

our position in 25 to 54s next year. Twelve months ago, TV network groups this year, lost three high-profile programs (*Friends*, *Burke's* there comes a time when that way. John Stephens, Seven's head of next year," he said. will perform consistently well again

Branded content body launches local chapter

Rochelle Burbury

The new Australian chapter of the Branded Content Marketing Association will hold its first board meeting this week.

James Greet, chief executive of media buying agency OMD, is likely to be appointed as its first chairman.

Other board members will be Ten Network's group strategy manager for network sales Brian Gallagher (who will leave the network in January to set up his own firm, Full Circle Entertainment); James Grant Hay of branded entertainment firm Inshot; Paul Bradbury, managing director of the ad agency Brandhouse Arnold in Sydney; Simon Gallagher of television production firm TWI; John Fawcett, national managing director of ad agency George Patterson Partners; and Claes Loberg, founder of BCMA in Britain.

BCMA was launched in Britain last year following explosive growth in branded entertainment — which can include anything from product placement in films and TV programs to music videos, programs and web films funded by advertisers, and placing products in video and computer games.

BCMA estimates that companies are spending \$US1.3 billion (\$1.6 billion) a year on branded entertain-

ment. Global advertisers such as American Express and BMW have created web-based films, Audi developed its own short film and Nokia and The Coca-Cola Company have partly funded reality programs.

Mr Loberg said the rapidly changing media market, with the introduction of personal video recorders, iPods and internet protocol TVs, would in turn radically change entertainment content.

"The way intellectual property is owned and sold to consumers will change," he said. "No longer will you create entertainment and expect an audience to pay for it. The model will change; someone else who wants to talk to consumers will have to pay for it."

Branded entertainment is catching on in Australia, with several ad agencies and media buyers joining forces with producers or establishing specialist divisions.

Local TV programs such as *Bread*, *Blocksworld*, *Spin* and *Living Coffee* have been fully funded by advertisers, while companies such as L'Oréal, Toyota, Freedom Group and Diners Club have struck placement deals for reality TV programs such as *The Block* and *Australian Idol*.

Mr Loberg runs a branded entertainment company, Cococjambo, in Britain and plans to open an office in Sydney.



registration of interest

To develop strategic sponsorship alliances for specific, targeted reduction, training and community programs.

- CFA is one of the world's largest community-based emergency services in the world
 - CFA serves a population of approximately 2.6 million people and more than one million dwellings
 - CFA has 60,000 personnel, including 59,000 volunteers in 1240 brigades
 - CFA volunteers contribute approximately \$500 million annually to the Victorian community
 - CFA delivers one of Australia's largest community awareness education and safety programs
 - CFA operates one of Australia's largest transport fleets with almost 2,500 trucks
 - CFA operates one of the largest public safety radio networks in Australia
 - CFA is one of the largest providers of tertiary level training in rural Australia
 - CFA performs land use planning for local government
 - CFA services regional airports
 - CFA produces a 40 page A4 full colour magazine delivered quarterly to 44,000 Victorian homes
 - CFA is itself a virtual community in Victoria
 - In 2002/03, CFA attended 64,981 incidents
 - 99.7% of Victorians see CFA as being an important part of local communities
 - 99% spontaneously describe CFA members as dedicated, selfless, helpful, doing a good job, dependable, hardworking and CFA as a very good organisation
- CFA is seeking to build strategic alliances with companies willing to commit to the ongoing development of a diverse range of activities and services delivered by CFA ensuring safety, self-sufficiency and sustainability of Victorian communities. Strategic alliance benefits include association with CFA brand, business and our unique community positioning.

To obtain a copy of Registration of Interest No. CFA_SSD_2004_000019 Contact: Mr Shane Franklin, Manager Contracts and Procurement, CFA Tel: 03 9262 8288, Fax: 03 9262 8533 Email: s.franklin@cfa.vic.gov.au Or download from: www.cfa.vic.gov.au

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