

# The Strategic Role of Content Marketing & Measuring It

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San Diego

Marketing Accountability Standards Board  
of the Marketing Accountability Foundation





**Stuart  
McLean**



**RJ  
Williams**

# About Stuart McLean



- **Founder of award-winning studio Content & Co, a Psyop Media Company**
- **Executed successful campaigns for brands such as FOX, NBC, TBS, HULU, Unilever, FCA, AB InBev, Schick, and Subway**
- **Backer of several media tech startups such as SnifferCat, which provides world class centralized OTT distribution, ad insertion and data capture**
- **Patent holder for inventions for stream-enabled video**

# About RJ Williams



- **Founder and CEO of Young Hollywood**
- **Digital, social and mobile property reaching over 160 countries and 120 million homes**
- **Finances, produces and distributes 500+ hours of original programming annually**
- **Clients have included Subway, Adidas, H&M, AT&T, Unilever, Electronic Arts, Samsung and Coca-Cola**

# Topics for Discussion



- A funny thing happened on the way to Torrey Pines in June 2008...
  - Advent of branded message integrations
    - Jamie Widdoes
    - 4 to 9'ers
    - Cimmorelli's



- YouTube's 100 channel strategy
  - Awesomeness and YOUNG HOLLYWOOD
  - NBA All Star Game 2019

# Thank-you!



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