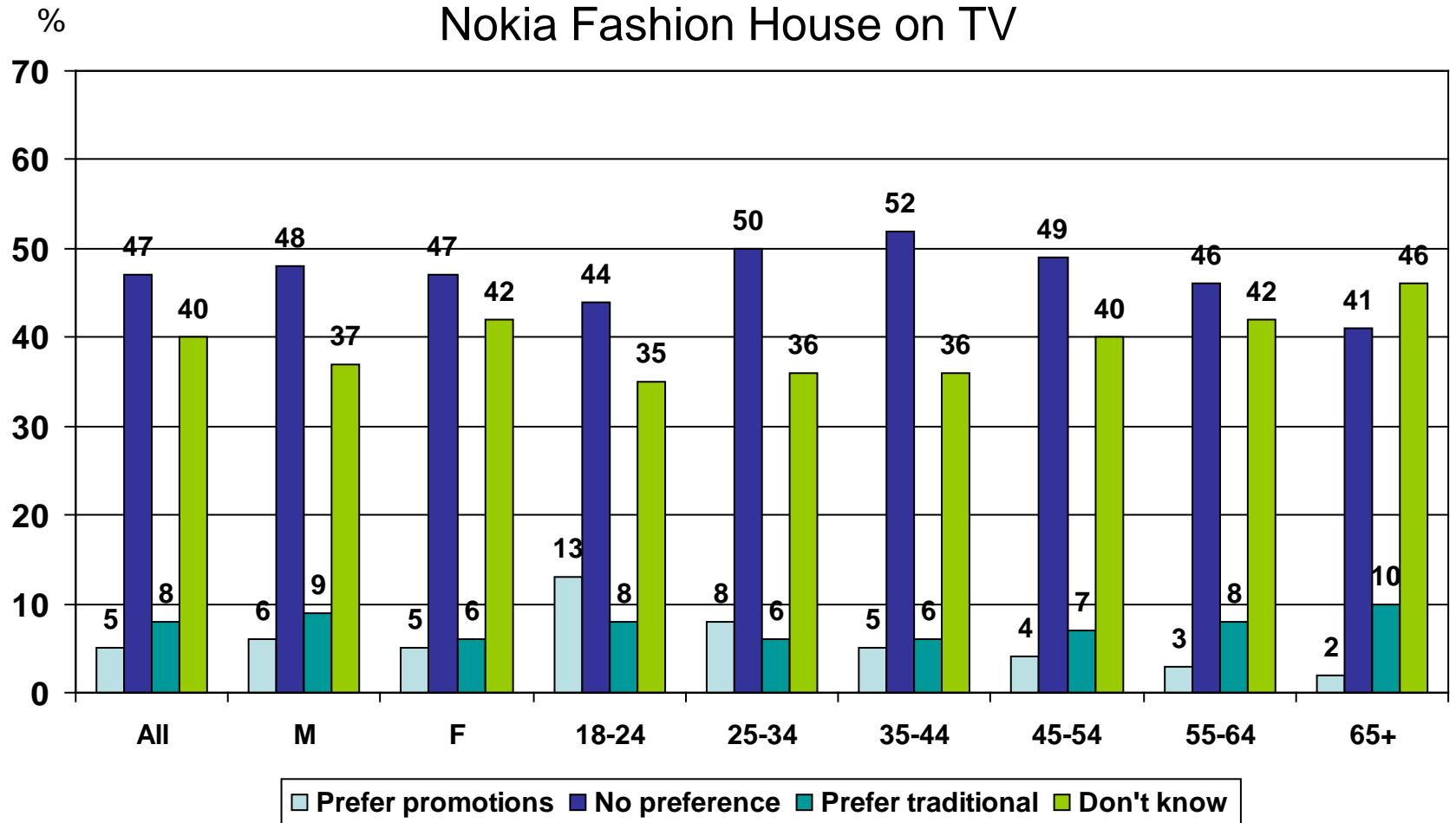
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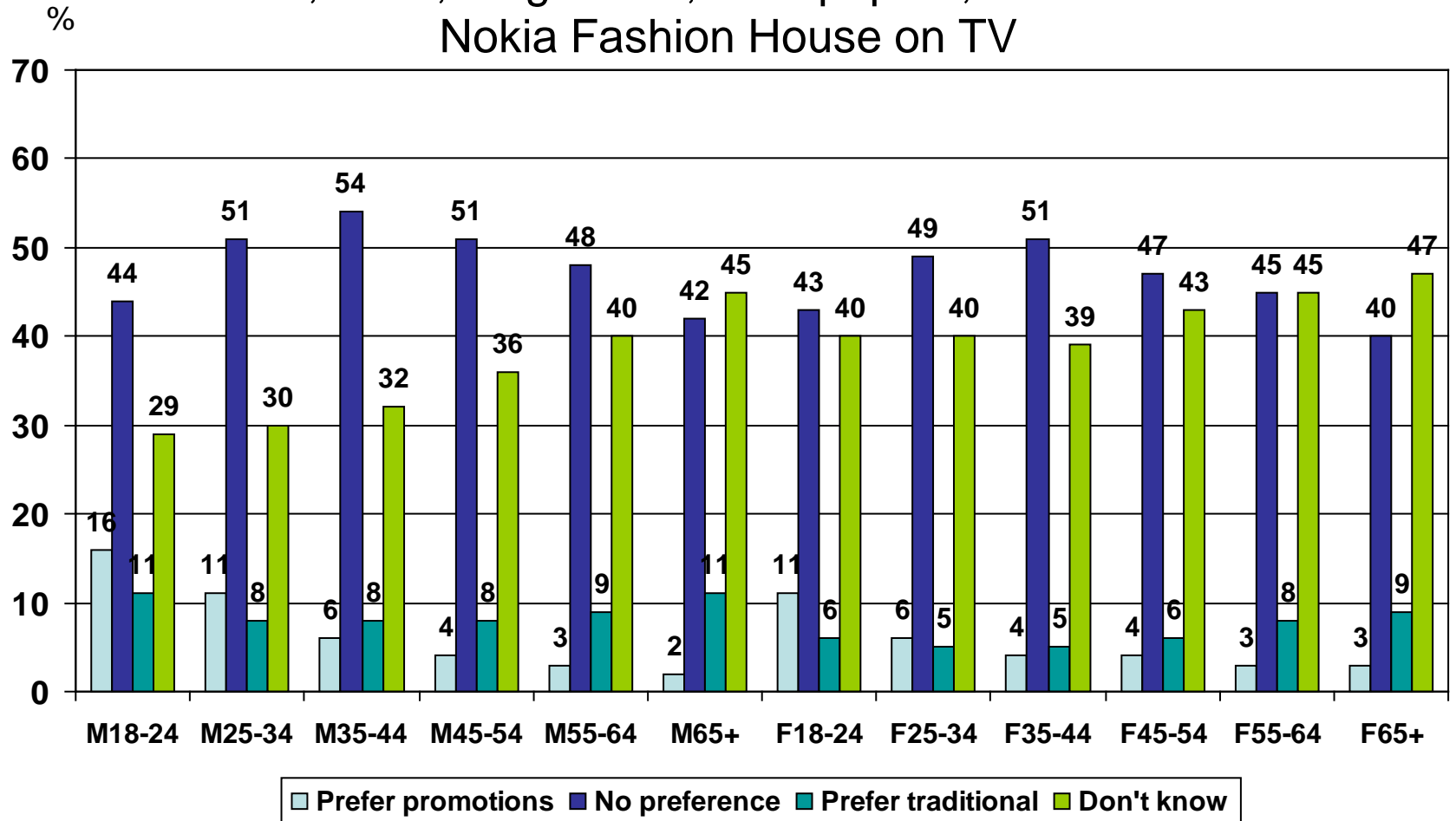
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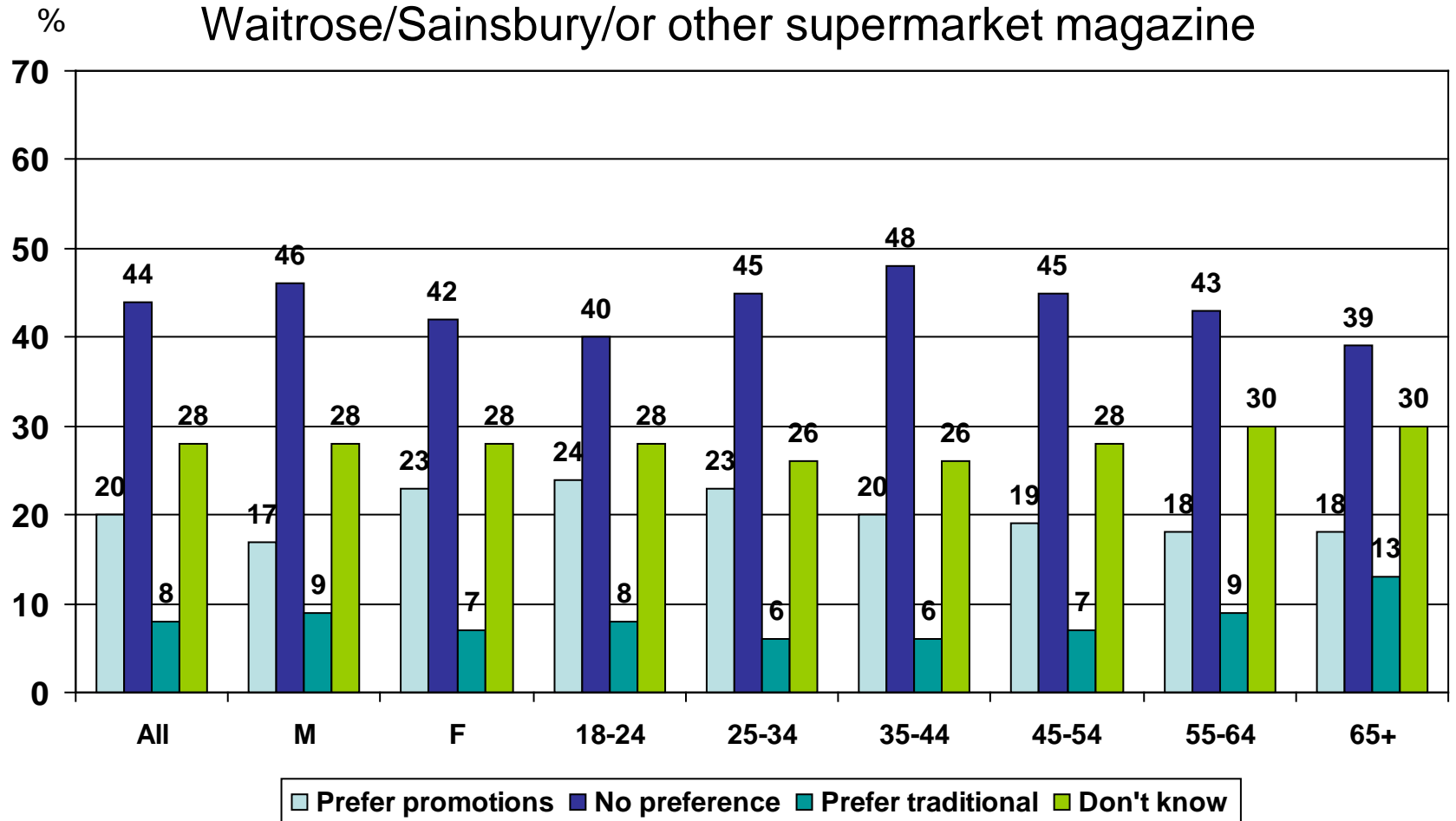
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?



Source: NewVista/ICM



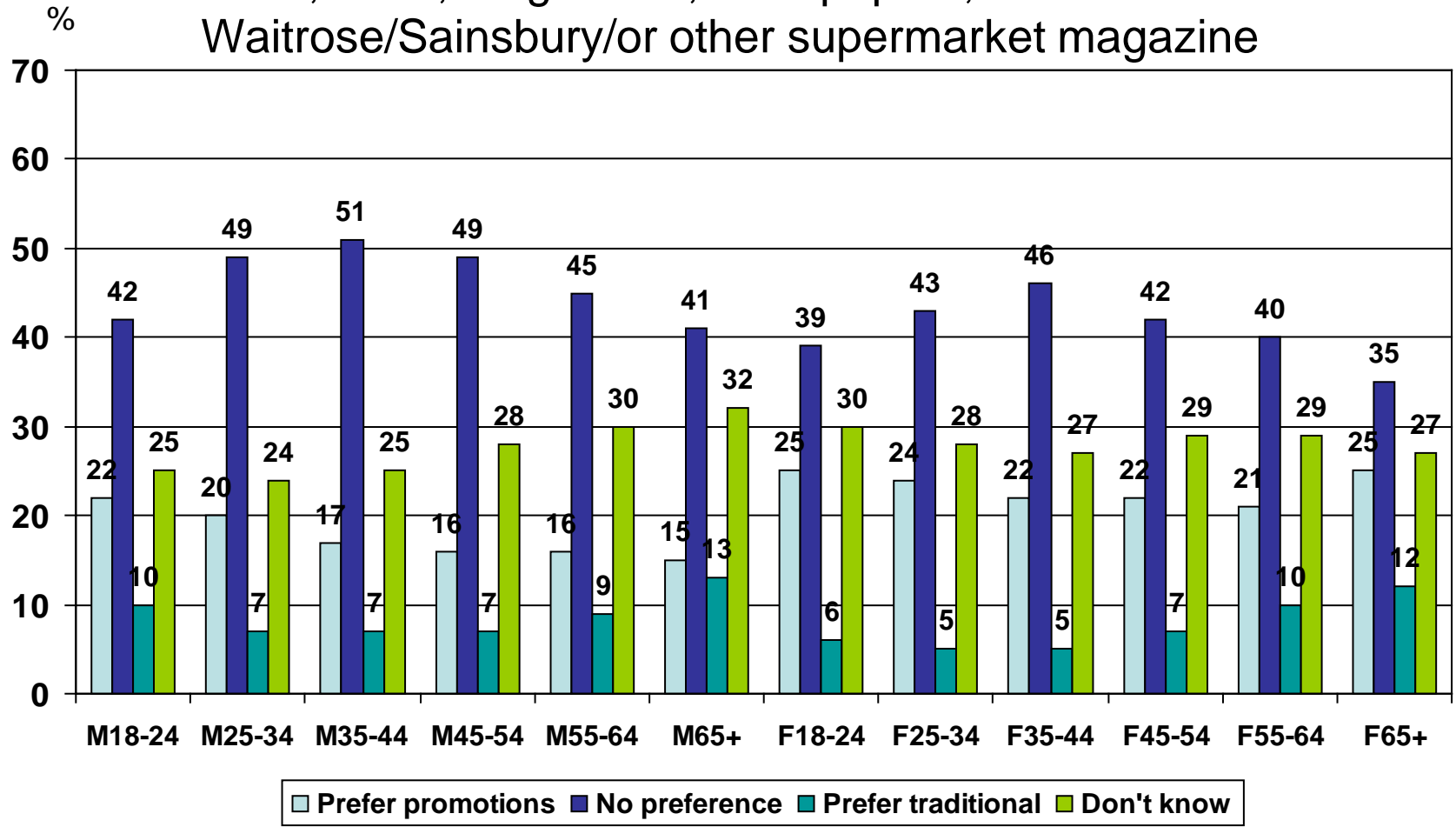
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?
Waitrose/Sainsbury/or other supermarket magazine



Source: NewVista/ICM



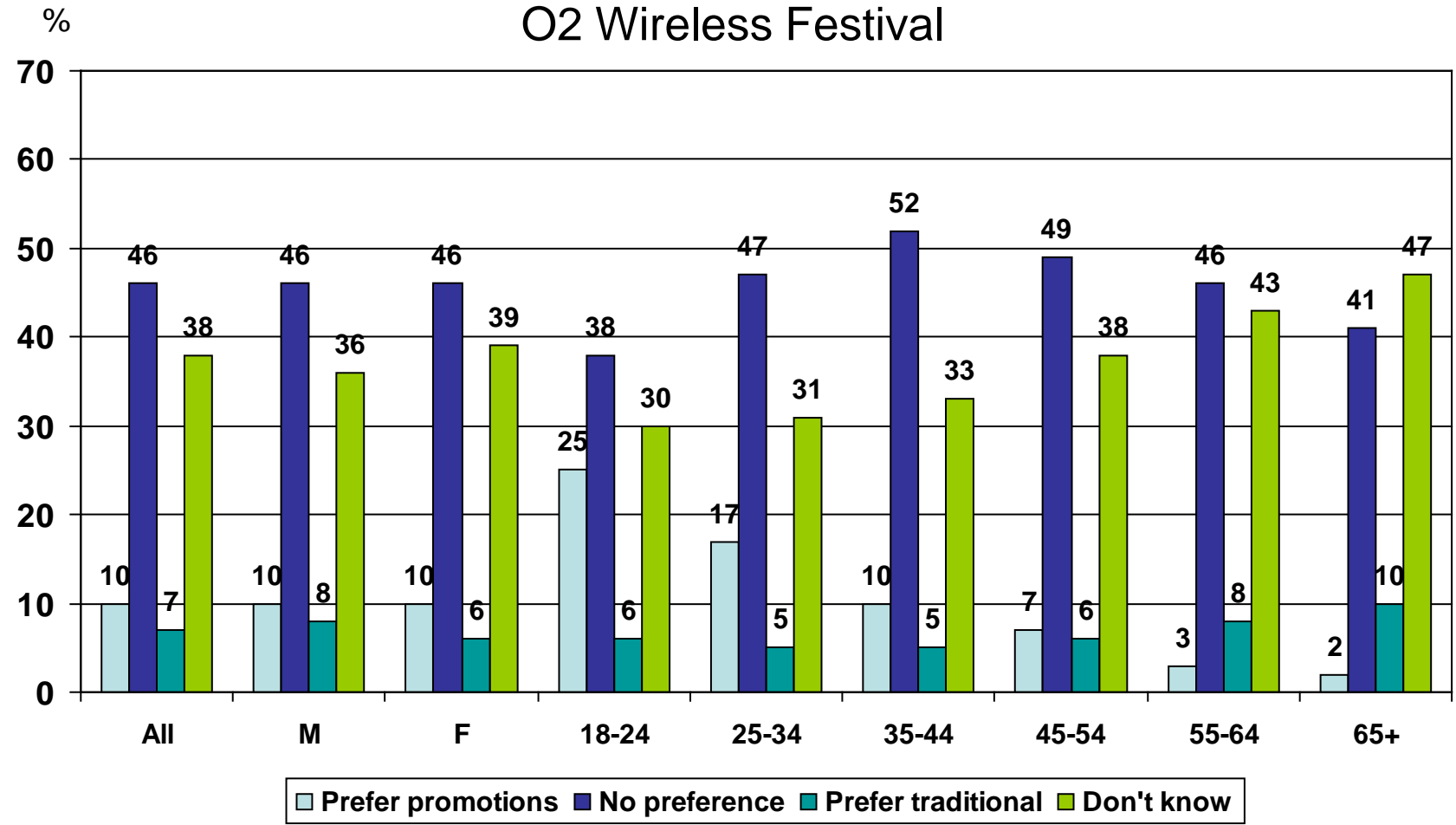
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?
Waitrose/Sainsbury/or other supermarket magazine



Source: NewVista/ICM



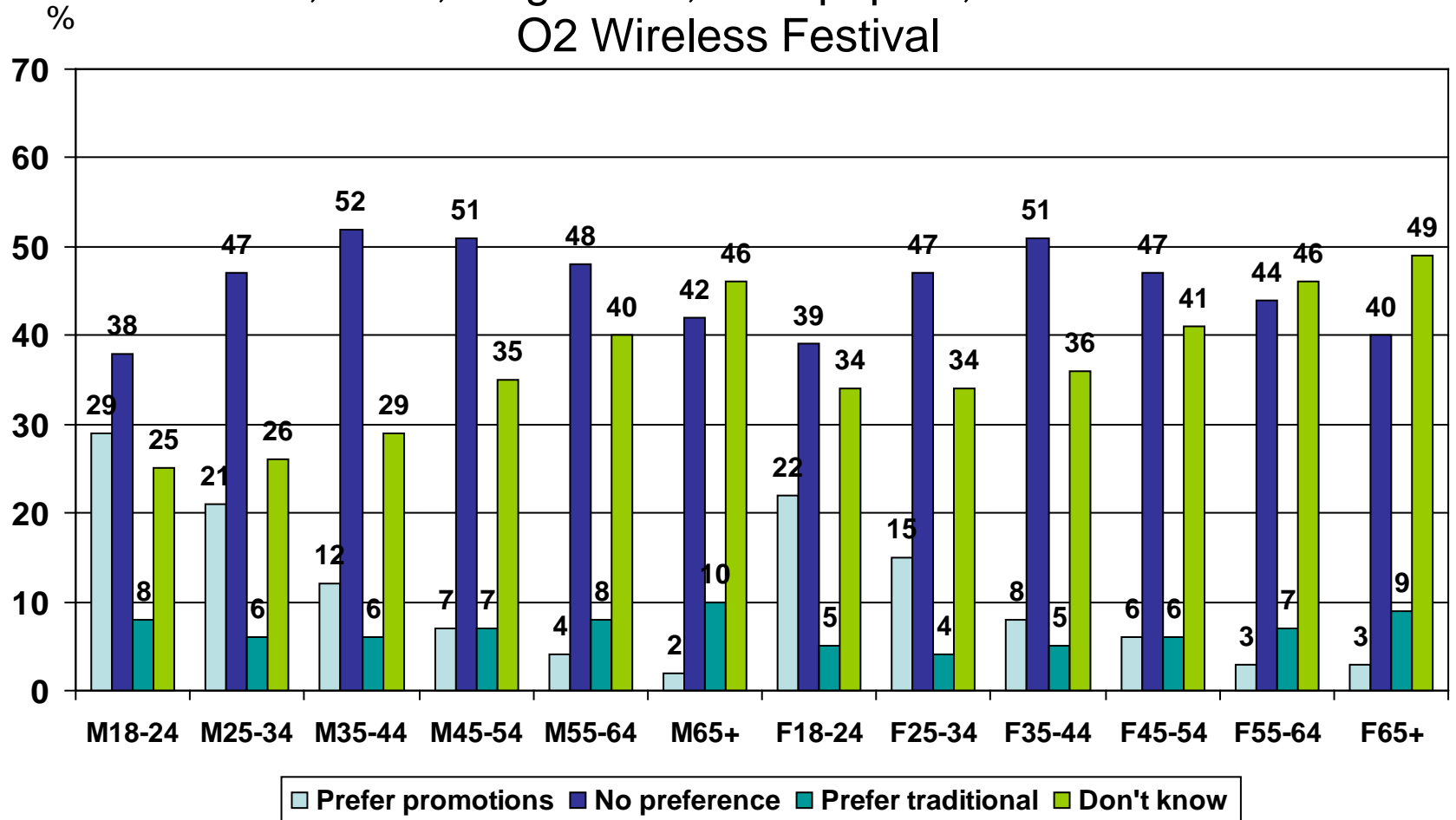
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?



Source: NewVista/ICM



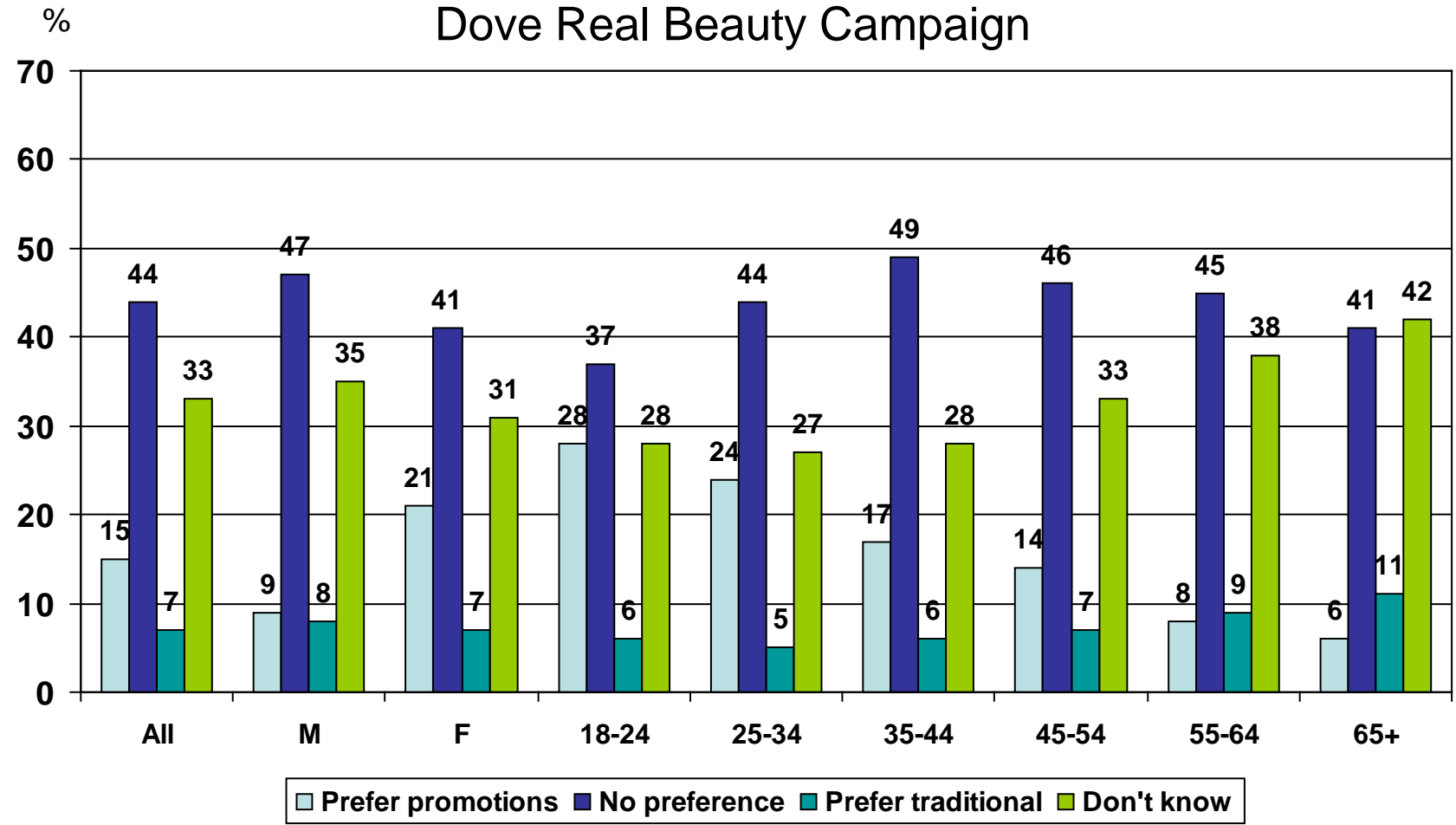
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?



Source: NewVista/ICM



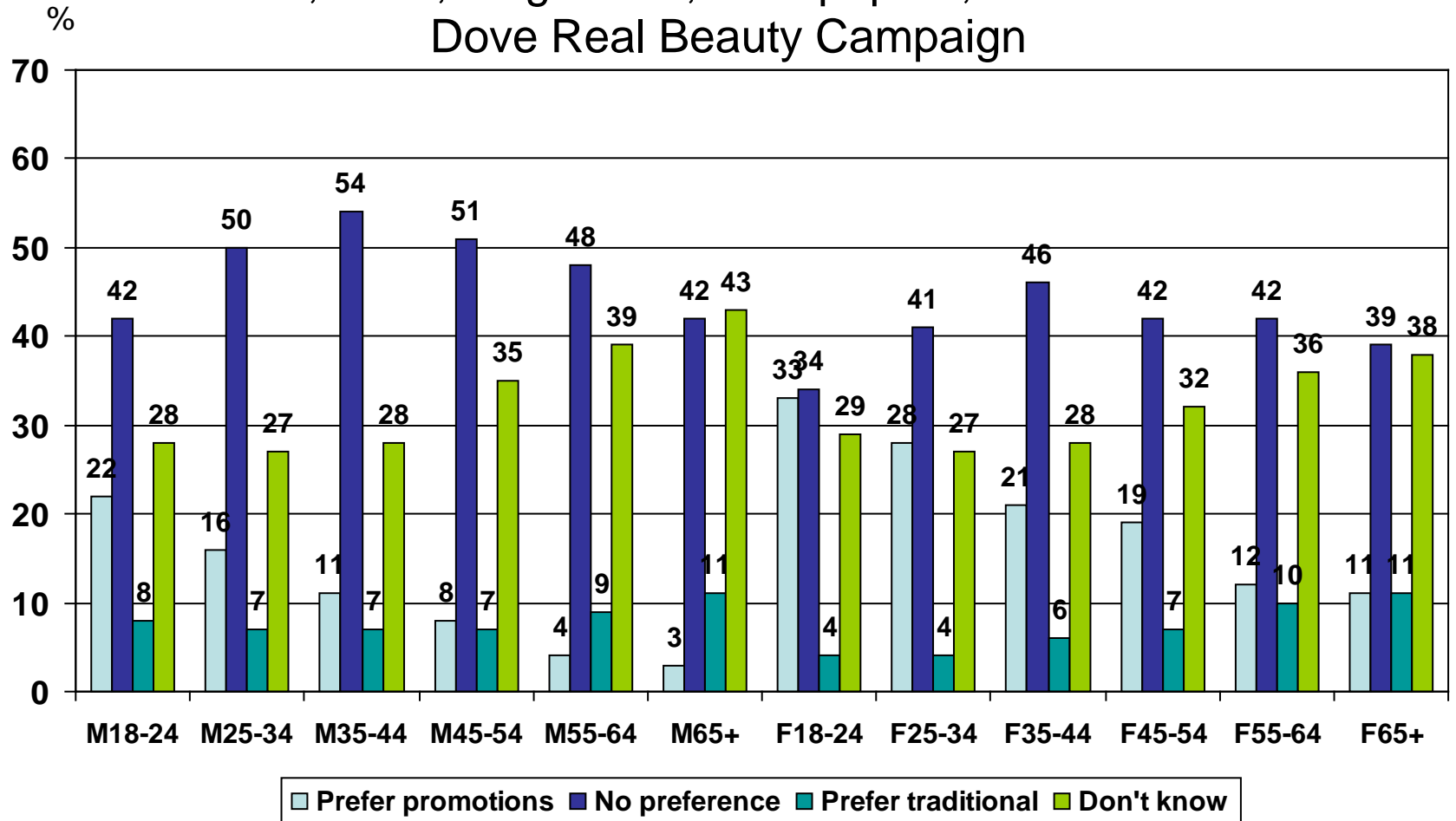
Thinking of each of these can you say whether you prefer the company or brand to undertake this activity rather than traditional advertising on TV, radio, magazines, newspapers, billboards?



Source: NewVista/ICM



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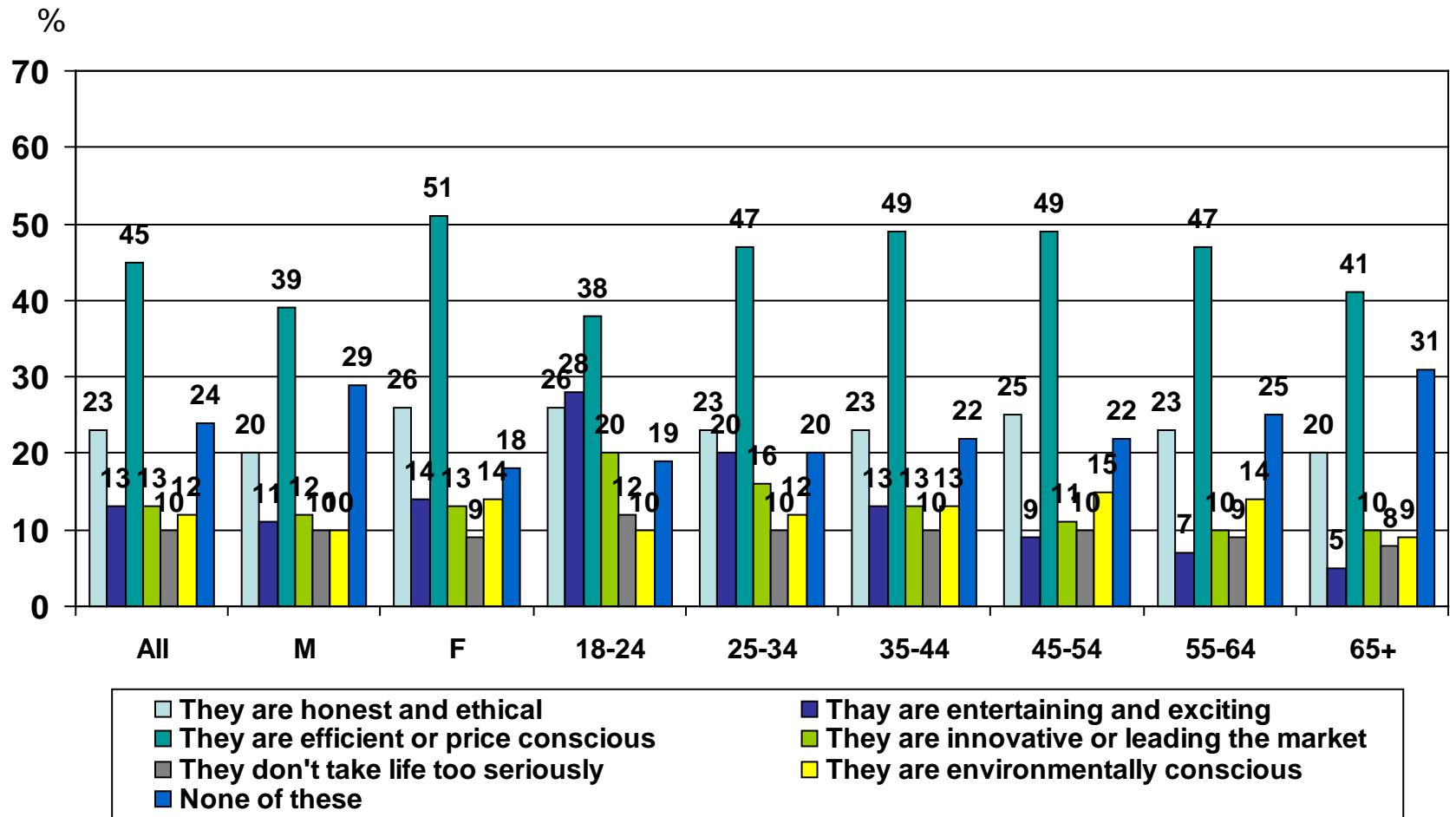
Source: NewVista/ICM



What is important when buying products and services?



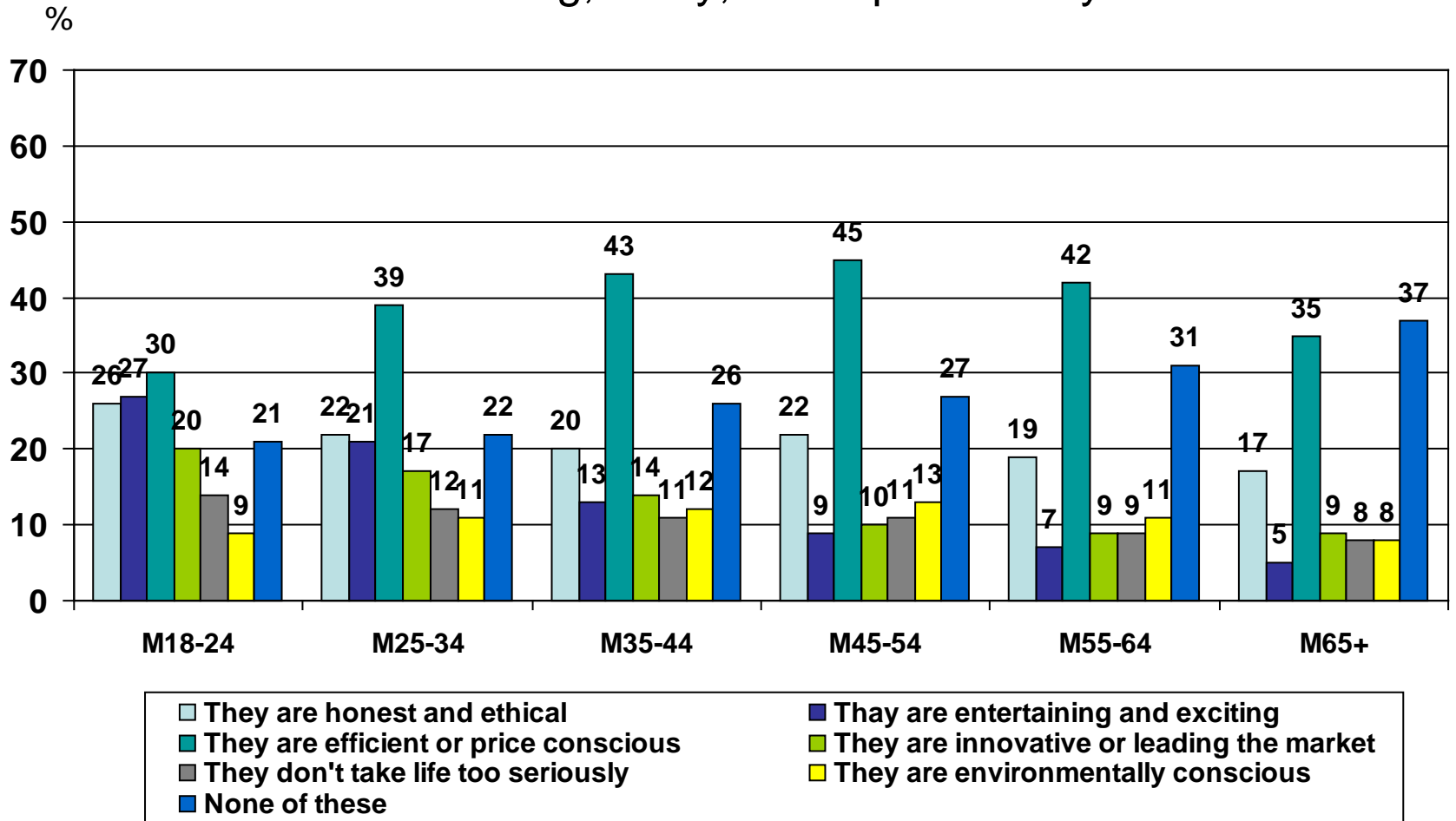
Thinking of buying products or services from a **Fashion retailer**, which of the following, if any, are important to you?



Source: NewVista/ICM



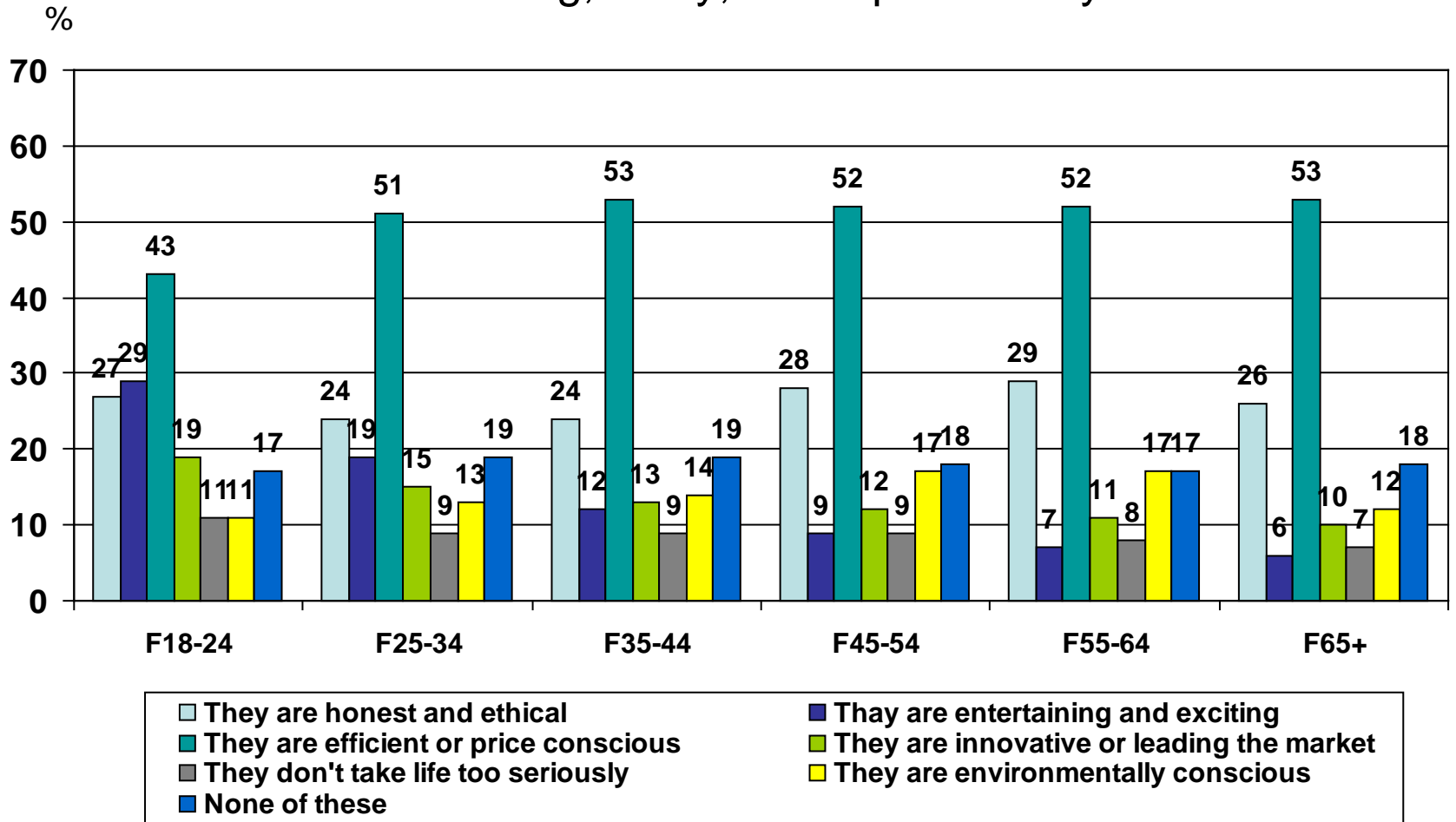
Thinking of buying products or services from a **Fashion retailer**, which of the following, if any, are important to you?



Source: NewVista/ICM



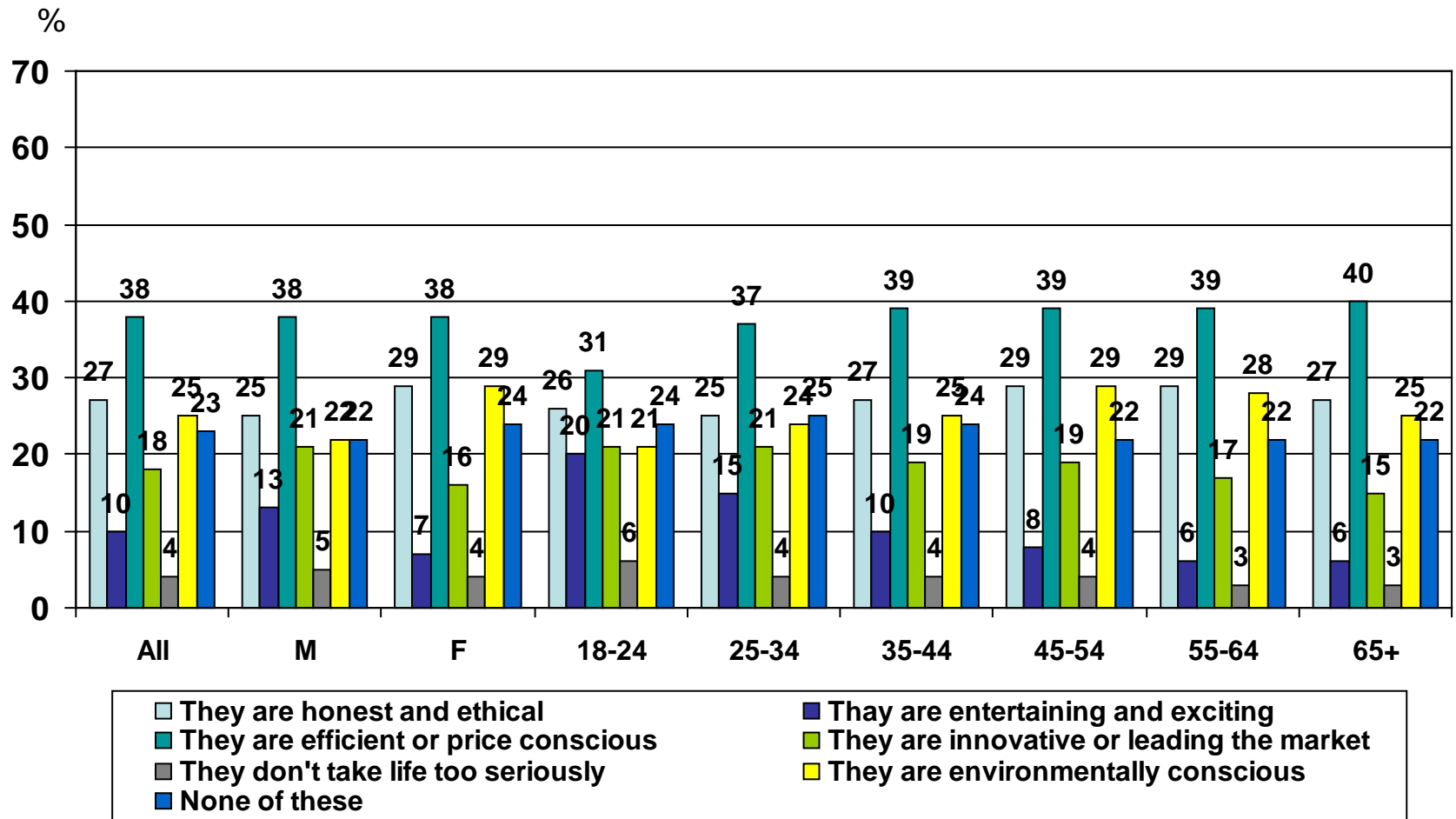
Thinking of buying products or services from a **Fashion retailer**, which of the following, if any, are important to you?



Source: NewVista/ICM



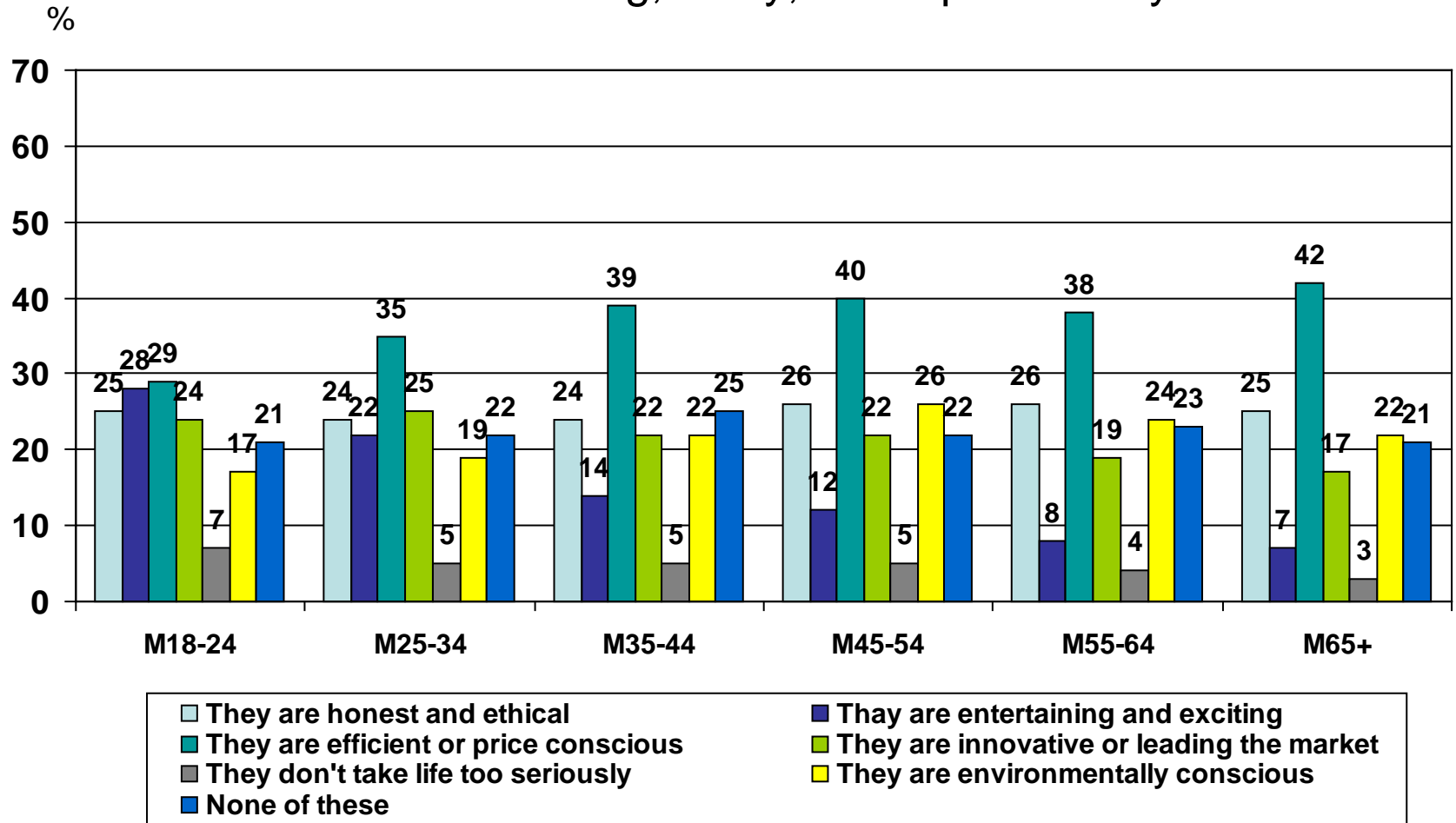
Thinking of buying products or services from a **Car manufacturer**, which of the following, if any, are important to you?



Source: NewVista/ICM



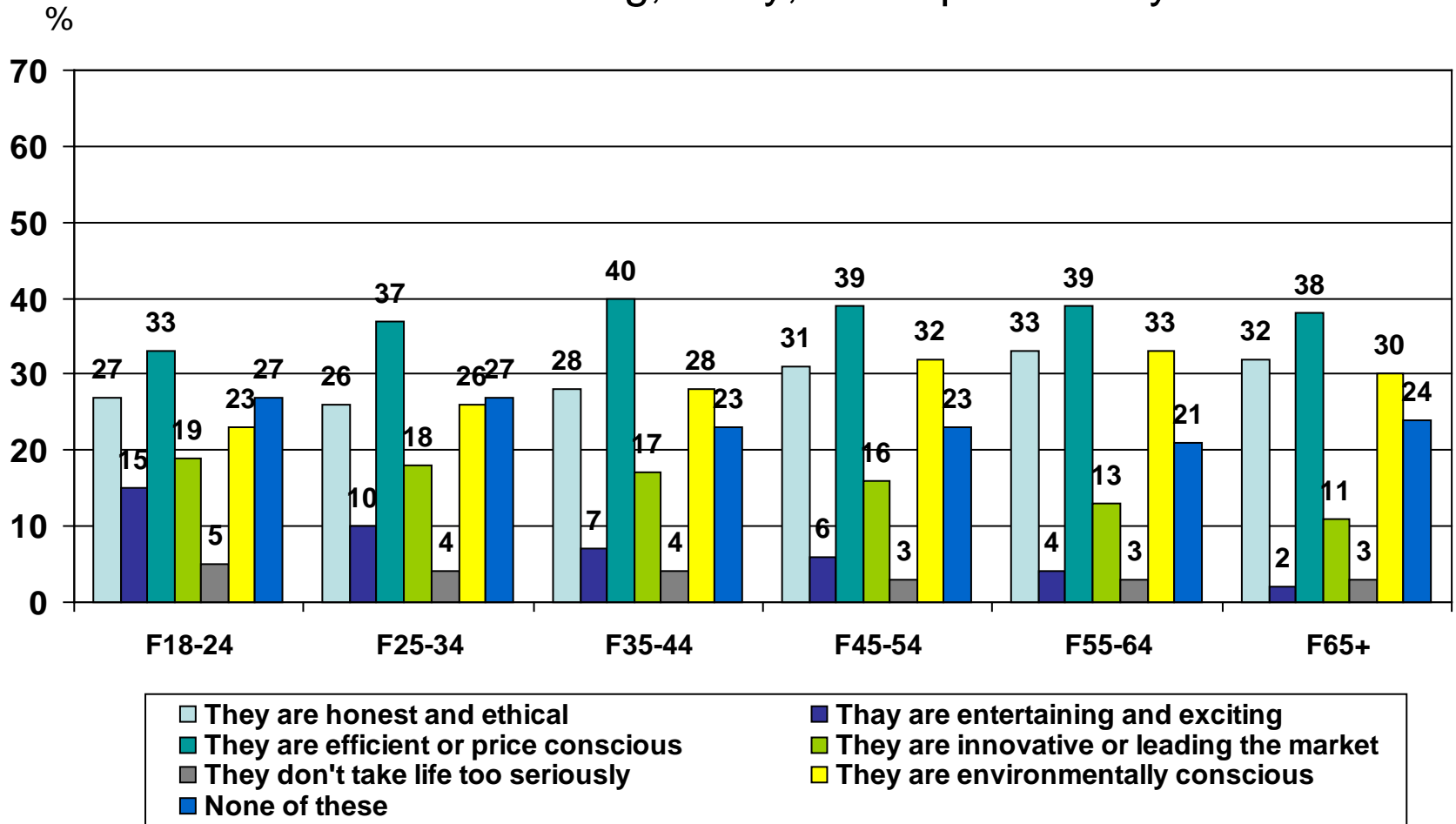
Thinking of buying products or services from a **Car manufacturer**, which of the following, if any, are important to you?



Source: NewVista/ICM



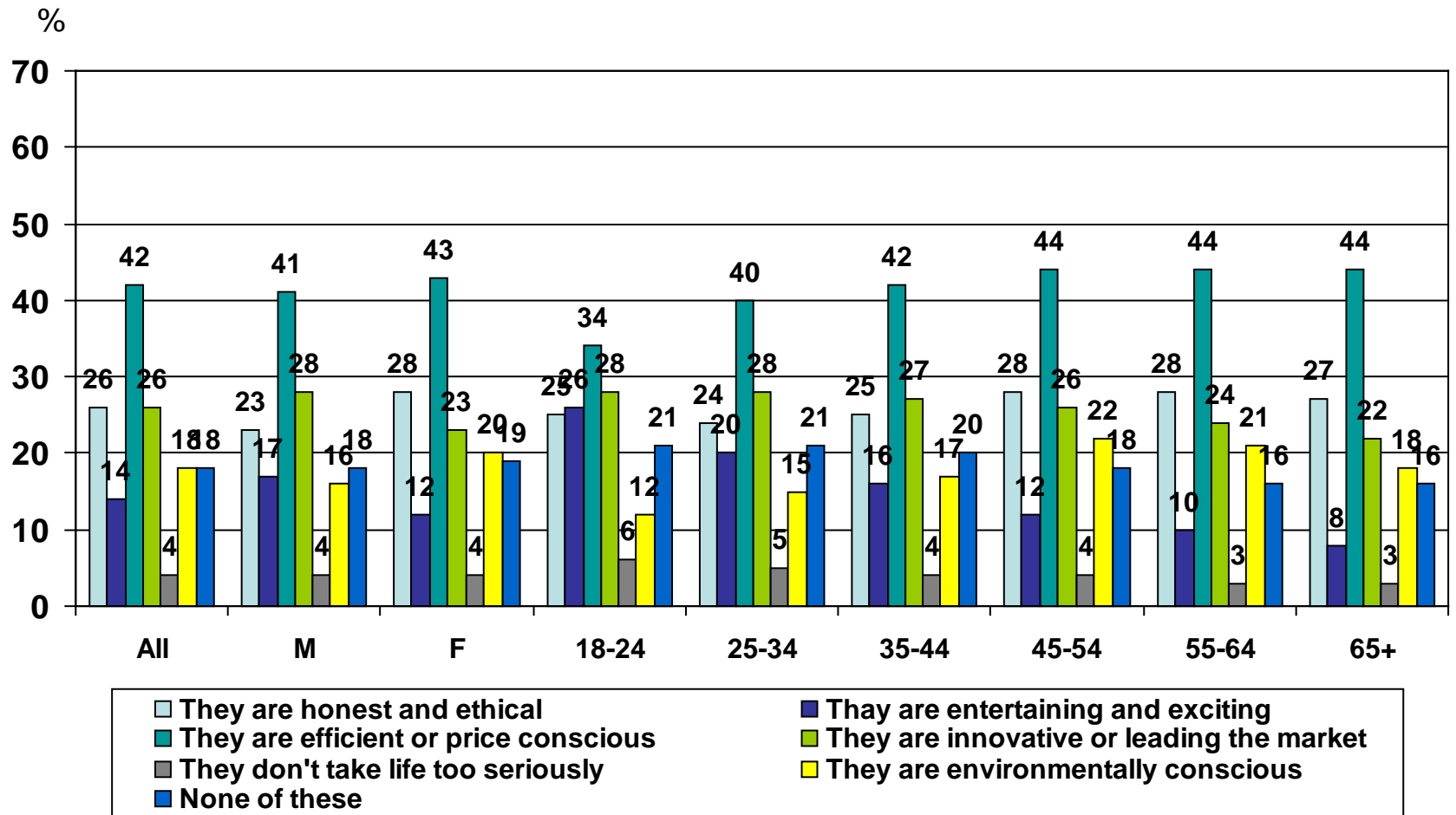
Thinking of buying products or services from a **Car manufacturer**, which of the following, if any, are important to you?



Source: NewVista/ICM



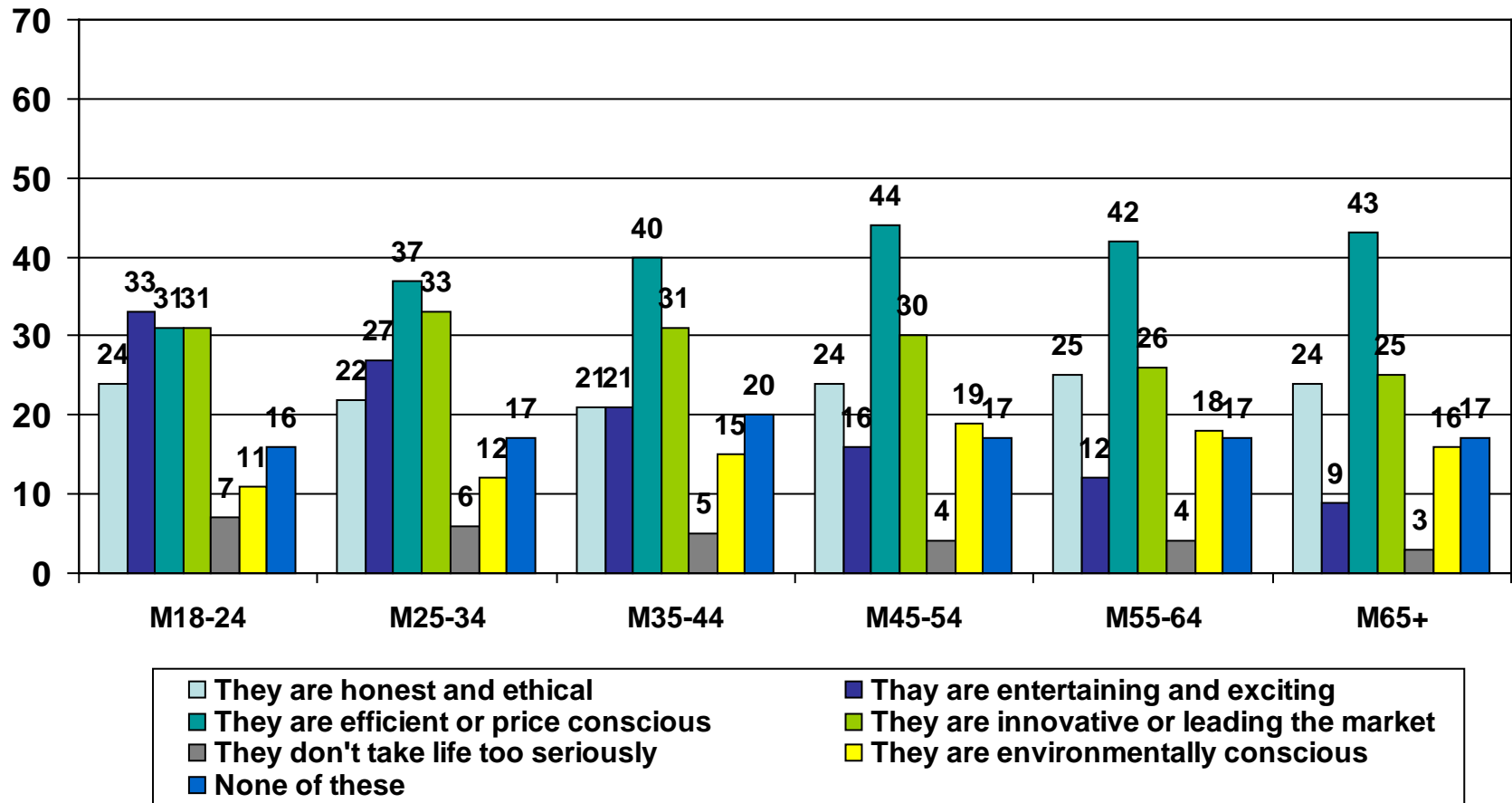
Thinking of buying products or services from an **Electronics manufacturer**, which of the following, if any, are important to you?



Source: NewVista/ICM



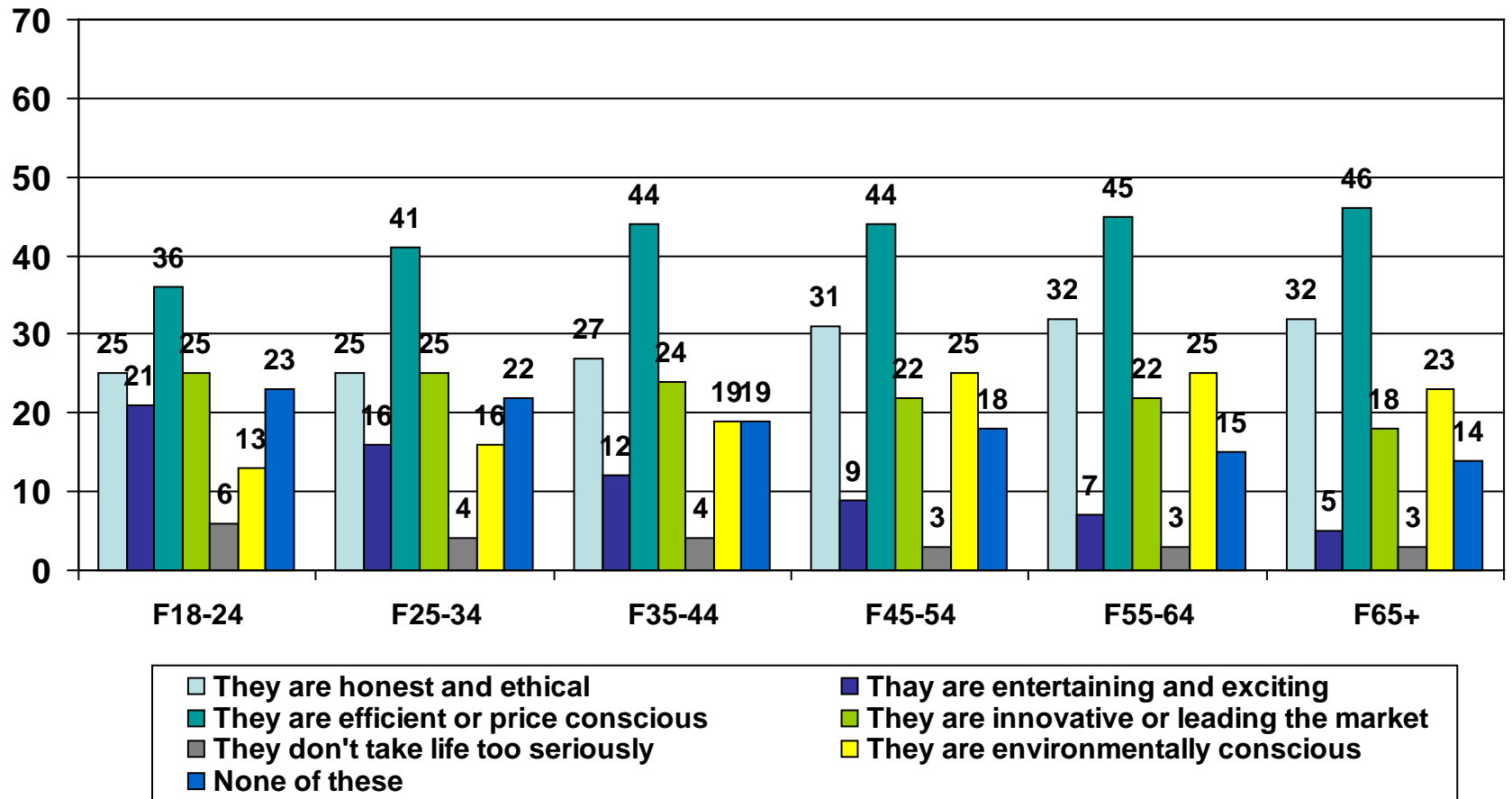
Thinking of buying products or services from an **Electronics manufacturer**, which of the following, if any, are important to you?
%



Source: NewVista/ICM



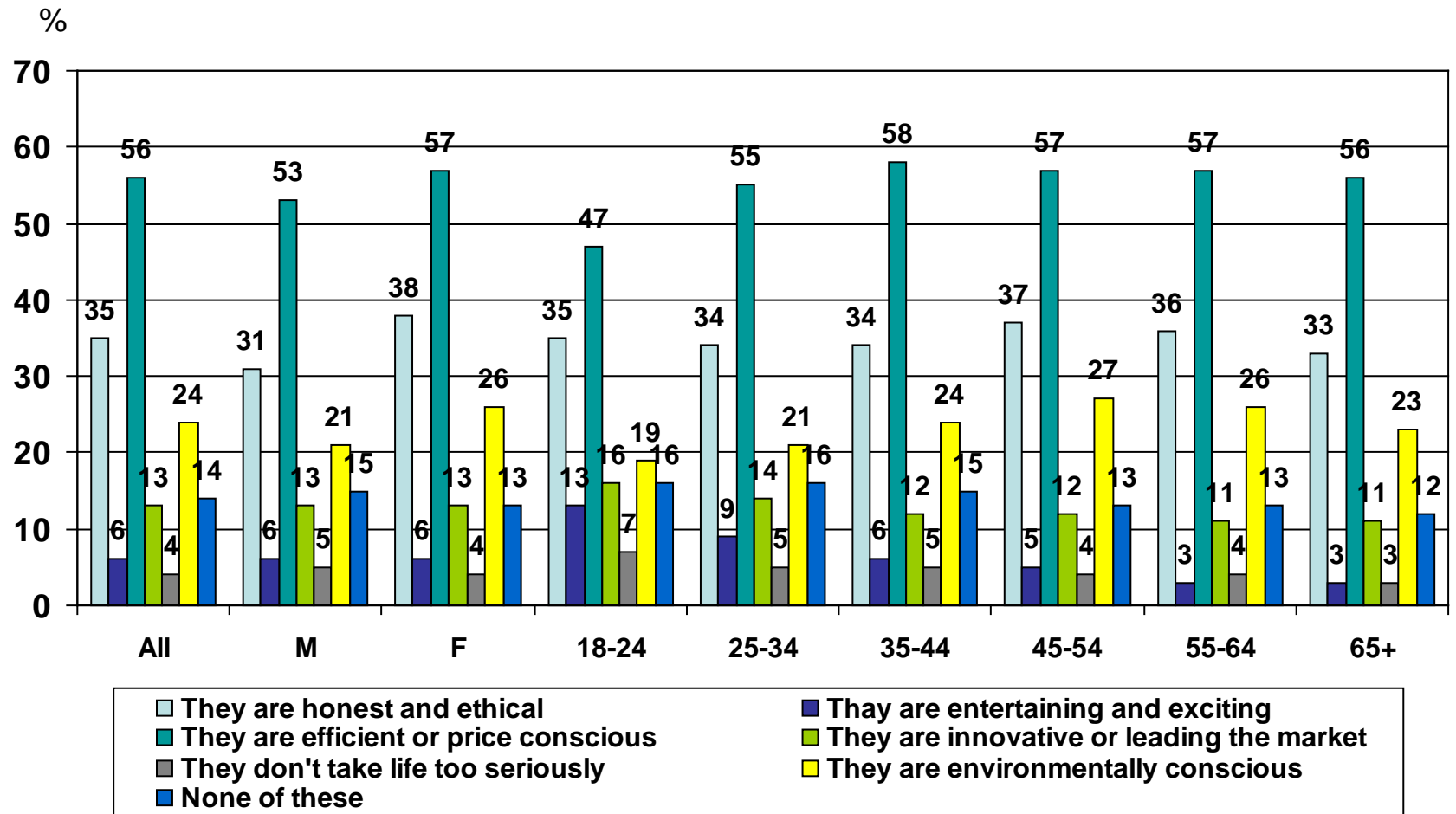
Thinking of buying products or services from an **Electronics manufacturer**, which of the following, if any, are important to you?
%



Source: NewVista/ICM



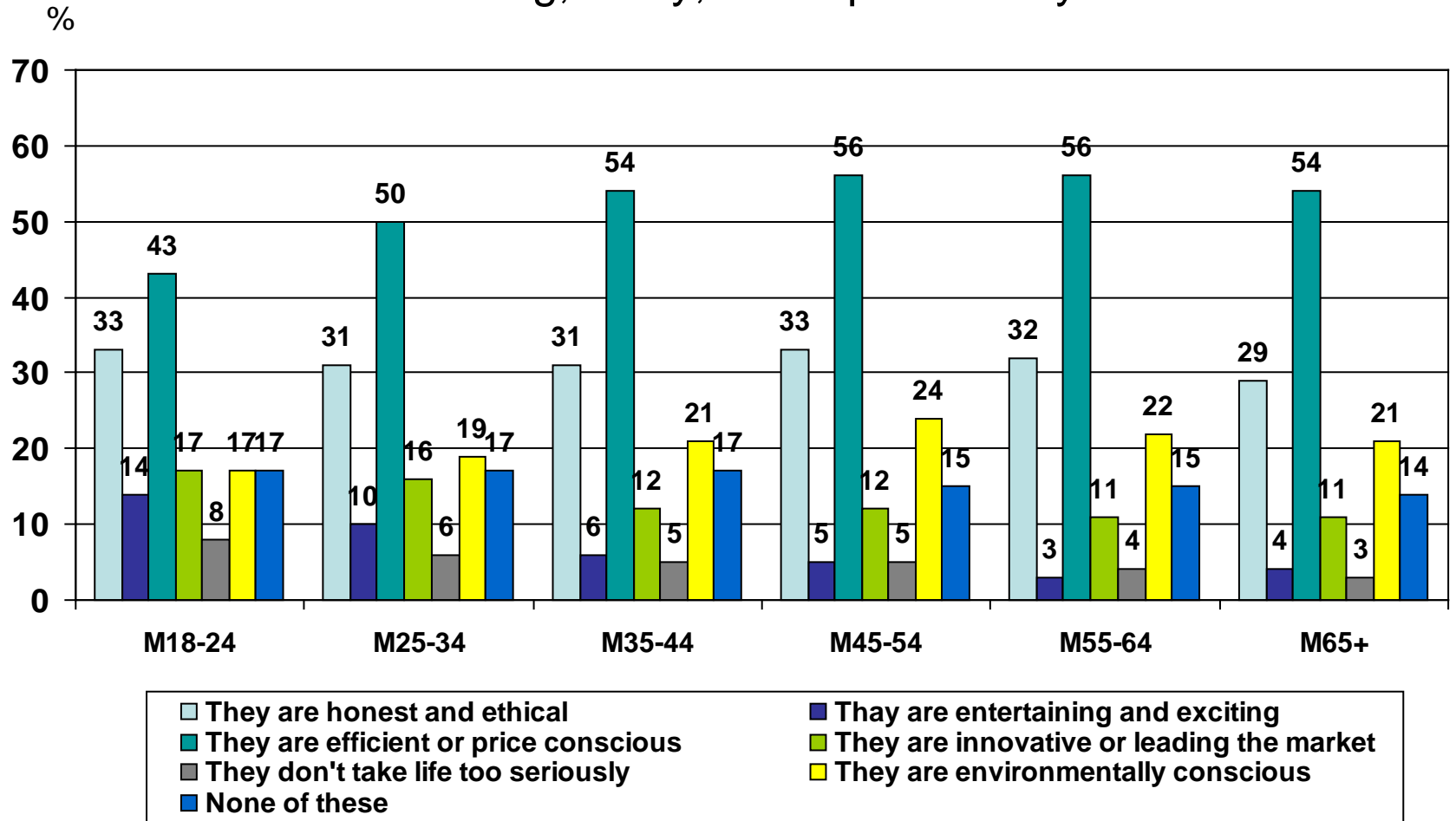
Thinking of buying products or services from an **Supermarket**, which of the following, if any, are important to you?



Source: NewVista/ICM



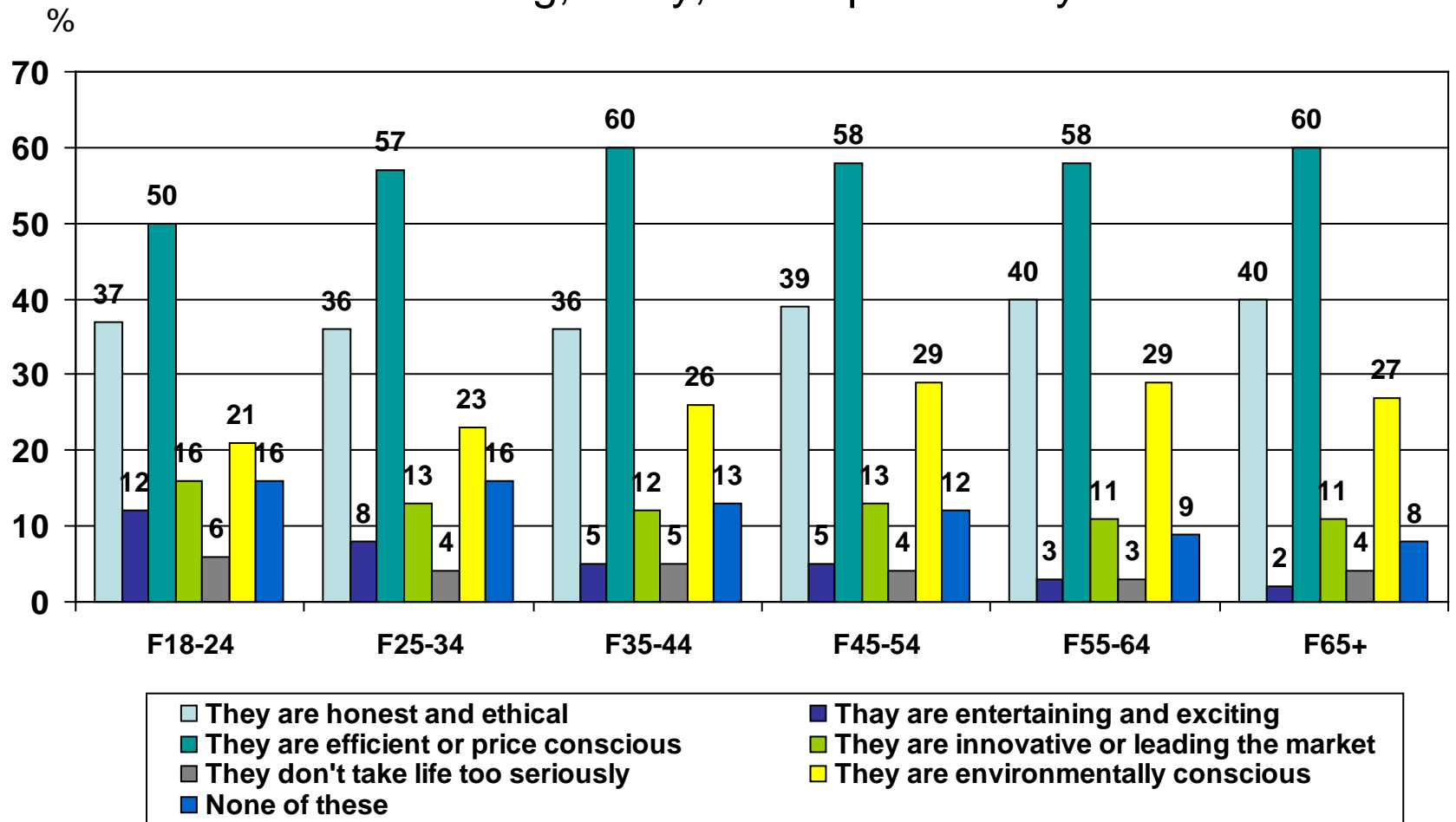
Thinking of buying products or services from an **Supermarket**, which of the following, if any, are important to you?



Source: NewVista/ICM



Thinking of buying products or services from an **Supermarket**, which of the following, if any, are important to you?



Source: NewVista/ICM



Appendix



BRANDED CONTENT
MARKETING ASSOCIATION

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