

Digital Secret

ADV



LEVERAGING BRANDED CONTENT



THE GENESIS OF BRANDED CONTENT

WHAT THE WORLD CALLS BRANDED CONTENT

SPONSORED CONTENT

SPONSORSHIPS

NATIVE ADVERTISING

BRAND FUNDED CONTENT

PRODUCT PLACEMENT

CO-PRODUCED CONTENT

BRAND INTEGRATION

INFLUENCER MARKETING

WHAT WE CALL BRAND COLLABORATIONS

A CREATOR'S OR PUBLISHER'S CONTENT THAT
FEATURES OR IS INFLUENCED BY A BUSINESS PARTNER
FOR AN EXCHANGE OF VALUE

INFLUENCER | noun

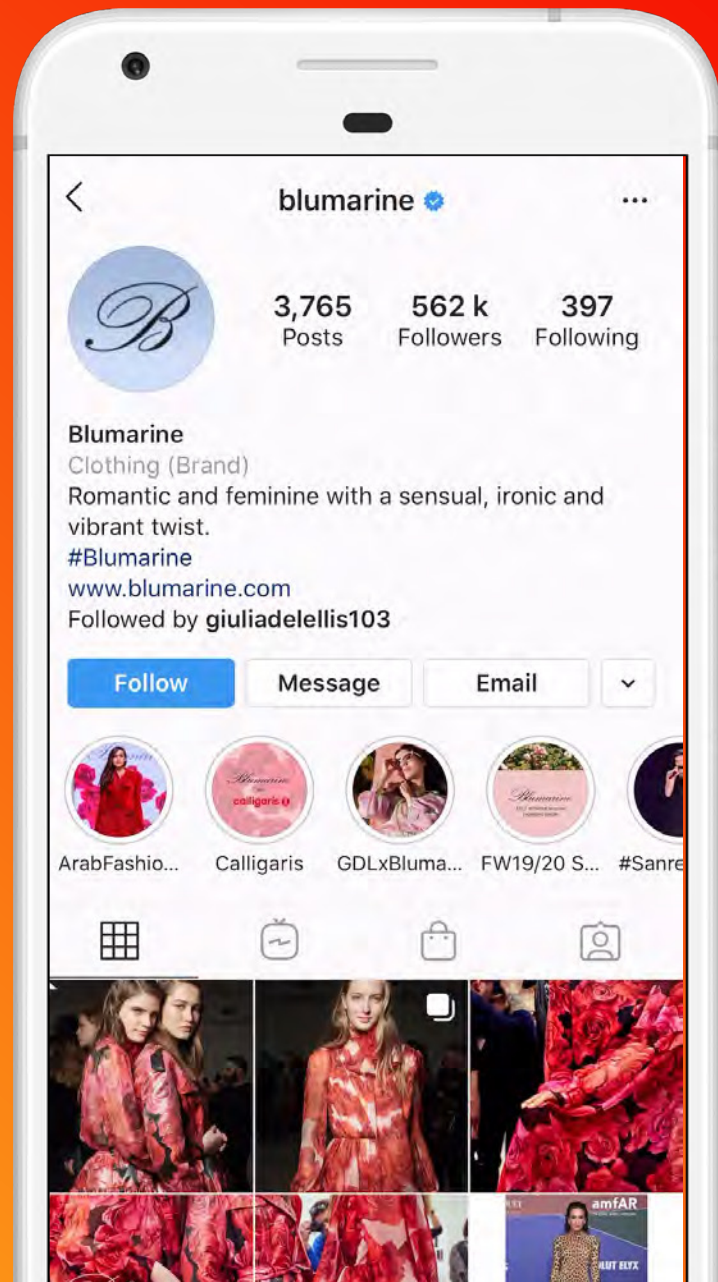
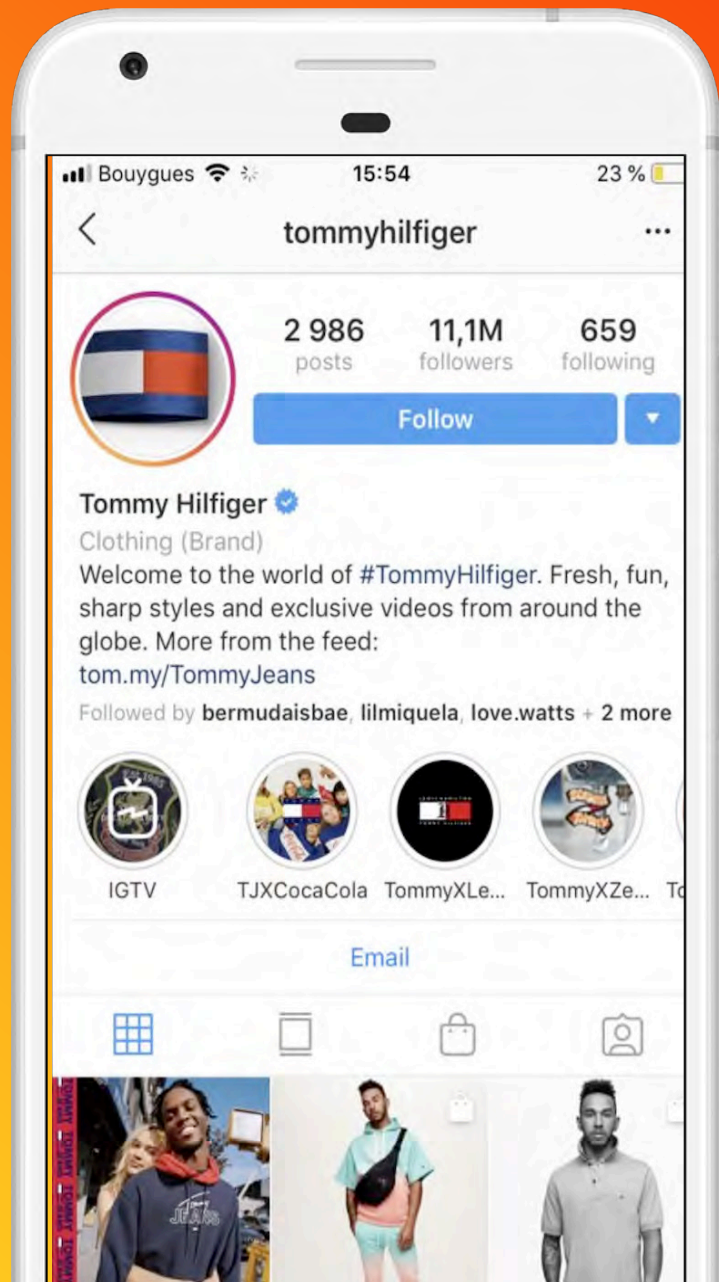
Definition of influencer:

1. CAPACITY OR POWER OF PERSONS OR THINGS TO BE A COMPELLING FORCE ON OR PRODUCE EFFECT ON THE ACTIONS, BEHAVIOR, OPINIONS OF OTHERS

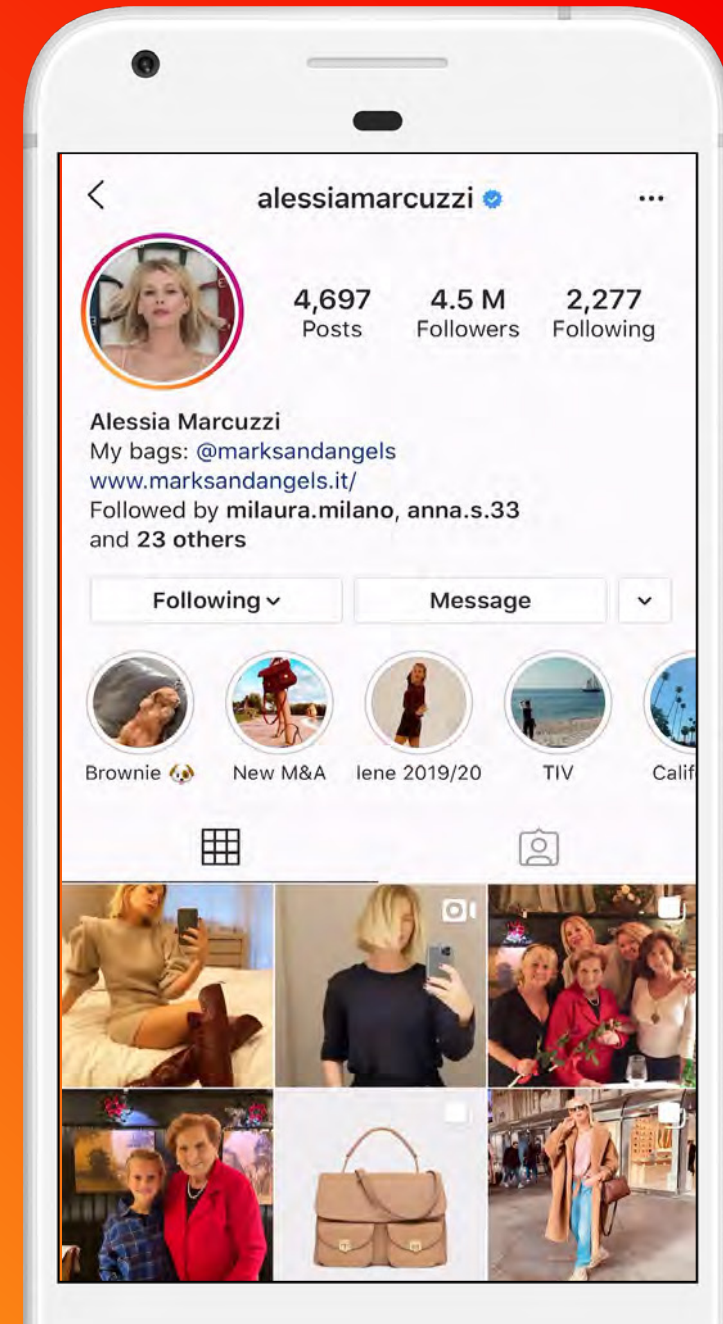


In the past,
one celebrity promoted
(almost) everything

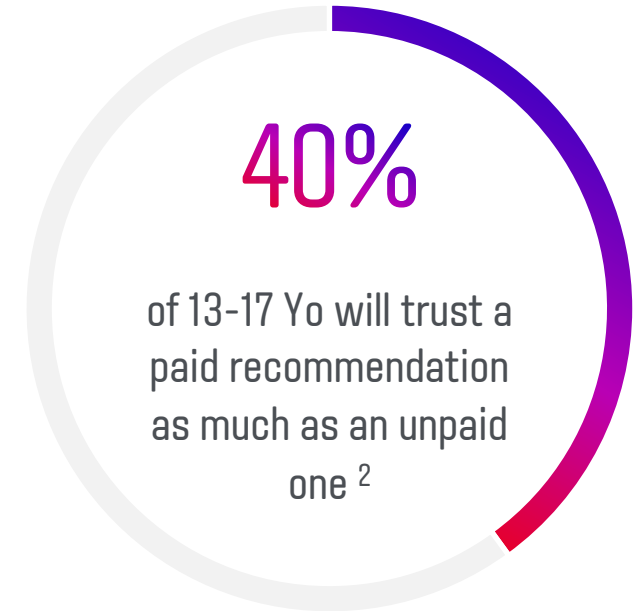
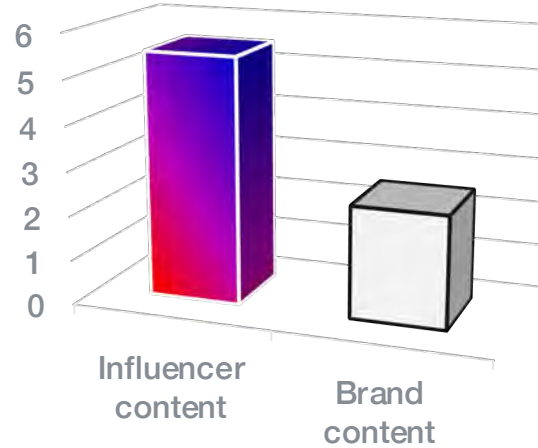
INFLUENCERS CO-CREATING PRODUCTS FOR CAPSULE COLLECTIONS



INFLUENCERS CREATING THEIR OWN BRANDS



MAY THE BEST STORYTELLING WIN



2x more engagement from users for
influencer generated content (%)

THE RATIONALE FOR BRANDED CONTENT

The background of the slide features a photograph of two women standing in a greenhouse. The woman on the left is wearing a light-colored jacket and is looking down at something in her hands. The woman on the right is wearing a dark jacket over a patterned top and is also looking down. The entire image is overlaid with a semi-transparent red color, which serves as a background for the white text.

EXTERNAL ENDORSEMENT

Brands can deliver, reinforce
and validate their external
narrative

SENSE OF BELONGING

Brands can capitalize on
tastes, lifestyles and shared
values to activate consumers

CREATORS HELP US TAP INTO INTERESTS

68%

of people come to
Instagram to interact
with Influencers

69%

of people come to
Instagram to interact
with celebrities

Source: "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people aged 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18–64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country.



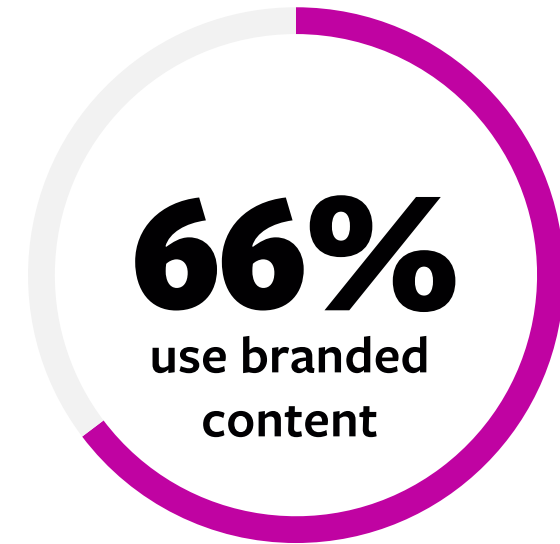
INSPIRE THE INSTAGRAM COMMUNITY TO SHOP



62%

of fashion consumers aged 18-34
that follow fashion influencers
have purchased an item after
seeing an influencer post

BRANDED CONTENT HAS BECOME A CRITICAL COMPONENT OF THE MEDIA MIX



with a greater shift from
tactical and sporadic to more
strategic and always on

RULES OF ENGAGEMENT FOR THE CO-CREATION OF BRANDED CONTENT



RELEVANCE



AUTHENTICITY

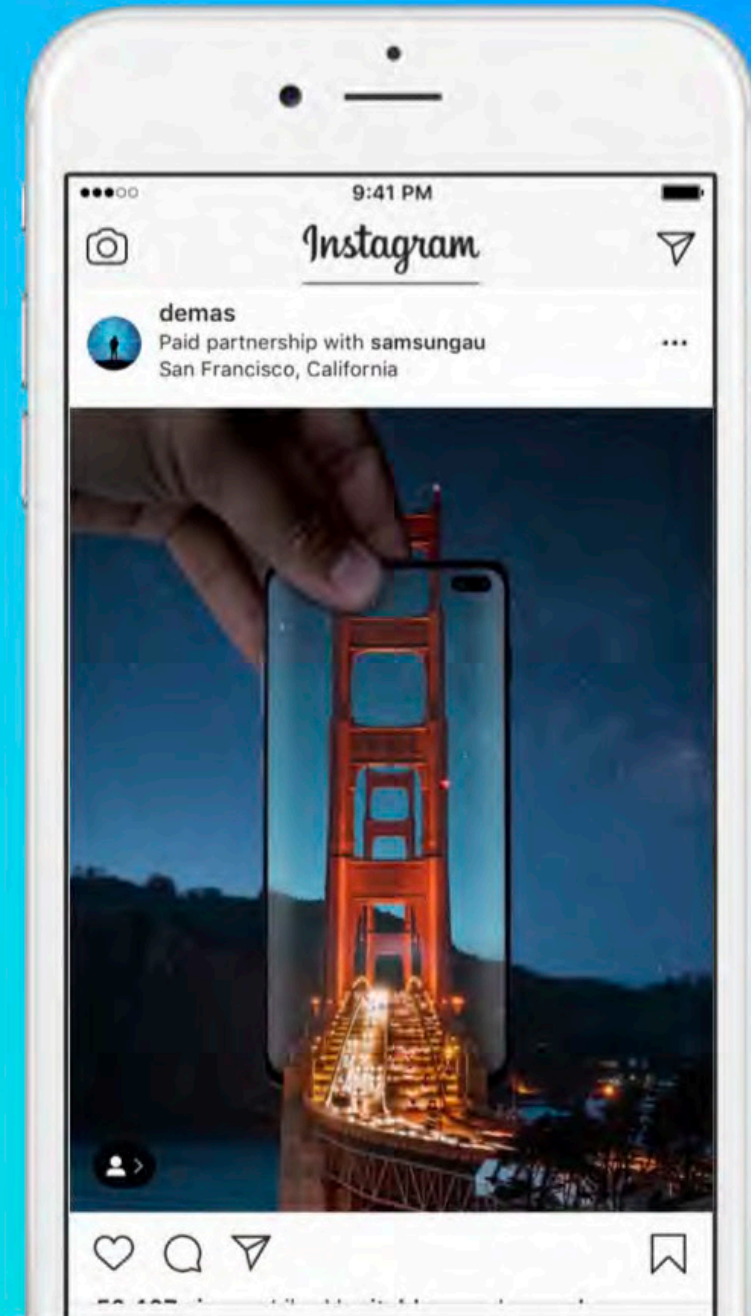


TRANSPARENCY

ONE MUST TAKE ADVANTAGE OF THE KNOWLEDGE INFLUENCERS HAVE
UPON THEIR AUDIENCE AND BRANDS' PRODUCTS

RELEVANCE: WORK WITH THE RIGHT PARTNER

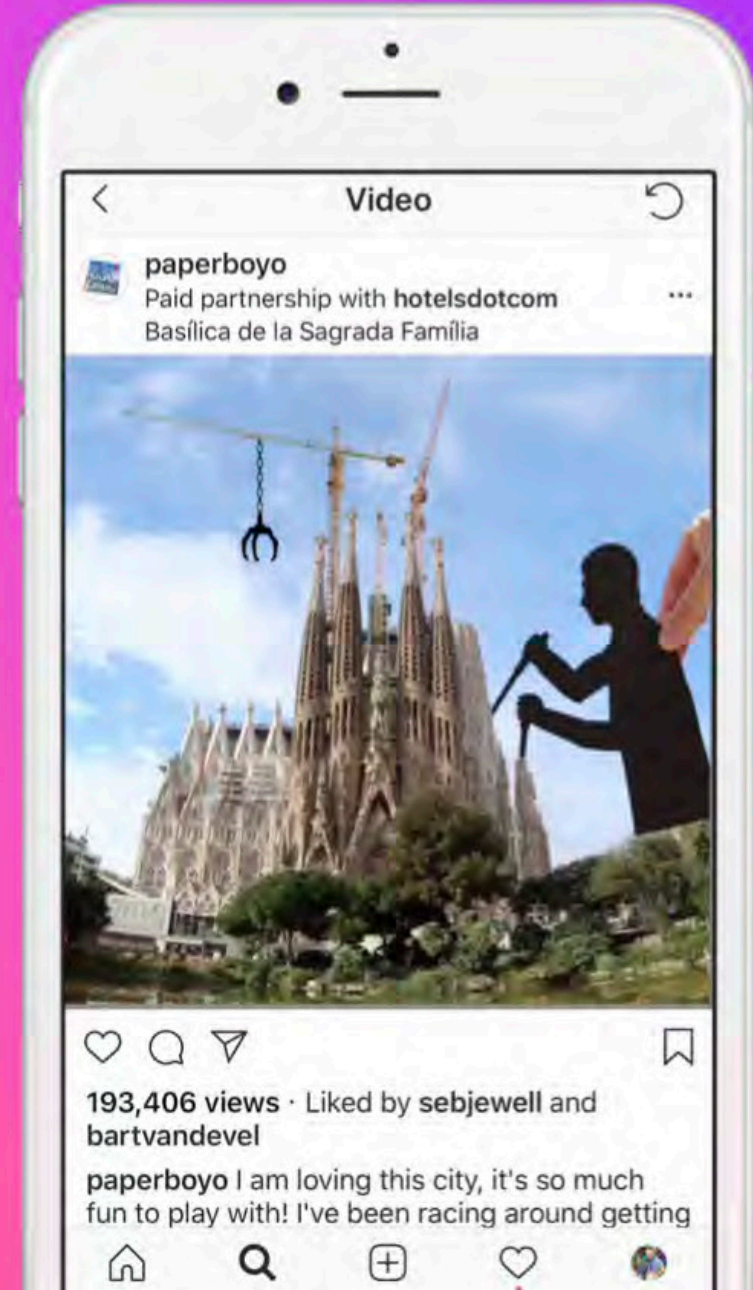
- Work with Branded Content partners who fit within your brand's identity and who genuinely enjoy your product



AUTHENTICITY:

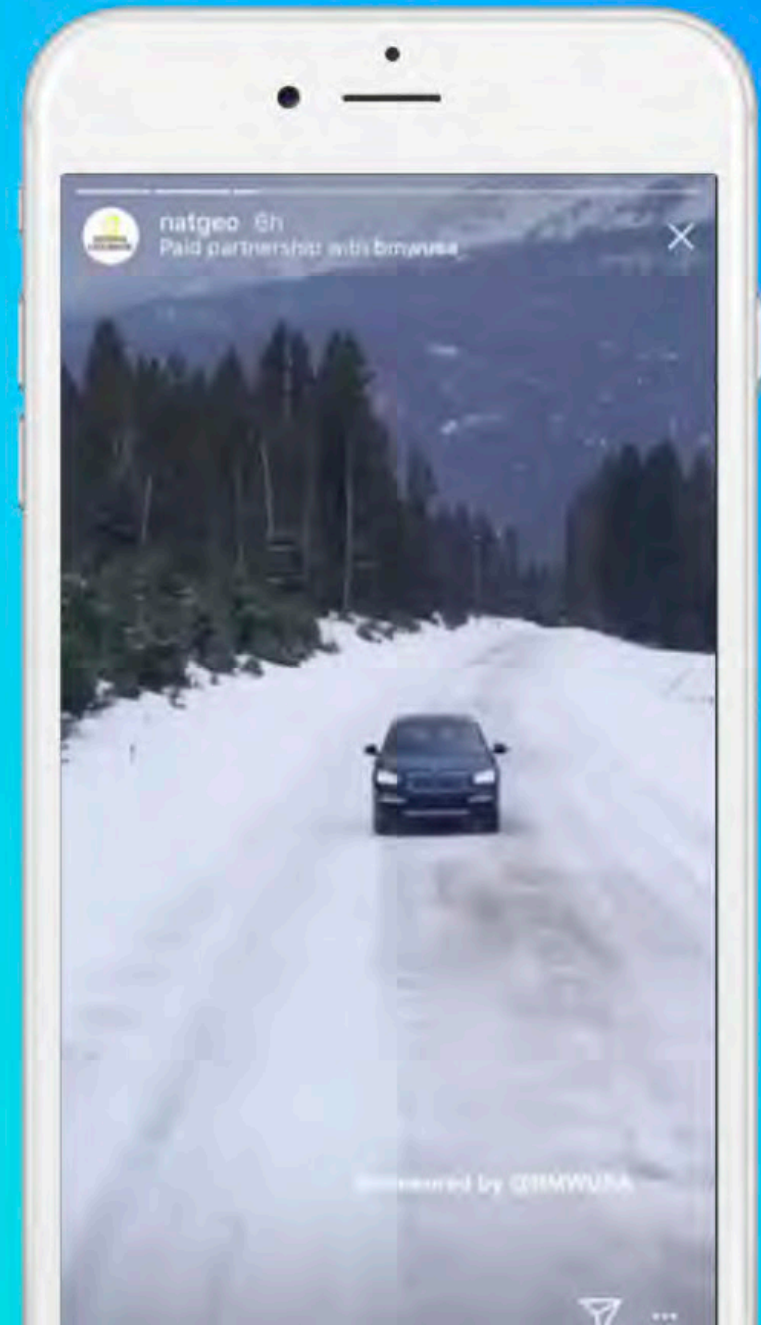
LET THE PARTNER EXPRESS THEIR OWN VOICE

- Make sure posts are relevant to your partner and show something authentic to their own brand
- Trust your partner's intuition on which creative best practices resonate most with their audience in their organic posts

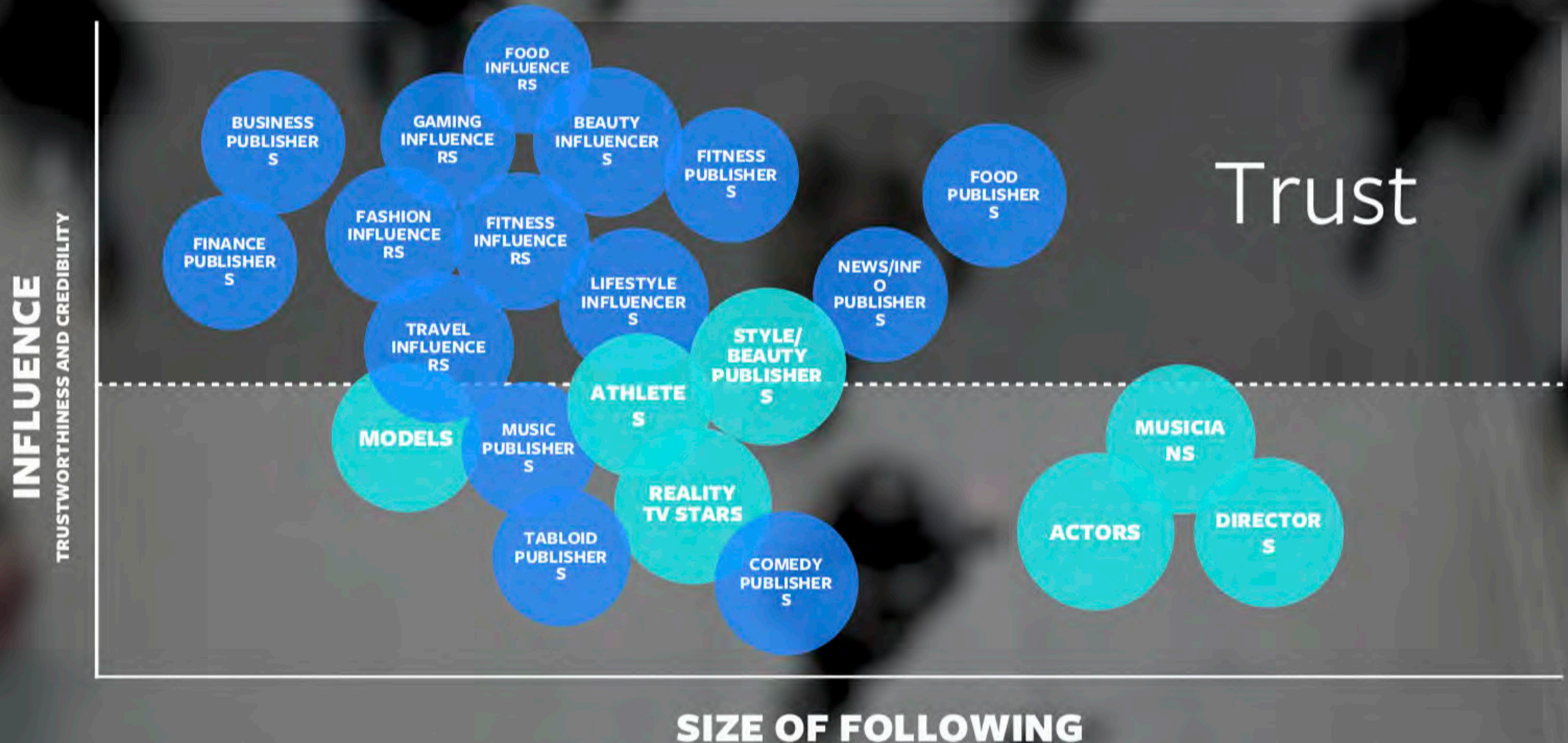


TRANSPARENCY: GOOD FOR THE COMMUNITY, GOOD FOR BUSINESS

- Ask your partners to use the Branded Content tag in all relevant posts to ensure transparency
- The tag enables businesses to access Reach and Engagement metrics for these posts



INFLUENCER VOICE MUST BE AUTHENTIC AND TRUSTWORTHY



BUT MARKETERS FACE MANY CHALLENGES

1

SELECTING THE RIGHT PARTNER

Hard to ascertain audience fit
Not easily comparable
Potential brand safety issues

2

LACK OF TRANSPARENCY

Limited clarity around what is being paid for
Creators sometimes aren't clear with their audiences about the nature of partnerships

3

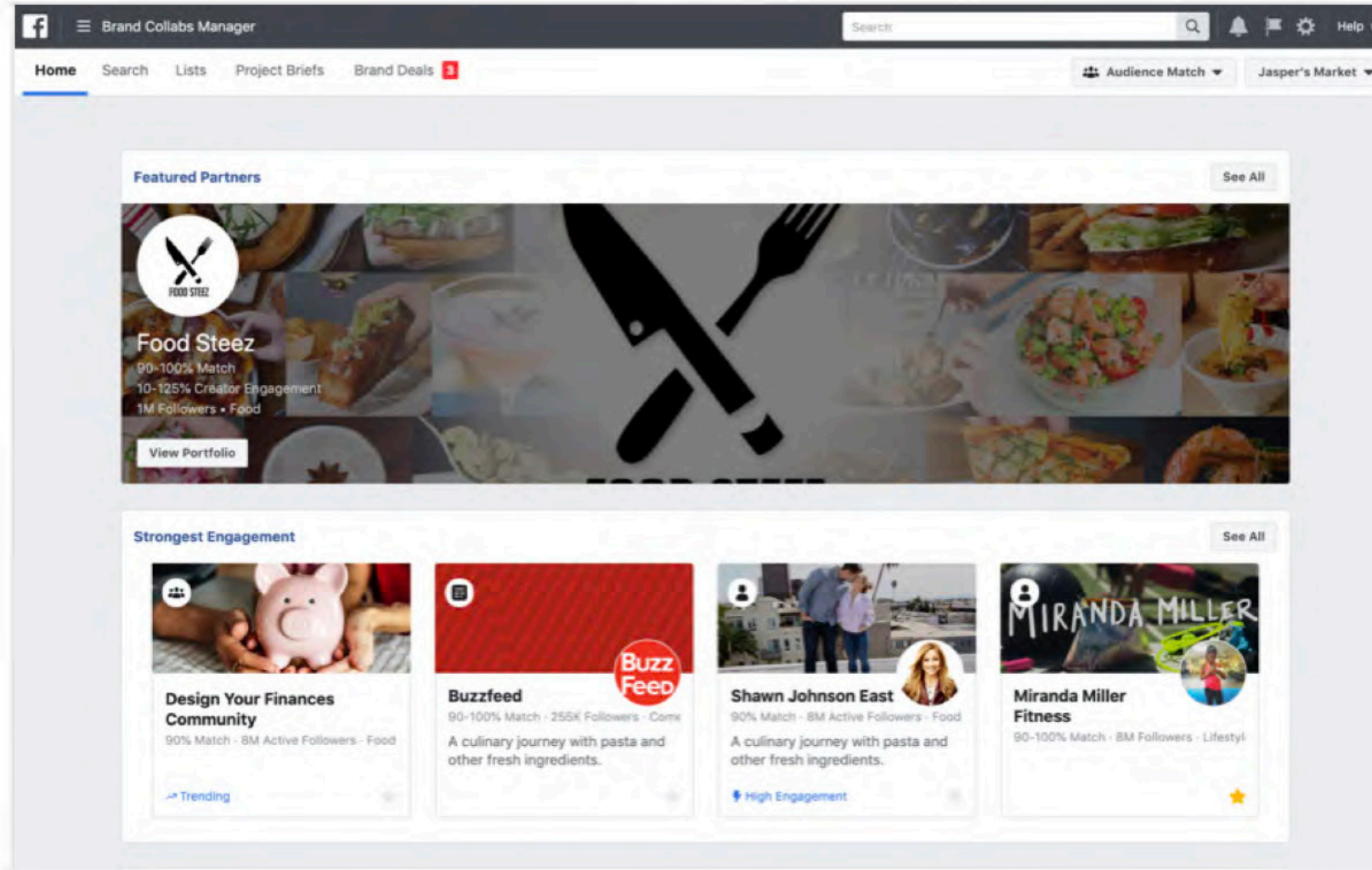
JUDGING EFFECTIVENESS

Difficult to measure how activity is affecting business metrics

Brand Collabs Manager

Connect your brand with publishers and creators

Apply as a creator:
[facebook.com/
collabsmanager/start](https://facebook.com/collabsmanager/start)



BRANDED CONTENT IN A FULL FUNNEL STRATEGY



Meet people where they are



2.7B

people use Facebook,
WhatsApp, Instagram or
Messenger each month

80%

of Instagrammers
follow a business

1 in 5

minutes on a mobile phone are
spent on Facebook or Instagram

Source: "Facebook Newsroom" Company Info 2019..

Creators help us tap into interests



68%

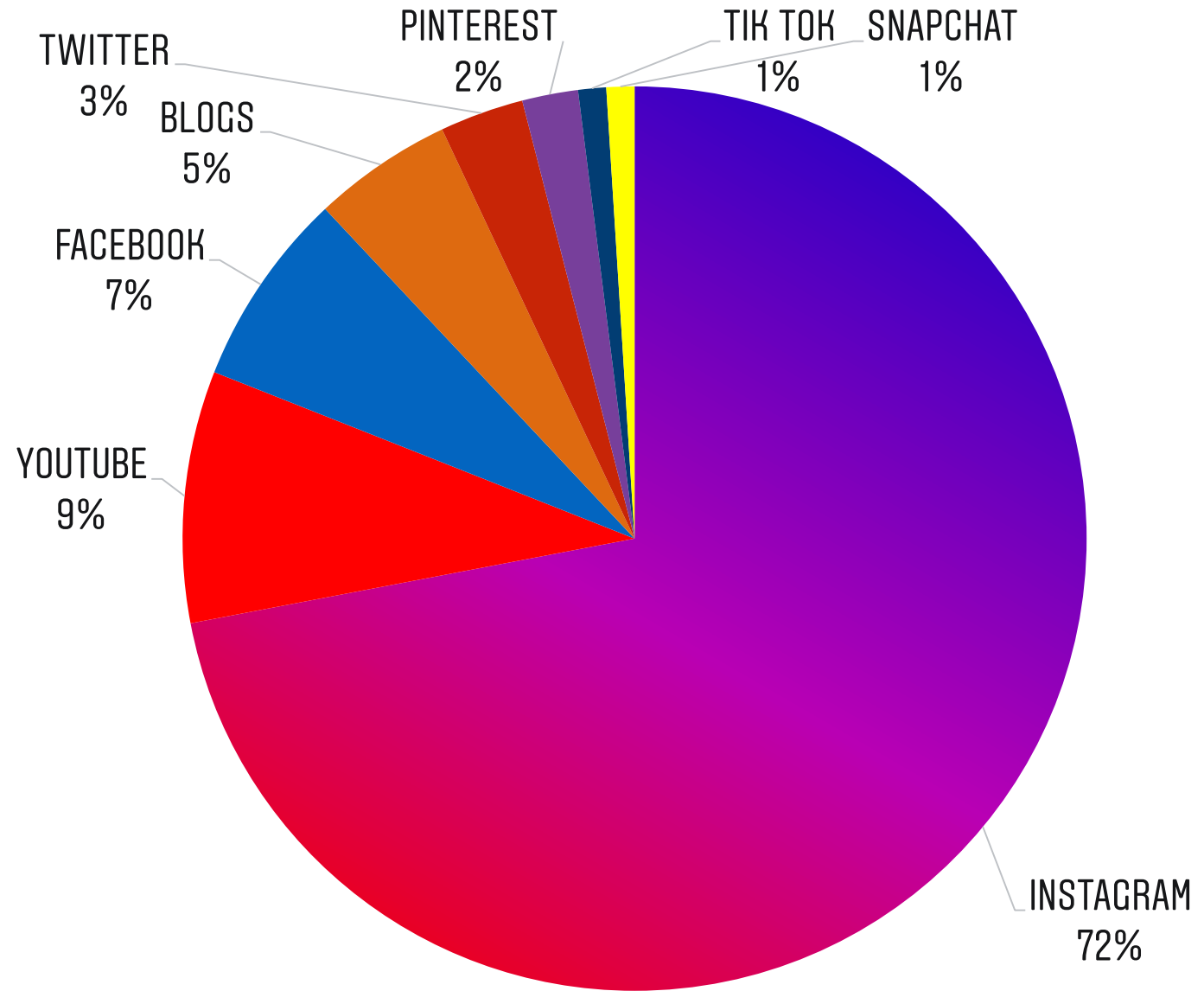
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WHICH SOCIAL PLATFORMS GENERATE THE MOST ENGAGEMENT?

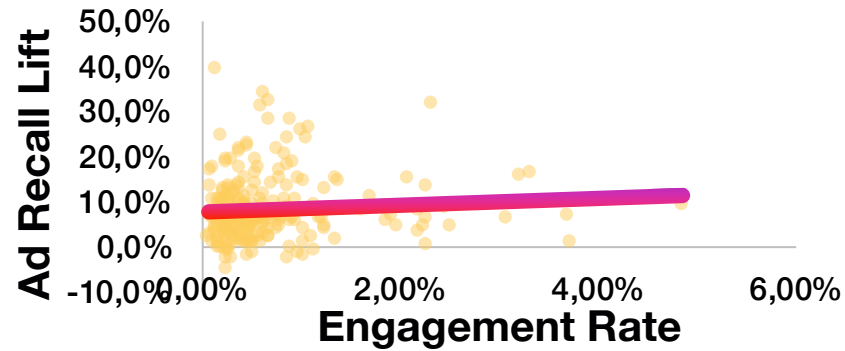




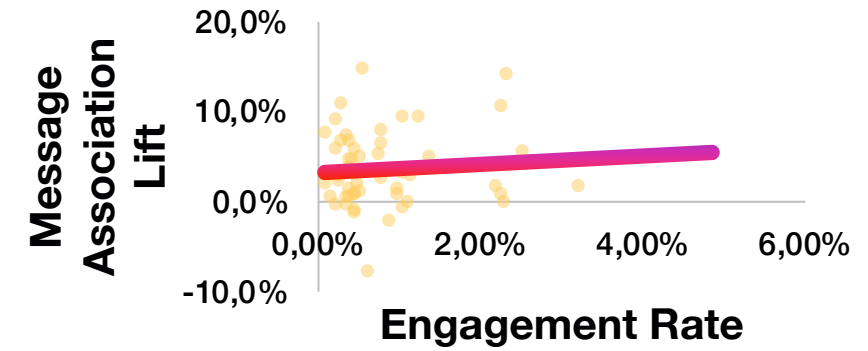
'ENGAGEMENT'

is currently the only metric to measure brand success, but we know it doesn't correlate to branded content effectiveness

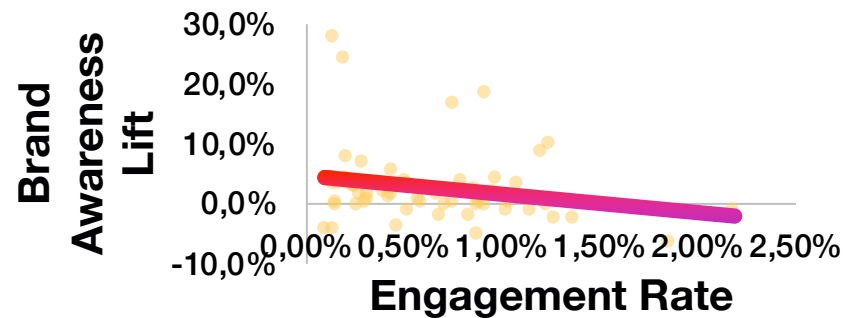
Engagement rate and ad recall lift



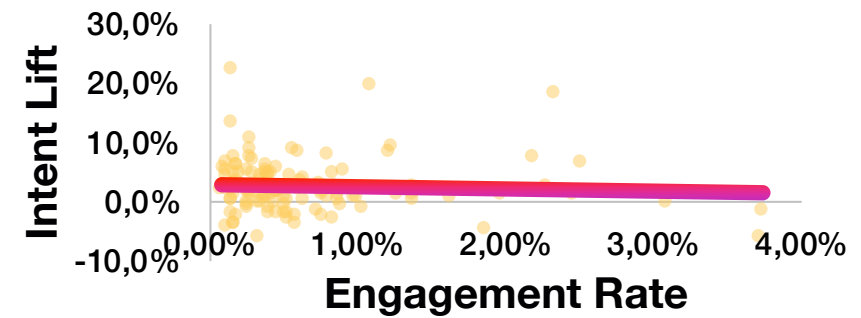
Engagement rate and message association lift



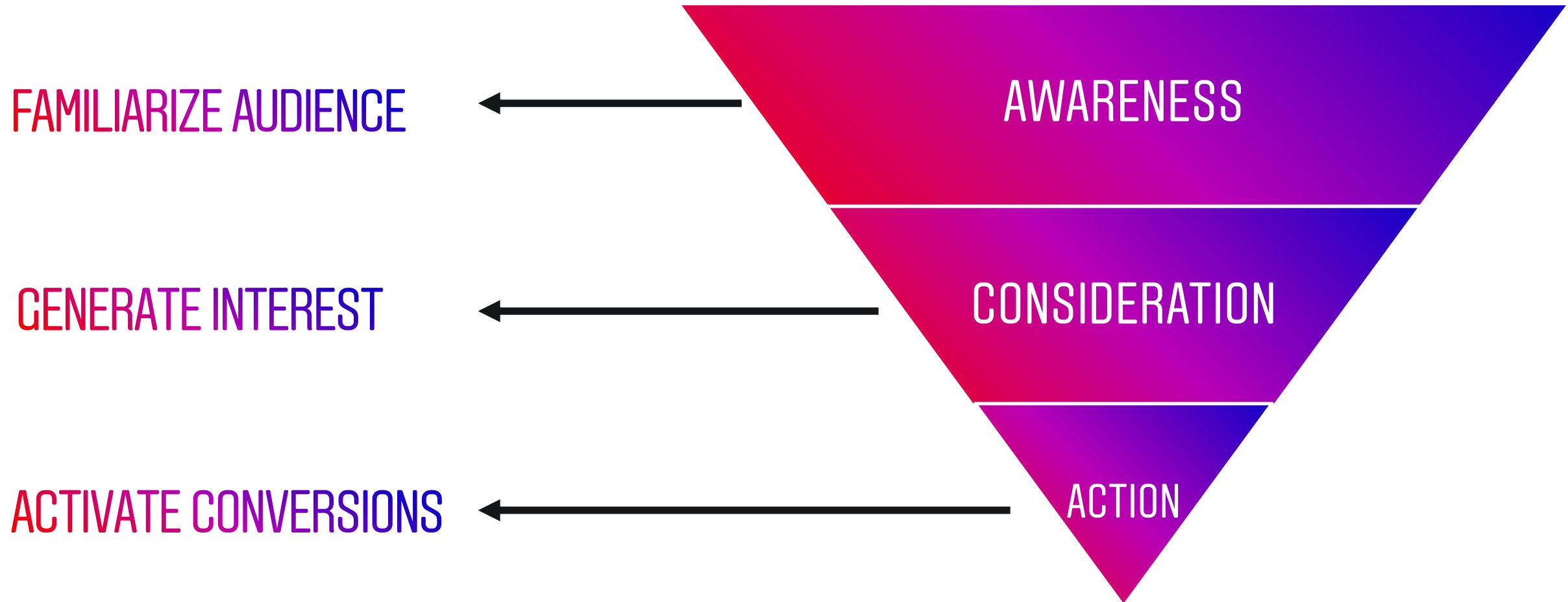
Engagement rate and brand awareness lift



Engagement rate and intent lift



HOW CAN BRANDS SYNCH THEIR OBJECTIVES WITH BRANDED CONTENT?



MANY FORMATS, MANY LANGUAGES



Foto



Link



VOD



Testo



Live



Instant Article



Video 360



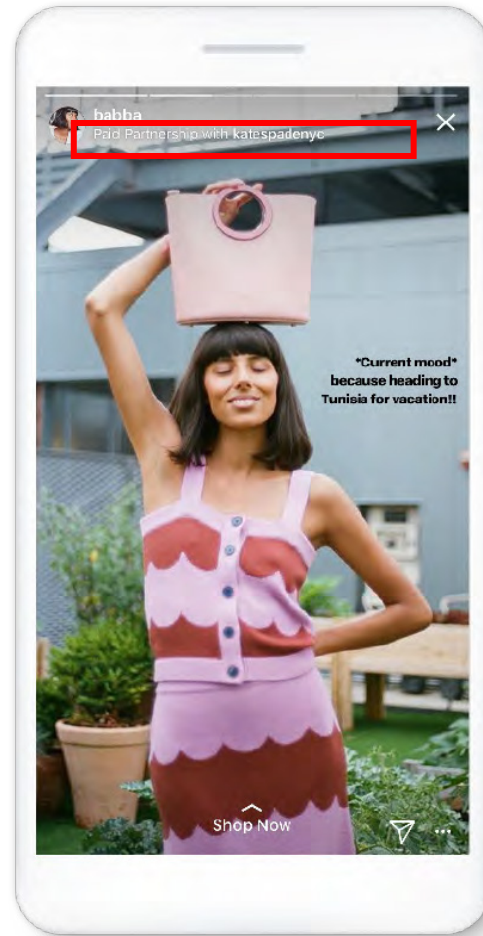
Instagram
(Feed, Stories, IGTV)



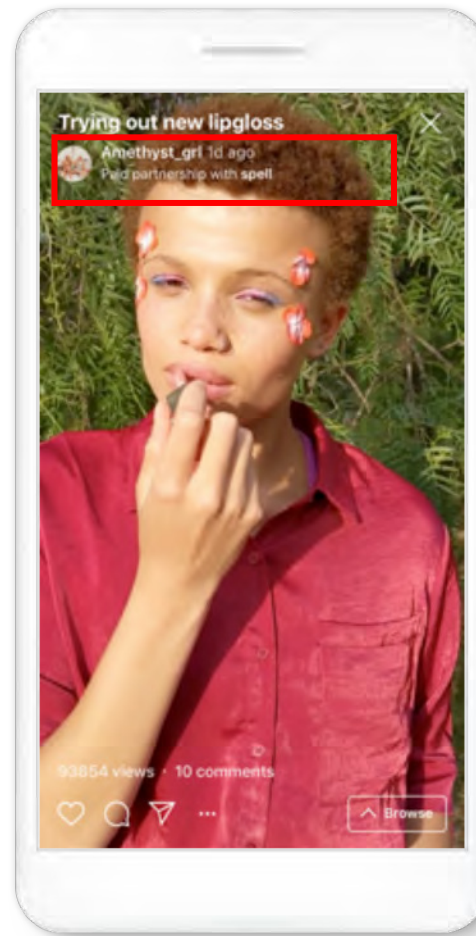
ORGANIC BRANDED CONTENT



IG FEED



IG STORIES



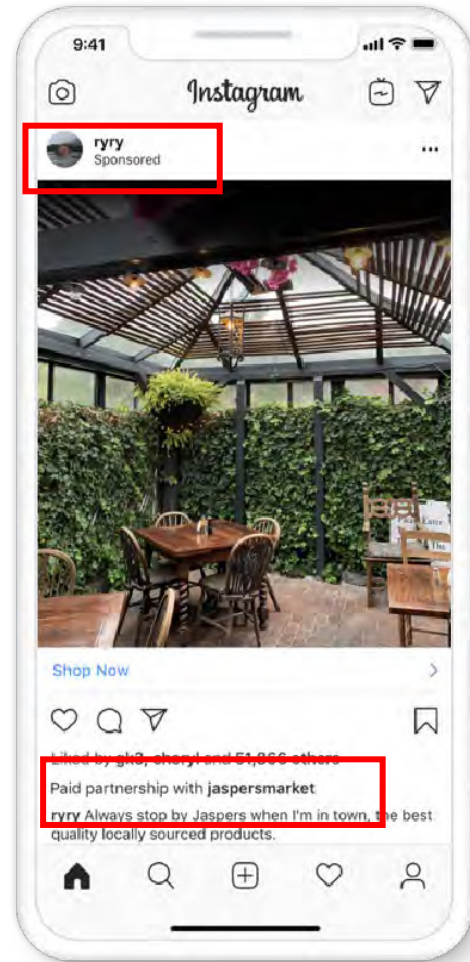
IGTV



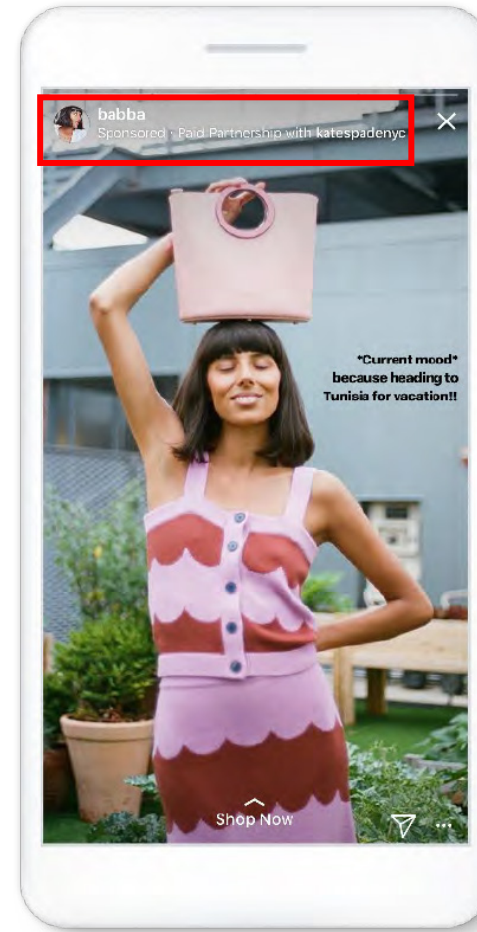
FB FEED

BRANDED CONTENT ADS

- **Target** using our ads system
- **Amplify** creative to a broader audience
- **Measure** real brand and business results
- **Test and learn** what works and how to optimize
- **Run ads** from your partner's authentic voice



IG FEED

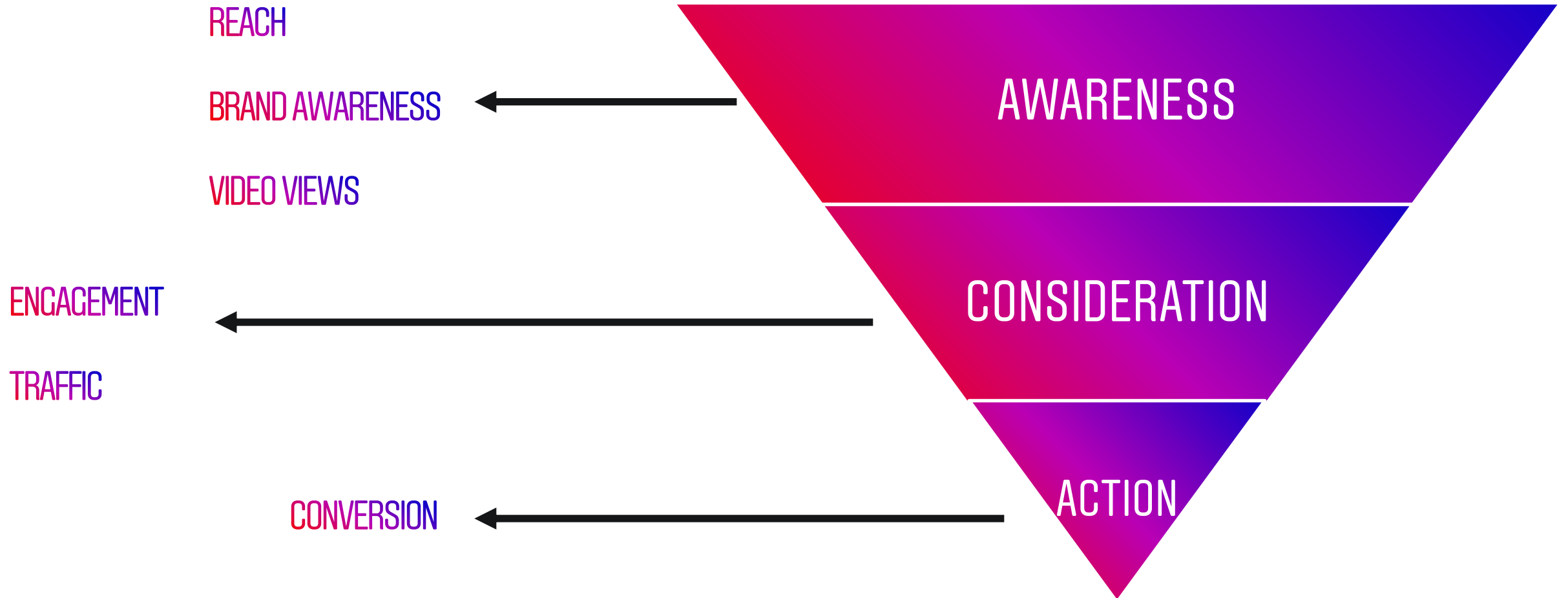


IG STORIES



FB FEED

HOW CAN BRANDS SYNCH THEIR OBJECTIVES WITH BRANDED CONTENT?



A full-body photograph of a male peacock standing on green grass, facing the camera with its tail feathers fanned out. The feathers are a mix of brown, gold, and blue, with numerous 'eyes' visible. The word 'AWARENESS' is superimposed in white, bold, sans-serif capital letters across the upper right portion of the image.

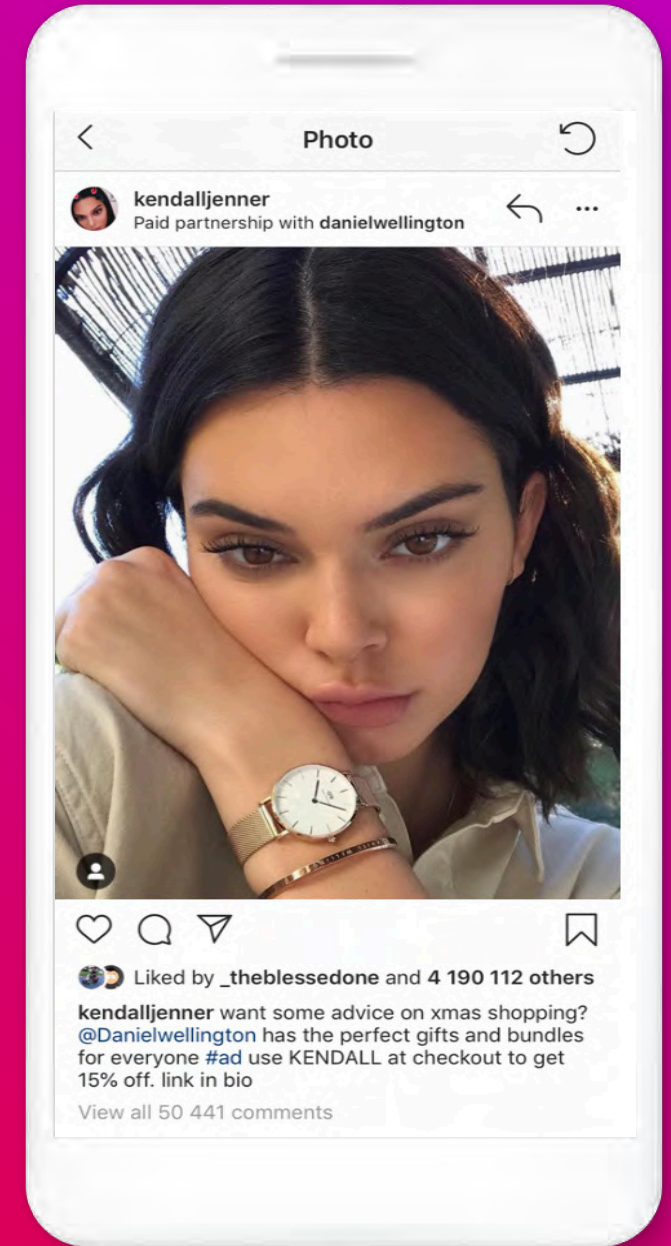
AWARENESS



BRANDED CONTENT IS AN ART FORM

—

Creators make and
share content for
brands that inspires
audiences



BC VIDEO IS ATTRACTIVE

Branded content gains

30%

more 3-second video views
than non-branded content
advertising videos

Source: Facebook Internal Data. Aggregated and Anonymized. North America, ages 18+. NDA Only.





“In a recent Nielsen study, marketers that distributed their branded content in partnership with a publisher saw a higher brand lift—50% higher, on average—than those who published content on their own.”

—Harry Brisson
Director of Lab Research at Nielsen

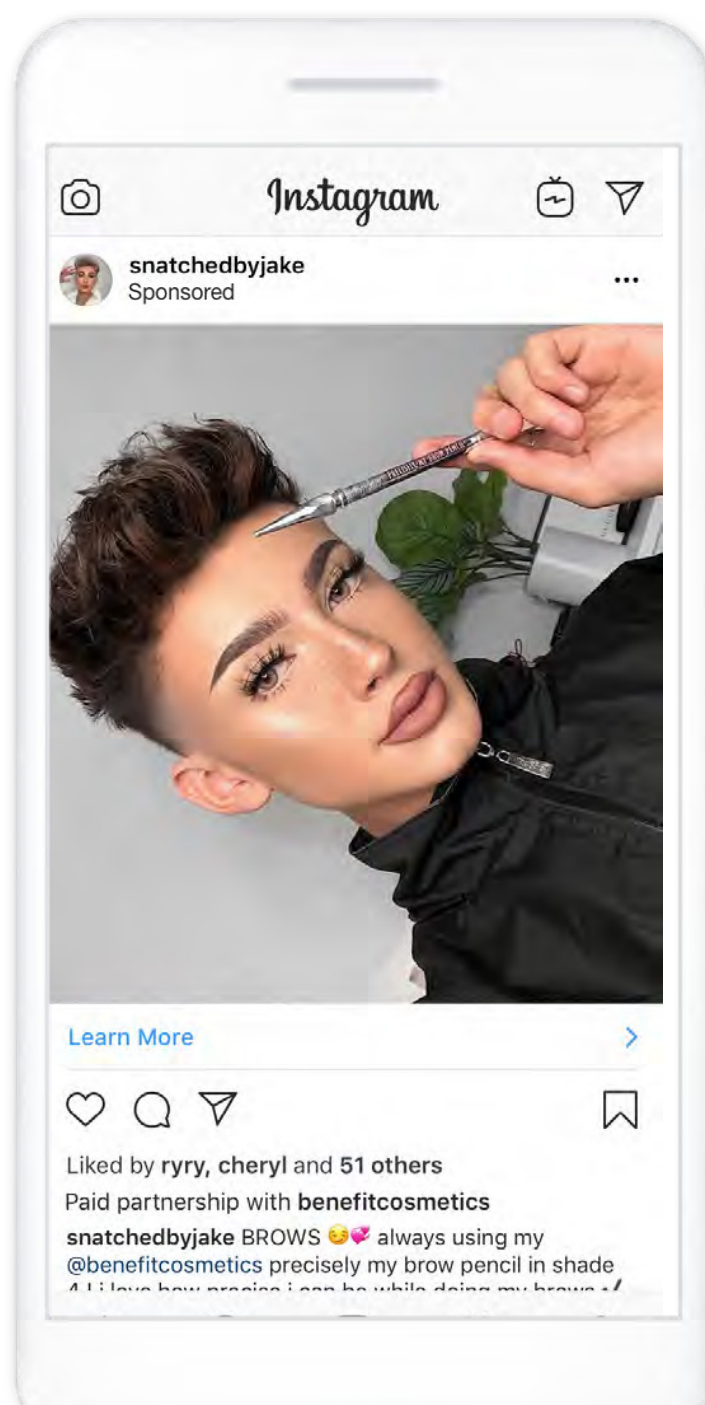
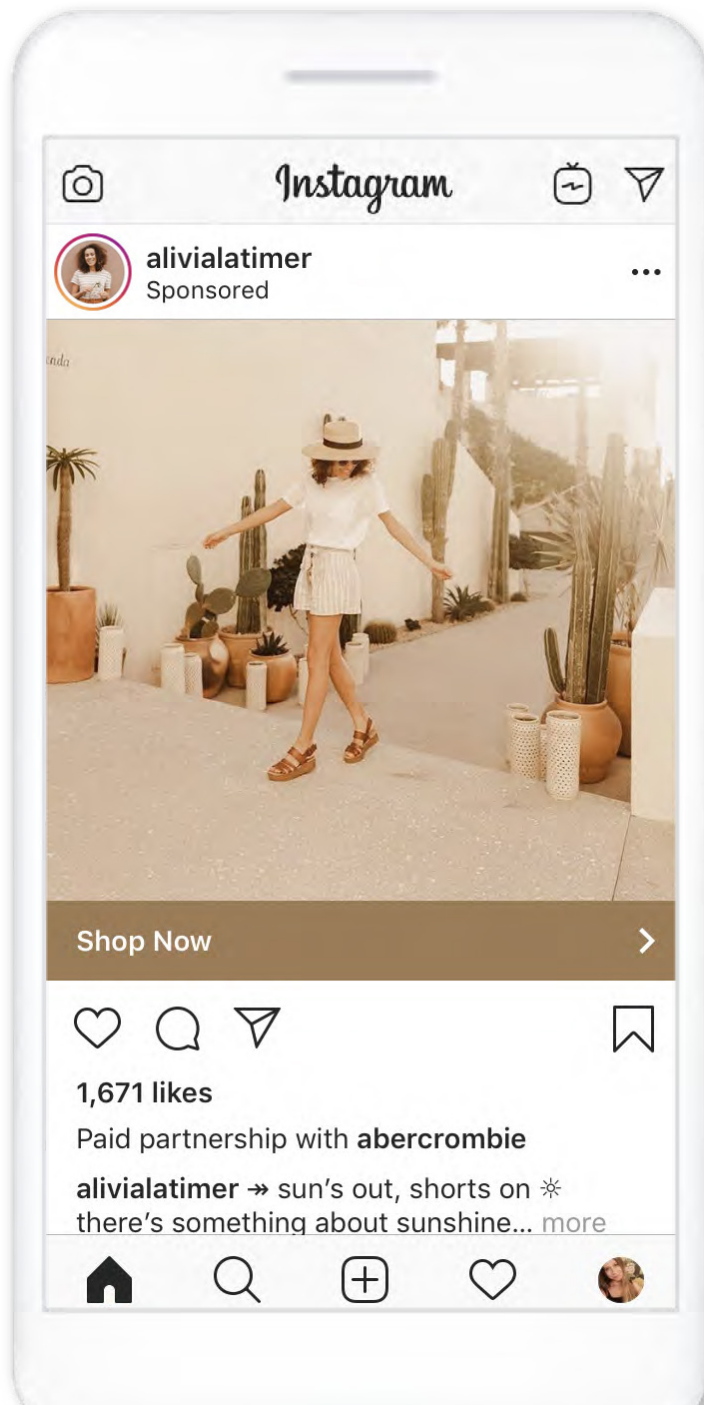


A person in a black t-shirt is holding a black object that emits a large plume of red and blue powder. Another person in a blue shirt is in the foreground. The background is a mix of red and blue powder.

CONSIDERATIONS



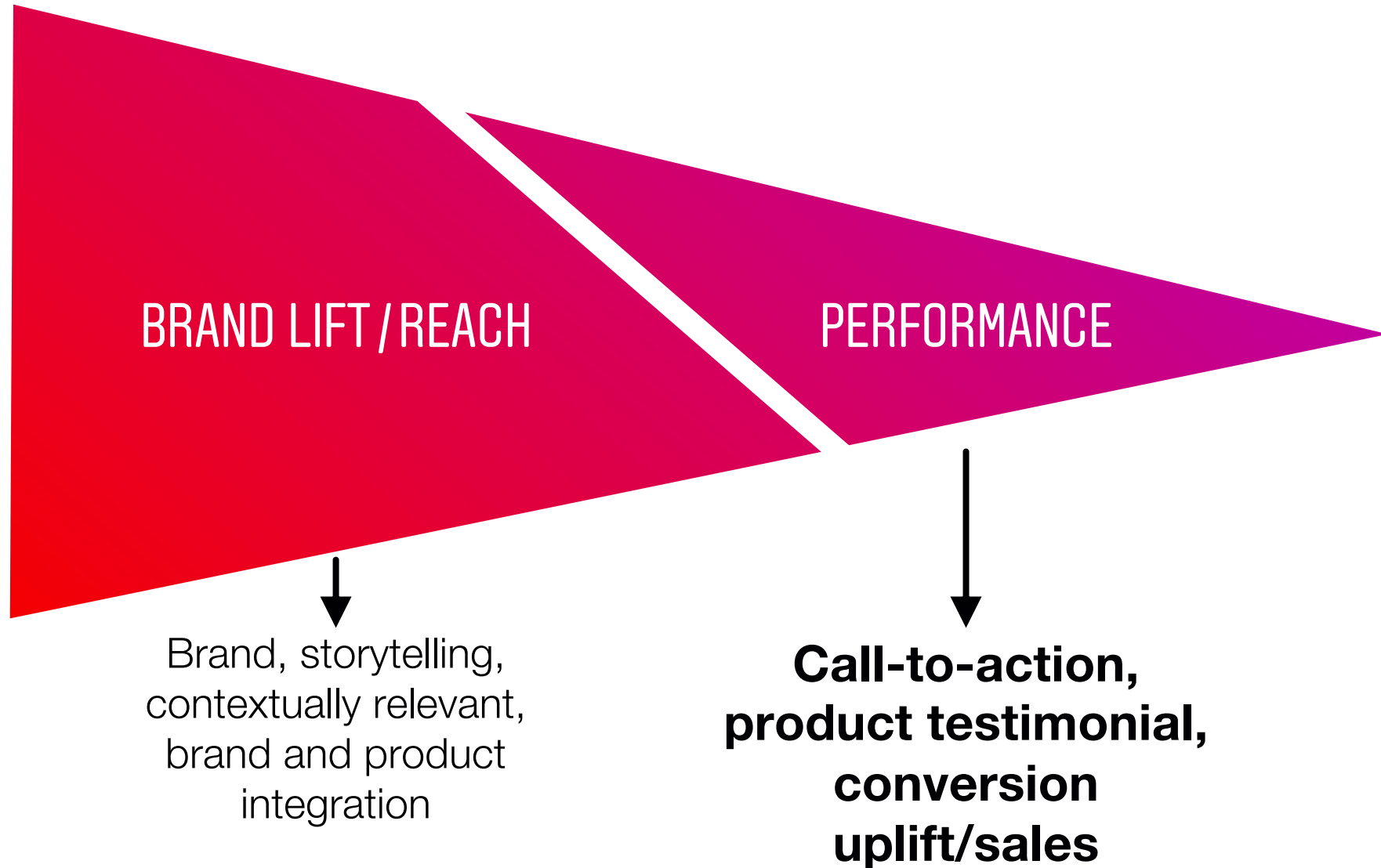
KEEP IT SIMPLE LOOK NATIVE FOR CONSIDERATION OBJECTIVE



A person with short brown hair, wearing orange-tinted sunglasses and a long orange coat, stands against a wall with a repeating pattern of white diagonal stripes on an orange background. The person is looking off to the side.

ACTION

CUSTOMER JOURNEY

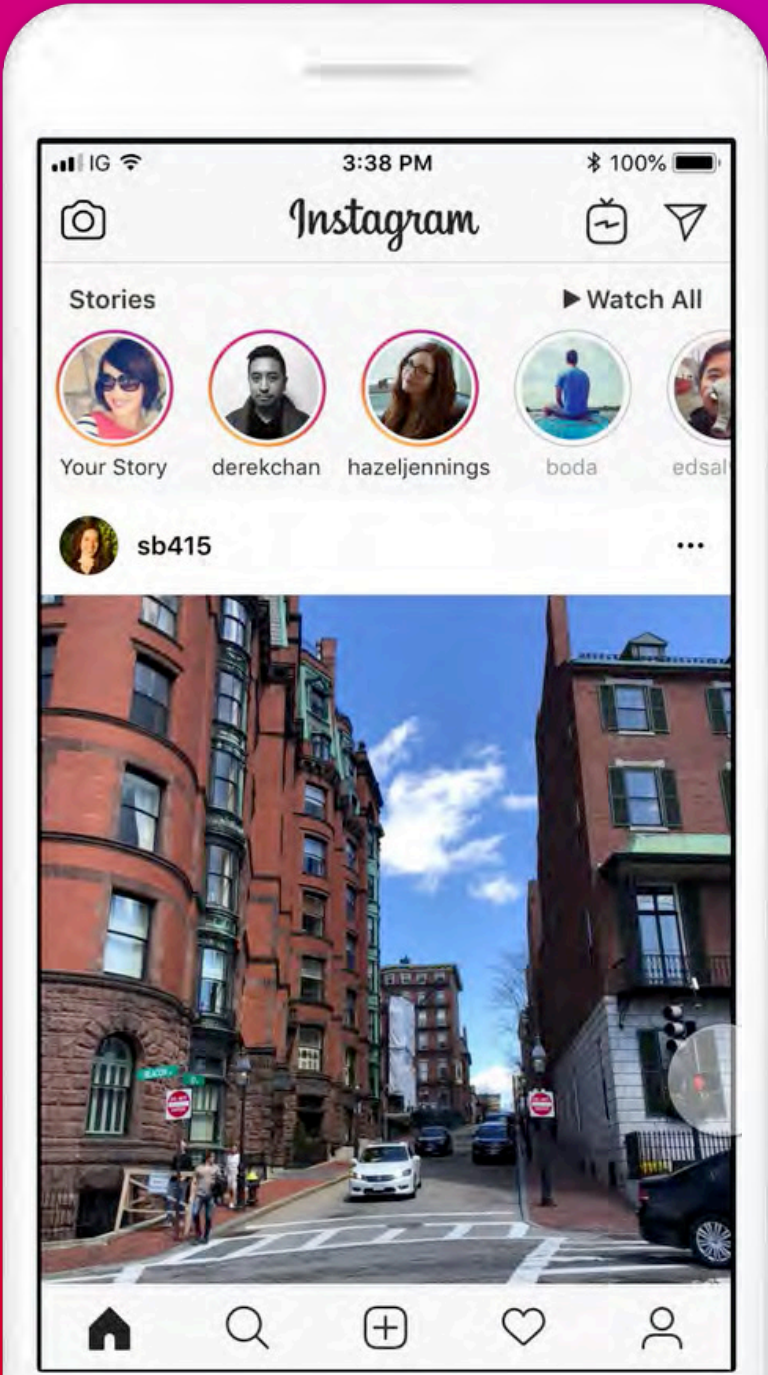


A woman with curly hair and sunglasses is taking a selfie with her right arm raised. She is wearing a white tank top and a black and white striped skirt. The background is a gradient from red on the left to purple on the right.

ANNOUNCING SHOPPING FROM CREATORS

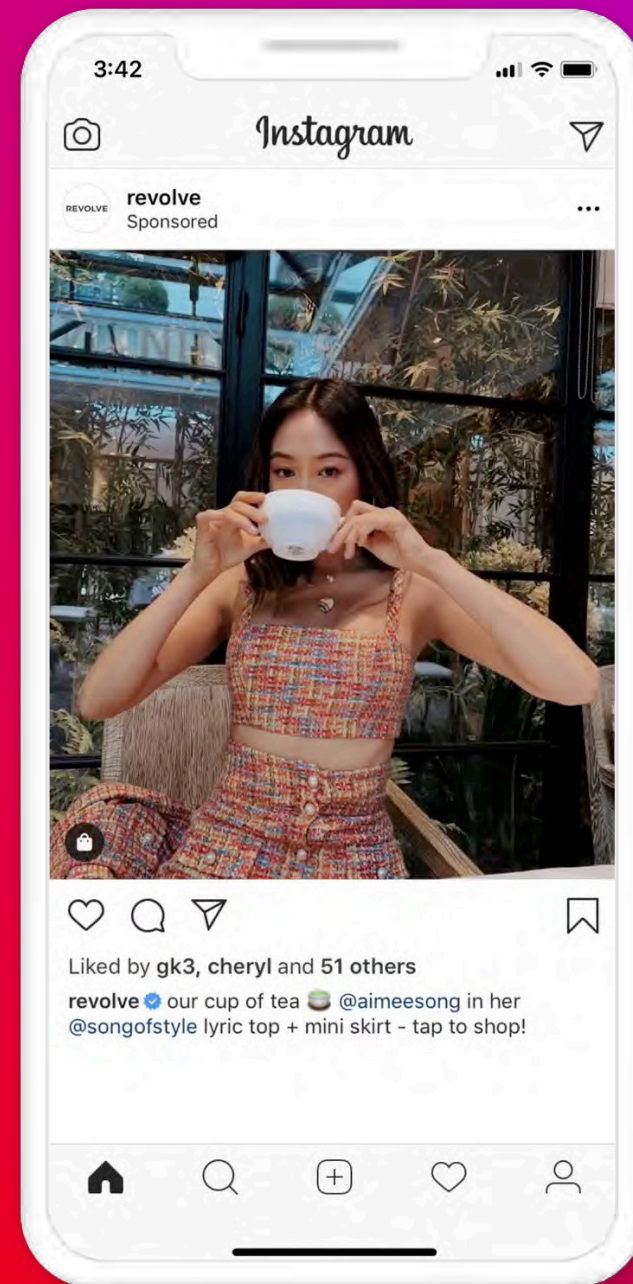
ALPHA TESTING
Coming soon

BUILDING A ZERO- FRICTION SHOPPING EXPERIENCE

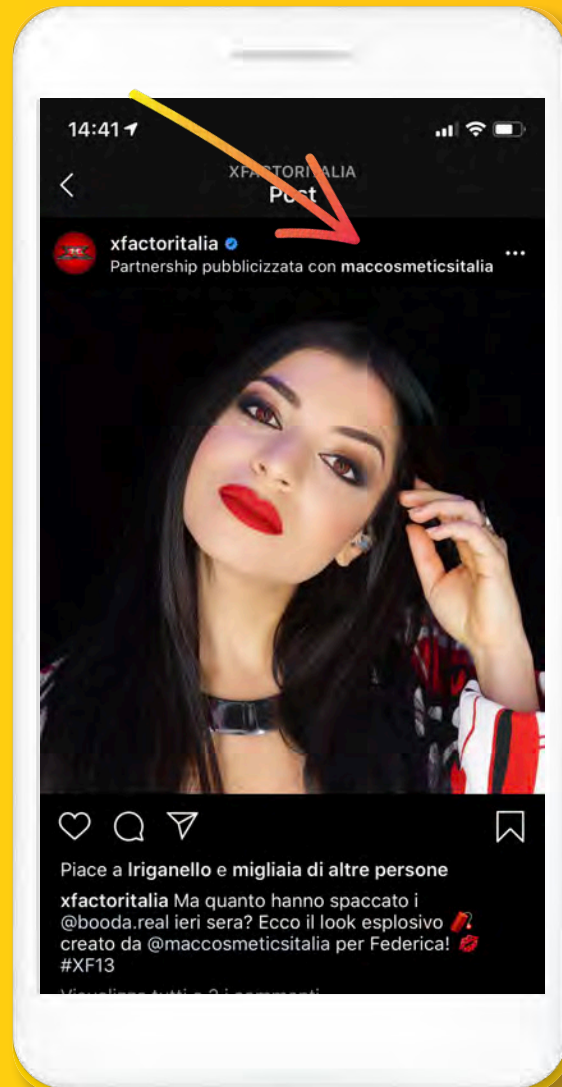


ALPHA TESTING
Coming soon

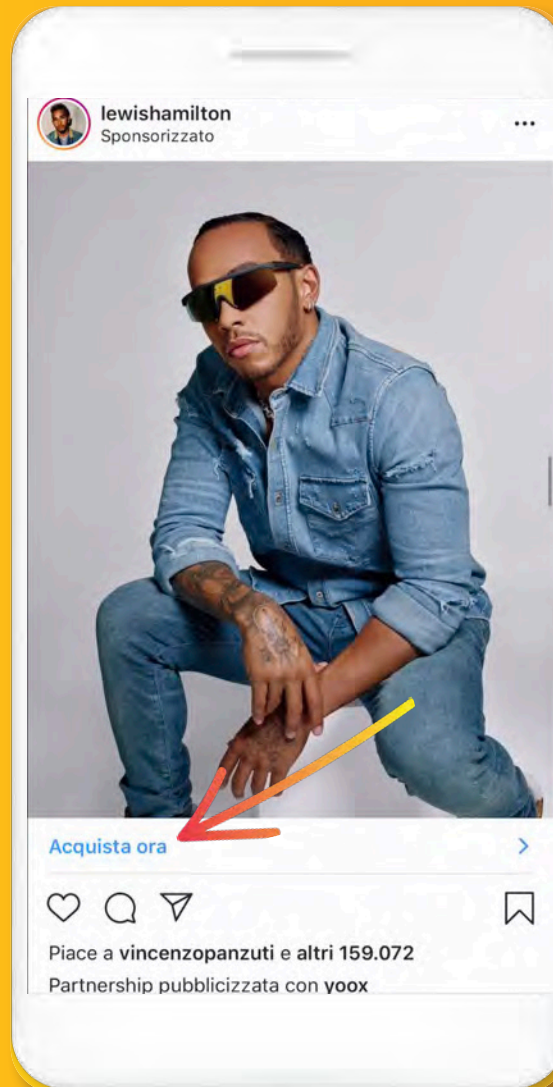
INTRODUCING SHOPPING POSTS AS ADS



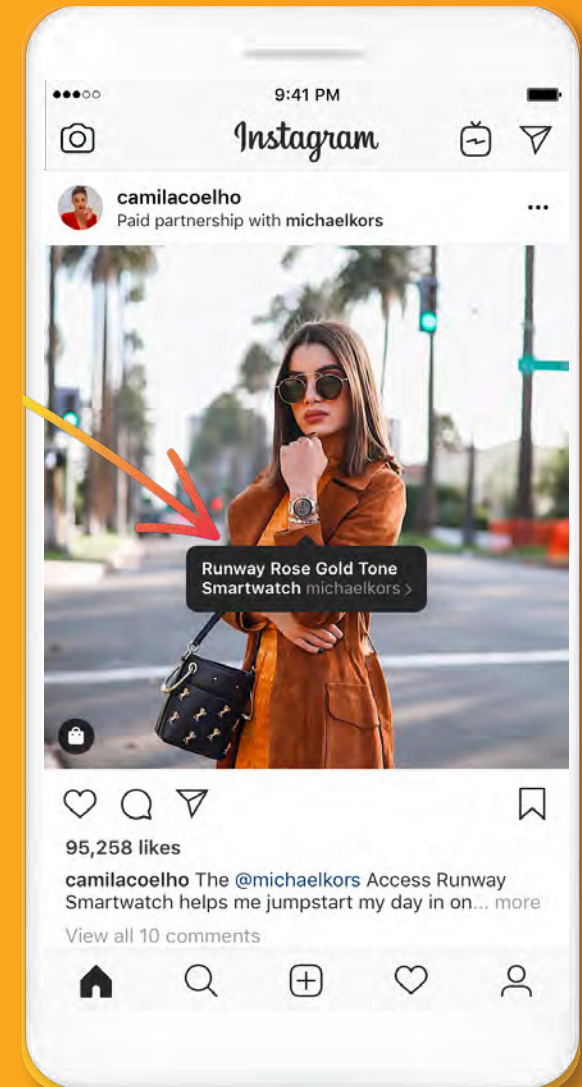
BRAND



CONSIDERATION



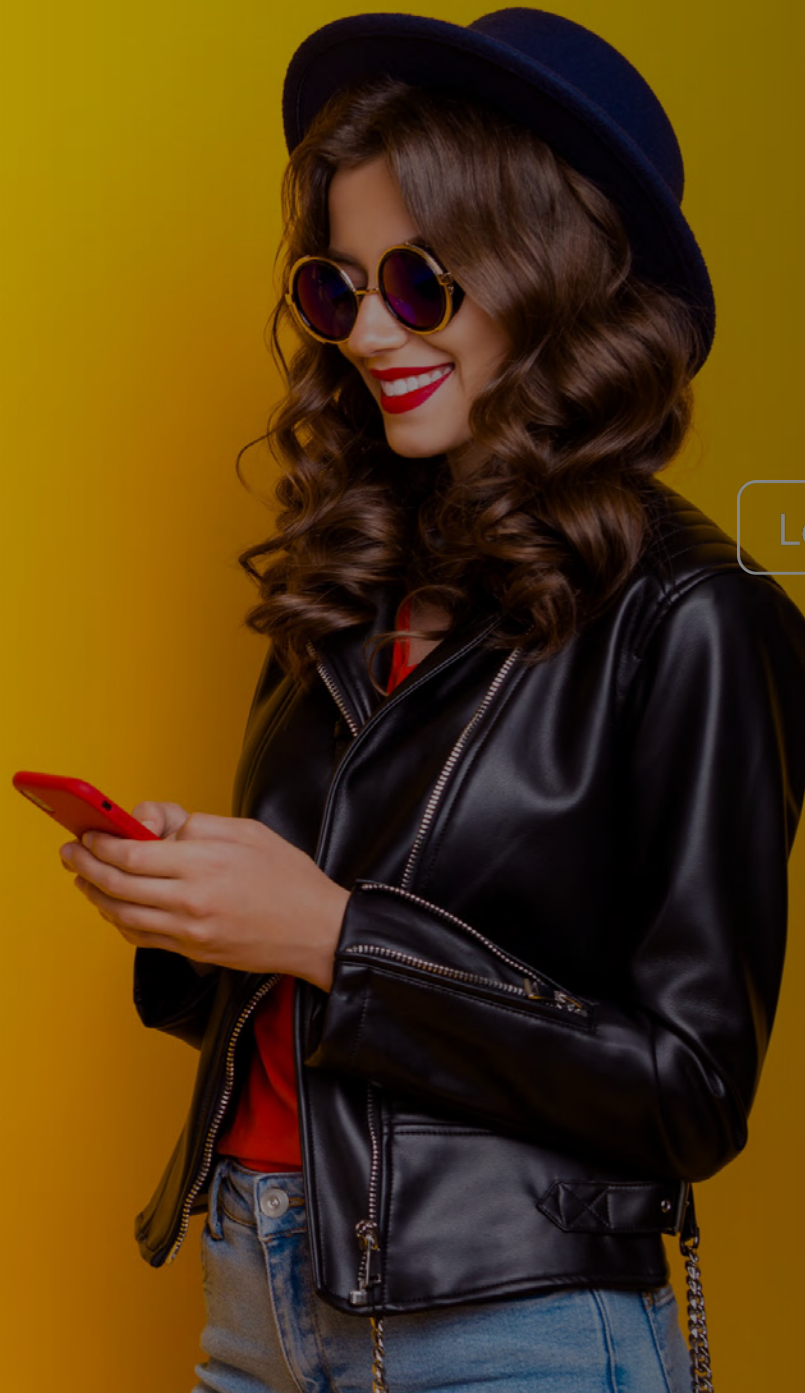
DRIVE SALES





THANK YOU

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