

The Branded Content Marketing Association (BCMA) announces North American expansion with Canadian chapter

Kaaren Whitney-Vernon leads BCMA Canada as President, with founding members Walmart Canada, Shaftesbury, SGS International, and KPMG

Toronto, ON – September 7, 2017 – The **Branded Content Marketing Association** (BCMA), the global trade association for branded content practitioners, announced further North American expansion with the opening of a Canadian chapter. **Shaftesbury’s Kaaren Whitney-Vernon** will serve as President of **BCMA Canada** and welcomes the chapter’s founding members **Walmart Canada, Shaftesbury, SGS International, and KPMG**.

“Canadian brands and marketers have really embraced the impact and potential of branded entertainment. We are thrilled to bring the BCMA to Canada and extend our efforts and expertise to the international stage,” said **Kaaren Whitney-Vernon, President, BCMA Canada**. “Our mission is to create an engaged and active community for branded content professionals throughout Canada and to work towards building a standardized tool for measurement – we look forward to welcoming like-minded organizations to join us in this endeavour.”

BCMA Canada, in association with KPMG, will host a kick-off event on **Monday, September 11** at **Theatre Park** (224 King St. W.), in the heart of downtown Toronto during the Toronto International Film Festival. Attendees will have the opportunity to meet with the founding members of the association’s Canadian chapter, as well as gain insight into recent successes in the Canadian branded content space with panelists including **Christina Jennings, Chairman & CEO, Shaftesbury**.

“We are so excited to bring the BCMA to the Canadian market. This is a group of inspired collaborators, curious brand builders and made-in-Canada advocates. The BCMA is ready to open the doors to our fierce ad community that

are boldly both consumers and creators of awesomely engaging content. Let's launch, it's time!" said **Heather Loosemore, Senior Director of Marketing, Walmart Canada.**

"The consumer is truly in control now. They decide when and how to interact with brands. So brands need to create more and more content across more and more channels in order to be sure the light is on when consumers come knocking," said **Adrienne Wotherspoon, VP & GM, sgsco Design.** "With audiences controlling their viewing experience, content creation needs to move at the speed of culture, giving audiences what they need when they need it. As global thought leaders for branded content, the BCMA is vital for promoting best practices, sharing knowledge and helping the branded content industry realize its vast potential."

The BCMA, now going into its 15th year, is a globally recognized association of leading experts in the branded content industry. With chapters around the world, including the U.K., Europe, Africa and South America, the organization is committed to growing and promoting the branded content industry in partnership with other relevant trade associations and industry groups.

Members will have exclusive access to **Content Monitor**, a proprietary branded content measuring system developed by the BCMA and global research leader **Ipsos MORI**, part of the Ipsos Group.

BCMA Canada is now accepting new members to work toward promoting the value of branded content to the global marketing industry. For further information, please visit <http://www.thebcmana.com/>

LINKS:

www.thebcmana.com

Instagram: @thebcmana

#canadalovesbrandedcontent

For information about membership and details about the launch event, please contact:

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