

The Fandom Advantage:

How Music Builds Stronger Brands

OMNICOM MEDIA
vevo



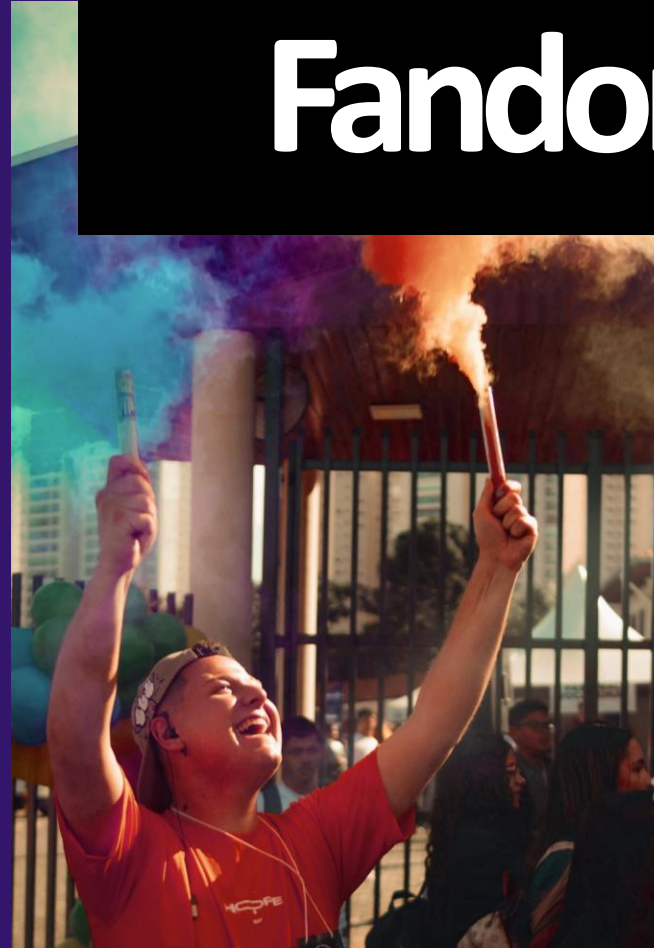


In a market where
products can be copied
and prices can be
undercut,

emotional connection

becomes the true
differentiator for brands

The deepest form of emotional connection?



Fandom.



But creating a fandom from scratch is incredibly difficult. It requires shared identity, emotional intensity, and time

Fandoms provide a ready-made framework for brands

Fandoms foster meaningful connections

64%

% who made new friends or connections through their fandom

Fans show up consistently

87%

% who stream fandom-related content weekly

Fandoms make space for brands

83%

% that say it's acceptable for brands to sponsor their fandom



We explored how brands can *tap into existing fandoms* to drive their own, and *move metrics* that matter



Our scope

what

Controlled testing using experimental design to measure the impact of fandom when aligning music videos with ad strategies

where



how

- **Recruited** music fans from a nationally representative online panel
- **Randomized** each fan into a test cell; fans watched content of their choice on a video aggregator. Appropriate pre-roll ads served
- **Surveyed** fans post-exposure to measure the impact of music ad strategies

fan types

- **Occasional Fans:** Enjoy music occasionally but it's not a big part of their life
- **Casual Fans:** Actively keep up with music and make time for it
- **Super Fans:** Music is a major passion that shapes their identity

who

Total measured exposures = 7,196

- USA = 2,399
- UK = 2,387
- AUS = 2,410

- Ages 18+
- Weekly YouTube users
- Interested in music

verticals



food & beverage



auto



tech



retail



travel



QSR



financial services

To quantify the **ROI of brand fandom**, we created a...

“brand fandom”

metric

Brand fandom was calculated based on:

01

Intent to **talk to others** about the brand

02

Intent to **recommend** the brand

03

Perception that the brand **stands out from competitors**

04

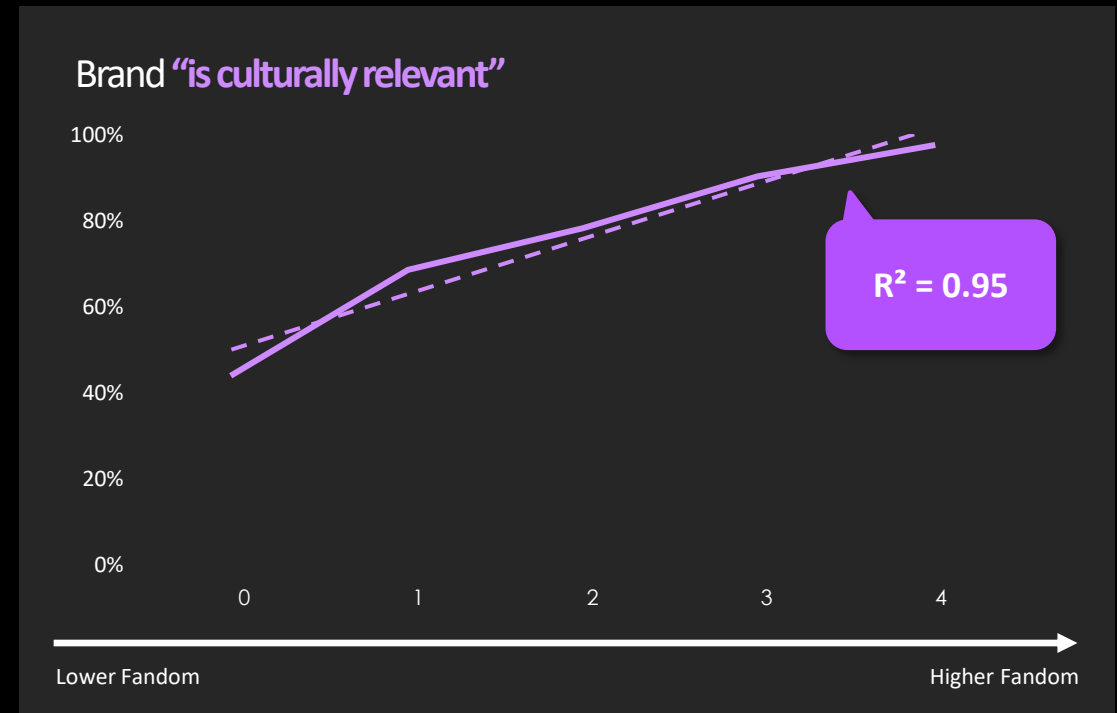
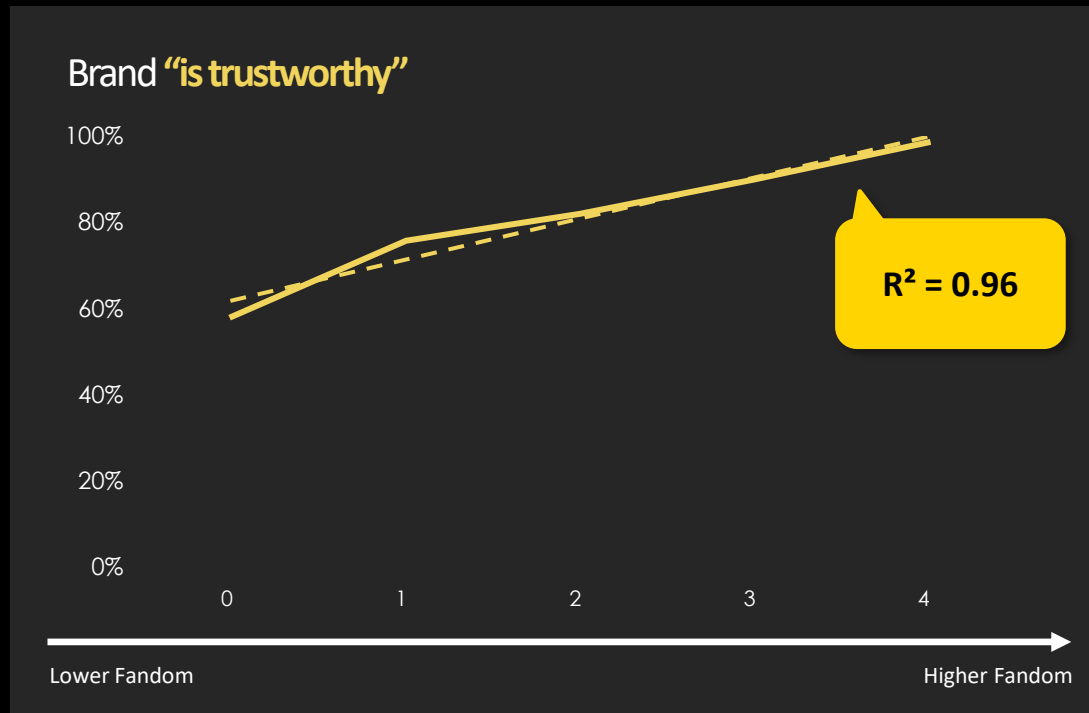
Pride in **owning or buying** the brand

Brands with **strong
fandom** reap a whole
host of benefits



The stronger the brand's fandom, the more trusted and embedded in culture it feels

Correlation between brand fandom and brand attributes



Total exposed: n=3,601

Correlation between brand attributes and brand fandom

Brand fandom is a derived metric representing the combined strength of advocacy, pride, differentiation, and recommendation intent

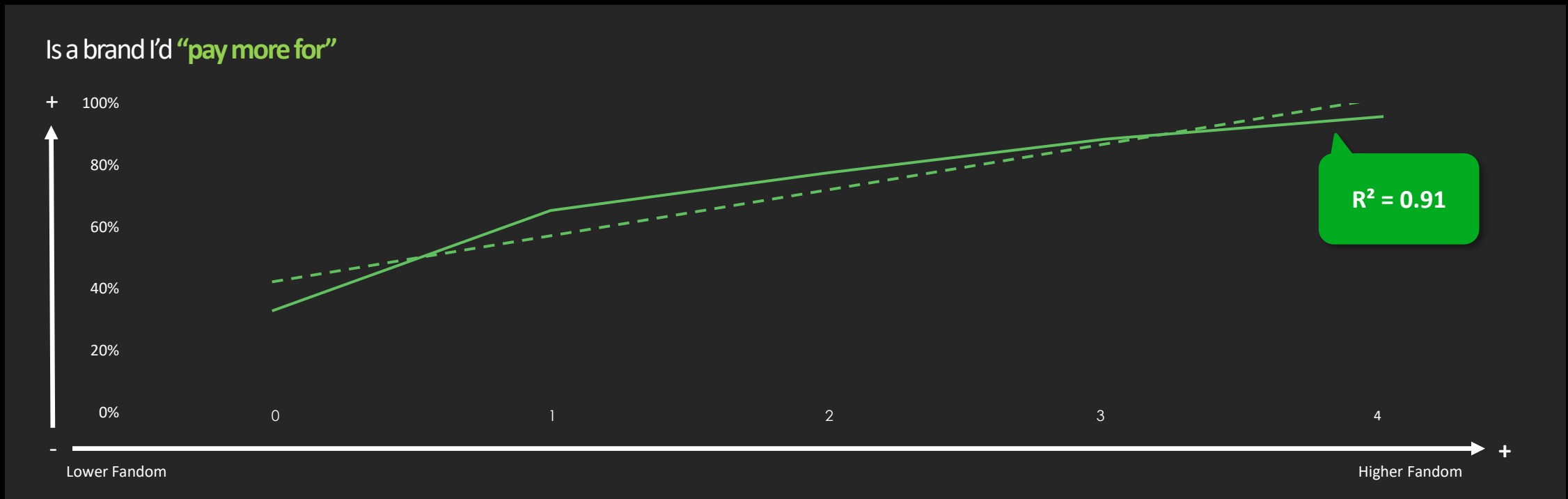
Q: How much do you agree or disagree with the following statements about [brand]? Select one for each

Q: Over the next month, how likely are you to take the following actions related to [brand]? Select one for each

Brands with strong fandom command higher prices

The bigger the fan, the more they are **willing to pay** for the brand

Correlation between brand fandom and brand attribute



Total exposed: n=3,601

Correlation between brand attributes and brand fandom

Brand fandom is a derived metric representing the combined strength of advocacy, pride, differentiation, and recommendation intent

Q: How much do you agree or disagree with the following statements about [brand]? Select one for each

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Emotions hold a key to driving brand fandom

When ads align with content that sparks emotion, brand fandom grows

Impact of ad adjacency with content that sparks emotion

+20pts ▲
Brand fandom

Total exposed: no emotion n=453, any emotion n=3,147

Modeled probability when viewers experience no emotional response to content vs. any emotional response

Brand fandom is a derived metric representing the combined strength of advocacy, pride, differentiation, and recommendation intent

▲ = Statistically significant difference between control and exposed at >= 90% confidence

Q: Now, think again about the content you watched. When you watched the video, which of the following emotions did you feel? Select all that apply

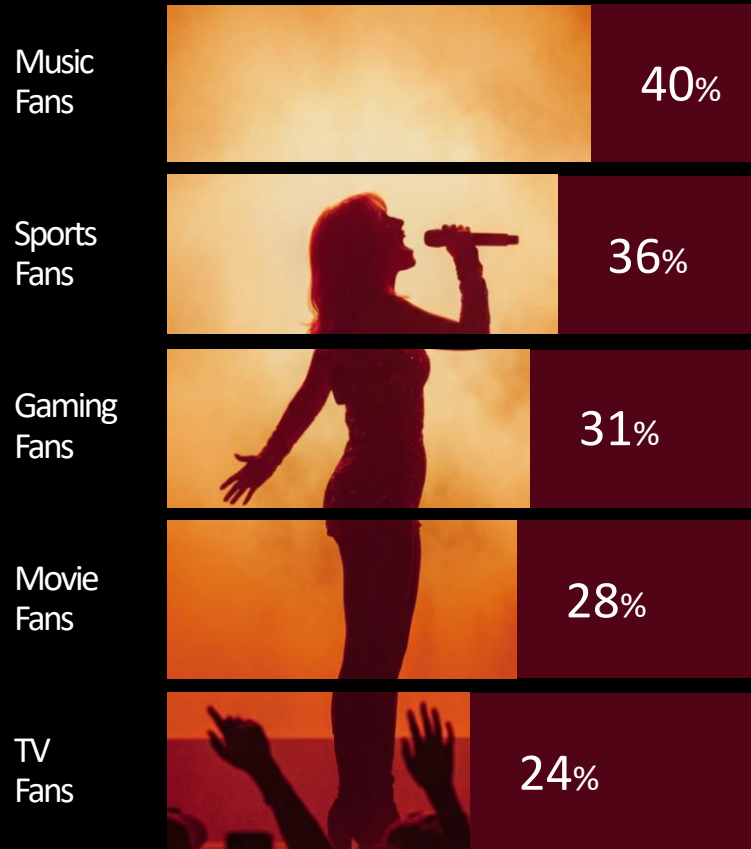
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Music: an emotional entry point for brand fandom



Percent of “super fans”
per category



Music fandom is the strongest expression of fandom overall

Music has the highest proportion of super fans, outpacing other categories



Watching music videos is a *daily* habit for about **half** of music fans*

Source: Vevo fandom segmentation, Q1, 2026. Base: category fans

*Vevo media tracker 2026 Q2. Base: music fans, global weighted average

Music is central to a fan's identity, and it deepens over time

Almost half of super fans say that music gives them a shared sense of belonging

Among music fans...

92%

Say their fandom is core to who they are



62%

Say music is a bigger part of their identity today than when they first became a fan

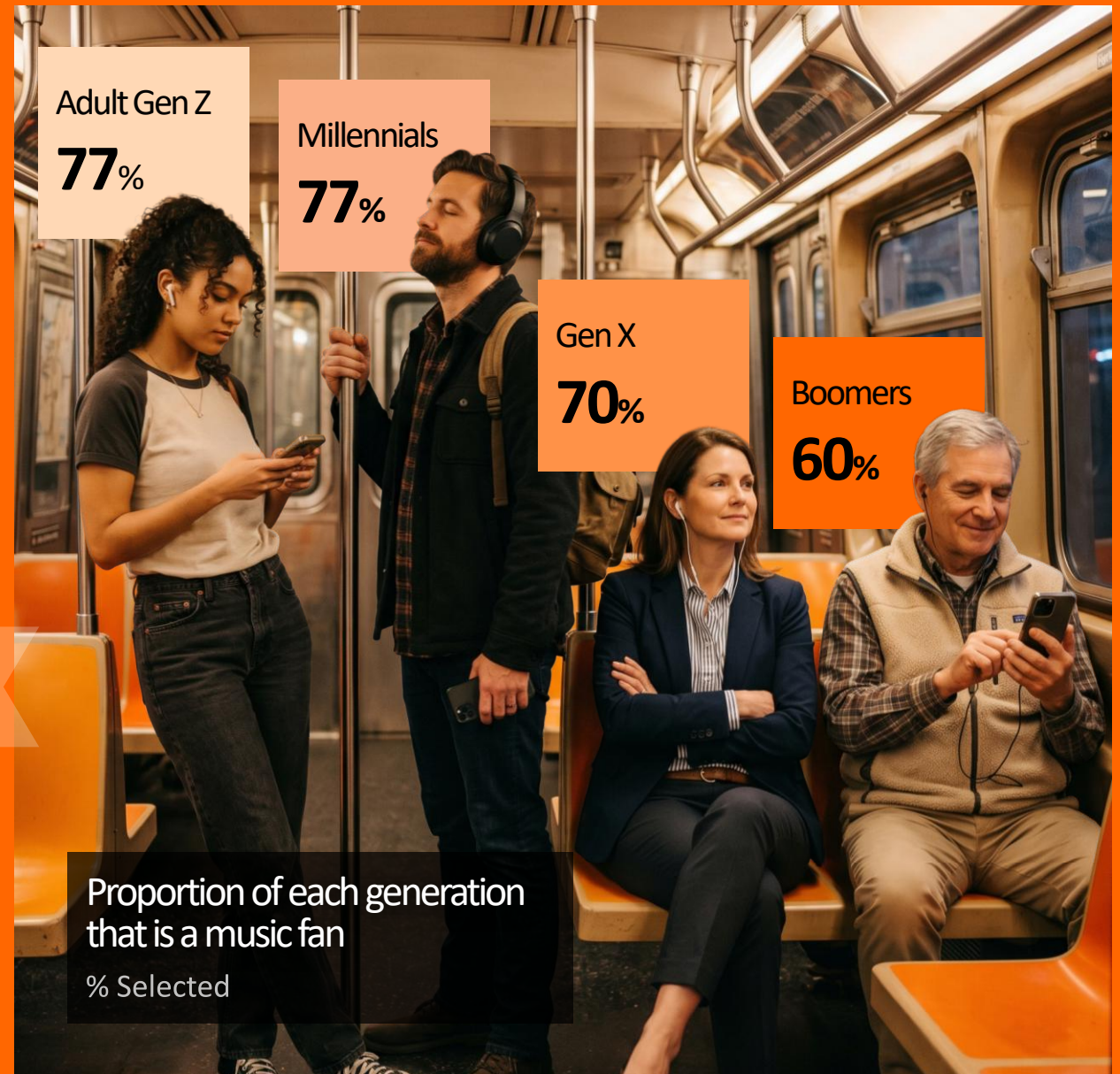


Source: Vevo Media Tracker, Q1, 2026. Base: category fans

Music fandom brings scale, and a way to lock in the next generation

Music fans span generations, but over index on youth

Gen Z + Millennials are 25% more likely to watch music videos daily than older generations*



Total of qualified, partial and terminated audience: gen z n=2,490, millennials n=7,397, gen X n=4,129, boomer n=2,612

Q: Which of the following entertainment categories would you say you are a fan of? Select all that apply

*Vevo media tracker 2026 Q2. Base: music fans, global weighted average

Ultimately, music moves purchases, especially among younger generations



Proportion of each generation that agrees
% Totally or somewhat agree

Adult
Gen Z

73%

Millennials

75%

Gen X

53%

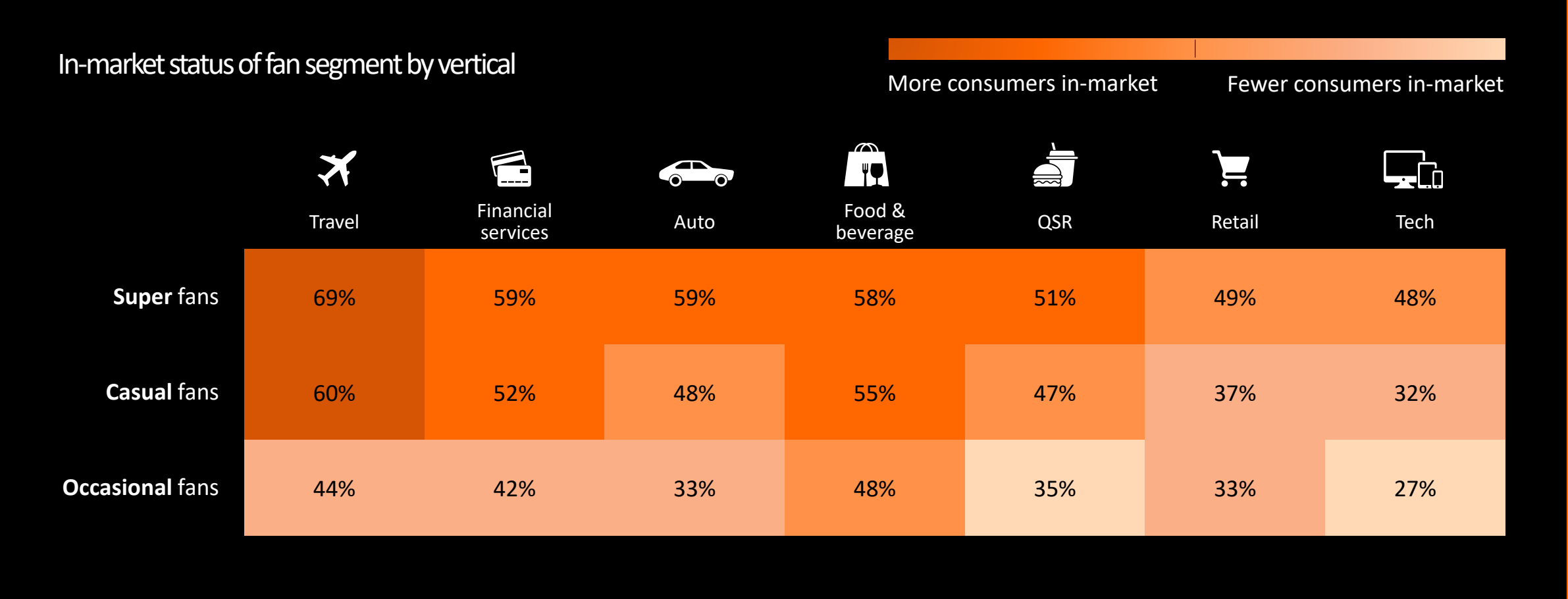
Boomer

47%

Q. When companies advertise using music they like, it makes them more likely to consider/purchase the brand

Music's biggest fans are every category's biggest buyers

Likely due to more spending power, super fans of music are more likely in-market for purchasing across verticals



Tapping into music fandom in your brand strategy deepens brand fandom across all generations



Total music strategy audience (i.e. contextual strategy, integrated strategy, fan precision strategy): gen z control n=319, gen z exposed n=320; millennials control n=1,531, millennials exposed n=1,528; gen x control n=500, gen x exposed n=504; boomer control n=344, boomer exposed n=348

Brand fandom is a derived metric representing the combined strength of advocacy, pride, differentiation, and recommendation intent

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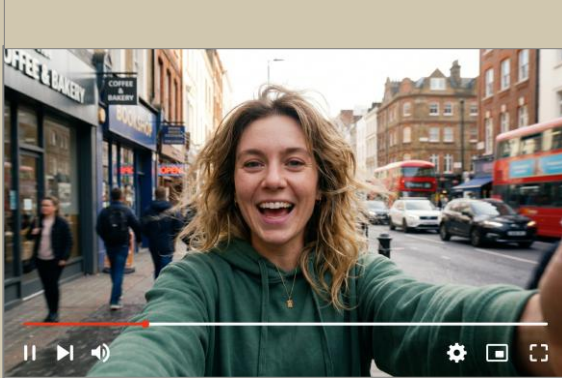
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Blueprint for a music fandom strategy

What brands can unlock with
various music ad strategies

What we tested:



No music strategy:

No music in ad + adjacent to general content



Creative:

Standard ad

Content Adjacency:

General video content



Contextual strategy:

No music in ad + adjacent to music

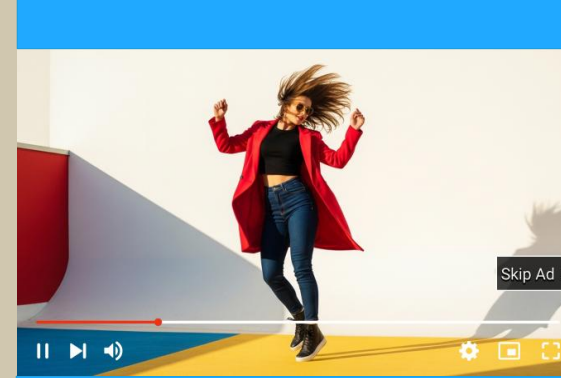


Creative:

Standard ad

Content Adjacency:

Music video content



Integrated strategy:

Put music in the ad + adjacent to music

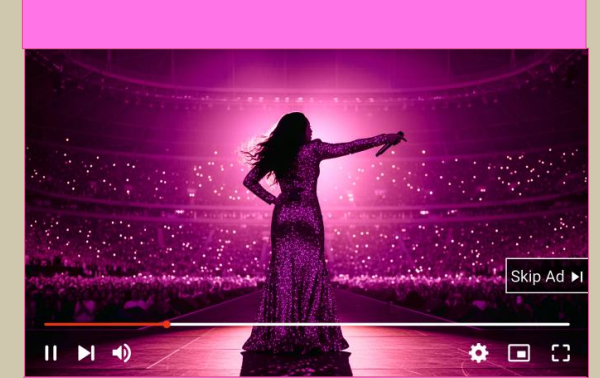


Creative:

Music embedded creative

Content Adjacency:

Music video content



Fan precision strategy:

Put artists in the ad + adjacent to music



Creative:

Artist partnership in creative

Content Adjacency:

Music video content matching the artist in the ad

Be where the music is:

Contextual strategy =
music adjacency

AD



Simply aligning ads with music video content **earns brands a place within the artist fan community**



No music in ad +
adjacent to music

74% of people think more favorably of brands that advertise around their favorite music videos*



Contextual strategy: control n=900, exposed n=900
▲ = Statistically significant difference between control and exposed at >= 90% confidence
Q: How much do you agree or disagree with the following statements about [brand]? Select one for each
*Vevo Media Tracker, Q2, 2026 Base: Global Weighted Average

Showing up next to music video content builds brand enthusiasm among new customers

Tapping into the right media delivers brand performance

Impact of contextual strategy, among those who haven't purchased the brand before

Delta (exposed – control)

- No music strategy
- Contextual strategy

Is a brand
I'm proud
to buy/own

+13pts ▲

+5pts



No music in ad +
adjacent to
general content



No music in ad +
adjacent to music

Make the music yours:

Integrated strategy +
music adjacency



Integrating music into ads and aligning with music videos drives brand **authenticity** & **cultural relevance**



Put music in the ad +
adjacent to music

81% of music fans are more
receptive to ads that feel like
a natural fit with what
they're watching

Impact of integrated strategy
Delta (exposed – control)

Brand is
authentic

+6pts ▲

Integrated
strategy

+1pts

No music
strategy

Brand is
**culturally
relevant**

+5pts ▲

Integrated
strategy

+0pts

No music
strategy

Brands can stand out and earn a premium when music is part of both the content and the ad

Impact of integrated strategy + music adjacency, among those who haven't purchased the brand before
Delta (exposed – control)



Put music in the ad + adjacent to music

- No music strategy
- Integrated strategy

Brand stands out from other similar brands

+4pts

+10pts▲

Is a brand I'd pay more for

+4pts

+8pts▲

Non past brand purchasers – No music strategy: control n=139, exposed n=140; integrated strategy: control n=301; exposed n=302

▲ = Statistically significant difference between control and exposed at $\geq 90\%$ confidence

Q: How much do you agree or disagree with the following statements about [brand]? Select one for each

Make the fans yours:

Fan precision strategy +
music adjacency



Partnering with artists and aligning with music videos can turn fans into your brand's loudest advocates

With credibility in place,
music drives advocacy



83% of music fans say
music videos help them
feel more connected to
their favorite artists

Impact of fan precision strategy

Delta (exposed – control)

- No music strategy
- Fan precision strategy

Is a brand I'd **recommend**
to others

+9pts ▲

+4pts ▲



No music in ad +
adjacent to general
content



Put artists in the ad +
adjacent to music

Connecting artists, content, and brands drives purchase intent among new customers

Impact of fan precision strategy, among those who haven't purchased the brand before

Delta (exposed – control)

- No music strategy
- Fan precision strategy

+5pts ▲



No music in ad + adjacent to general content

Is a brand I'm likely to purchase

+14pts ▲



Put artists in the ad + adjacent to music

Among younger generations, artist partnerships are a powerful catalyst for building brand fandom

Impact of fan precision strategy on brand fandom

Delta (exposed – control)

+8pts ▲

Adult Gen Z

+8pts ▲

Millennials

+6pts

Gen X

+3pts

Boomers

Fan precision strategy: gen z control n=113, gen z exposed n=114; millennials control n=477, millennials exposed n=480; gen x control n=182, gen x exposed n=183; boomer control n=122, boomer exposed n=123
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Implications



01

The ROI of brand fandom is real and measurable

Lean into what people love. Brands that tap into what people are passionate about are more likely to be trusted, relevant, and command higher prices

02

Emotion is a gateway to brand fandom, and music scales it

Align your brand with music to gain access to younger generations and audiences ready to buy

03

Fandom works hardest when content and advertising work together

Showing up alongside the right content with the right ad drives brand metrics, particularly among new customers

Identify the right content + ad strategy to unlock music fandom



Contextual strategy:

Appearing adjacent to the music fans love **builds brand affinity**, turning ownership into a source of pride and self-expression



Integrated strategy:

Aligning with music in ads and content creates distinction, **increasing perceived value and consumers' willingness to pay**



Fan precision strategy:

Partnering with artists and aligning with music videos **drives brand recommendations**, transforming customers into passionate fans of the brand itself

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Thank
You