

Branded Content Best Practices by Category

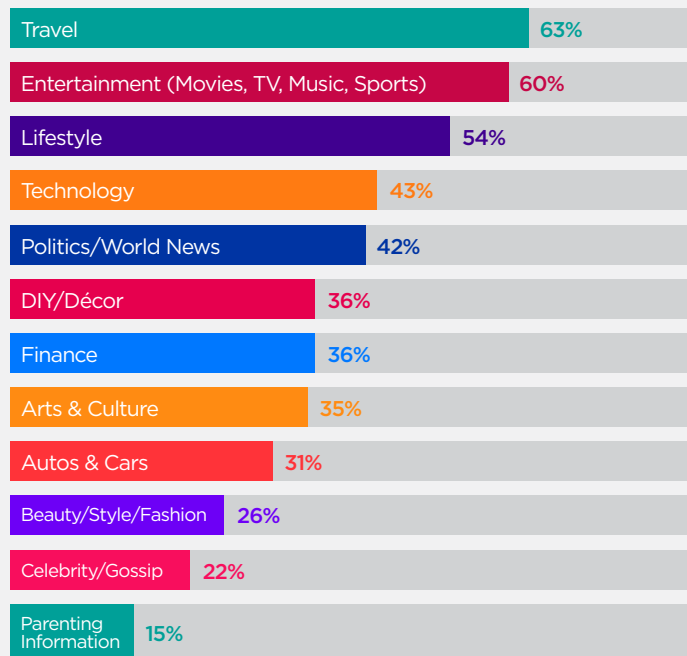
Following Yahoo Canada's Engage Better study released in January 2015, our latest research set out to further understand Canadians' content consumption habits. The results look at consumers' attitudes, behaviours and perceptions towards branded content across different categories/topics.



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Content Categories of Interest



Content Preferences by Gender



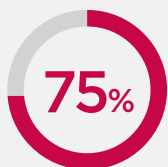
Lifestyle
Travel
Entertainment
DIY/Décor
Beauty/Style



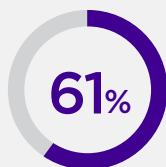
Travel
Entertainment
Technology
Politics/World News
Autos/Cars

The average Canadian adult displays interest in 4.6 different topics of content.

Most Frequently Consumed Content (at least once a week)



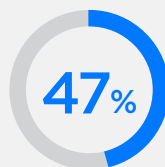
Entertainment



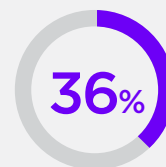
Lifestyle



Travel



Finance



Beauty/Style/
Fashion



Autos/
Cars

Consumers & Branded Content

- Lifestyle was the most recalled category of branded content.
- Consumers were most open to branded content from the Travel category.
- Two thirds of consumers agreed, "It doesn't matter if Entertainment, Beauty/Style, Travel content is sponsored by a brand, as long as it's interesting, I'm okay with it."
- Consumers responded that they spend the most time with Entertainment, Travel and Autos content per session.

Best Practices by Content Category

<p>Autos</p> <p>User's Motivation to Consume 49% To make an informed decision 48% To stay-up-to-date with current events/trends</p>	<p>Highlight Brand Identity</p> <p>Showcase the brands and vehicles which inspire consumers to want to go for a drive.</p>
<p>Beauty & Style</p> <p>User's Motivation to Consume 45% Stay up-to-date with current events/trends 44% For inspiration</p>	<p>Captivate with Trends</p> <p>Inspire consumers with a unique brand voice which fuels creativity, trial and confidence.</p>
<p>Entertainment</p> <p>User's Motivation to Consume 59% Because it's interesting 58% To relax 23% To discuss with friends/acquaintances</p>	<p>Amuse & Distract</p> <p>Evoke emotion to entertain and keep consumers up-to-date.</p>
<p>Finance</p> <p>User's Motivation to Consume 60% To make an informed decision 51% To stay up-to-date with current events/trends 46% For personal development/to learn</p>	<p>Educate & Inform</p> <p>Provide trustworthy information to help consumers succeed.</p>
<p>Lifestyle</p> <p>User's Motivation to Consume 52% For personal development/to learn 33% For inspiration</p>	<p>Fuel Growth & Development</p> <p>Help consumers succeed and discover with engaging brand integration.</p>
<p>Travel</p> <p>User's Motivation to Consume 62% To make an informed decision 58% Because it's interesting 43% For inspiration</p>	<p>Allow Escape & Build Wanderlust</p> <p>Encourage consumers escape through travel content and leave them aspiring to experience more.</p>