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# From entertainment to contentainment



## How to ride the contentainment wave

New patterns of consumer media consumption habits and a multitude of new content types are creating huge opportunities for CPG companies to get closer to consumers and boost profits.

When COVID-19 lockdown measures struck China's "Hometown of Apples", Baishui county, local farmers were left with more than 200,000 tons of unsold fruit. JD.com live-streamed the sale of those apples,<sup>1</sup> and two hours and 210,000 shoppers later, more than 100 tons were sold. The main attraction? Fengju Qin, the head of Baishui county, enthusiastically telling viewers: "Baishui apples, juicy, crispy and sweet. You'll certainly not be disappointed!"

This is the power of engaging audiences with unique content, via innovative social channels. Today's consumers have acquired a taste for content that is contextual, local, and micro-segmented, as well as on-demand, bite-size and mobile-centric. As a result, there has been an explosion in the number of content creators proliferating native, highly shareable media across social media. For millennial and Gen Z consumers, platforms such as Facebook, YouTube, WhatsApp, Instagram, and TikTok are fulfilling the need for both information and entertainment. Today, reportedly more social media users consume news on social platforms than from any other source, more consumers trust what is proclaimed by people they follow, and user-generated content is far more influential than brand-created content. Meanwhile, more than 54% shoppers use information from those

platforms to make purchase decisions, and more than 71% are more likely to purchase products recommended by an influencer.<sup>2</sup> The reach of social media is also widening, with more than 25% of 6-16-year-olds being influenced by social media for purchases—more than their older family members.<sup>3</sup>

In an age of ad blockers, easy skip-adverts, and unreliable advert viewability, unique social content gives brands an opportunity to break through and connect with audiences.

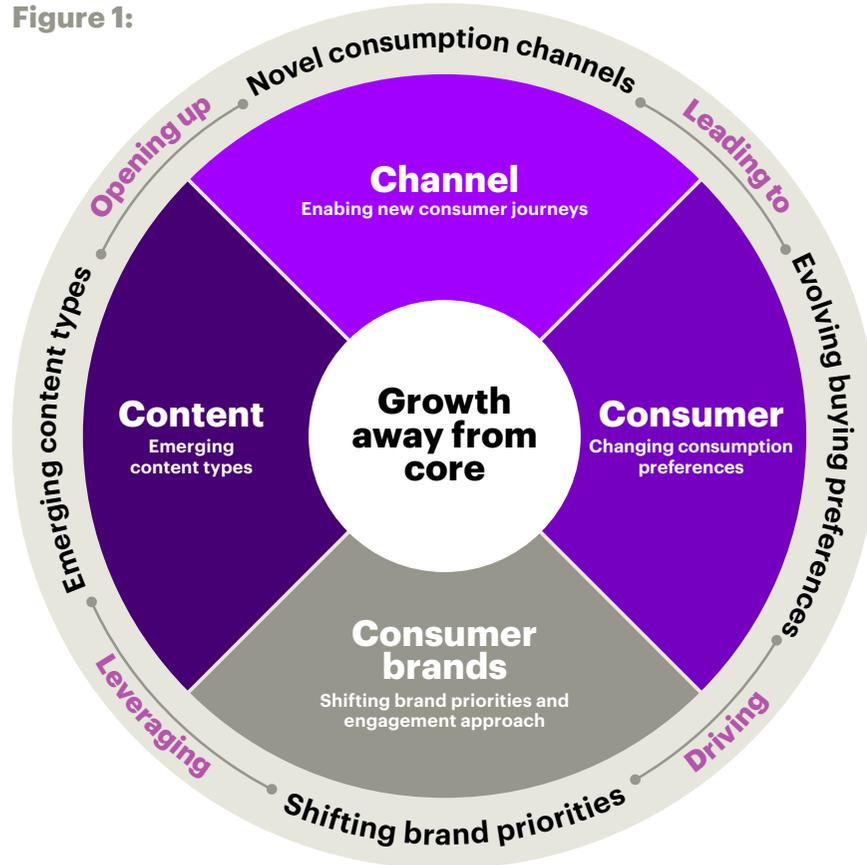


## The 4Cs of contentainment

Creators are responding with an influx of new content types beyond social posts and vlogs, including: behind-the-scenes footage; unboxings; how-to videos; top lists; chat-led live streams; fun-facts; user-generated content; polls; live-streamed gaming; memes; reaction and prank videos. Combined with micro moments<sup>4</sup>—such as, “I-want-to-watch-what-I-am-into” or “I want to buy”—this content evolution expands consumer choice and increases brand marketing touch points. Creators are also increasingly producing short-tail and user-generated content, as channels move away from one-to-many broadcasts and long-tail content.

By marrying changing consumer viewing patterns with new content types, consumer brands have a richer way to communicate their proposition. This changes how brands view their audience segments, define content play, make media choices, and provide a commerce backend to complete the consumer journey, all while improving reach and engagement.

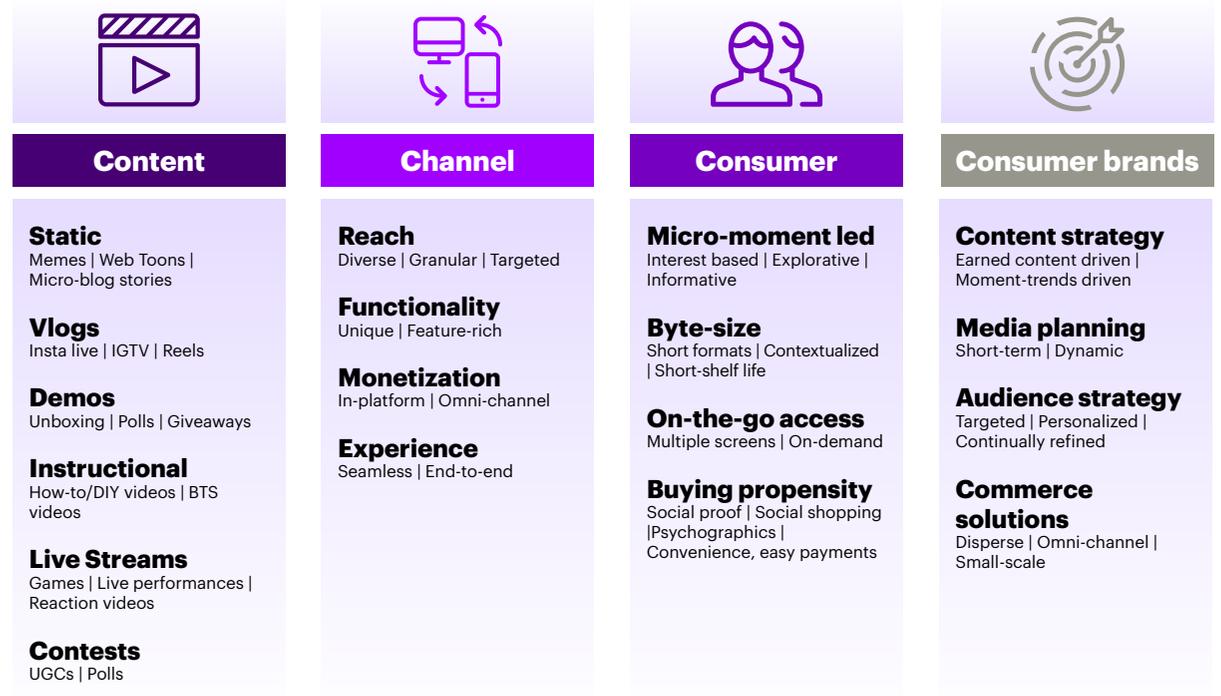
Figure 1:



Successfully leveraging contentainment relies on a new “4Cs’ model” (figure 1) shaped by converging trends: the fusion of evolving **content** types with changing **consumer** viewing habits offers media **channels** an opportunity to drive adoption and reach while improving monetization. This ultimately provides a new range of choices for **consumer brands** to rethink their content and media play.

The interplay of these 4Cs (Fig 2) has shaped a new paradigm of entertainment content created specifically to influence consumers to buy products, services, and concepts. Platforms such as Instagram and Tiktok have improved functionalities that allow consumers to seamlessly engage with and evaluate products or services. Digital-first brands are using these platforms to create engaging campaigns with industry leading MROIs, at a fraction of the cost typically spent by big players. In 2020, for example, India-based personal and baby care company Mamaearth launched a Mother’s Day campaign encouraging mothers to film themselves dancing to a song written for the occasion.<sup>5</sup> With support from influencers, the videos garnered more than six million views on Instagram and TikTok.

**Figure 2:**



## Contentainment is winning in Asia

With two billion internet users, social commerce sales in APAC reached \$2 trillion in 2019 and that figure is expected to double by 2024. Brands are increasingly using contentainment to showcase products, share compelling brand stories to educate consumers, and provide rich experiences. The Chinese livestream commerce market increased from \$66 billion in 2019 to \$170 billion in 2020, and in 2019 37% of online shoppers made livestream purchases.<sup>6</sup>



**Three key enablers are helping brands scale contentainment and achieve phenomenal returns:**

**Multi-principal, ecosystem-led**

In 2020, ecommerce giant Lazada joined with Singapore's biggest media network, Mediacorp to launch a Mega Sale during Singapore's National Day celebrations. In the lead-up, influencers from Mediacorp's Bloomr.SG social advertising platform hosted a game show where consumers guessed campaign prices. The shows were livestreamed on Lazada's app, attracting 30,000 viewers and resulting in 500,000 shopping hours.<sup>7</sup>

**Brand/retailer-led**

At the 69th Cannes International Film Festival in 2016, L'Oréal invited Chinese celebrities to live stream behind-the-scene segments and recommend L'Oréal items they were using during the festival. Viewers were simultaneously prompted on how to buy the products.<sup>8</sup> Ecommerce site Tmall reported that a lipstick used by celebrity Li Yuchun sold out within four hours.

**Channel-led**

Lazada's 'See Now Buy Now' live-streamed fashion shows feature local labels and enable consumers to click on and buy products via its app. Lazada claimed featured brands saw sales soar by at least 20 times the normal daily volume in 2019. All items from one brand, Salisa Clothing, sold out within half a day.<sup>9</sup>

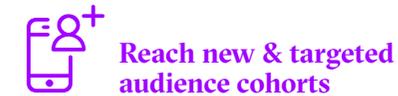
## Recipes for success: how CPGs can ride the contentainment wave

To reach untapped consumers, CPGs must create highly relevant, regional, and vernacular content. An analysis of engagement metrics from influencer-led and user-generated

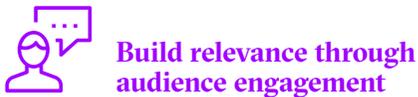
content campaigns can deliver a deeper understanding of audience micro-segment preferences and be used to personalize content, products and services.

Brands should adopt a holistic approach to contentainment that addresses each of the 4Cs (Fig 3):

**Figure 3:**



Create highly relevant regional and vernacular content from micro-influencers.



Leverage personalized, regional and vernacular content from micro-influencers and content co-creation.



Through influencer collaborations, live events, product placements in context, reviews, live streams showing demos, BTS (Behind-The-Scenes), AMA (Ask-Me-Anything) trials and giveaway events.



With lookbooks, UGC and 'shop-the-bundle' are the perfect mixture of curating and turning customer content into conversations & conversions.



Enable shorter, seamless paths to purchase via shoppable feed to provide fewer steps from intent to purchase.



Provide delightful customer service on near-real time user feedback & direct conversational communication with consumers.

## Anchoring back to the 4Cs of contentainment



**Consumers:** Leverage first-party data to gain a better understanding of consumer preferences, then use these insights to build and reach new, targeted audience cohorts. Audience segmentation and targeting should be driven by interest-based and consumption trend-led micro-segmentation. For example, gamers have a higher propensity to purchase electronics, mobiles and entertainment products such as movie tickets, and are more likely to influence others to purchase said brands.

**Consumer brands:** Build relevance by engaging the right audience cohorts with the right content, delivered via the right influencers. While contentainment takes away control over content creation, brands can moderate influencer-led campaigns by defining clear objectives and guidelines to ensure the content works for them.

**Content:** Focus on a wider variety of platform-relevant content formats. The format of the creative is just as important as the creative itself. As Mamaearth demonstrated with its Mother's Day campaign, consumers are eager to share user-generated content and tag brands. Content strategies should include crowdsourced, engaging influencer or expert user-generated content.

**Channel:** Tailor campaigns to leverage the unique value of each channel, rather than transplant campaigns made for other channels. Contentainment channels are unique in the breadth of their reach, providing functional proposition and experiences while monetizing interactions. For consumers, the content provides trustworthy information – from influencers and peers – while interactions provide immediate feedback and social proof via comments.

## Starting the journey

Marketing is no longer just about annual plans and big-budget television commercials. Instead, brands must differentiate themselves with unique consumer-led experiences. CPG companies in Southeast Asia have demonstrated the profitability of influencer-led or user-generated content, as well as video-shopping as entertainment. Widespread adoption of contentainment strategies is therefore not a question of 'if', but 'when' and 'how'.

Brands must refine their audience cohorts, redefine content strategies, and embrace a shift in media priorities towards live video-sharing platforms with ecommerce functions. Commerce can then be driven by partnerships with influencers and brand audience communities, allowing CPG companies to build brand relevance and deliver memorable, loyalty-driving consumer experiences.



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