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# Banijay Branded Entertainment Strikes Strategic Deals With Launchmetrics, IMA (EXCLUSIVE)

By John Hopewell

Banijay
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TOLEDO, Spain — Launched in November, Banijay Branded Entertainment (BBE), has closed strategic partnerships aligned with software, insights and data company, Launchmetrics, and Banijay Iberia's creative agency IMA, in order to enhance the expertise and appeal to clients of BBE's 360° production, marketing and measurement services.

Made at Spain's Conecta Fiction, the announcement comes hours before Carlotta Rossi Spencer, head of branded entertainment business development, Banijay Entertainment, will talk on a panel at the forum, as producers and companies look for ever more engaging ways to promote their content and brands – and measure the results of their campaigns.

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A provider to Tiffany's, Vogue, KCD, Shiseido, The North Face, and Levi's, Launchmetrics measures impact on social media of events and brands. It is described by Banijay as the market's first AI-powered Brand Performance Cloud, helping clients launch campaigns, amplify reach, measure ROI, and benchmark their brand performance. It works with more than 1,700 companies.

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Creative agency, IMA, part of Banijay Iberia, taps creates around the world to works with broadcasters and platforms, to deliver boutique solutions and services to clients via advertising promos, crafting and producing visual identities, promos and creative campaigns.

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"IMA works on really focusing on making ideas resonate even more from an advertising point of view," said Rossi Spencer.

Activations by IMA cited by Banijay Entertainment take in promotional assets for Paramount+'s "The Envoys" and "Bosé"; commercials for the 2024 Goya Awards; brand identity and promotional assets for RTVE's "Dance If You Can" and Telecinco's "Celebrity Big Brother Spain"; and brand development work for LaLiga and Banijay Entertainment.

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"We have a first-class reputation for delivering premium content for our brand partners, leveraging Banijay Entertainment's incredible in-house production talent, to create engaging storytelling that audiences love," said Rossi Spencer.

"Now with the additional expertise of Launchmetrics and IMA, BBE can continue elevating its brand offering to bring a full-service package to producers and clients alike; from brand work to format ideas, production, marketing assets and measurement," she added.

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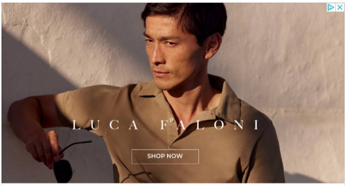

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"BBE is becoming a broader proposition, adding advertising: How to create even better presentations, how to sell even better, how to create promos, how to work with our creatives even more. Launchmetrics focuses on getting return on investment," Rossi Spencer told *Variety*.

""We make the best content out there. Plus we can give you a lot more. We can bring a lot of solutions to brands. We look at the talents that we have and we think that our talents can be used in a lot of ways. So it's a good way to really enhance and diversify already the business that we have," she added.

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"Banijay Entertainment's branded output is going from strength to strength, and I believe our expertise at crafting powerful creative assets will further enrich its offering to clients," said Agus Cantero, creative director, IMA. **"**Across a wide range of creative, engaging and story-driven solutions and services, we can enhance the impact of brand-funded entertainment for BBE's partners."

A specialist division of Banijay Entertainment, BBE provides centralised support for Banijay's teams taken in *Big Brother – Knossi Edition*, the format's first venture into branded entertainment, for Twitch and Joyn, marking a collaboration between EndemolShine Germany, Banijay Media Germany, Rainer Laux Productions and DLS Consulting.

Banijay cites among its branded content successes Niall Horan's "Homecoming: The Road To Mullingar" with Lewis Capaldi with Guinness, produced by Banijay U.K.'s Electric Robin for Prime Video; "Maître Chocolatier" for Lindt, produced by Banijay Italia's Nonpanic, which aired on TV8 and is confirmed for a second season; and the multi-territory "Hairstyle The Talent Show" with Alfaparf. Shine Iberia has produced five local versions covering Spain, Italy, the U.S., Mexico and Brazil.

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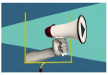

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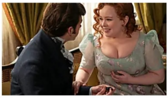

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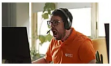

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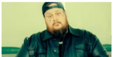## More From Our Brands