**Content Marketing, Branded Entertainment Growing**

Branded entertainment investment is growing twice as fast as advertising spend, and content marketing spend is expected to increase by 15% this year, per PQ Media. "The picture is far rosier for brands than for the ad industry, provided we recognize the opportunities available to us," Rachel Haberman writes.

***The Content Standard 4/23/18***

<https://www.skyword.com/contentstandard/creativity/branded-entertainment-growing-twice-as-fast-as-advertising-spend-study-finds/>

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<http://www.story-making.com/wp-content/uploads/2014/11/Blog6-e1417015475298.jpg>