
10 GOLDEN RULES for Branded Content

Going beyond the narrative to bring the brand to life



STRATEGIC

1. Common **targeting**
2. Brand **fit**
3. **Complimentary** to existing campaign
4. Genre **appropriateness**
5. Don't be afraid of **incongruity**



CREATIVE

6. Be **bespoke** - it pays to look at home in the environment/neighbouring content
7. Tell a **compelling** story
8. Be the subject **expert** content should be **new/exclusive/educating**
9. Add "**Value**" for those engaging
10. Offer brand/product **demonstration**