A STUDY ON THE TYPES OF BRANDED CONTENT WITH THE MIGRATION OF BRANDS: FOCUSING ON CASE ANALYSIS

Min-Wook Choi[1]

Abstract

This paper analyzed the characteristics and types of branded content, which is currently growing as a means of marketing communication. First, the concept and area of branded content were examined, and the background of the rise of branded content in terms of changes in the advertising and marketing environment was identified. Next, in terms of effects, the characteristics and growth of branded content were examined. And the types of branded content, which is the core of this study, were analyzed through case studies. Through case analysis, it was possible to set the producer, distribution channel, and content characteristics as the type classification criteria of branded content. First, the producers of branded content were classified into advertiser and creator. The Brand migration would also be considered as one of the most important factor for the current study and its completion. As a result of identifying the types of channels through which branded content is distributed, it was classified into advertiser's homepage, advertiser's YouTube channel, and creator's channel. As a result of identifying the types of branded content by content characteristics, it was classified into drama, music, sports, and entertainment. Finally, based on the research results, suggestions for the continued growth of branded content in the future were made.

Keywords: *Branded Content, SNS, Brand Migration, Distribution channel, Content characteristics, Brand Values.*

[1]Department of Advertising & Public Relations, Namseoul University, South Korea. E-mail: mwchoi@nsu.ac.kr
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Orcid: https://orcid.org/0009-0000-2791-912X

1. INTRODUCTION

Changes in the advertising and marketing environment based on the emergence of new technologies and media are bringing about the birth and growth of new types of advertising and marketing methods that have not existed before. Marketing communication phenomena that change the advertising paradigm are occurring due to explosive growth in the number of advertising media and increased consumer activity in the commercial communication process.

Among these, branded content is being actively used in various forms recently as a marketing communication tool that reflects changes in the current advertising and marketing environment, such as increased consumer activity, increased importance of relationship perspectives, and increased emotional aspects in the marketing and communication process. Branded content can be defined as an expanded form of Product Placement (PPL) that contains a minimal brand message and as original content containing various types of messages produced through co-creation with content producers (Bo et al., 2010).

Branded content differs in many ways from existing marketing communication methods. Until now, traditional marketing communication means such as advertising have been separated from content, but branded content is a form in which a brand message is melted into content. In addition, through collaboration with various fields such as film, music, sports, and culture, non-commercial and commercial contents are created through convergence. Therefore, its form, length, and utilization are very diverse compared to existing marketing communication means. In a situation where the traditional advertising market is shrinking due to changes in the media environment, branded content is attracting attention as a new means of advertising and marketing communication with characteristics different from the existing advertising concept.

Branded content is now growing as an important marketing communication tool in the market. At this point, it is necessary to analyze the characteristics and utilization status of branded content as a means of marketing communication. In particular, analyzing the types of branded content currently being used is of great significance both academically and in practice. In other words, it is possible to systematically understand the nature and characteristics of branded content by identifying the producer, distribution channel, and content type of branded content.

In this context, this paper attempts to analyze the characteristics and types of branded content, which is currently growing as a means of marketing communication. First, the concept and scope of branded content will be examined, and the background of the rise of branded content in terms of changes in the advertising and marketing environment will be identified. Next, the characteristics and growth of branded content in terms of effectiveness will be examined with the aspect of migration of the brand to other different places. And the types of branded content, which is the core of this study, will be analyzed. In this study, the case analysis method will be used to identify the types of branded content. Finally, based on the research results, suggestions for the continued growth of branded content in the future will be made.

2.   LITERATURE REVIEW

2.1. Concept of Branded Content

Branded content is a new form of marketing communication media in which advertisements and content, previously separated, are merged into one. Although it has a commercial purpose, it can be said to be distributed in the form of content. In other words, branded content refers to production by melting the message of the brand into the content.

Now that the marketing market using SNS continues to grow, brands are increasing marketing using interaction with consumers. It is an era where you can easily get the information you want just by searching, but in an era of information overload where too much information affects decisions, consumers choose products that sympathize with the direction the brand is pursuing or their own inclination and living environment. Company uses a strategy to attract consumers' attention by producing content aimed at a specific target (Shin & Son, 2023). In this way, branded content, which means content with a secondary brand advertising effect and commerciality to some extent, allows consumers to look at advertising content with a new perspective without avoiding it.

In accordance with the trends of advancement and globalization of the capitalist economic system, companies in all fields are making considerable efforts to effectively communicate with target groups. However, companies are experiencing difficulties because the characteristics of consumers, who are the main target of communication, show a different aspect from the existing ones. This is because the frame is shifting from a world where companies used to set the agenda to a world where consumers decide if and when to accept a company's brand. In particular, in this process, there is a tendency for consumers to show resistance to corporate communication messages. In a communication environment where consumers ignore and reject intentional messages created by companies, it is important for companies to create conditions so that consumers can naturally select and use messages of company without taking a defensive posture in order to effectively communicate.

Traditional advertising is a push method that pushes messages to consumers, but branded content takes a pull method that delivers information and entertainment values so that consumers can find and engage with content on their own. do. Therefore, in branded content, it is important to contain the message consumers want in an original way rather than expressing the message the company wants. In other words, in branded content, non-branded content becomes the main focus, and the format of containing this content can be set freely, breaking away from the existing advertising production syntax.

As such, it is not easy for consumers to recognize that the content contains the company's intention for marketing because branded content is produced in various formats and contents unlike existing advertisements without putting brand messages at the forefront. And even if the commercial purpose is recognized, consumers are attracted to the content itself and consume it naturally, so from the perspective of companies, branded content can be expected to exhibit higher message reach and effectiveness than existing advertisements (Lee & Lee, 2022).

Branded content is a high-quality marketing communication in which a company takes the lead and arouses sympathy from consumers. In other words, it aims to draw empathy for the

corporate image, brand message, and value in the content. Unlike traditional advertising delivered in an advertising format, brand contents combine various cultural elements and deliver brand messages in a way that naturally dissolves them in the contents. The strategy of brand content can be to fix the attachment to the brand after content consumption to the extent that consumers market themselves viral (Han & Lee, 2021). Table 1 summarizes the differences between traditional advertising and branded content. As branded content, which has differentiated advantages compared to existing advertisements, was actively used in practice, academic research on branded content began in the 2010s (e.g. Kim & Na, 2015; Lee, 2016; Moon, 2015; Nam & Park, 2017; Sung & Cho, 2012).

Table 1: Difference between traditional advertising and branded content

Advertising	Branded Content
Consumer perceives as advertising	Consumer perceives as content
Product information oriented (Direct product exposure)	Story oriented (Indirect product exposure)
Deliver information unilaterally	Get and share information voluntarily

Since branded content is a growing marketing communication medium, it is also meaningful to examine the area of branded content at this point. Branded content is also called branded entertainment in that the advertising effect increases when a brand is naturally exposed or introduced in entertainment content (Hudson & Hudson, 2006).

If the branded content concept is further expanded, PPL or embedded advertising can be included in the branded content area. PPL is similar to branded content in that it combines a commercial message with the content consumers want to see. However, compared to PPL, which simply exposes products sponsored by sponsors, branded content requires the creator's planning and creativity to be more important.

Branded content has similar characteristics to embedded advertising, which is sometimes used interchangeably with PPL. Here, it is necessary to examine the concepts of embedded advertising and PPL. In many studies so far, it can be seen that embedded advertising has been used in the same sense as PPL, which literally means placing a product in a program. However, embedded advertising has recently been used as a broader concept that includes not only PPL but also various types of advertising. For example, the US FCC (Federal Communications Commission) defines indirect advertising in a broad sense as an 'embedded advertising', and explains PPL and 'product integration' as a subordinate concept of 'embedded advertising'. The FCC defines PPL as 'use of a product in a program for a fee', whereas 'product integration' involves 'use of a product as a major storytelling component in a sponsored program (FCC, 2008). In other words, PPL is a passive advertising form that simply places products in the program, whereas 'product integration' takes a significant part in the program and advertises a brand or product more actively. Therefore, embedded advertising can be interpreted in a broader sense including PPL.

In the case of the drama 'Mad Man', which was produced against the backdrop of the American advertising industry in the 1960s and won the Emmy Awards in 2008, 2009 and 2010, the Heineken Beer advertising campaign went beyond simply appearing in the drama, playing a

major role in developing the story of the drama. It showed a new dimension of embedded advertising. Since then, in the United States, unlike the PPL level, which simply shows products in dramas, more active embedded advertising has been implemented that play an important role in program composition by inserting products or brands more actively (Cain, 2011). Such active embedded advertising can be said to reflect the characteristics of branded content well.

Branded content is also defined as original content or mixed content creation that enhances the effectiveness of the products, companies, and brands, so it is similar to native advertising that contain products and brand messages within the content. However, branded content allows various formal attempts of content compared to native advertising designed in the form of articles.

2.2. Background to the Rise of Branded Content

2.2.1. Increased Consumer Activeness

In the recent advertising marketing environment, the increase in consumer activity is a universal phenomenon. The center of power is gradually shifting from companies to consumers as competition among companies intensifies and Internet development allows consumers to obtain almost unlimited information on products, prices, and distribution beyond time and space. In particular, in the Web 2.0 environment, consumers are actively participating in corporate marketing activities from product development to advertising. It also has a great influence on the rise and fall of companies and brands through mutual communication between consumers and word of mouth on the Internet. As such, consumer activities are expanding faster than ever before.

The background of the rise of branded content is based on the concept of consumer activity. The traditional advertising model can be said to be a form of exposing advertisements to consumers who are less willing to actively accept advertisements. However, in today's advertising environment, the process by which consumers contact and process advertisements is greatly changed (Lee & Choi, 2009). In other words, rather than being passively exposed to advertisements, it can be said that the contact, time, and process of advertisements are up to consumer's choice (Nuttey, 2002). Consumers no longer passively take advertising messages for granted, and actively select or avoid desired advertising messages.

In other words, consumers actively contact and use advertisements for various purposes. In particular, the digital broadcasting environment with interactive service functions enables active communication with brands in an environment where consumers are guaranteed richer options and convenient access to commercial messages. In this digital media environment where consumer activity is expanded, exposure of advertisements becomes difficult as consumers' advertisement avoidance becomes easier.

Along with the increase in consumer activity and the shift of power from companies to consumers, consumers' indifference and distrust in commercial messages also increase. As it became increasingly difficult to obtain related effects to the exposure and attitude changes of traditional advertisements in today's advertising and marketing environment, companies and advertising agencies found new alternatives, and one of these alternatives is branded content.

2.2.2. Changes in Form and Concept of Advertising

The traditional broadcasting advertising environment was limited in length, such as 15 seconds and 30 seconds, so it was difficult for advertisements to provide as much information as consumers wanted due to time constraints. However, in a digital media environment, additional services such as data broadcasting or the Internet are possible, so it is possible to provide an infinite amount of information. In addition, companies are contentizing advertisement messages to reduce consumers' advertising avoidance and further increase consumers' interest in advertisement messages, thereby blurring the distinction between advertisements and contents. In this environment, consumers satisfy their needs by actively contacting the messages they are interested in regardless of the message type.

Recently, as the advertising marketing environment has changed from a short-term mass marketing to an individual marketing from a long-term relationship perspective, companies are actively executing SNS marketing using new media such as smartphones. Companies are rapidly feedbacking with consumers and communicating based on interaction through SNS marketing. In other words, through communication with individual consumers using SNS, it is performing the functions that traditional types of advertisements have performed, such as enhancing the image of companies or brands and executing various events. Branded content is used in various forms when companies are executing SNS marketing.

2.2.3. From Message to Relationship

In the current marketing environment, where consumer activity is strengthened, brand importance is increasing, and long-term relationship building, not transaction, is important, positive relationship building and maintaining between consumers and brands is becoming a very important factor in corporate success. In this background, branded content can be said to be an important means of establishing and maintaining a relationship between consumers and brands.

Traditional advertisements take the form of exposure between contents that consumers want to see or hear. In other words, consumers are passively exposed to brand-related messages. However, in the case of branded content, brand-related messages are melted into the content that consumers want to see or hear. In other words, content that consumers like and brand messages are fused. In this situation, unlike the past advertising contact situation, consumers want to actively contact brand messages.

In other words, in the digital media environment, consumers refused to accept advertising messages passively and actively searched for brand messages (Kim, 2006). In addition, consumers post their favorite branded content on personal media such as blogs and other consumers spread it, so brand-related messages spread rapidly. In the process of actively contacting and spreading brand messages, consumers strengthen their relationship with the brand more than in the case of passive advertisement exposure in the past.

Through traditional marketing communication in the past, consumers can only obtain information on the product and benefits of a particular brand or obtain an image of the brand. However, today's consumers seek pleasure by contacting the branded content they want to see. In branded content, brands go beyond products that give physical benefits and become objects of pleasure like friends and family who are happy when they meet. It can be said that consumers build and maintain a strong and positive relationship with the brand by actively contacting the branded content they like.

2.2.4. Emotional Communication

Today's media environment and communication environment are becoming digitalized day by day, but emotion is becoming more important in most communications. It can be predicted that the reason is that the more people depend on machines as technology develops, the more they find human emotions and value them more. This phenomenon can also be found in the communication process between companies and consumers. The main point of brand differentiation from the consumer's point of view in the past was the difference in the physical properties of products. On the other hand, the main point of brand differentiation today is the emotional solidarity that consumers feel toward the brand. This is because this emotional solidarity is the basis for building and maintaining a long-term relationship with a brand.

It's already become a cliché, but in today's marketing environment, it's increasingly difficult to differentiate a product from its competitors on its physical attributes. In addition, an objective image alone is not enough to capture the hearts of consumers in the fierce competition. As Kevin Roberts, CEO of Saatchi & Saatchi, a world-renowned advertising agency, said, now companies and brands must make efforts to engrave the love mark on consumers' hearts. It is an era in which appeal to the natural emotion of human beings is emphasized beyond reason.

Branded content is a marketing communication media with a strong emotional aspect. This can also be seen from the fact that branded content is being used as a concept similar to branded entertainment. In other words, branded content is a form of indirectly incorporating a brand message into content that consumers like rather than directly informing the physical characteristics or product information of a product. When consumers watch branded content, they naturally transfer positive emotions about their favorite celebrities, athletes, music, movies, and sports to the brand. In this respect, we can connect the growth background of today's branded content with the marketing and communication situation in which emotions are important.

2.3. Migration of Brands

Migration of brands is one of the most essential adaptable strategies available to the majority of brands that are now going through the process of transformation. A brand is continually looking for methods to improve its performance in order to compete more effectively in the market and achieve greater success. As a result, the brand requires a significant amount of infrastructure as well as a development strategy in order to be promoted in various locations. In the current study, the primary emphasis is placed squarely on branded content as a means of promoting a variety of businesses in conjunction with high-quality content (Belabas et al., 2020). However, in terms of the standard of the material presented, the branding is inextricably linked to the movement of the brand to another location in order to attain long-term viability. In the course of the last few decades, a number of worldwide brands such as Google, Apple, Amazon, and Microsoft have been successful in developing their brand throughout the world by advertising their products in both a direct and indirect manner. The majority of brands market their products using the direct method, which involves providing customers with product specs together with content that is exclusively product-related (Rego et al., 2022). As a result, the direct approach is known as the selling strategy.

On the other hand, the branded content associated with a specific firm or product is related to a story or case study, and the vast majority of the information contained within is connected

to the product in some way, albeit tangentially. Howbeit, in spite of the fact that branded content has a lot of beneficial effects in the indirect advertising of items, there are various factors relating to the migration viewpoint of the branded content. The following list contains the most important goals that may be accomplished through the use of branded content throughout the migration process:

Ensuring that the merger will be able to facilitate and activate synergies in order to maximize its potential benefits.

Table 2: Development of the Brand migration

	Aprupt	Step by step
Continuation	**Brand Conquest** Examples: Treets was replaced by M&M's // Fairy Ultra was replaced by Dawn	**Brand Takeover** Examples: FlixBus and MeinFernbus // Bounty and Zewa // Raider and Twix
New Development	**New Brand Beginning** Examples: VIAG Interkom becomes o2 // Unification of Telekom's global mobile communications subsidiaries under T-Mobile	**Brand Birth** Examples: Pimm's LU arises from Pimm's and De Beukelaer // Alphabet arises as Holding from Google LLC // Novartis arises from Ciba-Geigy AG and Sandoz AG
		Brand Trust

2.3.1. Allowing for progression by means of increment

Completion of the strategy while preventing the loss of important clients, customers, and other company stakeholders together with the workforce.

The proper development of the goals is fairly useful for the establishment of the key factors for the successful establishment of the brand migration connected to the branded content of that brand. This can be achieved through the successful establishment of brand migration.

1. Giving the topic of the brand the highest priority

In the majority of instances of brand migration, the actual topic of the brand is either updated or changed entirely. This is because there are a number of elements that contribute to brand migration, including consumer positions, brand positions, etc. It ought to be avoided because the customers' comprehension of the brand and the subject it addresses have to be maximized in order to obtain the true value from the customers (Gutiérrez-Torres et al., 2021). If this were the case, the transient nature of the brand's subject matter would prevent buyers from developing a lasting relationship with the company. Use the brand that was suitable before migrating so that you do not have to deal with the challenge of implementing the brand in various nations. Along with the actual desire of the clients, the stakeholders in that region

should be recognized in order to ensure that there won't be any problems in the future with regard to that particular perspective.

2. Establishing long-term goals for the brand and developing a strategic plan for its development

According to Keller & Brexendorf, (2019), In order to successfully migrate a brand, it is critical to first define a brand strategy and a roadmap for putting that plan into action, as well as to develop branded content that is tailored to the needs of the target audience. When considering the current state of building the brand strategy and the content for promotion, it is extremely important to have a solid understanding of the steps that will be made over the next few months. In addition to ensuring the task is completed within the allotted period of time, it also ensures that the work is done in a competent and cost-effective manner.

3. Establishing a connection to the brand Migration in accordance with the human resources and the culture of the respective locations

Because the brand, migration into new areas for the purpose of consumer acquisition, and new customers are the primary target audience of the HR policy, the preparation for the brand and its working process is extremely important. Even the branded content for that company should also be developed with care and consideration for the cultural rituals of the area in which it will be used. Therefore, the majority of the general public should agree with the content, and they should also demonstrate a desire in acquiring high-quality goods from them. As per Tang & Chen, (2020), The connection between the culture and the brand is one that is virtually inseparable. Because of this, the migration and the conjunction with the biggest contribution are going to benefit more from the quality of the braided link. The contribution that the brand mitigation makes with regard to HR and culture is being taken into the uttermost consideration at this time.

4. Utilization of the previously established values

The current values of the company are being shifted in preparation for expansion as a result of the migration to new areas that offer the greatest potential for joint ventures with other multinational businesses. The majority of the time, competing foreign businesses become useful for the completion of increasing the brand worth with improved chances. Even the current worth of the firm needs to be the same because the content that is braided together to promote the company and its products is going to promote the actual value and capabilities of the corporate ad. If the value is not maintained, it will be less likely that consumers will choose the company to fulfil their purchasing needs.

2.3.2. Factors to follow while developing branded content

However, in most cases, the development of branded content for the promotion of the company in other places with the best outcome from them, hence there are several problematic aspects that are also to be included before completing the migration process entirely. The present research places a major focus on branded content as a method of marketing a range of companies in combination with high-quality content. This primary emphasis is put firmly on branded content. In spite of this, branding is intimately tied to the relocation of the brand to another place in order to achieve long-term success. This is because the quality of the content that is provided is directly related to the branding (Waterbury, 2020).

In the course of the previous few decades, a number of global brands such as Google, Apple, Amazon, and Microsoft have been successful in building their brand around the globe by promoting their goods in both a direct and indirect way.

This has allowed these companies to become more well-known among consumers in a variety of countries and regions. The direct way of marketing is used by the vast majority of firms to sell their wares. This strategy entails supplying clients with product specifications together with material that is only linked to the product in question. As a consequence of this, the technique that is known as the selling strategy is the direct approach. On the other hand, the branded material tied to a particular company or product is connected to a narrative or case study, and the great bulk of the information included inside is connected to the product in some manner, although distantly. This kind of content is known as sponsored content. Nevertheless, in spite of the fact that branded content has a lot of favourable impacts in the indirect promotion of products, there are a number of elements regarding the migration standpoint of branded content. During the migration process, it is possible to meet the most essential objectives. In order to make the most of the potential advantages of the merger, it is important to make sure that it will be able to enable and activate synergies.

The security factors that should not be done are…

a. Providing marketing information to most of the other company employees.

b. Providing the position of brand migration currently and not making that a renaming campaign at all.

c. Waiting for the complete process to be fulfilled before the entire deal of migration is complete.

d. Developing the Brand migration without complete customer input on the perspective of the brand migration. As the brand migration process is completely related to the complete major consumer behaviour, hence the quality of the migrations should be connected with the customer and their input.

3. RESEARCH METHOD

3.1. Case Analysis

In this study, a case analysis method was used to identify the type of branded content that is currently growing as a means of marketing communication. A case study is one of the qualitative research methods and is mainly used in the social sciences. Case studies are useful when statistically significant results cannot be obtained in social sciences and business administration (Lee, 2000; Um, 2020). Case studies are useful for seeking holistic explanations of "why" and "how" questions, and their importance increases when tight variable control is not possible. For this reason, in this study, a case analysis method was used to identify the type of branded content that is currently growing as a means of marketing communication. In this study, 51 branded contents searched in South Korea in 2022 were analyzed. Prior to case analysis, the following research problems were set:

3.2. Research Problems

Research Problem 1) Who is the producer of branded contents that are currently being executed?

Research Problem 2) What is the distribution channel for branded contents that are currently

being executed?

Research Problem 3) What is the content characteristics of the branded contents that are currently being executed?

4. RESULTS

In this the types of branded contents are analyzed by producer, distribution channel, and content characteristics using case analysis.

4.1. Producer

4.1.1. Advertiser

In this type, the advertiser is main producer of branded content. The main producer of traditional adv

ertising is the advertiser. In most cases, advertisers take the lead in setting up advertising budgets, producing and executing advertisements. Ownership of advertisements also belongs to advertisers. Of course, a professional advertising agency is requested for planning or producing and the advertising agency acts as an agent, but the subject of advertising is the advertiser. In the case of branded content, as in the case of advertising, the advertiser becomes the main producer of branded content and plans, produces, and executes the branded content.

A case in this type is 'AORBI', an interactive content executed by 'Cass', a beer brand. 'A OR B' was planned as part of the 'YAASS campaign' to encourage people to believe in their choices and enjoy them. 'A OR B' is the story of the main character escaping from a fictional 'dystopian' space where choices are prohibited to 'YAASS Land', a city where all choices are supported. This video proceeds in an interactive way in which the plot changes through the audience's 'choice'. The title of the movie, 'AORBI', means 'A OR B', in other words, it is an alternative content to choose between A and B. The biggest feature of this work is that the fate and content of the main character change according to the viewer's choice to match the title. At the end of each video of about 1 minute and 30 seconds, two options are provided at the end of which the plot progresses, and the viewer directly selects one to move to the next video. After a total of five viewer selection processes, the movie reaches its conclusion. This video surpassed 4 million views in 25 days of uploading on YouTube, and became a hot topic with a cumulative view of 10 episodes exceeding 10 million. Beer brand 'Cass' produces and executes many branded contents besides 'AORBI'.

4.1.2. Creator

As creators or YouTubers become more active and their social influence grows, creators or YouTubers receive requests from advertisers or collaborate to produce and execute branded content for companies or brands. With the growth of SNS and personal media, creators who create personal channels and are responsible for producing as well as filming and video uploading are active. Branded content is no exception. By presenting original content based on the knowledge they have experienced, they build a specialized field and exert influence similar to that of celebrities (Lee et al, 2019; MacKinnon, 2012; Park & Oh, 2021; Yang et al, 2022). These creators may be individuals or organizations.

Compared to advertisers taking the lead in producing branded content, creators taking the lead in producing branded content have an advantage. In this case, it is possible to reduce consumers' resistance to advertisements. Compared to before, various types of advertisements have emerged and are trying to advertise naturally, but the image of "advertising" is still commercially accepted by consumers, so it is easy to be rejected. However, by exposing them to the creator's channel, brand value and marketing messages can naturally blend into the content which consumers like.

First, there is a case of production and execution by a creator 'Fitbli'. He is a creator who is popular for exercise and health-related content. He collaborated with the sandwich brand 'Subway' to capture the love romance of athletic men and women through web entertainment, 'Loveway'. In this web entertainment, young men and women become 'exercise couple' by sharing each other's hearts through various missions related to love and sports without knowing each other's age and occupation. In this process, 'Fitbli' a popular creator with content that informs exercise and health, appeared as a host and a role that connects love between performers. 'Loveway' recorded a maximum of 670,000 views and became a successful example of branded content.

There is also a type of branded content that is produced and executed by an organization of creators rather than a personal creator. These are companies or content creative groups that plan and produce content. 'Dalla Studio', a digital studio and YouTube channel, produces and executes 'Nego-King', a YouTube web entertainment content in which famous celebrities visit companies to negotiate the price of the company's products to reflect the voices of consumers. 'Nego-King' is branded content created for the brand itself, which is planned for brand promotion. 'Nego-King' is popular content with more than 2 million views.

4.2. Distribution Channel

4.2.1. Advertiser Homepage

The first type of branded content distribution channel is the advertiser's homepage. The case is 'Red Bull'. 'Red Bull' focused on combining strong and dynamic images such as challenge, passion, and sports through various types of marketing, and actively utilized branded content. 'Red Bull' used its homepage as a branded content distribution channel. Companies were able to exclusively manage content through their own media. In addition, consumers could feel less reluctant to see the content commercial because it did not emphasize their products too much by comprehensively covering content such as industry news, competitor content, or latest trends, not just information from their brands.

Red Bull's use of its homepage as a branded content distribution channel can be seen from the perspective of brand journalism. Researches are being conducted in relation to brand journalism, which can be said to be a method of mediating brands by borrowing the method of producing articles by the media and producing brand contents (e.g. Arrese & Perez-Latre, 2017; Cole & Greer 2013; Holton & Molyneux, 2017; Kang & Jeon, 2019; Light, 2014; Park, 2016). Brand journalism starts from the approach that it is difficult to attract consumers' attention with the existing format of advertising that simply emphasizes the brand image. Brands directly compose their brand image through storytelling, aiming for a trust effect similar to journalism content. In particular, it can be said that a brand builds its own platform and delivers branded content as if it had become a media.

4.2.2. Advertiser YouTube Channel

The advertiser's YouTube channel is also a major branded content distribution channel. Since YouTube is a powerful distribution channel for branded content, companies operate a separate YouTube channel rather than a homepage to deliver branded content of their own brand to consumers. A representative example is the YouTube channel of the beer brand 'Cass', which was previously mentioned as an advertiser production case in the analysis of the type of producer. 'Cass' operates a separate YouTube channel to deliver various branded contents to consumers.

In addition to the company's official YouTube channel, there are cases where a separate YouTube channel is operated. EVERLAND, a famous amusement park, already has an 'EVERLAND' channel that can be considered an official YouTube channel. This side also uploads videos in the form of branded content, but it creates and operates another channel called 'TITANAM'. Then why did they bother to create another channel called 'TITANAM'? The reason is that the two channels have different roles and characteristics. While the 'EVERLAND' channel focuses on information delivery and new news, the main purpose of the 'TITANAM' channel is communication and entertainment. It can be seen as an attempt to expose content to a wider range of target groups by satisfying what the main channel cannot do through sub-channels. It means to communicate with viewers with a lighter feeling, away from the heavy and rigid feeling like 'Everland's official YouTube channel. Because of this, those who appear in the content of the channel can approach subscribers and viewers as just one YouTuber rather than feeling like an 'EVERLAND PR team employee'. Therefore, even viewers who are trying to avoid advertisements can watch it comfortably without feeling repulsive.

4.2.3. Creator Channel

The third type of branded content distribution channel is creator and YouTuber channels. Branded content is delivered to consumers through creators and YouTube channels, not advertisers' websites or advertisers' YouTube channels. In a situation where the effectiveness of traditional advertising channels is declining, creator channels are attracting attention as a new channel form that replaces and supplements them. While professional content using well-known celebrities and actors is delivered through traditional channels, creator channels are differentiated in that content produced by creators with close psychological distance from consumers is delivered. Contents of creators are consumed in real-time and non-real-time, centered on creator channels, and interactions between creators and consumers, and furthermore, interactions between consumers continue to add fun to content consumption. Also, considering that the Creator Channel provides relatively diverse and flexible content compared to existing channels, the Creator Channel can be said to be a brand communication media that creates new information and entertainment value.

An example of branded content executed through the Creator Channel is the 'Samsung Galaxy Tab' of 'Jangbbijju'. The channel 'Jangbbijju' is a channel where creator 'Jangbbijju' directly produces animations and uploads them. In this content, Samsung's new Galaxy Tablet is advertised. It is a video that introduces products naturally while drawing daily life as usual in the video. In fact, the person who produces the video directly purchased and used Samsung products before the advertisement came in and made the video material as it is. This branded

content was differentiated from existing advertisements through collaboration between Samsung and animation contents of 'Jangbbijju' to present a new look to advertisements for electronic devices. People felt fresh and fun in this part. And if the branded content feels artificial, people will see the video and perceive it as an advertisement, and they will be repulsed. However, this content is based on a true story that happens in everyday life, so it reduces the artificial feeling and gains sympathy from people. It's like watching a normal product review, not like an advertisement, because it contains a video that tells the review of what was purchased and used before the actual advertisement came in.

4.3. Content Characteristics

4.3.1. Drama

Drama is the first type of branded content classified by content nature. Many companies produce contents in the form of dramas to attract consumers' interest and at the same time deliver brand messages naturally in the dramas. Web dramas are an effective way to target the MZ generation, who are familiar with video content such as movies and dramas.

An example of a type of drama is 'Can I step in?' from 'G Market Global Shop'. 'Gmarket Global Shop' is a reverse direct purchase shop targeting countries and consumers around the world. Online promotion was more suitable than offline, and YouTube was the most suitable channel to communicate with many countries and consumers at once. Since most of customers who are interested in K-trend also have a basic interest in K-pop, 'Gmarket Global Shop' created content using idols with influence overseas. The first web drama 'Can I Step In?' with the K-pop group 'On and Off' was produced in a total of 10 episodes, and each episode recorded over 1 million views. Rather than openly advertising a brand or product, they focused more on the story of the drama, and the brand or product was promoted without objection to viewers through natural exposure.

4.3.2. Music

Music can be cited as the second type classified by the nature of content. Music is a popular genre among young consumers, so its target is similar to branded content distributed online. Also, since it is an emotional genre, it can be said that it goes well with branded contents with strong emotional characteristics. Branded content using music is often produced and executed in the form of sound sources or music videos.

In this study 'REBORN)' of 'Dongwha Pharm' was analyzed as an example of music type. 'Whal Myung-Soo', the flagship product of 'Dongwha Pharm', is a long-lived brand, and branded contents were created to break away from the traditional brand image. The 'REBORN' campaign is a campaign that combines hip-hop music produced by rapper Jay Park, who appears as a producer on the hip-hop competition program 'Show Me the Money', with 'Whal Myung-Soo'. 'Show Me the Money' is a program that is very popular among young people every season and heats up SNS such as YouTube and Facebook. It means to show the value of the brand by providing the participants who were eliminated from the program with an opportunity to revive the regret and frustration of dropping out through the song 'REBORN', which was produced by producer Jay Park himself.

Consumers expressed their anticipation for the 'Show Me the Money' program, which is the center of the topic, and the teaser video in which Jay Park will unveil the sound source and music video of Whal Myung-Soo's campaign. The content quality was evaluated positively. The sound source of 'REBORN' became a chart in domestic music sites, and the campaign achieved the first place in the music chart as a sound source of branded content. In addition, as a campaign operation, issues and topics were constantly expanded and reproduced by continuously disclosing branded content materials in each stage that reflected digital media consumption patterns. The background and meaning were conveyed naturally.

4.3.3. Sports

The third type of branded content is sports. Many companies are making efforts to instill a lively and dynamic image in their brands by producing content based on sports, and they are delivering brand messages naturally. In particular, it can be said to be an effective type of branded content for brands that want to build a strong brand image.

Red Bull is an example of a typical sports type. Red Bull has put their brand into a variety of sports. Red Bull runs real football, ice hockey and F1 racing teams. Because these teams perform fairly well, they have raised brand awareness among fans of sports teams. They went further and started investing in extreme sports to best melt the meaning of challenge and passion. Numerous contents are constantly being uploaded to the Red Bull website. Red Bull completely shattered the prejudice that people thought it was hard to get investment in the minor category of extreme sports that were less popular than other sports. Extreme sports content that emphasizes challenging spirit and physical extremity, such as motorcycles and cliff diving, has made many people interested in this field, and has raised awareness of unpopular sports and Red Bull itself, making it a symbol of a brand that is more passionate than any other company in the world. made this happen Since Red Bull has been marketing mainly targeting people in their 20s, the main consumers are young people. In order to effectively promote the brand and products to them, it can be said that the interest in and investment in sports that young people are passionate about played a major role in increasing the popularity of Red Bull.

4.3.4. Entertainment

Entertainment is the fourth contents characteristics type. Entertainment-type branded content is mainly produced in the form of comedy or reality. Branded content should make consumers voluntarily find and view branded content. Fun is the main factor that makes consumers look for branded content. Therefore, many companies produce branded contents with entertainment characteristics. Entertainment-type branded content eliminates the objection of advertising through various interesting elements to consumers, provides pleasure, and opens consumers' minds. Based on this atmosphere, it is to inform consumers of the value and ideology of the brand and stimulate their desire to purchase.

In this study, 'Nego-King' was analyzed as an example of an entertainment type. 'Nego-King' is a YouTube web entertainment content in which a famous celebrity listens to consumers' voices and visits a company to negotiate the price of the company's product to reflect it. 'Nego-King' gives fun throughout the video with fast-paced editing in the style of web entertainment

and funny jokes of the performers. The speech skills of the performers who do everything they say are also a point that stimulates the emotions by giving viewers a sense of excitement and great fun. It can be said that the main MC plays a big role in the success of 'Nego-King'. In Korea, there are few people who don't know this main MC. The perception of this main MC, who was originally an idol but has established himself as an entertainer, is not bad, and the branded content is judged to be very popular because the character's character matches the color of the program.

So far types of branded contents are analyzed by producer, distribution channel, and content characteristics using case analysis. Table 2 summarizes the types of branded content analyzed through cases so far.

Table 2: Types of Branded Content

	Types
Producer	Advertiser, Creator
Channel	Advertiser homepage, Advertiser YouTube channel, Creator channel
Content Characteristics	Drama, Music, Sports, Entertainment

5. DISCUSSION AND CONCLUSION

This paper analyzed the characteristics and types of branded content, which is currently growing as a means of marketing communication. First, the concept and area of branded content were examined, and the background of the rise of branded content in terms of changes in the advertising and marketing environment was identified. Next, in terms of effects, the characteristics and growth of branded content were examined. And the types of branded content, which is the core of this study, were analyzed through case studies.

Through case analysis, it was possible to set the producer, distribution channel, and content characteristics as the type classification criteria of branded content. First, the producers of branded content were classified into advertiser and creator. First, as with traditional advertising, there is a type in which the advertiser becomes the main agent, establishes a budget for branded content, and produces and executes the branded content. The second type related to the production subject is creator. As personal creators or YouTubers become more active and their social influence grows, creators or YouTubers receive requests from advertisers or collaborate to produce and execute branded content for companies or brands. They create personal channels and are responsible for direct production as well as filming and video uploads.

As a result of identifying the types of channels through which branded content is distributed, it was classified into advertiser's homepage, advertiser's YouTube channel, and creator's channel. The first type is when branded content is distributed through the advertiser's homepage. In particular, it is worth noting that this case is operated from the perspective of brand journalism, as in the case of Red Bull. This is a way for a brand to build its own platform and deliver branded content as if it had become a single media. Brands directly compose their brand image through storytelling, aiming for a trust effect similar to journalism content.

The second type seen as a distribution channel is the advertiser's YouTube channel. Since YouTube is a powerful distribution channel for branded content, companies operate a separate YouTube channel rather than a homepage to deliver branded content of their own brand to consumers. In addition to the company's official YouTube channel, there are also cases of operating a branded content-oriented YouTube channel. In other words, while official channels focus more on information delivery and news, branded content-oriented channels focus on communication and entertainment.

The third type seen as a distribution channel is creator and YouTuber channels. Branded content is delivered to consumers through creators and YouTube channels, not advertisers' websites or advertisers' YouTube channels. While professional content using well-known celebrities and actors is delivered through traditional channels, Creator Channel is differentiated in that content produced by creators who have a psychological distance from consumers is delivered.

As a result of identifying the type of branded content by content characteristics, it was classified into drama, music, sports, and entertainment. Drama is the first type of branded content. Many companies produce contents in the form of dramas to attract consumers' interest and at the same time deliver brand messages naturally in the dramas. Web dramas are an effective way to target the MZ generation, who are familiar with video content such as movies and dramas.

Music can be cited as the second type of content in terms of the nature of the content. Music is a popular genre among young consumers, so its target is similar to branded content distributed online. Also, since it is an emotional genre, it can be said that it goes well with branded contents with strong emotional characteristics. Branded content using music is often produced and executed in the form of sound sources or music videos.

According to the nature of the content, the third type of content is sports. Many companies are making efforts to instill a lively and dynamic image in their brands by producing content based on sports, and they are delivering brand messages naturally. In particular, it can be said to be an effective type of branded content for brands that want to build a strong brand image.

Entertainment can be cited as the fourth type of content in terms of the nature of the content. Entertainment-type branded content is mainly produced in the form of comedy or reality. Entertainment-type branded content eliminates the objection of advertising through various interesting elements to consumers, provides pleasure, and opens consumers' minds. Based on this atmosphere, it is to inform consumers of the value and ideology of the brand and stimulate their desire to purchase.

Based on the results of analyzing the characteristics and types of branded content, which is currently growing as a means of marketing communication, this study intends to propose proposals for the continued growth of branded content in the future.

While advertising is a marketing communication means that tries to see the effect directly and relatively quickly by delivering product or brand-related information, branded content is a marketing communication means that tries to achieve the effect indirectly and long-term by indirectly melting the brand into the content that consumers like.

As we have seen so far, branded content has advantages that were difficult to have with existing marketing communication methods, including advertising, in terms of effectiveness, and it can

be said that it has great potential for future growth. Therefore, it is necessary to systematically nurture the branded content industry in the advertising and public relations industry. Recently, you can hear that the advertising industry is in crisis. If we look at the four major media-centered advertising halls, this point of view may be correct. However, considering that advertising in a broad sense includes advertising in the four major media as well as various fields, this point of view cannot be said to be correct. In particular, when the culture industry, content industry, and entertainment industry are becoming important and the government or industry is trying to grow the industry and market, considering the situation, branded content can be said to be a new blue ocean in the advertising and public relations industry. Therefore, institutional efforts should be made to grow the branded content industry at the association or related organization level along with the natural market growth. It can be said that it is necessary to encourage academic research, as well as raise interest in related industries and society, standardize, and implement promotion systems.

In recent years, collaboration with new fields such as fashion, film, and science is increasing in the production of branded contents. In addition, in this integrated collaboration process, marketers or advertising managers only present a rough concept and direction, and guaranteeing freedom of creation so that partners can demonstrate their creativity is the secret to creating successful branded content. Therefore, in order to increase the effectiveness of branded content in the advertising and public relations industry, it is necessary to promote collaboration with experts in various fields from a longer-term perspective, and this can be said to be a part that requires management's policy consideration.

The significance and limitations of this study are as follows. Academically, by analyzing the types of branded content that are rapidly growing in the advertising and marketing field, it will be helpful to understand the nature and characteristics of branded content. Based on this, it will be possible to expand the depth and breadth of branded content research in the future. In practice, by analyzing blended content and understanding its types through realistic case analysis, it will be possible to refer to the production and execution of blended content in future practice. It can also help develop new types of branded content.

This study identified the types of branded content by utilizing case analysis, a qualitative research method. Therefore, it can be said that there is a lack of rigor and systematicity, which are the limitations of qualitative research. In future studies, it is necessary to conduct quantitative research on the types of blended content. In addition, research on objective effect measurement of branded contents is needed. Branded content is a relatively recent marketing communication tool, and therefore, related research is lacking. Moreover, research on the effectiveness of branded content is still in its infancy, and there is a lack of reliable evidence for its effectiveness. Therefore, it is time for academia and industry to make efforts and considerations on the effect measurement method considering the properties of branded content as a marketing communication means.

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Declarations

Author declares that all works are original and this manuscript has not been published in any other journal.

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