

# BRANDED ENTERTAINMENT: CONCEPTUALIZATION, INSIGHTS FROM PRACTICE, AND RESEARCH AGENDA

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## **Abstract**

Facing customers' avoidance of advertising, marketers increasingly seek to get their brand messages across via branded entertainment formats such as movies, games, or podcasts. Academic literature does not provide insights on what comprises branded entertainment and how marketers can use it successfully. We lack a clear conceptualization and managerial guidance on how brands can benefit from this growing marketing opportunity. To address this shortcoming, this article first conceptualizes branded entertainment and then demarcates it from related marketing disciplines (i.e., advertising, product placement, and sponsoring). Based on insights from literature, practitioner articles, and expert interviews, we embed branded entertainment in a broader research framework. Our findings highlight key capabilities to implement branded entertainment successfully, outline current challenges and opportunities of branded entertainment, and provide a research agenda for this nascent marketing field.

**Subject Areas:** *Advertising, Channels, Entertainment Marketing, Marketing Strategy*

**Track:** Advertising & Marketing Communications