



THE NEW PATRONS
OF ENTERTAINMENT

UNCOVERING THE
RELATIONSHIPS BETWEEN
BRANDS, AUDIENCES
AND CULTURE



THIS REPORT DEMONSTRATES AN
ACKNOWLEDGEMENT THAT BRANDS CAN STEP
IN AND ENSURE OUR FANTASTICALLY DIVERSE
CULTURAL SECTOR CONTINUES TO FLOURISH AT
A TIME OF SIGNIFICANTLY REDUCED FUNDING.

THERE IS NOW, MORE THAN EVER, A REAL
OPPORTUNITY FOR BRANDS TO GET INVOLVED AND
CREATE ENTERTAINMENT EXPERIENCES THAT GET
CONSUMERS CLOSER TO THE THINGS THEY LOVE -
WHETHER IT'S FILM, COMEDY, MUSIC, FASHION OR
MORE SPECIALIST FORMS OF CULTURAL ACTIVITY.

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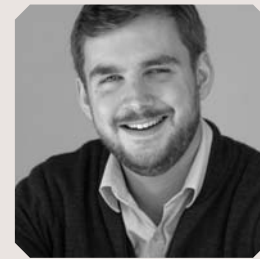
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WELCOME TO A SPECIAL EDITION OF FRUKT SOURCE, A PUBLICATION DEDICATED TO ANALYSING THE CHANGING CONSUMER ATTITUDES TOWARDS BRAND INVOLVEMENT IN MUSIC, ENTERTAINMENT, CULTURE AND THE ARTS.

ENTERTAINMENT REVISITED

When we say that "entertainment is the next big opportunity for your brand", you may feel like you've already been on that road many times before. But you haven't. Not like this.

It's true that a brand getting involved with entertainment isn't by any stretch of the imagination a new idea in itself. Consumer brands have long sought an alignment with entertainment properties that can offer a direct line to impassioned fans. Whether it's music, film or fashion, there is a high value audience there that brands are naturally eager to engage with.

For years the notion of branded entertainment languished within the realms of the advertiser-funded programme, as if moving the ad break inside the programming was in itself the ultimate solution and not merely another 'idea'. However, in truth it's not just about delivering content any more.

What this report looks to address is the more radical approach to branded entertainment, one that sees brands beginning to wake up to the notion that they need to be more creatively involved than ever before in the process of developing new inspirational entertainment. Consumers are at their most welcoming and brands are now in the enviable position of being able to assert their true worth in a space that always seemed just beyond their reach. From this point on things are set to change, and will see the key players in this space becoming the 'initiators' of some of the most exciting, innovative and cultural products of this decade.

UNDERSTANDING AUDIENCES

The big question, however, is what do consumers actually want from brands in terms of entertainment and how does this differ across varying cultural and entertainment categories? What ignites passion in a sports fan is likely to be entirely different to what fuels the desires of fashion's dedicated followers, and now more than ever it needs to be understood that a one size fits all approach to branded entertainment simply isn't going to meet everyone's needs.

This is also a timely claim, as FRUKT has now joined Octagon Entertainment as a cornerstone of their entertainment division. So our world of entertainment strategy joins a business with a rich and diverse heritage in understanding and delivering sports marketing. It's a sign of the times that two businesses fuse to create a powerful proposition inspired by the opportunity to excite and satisfy the passions of brand audiences whether in music, film, comedy or sport.

I hope the following pages serve as a reminder that the entertainment sector is the very lifeblood which fuels human emotion. Whether it's the songs that make us remember, the films that make us feel, the comedy that makes us laugh or the art that inspires us to think differently about our surroundings. Without it the world would be a much poorer place.



JACK HORNER | CREATIVE DIRECTOR/CO-FOUNDER, FRUKT COMMUNICATIONS

