



FOR IMMEDIATE RELEASE

BRANDED CONTENT MARKETING ASSOCIATION GIVES INFLUENCERS A COLLECTIVE VOICE

- BCMA will give a voice to the influencer marketing industry and promote the value of influencer marketing to brands -

London, UK – 19th July 2019 – The Branded Content Marketing Association ([BCMA](#)) launches [BCMA Influence](#) to represent the influencer marketing industry, promoting the value of influencer marketing to brands.

Influencer marketing is currently one of the fastest growing advertising sectors, with the industry is expected to be worth up to \$10bn globally by 2020*.

Brands need reassurance in knowing who to trust. The BCMA is extending its highly valued accreditation scheme to validate and ensure Influencers have genuine followers. Its aim is to create a standard of best practice and represent the best in class.

The BCMA is an established global member association representing leading brands, agencies, platforms and production companies such as, Red Bull, Mediacom, Twitch, EndemolShine Group and has partnerships with many leading exhibitions, summits and conference organisers in the marketing industry. Among the benefits for members are measurement, research, exclusive new member workshops, free debt collection service, conference panel representation, free legal

helpline, online directory, accredited member badge, merchandise partnerships and much more.

Among those already signed up are Whalar, Tagger Media, Buzzoole, Influencer Intelligence, Influencer DB, Onalytica, Fourth Floor Creative, Mirriad, Scott Guthrie and influencers, such as James Middleton, Zoe Timmers, Louise Simpson (Three Little Tinkers), Anthea Biggs, James Bamsey, Meagan Bickerstaff, Charlie Wild and Jess Last (The Travel Project) and Rob Eades (Lean Student Chef), Alex Galviz, top LinkedIn voice, Sarah-Jayne and Dean Anthony Gratton (The Influencers) and Rosalind Shimmen (Founder of The Influencer's Diary)

Hannah Brookman, Managing Director of Tagger Media Group commented, "As the influencer marketing space becomes more and more crowded and chaotic, it is vital that we have an independent body like the BCMA representing and regulating the space. We at Tagger are proud to be a partner, and very much look forward to the role we will play in professionalising the industry"

Andrew Canter, Global CEO of the BCMA said:

"With Influencer Marketing set to continue it's rapid growth and importance, the BCMA is proud to represent the key players in the industry. We will give members a collective voice and promote the value of influencer marketing. Using our experience and knowledge in working with members we will give additional confidence to brands that are planning to engage with Influencers as part of their marketing strategy."

- ENDS -

NOTES TO EDITORS:

About BCMA:

The Branded Content Marketing Association (BCMA) is the leading global member association for branded content. The BCMA promotes the value of branded content and is designed for anyone involved in the communications industry. Through best practice it leads the debate on what makes great branded content and how brands, producers, platforms and agencies can engage audiences for maximum benefit and payback.

Web www.thebcma.info

Twitter [@thebcma](https://twitter.com/thebcma)

LinkedIn <https://www.linkedin.com/groups/4116857>

Facebook <https://www.facebook.com/brandedcontentma>

YouTube: <https://www.youtube.com/channel/UCJxRXnVkJ5TmTyfRSCPdQcg>

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* Source: Mediakix - <https://mediakix.com/blog/influencer-marketing-industry-ad-spend-chart/>