

MAXIMUM MEDIA

A man and a woman are standing in a meeting room, surrounded by numerous colorful sticky notes (pink, yellow, and green) scattered on a whiteboard. The man, on the left, is wearing a grey sweater and pointing towards the camera with a pink sticky note on his forehead. The woman, on the right, is wearing a black top and an orange scarf, looking towards the right. The text "WHO WE ARE" is overlaid in the center in a white, outlined font.

WHO WE ARE

JOE.IE

SPORTS **JOE**.IE

JOE.CO.UK

2010

2014

2015

2012

2015

2015

Her.ie

HerFamily.ie

MADE

BY MAXIMUM MEDIA



MADE

BY **MAXIMUM**MEDIA



MADE

BY MAXIMUM MEDIA



AT MADE by Maximum
Media

WE ARE ALL ABOUT
CREATING CONTENT
THAT YOU CAN SHARE
WITH YOUR FRIENDS



The Branded Content Revolution



WHAT IS BRANDED CONTENT ?



Branded content is content that is associated with a brand by Consumers, provides entertainment and follows content marketing principles.

HOW DOES IT FIT INTO MARKETING?

**GREAT MARKETING
IS GREAT
STORYTELLING**







WHY SHOULD
BRANDS CREATE
BRANDED
CONTENT?



“To develop a solid content strategy, Marketers need to identify the objective: In the era of ad blocking and crude targeting on traditional media, content marketing is the Holy Grail – for a millennial-focused communication strategies”

(Millward Brown 2016)





According to Nielsen, consumers spend 35% of their time online between media and social media.

A person is performing a handstand on a concrete ledge of a building under construction. The person is wearing a dark long-sleeved shirt, blue jeans, and black shoes. The background shows a dense urban landscape with many buildings under a clear blue sky. The text "IT'S ALL ABOUT TRUST" is overlaid in large, white, outlined letters.

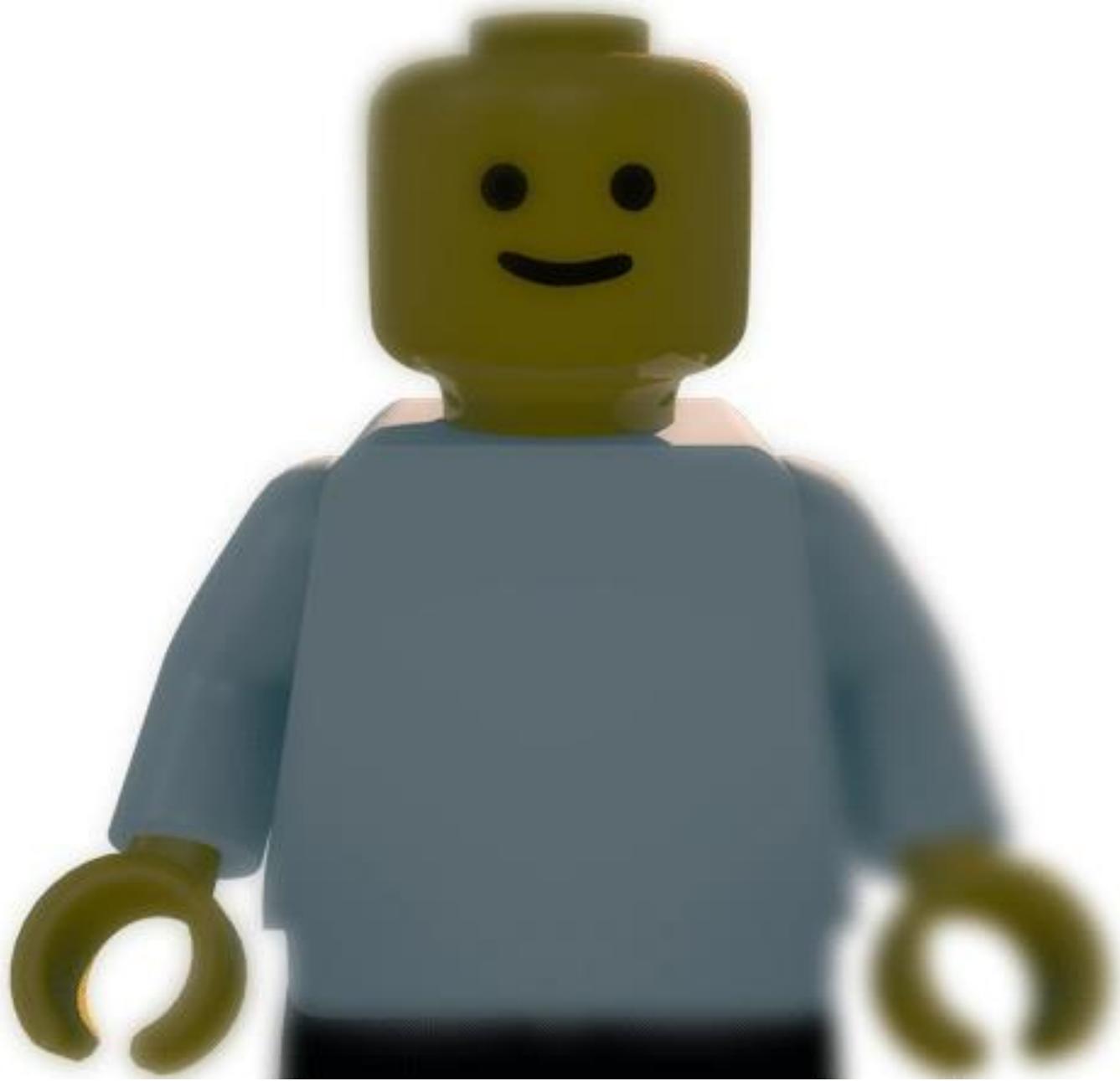
IT'S ALL
ABOUT
TRUST

A photograph showing a man in a brown robe leaning his head against the face of a tiger. The man is on the left, and the tiger is on the right. The background is a sandy, outdoor setting. The text is overlaid in the center of the image.

“In a world of zero marginal cost,
being trusted is the single most
urgent way to build a business”
- Seth Goden

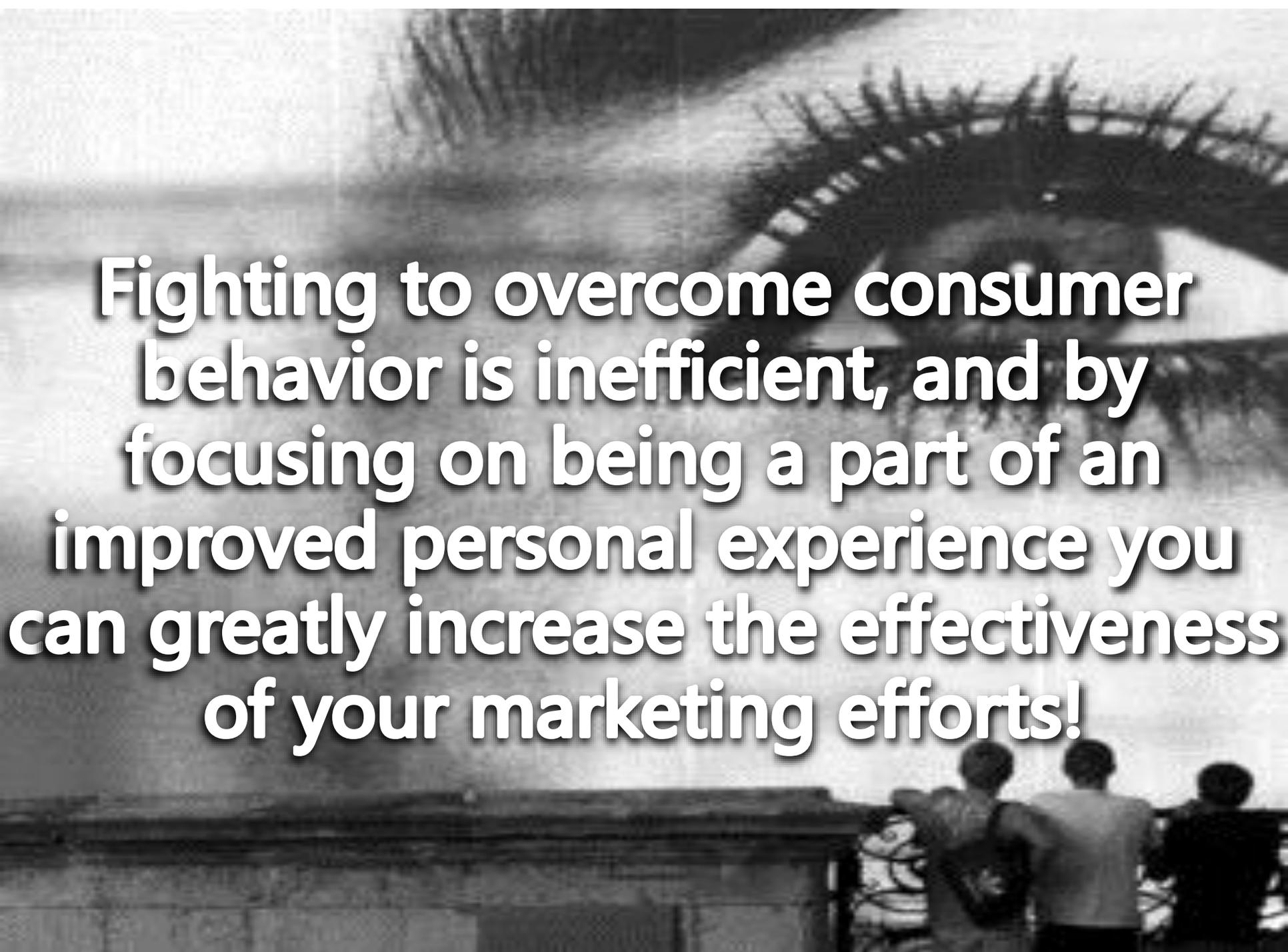


**MARKETERS SPENT OVER
\$170 BILLION
ON THE SIX LEAST TRUSTED
MARKETING CHANNELS
IN 2015 ALONE!**



EARNING CUSTOMERS TRUST





Fighting to overcome consumer behavior is inefficient, and by focusing on being a part of an improved personal experience you can greatly increase the effectiveness of your marketing efforts!

©FUTURE©



- 1. Aligns our values and messaging**
- 2. Satisfies a need for our consumers**
- 3. Serves as a transparent means of communication**



BRANDED
CONTENT IS NOT
NEW! BUT IT IS IN
A STATE OF
REVOLUTION







BRANDED CONTENT
ISN'T ALWAYS ABOUT
VIDEO! IT'S ABOUT A
360°
MEDIA APPROACH.





“We’re a media company now”

**David Beebe, Marriott’s vice president
Of global creative**

Marriott®



MakeAGIF.com

THE NEW YORK TIMES makes 20% of it's revenue from it
(\$30-\$40million).

Skift makes 30% of its revenue from it.

Gawker Media makes 33% of its revenue from it.

The world's biggest media companies, including BuzzFeed, VICE Media, CNN, Forbes and WSJ are all growing internal studios for it.

Maximum Media Solutions hired over 40 journalists, designers, Community managers and strategists in 2015 to cater for it.

The FTC in America has been forced to issue new guidelines for it.
Netflix, Costa Coffee, Nokia, Ford, GE, Mini and numerous others
Have invested in it.

Adblocking's growth will mean more of it and it receives two times more visual focus than
banners.

And globally it's expected to grow to a \$21 billion market by 2018

Source @Shaneoleary1

A close-up photograph of a hand holding a yellow and black video camera. The camera is the central focus, with its lens and various buttons visible. The background is a bright, hazy outdoor scene with a strong light flare at the top center, creating a lens flare effect. The overall tone is warm and dynamic.

WHAT WE CAN PROVE
TODAY IS THAT CONSUMERS
DEVOUR MORE
ENTERTAINMENT THAN EVER
BEFORE, AND ARE MOVING
AWAY
FROM TRADITIONAL MEDIA
IN DROVES.



In a study performed by Forbes, consumers were 41% more likely to make a purchase after viewing a web page with branded content than when they viewed a web page without branded content. (Parish, 2016)

BEWARE THE HEAT

LITTLE BOTTLE . BIG FLAVOR

A photograph of Seth Godin, a marketing legend, speaking at a conference. He is wearing a dark suit jacket, a white shirt, a striped tie, and a dark hat with a patterned band. He is gesturing with his right hand raised. The background is dark with a large, bright, circular light source in the upper right corner.

'You need Editors, Not Brand Managers'
Marketing Legend Seth Godin on the
Future of Branded Content



Rasage express



This is the branded content revolution and how things are changing in terms of a brand's marketing strategies. It has never been more cost effective than now to build relationships with customers.

This is revolutionizing the way we speak to our customers and is proving to be much more impactful and cost effective than traditional advertising methods.

Ladbrokes





**WE CHALLENGED STEPHEN FERRIS TO RECREATE
HIS INFAMOUS CHOKE TACKLE ON
AUSTRALIA'S WILL GENIA...**

Ladbrokes

SPORTS **JOE**.IE **JOE**.IE

TO RE-CAP



MADE

BY **MAXIMUM**MEDIA