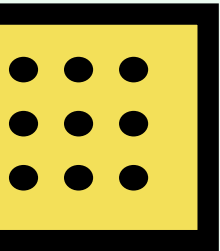# The ideal media-mix = a multichannel approach
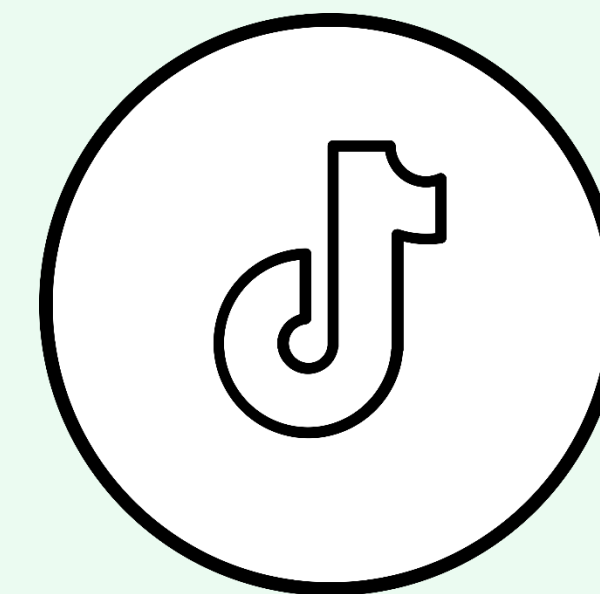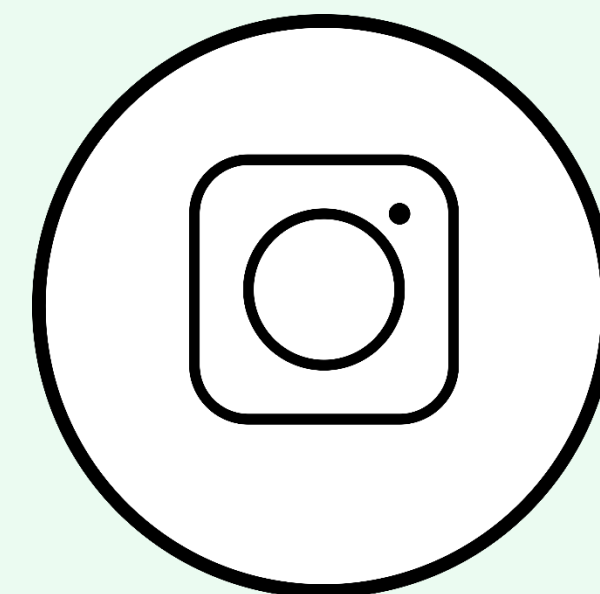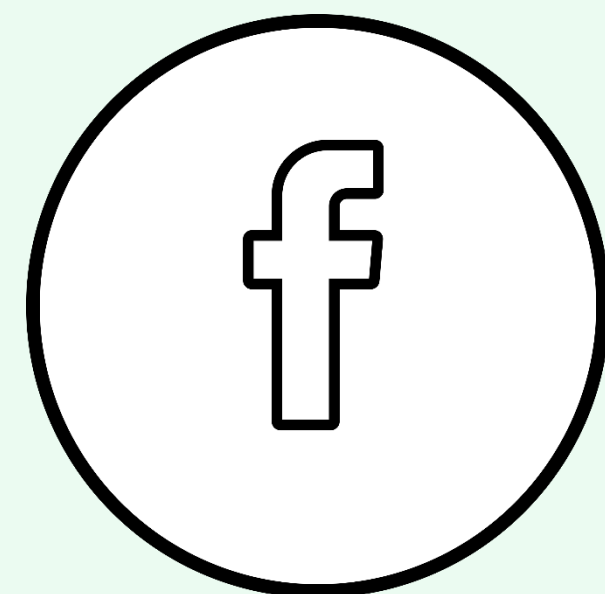
It's a
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new day

The multichannel approach

1. Social media **(88,9%)**

2. Online **(86,1%)**

3. Print **(69,4%)** / TV **(69,4%)**

4. Radio **(55,6%)**

5. OOH **(52,8%)**
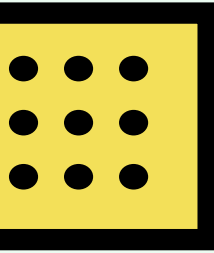
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The multichannel approach

3 out of 4 consider branded content
as an important part
of their communication strategy

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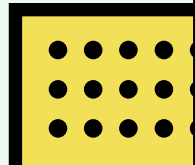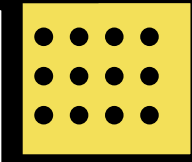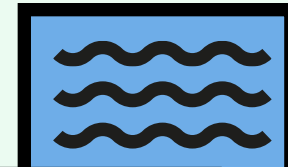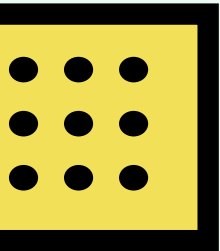
The multichannel approach

1. Social posts **(87,5%)**

2. Online articles **(78,1%)**

3. Video content **(75,0%)**

4. Print articles **(62,5%)**

5. Influencers **(56,3%)**

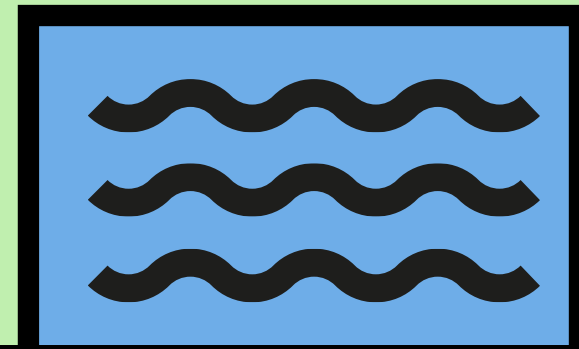**85**% **Experts** are **more credible** than influencers

63% **The impact** of influencers **is overrated**

34% **Podcasts**

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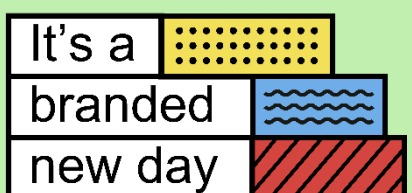new day
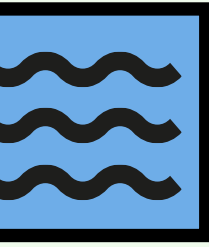
Branded content = a multichannel approach

Opportunities …

Q: Branded content …

76% Branded content **strengthens your own channels** (owned media)
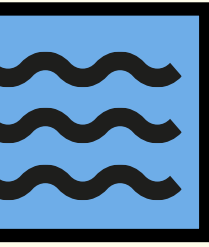
79% Branded content **ensures interaction**

82% Branded content offers more **creative freedom** than traditional formats

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new day

Branded content
makes it possible to
communicate
about complex themes

86%

Complex communication …

1. A negative or wrong perception

2. Socially sensitive issues

3. (Gender) equality & inclusiveness

4. Sustainability

70% **Sustainability** will become **more important** in the future

48% I am **afraid** of being **accused** of **greenwashing**

It's a
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new day

90%

Branded content generates consumer trust

It's a
branded
new day

Branded content
enhances
a brand's authenticity

93%

It's a
branded
new day

97%

Branded content strengthens a brand's credibility

It's a
branded
new day

Gain trust with sincere and transparent storytelling

Opportunities & challenges

Q: A successful branded content campaign hinges on …

1. A clear briefing **(85%)**

2. Delivering authentic & credible content **(70%)**

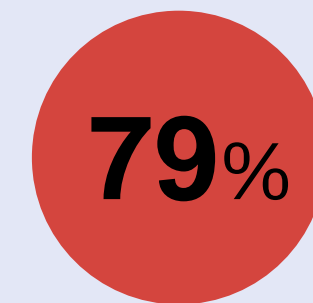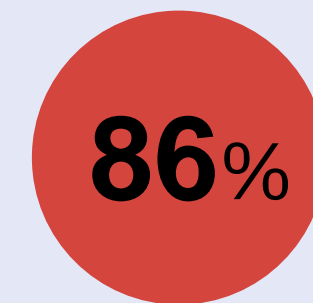Credibility is key

It's a branded new day

Opportunities & challenges

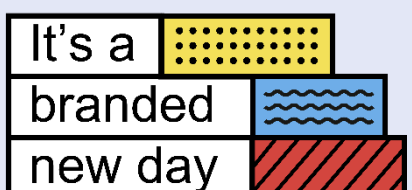Q: A successful branded content campaign hinges on …

1. A clear briefing **(85%)**

2. Delivering authentic &

   credible content **(70%)**

3. Reaching the right audience **(67%)**
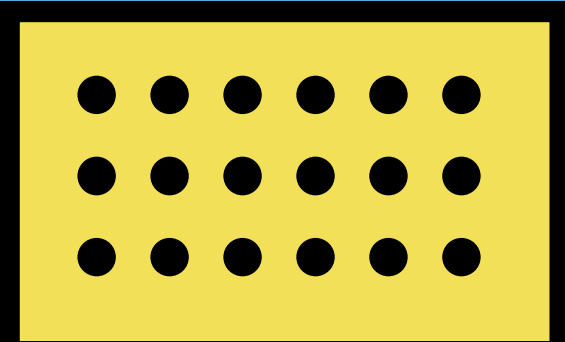
4. A well-thought-out strategy **(59%)**

79% Branded content
is **non-intrusive**

86% Branded content **enhances**
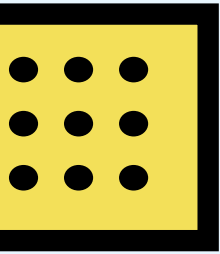consumer **involvement**

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Content is queen, distribution is king

It's a
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new day

Reaching the right audience

52% I turn to external parties for a **safe media environment** to put my branded content in

93% Branded content must be **consistent** with the **tone-of-voice** and **lay-out** of the media brand

97% The **distribution** of branded content will **become more important** in the future
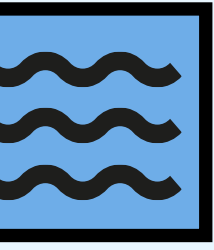
It's a
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new day

Reaching the right people
is more important
than
reaching a lot of people
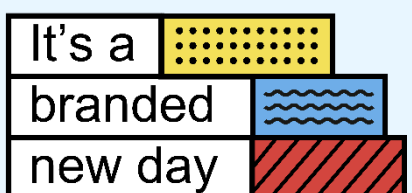
94%

Defining success

78% The focus on short-term activation overshadows **the importance** of a **strong brand image** and **brand awareness**

72% Branded content isn't meant to directly increase sales

39% A marketing campaign is only successful if it results in more conversion
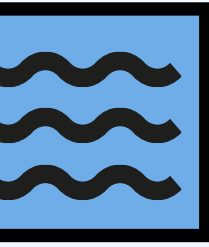
It's a
branded
new day

Look beyond conversion to determine succes

It's a
branded
new day

Look beyond conversion

Q: Branded content …

can differentiate a brand from its competitors	**83%**
has a long-term impact on the brand	**72%**
broadens your reach	**66%**
gets your brand/message/product top-of-mind	**62%**
generates more traffic to the store	**55%**

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new day

- Embrace the multichannel approach
- Gain trust with sincere and transparent storytelling
- Credibility is key
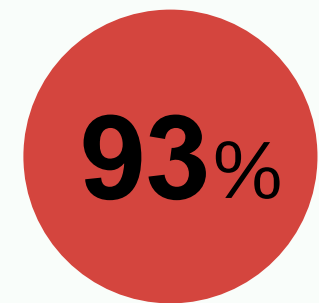- Content is queen, distribution is king
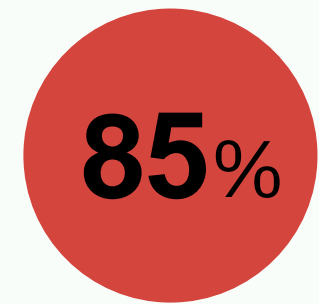- Look beyond conversion to determine success

What's next?

Q: How do you estimate the evolution of the following trends for 2024 and the coming years?

93% AI

85% Data captation & exploitation

Content is queen,
distribution is king,
data is the crown?

It's a
branded
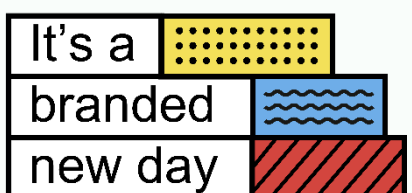new day

What's next?

89% Budget cuts

29% Budget cuts
have no impact
on branded content
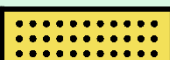
75% Budget cuts
have no impact
on branded content
distribution

It's a
branded
new day

Branded content will continue to grow