

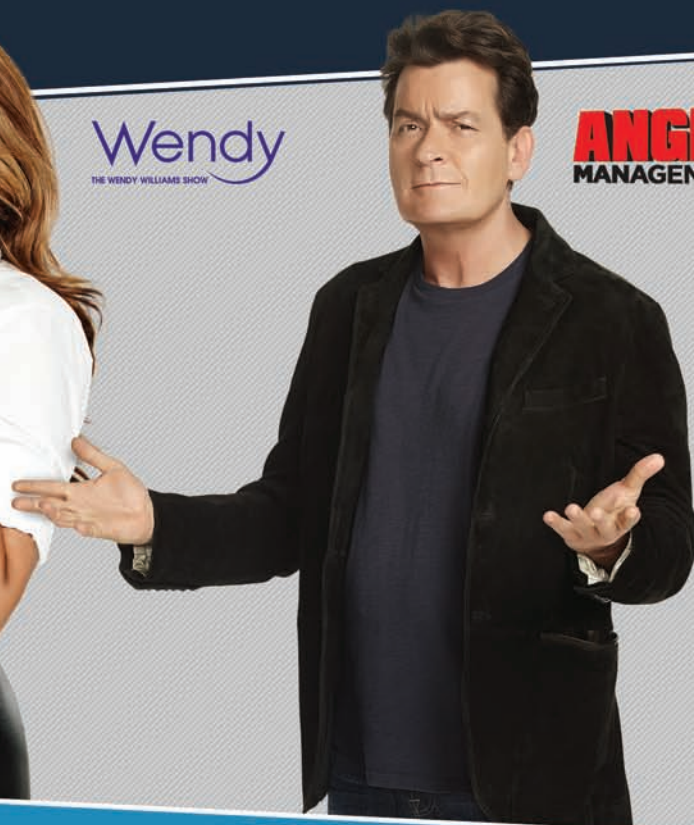
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DAY 1. Tuesday January 20, 2015



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Leading executives from the world of branding reveal what they think the television industry can learn from their sector and vice versa.

1

Chad Bennett CEO, Populus Brands

The tides around branded entertainment are changing, and brands are looking to capture the best commercial on-air: a program that brings an audience who wants to hear what the producers have to say. By empowering strategic business development in complement with producers, we're rapidly moving away from consolidated rights that often never get utilized. With our clients, we're driving branded entertainment faster with sponsorship, licensing and off-net marketing around season-one shows on all platforms, proving everyone is more powerful together. @populusbrands



2

Jill Cress Group head, global consumer marketing, MasterCard

TV can learn from the way brands leverage technology to engage with consumers. Historically, brands relied on broadcasting to reach consumers. Today, thanks to technology and social media, consumers are more informed, connected and discerning, with more choices over how they spend time and money. This has created chances for brands to engage with customers in new ways. Through mobile alone, marketers are now able to reach consumers at the right time and location. Understanding this transformation led us to the evolution of our Priceless campaign. @MasterCard



3

Eric Day Co-founder and managing partner, Trium Entertainment

Programmers place multiple bets. They try a few things out, see what works and then double down. But instead of putting all their eggs in one basket, smart marketers should do the same with their creative and media and, where native, combine the two. Great marketers understand their audience and give them exactly what they're looking for. Too often, programmers get caught up with what's on other TV channels or elsewhere in audiences' lives. Mining these insights is what makes for the best commercials, and should make for the best TV shows. @followtrium



4

Katrina Jefferson Chief marketing technologist, Chica Intelligente

As retail executives have known for years, seeing people you like on TV wear, eat or drink a specific brand makes you curious about that brand. The Super Bowl shows how well advertising translates to spending and product, auto and now app advertisers are all sponsoring spots during the upcoming game. Most of the U.S. will be watching and usually the most relevant, funny ad wins – on social media and in retail. We now have Twitter handles we can drop into the lower thirds of the TV screen. Brands are no longer overlooking social media. @chicaintelli



5

Richard Jefferson Esq Partner, M.E.T.A.L Law Group

Subtle overexposure of a brand turns viewers off. Having a character banter about a product is like sticking a billboard on a golf course – it isn't effective and can be harmful. If a show is an hour-long commercial, be blunt about it like brands are. The TV industry has always integrated brands into content, but branded entertainment strategy is now a standard because viewers are skipping ads. Over the past year, social media has also become standard, with minimum numbers of tweets, Vines and Facebook posts, for example. It's definitely a new day. @metallawgroup



6

Daniel Rosenberg Founding partner, Piro

Brands are no longer just sponsors, they're creators. They must learn storytelling and the rules of creative development. Consumers are sophisticated, and brands now need to look to Hollywood, not Madison Avenue. Unlike advertising, TV and film are collaborative media – that's something the branding world needs to embrace. Typically, TV networks prevent brands from engaging with program creators, many of whom would welcome working with brands that share similar values. The TV industry needs to forge more meaningful partnerships with brands. @pirovision

