

# Los nuevos vectores de la publicidad: publicidad como contenido (*branded content*), publicidad como relación emocional (*engagement*) y publicidad social/colaborativa

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*We are in a situation of consolidation of the power of the consumer. This change causes the real integration of the consumer in the management of the brand and from the academic and professional world of the advertising there is confronted the debate of the change of paradigm. It's time to check the old advertising paradigms: the definition of a brand and its management, the current systems of measurement of audiences, the measurement of ROI, the strategy as exclusive responsibility of the advertiser, the importance of the creativity, the divorce between the corporate and the commercial aspects, and so on.*

*From our approach, today the advertising attends to a multidimensional reality that we can summarize in three big vectors: a) The advertising understood as content (branded content); b) The advertising understood as emotional relation with the brands; and c) The social advertising. These three vectors, sustained in a powerful technological network that allows the development of these, it raises a new reality that concerns the advertising management and the relation between the agents: companies, agencies, brands, media and citizens.*

## Principales retos de la publicidad actual

### El nuevo consumidor y las nuevas necesidades de investigación

**E**s innegable que hoy nos encontramos en una situación de consolidación del poder del consumidor. De hecho, *Advertising Age* lo ha considerado ya “Agencia del año” y la revista *Time* lo ha llevado a su portada como “Persona del año”. Se trata de dos paradigmáticos ejemplos que ponen de relie-