

Native Advertising in the global magazine media industry



The Agenda

- Budgets and trends
- Organisation
- Challenges & threats
- Opportunities

brandmovers

mediamovers



Native Advertising DAYS



October 19th – 20th, 2015 in Copenhagen, Denmark

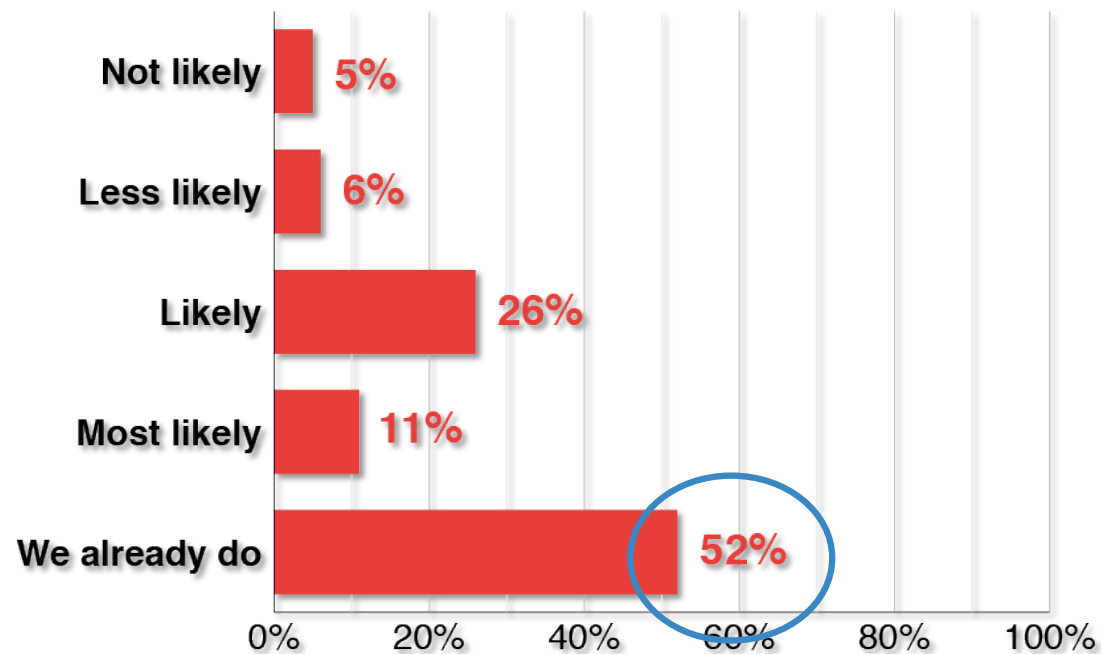
The Research

- Collaboration between FIPP and Native Advertising Institute
- Data collection between April 11-May 09
- 140 respondents from 39 countries
- Both editorial and commercial executives
- Report will publish in two weeks

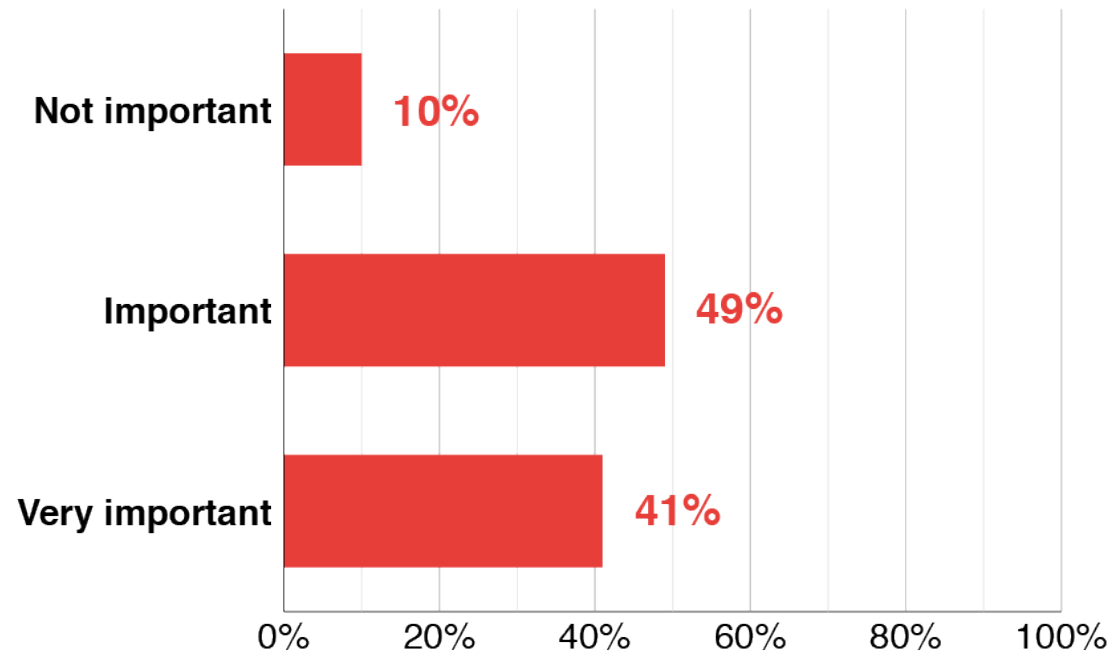
Budgets and trends



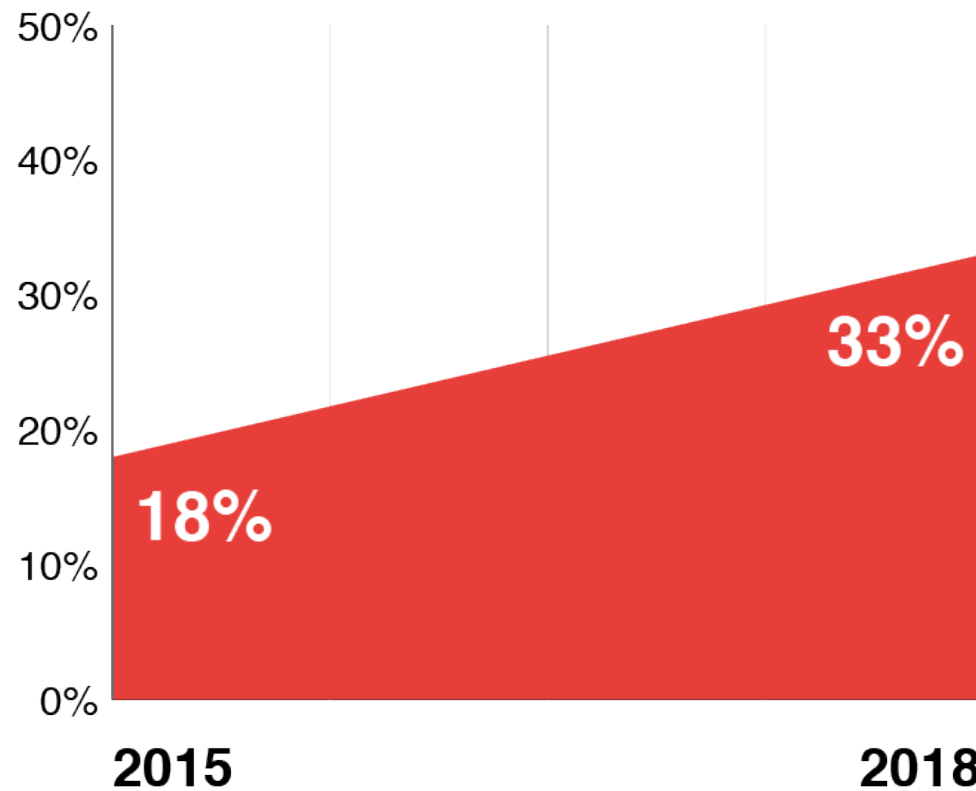
How likely are you to use native advertising as an advertising or service option?

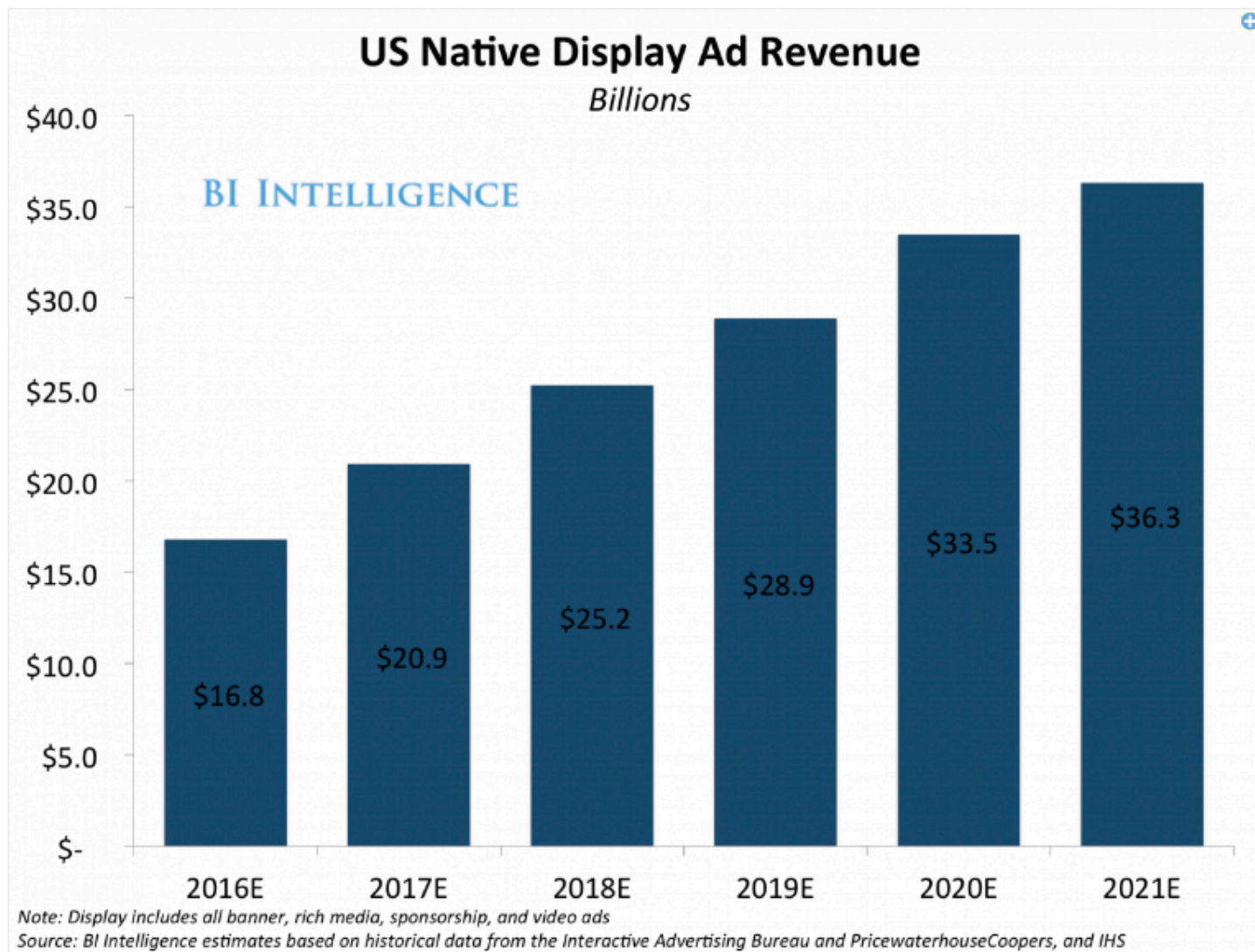


How important is native advertising to your company?

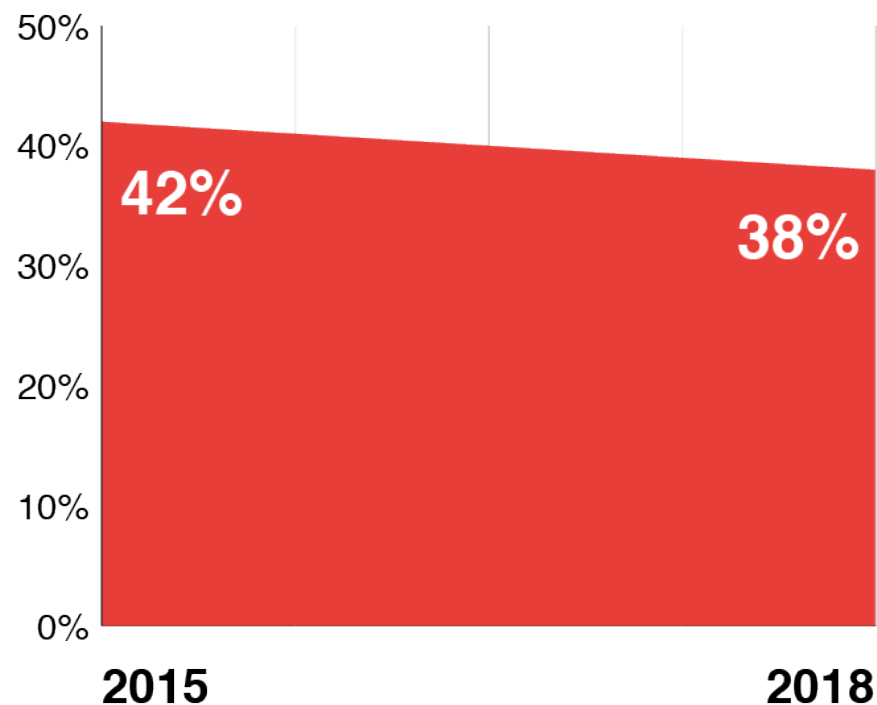


Percentage of overall advertising revenues





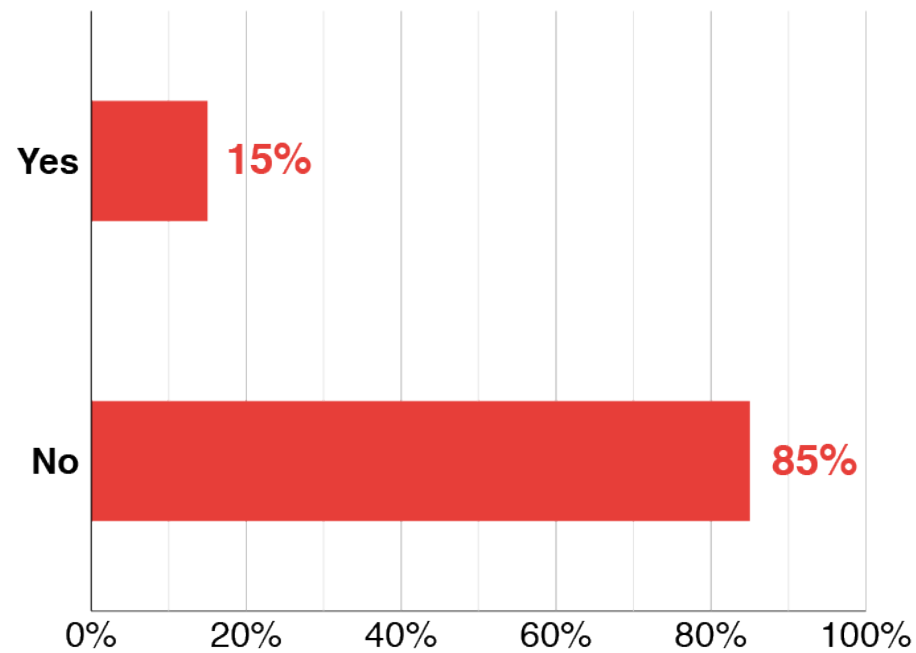
What percentage of native advertising revenues comes from print



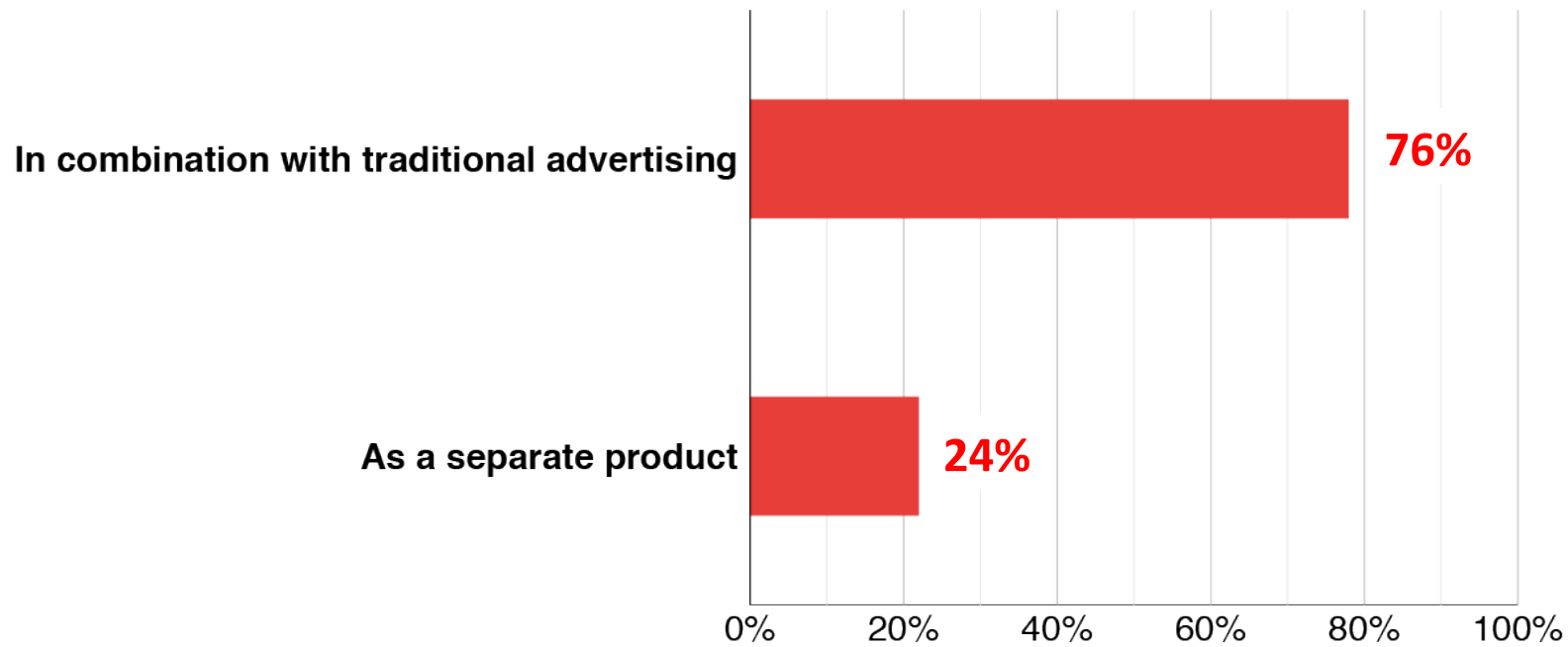
Organising the band



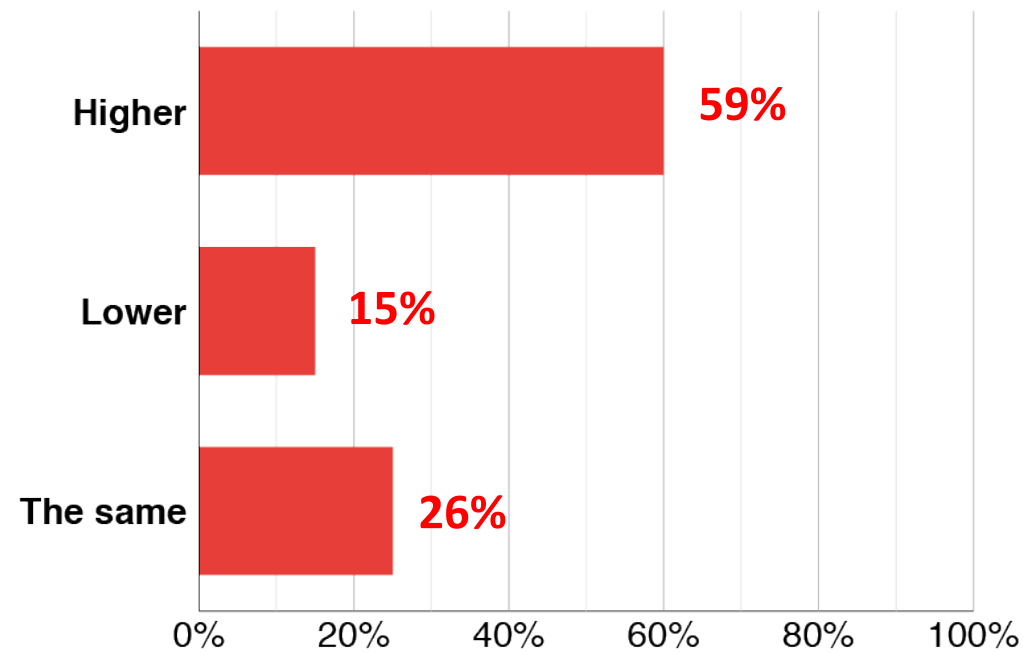
Do you have a dedicated sales team for native advertising?



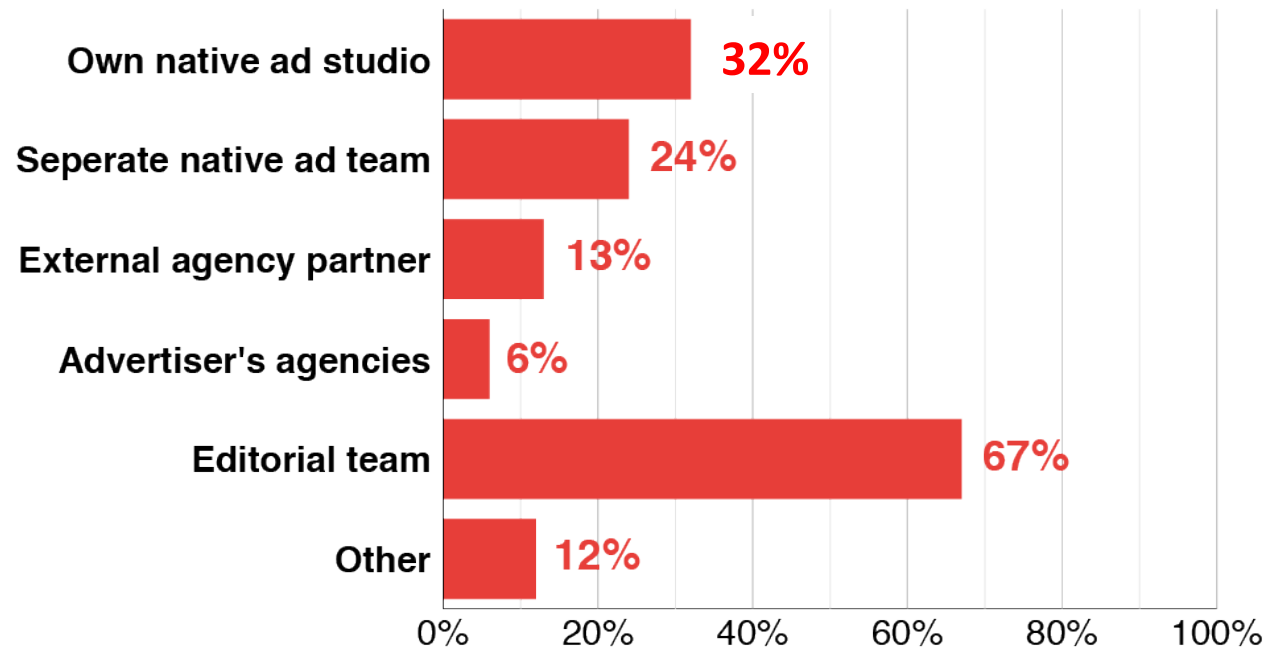
How do you sell your native advertising solutions?



How do you price native advertising vs. traditional advertising?




How do you provide native advertising solutions?



Challenges



A silhouette of a person rappelling down a dark, jagged cliff face. The person is positioned on the left side of the frame, with their body angled towards the right. They are holding a rope that extends from the top left towards the bottom right. The background is a vibrant sunset sky with hues of orange, yellow, and purple. The overall scene conveys a sense of challenge and adventure.

What is your biggest challenge regarding native advertising?

- Training sales team: 37%
- Convincing advertisers to tell real stories: 37%
- Creating effective strategies: 29%
- Explaining native to advertisers: 25%

Threats



#1. If it isn't crystal clear
to the audience



What do you consider the biggest threat to native advertising?

- Lack of separation of the editorial and the commercial side of the business: 45%
- Poor labeling: 29%
- Yet, 13% do not label native advertising – at all
- 67% lets their editorial team get involved



US Federal Trade Commision:

"Advertisements and promotional messages that promote the benefits and attributes of goods and services should be identifiable as advertising to consumers."



If publishers don't adress this...

- The audience will turn their back on native advertising just as they did with banner ads
- The audience will turn their back on publishers
- The authorities will act



#2. If it isn't crystal clear
to the advertisers



What do you consider the biggest threat to native advertising?

- Poor client understanding: 40%



"Clients should understand that native advertising is story telling and not direct advertising."



"Clients should understand that native advertising is story telling and not direct advertising."

"Clients and especially agencies tend to want to exercise too much control over the process, whereby native advertising would become regular advertorial and loses its uniqueness."



"Clients should understand that native advertising is story telling and not direct advertising."

"Clients and especially agencies tend to want to exercise too much control over the process, whereby native advertising would become regular advertorial and loses its uniqueness."

"If the advertisers would just trust that our team knows best when it comes to producing such content."



If publishers don't adress this...

- Native advertising projects will not be effective
- Publishers will just be selling eye balls by the number
- Programatic will rule
- There will be no premium prices



Opportunity



Opportunity:
The eco-system
Is changing





facebook®

It's all about content

- Traditional ads in 2015: 75%
- Traditional ads in 2020: 50%
- Native and content marketing



It's all about content

- Publishers strengths:
- #1: Editorial expertise
- #2: knowledge about audience preference and behaviours.
- Traditional agencies don't understand content (yet)
- It's easy to shop elsewhere



Requirements



Learn strategy



CLEARLY ARTICULATE MEASUREABLE GOALS

1. Put Sleep Number at the center of the sleep innovation conversation

- Align with compelling sharable content that brings to light the positive impact sleep has on living well
- METRIC: In addition to the creation of the SLEEP SOUND, LIVE WELL platform, we will provide detailed pageviews, uniques, social actions/referrals, and engagement on the content.

2. Establish Sleep Number as a thought-leader in sleep innovation, while leveraging experts, influencers, data and insights through an emotional connection

- GOAL: Engage with new audiences by participating in the conversation via native publishing
- METRIC: # of native articles/video's and the attributed pageviews, social actions, time spent, engagement

3. Lift brand perception and consideration

- GOAL: Do you believe that SN is a company that improves lives by innovating wellness through sleep
- METRIC: 3rd Party - Brand Study

4. Guaranteed ROI

- GOAL: Increase efficiency & efficacy of entire cross-channel media mix
- METRIC: Sales Lift (Convertro)

BUILDING AN INNOVATIVE PLATFORM

BE BOLD. CHANGE BEHAVIOR. IMPROVE LIVES.

sleep  number.

RAISE AWARENESS & ESTABLISH TRUST

THROUGH A CURATED PUBLISHING PLATFORM ROOTED IN RESEARCH & DATA, TO POSITION SLEEP NUMBER AS THE IRREFUTABLE LEADER IN SLEEP



DISCOVER THE REAL POWER OF VIDEO

ALIGN SLEEP NUMBER WITH ARIANNA HUFFINGTON THROUGH *THRIVE SCIENCE**, A NEW WEEKLY VIDEO SERIES PROVIDING MULTICHANNEL CONSUMPTION AND DISTRIBUTION MOMENTS



BUILD EMOTIONAL CONNECTIONS

ENGAGE & EDUCATE AN INFLUENTIAL COMMUNITY WHILE ESTABLISHING A DISTINCTIVE BRAND VOICE THAT BUILDS CREDIBILITY AND THOUGHT-LEADERSHIP THROUGH THE CO-CREATION OF NATIVE CONTENT



INDIVIDUALIZE EXPERIENCES AT SCALE

BE DEVICE AGNOSTIC AND USER CENTRIC, USE PEOPLE BASED TARGETING TO REACH KEY CONSUMERS AT THE RIGHT TIME, ON THE RIGHT DEVICE

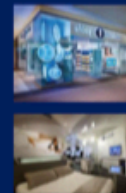


PERSONALIZED MARKETING

USE DYNAMIC DATA DRIVEN CREATIVE TO BUILD BRAND AFFINITY THROUGH PREMIUM INDIVIDUALIZED AD EXPERIENCES



CREATIVE



CAPTURE THE IN-STORE EXPERIENCE

DIGITIZATION OF CONVENTIONAL MARKETING TACTICS FOR INCREASED FOOT TRAFFIC & ENHANCED CONSUMER DATA MANAGEMENT

OPTIMIZE IN REAL-TIME

MARRY DATA WITH PREMIUM AD FORMATS TO INFLUENCE & PERSONALIZE CREATIVE AND ENHANCE ENGAGEMENT & PERFORMANCE ROI



EMPOWER ADVOCATES

LEVERAGE HUFFPOST'S SOCIAL PROWESS TO AMPLIFY SLEEP NUMBERS SOCIAL CHANNELS BY GIVING BRAND ADVOCATES A FORUM TO SHARE STORIES



INSPIRE CHANGE

USE OFFLINE ACTIVATIONS TO ENGAGE WITH CONSUMERS ON THE BENEFITS OF SLEEP



MEASURE IMPACT

MEASURE CROSS CHANNEL IMPACT OF MARKETING STRATEGY USING MTA DATA AND INSIGHTS



* Other video series include Weird Things Couples Do in Their Sleep, Man on the Street: What Do My Dreams Mean

THE HUFFINGTON POST

Aol.

Learn teamwork



Teach the
brands





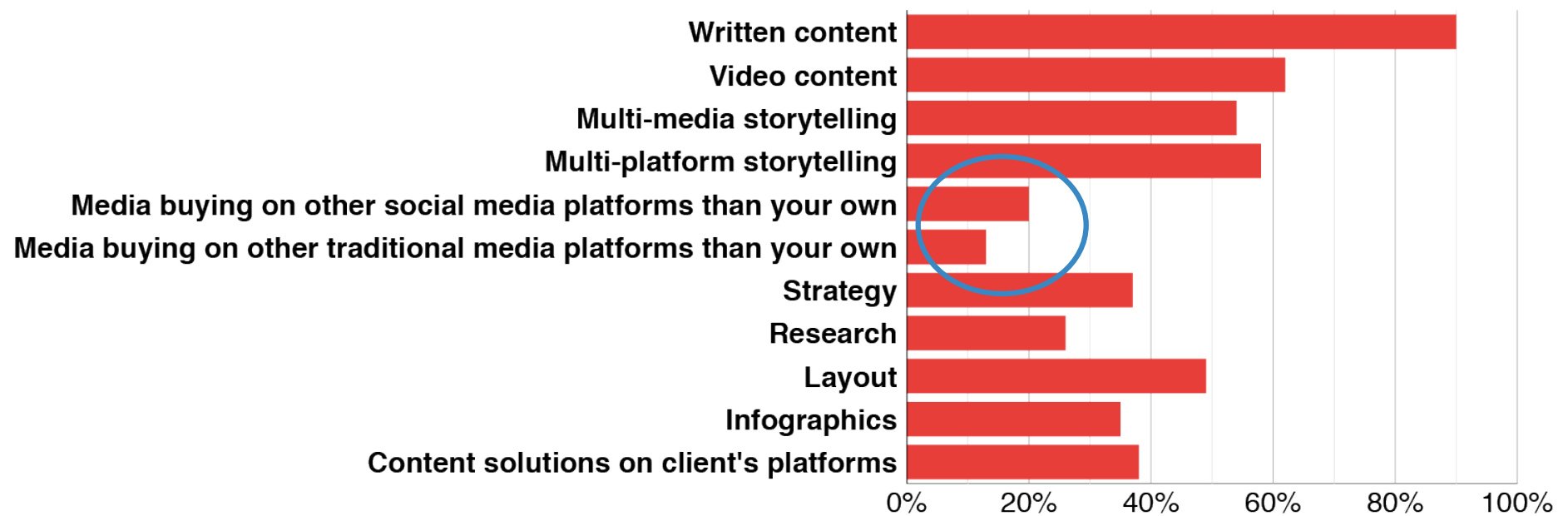
FLIGHTSCHOOL

Carry the
brands





Q13



Thank you!

jesper@native-institute.com
@jesperlaursen

www.nativeadvertisinginstitute.com