

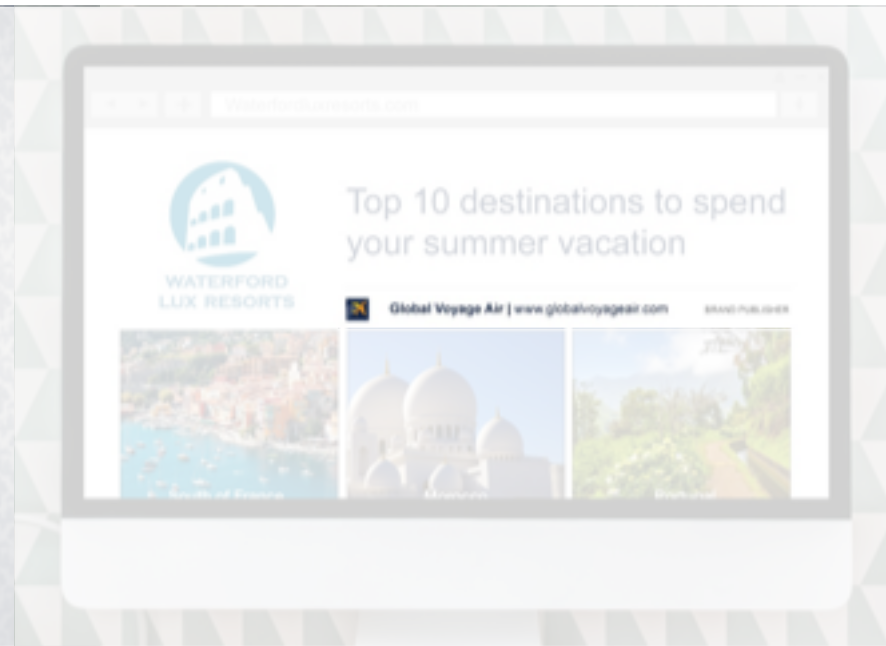


Branded Content on
Facebook

April 12, 2018



Branded content has evolved to digital





Branded content creates value for people

Millennial attitudes toward branded content on social networks (% of respondents)

I am more likely to recommend brands that share good content to my friends



I am more loyal to brands that share engaging content with me



The content brands share on social platforms helps me form an opinion about the brand



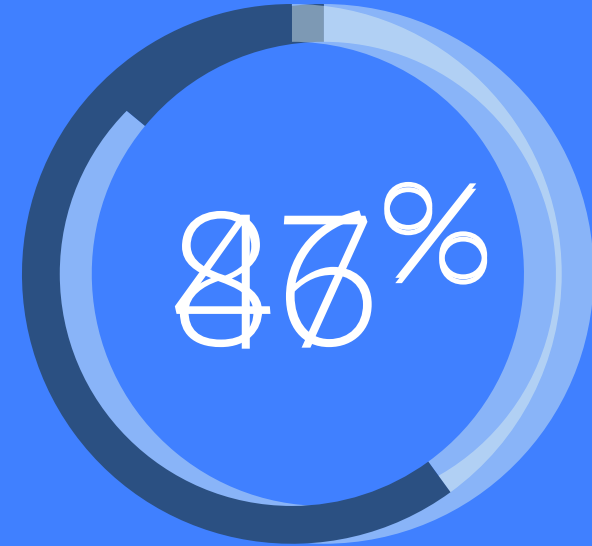
Interesting content delivered by a brand weighs into my decision to continue using that brand



Influencer marketing is on the rise

Most common forms of branded content:

- Sponsorships
- Product placement
- Advertorial content
- **Influencer marketing** →

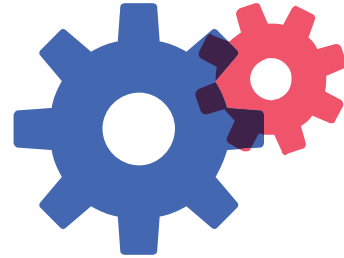


of people aged 13-34 say they've purchased something that a popular celebrity has spoken about or promoted

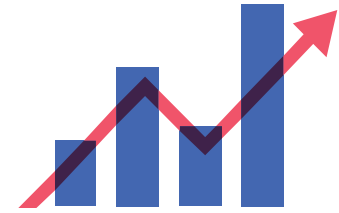
But marketers face unique challenges



Lack of visibility into
marketing spend



Lack of control over
campaign performance

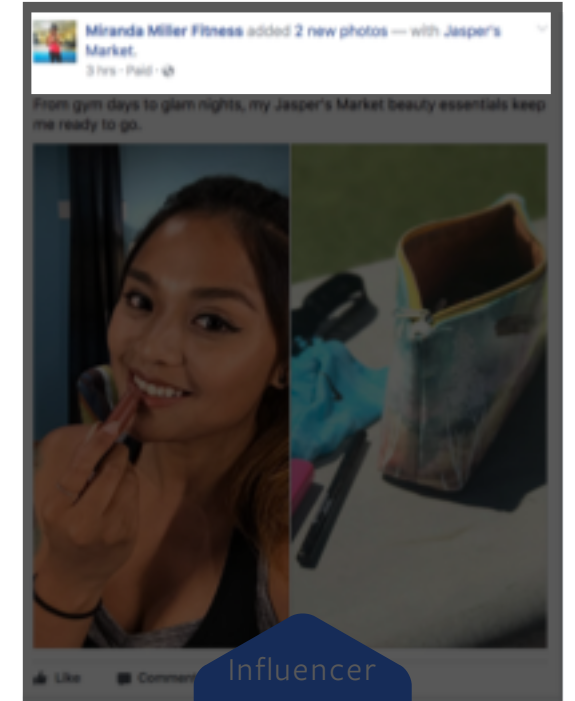
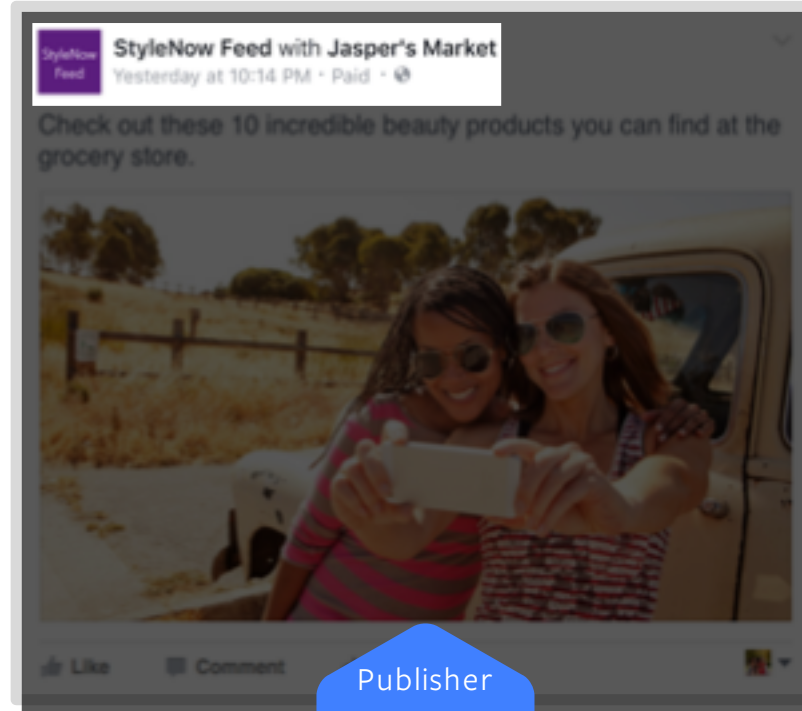


Inability to connect the
dots back to sales

Introducing Branded Content on Facebook

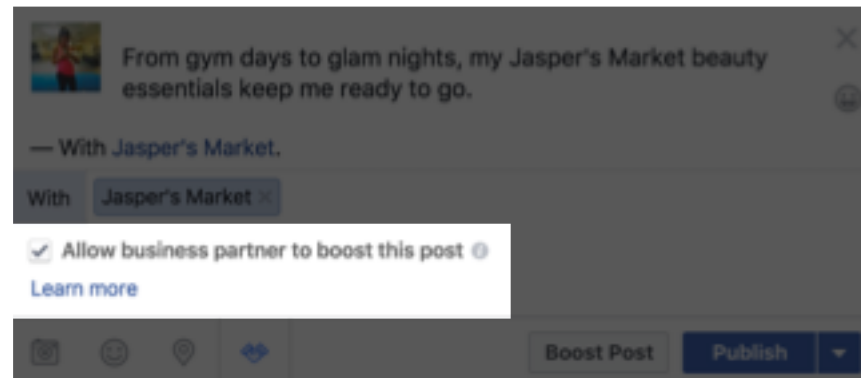
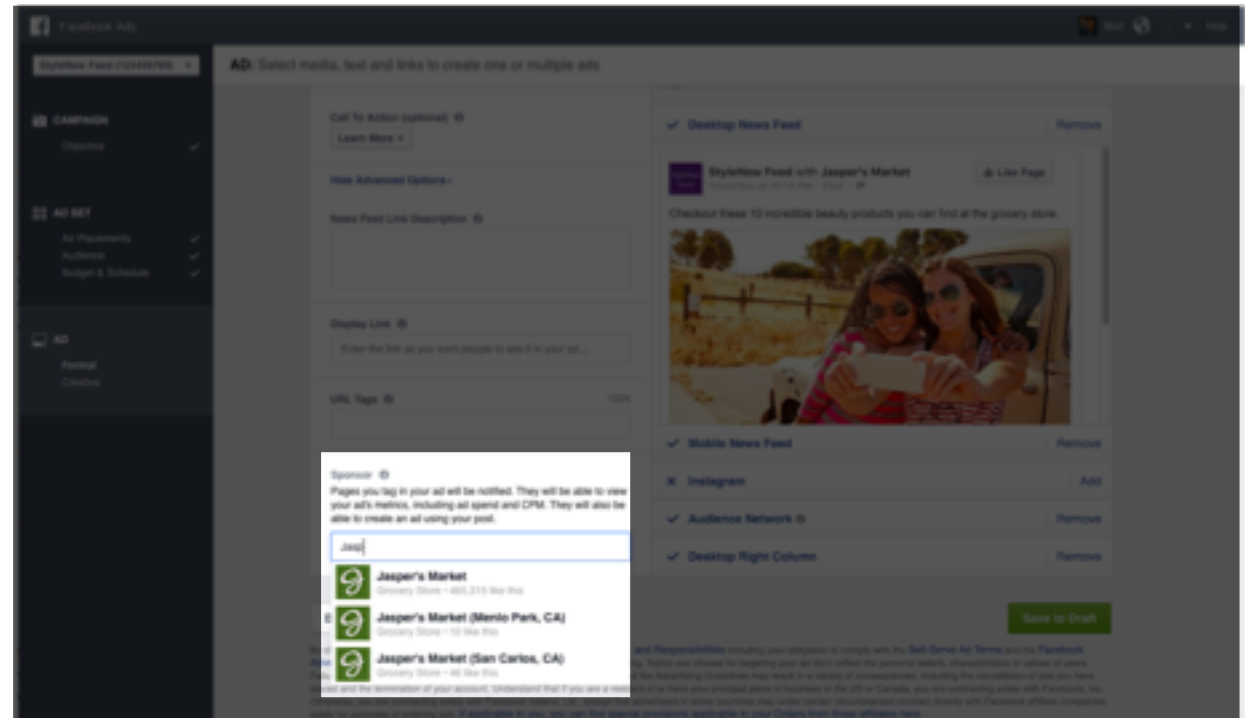
Enabling creators (celebrities, public figures) and publishers (media companies) to bring their existing branded content deals onto Facebook.

- A new solution that supports both advertisers and publishers in our platform
- Increased amplification and controls
- New policies to support branded content



How Branded Content works on Facebook

1. The creator or publisher has the ability to tag the business partner
2. Business partners gain visibility into the performance of the post.
3. Business partners can amplify the post by :
 - A. Asking the creator to boost it or create it as an ad
 - B. Sharing and boosting the post
 - c. Boosting the creator's post directly or using it in Ads Manager/Power Editor as an existing post (*must have access granted from creator*)



Gain visibility into branded content performance

On the insights page, business partners can see the performance of the post to the publisher's audience.

Approvals and boosting capabilities offer business partners and creators/publishers control and amplification over their branded content on Facebook.

The screenshot displays the Facebook Branded Content Insights interface. On the left is a navigation menu with options like Likes, Reach, Page Views, Actions on Page, Posts, Branded Content (selected), Events, Videos, and People. The main area is divided into 'Tagged Posts' and 'Published Posts' tabs, with a sub-tab for 'All Pages'. A 'Branded Content Settings' link is visible in the top right. Below the tabs, there are filters for 'Reach', 'Post Clicks', and 'Reactions, Comments & Shares'. The central part of the interface is a table with columns for 'Published', 'Owner', 'Post', 'Type', 'Reach', 'Engagement', 'Total Spend', 'CPM', and 'Actions'. Two rows of data are shown, each with a 'Review Post' button.

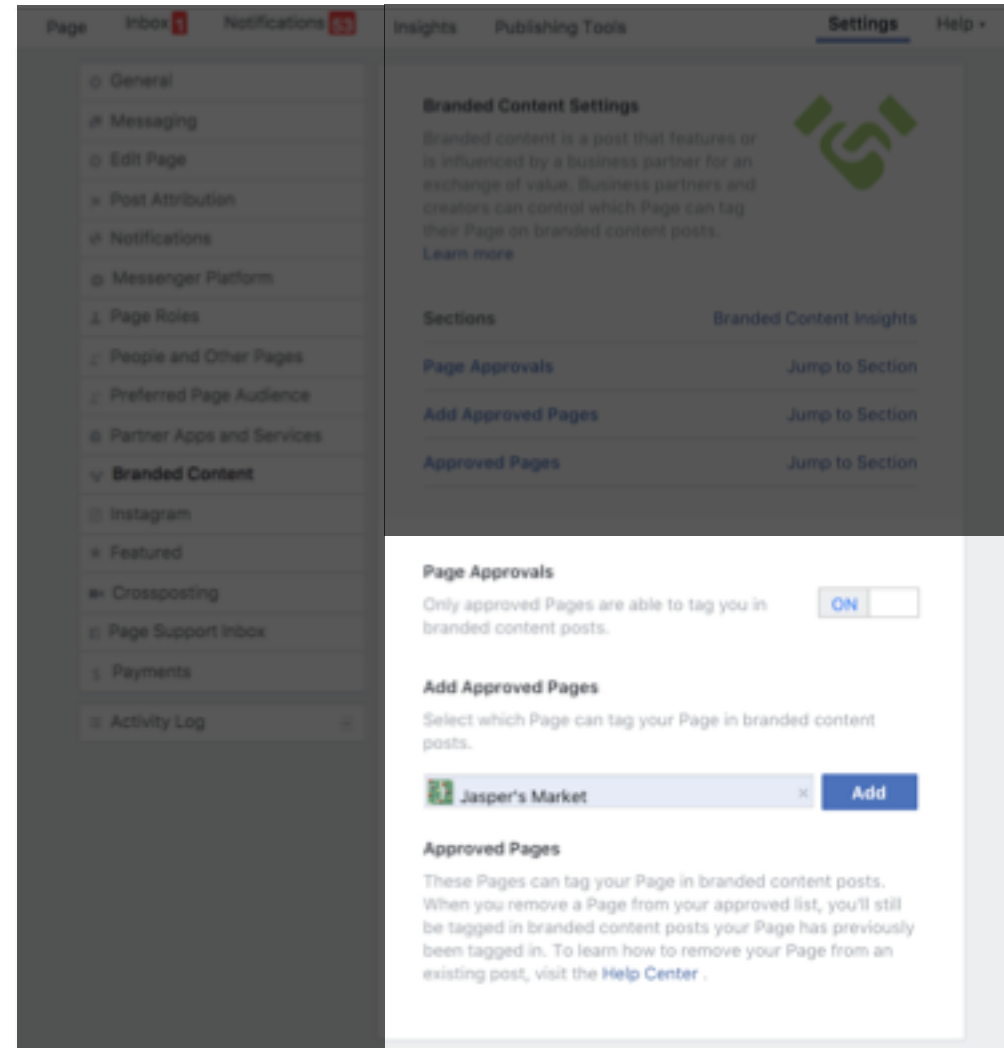
Published	Owner	Post	Type	Reach	Engagement	Total Spend <i>i</i>	CPM <i>i</i>	Actions
05/09/2017 9:13 am	[FB Test]	Test		3	0 2	--	--	
10/24/2016 1:08 pm	Orange	Testing audio		4	0 0	--	--	

The results/figures are for display only and may not be typical.

Ensure you are only tagged by your partners

As a business partner, you can ensure only authorized creators or publishers can tag your Page in branded content posts by turning on Page Approvals as follows:

1. Go to Page, Settings, and Branded Content
2. Under Branded Content Settings, turn Page Approvals **ON**; this will bring up a list of approved Pages
3. Enter the names of the creators or publishers you'd like to approve in the **Add Approved Pages** field
4. Now, only approved creators and publishers can tag your Page in their branded content posts.



The screenshot displays the Facebook Page Settings interface. On the left, a navigation menu lists various settings categories, with 'Branded Content' expanded. The main content area shows the 'Branded Content Settings' section, which includes a description of branded content and a 'Page Approvals' toggle set to 'ON'. Below this, the 'Add Approved Pages' section is visible, showing a search bar with 'Jasper's Market' entered and an 'Add' button. The 'Approved Pages' section at the bottom lists the approved pages and provides instructions on how to manage them.

Page Approvals
Only approved Pages are able to tag you in branded content posts.

Add Approved Pages
Select which Page can tag your Page in branded content posts.

Jasper's Market

Approved Pages
These Pages can tag your Page in branded content posts. When you remove a Page from your approved list, you'll still be tagged in branded content posts your Page has previously been tagged in. To learn how to remove your Page from an existing post, visit the [Help Center](#).

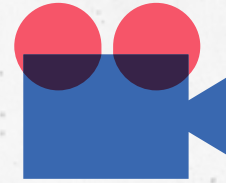
FLEXIBLE SUPPORT FOR POST FORMATS



Photos



Links



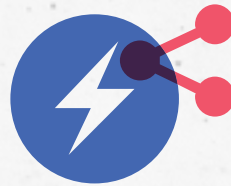
Videos



Text



Live videos



Instant articles



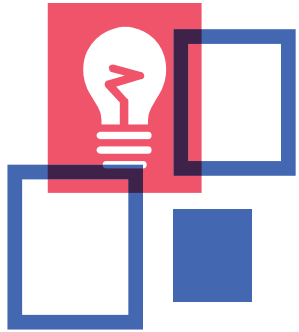
360 videos

Branded Content policies on Facebook

- Our policies require to tag business partners in their branded content posts when there's an exchange of value.
- We also require that branded content represent a unique contribution from a creator, rather than merely posting for an exchange of value.
- Branded content can also be posted in the form of unpublished posts/ads. Our Ads policies require creators to tag their business partners using the branded content tool.



Connect with the people who matter to you and drive results with branded content



Amplify branded content creative



Breakthrough with engaging content



Extend moments and events

Buzzfeed Tasty + RITZ Crackers Success Story

RITZ Crackers partnered with BuzzFeed's Tasty food channel to create a branded, made-for-Facebook recipe video, resulting in an incremental sales lift among new and existing cracker buyers.



2.1%

Sales lift among new buyers

1.4%

Lift in household penetration with branded video

1.2x

Return on ad spend

Buzzfeed used Facebook's branded content product to feature a holiday-themed recipe video with RITZ Crackers. It tested 2 videos with different degrees of brand integration and measured the campaign with a DLX study. BuzzFeed discovered that the video with the heavier brand integration performed better in terms of sales lift.



*“Since holiday recipe inspiration is so popular, it is often hard to break-through. The RITZ Cracker + Tasty branded content campaign on Facebook helped **increase in-store sales** during the holiday period, demonstrating the impact of content marketing and the importance of partnering with innovative platforms such as Tasty/BuzzFeed.”*

Julia Rosenbloom
Senior Associate Manager, Consumer Marketing Activation

MONDELÉZ INTERNATIONAL

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Time Inc. + AARP Success Story

The leading media company shared branded content to influence a broad audience and change perceptions about its advertiser AARP.

4-pt

increase in AARP brand favorability.

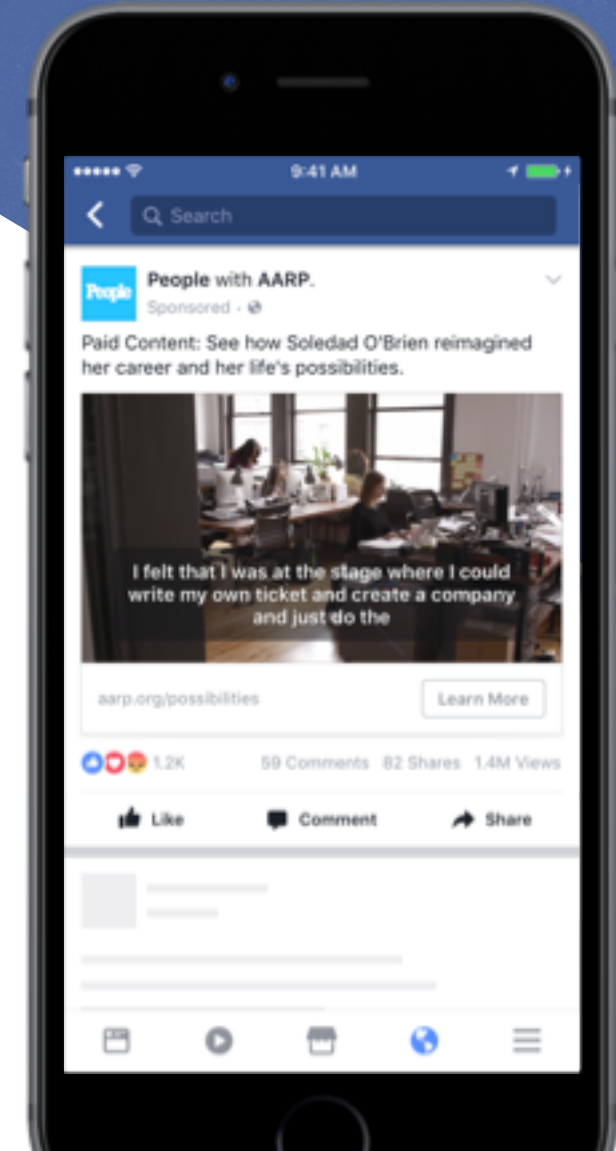
7-pt

increase in ad recall.

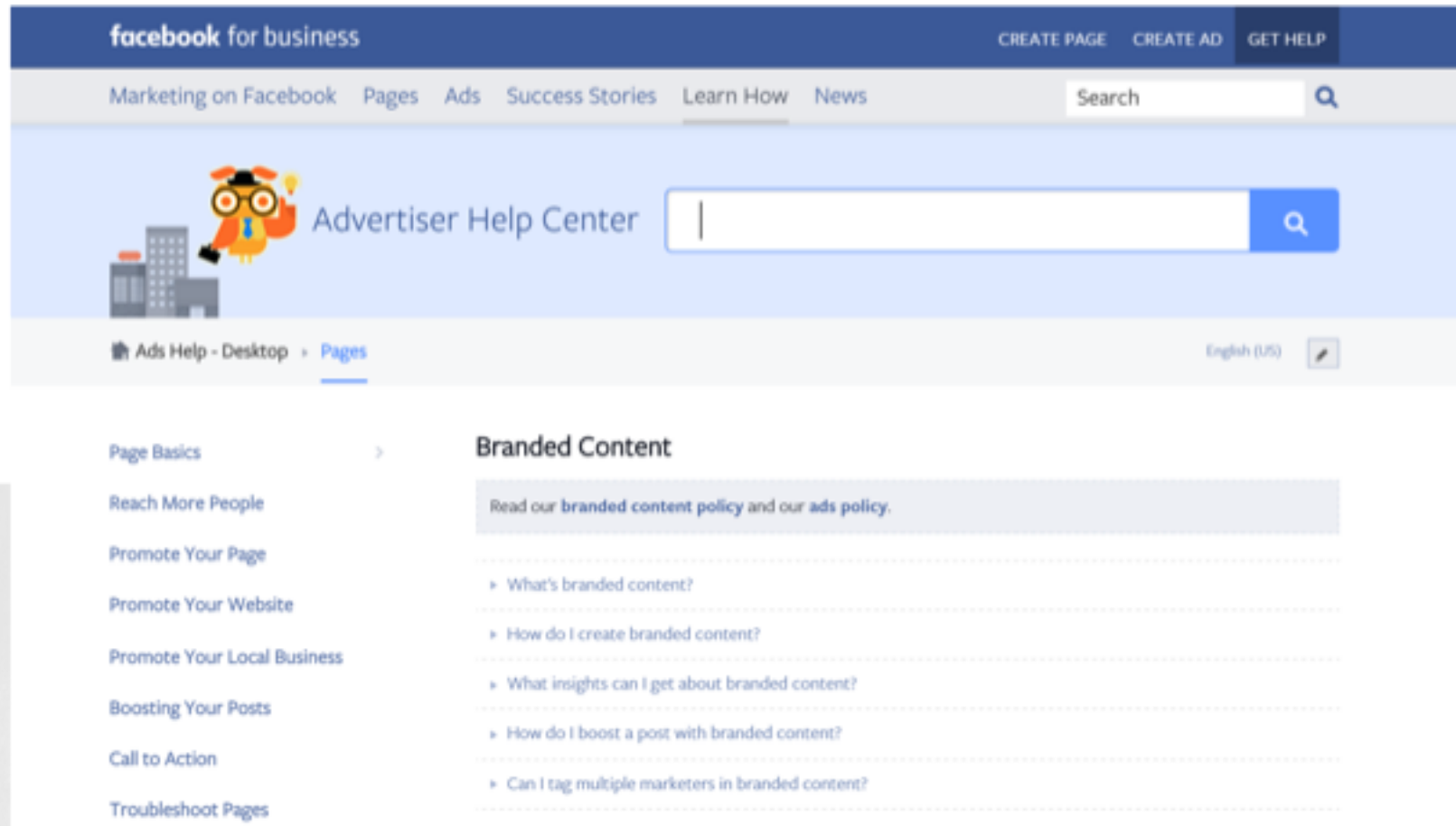
10-pt

increase in attribute rating.

Time Inc. worked with AARP and Facebook to launch a branded content ad campaign. To disrupt perception and increase brand awareness and favorability, Time Inc. promoted AARP's branded video content through 3 of its influential brands: *People*, *Time*, and *Sports Illustrated*.



For more detailed information on Branded Content and policies



The screenshot shows the Facebook Advertiser Help Center interface. At the top, there's a dark blue header with 'facebook for business' on the left and 'CREATE PAGE', 'CREATE AD', and 'GET HELP' on the right. Below this is a navigation bar with 'Marketing on Facebook', 'Pages', 'Ads', 'Success Stories', 'Learn How', and 'News'. A search bar is located on the right side of this bar. The main content area has a light blue background with a cartoon owl character and the text 'Advertiser Help Center' next to a search input field. Below this, there's a breadcrumb trail 'Ads Help - Desktop > Pages' and a language selector 'English (US)'. The main content is divided into two columns. The left column contains a list of categories: 'Page Basics', 'Reach More People', 'Promote Your Page', 'Promote Your Website', 'Promote Your Local Business', 'Boosting Your Posts', 'Call to Action', and 'Troubleshoot Pages'. The right column is titled 'Branded Content' and features a grey box with the text 'Read our [branded content policy](#) and our [ads policy](#).' Below this, there's a list of five questions with right-pointing chevrons: 'What's branded content?', 'How do I create branded content?', 'What insights can I get about branded content?', 'How do I boost a post with branded content?', and 'Can I tag multiple marketers in branded content?'.

[Branded Content in Help Center](#)

Thank you

facebook

