

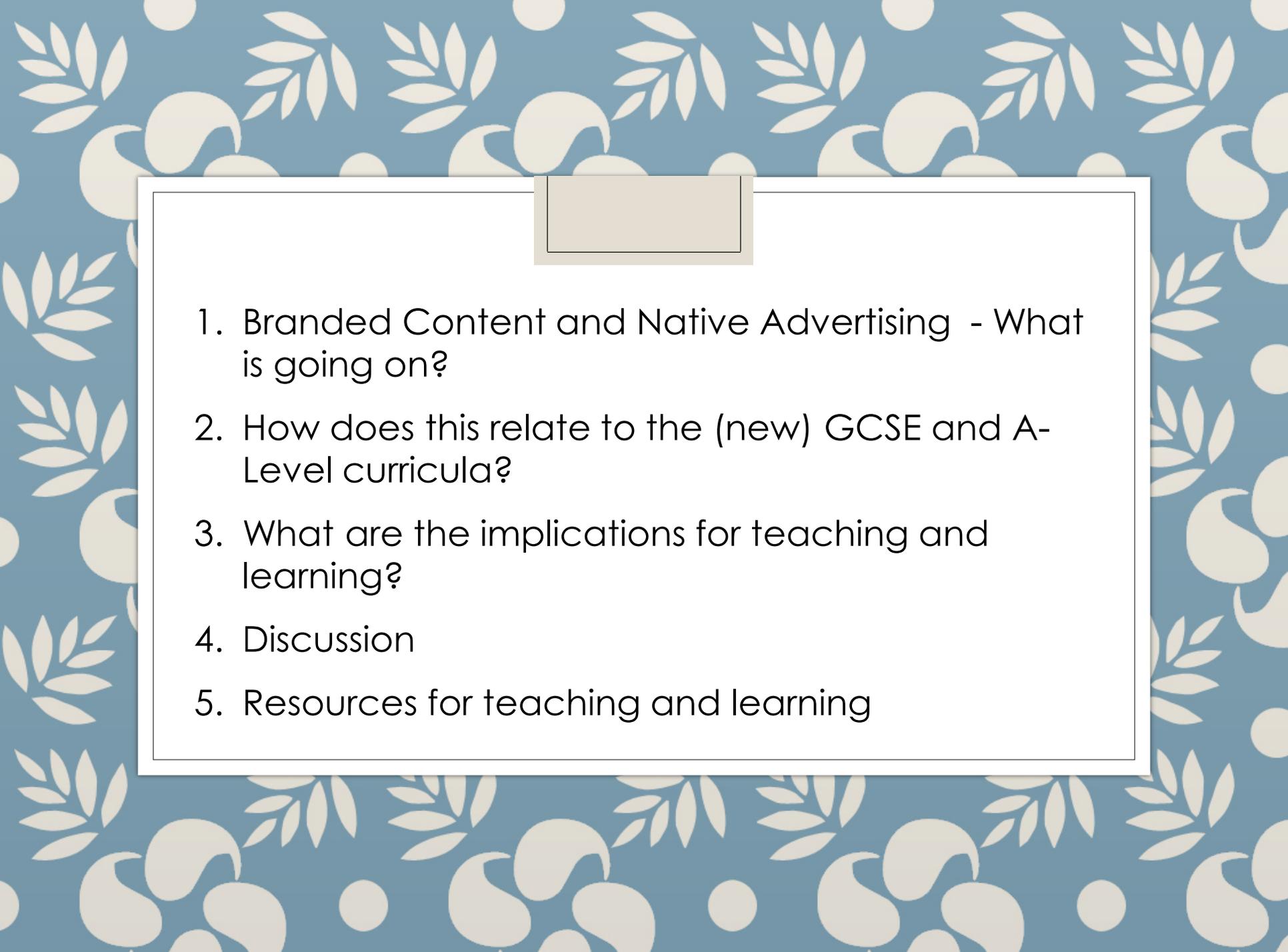
Content Marketing: Studying Media and Advertising Convergence

Jonathan Hardy



**CONTENT MARKETING:
STUDYING MEDIA AND ADVERTISING
CONVERGENCE**

Prof. Jonathan Hardy,
University of East London
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- 
1. Branded Content and Native Advertising - What is going on?
 2. How does this relate to the (new) GCSE and A-Level curricula?
 3. What are the implications for teaching and learning?
 4. Discussion
 5. Resources for teaching and learning



Red Bull

“Red Bull gives you wings!”

Red Bull Stratos Jump 2012
900,000 Facebook Interactions
on jump day

‘Owned’ content - YouTube
videos to over 3 million
subscribers

Multiple formats for content:
Red Bull TV, online and
magazine publishing,
magazine, social media,
images, and blogs. See
www.redbullmediahouse.com



Red Bull – Content Marketing



Branded Content is



Content produced by or for brands

Red Bull illustrates some key features of (much) branded content

- 'Owned' media
- Audiovisual
- Entertainment
- Storytelling (documentaries, short formats)
- Multiplatform delivery
- Mobile and other consumption
- Sharing (viral; posts, retweets etc.)
- 'Content' (ideas+images+writing+advertising)
- Marketing through media content

"...any content that can be associated with a brand in the eye of the beholder." Branded Content Marketing Association www.thebcma.info/

Communications that are funded or endorsed by the brand owners



Branded Content

Content marketing is the discipline of creating quality branded editorial content across all media channels and platforms to deliver engaging relationships, consumer value and measurable success for brands.

Content Marketing Association (UK)



Native advertising - advertising that is 'native' to property in which it appears.

paid, branded messages that 'fit' the media in which they are placed.

Native advertising – content that supports the aim of an advertiser (and is paid for by the advertiser) but mimics the format and editorial style of the publisher that carries it.



<http://www.mediative.com/branded-content-highly-effective/>

Native Advertising

Development of advertorials

- Feature or news-based articles designed to fit the style, tone, appearance and content of the publication in which they are placed.
- Have the appearance of **articles** but work like **advertisements**.
- Required to be identified as advertising by the Advertising Standards Authority e.g. 'Advertisement Feature'

ADVERTISEMENT

TWIST & SHOUT

Get a look inspired by Shay Mitchell's romantic waves and stylish braid with this easy step-by-step guide:

- Give your hair the strength it needs to achieve the look you want and reveal your natural shine with Pantene Nature Fusion Smooth Vitality Shampoo and Conditioner.
- Work Pantene Nature Fusion Smooth Crème through wet hair from root to tip, to help prevent humidity from penetrating the hair and keep frizz from forming.
- Give your wavy hair relaxed definition, dry a light mist of Pantene Pro-V Curl Enhancing Spray Gel to hair, and then work through from ends to top. Slowly for waves that are light and bouncy, never stiff or sticky.
- Finish the look with a wraparound braid, beginning on the left and working your way toward the right side of your head. Secure with a rubber band, then tuck in and fasten with a lock-by-pin, leaving the ends hidden beneath your waves. Ensure hold with Pantene Medium-Thick Anti-Humidity Non-Aerosol Hairspray, leaving hair loaded with shine and soft to the touch.

LOOK OF LOVE

Give a modern day twist to your Valentine's Day look with these foolproof tips and must-have products from Pantene. Whether preparing for a date or simply updating your look, Pantene puts your best tress forward by giving you options to make the healthy hair you love last and last.

Get the look! Visit pantene.com/hairstyles to sort through more hairstyles and how-to guides.

SMART CAR

The new Kia cee'd is full of clever technology that makes owning and driving it a truly rewarding experience. And it begins before you even get in the car...

Long gone are the days of an old-fashioned key. You unlock and start the new cee'd using the Kia Smart Entry System*, a 'smart key' that can be kept in your pocket, or bag. The key knows that you're about to open the door or push the engine start button - it's as simple as that. Selected models also come equipped with kerbside lights and doorhandle illumination to help guide you in the dark. It all makes life so much easier and, once behind the wheel, the theme continues: you can adjust the driver's seat automatically to suit your personal, pre-programmed settings**.

On the move, the opportunity to tailor your driving experience begins with the Flex Steer system†.

This feature allows you to adjust the steering mode between normal, comfort or sport depending on your preference, or the driving conditions. Keeping on top of where you are, and where you're going, is easy with the 7in satnav touchscreen system††, which comes complete with UK and European road maps, UK postcode recognition and a Traffic Messaging Channel.

Driver and passenger safety is always an important design consideration, and the new cee'd bristles with advanced technology to help take care of occupants. Features such as the Lane Departure Warning System** alerts you should you inadvertently drift from one lane

to another without indicating. As darkness falls, adaptive xenon headlights** help improve visibility by lighting up the road ahead based on steering input and vehicle speed. And once you've safely arrived at journey's end, the satnav screen helps with reverse parking by displaying images from the rear-facing camera. Together with PPAS** - Kia's innovative parallel park assist system - manoeuvring the cee'd into the tightest of parking spaces is a breeze.

Practical, safe and a truly rewarding drive, plus Kia's pioneering seven-year, 100,000 mile warranty adds that extra peace of mind. To find out more about the new cee'd and the arrival of the spacious new Kia cee'd Sportswagon (launching this month) visit www.kia.co.uk.

ADVERTISEMENT FEATURE

SMART THINKING You open and start the new cee'd without using a conventional key. FULL GUIDANCE Full UK and European satellite navigation is available on grades 3 and up, whilst the screen doubles up to display images from a rear-view camera while parking. SAFETY FIRST The Lane Departure Warning System (LDWS) lets you know if you have moved out of your lane without signalling.



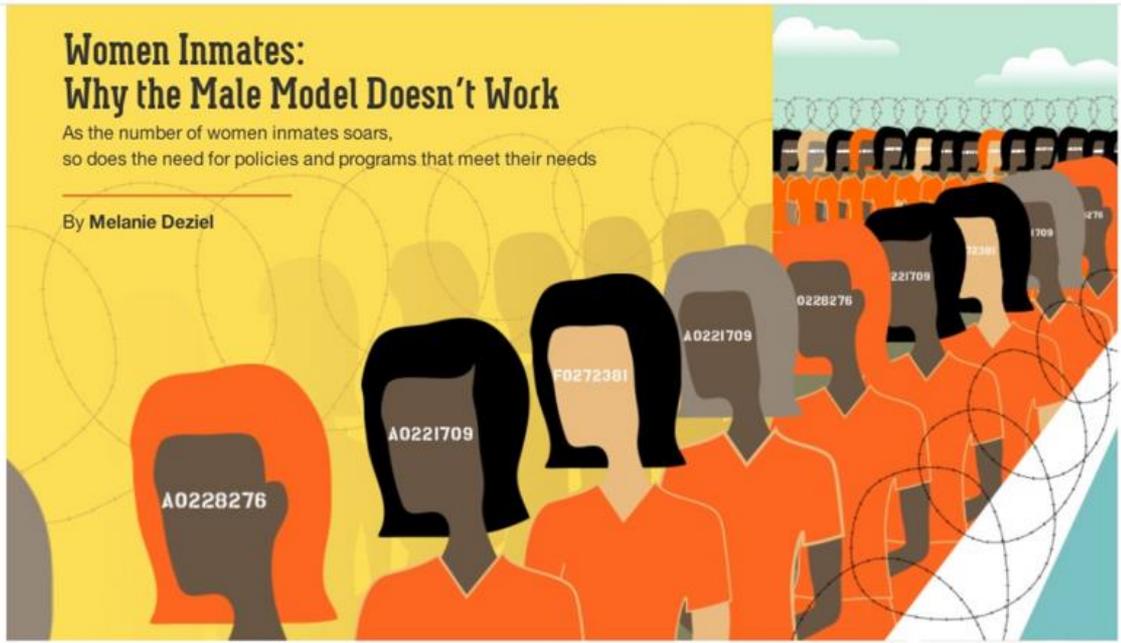
* available on 4 and 4 Tech models ** available on 4 Tech model only † available on grade 2, specification upwards †† available on grade 3 specification upwards



- 1. OP-ED | ARTHUR C. BROOKS
Abundance Without Attachment
- 2. PAUL KRUGMAN
Wall Street's Revenge
- 3. MENAGERIE
The Wrong Dog
- 4. EDITORIAL
Are Midwives Safer Than Doctors?
- 5. Waters Warm, and in Maine

PAID POST

BrandStudio NETFLIX ORANGE ISLANDS



ILLUSTRATIONS BY OTTO STEININGER

Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs

By Melanie Deziel

Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.

Today, some 15,000 are held in federal custody and an additional 100,000 are behind bars in local jails. That sustained growth has researchers, former inmates and prison reform advocates calling for women's facilities that do more than replicate a system designed for men.

"These are invisible women," says Dr. Stephanie Covington, a psychologist and co-director of the Center For Gender and Justice, an advocacy group based in La Jolla, Calif. "Every piece of the experience of being in the criminal justice system differs between men and women."

14 Hacks To Really Up Your Gardening Game This Spring

Garden on fleek. Anyone can get a great garden with [Miracle-Gro](#).

posted on May 18, 2015, at 11:07 a.m.



14 Hacks To Really Up Your Gardening Game This Spring



14 Laundry Fails We've All Experienced

You aren't the only one who has turned everything pink.

posted on Oct. 7, 2015, at 1:58 p.m.



1. You may as well throw in the towel. If you can find it in that laundry explosion. Seriously, that is messy AF.



Miracle-Gro Yesterday at 8:30am

The end of gardening season is near. HA! Not at all. Spinach, collard greens and broccoli thrive in cool weather.



Follow @MiracleGro 6,587 followers

Tweets

Miracle-Gro @MiracleGro We're in! #gardening 2h



Colour Catcher 21 hrs

It's #ThrowbackThursday and we are so grateful we don't have to clean rugs like this anymore - effort!



BuzzFeed

BuzzFeed was founded in 2006 as a viral lab, focusing on tracking viral content. BuzzFeed generates its advertising revenue through **native advertising** that matches its own editorial content, and does not rely on banner ads.



The BuzzFeed Audience



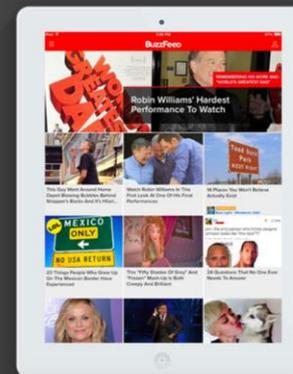
200+ Million
monthly uniques

50% are 18-34 years old

Source: Google Analytics, Comscore

60% of our traffic
is mobile, and
growing

Source: Google Analytics





AND THE AWKWARD GOES TO...

19 Best Seen And Unseen Moments From The Emmys

12 Things We Missed The Most About Michael J. Fox

PRESENTED BY The Michael J. Fox Show

FEATURED PARTNER

Can Your Heart Handle This Crib Full Of Adorable Baby Pandas?

HINT: NO IT CANNOT.

by Matt Bellissal a few minutes ago 38 responses

THE SLOTH: The 10 Fantasy Football Owners In Every League (Represented By Animals)

You may have a smart, flexible strategy for managing your team, but not everyone does. Here are 10 owners you'll find in every league... represented by animals, because BuzzFeed. Brought to you by Lenovo. Face the fantasy jungle with the Ilespad Yoga. 4 awesome modes. 1 incredible machine.

PRESENTED BY Lenovo

FEATURED PARTNER

Big Stories

Terrifying Cell Phone Video From Inside The Westgate Mall During The Terrorist Attack

by Rachel Zarrell 10 responses

Fresh on the web

The \$200K Lesson I Learned From Getting Shot

on salon.com

MMQB: Aiden Smith, Brian Hoyer, Trent Richardson And More NFL Week 3

on mmqb.31.com

Why Generation Y Yuppies Are Unhappy

on huffingtonpost.com

The War On War | The Onion - America's Finest News Source

on theonion.com

The 10 Worst Experiences You'll Face During College

on theonion.com

the guardian

UK world sport football comment culture economy lifestyle fashion environment tech money travel

home

sustainable living

from guardian sustainable business

Sponsored by: Unilever

10 things we learned about collaborating for sustainability

1 comment

Coming to a mall near you: a green alternative to Home Depot

Three decades after he transformed home organization, Container Store co-founder Garrett Boone is putting his money behind TreeHouse, a green home improvement retailer. But is the market ready?

Religious festivals: how sustainable is Kumbh Mela, Hajj and Christmas?

From Christmas to the Hajj pilgrimage, religious festivals can involve some of the most unsustainable activities but steps are being taken to reduce their impacts

2 comments

Collaborating for sustainability: what business partnerships work best? - live chat

109 comments

Coders in San Francisco hack out ideas for apps with meaning

Why rivals like PepsiCo, Coca Cola, Unilever and P&G are joining forces

4 comments

First look: environmental entrepreneur Paul Hawken's long-awaited new book

8 comments

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STALKER

sky LIVING HD

Mondays 10pm

New. Unmissable. Exclusive.

How to spot a criminal: The tell-tale signs that someone is hiding the truth, from a dry cough to a tapping foot

Sponsored by Sky Living: Home of Killer Drama

By MARISSA CHARLES FOR MAILONLINE

PUBLISHED: 15:09, 10 November 2014 | UPDATED: 23:45, 11 November 2014

Share | 63 shares | View comments 13

Wiping their nose, tugging at their ears, crossing their arms and tapping their feet. These are just some of the subconscious mannerisms that murder suspects may exhibit during interrogations that can give away their guilt.

Site Web Enter your search Search

Like Daily Mail Celeb | Follow @DailyMailCeleb

Follow Daily Mail Celeb | +1 Daily Mail Celeb

DON'T MISS

Bottoms up! Kim Kardashian bares her full derriere... while balancing a glass of champagne on her most famous asset She's bubbly

EXCLUSIVE: TI! go

ELEM Tue 9p sky TV Ca up dem n

cities

RSS



The 10 worst city tourism videos

Bad acting, sexual innuendo and a parrot riding a tricycle - from Astana to Cincinnati to Singapore, come and marvel at the worst promotional tourism videos for cities

25 comments

What should your city's slogan be?

About Guardian Cities

Supported by THE ROCKEFELLER FOUNDATION

The Guardian Cities website is supported by the Rockefeller Foundation. The site offers a forum for debate and the sharing of ideas about the future of cities across the world. All content is editorially independent

Editor's picks

<h4>City brands</h4> <p>Top 25 revealed</p>	<h4>Twilight world</h4> <p>Preston</p> <p>Aasma Day explored the dark heart of her city, meeting people from everything from transport and weather to crime and social 'buzz'</p> <p>307 comments</p> <p>Sharon Zukin on brands</p>	<h4>An urbanist's guide</h4> <p>Manila</p> <p>Kjerimyr Rodrigo Andrés from Distinguished and Ever Loyal talks us through his chaotic and noisy home city, the capital of the Philippines</p> <p>17 comments</p> <p>1 comment</p>	<h4>Street View sleuth</h4> <p>What bugs you?</p> <p>Google Street View isn't just a fun way to waste time at the office - it can be a real tool for pointing out flaws in urban planning</p> <p>33 comments</p>
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Global voices

The best city blogs around the world

We're getting to know the local urban voices who cover their home cities most insightfully. Here's our initial list of bloggers, from Detroit to Addis Ababa

This week: Kjerimyr: Rodrigo Andrés from Manila

Resilience: the debate

Why?

Publishers: way to distinguish their ad offering in highly competitive internet ad markets
Finance media; monetise users

Advertisers and agencies: 'more bang for their buck'
Native seen as more effective than traditional ad formats (and can evade ad-blocking)

User behaviour:
Response to changes in media consumption affecting advertising effectiveness

- Shift from PC to mobile, with users less tolerant of display ads
- Content discovery shifting from search (and destination sites) to social
- Audiovisual content taking an increasing share of total digital media consumption.
(Free video on YouTube supported by in-stream ads that seek to match the content being watched)

Regulation: more permissive; reactive

“...content marketing has emerged as the most vibrant and talked-about marketing sector of the past five years...”

Patrick Quinn, Chief Content Officer, PQ Media.

- Content marketing worldwide grew 13% in 2014 to \$26.5 billion
- Brands have found it to be successful at breaking through the increasing clutter distracting potential end users.

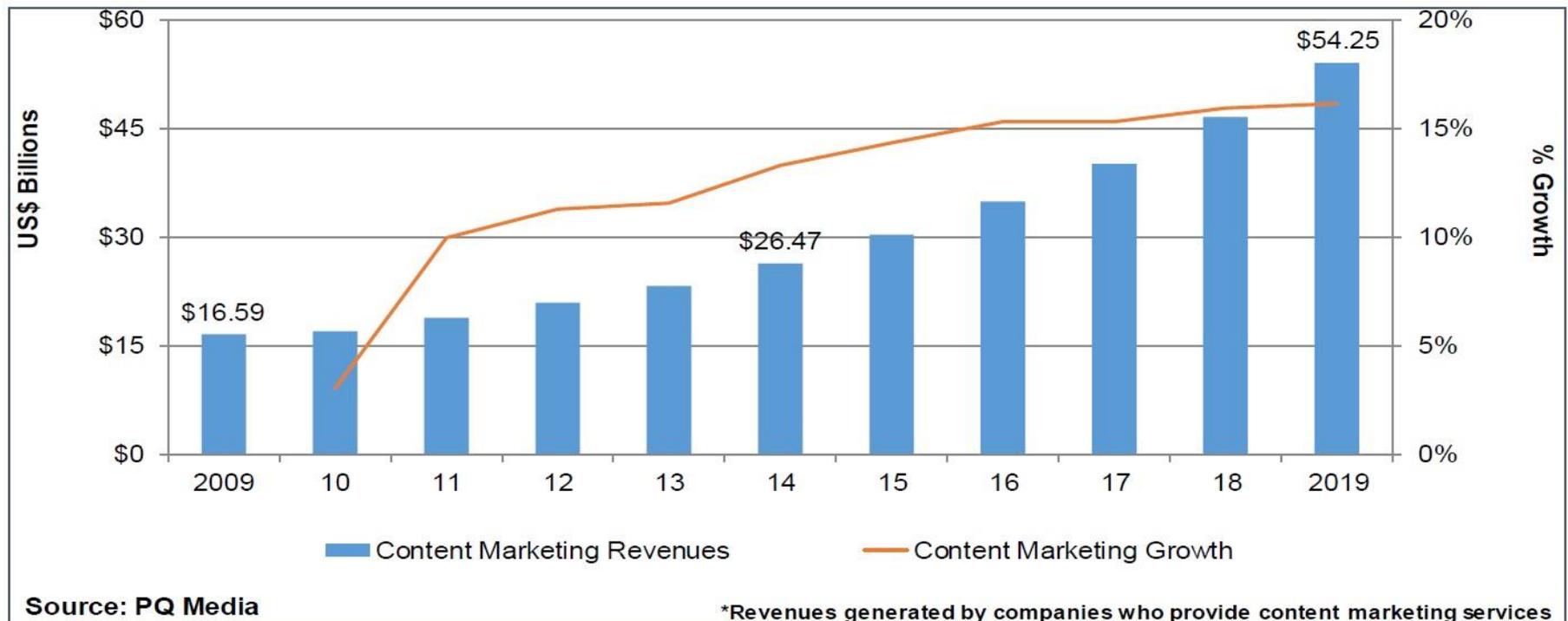
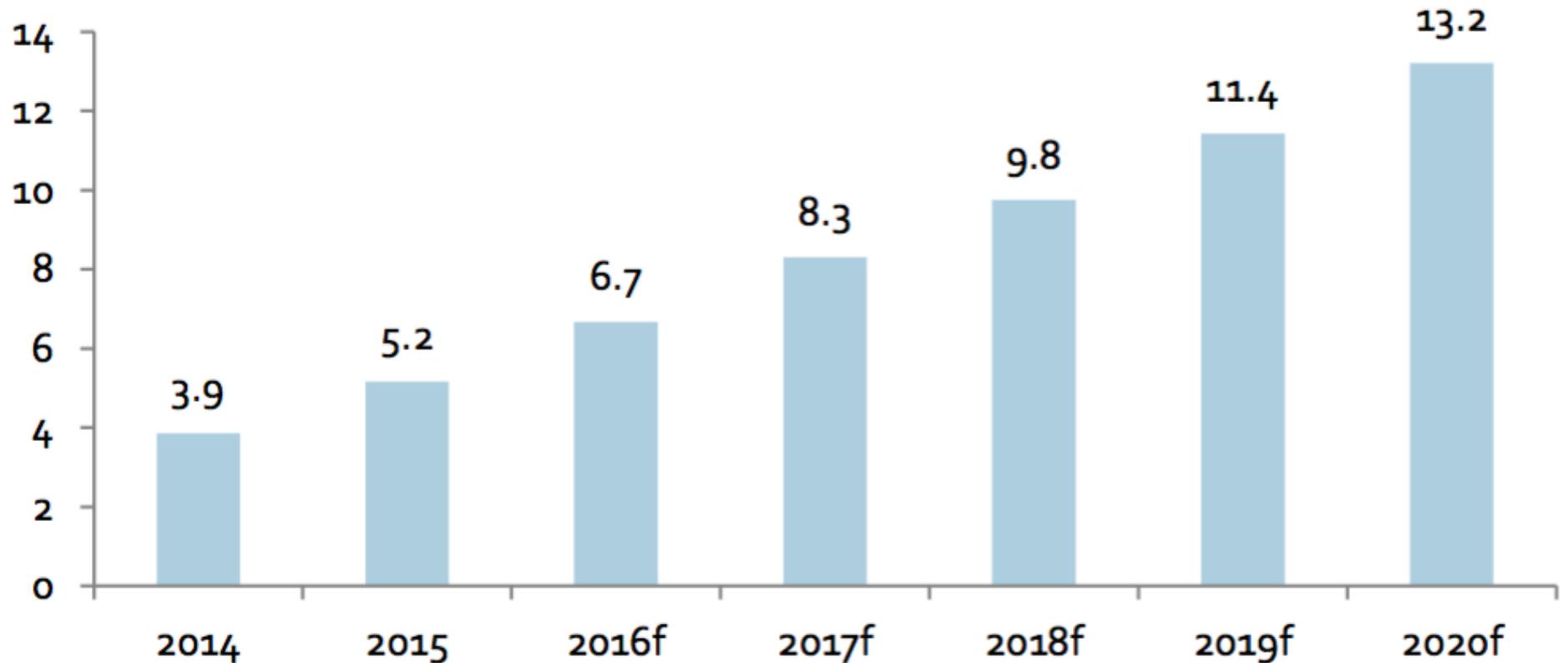


Figure 1: Native ad spend in Europe, 2014-2020 (€bn)

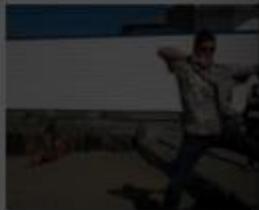


[Source: Enders Analysis]

Enders Analysis estimate that spending on native advertising will rise from €5.2 billion in 2015 to €13.2 billion in 2020, when it will represent 52% of display advertising spend.

VentureBeat

By Meghan Kelly (Albums)



Meghan Kelly

September 24, 2011



Matt and Dylan before the jump...dry. — in San Francisco, California.

Tag Photo Edit Location

Like · Comment · Unfollow Post · Share · Edit

Owen Thomas likes this.



Write a comment...

Sponsored

Trumer SF Beer Week Party

trumer-international...



Join us 2/19 at our Berkeley brewery, alongside Celebrator Beer Magazine & 40 local craft beers, for the SF Beer Week Closing party.

Hulu Plus



Get your free week of Hulu Plus and instantly watch The Vampire Diaries.

Like · Tim Shea likes this.

‘Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed’.

www.sharethrough.com/nativeadvertising/

In-Feed Native Ads



Search & Promoted Listings



- In-feed units
- Paid search units
- Recommendation widgets
- Promoted listings
- IAB standard ads with “native” element units
- Custom

Content Recommendation Widgets



Custom Content Units

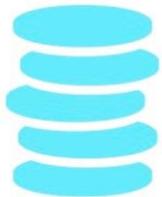


<http://www.iab.com/news/iab-releases-native-advertising-playbook-to-establish-common-industry-lexicon-evaluation-framework-disclosure-principles/>

The future of mobile advertising is native

By 2020

63.2% of mobile display advertising will be native, which will make up...



\$53 billion

in advertising spend

75.9%
2020

By 2020, 75.9% of all digital ad spend will be mobile

Brought to you by

facebook Audience Network



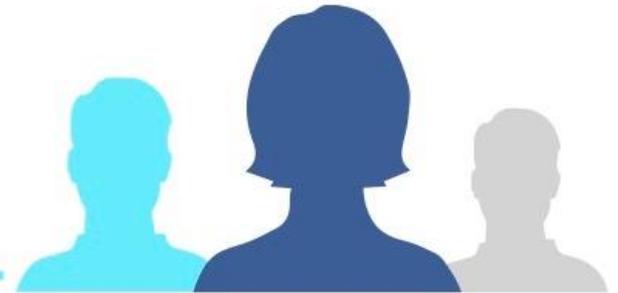
100%

60%

20%

Consumers engage with native ads 20% to 60% more than standard banner ads

Native ads result in up to 3x higher user retention



People prefer native advertising

The future of mobile advertising is native

Visit www.facebook.com/audiencenetwork to read the full report

This study was conducted by IHS and commissioned by Facebook's Audience Network, and provides the first market sizing and future projections of the mobile native advertising market across regions. As part of this study IHS conducted 70+ in-depth interviews with industry stakeholders in 25 countries.

media relations
blogger relations
Influencer relations

EARNED

advertising
banner ads
Google AdWords

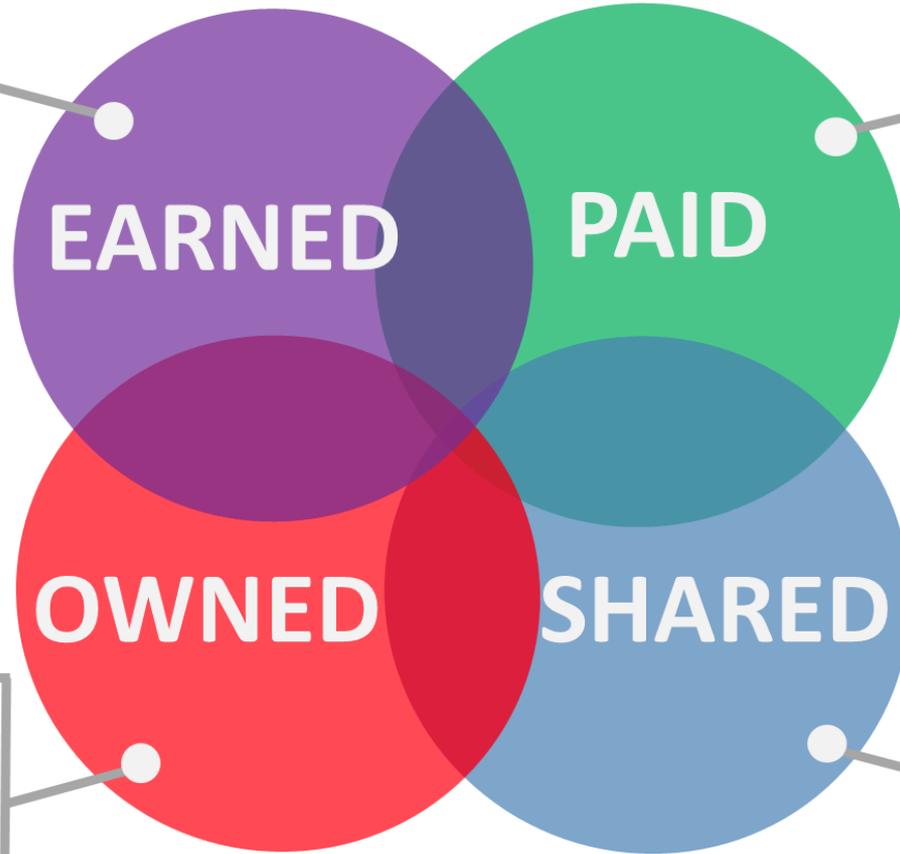
PAID

website
blog
content

OWNED

social media
word of mouth
referrals

SHARED



Mid-Twentieth Century

Media

Advertising ('Paid')

Public Relations ('Earned' Media)

'Owned' Media - e.g. Michelin Guide

'Shared' –word of mouth; referrals; fanzines etc.

Mid-1990s onwards

Expansion of 'owned' media – online publishing and content

Expansion of 'paid' media – search, online advertising

Mid-2000s onwards

Expansion of 'shared' media – social media

Expansion of 'paid' media – online 'rich' media (audiovisual); mobile

Mid-2010s

Convergence: media and paid content ('branded content')

Increasing convergence across owned, paid, earned and shared

Media and Marketing Communications Convergence

The characteristic relationship of media and advertising in mid-20th century Western media was ***integration with separation***.

The emergent forms are ***integration without separation***

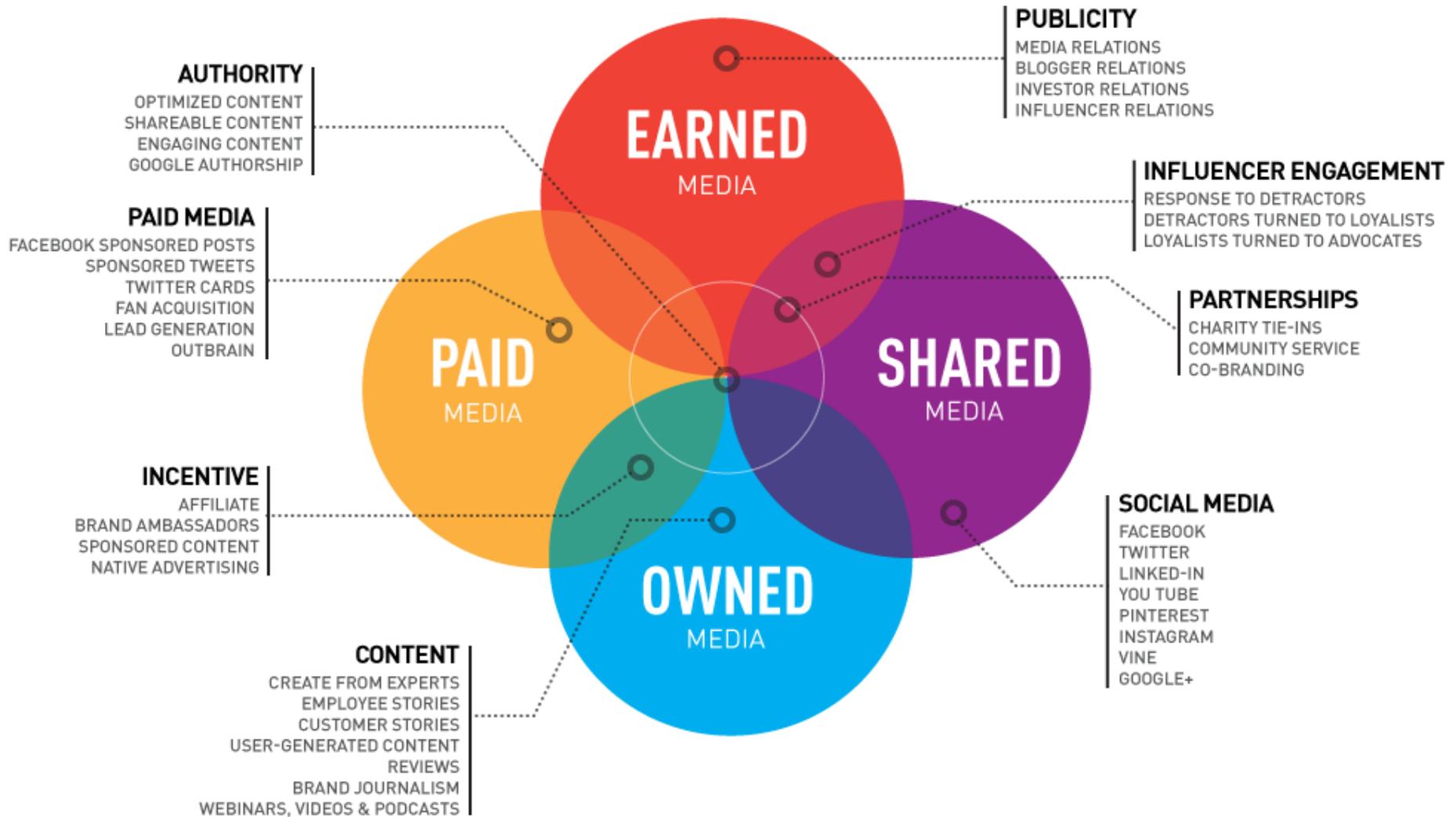
e.g. product placement, advergames, branded content, native advertising

Convergence of paid (advertising), earned (PR), owned (publishing) and shared (social)

but this coexists with trends towards ***disaggregation of media and advertising***.

- Marketers do not need to subsidise premium content to reach target prospects (Turow, *The Daily You*).
- Advantages of tracking, targeting and behaviour advertising
- Increased pressure on ad rates charged by media content providers

While these trends are in some senses diametrically opposed, they both reflect a new shift towards marketer power in an era of increased competition for and dependence on advertising finance.



<http://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>



“There’s this huge intersection at the moment between public relations creating content that starts a conversation that results in an action or change in behaviour; and advertising, marketing and digital that understand behaviour very well and the points where you have to create nudges or interrupt to bring about a change in them”.

Stephen Waddington

Partner and Chief Engagement Officer at Ketchum (former President Chartered Institute for Public Relations, CIPR)

<http://bobcm.net/2015/08/20/stephen-waddington-the-resurgence-of-pr-in-the-shift-to-social-business/>

Problems and issues

Integrity of media channels - Erosion of the 'firewall' between editorial and advertising

Marketers' influence on content, and on range of information, imagery and ideas circulating.

Corporate influence across (news) media

Audience understanding; Identification of advertising – media literacy, digital literacy

Stealth advertising Einstein, M. (2016) *Black Ops Advertising*

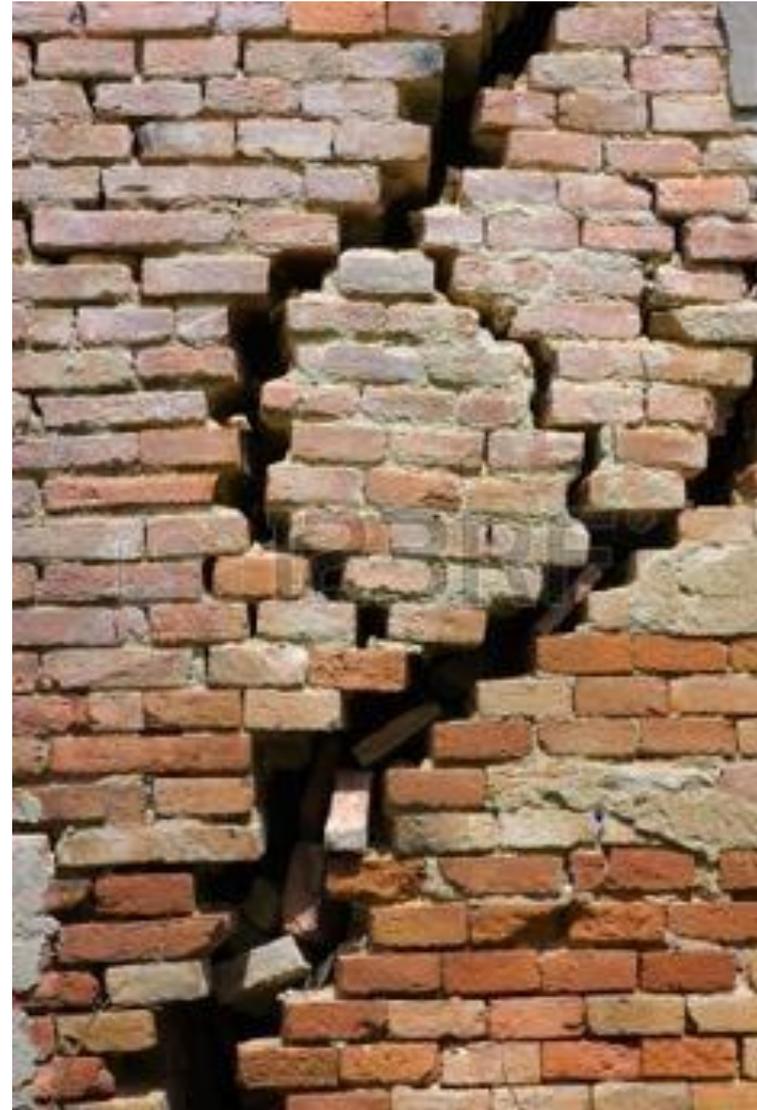
Invasive advertising

Problematic advertising ('Junk food' etc.)

Economic surveillance

Commercialisation of communications and cultures

See Hardy, J (2014) *Critical Political Economy of the Media*, Abingdon: Routledge



Native-Ad Experts Critique John Oliver's Harsh Critique of Native Advertising

by Felix Gillette
felixgillette

August 5, 2014 – 9:25 PM BST



Oliver Photograph by Eric Liebowitz/HBO



On Sunday night on HBO, comedian John Oliver took a pickaxe to native advertising, arguing that the trendy marketing practice is a threat to the editorial independence of newsrooms, tends to mislead readers, erodes trust, and is a disturbing symptom of the broader financial problems hampering print news organizations as they adapt to the Web. Along the way, he described the mingling of news and advertising as akin to

<http://www.hbo.com/last-week-tonight-with-john-oliver/episodes/01/13-august-3-2014/video/ep-13-clip-native-advertising.html?autoplay=true>

(some adult humour)

Regulation

United States: Federal Trade Commission **Guidelines on Native Advertising** (December 2015)

Principle: "an ad shouldn't convey that it's anything other than an ad."

There should be no "implied or express representation that [a native ad] comes from a party other than the sponsoring advertiser."

Disclosure for paid content-based advertisements should be:

- In clear and unambiguous language
- As close as possible to the advertisement to which they relate

Commission Enforcement Policy Statement on Deceptively Formatted Advertisements (December 2015)

<https://www.ftc.gov/public-statements/2015/12/commission-enforcement-policy-statement-deceptively-formatted>

<https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses>

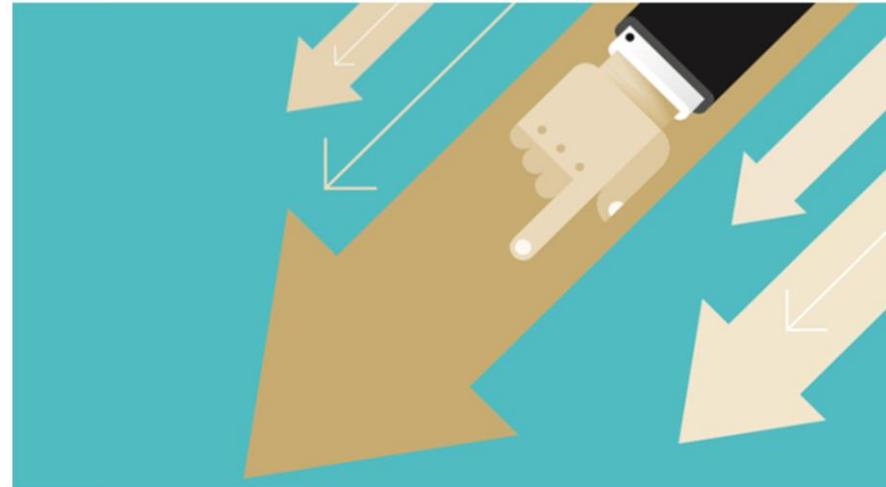
ADWEEK

Publishers Are Largely Not Following the FTC's Native Ad Guidelines

Popularity of branded content is soaring

By Marty Swant

April 8, 2016, 1:55 PM EDT



New vlogging advertising guidance

19 August 2015

Our sister body, the Committees of Advertising Practice (CAP) have produced clear [new guidance for vloggers](#) to help them better understand how and when the advertising rules apply to their vlogs so that they are upfront and deal fairly with their followers.

The new guidance comes in response to calls for greater clarity from vloggers about when material in vlogs becomes advertising and how they can make that clear. It follows a [ruling](#) last year in which several vlogs (where there was a commercial relationship between the advertiser and the vloggers) were found to be misleading because they did not make clear before consumers engaged with the material that they were ads.

The advertising rules, which apply across media including online and to social media channels, state that ads must be obviously identifiable as such. If a vlogger is paid to promote a product or service and an advertiser controls the message then it becomes an ad. When that happens, like all advertisers, vloggers must be upfront and clearly signpost that they're advertising.





- Rio Ferdinand** @rioferdy5
Oh my Gays, Del Piero has just smashed 1 in the top corner for Juventus vs Roma...what a player he is + what a great career he has had #Legend
- Rio Ferdinand** @rioferdy5
Just got sent a cd with MC CREED on it...I am throwing out some old skool moves in my onsie + slippers!
- Rio Ferdinand** @rioferdy5
Just got sent a cd with MC CREED on it...I am throwing out some old skool moves in my onsie + slippers!
- Rio Ferdinand** @rioferdy5
You're not you when you're hungry @snickersUk#hungry#spon
lockerz.com/s/177408824
View photo
- Rio Ferdinand** @rioferdy5
Cardy finished. Now 4 the matching mittens!!



Rio Ferdinand @rioferdy5

You're not you when you're hungry @snickersUk#hungry#spon
lockerz.com/s/177408824

Hide photo

ASA

....our rulings against **celebrity tweets** have set a clear benchmark that requires advertisers to make it obvious when the tweet is a paid-for commercial message

Advice that #ad or #spon should be used on Twitter to indicate when a tweet is an ad

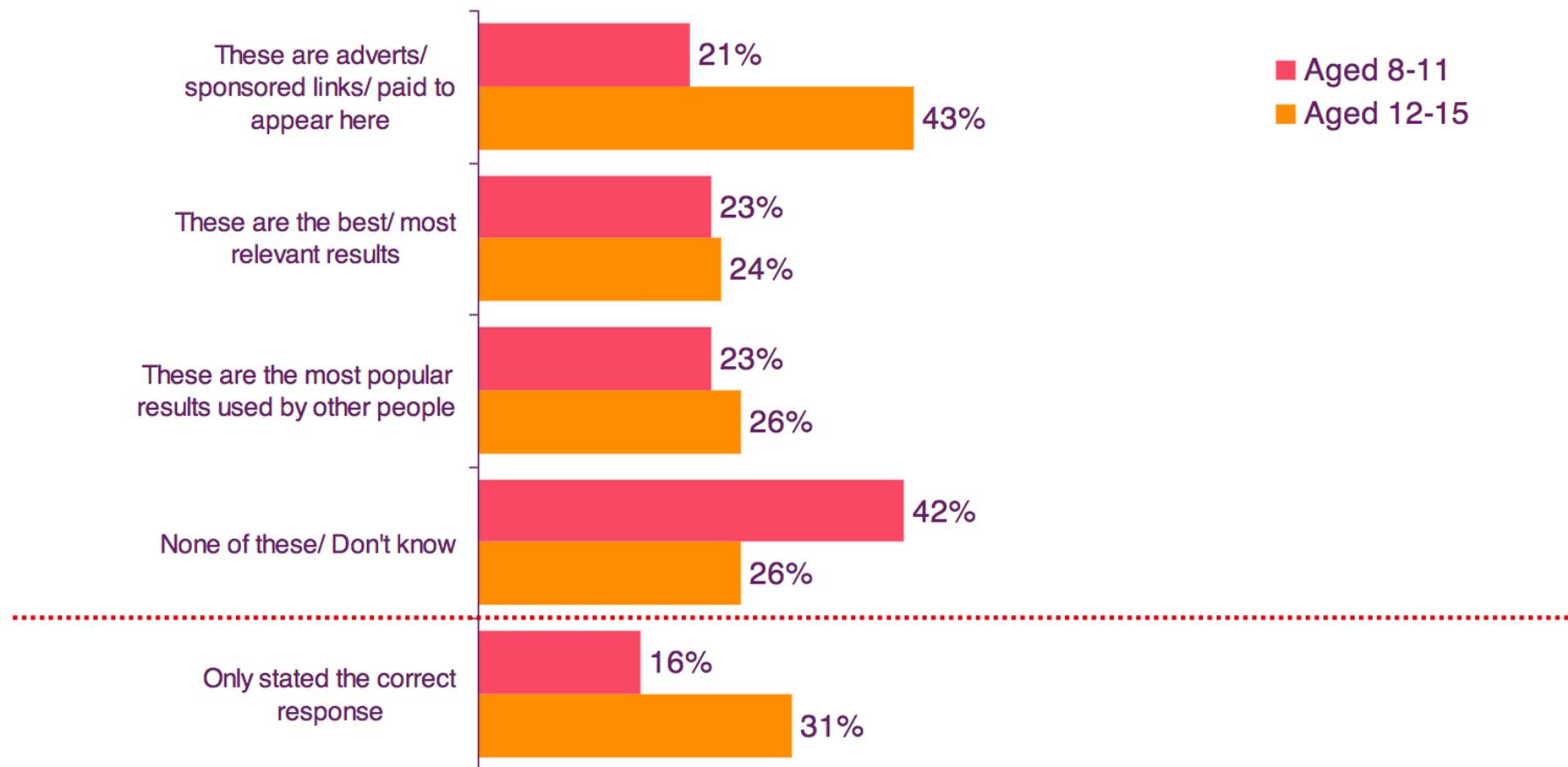
ASA Annual Report 2012, p22.

".... we considered it was acceptable that the first four tweets were not individually labelled as being part of the overall marketing communications. We therefore concluded that the ads did not breach the [advertising] Code". ASA

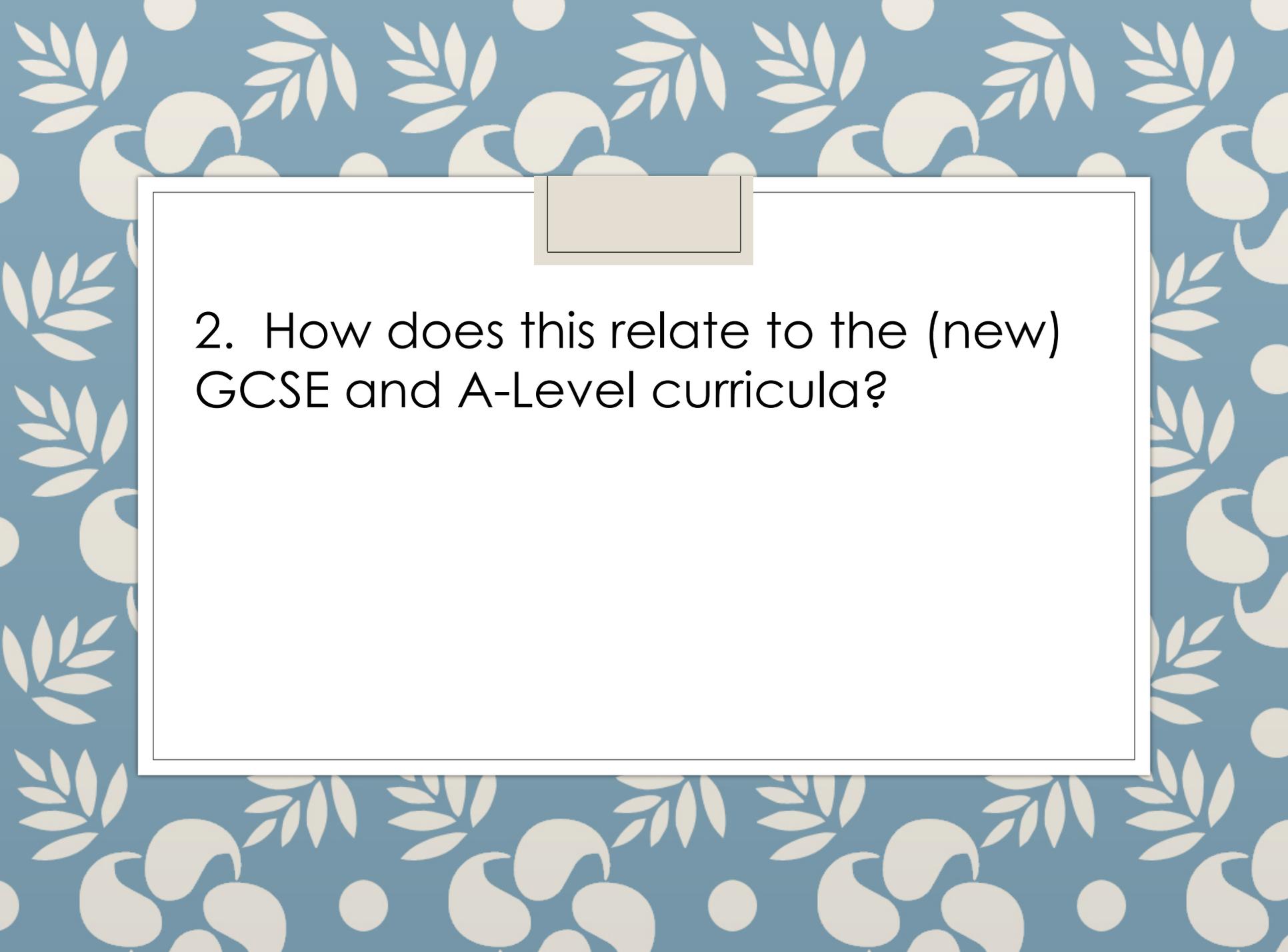


Ad-awareness, media literacy and regulation

Figure 59: Understanding of paid-for results returned by Google searches, among 8-15s who use search engine websites: 2015



**Media – Marketing
Convergence
&
Media Studies**



2. How does this relate to the (new) GCSE and A-Level curricula?

Media Studies A Level: AQA AQA MEST1 Investigating Media,; OCR G325: Critical Perspectives in Media;

AQA MEST1 Investigating Media; (MEST3 Critical Perspectives)

features and issues such as synergy, intertextuality, cross-media promotion, public service remit and other obligations, censorship and control, news and entertainment values, the technologies used in the production and reception process – as relevant to the topic chosen.

OCR A2 G325: Critical Perspectives in Media

Contemporary Media Regulation (including regulation of advertising)

Media in the Online Age

To what extent has convergence transformed the media? Candidates might explore combinations of any two media...[including] various forms of online media production by the public or a range of other online / social media forms.

G324 and related production units

GCSE Media Studies

AQA Unit 2: Understanding the media

Cross-media study of linked texts (and promotion)

Examines

- the significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products
- how media organisations maintain, including through marketing, varieties of audiences nationally and globally
- the regulatory framework of contemporary media in the UK
- the impact of 'new' digital technologies on media regulation, including the role of individual producers

- how processes of production, distribution and circulation shape media products
- the impact of digitally convergent media platforms on media production, distribution and circulation, including individual producers
- the role of regulation in global production, distribution and circulation
- the effect of individual producers on media industries

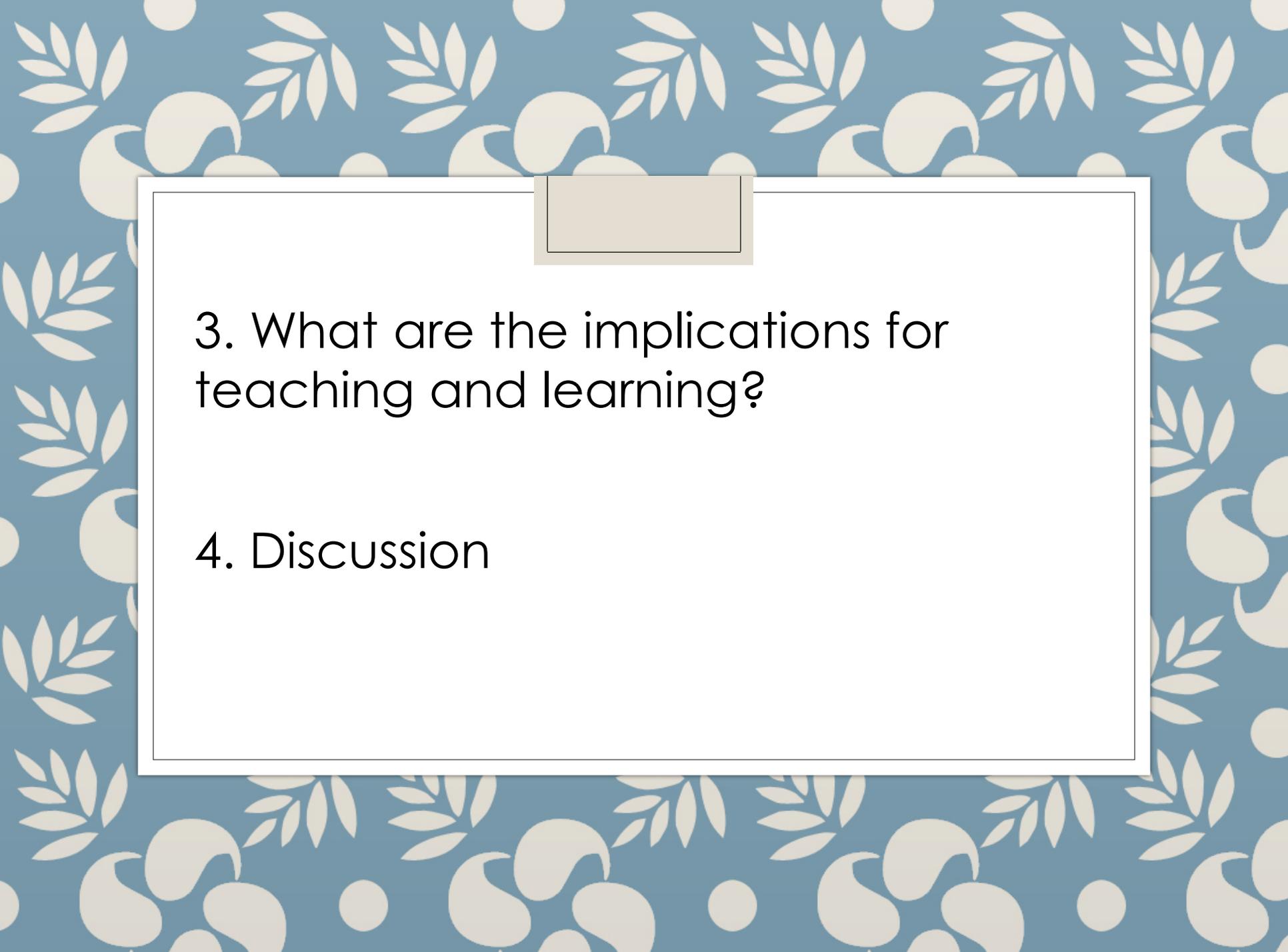
2016 Consultation on Subject Benchmark Statement for Communication, Media, Film and Cultural Studies <http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-consultation-16.pdf>

‘Some [degree programmes] range across the general areas of culture and/or communications and media, while others focus on a particular practice such as advertising, film, screen studies or journalism’

No reference in statement to ‘convergence’, ‘marketing’

My view:

QAA statement is sufficient to encompass the range of emergent practices in communications...Yet it also articulates relative settled categories of communication practice (‘broadcasting’ ‘advertising’ ‘public relations’) whereas it might indicate more strongly an engagement with processes of convergence across communications and marketing industries and activities.



3. What are the implications for teaching and learning?

4. Discussion

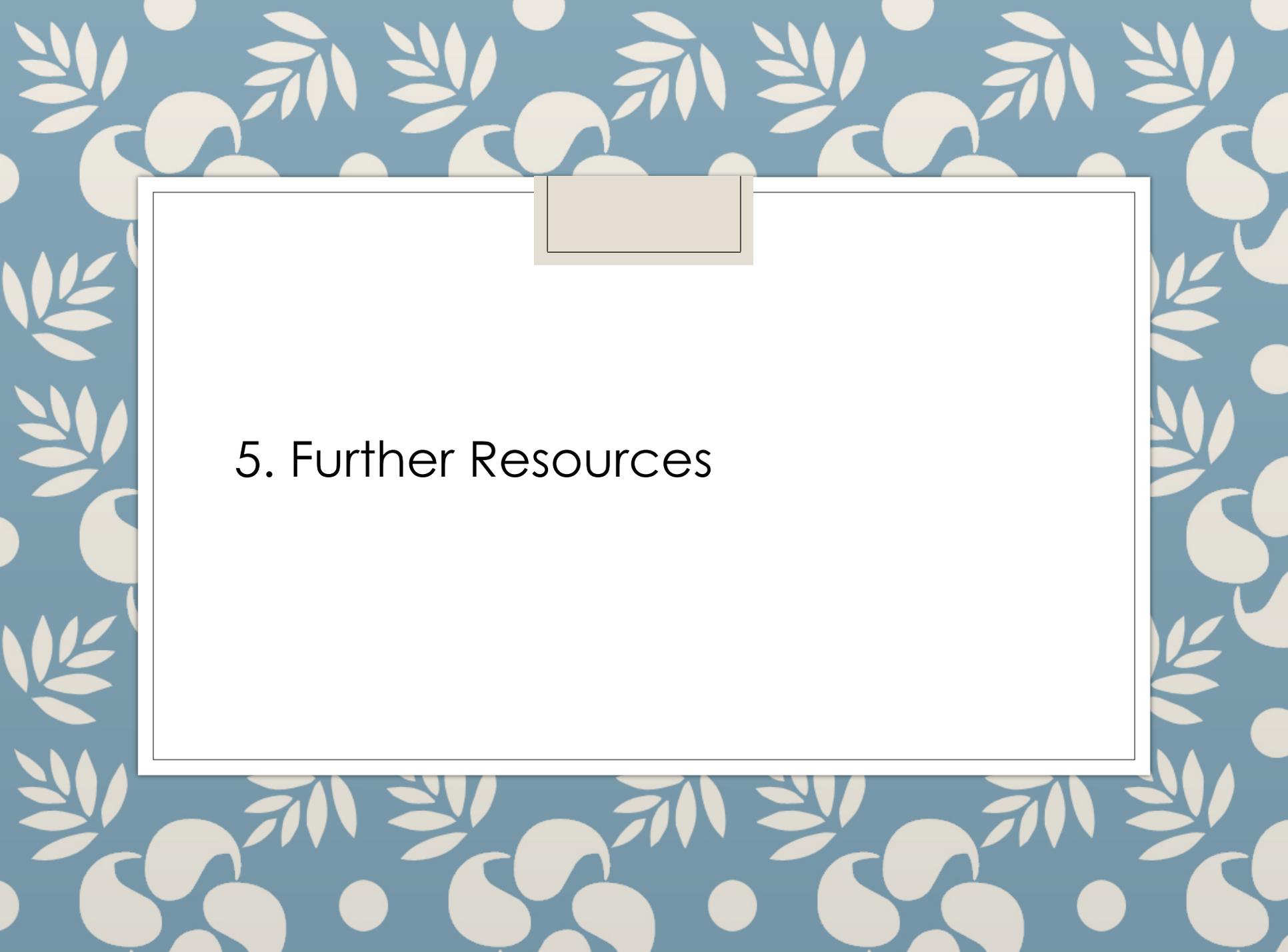
General observations

Opportunities to address changing relationships between media and marketing communications in curricula

- Integrate into **production** work/reflection on production
- Integrate into **investigation** of convergent media industries and practices; regulation and governance; media and society

Challenges

- Media-marketing developments are outpacing curriculum and conceptual categories
- Engaging students around topics of interest as active researchers
- Navigating continuity/change e.g. aiding students in meeting assignment requirements



5. Further Resources



Arts & Humanities
Research Council

Branded Content Research Network – (launch 1 September 2016; j.hardy@uel.ac.uk)

AIM: facilitate collaboration between academics and industry professionals to explore branded content practices and their media policy implications.

Events; conference; publishing (with www.opendemocracy.net/), website and lots of resources

UK

Industry

Branded Content Marketing Association www.thebcma.info/

Content Marketing Association the-cma.com/

Internet Advertising Bureau www.iabuk.net/

Institute for Practitioners in Advertising www.ipa.co.uk

Chartered Institute for Public Relations www.cipr.co.uk

Civil Society

National Union of Journalists www.nuj.org.uk

Writers Guild of Great Britain <https://writersguild.org.uk/>

Campaign for Press and Broadcasting Freedom www.cpbf.org.uk

Media Reform Coalition www.mediareform.org.uk/

Impress <http://impress.press/>

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CANNES LIONS THE PEOPLE, PARTIES AND WINNERS AT THE FESTIVAL SPONSORED BY **theTradeDesk**

The New York Times VR Film 'The Displaced' Wins the Lions Entertainment Grand Prix

Beyoncé's 'Formation' video and Edeka's Christmas ad each win a Music Grand Prix

By Tim Nudd

June 24, 2016, 3:07 PM EDT Advertising & Branding



"The Displaced" immersed the viewer in the lives of three child refugees.

CANNES, France—The NYT VR project from The New York Times won its second Grand Prix of this Cannes Lions festival here tonight, with the individual virtual reality film "The Displaced," shot by Vrse.Works, earning the top prize in the revamped Lions Entertainment contest, to go along with the **Grand Prix in Mobile** that the NYT VR app itself won earlier this week.

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Editor's Picks

Snapchat CEO Evan Spiegel Showed Up at Cannes to Meet



2016 Awards

Adweek asked why give awards for Entertainment (formerly Branded Content and Entertainment category) to a work of art (Beyoncé video) and a work of editorial journalism (NYT documentary), neither of which is principally a piece of marketing?

One of the jurors, Kristin Patrick, global CMO of Pepsi, said "We debated this question a lot last night...One of the things we talked about was that the worlds of entertainment, brand marketing and the media world are all coming together....in almost an unprecedented way."

Another juror Josh Rabinowitz said of the Beyoncé video "Certainly a music video is a promotional tool, in its essence," he said. "It is funded by a major global corporation, a record label"

Issues and debates

Industry: Content marketing is disciplined by the drive for marketing effectiveness to be responsive to users, appropriate for media channels and responsible in (self-)regulation.

Cannes Lion Entertainment is awarded for works that are 'high quality, have a powerful relationship to the brand, attract an audience and not be interruptive, and be entertainment in its form and not just entertaining in its effect'.

Shift of control to users?

Critical/societal: Shift from 'firewall' principles of separation that kept advertising finance separate from media content to....Marketers shaping content across media and communications.

How can we safeguard editorial independence and aesthetic integrity in media? Do we need quarantine procedures to contain advertiser contamination?

Shift of control to marketers?

