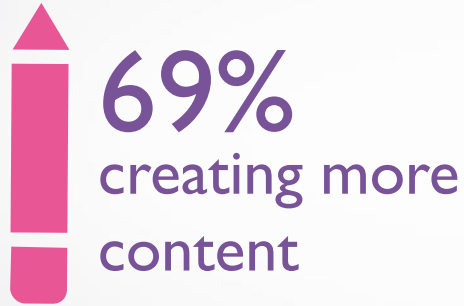




The science of **ENGAGEMENT**

Spending on content-led marketing continues to soar...



But a measurement gap means we aren't making the most of it



'Measuring the effectiveness of content-led marketing is a challenge'

US 51%

Australia 44%

So we need to
understand
**the full
story...**

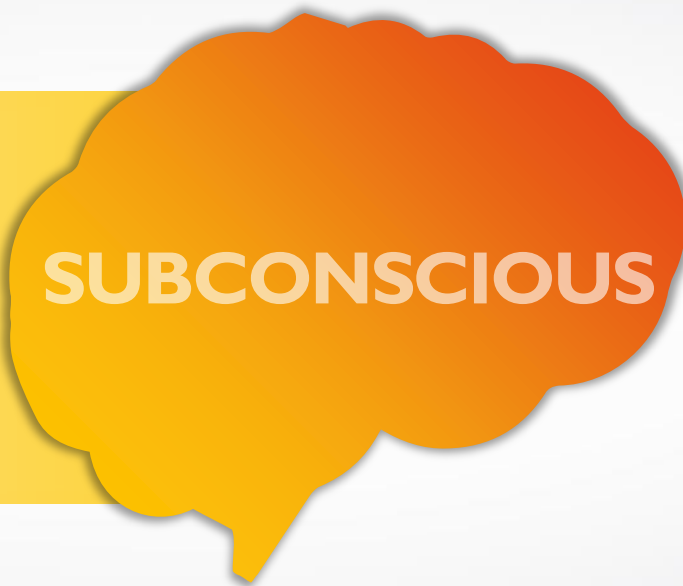




How do consumers engage with content-led marketing?

What does this engagement mean for the brands involved?

Here's the challenge



Which means we need to unlock the unconscious mind



Our approach

Digital consumers
of English language
international
news 16+



Six markets -
Australia, Hong
Kong, Singapore,
US, Canada and
Germany



Research was
conducted
online in
October
2015



Quantitative
survey +
Facial coding
+ Implicit
Response
Testing



5,153 respondents



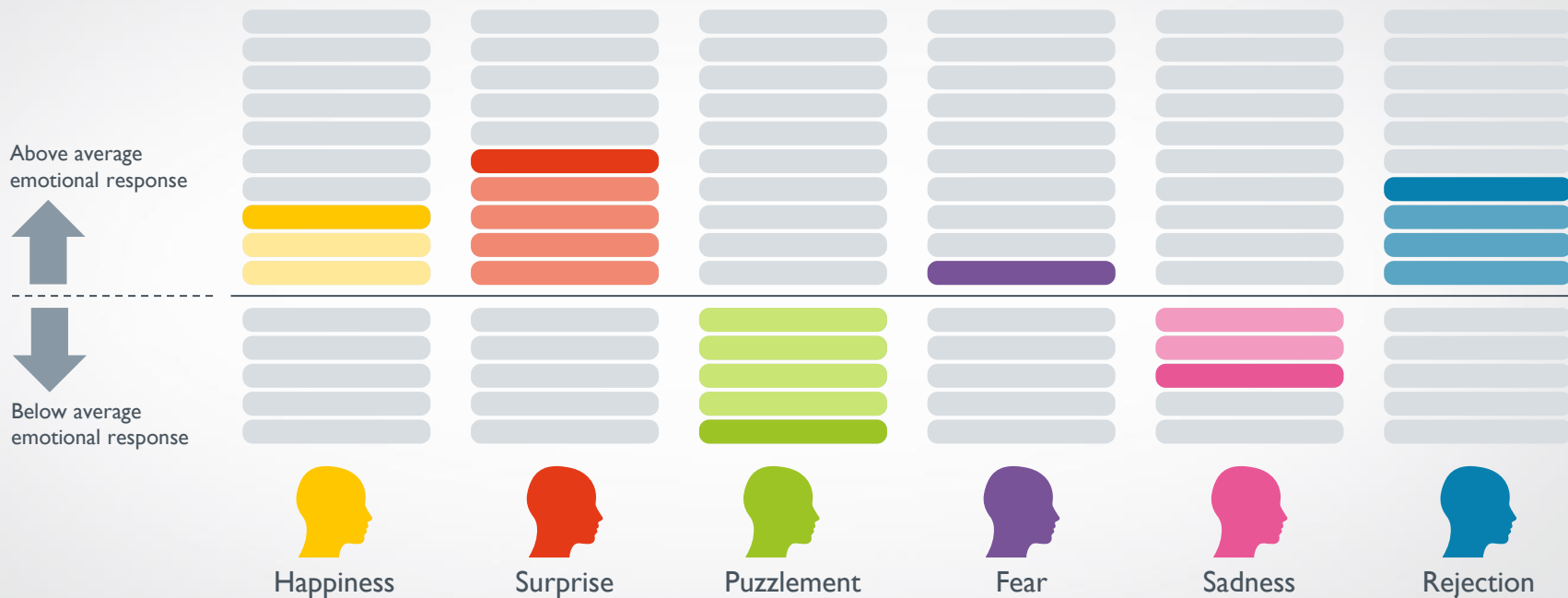
Test and control approach



How facial coding works



Understanding the emotional response



The expert panel providing the context




EMPATHY FUN AND EASY GOING NOVELTY DRAMA CREATIVITY VISUAL TENSION SIMPLICITY

The content

BBC TRAVEL

ADVERTISEMENT FEATURE




ISLAND LIFE

HOME TO SOME OF THE BEST BEACHES IN CHINA, HAINAN HAS TENS OF THOUSANDS OF VISITORS TO SEE AND DO.

[Home](#) [Festivals](#) [Charcoal painting](#) [Cycling tours](#) [Seafood](#) [Tropical treats](#) [Tea & Coffee](#) [Videos](#)

SUMPTUOUS SEAFOOD
A LITTLE CORNER OF AMERICA IN HAIKOU

DISCOVER THE LITTLE CORNER OF AMERICA IN HAIKOU THAT IS
KEEPING FANS OF SEAFOOD HAPPY – AND FULL.



People from Hainan are very familiar with seafood thanks to the bountiful South China Sea. But the latest restaurant that has everyone talking has its origins much further afield.

The American-style California Ferry Seafood Restaurant in Haikou is located on the second floor of a theme café on the Lijing Road.

Climbing the stairs, diners get an inkling of what's in store from the photos of the Alaska King Crab. These are displayed alongside notices explaining that fishing for it has been deemed the most dangerous job in the world.

capital

Going the distance


Low down on the state of the nation, but what if you could see it from the inside? Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.


Following our previous series in a similar way, but this time with a focus on the people who work for the nation's most important people and places, and the lives of the people who work for them.

Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.

Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.

Related Stories


The nation's most important people and places, and the lives of the people who work for them.



The nation's most important people and places, and the lives of the people who work for them.

HSBC



future

Will we ever fly in fuel-less planes?




Although the idea of flying in fuel-less planes is still a long way off, the future of aviation is looking bright. Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.


Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.

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Our new series of short and snappy documentaries of the nation's most important people and places, and the lives of the people who work for them.

Related Stories


The nation's most important people and places, and the lives of the people who work for them.


The nation's most important people and places, and the lives of the people who work for them.

DASSAULT
SYSTEMES

The main headlines

Heightened
engagement
where brand
involvement is fully
transparent

Properly executed,
content-led
marketing is
**trusted and
persuasive**

A powerful
**emotional
impact** on the
brands

Referencing
the brand
within the
narrative works
harder for the
advertiser



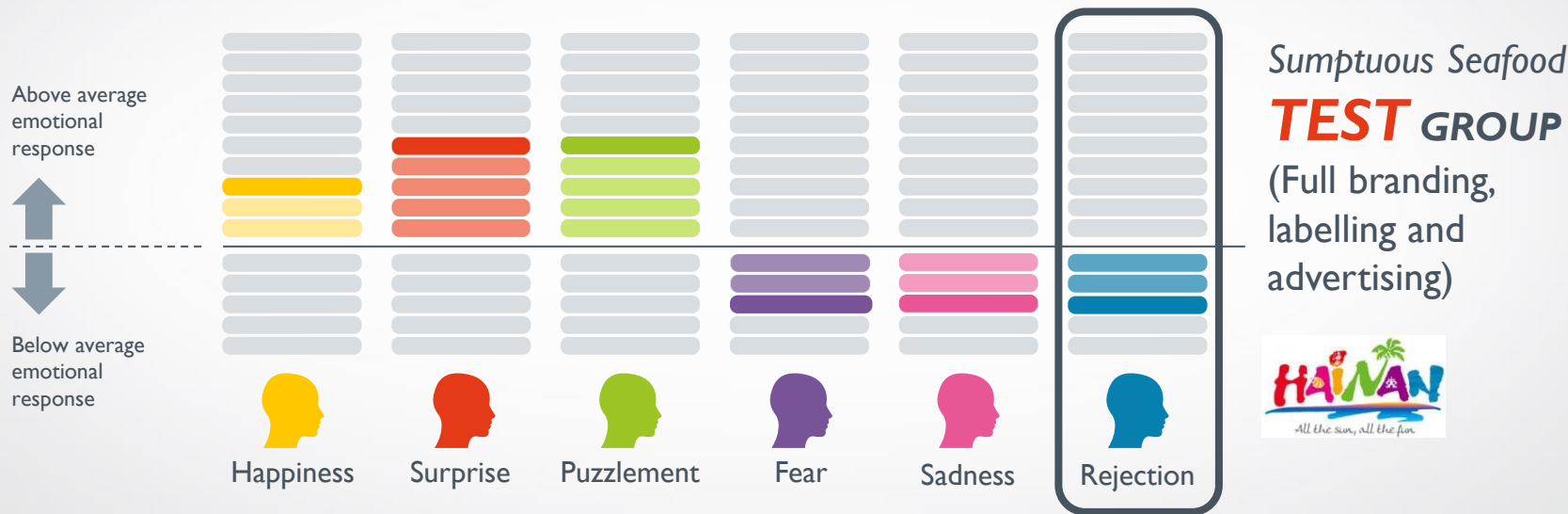
1

Heightened engagement where
brand involvement is **fully**
transparent

Higher levels of rejection when there's no brand transparency



Heightened engagement and increased receptivity when brand involvement is clear



Heightened engagement and increased receptivity when brand involvement is clear

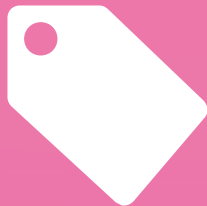


Transparency is absolutely vital

2/3 are...



Happy to read as long as it's clear which advertiser/brand it is presented by



Happy to read as long as it's clearly labelled



2

Properly executed, content-led marketing
is **trusted and persuasive**

People are receptive to good quality content



63%

I'm happy to see as long as it is the same standard/quality as the provider's editorial content

59%

informative

57%

would share

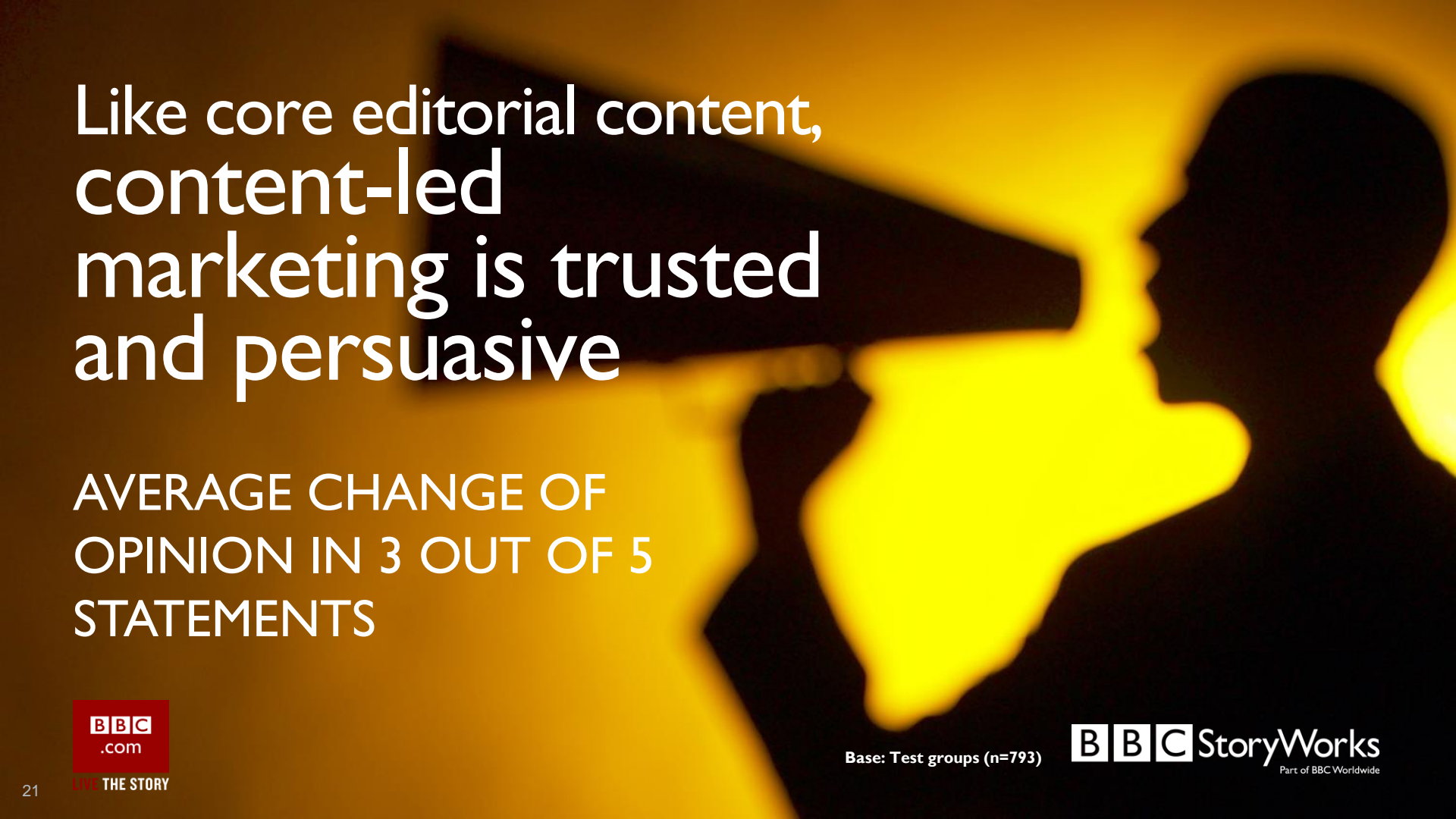
55%

interesting

54%

complements editorial content

NET AGREE %



Like core editorial content,
content-led
marketing is trusted
and persuasive

AVERAGE CHANGE OF
OPINION IN 3 OUT OF 5
STATEMENTS

And they are much more trusting of this content
when on **premium providers**



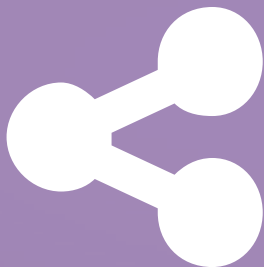
+30%

more **informative and accurate** than on non-premium
news providers

Receptivity will become almost universal over time

80%

would
share
content



80%

plays a
complementary
role to editorial
content



79%

informative
and
interesting



High awareness = greater receptivity

But expectations around transparency will be even greater

Eight in ten are...

Happy to read as long as it's clear which advertiser brand it is presented by

★ Happy to see as long as it is the same standard/quality as the provider's editorial content



Happy to read as long as it's clearly labelled

Read an average of 4.1 pieces of content-led marketing last month




3

A powerful emotional impact on
the brands



2/3 agree
innovative way to reach audiences



*“I’ve learned that people will
forget what you said, people
will forget what you did, but
people will never forget how
you made them feel.”*

MAYA ANGELOU

Author, poet & civil rights activist

Content-led marketing shifts entrenched implicit opinions of brands...



+14%

increase in implicit positivity

% uplift between pre and post exposure

It also increases positivity of brands on an explicit level



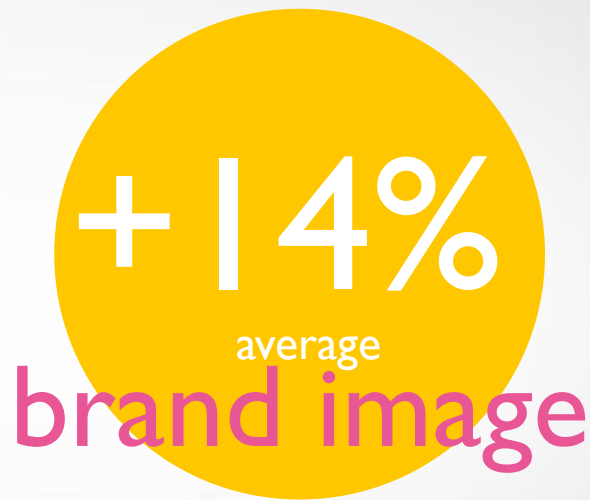
+77% increase in
explicit positivity

% UPLIFT BETWEEN PRE AND POST EXPOSURE

Base: Test groups (n=793),
Control groups (n=794)

BBC StoryWorks
Part of BBC Worldwide

enhances brand perceptions



Significant uplift for **HIGH QUALITY** and **DISTINCTIVE**

% UPLIFT BETWEEN TEST AND CONTROL

...and drives brand
amplification and consideration

+14%

recommendation

+16%

consideration

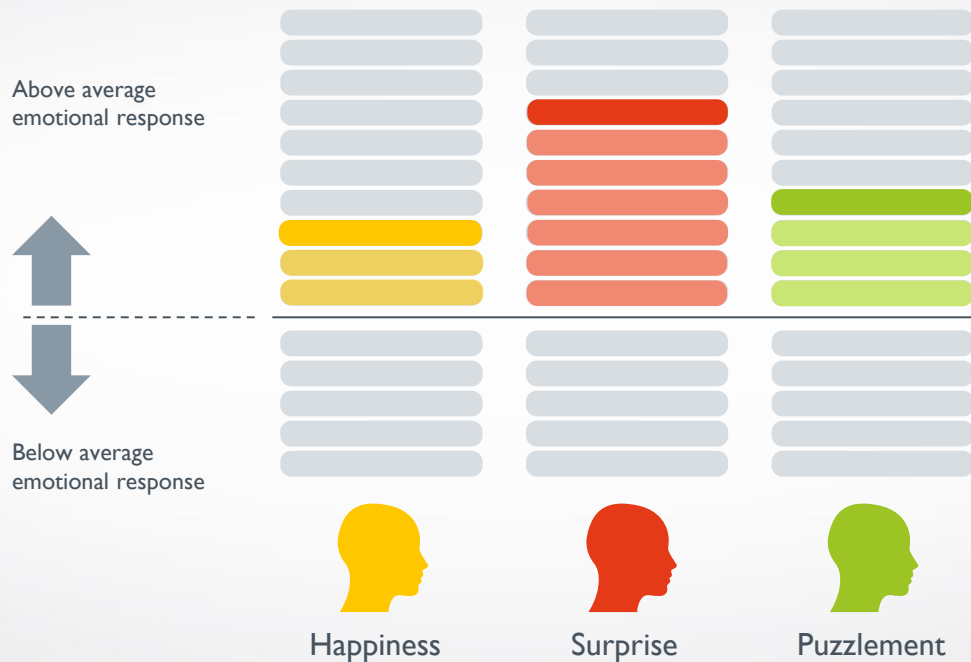
% UPLIFT BETWEEN TEST AND CONTROL



4

Integrating the brand within the narrative
works much harder for the advertiser

Heightened emotional engagement



Base: Exposed to integrated content (n=528)

Drives implicit and explicit brand positivity

IMPLICIT

Integrated

+32%

EXPLICIT

Not integrated

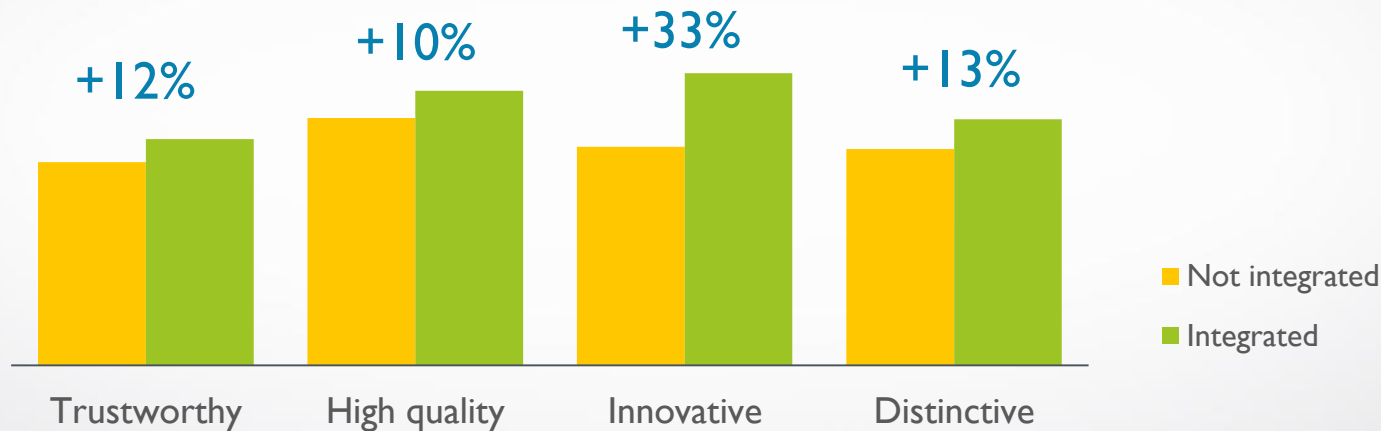
+17%

Integrated

+109%

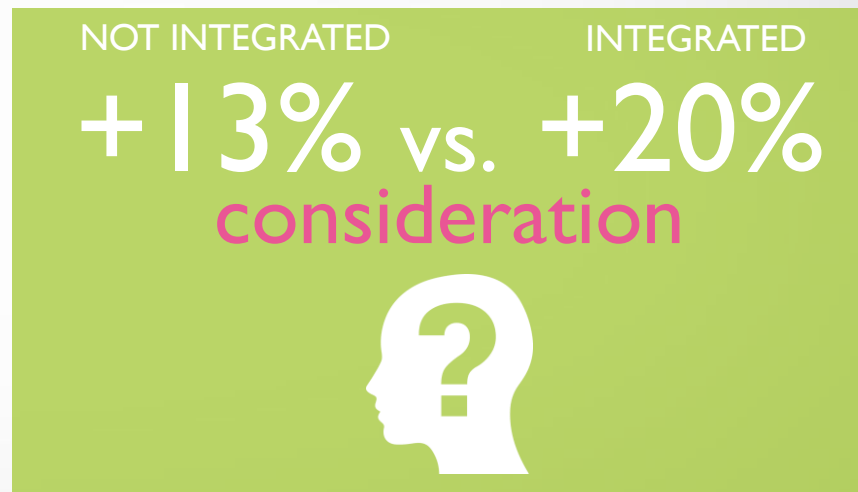
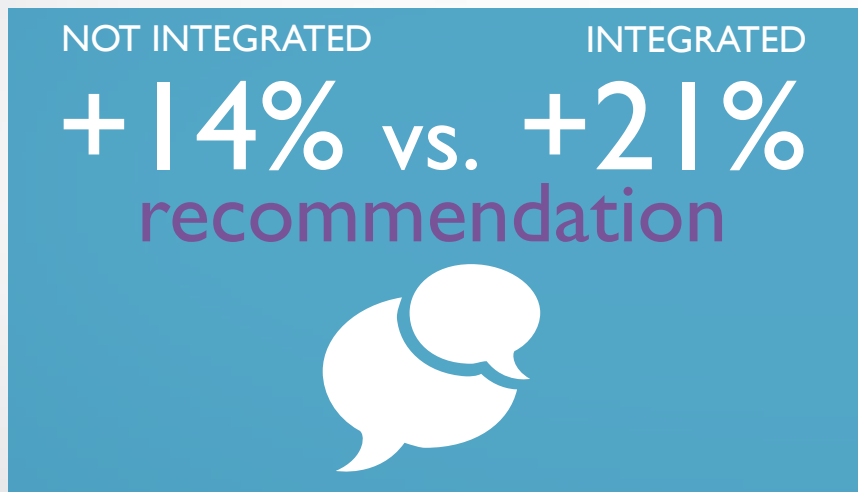
% UPLIFT PRE TO POST EXPOSURE

And further enhances brand image



Base: Exposed to integrated content (n=528),
Exposed to non-integrated content (n=267)

And call to action measures



% UPLIFT BETWEEN TEST AND CONTROL

Base: Exposed to integrated content (n=528),
Exposed to non-integrated content (n=267)

The main headlines

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the brand
within the
narrative works
harder for the
advertiser

Key content-led marketing guidelines



Be transparent and educate your users



Match the editorial quality



Be clear what your content is trying to achieve and how the emotional engagement can support that



Integrating the brand within the narrative and supporting with traditional forms of advertising will work harder for the brand



Placing in a premium environment will give your content credibility and allow it to flourish