

Brands & Entertainment

A touch of stardust

Mumbai June 14 2023

- 1.The difference between advertising and branded entertainment
- 2.A framework for branded entertainment
- 3.How to sell branded entertainment.

Advertising vs Branded Entertainment

- Brand is the hero vs Entertainment is the Hero
- Complementary to Advertising
- Icing not the cake

A framework

	TV	OTT	Movies	Gaming	Web Content	Live
Integrations						
Co-branded tie ups						
Vignettes						
Music videos						
Media Properties						
AFPs						
Sponsorships						
Influencers / Brand Ambassadors						
Moment Marketing						

A framework

THE ECOSYSTEM

- BROADCASTERS - TV & RADIO
- OTT - VIDEO & AUDIO
- CONTENT CREATORS
- SOCIAL MEDIA PLATFORMS
- FILM STUDIOS / PRODUCERS
- MUSIC LABELS
- INFLUENCER / CELEBRITY
- GAMING / ESPORTS
- EXPERIENTIAL EVENTS
- VIDEO PRODUCTION
- PRINT

	TV	OTT	Movies	Gaming	Web Content	Live
Integrations	Bhabhiji ghar pe hain and Ezee	Levi's 80s collection in Stranger Things	Bhoot and several brands	Heinz Hidden Zones in Call of Duty		
Co-branded tie ups		Upside Down Whopper & Stranger Things	Mahindra & Mahindra TUV300 Bahubali promotion			
Vignettes		Bingo Mad Angles HotStar Taaza Khabar Character Flavours				
Music videos	Yamaha Anthem GenZ style -MTV Hustle					
Media Properties	Britannia 50:50 DRS Referral					Ceat Strategic Time Out
AFPs	Coke Studio		The Lego Movie		Asian Paints where the heart is Red Bull House of Media	
Sponsorships	Appy Fizz presents Bigg Boss			Tecno ESL		Bacardi NH7 Weekender
Influencers / Brand Ambassadors		Lakme Moving in with Malaika Zomato Sunday lunch with Bhuvan Bam			Unleash Your Inner Trailblazer with Mercedes Benz AMG and Kaustabh Radkar #Borntoperform	
Moment Marketing		Shark Tank Memes				Red Bull Baumgartner edge of space jump

Selling Branded Entertainment

1. Identify the communication problem that Advertising can't solve that Branded entertainment can.
2. Meaningful association better than branding salience. Solution to be credible, authentic and Intrusive.
3. Cost and Value both important but Value is the real deal.
4. Principles of Activation: Invite – Experience – Amplify.
5. Collect and enrich your engagement data.

Sprinkling stardust



Dictionary
Definitions from Oxford Languages · Learn more

 **stardust**
noun

a magical or charismatic quality or feeling.
"He stopped just fast defenders as though stardust had been sprinkled in his boots"