

to BE or not to BE
Increasingly, not the question




unconventional wisdom

Paul Kurnit

what do these guys
have in common?



They will soon be stars
of branded entertainment

The background is a solid blue color with several overlapping, semi-transparent, curved lines in various shades of blue, creating a sense of motion and depth. The lines are smooth and fluid, resembling brushstrokes or digital paths.

w e l c o m e t o
w e b 2 . 0

b a c k t o t h e f u t u r e

1950's

television was a
new medium

networks were the
delivery system...

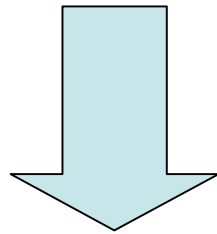
... advertisers owned the content

- kraft television theater
- texaco star hour
- hallmark hall of fame
- mutual of omaha
- the voice of firestone
- gillette cavalcade of sports
- buick-berle show
- general motors theater



... advertising by the the decades

- 1960's - Creative revolution
- 1970's - Recall and accountability
- 1980's - Persuasion and motivation
- 1990's - Consumer relationship marketing
- 2000's - Consumer in charge




Consumer generated content
Branded Entertainment



consumer generated content

- One off's - single commercials, not campaigns
- More PR than ongoing advertising campaigns
- Expensive -- to offer/promote, secure submissions, judge and produce





own the content
and you control
your brand destiny



branded
entertainment

what is it?



branded
entertainment

...an irresistible
relationship with the
consumer

branded
entertainment

customer-driven
content



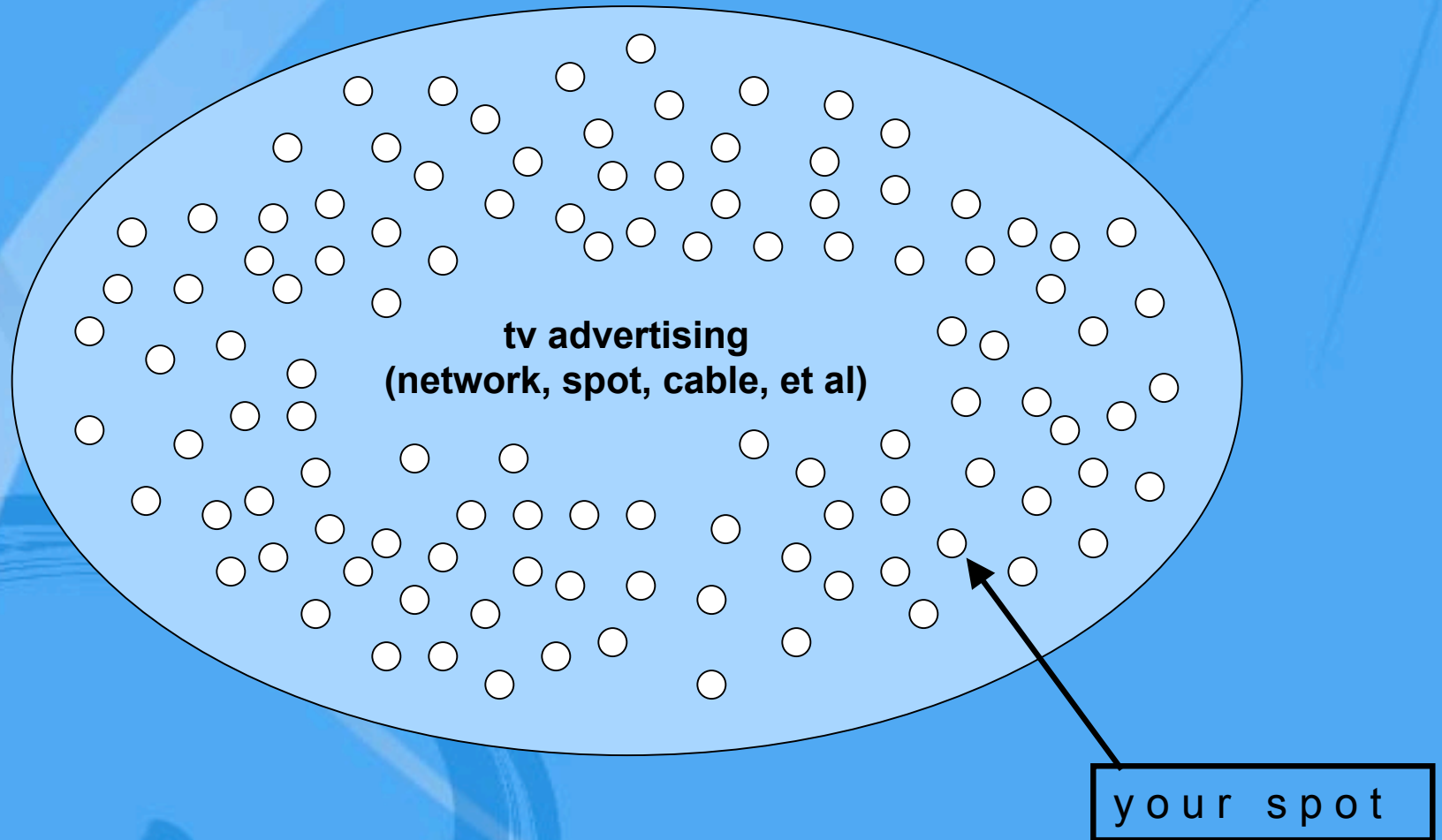
branded
entertainment

what if...?

w h a t i f . . . ?

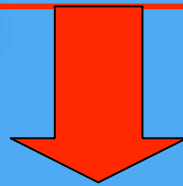
- ...your message no longer had to seek out your customers – your customers seek out your message
- ...you could tap into all the positive feelings consumers have about your brand
- ...you could extend your marketing with free reach
- ...your customers came to your web site on a daily, weekly or monthly basis to engage with your brand
- ...your customers actively talk about, show & create their consumer experience
- ...your customers become your salespeople – promoting your brand to other consumers

the old model



old media aren't what they used to be

consumers know the media all too well
consumers don't trust the message anymore
consumers tune out the pitch



cable

promotion

television

print

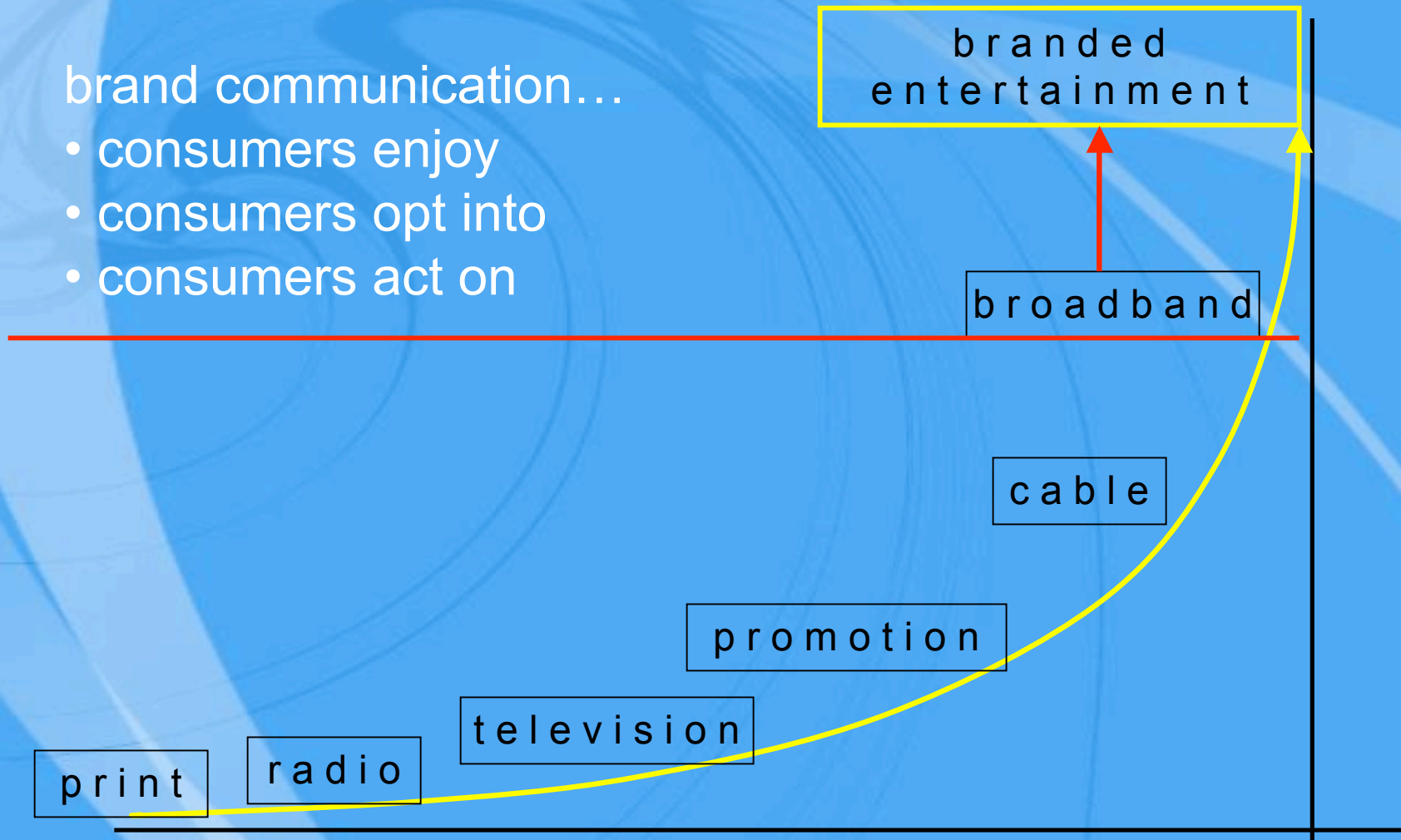
radio



the new high ground

brand communication...

- consumers enjoy
- consumers opt into
- consumers act on



the new model

branded entertainment
your message is the content
(total consumer engagement)

branded entertainment


- brand-centered communication
 - consistent with brand image
 - congruent with branding message
- targeted to key audiences
- simple, clear, compelling and honest
- long shelf life
 - designed to inspire viral distribution
 - able to live on multiple platforms





branded entertainment

- the audience seeks you out,
rather than you seeking out your audience
 - the difference between fishing and dam building
- today's consumers are in charge
 - intercept them in engaging ways



demand for your content comes in one of two ways

- “I’m engaged because your message is compelling” (entertainment)
- “I’m engaged because your message is valuable to me” (information)

branded entertainment

advertiser-created
content

examples – good & bad



where's the brand
and the connection?

high information



high branding



high entertainment



low branding



bmw films



b m w f i l m s

- “the ultimate driving machine”
- total integration of concept with brand (i.e. bmw vehicle as action-movie hero)
- meets all criteria for consumer-driven content except distribution/viral

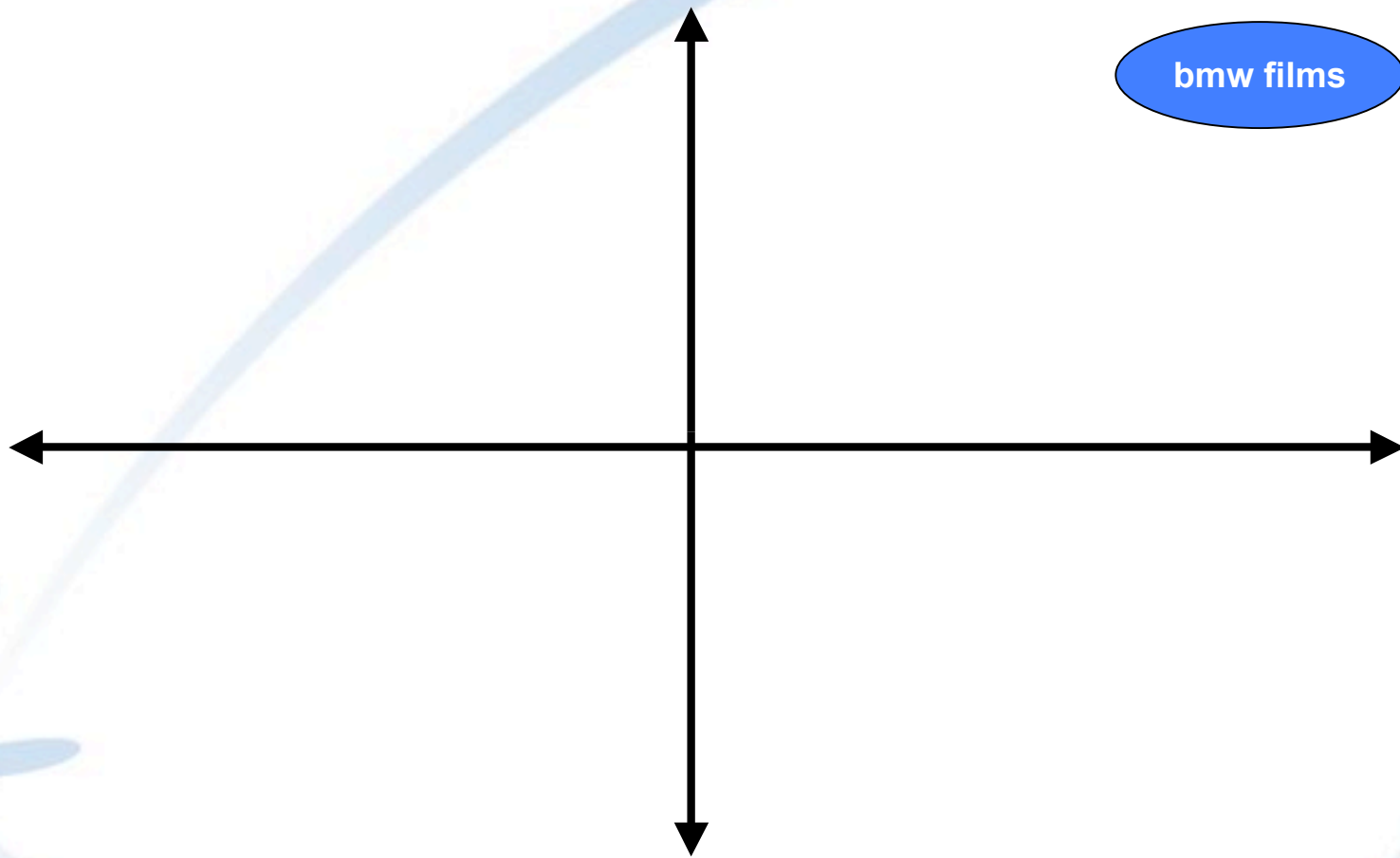
high information

high branding

high entertainment

bmw films

low branding



subservient chicken



s u b s e r v i e n t c h i c k e n

- true to brand message “have it your way”
- off brand image
- entertaining, highly viral
- does nothing for sales or brand image

high information

high branding

high entertainment

bmw films

subservient chicken

low branding

earn your stripes

Kellogg's
Fun *K* Town



tony the tiger

- “earn your stripes”
- tips on developing practical skills in various sports
- fully integrated web site
- treating it as a promotion rather than branded content

high information

high branding

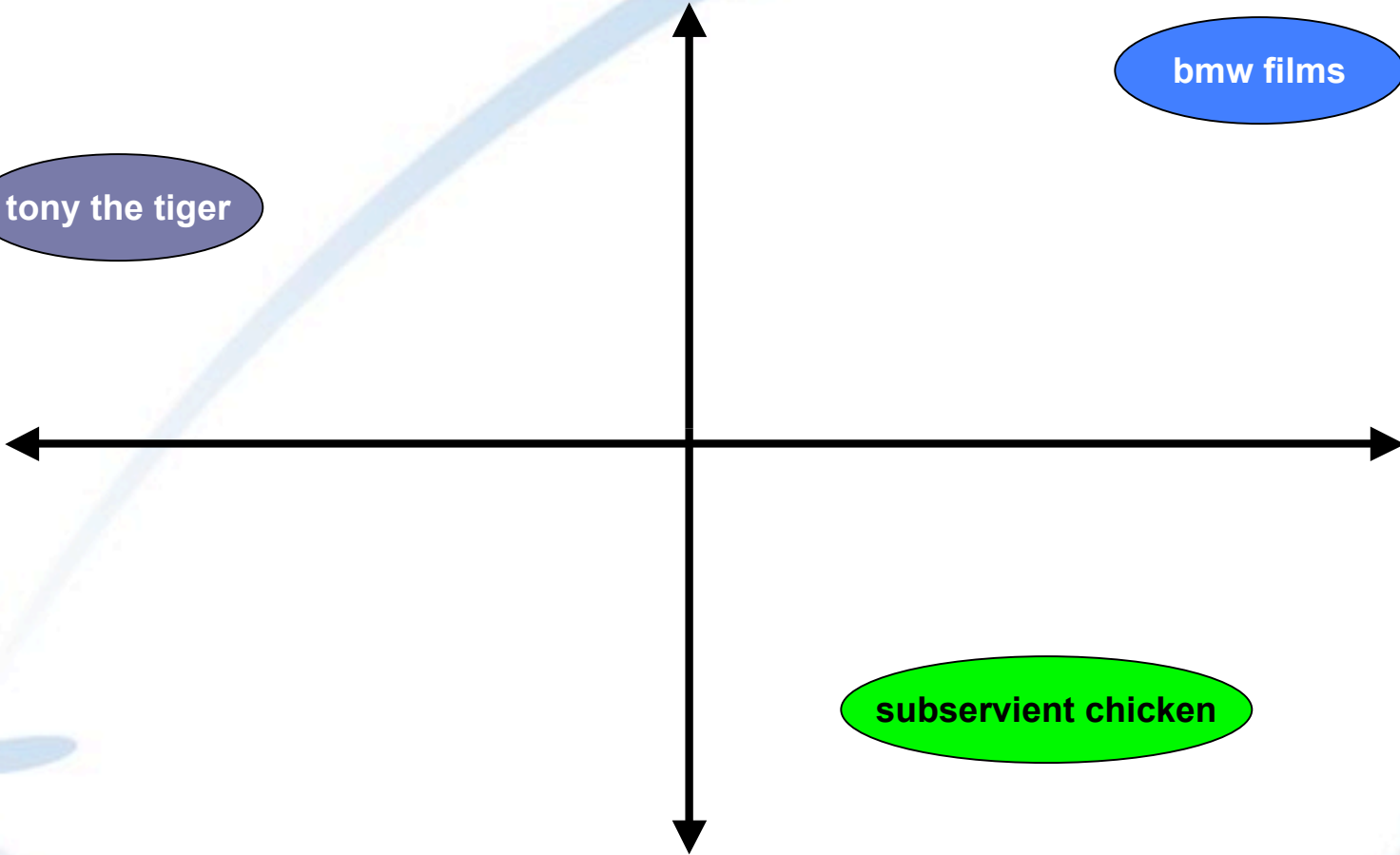
high entertainment

tony the tiger

bmw films

subservient chicken

low branding



t e r r y t a t e - r e e b o k



t e r r y t a t e , r b k

- high entertainment
- matches brand positioning
- matches brand image? (whatever that is)
- integrates concept with both audience and storyline

high information

tony the tiger

high branding



high entertainment

bmw films

terry tate



low branding



subservient chicken

home depot know-how



home depot know how

- high information
- matches brand positioning
("you can do it, we can help")
- only on their site
- currently pictures & text, no video –
and no viral distribution

high information

home depot know how

tony the tiger

high branding

high entertainment

bmw films

terry tate

subservient chicken

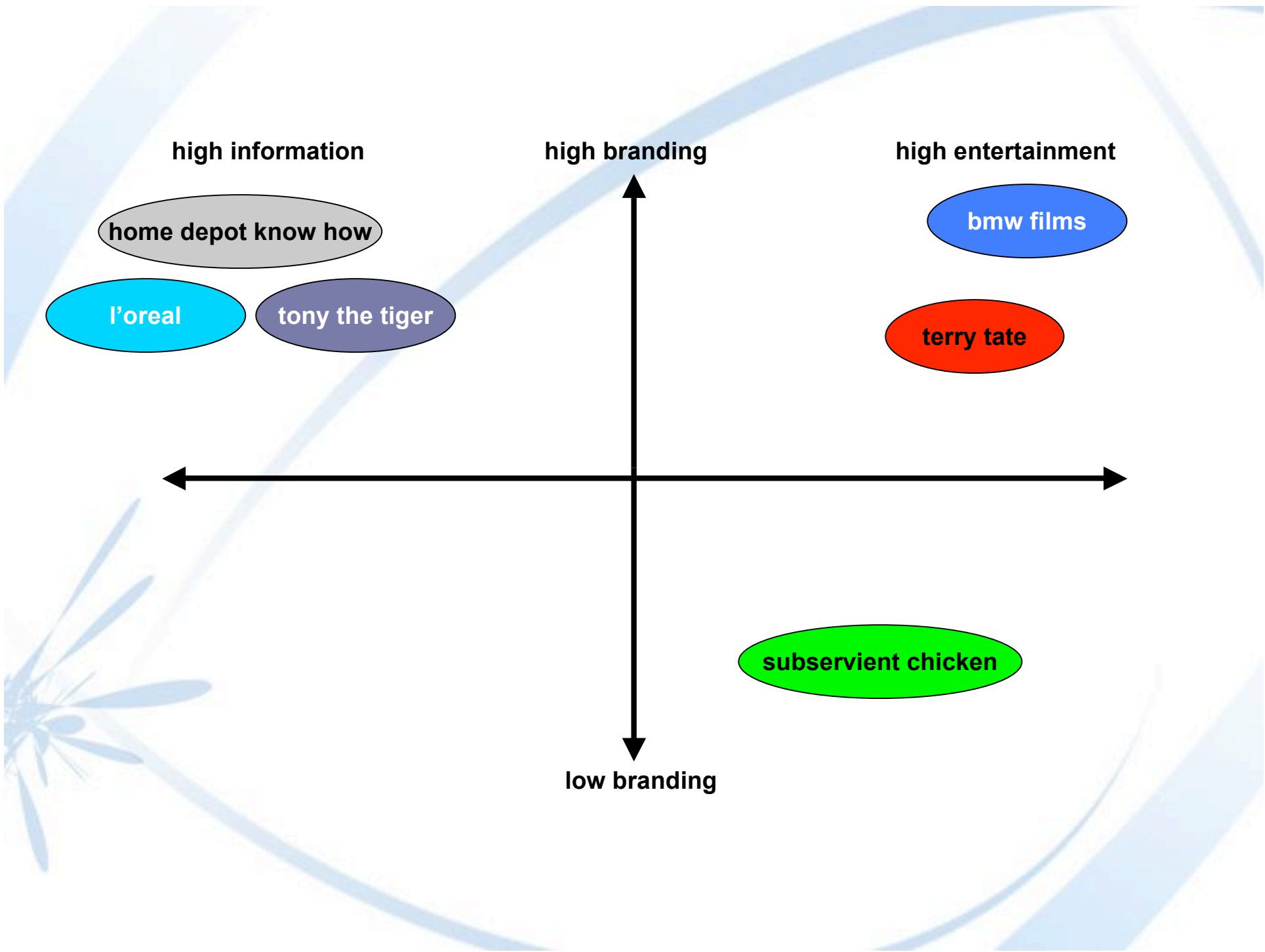
low branding

l'oreal easy expert



l'oreal easy expert

- high information
- upload your photo, try on their products
- only on their site –
but links to consumer outlets
- a little disorganized because of the various product lines – and no viral distribution



high information

high branding

high entertainment

home depot know how

bmw films

l'oreal

tony the tiger

terry tate

subservient chicken

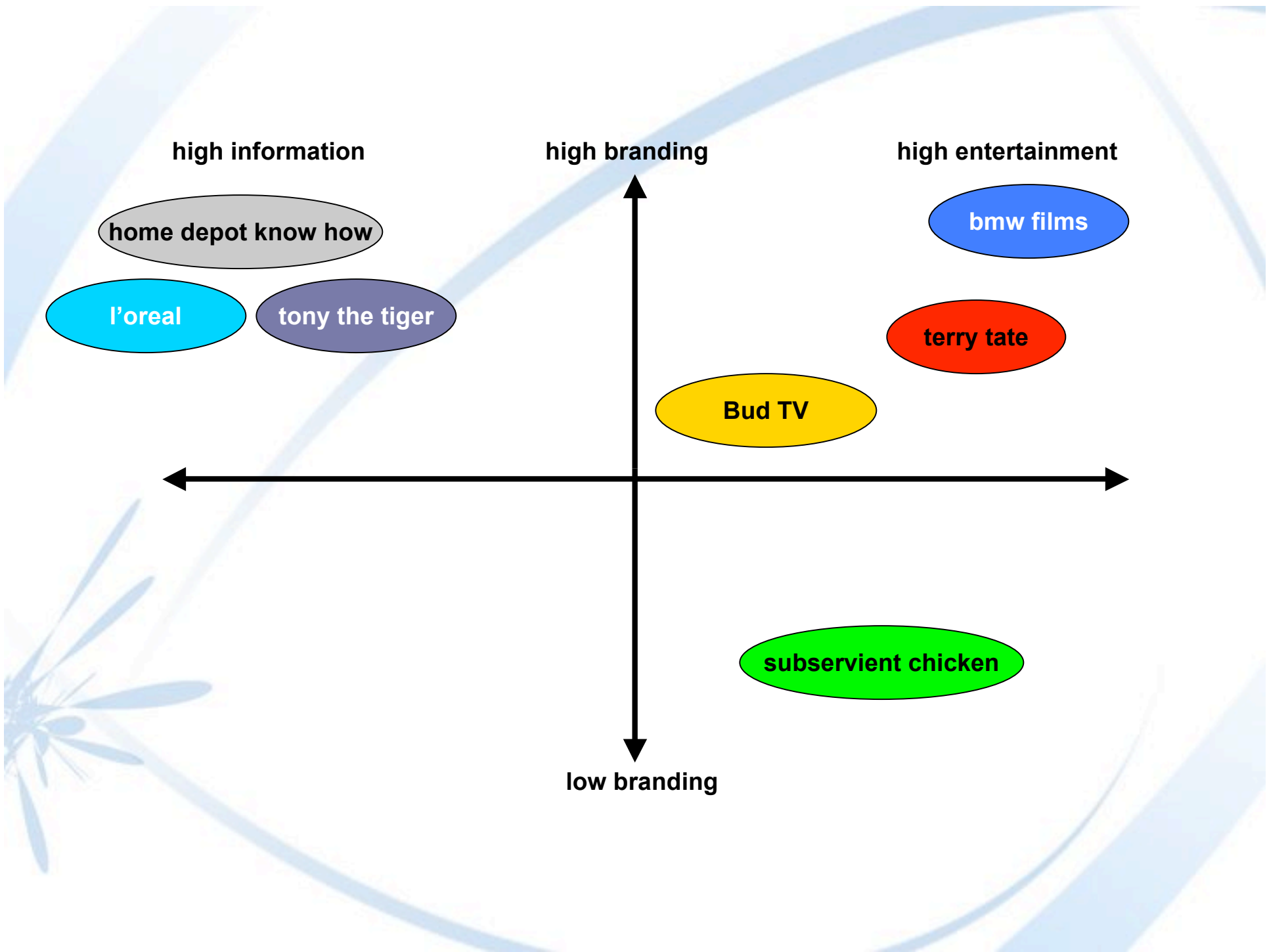
low branding

Bud TV



Bud TV

- High entertaining, medium information
- Chance to be a beta tester for future product
- only on their site, restricted for under age users



high information

high branding

high entertainment

home depot know how

l'oreal

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Bud TV

bmw films

terry tate

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low branding

GE Imagination Theatre

Everyday Imagination Imagining Tomorrow Ecomagination Send to a Friend

GE's Imagination Theater GE imagination at work

Samurai Rate This Video: Poor ★★★★★ Great



A completely fabricated modern day ancient true fable.

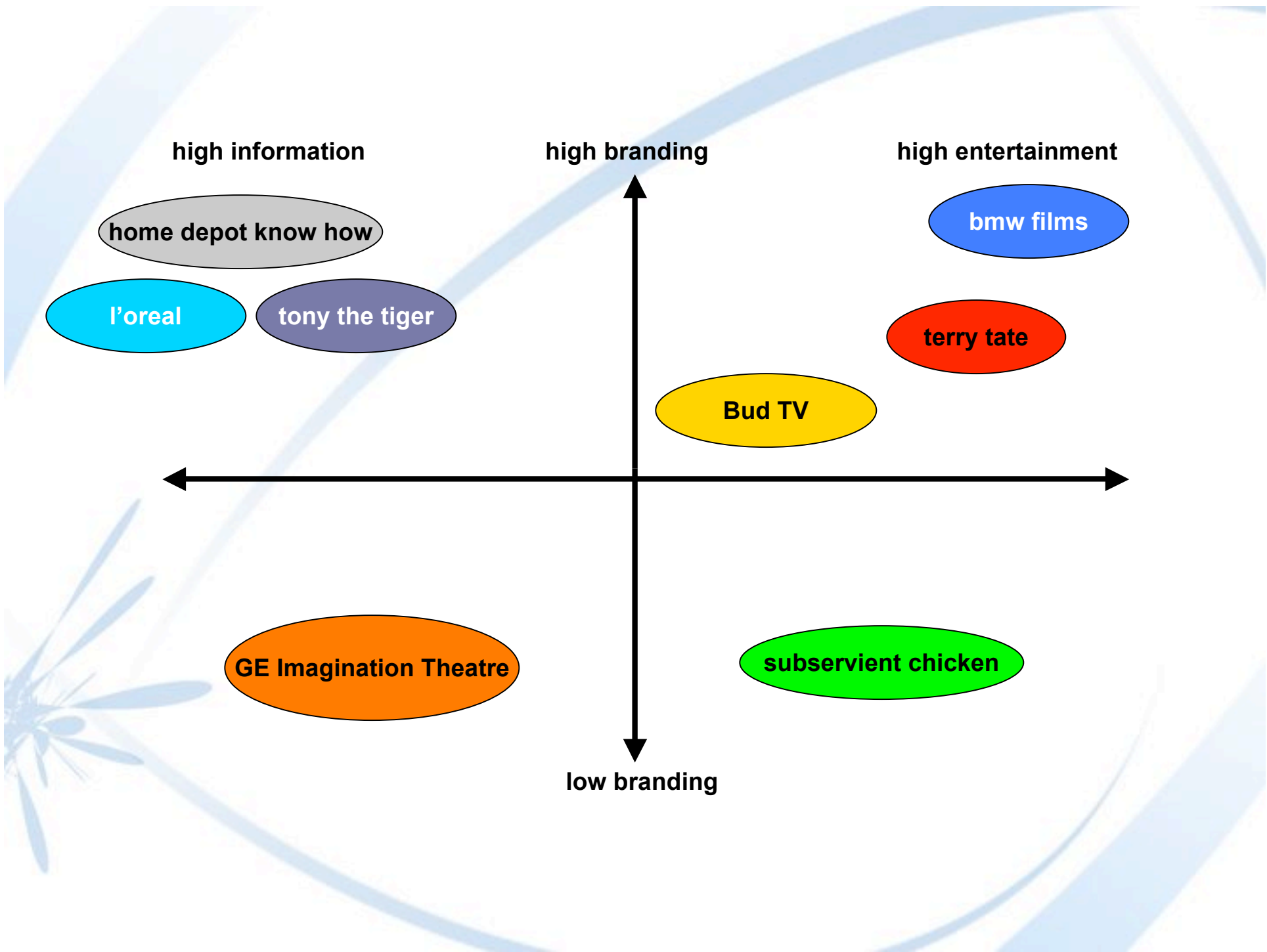
The image shows a screenshot of a video player interface. At the top, there are four navigation tabs: 'Everyday Imagination', 'Imagining Tomorrow', 'Ecomagination', and 'Send to a Friend'. Below these is the title 'GE's Imagination Theater' and the GE logo with the tagline 'imagination at work'. The video title is 'Samurai', and there is a rating system 'Rate This Video: Poor ★★★★★ Great'. The video player shows a scene with a large, colorful, stylized figure in a field. Below the video player is a progress bar and a volume icon. At the bottom, there is a caption: 'A completely fabricated modern day ancient true fable.'

GE Imagination Theatre

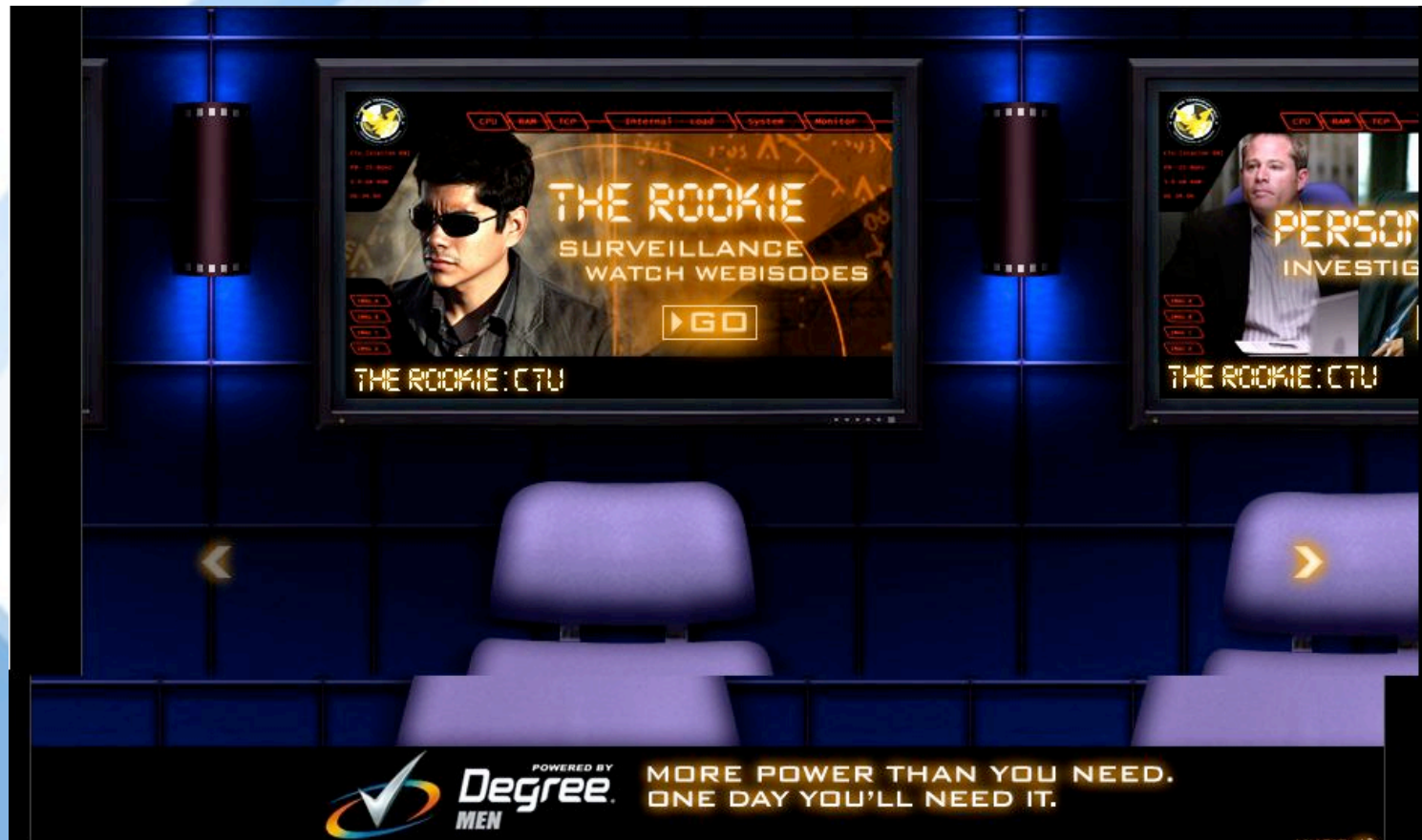
- high creativity and information, but low entertainment
- “Imagination at work”
- No dedicated website, combined with the GE website

Link:

<http://www.ge.com/imaginationtheatre/#home/everyday/samurai>



Degree Deodorant (Unilever)



CPU RAM TCP
Internet - Load - System - Monitor

THE ROOKIE
SURVEILLANCE
WATCH WEBSISODES
▶ GO

THE ROOKIE: CTU

PERSON
INVESTIG

▶ GO

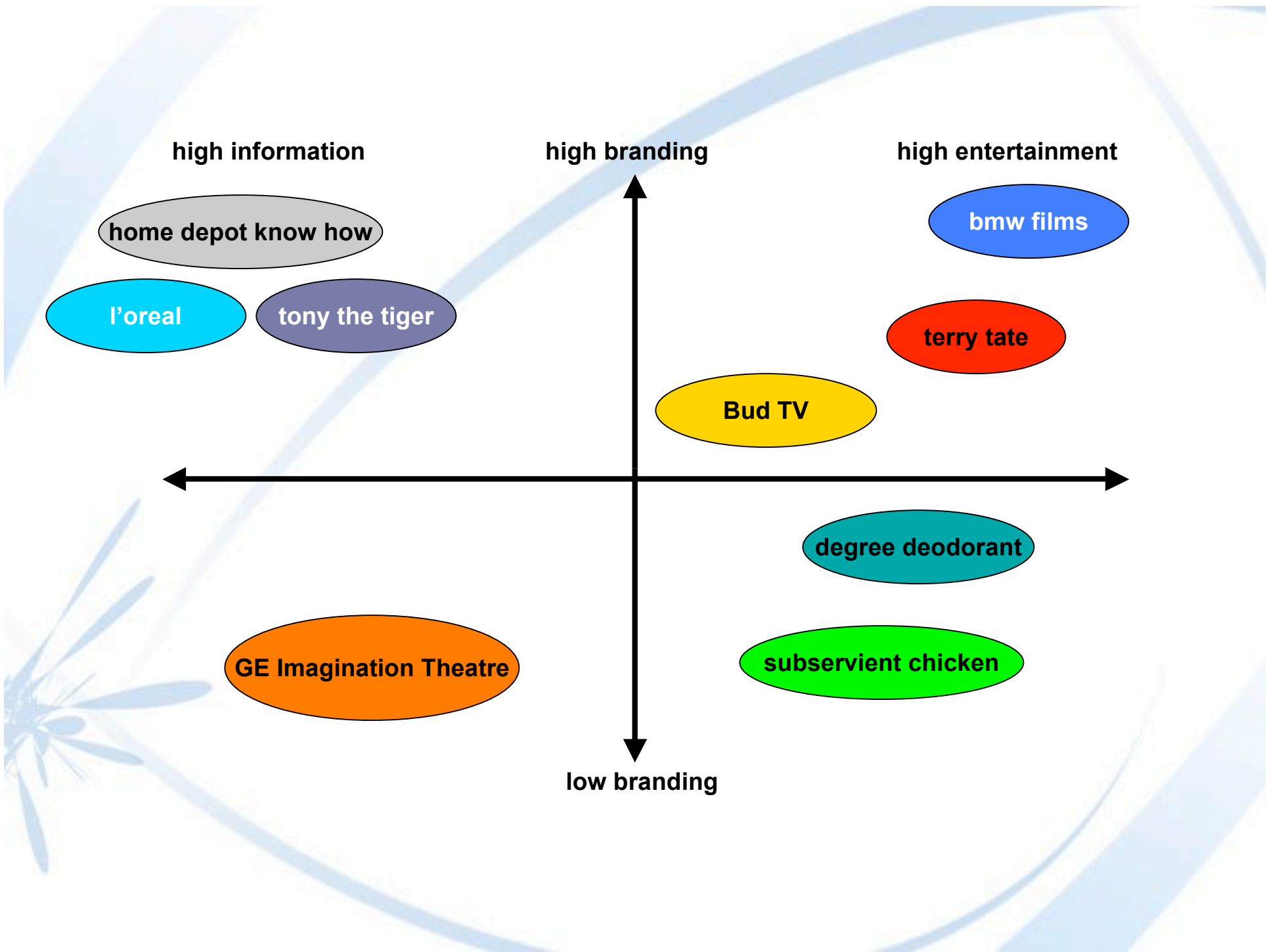
THE ROOKIE: CTU

POWERED BY **Degree**
MEN

MORE POWER THAN YOU NEED.
ONE DAY YOU'LL NEED IT.

Degree Deodorant (Unilever)

- Low information, medium entertainment
- Related to making of 'Rookie'
- Projecting the message of power and destruction
- Targeting youth interested in action movies, to accept the product and bring power to their life



high information

high branding

high entertainment

home depot know how

bmw films

l'oreal

tony the tiger

terry tate

Bud TV

degree deodorant

GE Imagination Theatre

subservient chicken

low branding

Red Bull



RED BULL COPILOT

RACE ALONGSIDE THE BEST IN THE WORLD



RED BULL DOWNHILL

SKI WITH WORLD CHAMPION DARON RAHLVES

LAUNCH DOWNHILL COPILOT



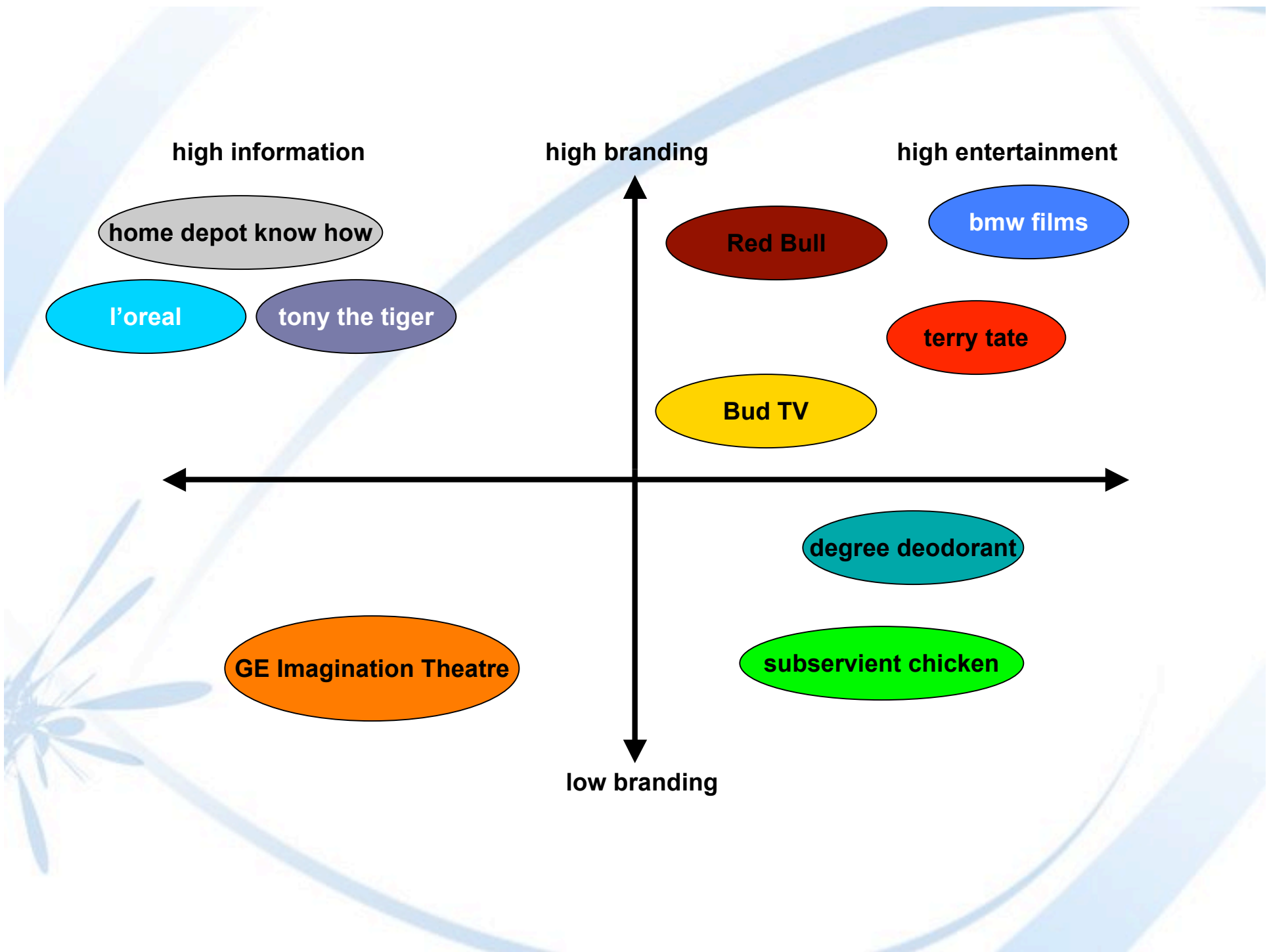
RED BULL AIR RACE

FLY WITH NATIONAL CHAMP KIRBY CHAMBLISS

LAUNCH AIR RACE COPILOT

Red Bull

- high entertainment
- Play as a co-pilot with virtual players
- Displays the company name to associate high adrenaline sports with the brand
- Signifies that the brand is for high intensity people



high information

high branding

high entertainment

home depot know how

l'oreal

tony the tiger

Red Bull

bmw films

terry tate

Bud TV

degree deodorant

GE Imagination Theatre

subservient chicken

low branding

Coca-Cola

STAGE
side™

Free to watch and share from *Coca-Cola*

STAGESIDE BRINGS YOU CLOSER THAN EVER TO YOUR FAVORITE ARTISTS.

Enjoy exclusive live performances, behind-the-scenes footage, and personal interviews - all free to download and share, compliments of Coca-Cola.

COMING SOON

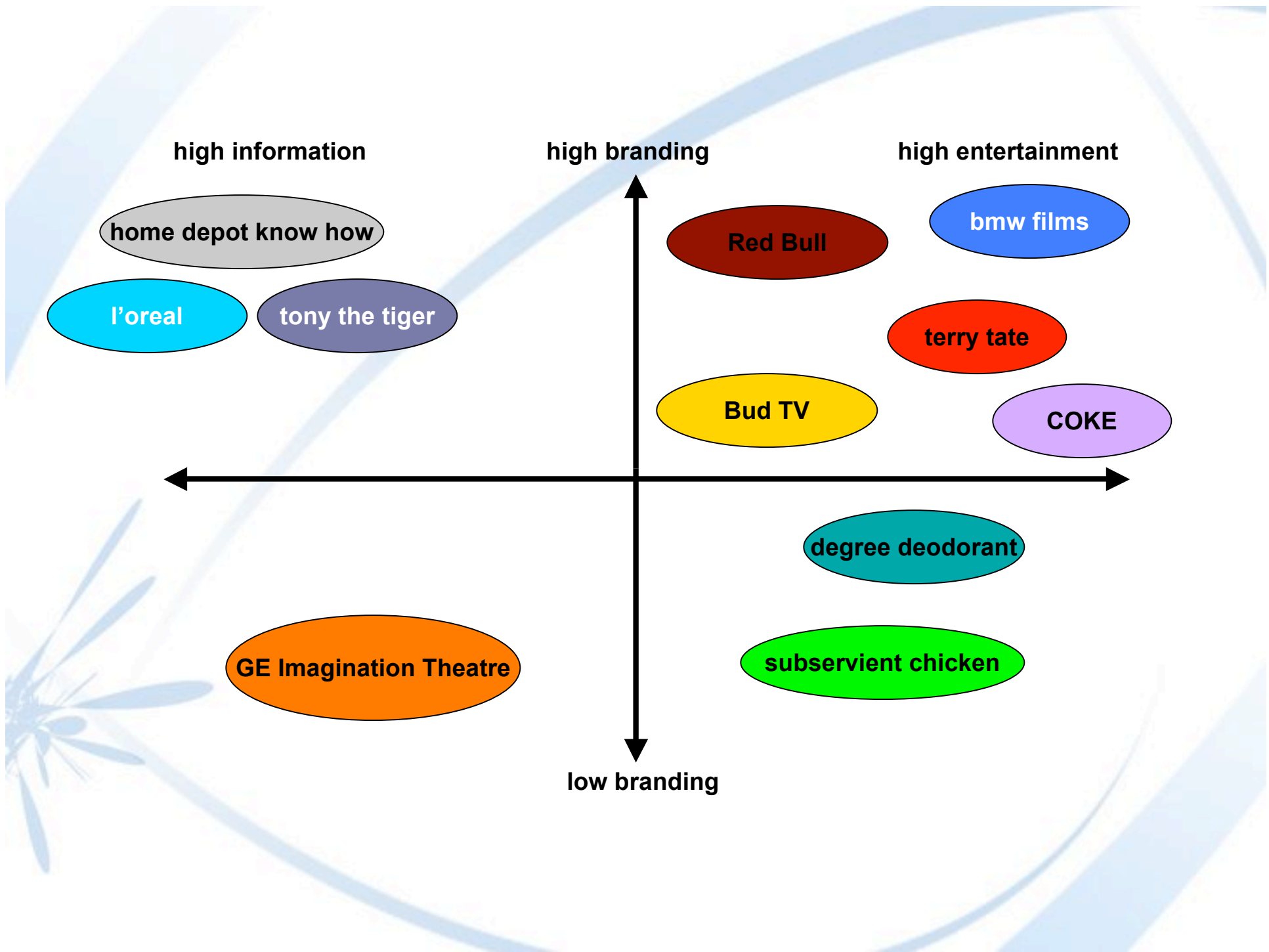
STAY TUNED FOR OUR NEXT FEATURED ARTIST

a *Coke* side of life™ production

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Coca-Cola

- High entertainment
- “Coke side of life”
- Download your favorite stars performance, back stage footage and interviews
- Trying to bond emotionally with consumers, as people who are emotionally attached to music of their choice



high information

high branding

high entertainment

home depot know how

l'oreal

tony the tiger

Red Bull

bmw films

terry tate

Bud TV

COKE

degree deodorant

GE Imagination Theatre

subservient chicken

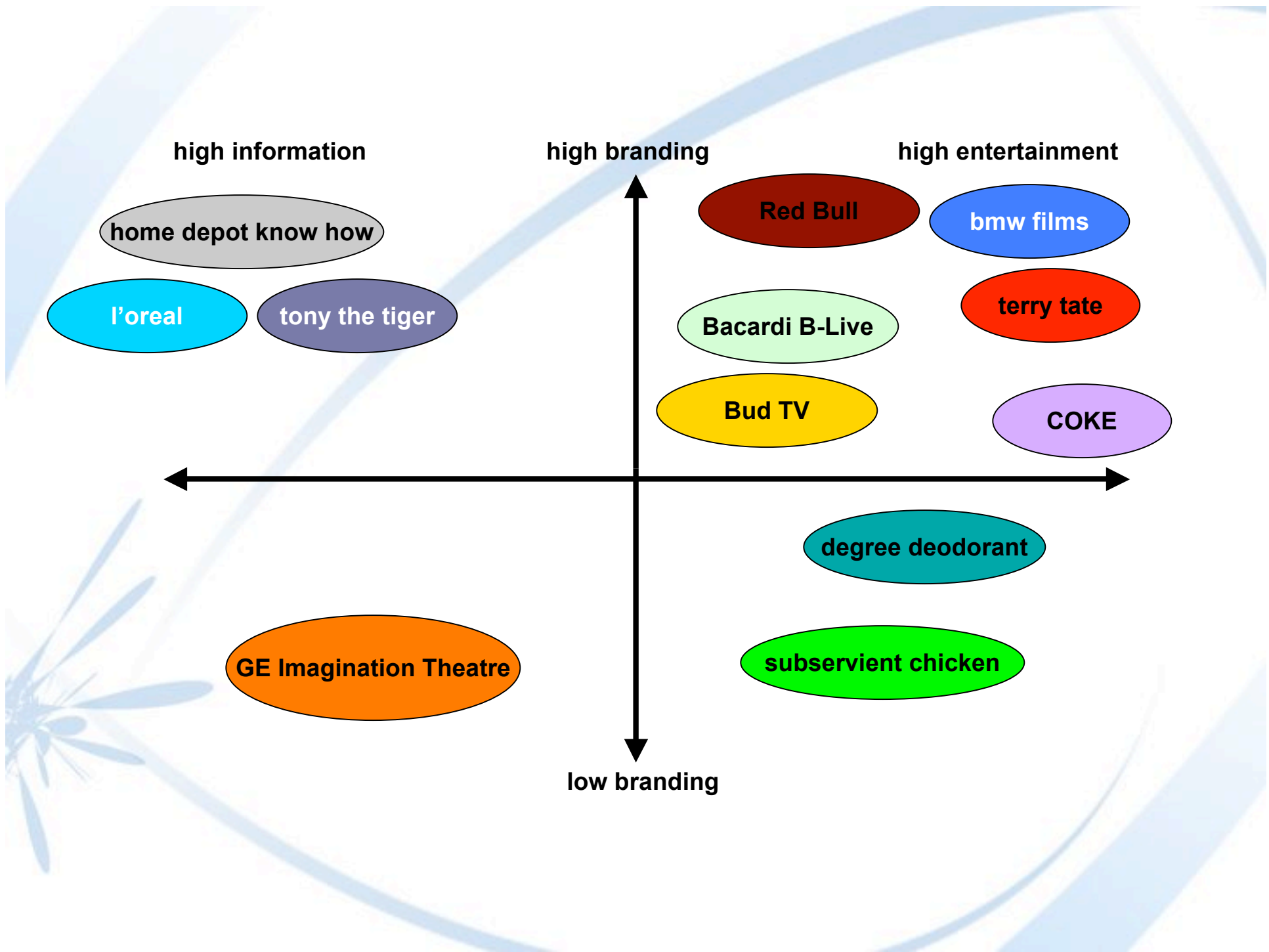
low branding

BACARDI B-LIVE



BACARDI B-LIVE

- high entertainment
- Internet Radio Station available through mobile phones
- streamed dance music—with exclusive mixes provided by popular DJs—and live streams from Bacardi sponsored concerts and events
- Limited to people with mobile phones compatible with internet
- Big competition from Apple and other digital music devices



AXE

city hunters
POWERED BY AXE

GRETA

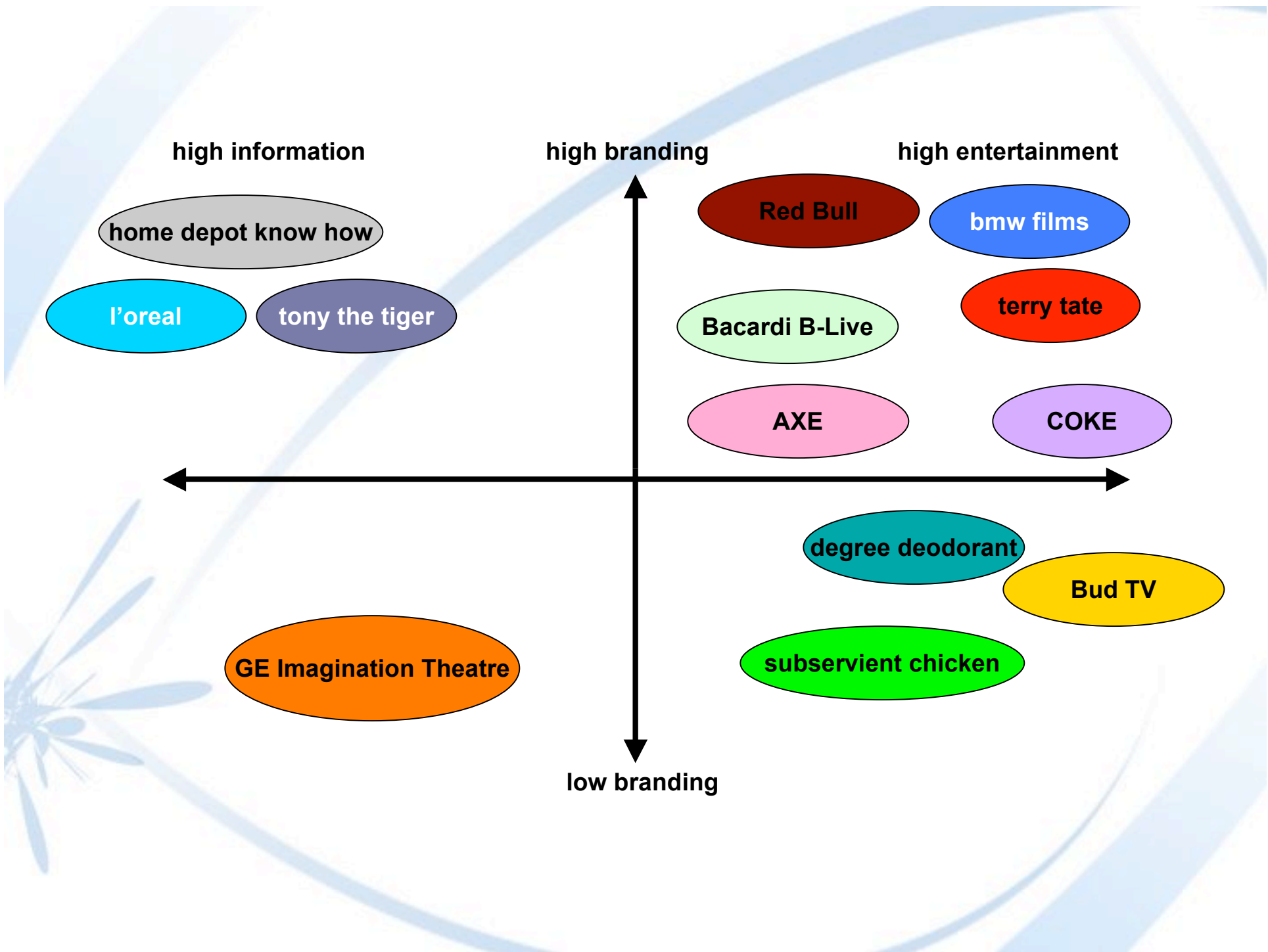
MY FOX
BAJA A TU CELULAR
LO MEJOR DE
CITY HUNTERS

MIRÁ A LAS DIOSAS DE CARNE Y HUESO

PERSONAJES | LA HISTORIA | LA LOGIA | TEST | TU EXPERIENCIA | DESCARGAS | BACKSTAGE | RECOMIENDA | NEWSLETTER

AXE (UNILEVER)

- High entertainment
- “The X (Axe) Effect”
- The series is called "City Hunters," an animated TV series for AXE Body Spray. The animated series follows the antics of an aging Casanova, Dr. Lynch, and the young man he's training in the art of seducing women.
- It relates to males who want to attract females.



high information

high branding

high entertainment

home depot know how

l'oreal

tony the tiger

Red Bull

bmw films

Bacardi B-Live

terry tate

AXE

COKE

GE Imagination Theatre

degree deodorant

Bud TV

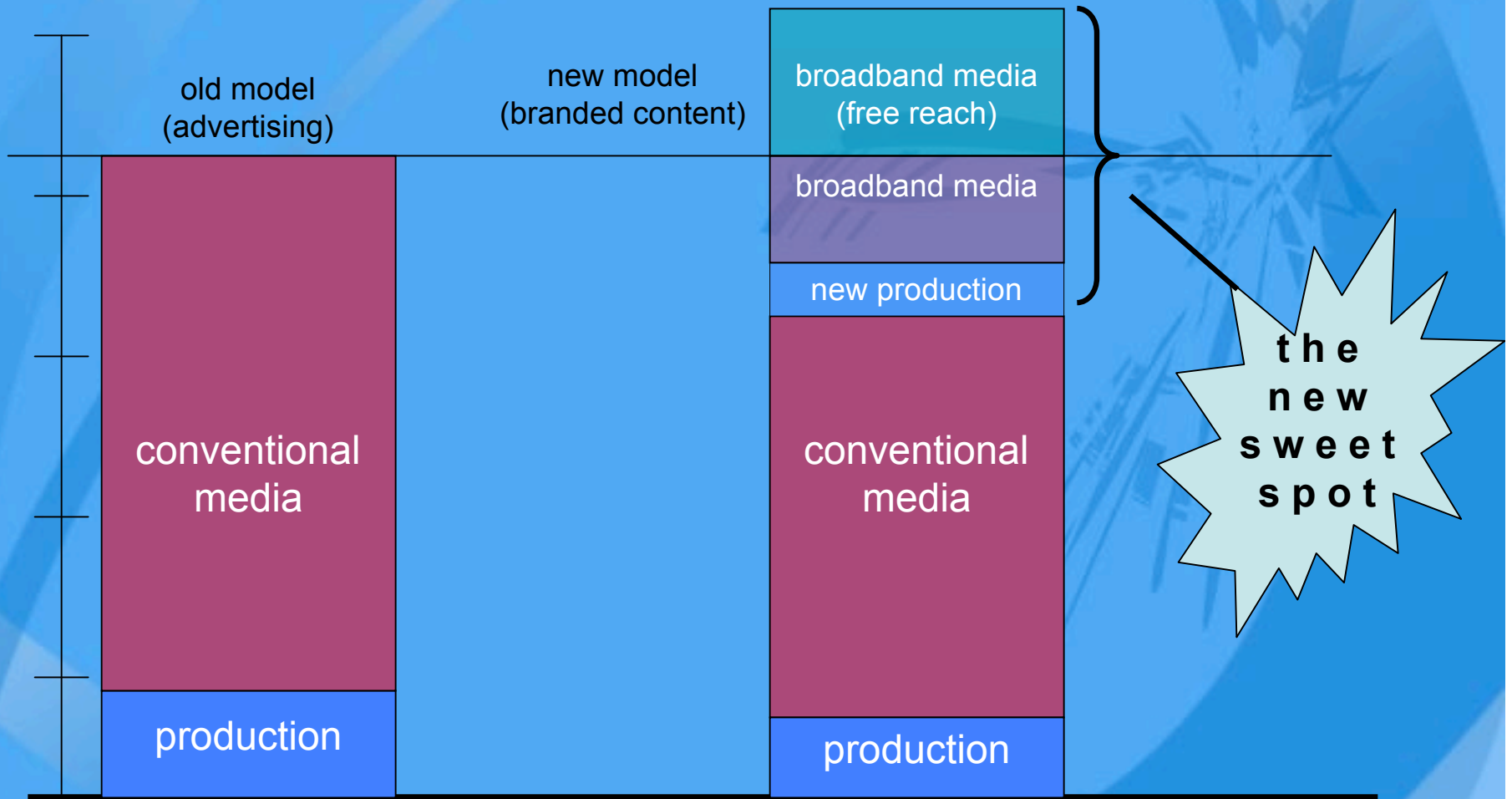
subservient chicken

low branding

branded entertainment

message + production +
distribution =
the new high ground

branded entertainment enables a lot more reach



consumer channels

traditional advertising

- print
- radio
- television
- cable
- product placement
- promotion
- direct response

branded entertainment

- print
- radio
- television
- cable
- product placement
- promotion
- direct response
- podcasting
- v-casting
- blogs
- media web sites
- cell phones
- interactive kiosks
- new out-of-home
- bartered syndication
- cable & network programming
- video on demand
- community sites
- video sites

branded entertainment checklist

1. is your content consistent with the brand image?
2. does the content depend on the brand?
3. is it congruent with the brand positioning?
4. is the content simple and honest?
5. is it entertaining and/or informative?
6. is it designed to encourage viral distribution?
7. can it thrive on multiple platforms?
8. does the production match the medium?
9. does the content have longevity?
10. is the r.o.i. a significant multiple of production?

To BE or not to BE
welcome to the new world of
Branded Entertainment



unconventional wisdom

Paul Kurnit
914 737-0300
paul@kurnit.com