



All Time Top 20 Branded Content Campaigns



branded content
marketing association



www.thebcma.info

INTRODUCTION

To mark the 20th anniversary of the **Branded Content Marketing Association (BCMA)** promoting the value of branded content and influencer marketing we have compiled the *All Time Top 20 Branded Content Campaigns*. Working with Sir John Hegarty, Chairman of Electric Glue and in consultation with members we bring you the ultimate list of the best examples of extraordinary branded content ever produced.

BCMA invests in ground-breaking research, training and education which is at the heart of the association. It enables connections with the leading experts in the branded content and influencer marketing industries.

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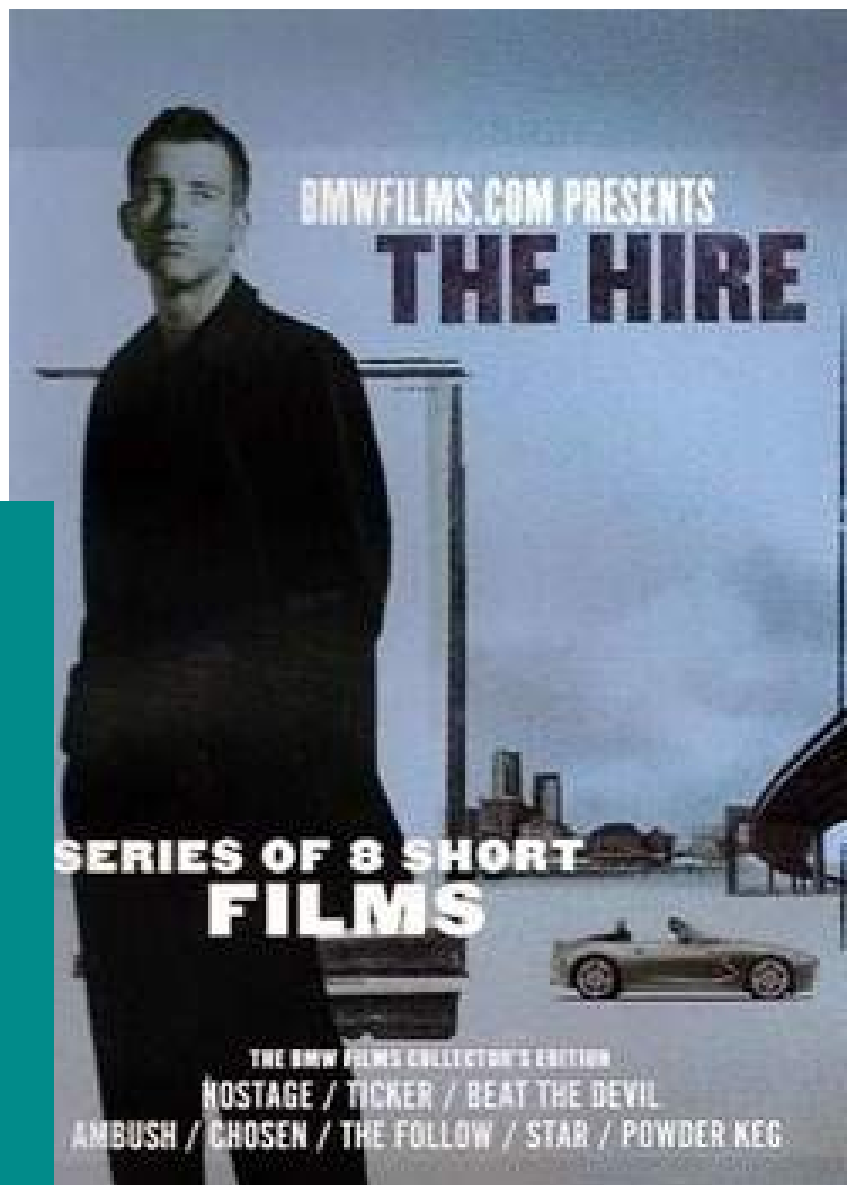
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BCMA - TWENTY YEARS ON

The BCMA is the global membership association representing branded content and influencer marketing across 14 markets. BCMA sets industry standards for best practice, celebrates success, measures effectiveness and connects the branded content and influencer marketing ecosystem.

WHERE IT ALL STARTED

Established in Soho, London in 2003, it was a forum for brands to meet producers. It has grown to become the leading global member association promoting the value of branded content and influencer marketing. BCMA leads the debate on what makes great branded content and influencer marketing, how brands, producers, agencies, platforms, media owners, publishers and content creators can engage audiences for maximum benefit and payback.

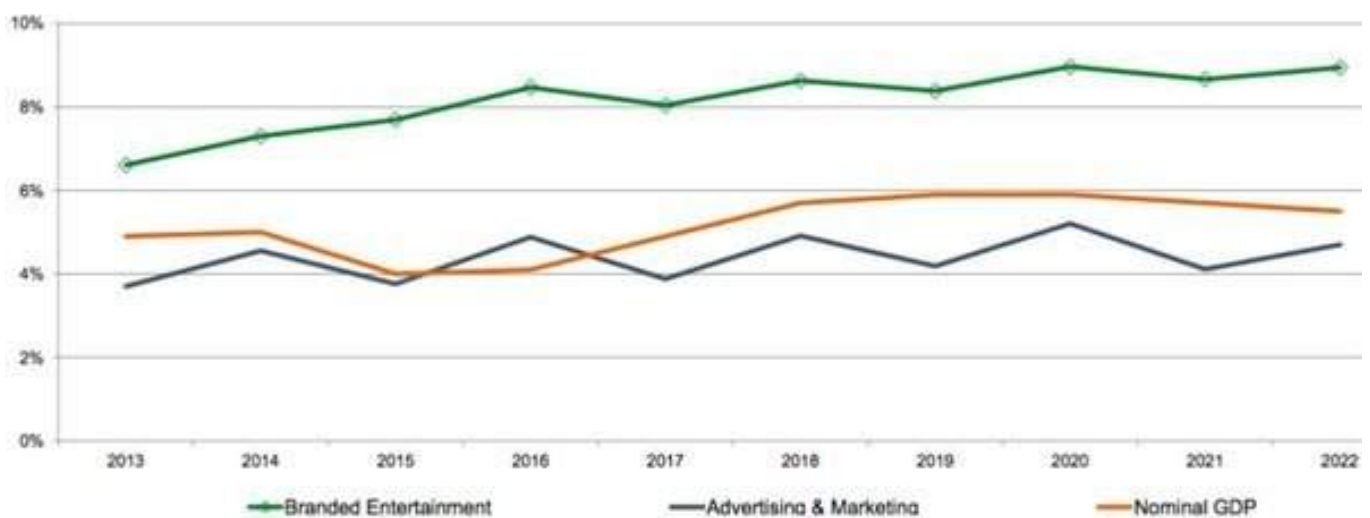


BRANDED CONTENT CONTINUES TO THRIVE

The value of Branded Content has continued to grow exponentially over time. According to eMarketer the market for branded content was worth \$21 billion.

We believe this to be a conservative figure, as the native technology platform and Network allowing brand advertisers to scale their native advertising campaigns AdYouLike, estimates that by 2025, branded content will reach \$402 billion, up from \$85.83 billion in 2020.

Branded entertainment growth vs. advertising/marketing, GDP, 2013-2022



The percentage growth of branded entertainment has also outperformed more traditional Advertising & Marketing and outstripped Nominal GDP as can be seen in the above chart from PQ Media. Given that we are spending more time streaming entertainment, whether that be video or audio in the form of podcasts, these activities will only continue going forward. We know that to build relationships, connect, and engage new customers, brands must to tell stories, not just run interruptive advertisements.

A study by the Content Marketing Institute (CMI) found that 70% of consumers would prefer to learn about new products and services through content than traditional advertising. It is also important that brands competing to engage content-hungry consumers need to be creative in the strategies they deploy to appeal to viewers, especially in an age of ad-blocking technology. Figures from a Nielsen analysis showed that when comparing the same brand marketed as both branded content and pre-roll ad, the branded content generated an average of 86% brand recall among viewers, compared with 65% from the pre-roll ad.

The CMI study also found that 74.5% of communications professionals will include branded content in their future campaigns. Research by Realeyes found that viewers of branded content were 62% more likely to show a positive reaction compared with those who watched 30-second ads.

DEFINING BRANDED CONTENT

Everything we do at the BCMA is about best practice. In 2016, we published the first managerial definition based on the research carried out by Oxford Brookes University and leading global research company, Ipsos. The definition is as follows:-

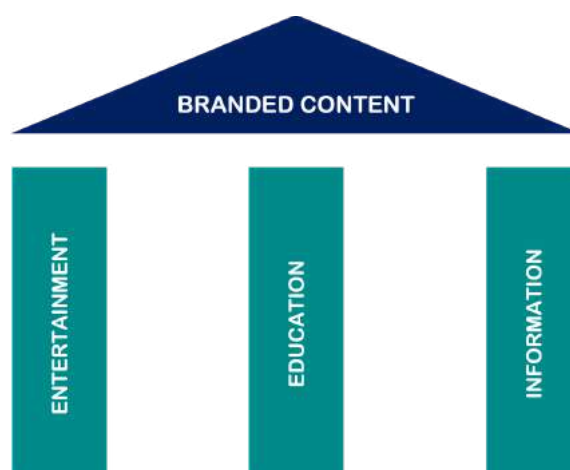
Branded content is any output fully/partly funded or at least endorsed by the legal owner of the brand which promotes the owner's brand values, and makes audiences choose to engage with the brand based on a pull logic due to its entertainment, information and/or education value.

The definition is as relevant today as it was when first published and has enabled us to continue to strive towards our goal of ensuring best practice in branded content.

THE THREE PILLARS OF BRANDED CONTENT

From a managerial perspective, branded content is an output, for instance, a video, a TV series, a blog, a book, an event or a customer magazine. The creation of branded content is usually fully or partly funded by the legal owner of the brand. The key insight here is that the legal brand owner is conceptualised as being to a large extent in control of the branded content, i.e. the output. In the case of branded content curation, the legal brand owner might not fund but endorse the branded content, for example on its owned media.

The idea of branded content making audiences choose to engage with the brand applies on two different levels. On a first level, the choice to engage is important, when it comes to the delivery mode, since branded content is based primarily on a pull-oriented logic. This is in contrast to advertising which is based primarily on a push-oriented logic. While advertising is usually interrupting the newspaper, magazine or online editorial content or TV programme which the audience wants to engage with, branded content is based on a non-interruptive pull logic. In other words, the audience has to choose and 'pull' branded content to be able to engage with it.



To make audiences choose to engage with a brand, branded content usually offers value in the form of entertainment, education and information to its audiences.

ALL TIME TOP 20 BRANDED CONTENT CAMPAIGNS

Back in 1895, John Deere, an American corporation that manufactures agricultural machinery, decided to produce, *The Furrow*, a magazine for farmers and industry experts covering a wide variety of topics centered around people and their connection to the land. This was the first example of branded content, still being produced today, some 128-years later, as it remains as relevant today as it did when it was first produced.

From humble beginnings, the market value of Branded Content is \$13.4 Billion, according to Verizon, with the majority of the top 100 brands using branded content as a core activity of their marketing campaigns. BCMA has reached its landmark 20th anniversary and proudly presents the All Time Top 20 Branded Content Campaigns with great excitement looking forward to next 20-years ahead.

We spent countless hours and consulted with many industry experts amongst the BCMA membership to arrive at the final list from the thousands of examples of outstanding branded content campaigns. It is no real surprise that Red Bull sits at the summit of the list with its extraordinary *Stratos* campaign, which saw Felix Baumgartner free-fall from the edge of Space. The energy drink has been at the forefront of exhilarating and engaging content for many years.

Other brands to highlight in the list include the brilliant *BMW Film Series* that ensured that the "car was the star" and went a long way to launch the career of Clive Owen. We have recognised the historically important examples from stellar brands such as, Procter & Gamble, with *The Guiding Light* programme from which the term 'Soap Opera' was derived. Also the list shows the innovation witnessed from the Michelin Brothers, Andre and Edouard, to create *The Michelin Guide*, helping motorists enjoy their trips, knowing full-well that they will eventually require new tyres - genius!

There are several examples of how branded content campaigns have fundamentally disrupted the market, none-more-so, than Dollar Shave Club, that 'called out' the major razor brands, Gillette and Wilkinson, for 'ripping off' their customers with the cost of their products. No surprises, that Unilever purchased them for \$1 Billion. Talking of Unilever, their *Real Beauty* campaign for Dove was a real game-changer for the beauty market and continues to push the boundaries and empower women.

More female empowerment was evident with the #LikeAGirl campaign created for Procter & Gamble's *Always* brand. This campaign enabled open discussion about the often taboo subject of menstruation. The power of purpose-driven content cannot be underestimated and is well represented in the list with the extremely powerful documentary films from Johnson & Johnson with "*5B*" and Patagonia with "*Artifishal*".

Creating impactful branded content for younger audiences can be challenging, but when you get it right the results can be outstanding. This was the case for Santander, when they decided to invest in a movie, "*Beyond Money*", that showed a what a world without money

would look like.

Looking to branded content for children, look no further, that the outstanding *Lego Movie* which was and continues to be an extraordinary success. Not bad for a 90-year old privately owned brand producing plastic bricks! I'm sure that Mattel would love that sort of success, but they haven't done too badly with their *Barbie Movies* over the years.

We have chosen some iconic branded content campaigns, including *Dumb Ways To Die* from Metro Trains in Melbourne, Australia. Who could have predicted how impactful that film would have been and how such a serious subject could have been translated into an irreverent and funny animated series. Not so serious, but another example, is *Epic Split*, that saw, 'action-man' Jean-Claude Van Damme, perform the splits between two Volvo juggernauts to show how smooth they run.

There are many other excellent campaigns in the All Time Top 20 list of Branded Content Campaigns and we hope you enjoy reading about them.

ALL TIME TOP 20 BRANDED CONTENT CAMPAIGNS

No.	Campaign	Brand	Year
1	Red Bull Stratos	Red Bull	2012
2	BMW Film Series	BMW	2001
3	The Lego Movie	Lego	2014
4	Like A Girl	Always (P&G)	2014
5	Our Blades Are F**king Great	Dollar Shave Club	2012
6	Michelin Guide	Michelin	1900
7	The Entrance	Heineken	2010
8	Real Beauty Sketches	Dove (Unilever)	2013
9	The Guiding Light	Procter & Gamble	1937
10	Farmed And Dangerous	Chipotle	2014
11	Dumb Ways To Die	Metro Trains Melbourne	2012
12	Artifishal	Patagonia	2019
13	5B	Johnson & Johnson	2018
14	Barbie Movie	Mattel	2001
15	Beyond Money	Santander	2017
16	The Beauty Inside	Intel/Toshiba	2012
17	Niall Horan's Homecoming: The Road to Mullingar with Lewis Capaldi	Guinness (Diageo)	2022
18	Let's Colour	Dulux	2009
19	The Epic Split	Volvo	2013
20	The Wolf	Hewlett Packard	2017

N.B. The above list has been compiled in consultation with BCMA members and all details were correct at the time of publication.

1. RED BULL STRATOS



Campaign: Red Bull Stratos
Brand: Red Bull
Year: 2012

Red Bull's Stratos campaign is the most viewed branded content of all time. Felix Baumgartner made history on October 14, 2012, breaking 50-year-old records as he plunged to earth from the edge of space. The aim was to become the first human to travel at Mach 1 or the speed of sound without an aircraft. It took Felix just 34 seconds to go supersonic, as he reached a top speed of 844mph (1,358kph).

According to YouTube, the first two weeks saw 100 million playbacks of the event. To date the extraordinary jump from space has been viewed in excess of 1 billion times, which is an incredible achievement.

The campaign achieved an unprecedented level of coverage and is still as impactful today as it was when Felix Baumgartner made his record freefall jump from the capsule.

2. BMW FILM SERIES



Campaign: BMW Film Series

Brand: BMW

Year: 2001

In 2001, BMW faced competition from a variety of competitors in the luxury/performance category. All of the vehicles in these categories touted elegant design, high performance, and up-to-date technological features for driving and safety; however, each manufacturer sought to establish a unique positioning in the market.

In early 2000, an interesting window of opportunity emerged for BMW. Sales of BMW were the highest ever in the U.S. and the brand had never been stronger. With no new products being launched over the next six months, they had this unbelievable luxury; this period of time where they didn't have to tell people about a new product.

This was the opportunity to do some absolutely pure branding and the catalyst that led to the development of the BMW Film Series, *The Hire*. Once the decision was made to create the short films, BMW's advertising partner, Minneapolis based Fallon, recommended that Anonymous Productions be brought in as a partner. Together, the team worked to produce a total of 15 scripts ranging in length from 6 to 12 minutes. The rest, as they say is history.

3. THE LEGO MOVIE



Campaign: The Lego Movie

Brand: Lego

Year: 2014

Released in 2014, The Lego Movie portrays an unlikely but optimistic young hero, Emmet. He takes on the villainous mastermind, Lord Business, who hopes to use a super-weapon known as The Kragle (derived from a tube of Crazy Glue) to freeze everything in place so that the individual actions and machinations of society no longer go against his master, orderly plan.

Although, ostensibly aimed at Children, The Lego Movie achieved positive reviews across the film spectrum. The movie succeeded as entertainment, and also drove sales far in excess of any other Lego ad-campaign. In 2015, the year after the release, Lego reported a jump in sales of 25%. In 2014, sales jumped 14% after the release of the movie.

The Lego Movie is a fantastic lesson to understand how to reignite an old brand and bring it up to date. Since the original movie, Lego have released three further movies, as follows; 1) The Lego Batman Movie (2017); 2) The Lego Ninjago Movie (2017); 3) The Lego Movie 2: The Second Part (2019) - combined they have grossed in excess of \$1 Billion.

4. LIKE A GIRL



Campaign: Like A Girl

Brand: Always (Procter & Gamble)

Year: 2014

In 2014, Always launched a new initiative for its epic battle to ensure that girls everywhere keep their confidence through puberty and beyond by tackling the societal limitations that stand in their way. Since then, #LikeAGirl has gone from a simple phrase to a powerful and empowering movement.

According to Procter & Gamble AOR, Leo Burnett, Always was losing relevance with its customers, especially younger women. As they reviewed the data around female confidence they found that puberty is a time when girls experience a huge drop in self-esteem. The pressure of gender stereotypes plays a big role – girls stop being themselves in order to follow these gender ‘rules’. Even our language is sexist and biased. They realised that the expression ‘like a girl’, in fact, is often used as an insult. So, they set out to make ‘like a girl’ mean amazing things.

The campaign started a global movement. It achieved over 80 million views across 150 countries and was shared by more than 1.5 million people. It was a multiple-award winner at Cannes (14 Lions). It was voted YouTube’s Top 3 Ad of the Decade. It was the No.1 most awarded campaign at D&AD. It won the Grand Prix for Effectiveness at the Drum Awards. It even won an Emmy.

5. OUR BLADES ARE F**KING GREAT

A man in a white shirt and tie stands in a doorway, pointing towards a sign on the door. The sign is orange with white text that reads "OUR BLADES ARE F**KING GREAT". The background shows an office with a bulletin board and various items.

OUR
BLADES
ARE
F**KING
GREAT

Campaign: Our Blades Are Fking Great**

Brand: Dollar Shave Club

Year: 2012

Michael Dubin, founder of Dollar Shave Club, uses humour to break through the social media noise.

In 2012, Dubin released the first branded content for his direct-to-consumer razor blade brand, in which he pitched his product to consumers by joking about overpriced razors and the hassle of buying them. Some would say, it was an outrageous video but it turned out to be an inspired and genius move.

The content became an instant hit that 'went viral' garnering millions of views and comments. One of the great strengths of the film, is that it's the antithesis of the typical TV ad from a major men's razor brand. The core message is clear-cut and simple: we're talking about razors here — stop overpaying for overpriced products and start subscribing to an affordable service that actually makes sense.

From the success of this first branded content campaign, Dubin built the 'disrupter brand' Dollar Shave Club and sold it to Unilever for \$1 Billion in 2016.

6. MICHELIN GUIDE



Campaign: Michelin Guide

Brand: Michelin Tyres

Year: 1900

As with all great inventions that changed the course of history, the Michelin Guide didn't start out as the iconic dining guide it turned out to be today. The Michelin Guide's roots were far more humble, with the idea originally conceived to encourage more tourists to take to the road using a little red guidebook.

To help motorists develop their trips - thereby boosting car and tyre sales and in turn - the Michelin brothers, Andre and Edouard, produced a small red guide filled with handy information for travellers, such as maps, information on how to change a tyre, where to fill up with fuel, and for the traveller in search of respite from the adventures of the day.

For twenty years, all that information came at no cost. Until a fateful encounter that remains a favourite anecdote repeated today, when Andre Michelin arrived at a tyre shop to see his beloved guides being used to prop up a workbench. Based on the principle that "man only truly respects what he pays for", a brand new Michelin Guide was launched in 1920 and sold for seven francs.

7. THE ENTRANCE



Campaign: The Entrance

Brand: Heineken

Year: 2010

'The Entrance', was the first instalment of a new global brand campaign for Heineken, which proved to be a major online success, with close to 4 million views on YouTube in just three weeks. The film premiered on Heineken's Facebook page at the end of 2010 to more than 900,000 Heineken fans and appeared on TV and cinema screens around the world from 2011 onwards.

Created for Heineken by Wieden+Kennedy, the film's hero demonstrates the ultimate party entrance. Charming his way past a coterie of colorful characters, including the beautiful wife of a dignitary, a gun slinging oil baron and even a kung fu assassin, he ends up on stage performing with the lead singer of The Asteroids Galaxy Tour. The Danish alternative pop band sings its latest single and backing track of the film, 'The Golden Age'.

8. REAL BEAUTY SKETCHES



Campaign: Real Beauty Sketches

Brand: Dove (Unilever)

Year: 2013

In 2010, Dove's global research study, *The Real Truth About Beauty: Revisited*, highlighted a universal issue, that beauty-related pressure increases whilst body confidence decreases as girls and women grow older – stopping young girls from seeing their real beauty. The study showed that only 4% of women around the world consider themselves beautiful (up from 2% in 2004).

The research showed that the perception of ourselves is far less positive than it should be. And since we know that feeling beautiful is the first step to living happier, more confident lives, Dove decided to do something about it. That something was a daring new beauty experiment: *Real Beauty Sketches*. Dove asked women to describe themselves to FBI trained forensic artist Gil Zamora (from behind a curtain), who drew a portrait of them based on their description.

More than 50 million people viewed the Dove video within 12 days of its release. To date, *Real Beauty Sketches* has been viewed almost 180 million times. Dove wanted the film to inspire every single one of the 80% of women who feel anxious about how they look to reconsider their view of their own beauty and remember: you're more beautiful than you think. It could be as easy as seeing ourselves through a stranger's eyes.

9. THE GUIDING LIGHT



Campaign: The Guiding Light

Brand: Procter& Gamble

Year: 1937

The Guiding Light, produced and funded by Procter & Gamble, which debuted over NBC in January 1937, was originally about a minister and his family, and it stands as the longest-running soap opera in history, broadcasting on both radio and television. P&G was one of the first companies to sponsor daytime serial dramas on the radio in the 1930s to advertise their products to housewives. The shows were associated with sponsors such as P&G's Oxydol, Duz and Ivory soaps and were dubbed 'soap operas'.

Their most successful production was The Guiding Light, a soap opera created by Irna Phillips in 1937, and sponsored by P&G White Naphtha Soap. The series transitioned to television in 1952, but continued to also be broadcast on radio until 1956.

Guiding Light (1952 to 2009) is listed in the Guinness Book of World Records as the longest-running TV drama, running 57 years. Including radio, it ran 72 years, a total of 18,262 episodes.

10. FARMED AND DANGEROUS



Campaign: Farmed And Dangerous

Brand: Chipotle

Year: 2014

Following the success of its Back To The Start campaign, that celebrated the beauty of small-scale farming as a source of ethical meat, Chipotle's, Farmed And Dangerous series attacks industrial food engineering.

By producing innovative and engaging branded content, Chipotle chooses to go after the over-industrialisation of the food chain, and its brand stories get millions of free views on Youtube.

And it puts its actions where its mouth is. Chipotle bans the use of antibiotics in the animals it buys. It works with ranchers to develop specific standards that define, for example, the space or food of the cattle they raise.

Chipotle's business continues to thrive with its net income and profit per share up 17.8% and 19.7% respectively. It thrives on building better practices for its industry, demonstrating that sustainability work can be turned into a powerful marketing strategy.

11. DUMB WAYS TO DIE



Campaign: Dumb Ways To Die **Brand: Metro Trains Melbourne** **Year: 2012**

Dumb Ways to Die initially began as a simple, light-hearted song to raise awareness for public train safety in Melbourne, Australia. The concept was to make train hazards a 'dumb way to die', putting a comedic spin on safety to better target a younger audience. Within a week, the video reached over 20 million views on YouTube and gained national news coverage. The song soon became available on iTunes, where it consistently reached top billboard charts in major countries.

The campaign was wildly successful. Various covers were produced by different artists and the song was used in school as an effective method for teaching safety.

But more importantly, following the campaign, Metro Trains recorded a 21% reduction in train station incidents (Brand News, 2013). While it is hard to attribute this result directly to the campaign, it is a positive statistic that does help argue that the campaign was effective and deemed as a great success.

12. ARTIFISHAL

ARTIFISHAL

patagonia

Campaign: Artifishal

Brand: Patagonia


Year: 2019

Outdoor clothing company, Patagonia, founded by Yvon Chouinard in 1973. An environmentalist from early on, Chouinard, explored ways to use new sustainable materials for outdoor pursuits. This ethos is embedded throughout the organisation and reflects on the causes that Patagonia support and campaign for, including the fishing industry.

Artifishal is a film about people, rivers, and the fight for the future of wild fish and the environment that supports them. It explores wild salmon's slide toward extinction, threats posed by fish hatcheries and fish farms, and our continued loss of faith in nature.

The film highlights the extraordinary amount of American taxpayer dollars wasted on an industry that hinders wild fish recovery, pollutes our rivers, and contributes to the problem it claims to solve. Artifishal also dives beneath the surface of the open-water fish farm controversy, as citizens work to stop the damage done to public waters and remaining wild salmon.

13. 5B



“ Those nurses were colossal. I was so proud to be their manager and be one of them. ”

- *Alison Moed*
Ward 5B Nurse

Johnson & Johnson

Campaign: 5B
Brand: Johnson & Johnson
Year: 2018

5B is the inspirational story of everyday heroes, nurses and caregivers who took extraordinary action to comfort, protect and care for the patients of the first AIDS ward unit in the United States.

5B is stirringly told through first-person testimony of these nurses and caregivers who built Ward 5B in 1983 at San Francisco General Hospital, their patients, loved ones, and staff who volunteered to create care practices based in humanity and holistic well-being during a time of great uncertainty.

The result is an uplifting yet candid and bittersweet monument to a pivotal moment in American history and a celebration of quiet heroes, nurses and caregivers worthy of renewed recognition.

As a longtime champion of nurses, Johnson & Johnson engaged UM's content unit, UM Studios, to create a piece of premium content that would break stereotypical representations of nursing in the media, spark a cultural dialogue and live in non-traditional spaces.

14. BARBIE MOVIE



Campaign: Barbie Movie

Brand: Mattel

Year: 2001

Barbie has appeared in content produced by American toy and entertainment company Mattel since the late 1980s. The first computer-animated feature-length film was, *Barbie in the Nutcracker*.

The success of the first three films (*Barbie in the Nutcracker*, *Barbie as Rapunzel*, and *Barbie of Swan Lake*) had led to the princess-themed lineup in the series, releasing its second original film *Barbie and the Magic of Pegasus* in 2005. Starting with *Barbie in A Mermaid Tale* in early 2010, the film series moved away from the classic princess stories to focus on more modern themes like fashion, music, and on stories revolving around Barbie's friends, family and careers.

To date there have been in excess of 40 movies featuring the iconic Barbie, the doll that was created by Ruth Handler, co-founder, with husband, Elliot, of the toy company Mattel, Inc. in 1958. Inspired by watching their daughter (Barbara) play with make-believe paper dolls, Handler realised there was an unfilled niche in the market for a toy that allowed little girls to imagine the future.

15. BEYOND MONEY



Campaign: Beyond Money

Brand: Santander

Year: 2017

Research showed that there was a generation of people who blamed the banks for everything. Using this key insight, Santander recognised that Spanish millennials have felt the pains of the economic crisis more than anybody, they looked deeply into who and what they blame. Their responses were overwhelmingly direct: banks.

By creating a 17-minute sci-fi film, *Beyond Money*, starring one of Spain's brightest film stars that posed an even more intriguing question: What are your most precious memories worth?

The film was used across media platforms including online, TV, cinema and in Santander offices and branches across Spain. In just the first week, the film earned 7.3 million views across all channels. And, importantly, it gave people a little more confidence to trust Santander with their money.

The film received better reviews than Hollywood blockbusters on content platform Movistar+. Negative brand sentiment dropped by 24%. The bank saw the fastest sign-up rate in Santander's 160-year history.

16. THE BEAUTY INSIDE

intel & TOSHIBA
present
THE beauty
a social film by
DRAKE DOREMUS
starring **TOPHER GRACE &**
MARY ELIZABETH WINSTEAD



Campaign: The Beauty Inside

Brand: Intel & Toshiba

Year: 2012

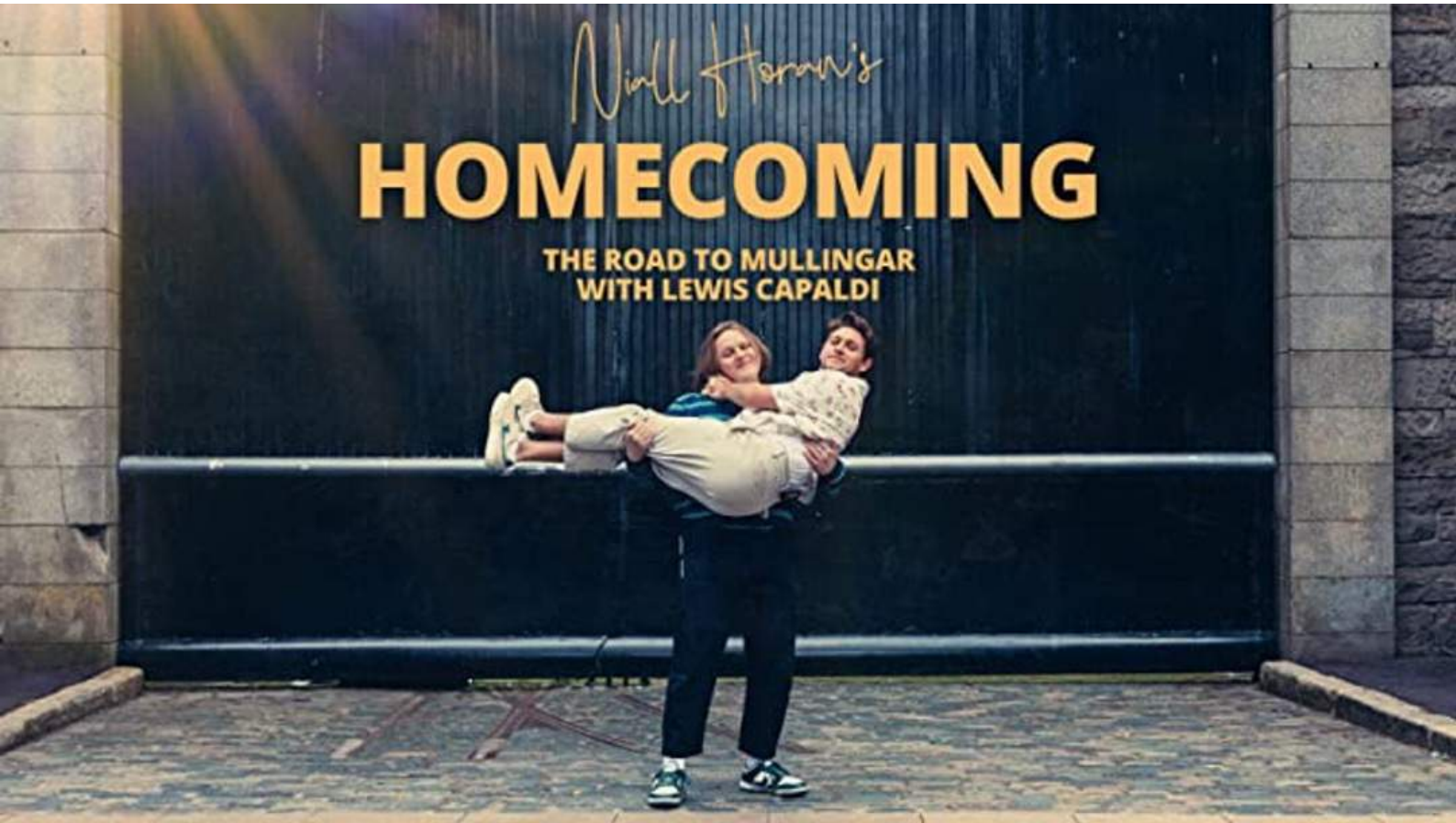
The Beauty Inside, funded by Toshiba and Intel, was a film that let social media users participate in the creation and direction of a collaborative story. The film was centered around a main character named Alex, who woke up each morning with a different face and body. No matter his outward appearance, he was the same on the inside. Armed with a Toshiba Portégé Ultrabook, he shared his story with the world.

A global casting call let audience members audition to play different versions of Alex by uploading homemade videos. Selected members were then woven into the story's fabric. The six-part film launched on Facebook and was also viewable on YouTube.

In just eight weeks, The Beauty Inside amassed nearly 70 million views. The campaign earned 96,000 Facebook friends, 8,300 Twitter followers, and 378,000 brand impressions. The brands reported a 360% sales lift in the weeks following the campaign.

The Beauty Inside was awarded an Emmy for Outstanding New Approach To A Daytime Series, and won three Grand Prix awards at Cannes Lions 2013, in Film, Cyber, and Branded Content.

17. NIALL HORAN'S HOMECOMING: THE ROAD TO MULLINGAR WITH LEWIS CAPALDI



Campaign: Niall Horan's Homecoming: The Road to Mullingar with Lewis Capaldi
Brand: Guinness (Diageo)
Year: 2022

Guinness funded and created Niall Horan's Homecoming: The Road to Mullingar with Lewis Capaldi. Three days, two globally recognised musicians, one incredible road trip documented in an episode filled with fun, friendship and laughter.

This was a film that captured adventure, friendship, storytelling and non-stop laughter. All inspired by Horan's desire to revisit and reconnect with all that he loves of home; to retrace the origins of the exciting life journey he's on and experience the reality of Ireland today, alongside his best friend, Lewis Capaldi.

The boys' journey saw them meet world class guitar maker George Lowden, up and coming Irish artist and Tullamore native Tolu Makay, as well as local Dublin busker, Jacob Koopman. And like many an Irish host, Niall takes his Scottish visitor to the home of the black stuff, the Guinness Storehouse.

18. LET'S COLOUR



Campaign: Let's Colour

Brand: Dulux

Year: 2009

Adding colour to people's lives was a universal insight that had been uncovered for Dulux. It was also noted that our surroundings have a powerful influence on how we think, feel and live. The research found that we feel good when they reflect who we are and who we want to be. Dulux's role is to inspire and help people to create beautiful homes and communities through colour.

This was the foundation of the global 'Let's Colour' campaign. One example of this was the 'Coral Community' campaign which began in the summer of 2009 with the transformation of several neighbourhoods and communities in Sao Paulo and Rio de Janeiro.

But these weren't just events created for advertising purposes. The whole company was engaged in preparing the projects, working with the local community to seek their ideas, engaging with local celebrities and dignitaries to build newsworthiness, talking with customers to gain local distribution and, of course, actually painting the building and then - because it was Brazil - celebrating with a party.

19. THE EPIC SPLIT



Campaign: The Epic Split

Brand: Volvo

Year: 2013

When Volvo launched its new truck in August 2012, the brand decided against boasting directly about the vehicle's many technical capabilities. Instead, Volvo Trucks filmed someone tight-rope walking between two moving trucks to showcase its precision and control.

This was the first of Volvo's Live Tests series of online branded content. For each of the six films, Volvo only demonstrated one feature at a time, from robustness to manoeuvrability, using the help of a host of characters including a hamster and a troop of bulls. Its most popular video featured Jean-Claude Van Damme doing the splits in between two of the trucks.

The overall business objective was to create maximum interest for the global launch of Volvo's new trucks, in a cost-effective way. Volvo knew that they could never outspend their competition, so they had to outsmart them instead. Today it is the most watched automotive 'ad' ever on YouTube, with more than 72 million views and the earned media of the campaign, has been calculated at 126 million euros.

20. THE WOLF



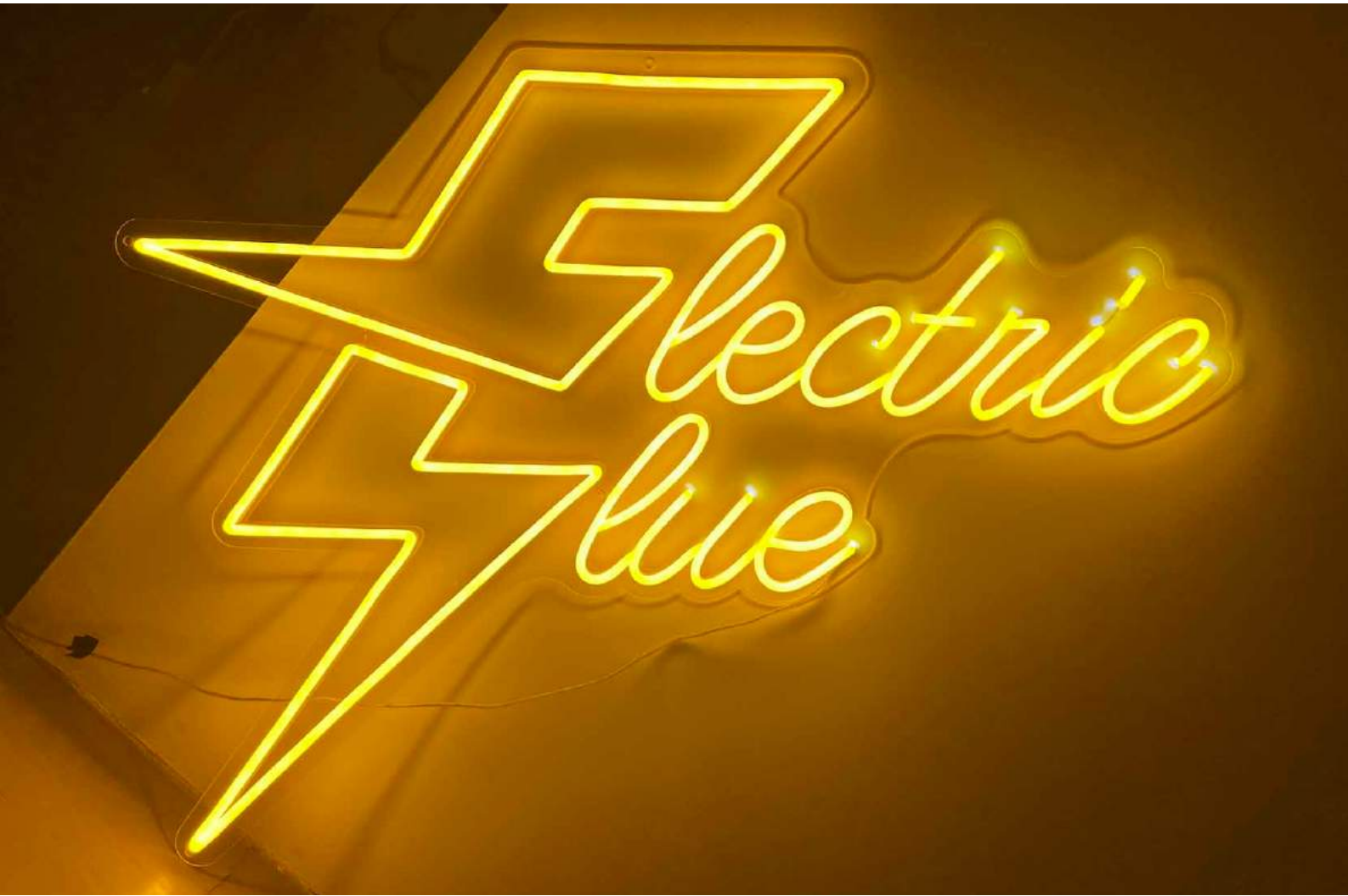
Campaign: The Wolf
Brand: Hewlett Packard
Year: 2017

Hewlett Packard realised that IT professionals often overlook printer security. They decided to build the narrative around security threats that enterprises could suffer if they continued using unprotect devices. They wanted to fundamentally shift perception and also create a sense of urgency. HP realised they had to do something drastically different to stand out in a market which was focusing on affordability and ease of use.

With its campaign titled The Wolf, HP, decided to tell enterprises that it was time to rethink their office printer. The Wolf, a dramatic episodic series starring Christian Slater, exposed how a hacker can bring down an organisation through one of the most overlooked office devices: the printer.

The campaign fundamentally shifted the perception of the HP brand and printer security among IT professionals and brought declining industry B2B printer sales up by 6%. The video achieved over 12.5 million views & 118 million earned PR placements worldwide.

ABOUT ELECTRIC GLUE



Electric Glue is an independent media agency founded in 2014.

- Our purpose is to help clients scale their businesses by navigating a media environment of ever-increasing complexity.
- We do this through our simple, effective guiding principle of “Sacrifice”.
- We encourage our clients to do fewer, bigger and better things which have a real impact with their customers, in their sector and on their businesses.
- It means that we work with media owners as true business partners by connecting our clients into multiple areas of their media ecosystems, driving greater engagement and exceptional value.
- And that we work alongside creative agencies to ensure our media thinking is a force to liberate their ideas, not suffocate them.
- Who we are, the way we think and the work we deliver makes us a very different kind of media agency. We say we compete, but we don't compare.
- We'd love to hear from you.

www.electricglue.com

ABOUT BCMA



The Branded Content Marketing Association (BCMA) is the leading global member association for branded content and influencer marketing. The BCMA promotes the value of branded content and is designed for anyone involved in the communications industry.

Through best practice it leads the debate on what makes great branded content and how brands, producers, platforms and agencies can engage audiences for maximum benefit and payback.

BCMA commissions research, measures effectiveness, offers strategic advice and hosts events about the branded content and influencer marketing industries. It creates the opportunity to connect with the leading experts in branded content and influencer marketing. If you'd like to join the BCMA please visit <https://www.thebcma.info/Join-us/>

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