

# Content Revelations

## Original Content Infographic

Content marketing presents an ideal way to form **authentic consumer relationships**; as such, its importance as a brand-builder is growing.

*"I think brands should have opinions. Brands should have a voice. And content is an incredibly expressive way to visualize and create an ethos around that voice."*

-Sr. Media Director  
CPG (Alcohol)

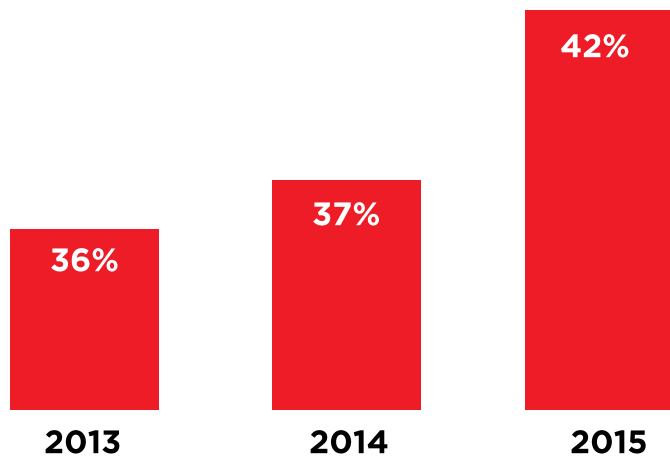


**Two-thirds** of marketers and agency executives believe that Original Digital Video will become as important as original TV programming within the next three to five years.

Source: IAB Digital Video Ad Spend Study, April 2015. <http://www.iab.net/research#sthash.uhHTwCHg.dpuf>

As a result of its heightened significance, content marketing budgets—especially in the area of digital video—are **evolving**.

### Original Digital Video As Proportion of Marketer Respondents' Total Digital Video Budgets



Source: IAB Digital Video Ad Spend Study, April 2015

*"Two years ago, my video content budget was probably zero. Last year, it was maybe \$2 million. In my 2016 plan, I have budgeted \$15 million."*

-Product Director  
Pharma (Rx)



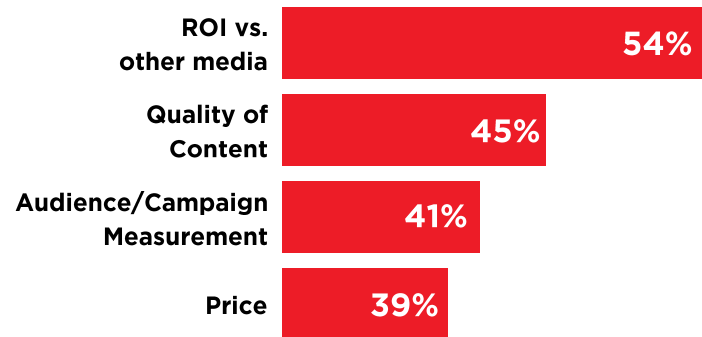
**64%** of marketers anticipate increasing their digital video ad spend in the next 12 months.

**Cost and quality** are the biggest factors inhibiting marketers and publishers from driving sustained performance in content initiatives.

*"The paradigm that has to change is you can't consider [content marketing] as a fixed cost...unfortunately I don't think every company has come to that enlightened point of view yet."*

-Global Advertising Director,  
Automotive

### Top Obstacles Among Marketers for Spending More on Original Digital Video



% of Survey Respondents

Source: IAB Digital Video Ad Spend Study, April 2015

Several marketers cited the need to account for original content production costs separate from traditional digital costs as original content often appears overly expensive, but in actuality provides a below-the-surface lift in “softer” metrics like consumer engagement.

With an underlying goal of driving **contextual relevance**, marketers cited several factors that make an ideal content partner.

- ✓ Clearly defined program objectives upfront; agreement on specific engagement metrics
- ✓ Intentional approach to platform; mobile-first or screen-agnostic
- ✓ Quality rivaling linear TV production values
- ✓ Tiered sponsorship opportunities for different spend levels and time commitments
- ✓ Measurement plan that recognizes value of consumer engagement with a brand
- ✓ Adequate promotion and distribution scale

*"We look for partners who can help us drive relevancy with their audience and then quality of the content to help drive a brand message across in a very authentic way."*

-Director, Digital Engagement  
CPG (Beverage)