

SUCCESSFUL BRANDED CONTENT IS AN ENGAGEMENT MACHINE

HOW BRANDS ARE INTEGRATING THEIR MESSAGES INTO FANS' FAVORITE MOMENTS

Sponsored Content From: Turner
By: Turner



A Colonel Sanders audition on truTV's *The Chris Gethard Show*? Adult Swim's *Rick and Morty* starring in an Old Spice commercial? A live ad for MassMutual saluting unsung heroes of 2017 during CNN's New Year's Eve coverage?

Advertisers today are looking for tighter integration with the TV shows they're buying. A traditional buy of 30-second spots alone no longer suffices. Which is why they're increasingly turning to branded content executions that put their message front and center for a show's most die-hard fans.

Dan Riess, EVP of Turner Ignite, explains why people respond better to these kinds of campaigns. "You can look at branded content as a supercharging of the traditional ad campaign," he says.

Results? In 2017, branded content from Turner drove 19-times higher engagement on social than content posted by advertisers, according to ListenFirst. Clearly, the fans are speaking.