
ARE BRANDS FOLLOWING BROADCASTERS? > THE BRANDED CONTENT REVOLUTION



A WHITE LABEL PRESENTATION FOR BBC ADVERTISING > SPIKES 2012

ACTIVATIVE



Are brands following broadcasters?

Brands and broadcasters converge around enhancing consumer experience via content

CHRIS DOBSON
EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER, BBC ADVERTISING

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MORE BRANDED CONTENT = MORE LIKE MEDIA BIZ

Three-quarters marketers shift spend to branded content:

- 16% 'aggressively' and 62% 'moderately'
- 26% of total advertising/marketing budget

From soap stars
to star players



A time for Brand-Augmented Content

Leverage the content of trusted aggregators with shared values and well-established distribution

Add value to consumers' experience of the content they care about

A creative opportunity crossing old and new media

And a brand narrative that maintains content credibility



From brand
narrative to brand
engagement



Source: Custom Content Council and ContentWise Study, Survey of Marketers at 100 Biggest US Companies, January 2012

Towards convergence



London 1948 - London 2012 blazing a trail for marketers

BBC's 1948 REVOLUTIONARY CONSUMER EXPERIENCE...



...BUT 1948 BRANDS FOCUS ON AWARENESS AND BENEFITS



AS SUPPLIED TO EVERY MEMBER OF
THE 1948 BRITISH OLYMPIC TEAM

Comfort in action—

The exclusive support feature of
Cooper's Y-Front Underwear
ensures better posture and maximum
comfort in action!

Strong fit and trim lines
give freedom of movement with
comfort, style and durability.

ASK YOUR LOCAL HANSHOP FOR

Cooper's
Y-FRONT
underwear

MADE IN ENGLAND

LYLE & SCOTT LTD., IDEAL HOUSE, ARGYLE ST., LONDON, W.1 AND HAWICK, SCOTLAND



Ovaltine
at the
OLYMPIC GAMES

AT the last three Olympic Games—those at Los Angeles in 1932, Berlin in 1936, and London in 1948—"Ovaltine" was used in the training camps of all the competing national teams. The following two extracts are given from many letters received:

"I have found 'Ovaltine' the greatest help to American athletes."

"The successes which the team obtained prove that 'Ovaltine' enabled them to be in excellent form."

Prepared from Nature's finest foods, delicious 'Ovaltine' helps to build up that high degree of physical fitness, stamina and endurance which is all-important to success in vigorous sports and games.

"Ovaltine" is known as 'Ovomaltine' in some countries.

OVALTINE FOR STRENGTH, ENERGY & ENDURANCE

BROADCASTERS DRIVING THE ENHANCED EXPERIENCE

TOKYO
Satellite
pictures



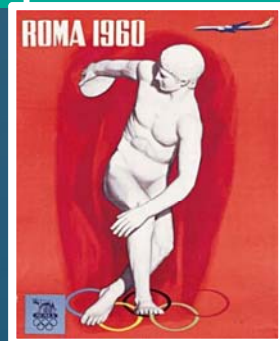
Los Angeles
High
definition



LONDON
Digital
real-time
comes of
age



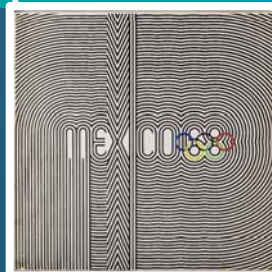
1960



ROME
Live international
broadcast

1964

1968



MEXICO
Colour broadcast

1984

2008



BEIJING
The infancy of
live streaming

2012



A BI-PLATFORM 24/7 EXPERIENCE

“50 years ago it was a miracle to get pictures from one side of the world to the other. Audiences now expect a level of sophistication we need to satisfy. Beijing 2008 will be the first truly 24/7 Olympics: available around the clock. We aim to double the hours of TV coverage from the last Olympics in Athens.”

DAVE GORDON
HEAD OF MAJOR EVENTS, BBC SPORT



BRANDS LEVERAGED DIFFERENT PLATFORMS



Cheer for China

McDonald's and 2008 Beijing Olympic

Background

With the 2008 Beijing Olympics just around the corner we helped McDonald's, one of the official Olympic sponsors, to create a truly interactive campaign to promote the Olympics and encourage Chinese Olympic fans to support their athletes. We wanted to give ordinary Chinese people all over the country the chance to get involved and connect with the Olympics and their athletes. We built a campaign centered on "Cheering for China" which empowered people to support their athletes. The campaign invited participants to cheer for China by posting a new catchphrase via video, photos, message boards and audio onto the McDonald's website.

Creative Execution

Since "I'm lovin' it" is McDonald's global catchphrase, we combined these two concepts to create a new catchphrase for the Olympics: "I'm lovin' it when China wins". We created a fully integrated digital campaign which includes viral video and interactive features to draw word of mouth as well as conversions in the digital space. The campaign invites participants to cheer for China by posting their catchphrase via video, photos, message boards and audio onto the McDonald's website. Utilizing user participatory format, we encouraged them to vote for the best cheer.

Effectiveness

In the first 8 weeks over 25 million people visited the website, 1.2 million signed up to join the cheering team. The resulting traffic to the McDonald's Cheer website made it the Number 1 most popular website as ranked by Google China when searching for Olympic cheering information. We did not purchase any key search words to enhance results.





BUT MARKETERS STILL BRAND AND AWARENESS LED

“The McDonald’s I’m Lovin’ It marketing slogan has the highest consumer awareness of any company ad message in the world and our Beijing Olympic sponsorship activation aims to ensure we have this level of awareness in China, right across Asia and around the world.”

MARY DILLON
FORMER CHIEF MARKETING OFFICER, McDONALD’S

London 2012 - convergence



Brands like broadcasters creating richer, real-time, transmedia consumer experiences

ENHANCING THE EXPERIENCE – BRANDS ADD VALUE

“For sponsors and brand partners activating around content, there’s a shift from ‘awareness’ to ‘engagement’. Beijing’s key partner strategy was an awareness-led ‘here we are/here’s what we do’ approach. In London, the activation approach was ‘here’s how we can add value to your lives and enhance your experience’ if you engage in a relationship with us.”

TIMO LUMME
MANAGING DIRECTOR OF TELEVISION AND MARKETING SERVICES, IOC



COKE'S REVOLUTION BETWEEN BEIJING AND LONDON

From a 'creative' strategy to a 'content' strategy



2008 Coke campaign
had just 10
content pieces

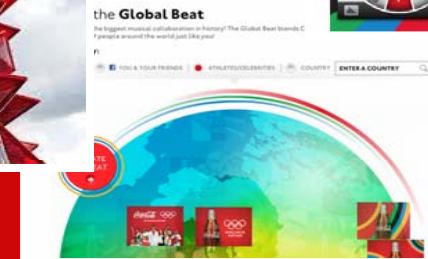
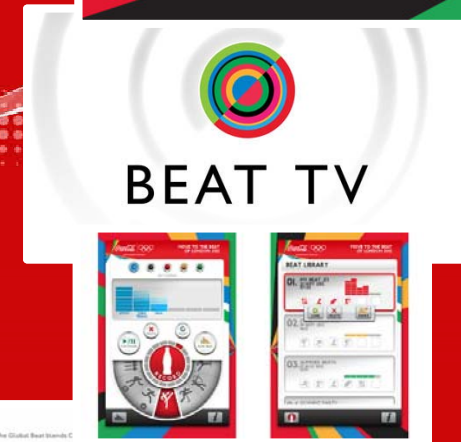


2012 Coca-Cola
campaign had 100+
content pieces

A BRAND TRANSMEDIA CONSUMER EXPERIENCE

Next step from integrated marketing:

- Integrated is one message across many platforms
- Transmedia drives synchronised narrative
- Different messages on different platforms
- Different times and for different audiences



WHAT WAS THE BBC's TRANSMEDIA STORY?

Every sport / every venue Olympic promise

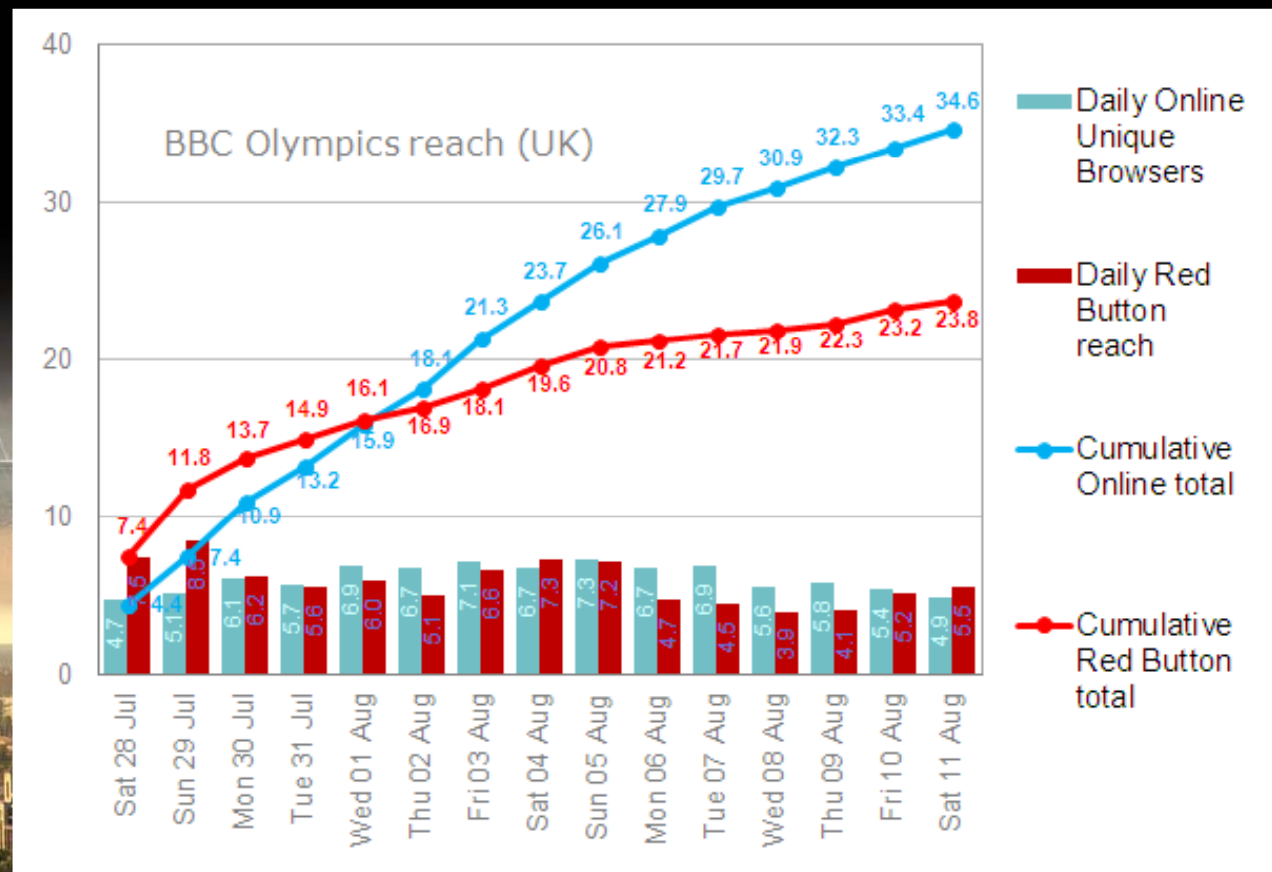


Four-platform
strategy reaches

59.1m

90% of the UK

LED TO DIGITAL PEAKS BIGGER THAN TV PEAKS



A RECORD SINGLE DAY PEAK OF 2.8 PETABYTES

A petabyte =
1m
gigabytes
or

1024
terabytes

More than all the **BBC FIFA**
World Cup coverage

BBC delivers 700GB per second
at specific peak moment

Broadcasters: role model for brands?!

The brand and broadcaster in the
same playground



LONDON 2012 MARKETERS

Live / Real-Time

Consumer Connection / Social Sharing

Customer Choice



BBC'S GAMES MISSION

Never Miss A Moment

Whenever And Wherever You Want

Audience Control

Live / Real-Time Never Miss A Moment

We operate in a live communications environment and content needs to be real-time





BBC FOCUSED ON BEING THE CURATOR OF LIVE

“One of the audience’s key expectations of the BBC during the London 2012 Olympics was for the BBC to be a curator of live.”

DAVE GORDON
HEAD OF MAJOR EVENTS, BBC SPORT

Source: RadiumOne (a social advertising company, August 2012)

Live / Real-Time | Never Miss A Moment

BBC LIVE HERE, LIVE THERE AND LIVE EVERYWHERE

Opening ceremony
TV peak

27.3m

82% share

RED BUTTON & LIVE VIDEO

Record 24.2m
watch on Red Button
47% of UK



24 live streaming
channels and
106m requests

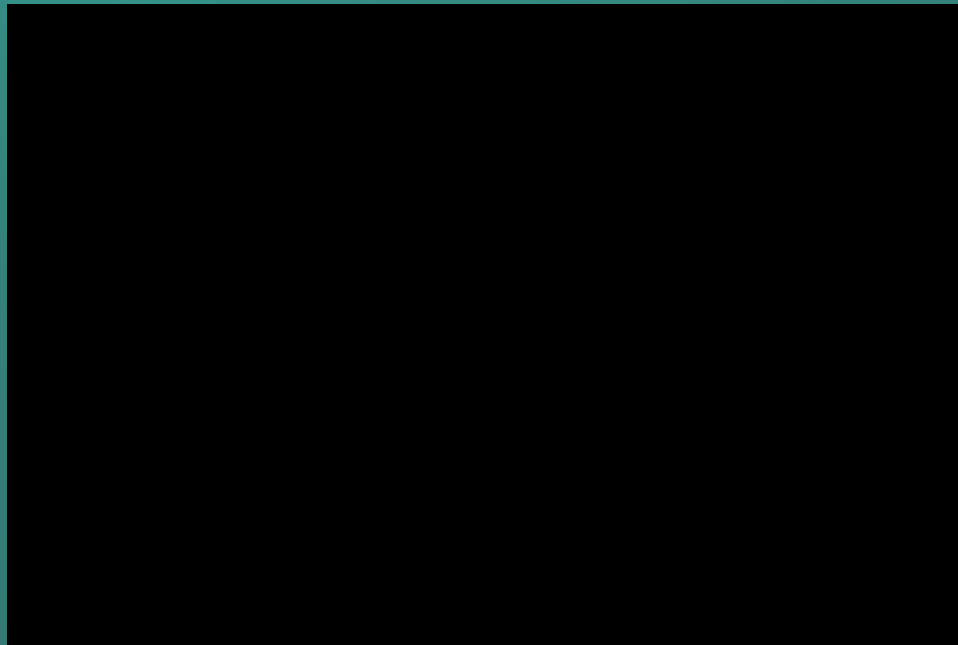


AND BRANDS ARE RESPONDING IN REAL-TIME

“These are the first real-time Olympics: where every goal, stumble, stride or dive is seen, recorded and commented on instantaneously. Everything is streamed live and we never miss a moment. We are constantly updated and are in-the-know. So Olympic sponsors risk being perceived as slow and off the pulse if they don’t adapt and deliver communications that respond to what’s happening on a real-time basis.”

DAVID GRAHAM
HEAD OF DIGITAL STRATEGY, HAVAS

AT&T's 'MY JOURNEY' WAS ALMOST LIVE



IS THE PRE-RECORDED ADVERTISING ERA ENDING?

Brand/marketer benefits:

- Live aligns content with consumer emotion
- Ensures subject and audience relevancy
- Delivery of right message at right time
- Deliver marketing 'in context'



Consumer Connection / Social Sharing Whenever and Wherever You Want

**Brands/broadcasters connect people to
Games, unite them and offer social sharing**

POWER OF THE COLLECTIVE

**Tim Berners-Lee began the
Games with a Tweet:**



POWER OF THE COLLECTIVE

BBC aims to:

“Forge a sense of big event belonging.”

DAVE GORDON
DIRECTOR, BBC LONDON 2012

85% said BBC helped bring
nation together

74% said BBC helped them
feel part of the Games

*“Superb coverage,
made you feel
proud to be part of
Great Britain.”*

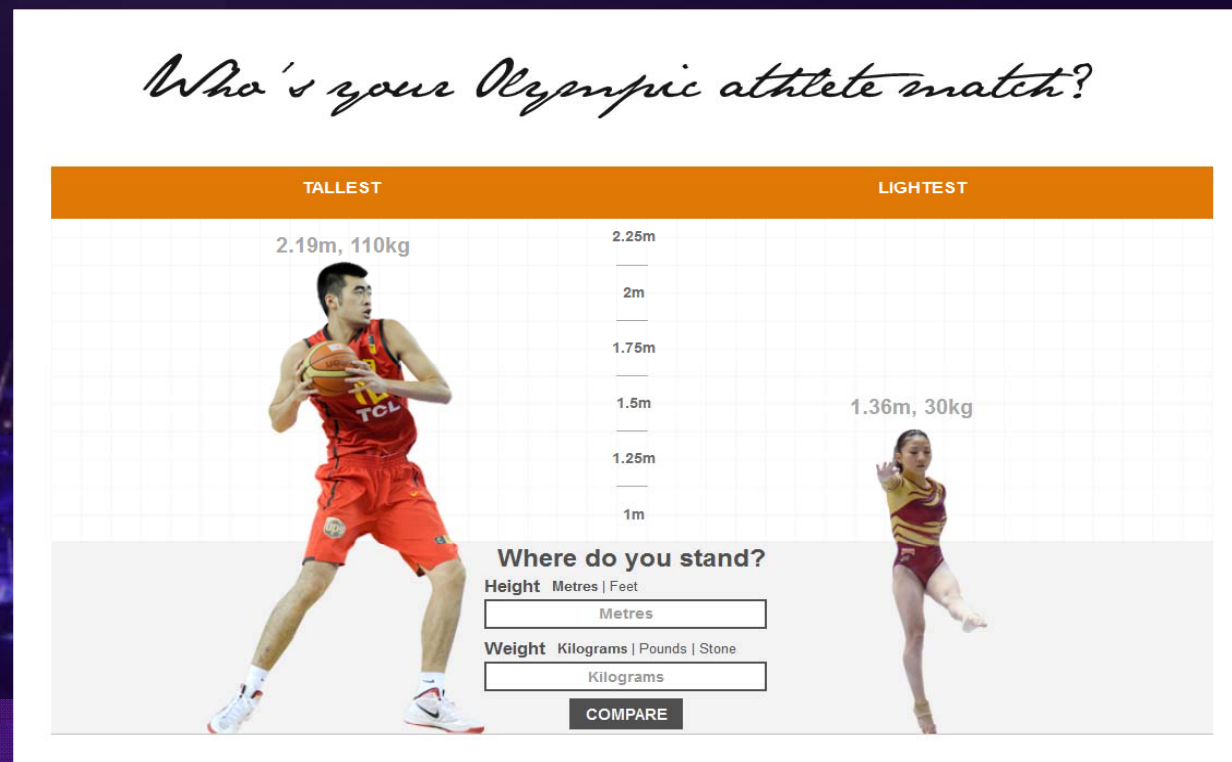
UK ADULT FEMALE, 62

Source: Ipsos MORI Poll for BBC, 17-19 August 2012, 878 UK Adults (18+)

*“Thank you being **part**
of the Games.”*



VIRAL BBC CONTENT DRIVES SOCIAL TRACTION



20% article visits from social sites (BBC av 4%)
12,000 Tweets reached 37.8m Twitter audience

SAMSUNG'S SIX DEGREES OF SOCIAL SEPARATION



Customer Choice Audience Control

**Broadcasters and brands gave
more control and choice over
the experience**

TRUSTED PERSONALISED INTERACTIVE GAMES GUIDE

*“BBC – a trusted guide to finding/interacting
with content offering/personalisation.”*

DAVE GORDON
HEAD OF MAJOR EVENTS, BBC SPORT



SPORT GUIDES



MATCH STATS



LIVE ALERTS

BRITISH AIRWAYS BRILLIANTLY PERSONABLE ON FACEBOOK



Road to Rio

BROADCASTER

BRAND

Real-Time



Royal Mail

Social / Sharing



Samsung

Customer Choice



British Airways

RIO



Hyper-Personal vs
The Power of the Collective

The socially responsible Games

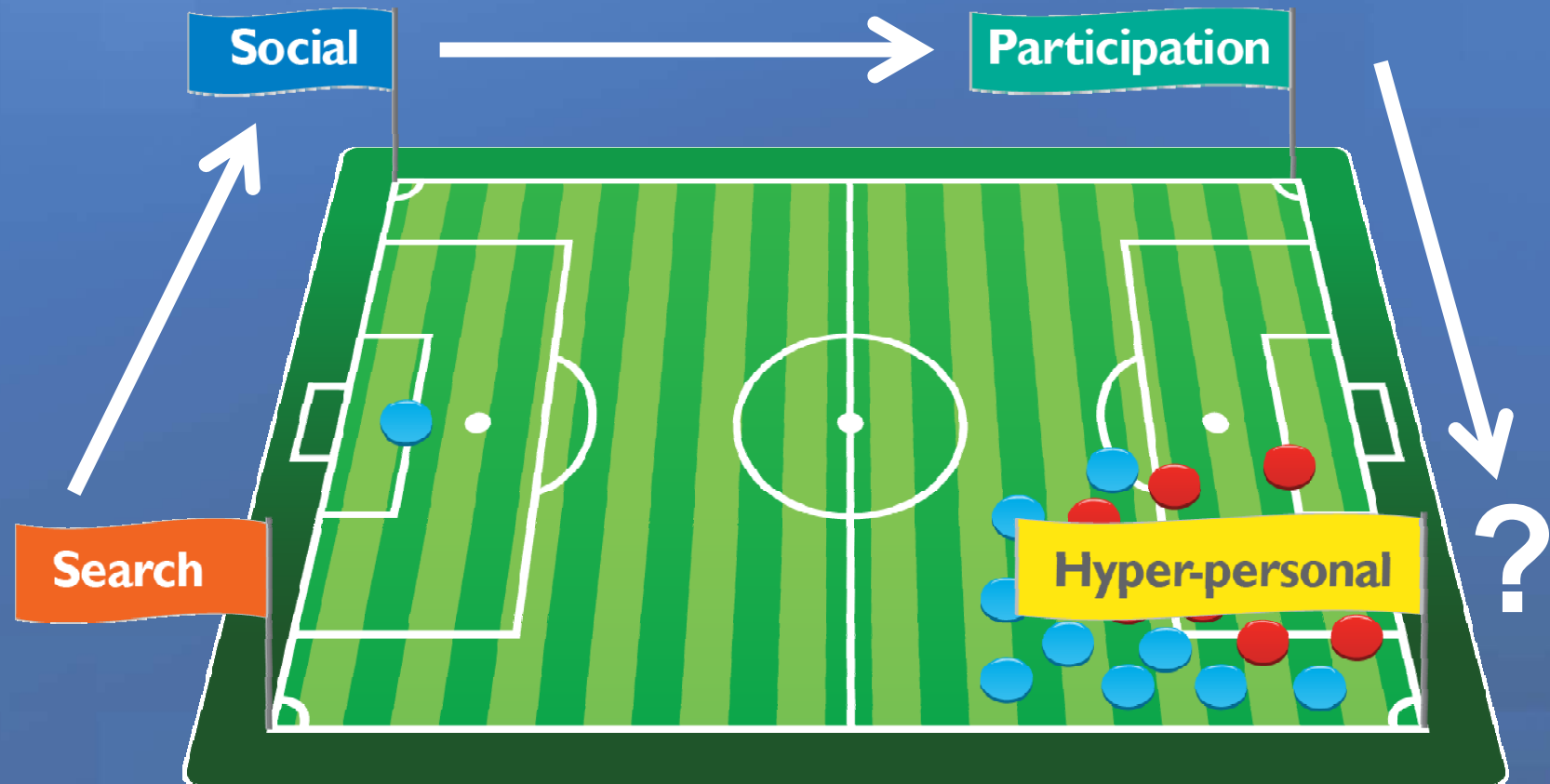
Entertainment =
Emotional Enhancement

Hyper-Personal vs Power of the Collective

**How to link the hyper-personalisation trend
with the Olympic shared / communal ideal?**



SHOULD HYPER-PERSONAL BE THE MARKETER'S HOLY GRAIL?



AS McDONALD'S SAYS “WE ALL MAKE THE GAMES”



POWER OF THE COLLECTIVE



The socially responsible Games

SOME SAY MARKETERS WILL PRIORITISE CSR IN RIO

“In Rio, I predict strategies focused on CSR, ecology and sustainability, a company’s commitment to societal change and its ecological/economical footprint is key in developing BRIC markets.”

TIMO LUMME
MANAGING DIRECTOR OF TELEVISION AND MARKETING SERVICES, IOC

CSR BIRTH AT 2012? IS BP 'FUELLING THE FUTURE?'

FREE SPECTATOR CARBON OFFSET

Help set a world record for the most individual carbon offsets to a single event

Got tickets? Sign up and BP will offset the carbon footprint from your travel to the Games.

Every sign-up counts towards the London 2012 world record attempt.

SIGN UP FOR FREE >

Step into carbon action with Target Neutral

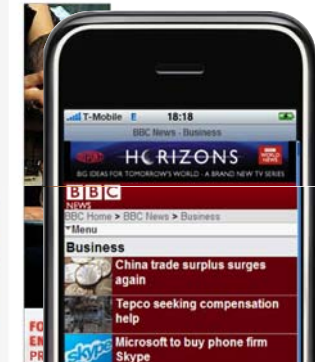


The socially responsible Games

HORIZONS

Horizons – predicting which companies will change the way we live our lives over the next 10 years

Horizons project – a multi-platform marketing program supported by DuPont





Entertainment =
Emotional Enhancement

Rio will inject Carnival to build on 2012



BT LONDON LIVE MAYOR OF LONDON 

GREAT FREE DAYS OUT
NO TICKET REQUIRED!

WATCH THE LONDON 2012
OLYMPIC GAMES LIVE ON GIANT SCREENS

COME DOWN AFTER WORK
AND GRAB A BEER

HYDE PARK 28 JULY - 11 AUGUST  **VICTORIA PARK** 27 JULY - 12 AUGUST

OPEN LATE WITH LIVE MUSIC EVERY EVENING

FEATURING

THE BEAT ★ THE VIEW ★ ST ETIENNE ★ CAST ★ FEEDER ★ DODGY
LEVELLERS ★ THE NOISETTES ★ LEMAR ★ THE TEMPER TRAP
OCEAN COLOUR SCENE ★ McFLY ★ SOUL II SOUL

FOR FULL DETAILS VISIT BTLONDONLIVE.COM
STAY CONNECTED  /BTLONDONLIVE

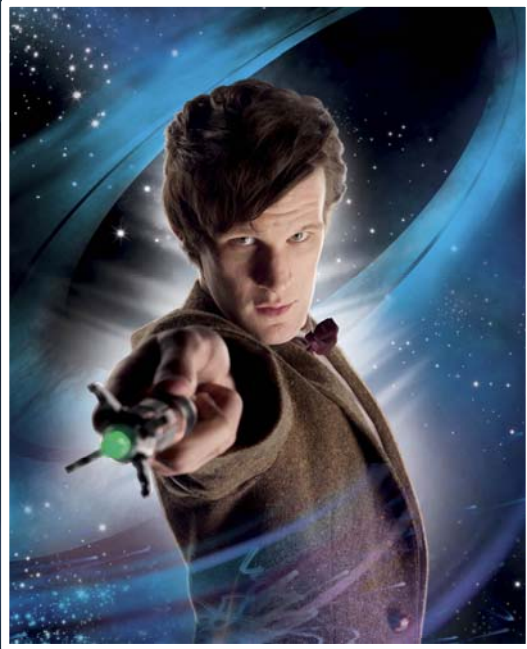
     

And beyond the Olympics? IT'S THE CONTENT, STUPID!

“The BBC and commercial partners all worked incredibly hard for London 2012. But no-one worked harder than the athletes. Remember, when it comes down to it, it is those gold medal performances that people watch in their millions. It's the content that truly engages.”

CAIT O'RIORDAN
HEAD OF PRODUCT, BBC SPORT AND LONDON 2012





MAKING THE EXPERIENCE RICHER,
DRIVING THE CONNECTION

ENCHANTED KINGDOM

A blend of Hollywood scale and nature expertise

An unforgettable, unique 3D cinematic experience





Part of BBC Worldwide
the commercial arm of the BBC