



Análisis del branded content en televisión: estudio de casos españoles [

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Analítica

Branded content has become popular as an alternative corporate and advertising communication format with respect to traditional communication actions. This study analyzes the use of branded content by Spanish advertisers on television, in order to identify the characteristics of the application of this communicative technique to the main medium in advertising investment in Spain. The methodology used is based on the case study, analyzing a number of predefined variables for each of the selected sample. The results show the character of utility and service which most of branded content actions broadcast on television have, since they offer information of interest to the citizen, such as tips and tutorials, with a message focused on the audience and conveying the brand values through the contents. As a conclusion, we can highlight the transmediality that characterizes the actions of branded content on television, given that the conversation between brand and user about the programmes subjects continues in social media, thanks to presence of these programmes on platforms such as Twitter

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