

The Case Study Series

Branded Value Analysis

**Australian MasterChef
Channel Ten TV
7 August 2011**

**Finale & Winners
Announcement
Programme**

SHOWBRANDS®

Introduction

Showbrands

Showbrands offers a cost effective value measurement system for the growing market of branded entertainment and product placement in the Australian and Asia-Pacific region. Showbrands is completely independent and has developed its own research methodology based on current best practice. The company is a member of the Australian Market & Social Research Society.

Showbrands is the only Branded Entertainment measurement company that has covered the MasterChef finales and announcements in 2009, 2010 and 2011. Naturally Showbrands will be continuing this coverage for the forthcoming 2012 series.

How we work

Showbrands works with clients in confidential partnerships. This allows us to access their marketing strategies and their in-house data to properly analyse:

- ROI on in programme product placement
- ROI on branded entertainment vehicles
- ROI on their in programme advertising support
- Social media engagement through our conversation monitor
- Extent of leverage activities in market channels and through partners
- Audience reaction through our Panel Pulse surveys
- Alignment of results with objectives

Showbrands Measurement suite may be utilised across all media. The company is committed to increasing the level of professionalism in the branded entertainment and product placement sectors through consultation, measurement and accountability.



Michael Byers

Showbrands was conceived and founded in 2009 by Michael Byers. Michael 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.

Branded Entertainment Definition

Branded Entertainment refers to marketing tactics that integrate products into broadcast material of all types. In the television arena this has typically been lifestyle programmes that endeavour to provide a high level of ongoing audience engagement - by being both entertaining and informing.

The branded entertainment model most commonly utilised in Australia is in-programme product placement supported by television commercials aired during the commercial breaks. Nominated sponsors of the programme may also receive opening and closing billboard credits. To varying degrees, brand owners then leverage the investment through their own consumer and trade channels.

MasterChef finale 2011

MasterChef 2011 has to date been the most successful series in Australia that utilised product placement. It culminated in a finale show on 7 August 2011 that was then followed by an announcement of the series winner. This Showbrands report analyses the MasterChef 2011 finale and winners announcement programmes that went to air from 6.30pm to 9.30pm in the Eastern States.

Measuring the impact

This case study is a demonstration of the expertise of Showbrands-its capabilities, metrics and dashboard. The study was not commissioned by any brand, production company or network.

Using a unique suite of research and analysis tools the report addresses four key questions:

- How much branded value did each participant receive from their in-programme exposure?
- Which brands supported their involvement with paid media and which other brands were active in the media space?
- Did the brand's involvement in the show promote any social media conversations about the brand?
- Which brands leveraged their on air investment?

The successful brands are those that not only gain strong, relevant exposure but engender audience engagement.

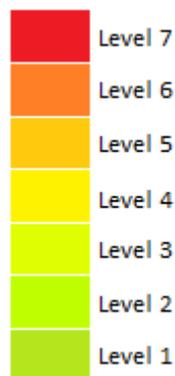
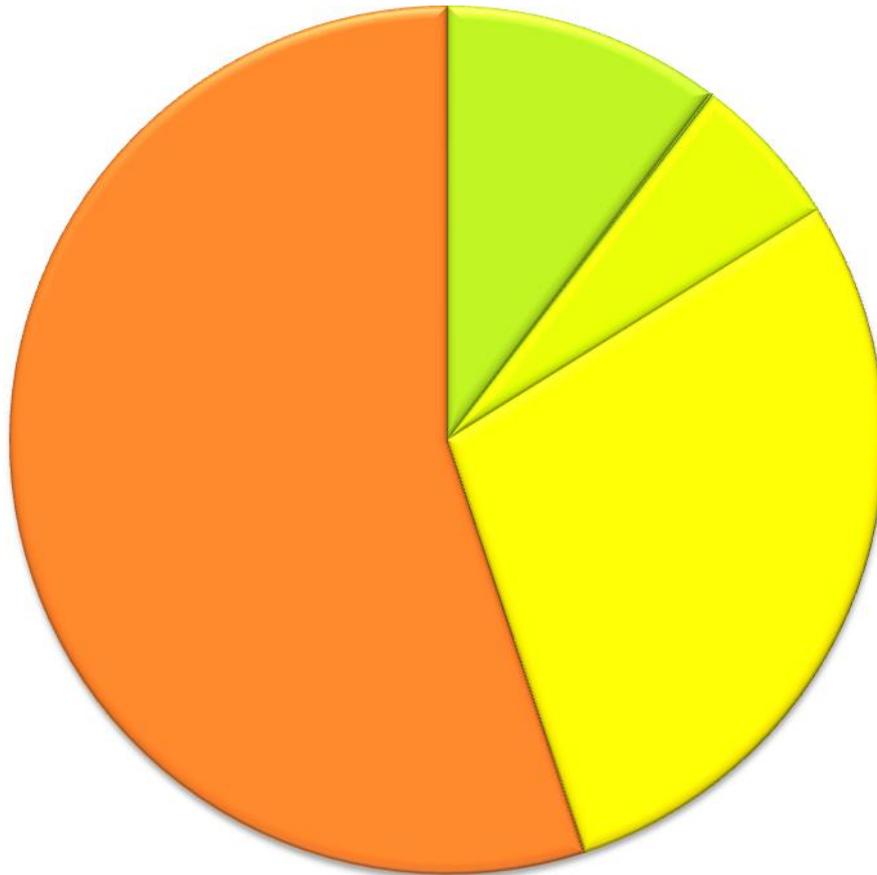
In providing hard data on branded value gained, Showbrands allows the brand owner to derive a real return on investment figure based on their own cost of involvement in the finale.

While this report covers the Finale and Winners Announcement programmes Showbrands may be commissioned to report on an entire series or a single programme.

Quality of exposure

Showbrands classifies each second of brand exposure on a seven point scale with Level 1 representing a weak, incidental presence and Level 7 representing a powerful, integrated presence. In reviewing the quality of brand exposure it can be seen that Level 6 dominates; together with Level 4 it makes up 84% of total exposure value.

Clearly having the product used in the right way in such a demonstrative fashion makes for powerful product placement - particularly when there is multiple usage by a group of contestants.



Engagement Overview Examples

It is vital to establish a baseline on the social media conversation with the programme itself during the week before and the week after the Finale went to air.

MasterChef



GENERAL STATS

NO OF MENTIONS: **4,452** mentions

TOP COUNTRIES: **Australia (100%)**

NO OF RETWEETS: **1,050** retweets

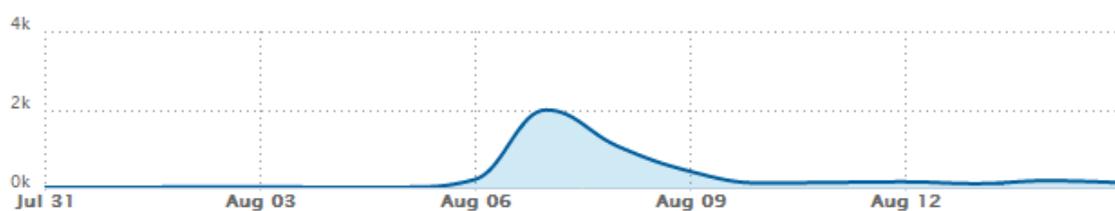
TOP LANGUAGES: **English (60%)**
Other (32%)

NO OF CHECKINS: **4** checkins

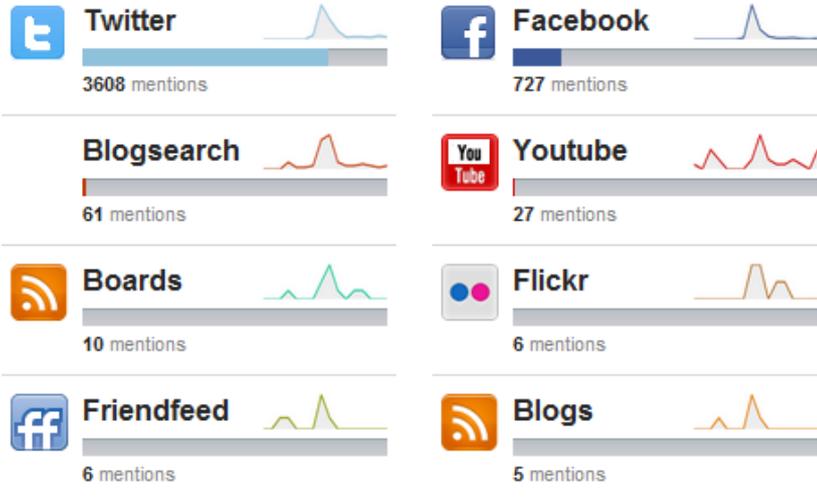
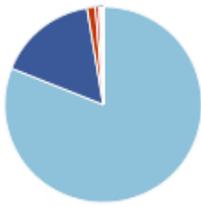
German (3%)

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DAILY MENTIONS



SHARE OF VOICE

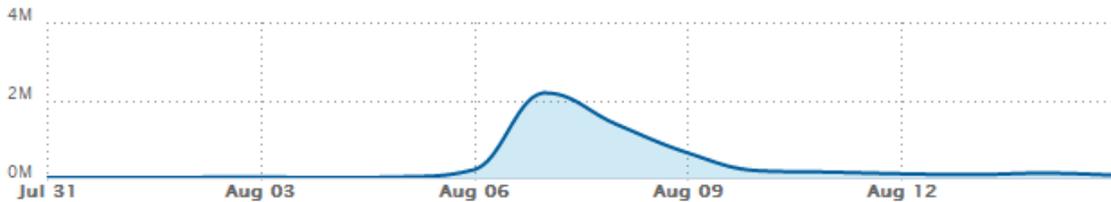


Views represent the amount of potential views in one's Twitter network based on the number of Twitter followers. The more followers the more potential for people to see the mention.

TOTAL VIEWS

MENTIONS VIEWED BY AN ESTIMATE OF: **5,085,785** people

DAILY VIEWS



VIEWS PER MENTION

AVERAGE VIEWS 317,861 people	PERIOD HIGH 2,180,910 people	PERIOD LOW 0 people
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TAGCLOUD ⓘ

wife made love
make winner mum
dinner shelina cooked
masterchef
haha australia watching
cook cooking watch
food junior days
lol

Brand Snapshot: Introduction

A Brand snapshot has been compiled for each of the 35 brands involved in the Finale & Announcement programme. They are presented in order of exposure gained within the four sub categories of Kitchen Equipment, Ingredients, Retailers and Activities.

Example Shots

We have selected example frames that illustrate the type of exposure the brand received and have referenced with a time code within the programme.

Exposure

This lists the number of separate occasions when the brand was onscreen and the total time of brand exposure.

Quality of Exposure

This summarises the quality of exposure the brand received using the Showbrands 7 point scale.

Value of Exposure

This presents Showbrands' valuation of the total exposure received by the brand.

Support Advertising

Where a brand has been supported within the commercial breaks within the programme this has been noted.

Further Leverage

Other related major marketing activities both online and through retail channels are observed by field research and summarised in this section.

Social Media Conversation

Online conversation relating to the brand was monitored during the two week period 31 July to 14 August 2011. This allows us to review any increase in conversation levels as a result of the Finale and to analyse its character.

Where there was limited social media conversations around the brand the social media monitor will not register any activity and this will be reported as no activity.

Brand Snapshot: Sunbeam

Examples of exposure

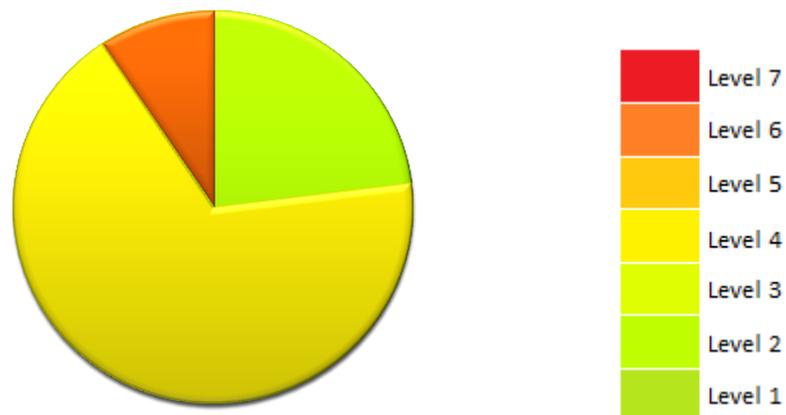


19.01.44 / 20.56.49

Exposure

There were **106** separate occasions when the brand was onscreen; these totalled **4 minutes and 13 seconds** of brand exposure.

Quality of Exposure



Value of Exposure

\$303,523

Support Advertising

Sunbeam supported their appliance range with 3 spots in Melbourne, 2 in Brisbane and 1 in each of Adelaide, Perth and Sydney.

Further Leverage

Cross promotion through with cooking magazines and a micro site: extensive PR activity through trade magazines.

Social Media Conversation

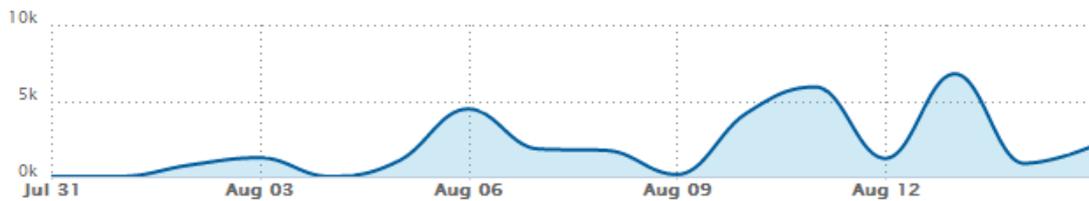
The brand received significant social media activity.

Views represent the amount of potential views in one's Twitter network based on the number of Twitter followers. The more followers the more potential for people to see the mention.

TOTAL VIEWS

MENTIONS VIEWED BY
AN ESTIMATE OF: **32,017** people

DAILY VIEWS



VIEWS PER MENTION

AVERAGE VIEWS

2,001 people

PERIOD HIGH

6,759 people

PERIOD LOW

0 people

Contact Showbrands

For the complete 2011 Australian MasterChef Finale report.

This complete case study is a demonstration of the expertise of Showbrands - its capabilities, metrics and dashboard. Although it covers all 35 brands it was not commissioned by any brand, production company or network; it is a completely independent analysis.

To discuss measurement of your brand's product placement or branded entertainment vehicle.

In providing hard data on branded value gained, Showbrands allows the brand owner to derive a real return on investment figure based on their own cost of involvement in the finale. Showbrands works with clients in confidential partnerships to answer key questions such as:

- Return on investment on in programme product placement ,
- Return on investment from branded entertainment vehicles,
- Return on investment on in programme advertising support,
- Audience reaction through our Panel Pulse surveys,
- Social media engagement through our conversation monitor,
- Extent of leverage activities in market channels and through partners.
- Alignment of results with objectives

To pre-order your Australian MasterChef 2012 report

This year Showbrands will be monitoring the entire series of MasterChef. We can tailor our report to your specific needs. All our reports include a full presentation of findings

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