The 10 Best Ways to Use Branded Content

Mandy Welch June 12, 2024

We've been talking a lot on this blog about branded content and why it's such a powerful way to connect with your consumers. A quick list of backstory: branded content involves creating and sharing valuable, relevant, and consistent content to attract customers to a product or service. Instead, it creates connections with your audience by sharing what's at the heart of your business.

The key to branded content is a properly crafted storytelling that shows a light on who you are and what you stand for, communicating your brand in ways that will connect deeply with your audience.

That's a great explanation, but what does it look like in practice? Our team found some great examples of branded content across TV, movies, music, radio, in-store, on-demand video, social media posts, podcasts, even music videos, and there are some stellar, highly entertaining examples of how companies out there are using branded content.

Take a look at some of our favorites!

Branded content example 1: Branded music video

Honda

Have our hearts turn three minutes of your day? Watch this video for Dil Co's pop hit, "**I Won't Let You Down.**" Filmed in Japan with a camera on a drone, this eye-popping video shows the band in a variety of environments and situations, from a bustling city to a modeling studio made by monds, who paid for the video. It "tugged Jaw what we did there?) into an elaborately choreographed number with the guys on their sockets and dancing in a variety of situations, from a bustling city to a modeling studio made by monds.

There is no mention of Honda in the video, other than viewers wondering what in the heck these guys are riding on. But it's a genius stroke of branding by Honda. It appeals to consumers who are interested in cutting-edge, high-tech, and entertaining content, and instead to take one of these bodes for a spin. And there's the tag line, "I won't let you down." The video debuted on the Today Show, and to date has more than 38 million views.

Watch your branded content campaign!

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