

# SHOWBRANDS<sup>®</sup>

## behind the SCENES



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**Showbrands** is an independent consultancy specialising in branded entertainment measurement in Australia, New Zealand and the Asia-Pacific region.

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Showbrands was developed by Michael Byers who has over twenty years professional experience in cross platform marketing, covering a wide range of blue chip and SME clients. In the last six years he has been extensively involved in television generated imagery (TVGI) and its use in both competitor analysis and the measurement of marketing initiatives.

### **We're specialists!**

Our mission is to provide best practice measurement of the effectiveness of brand placement in media vehicles of all types. That means we have taken the best methods available overseas and enhanced them for our use. We've also developed our own methodology to provide a broad based approach that is quite unique and perfectly attuned to our local markets.

### **Branded entertainment is growing**

Branded entertainment is one of the fastest growing segments of the marketing communication mix. Marketers are discovering that the placement of their product into the right TV programme can help build the brand and grow sales. And as we move into the three screen age, branded entertainment is not confined to TV. As the demands for entertaining content grow so do the opportunities for savvy marketers.

### **Consumer behaviour is always changing**

Viewers are selecting from an ever increasing smorgasbord of programmes, often watching them at their own convenience. They are multi tasking while watching, channel surfing and skipping through the commercial breaks. Consumer touch points have multiplied too and social media has empowered word of mouth to new levels.

### **Measurement is important**

The measurement of marketing investments and the establishment of meaningful ROI figures is part of the everyday duties of a marketing professional. Similarly media professionals need to know how well their clients' investments perform. Measurement allows us to justify our budgets and fine tune our campaigns. After all, with the fragmentation of media the marketing dollar has to go a whole lot further.



## So what do we measure?

### Showbrands has a holistic approach to branded entertainment measurement.

We analyse your investment against the specific objectives of your product placement activity which could include:

- in programme product placement
- paid advertising support
- active audience engagement and multitasking

It's a truly comprehensive service that allows you to thoroughly understand the real value of individual brand placements.

We're an independent company and that makes it easy to maintain an independent viewpoint.



Member of the Australian Market and Social Research Society.

## Our clients

Showbrands research is normally commissioned by the brand owner but it is of importance to all the interested parties from content creators, networks and media agencies.

## We deliver quick results

In most cases, we can deliver top line results within 48 hours of your program going to air. Perfect if you need to make tactical adjustments to your campaign.

Our full service takes a little longer but a comprehensive report is usually available to you 7 working days after the monitoring period.

## We're totally confidential...

Quick results help you fully capitalise on your investment as well as shaping your thinking for the next initiative. As the research is totally confidential it gives you a great negotiating tool.

## ... and committed!

Showbrands is committed to raising the professional standards of branded entertainment and product placement for the benefit of all partners.

## We'd love to talk!

Get in touch and we'll give you an in depth look behind the scenes of branded entertainment and discuss how we can help you evaluate your branded entertainment activity. Just email or call Michael Byers. We have a simple briefing process and can quickly tailor a proposal for your brand.

## Contact Showbrands

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Showbrands is a member of the St James Ethics Centre.

