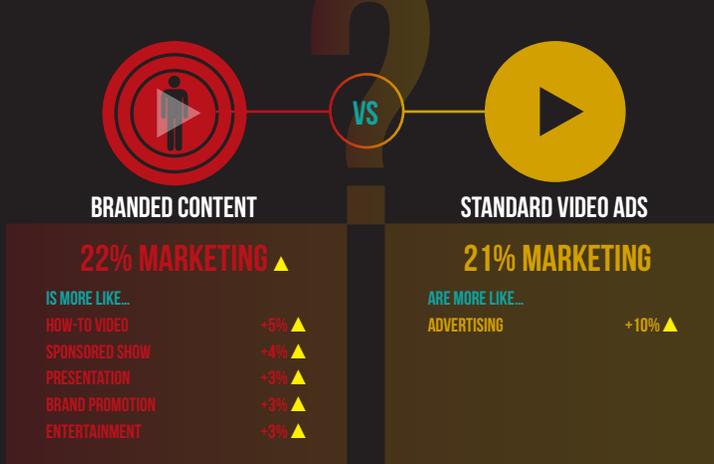


DECONSTRUCTING BRANDED CONTENT: A MARKETER'S GUIDE

The IPG Media Lab partnered with Google to determine how consumers see branded content globally and quantify its effectiveness. The media trial spanned 10 countries globally and included 50 brands across 19 industries. A panel based survey was used, where 14,780 consumers were exposed to 1 of 105 pieces of test content, followed by a battery of qualitative and branding related questions.

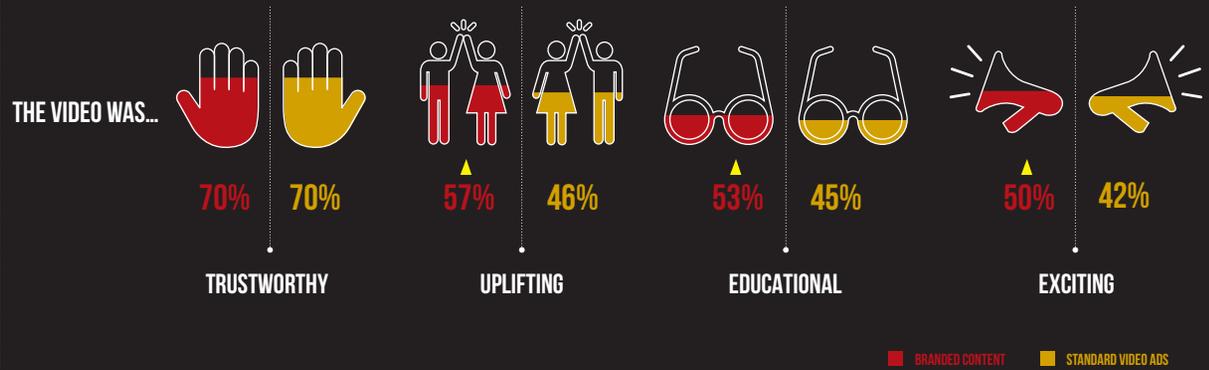
DO CONSUMERS KNOW THE DIFFERENCE BETWEEN BRANDED CONTENT AND STANDARD VIDEO ADS?

BOTH CONSIDERED MARKETING, JUST DIFFERENT TYPES



BECAUSE CONSUMERS KNOW IT'S MARKETING, TRUST IS THE SAME, BUT THEY EXPERIENCE IT VERY DIFFERENTLY

Branded content is more stimulating and provides more depth



HOW CAN BRANDED CONTENT BE OPTIMIZED?



IT'S WORTH SPENDING THE EXTRA TIME AND MONEY

Creating high quality content will help a brand stand out more

Branded Content - Control (Delta)

BRAND WITH A PERSONALITY



BRAND I WOULD PAY MORE FOR



OVERALL FAVORABILITY



RECOMMENDATION INTENT



PURCHASE INTENT



LOW QUALITY HIGH QUALITY

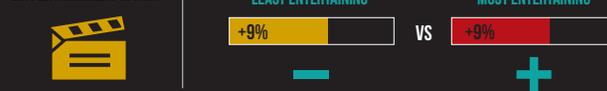


DON'T JUST ENTERTAIN!

Use branded content to tell an authentic story that includes trustworthy information

PURCHASE INTENT

ENTERTAINMENT RATING



TRUST RATING



INFORMATIVE RATING

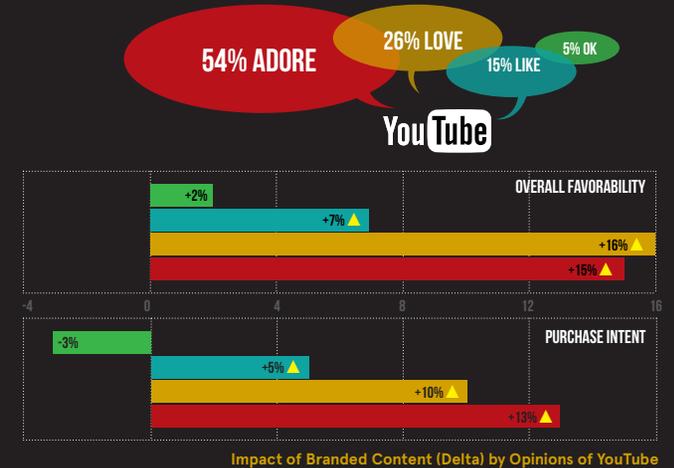


Branded Content - Control (Delta)



LOCATION, LOCATION, LOCATION

The site has a halo effect on perceptions of branded content, so ensure placement on premium sites



▲ = Statistically significant difference between test/control or branded content/standard video ads at >=90% confidence
* = Statistically significant difference between deltas at >=90% confidence