

Some Context to Branded Content

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Google conquered the advertising world with nothing more than applied mathematics. It didn't pretend to know anything about the culture and conventions of advertising — it just assumed that better data, with better analytical tools, would win the day. And Google was right.

Chris Anderson, tech evangelist/Wired, 2008.

The ancient Egyptians had no respect for the brain at all. When you died, they scooped it out through your nostrils and threw it away. The heart on the other hand was considered sacred.

Tham Khai Meng, Worldwide Chief Creative Officer, O&M, 2015.

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11 Animals With Privacy Issues

They're just not entirely comfortable putting it all out there.

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7. This cat, who has been caught in the act:



[youtube.com / Via forgifs.com](https://www.youtube.com/Viaforgifs.com)

Caught red-handed. Or red-pawed, to be more accurate.

8. This owl, that was pretty confident it had picked a good spot:



vine.co



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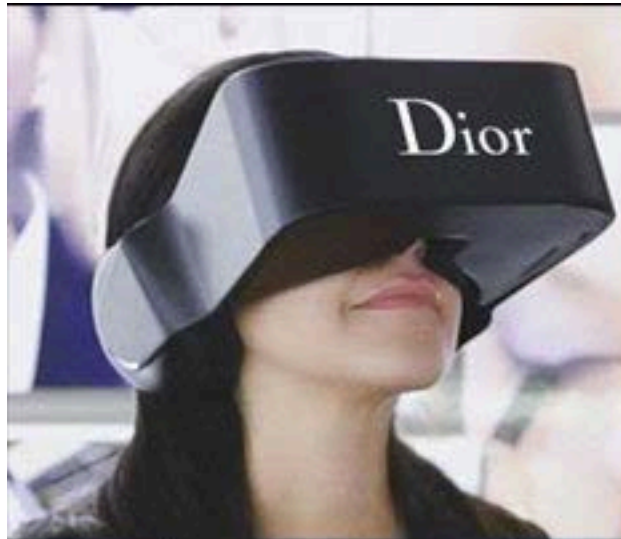
Url

<http://www.brandedcontentresearchnetwork.org/>

SUBMIT

ENTITIES	KEYWORDS	IAB CATEGORIES	CONCEPTS	SENTIMENT	EMOTIONS
Anger	Disgust	Fear	Joy		Sadness
24.79%	7.38%	11.88%	52.33%		8.68%

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Trajectory of critical ad' studies

- Impact of mass media and the 'Culture Industry' (1940s onwards)
- Semiotic/psychoanalytic critique (1960s onwards)
- Audience-as-commodity (1960s onwards/digitally refreshed in 2000s)
- Native/branded content: all of the above (2000s but boosted in 2010s)
- Emergent trends: native VR/AR content, biometrics and branding, affect and *bodily* understanding of emotion, attention and intention (mid-2000s onwards).

**The moral basis of advertising is persuasion over influence:
Is this still assured (if it were ever the case)?**

Questions to consider:

- How does branded content *advance understanding of creativity* that, in advertising, still seems stuck in the 17th/18th century? (Romanticism, anti-science, maverick, male, etc.)
- *Mapping the emergent media ecology*: branded entertainment, sponsored films, viral content, games and sponsored communication are defying categorisation into traditional media silos. Can we adequately visualise the commercial influence industry and inter-relationships among elements?
- *Programmatic logic*: seems to me academics are still speaking of web-tracking (cookies) rather than programmatic logic that is more holistic in scope (note: native/branded content can be programmatically served)
- Impact of new techniques in branded content and media: *the role of affect*, in-house research techniques (attention, intention and facial coding of emotions for example), VR, AR and biofeedback.
- How is the *mediation of emotion to be understood*. Academics in our discipline seem wedded to 'affect': this seems to be horribly vague and imprecise, but as VR (for example) moves us at a corporeal level, we need a language that speaks of the body *and* experience.
- What of a *critical political economy* of a media environment that is increasingly based on emotion, intention and attention tracking? (GDPR and post-Brexit data protection say little about soft biometrics and nothing about emotion).