BUILDING *BRANDS* IN A *digital age*

Research, insights and cases from OPPA Belgium

oppa Belgium | Online Professional Publishers Association

ONLINE PROFESSIONAL PUBLISHERS CREATE ORIGINAL, BRANDED, *quality content* THAT IS A *trusted source* OF INFORMATION FOR CONSUMERS AND THAT ALLOWS BRANDS TO DO *effective storytelling*

RESEARCH

The value OF
Branding

Premium content sites are dominant players

191
SITES ARE MEASURED BY CIM

41
ARE OPPA MEMBERS' SITES FED BY RECOGNISED JOURNALISTS, MAJOR PLAYERS IN CONTENT EDITING & PUBLISHING, ORIGINALLY FROM THE PRINT OR AUDIOVISUAL INDUSTRY.

OPPA
ANALYSED THE PAGE REQUESTS, SESSIONS AND DURATION IN ORDER TO DESIGN A CLEAR PICTURE OF THE REPRESENTATION OF PREMIUM CONTENT SITES ON THE BELGIAN MARKET.

MONTHLY

l'avenir.net   MEDIAHUIS   DE PERSGROEP PUBLISHING   RTL BELGIUM   IPM CONTENT Media Today   GROUPE ROSSEL   Roularta MediaGroup   CINE TELE REVUE   sanoma   MM

(RTL : member of OPPA until December 2014)

The value OF

Branding

Premium content sites are dominant players

UP TO 80% OF THE TOTAL MONTHLY REAL USERS VISIT OPPA CONTENT SITES. (PC/LAPTOP)

OPPA CONTENT SITES GENERATE
53% OF THE VISITS MEASURED BY CIM.
AN AVERAGE REAL USER SPENDS
1:30:29 HOURS PER MONTH ON A PREMIUM CONTENT SITE.

REAL USERS PER DAY - FEBRUARY 2015

RU TOTAL INTERNET PC	RU OPPA SITES PC (80%)
RU TOTAL INTERNET MOBILE	RU OPPA SITES MOBILE (81%)
RU TOTAL INTERNET TABLET	RU OPPA SITES TABLET (79%)

Source : CIM February 2015 - Belgium only

l'avenir.net   MEDIAHUIS   DE PERSGROEP PUBLISHING   RTL BELGIUM   IPM CONTENT Media Today   GROUPE ROSSEL   Roularta MediaGroup   CINE TELE REVUE   sanoma   MM
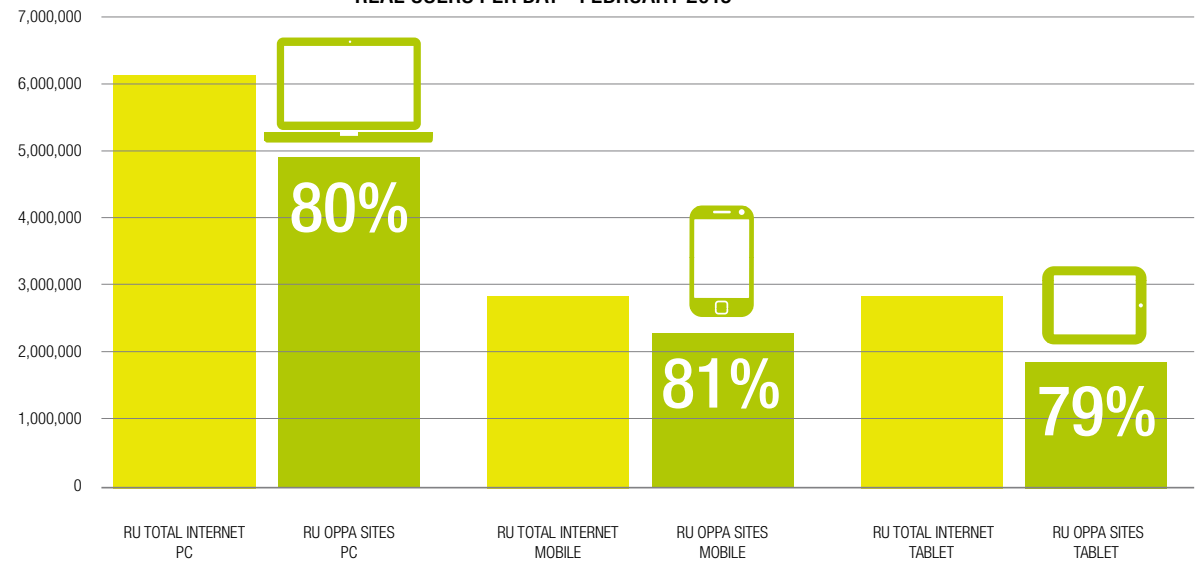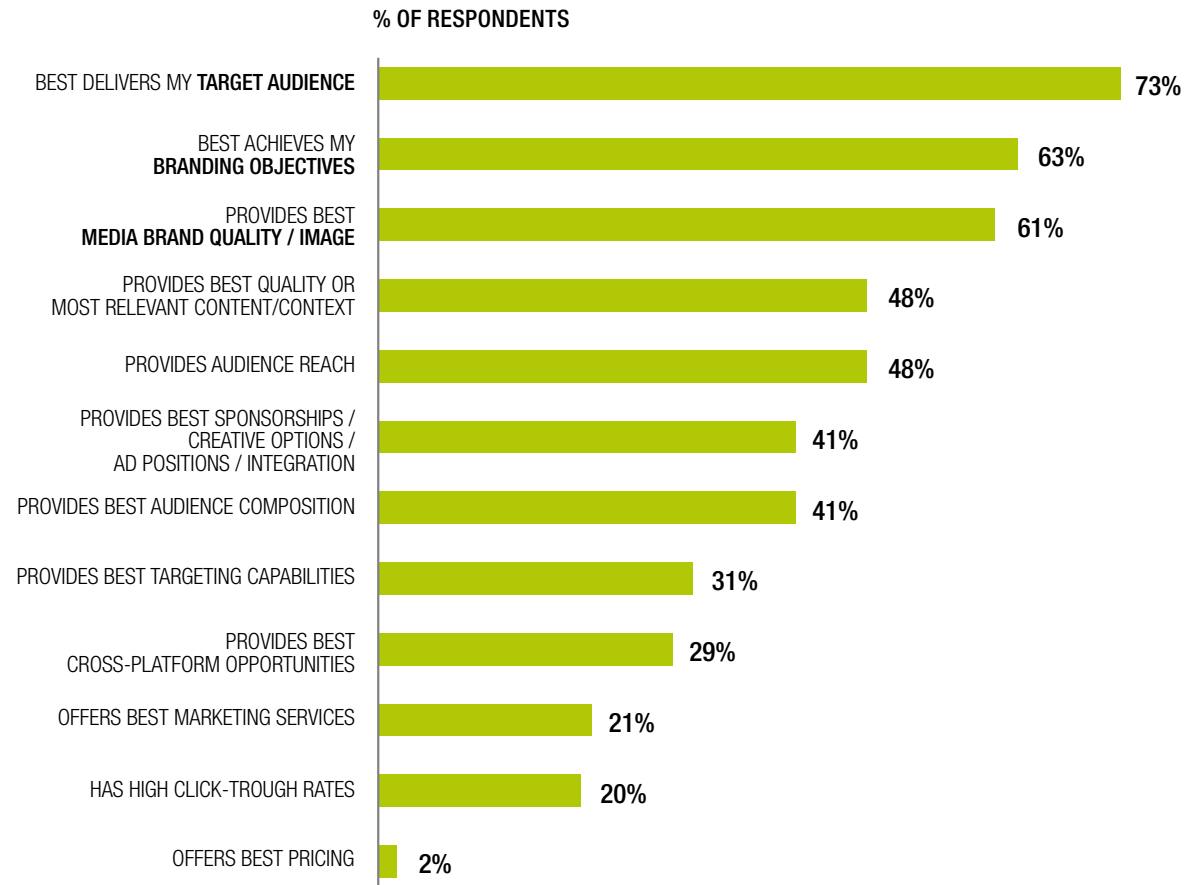
(RTL : member of OPPA until December 2014)

RESEARCH

The value OF
Branding

Premium content best for brand-focused advertising

Reasons why premium content publishers are best for brand-focus advertising

% OF RESPONDENTS

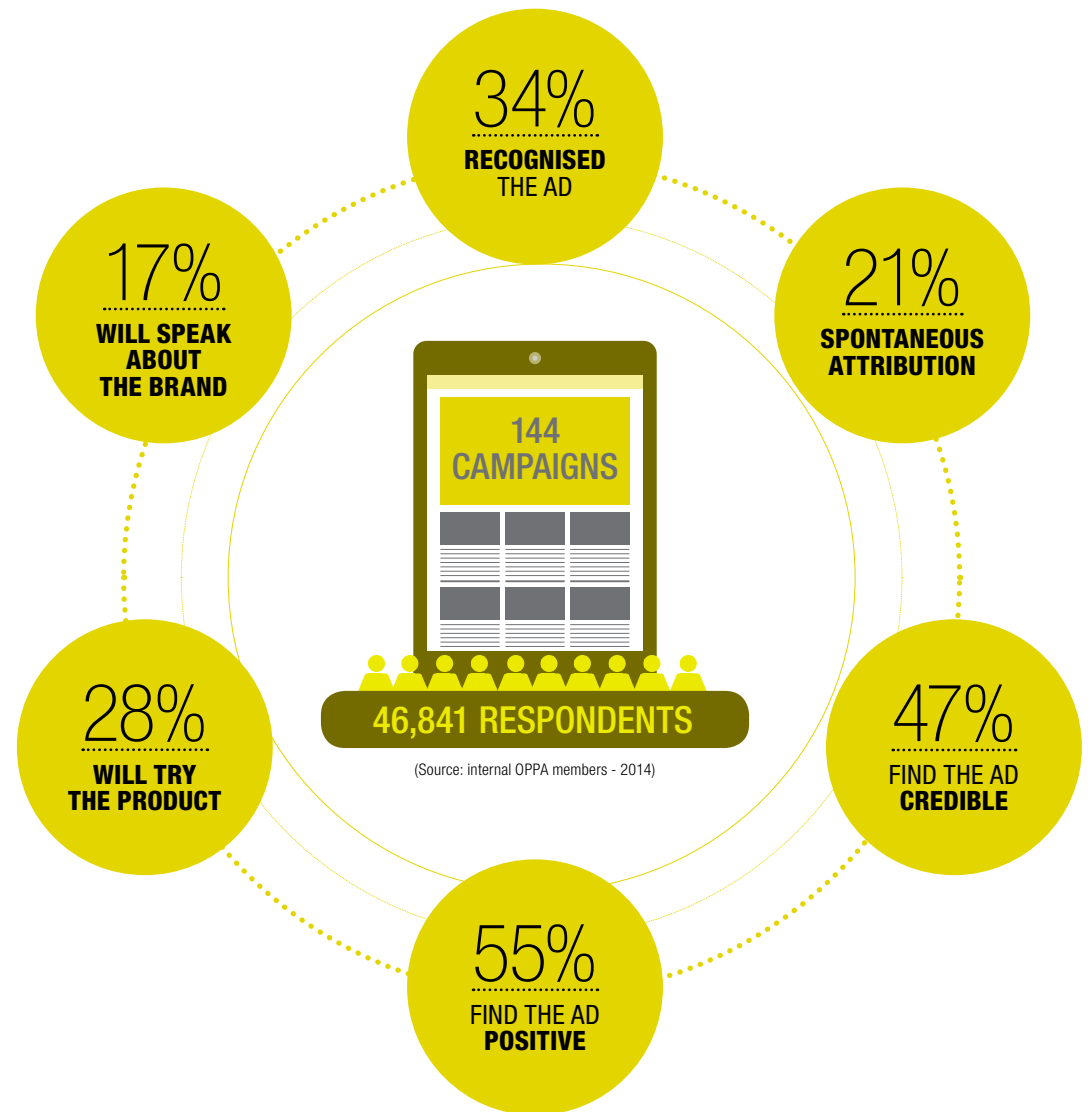| Reason	%
BEST DELIVERS MY **TARGET AUDIENCE**	73%
BEST ACHIEVES MY **BRANDING OBJECTIVES**	63%
PROVIDES BEST **MEDIA BRAND QUALITY / IMAGE**	61%
PROVIDES BEST QUALITY OR MOST RELEVANT CONTENT/CONTEXT	48%
PROVIDES AUDIENCE REACH	48%
PROVIDES BEST SPONSORSHIPS / CREATIVE OPTIONS / AD POSITIONS / INTEGRATION	41%
PROVIDES BEST AUDIENCE COMPOSITION	41%
PROVIDES BEST TARGETING CAPABILITIES	31%
PROVIDES BEST CROSS-PLATFORM OPPORTUNITIES	29%
OFFERS BEST MARKETING SERVICES	21%
HAS HIGH CLICK-TROUGH RATES	20%
OFFERS BEST PRICING	2%

Source: OPA – November 2012
Base: [DIGITAL MEDIA TYPE] Considered Best Advertising Vehicle for Brand-Focused Advertising, Premium Content Publishers N=117.
Q4b: Which of the following would you count as reasons for your feeling that using [DIGITAL MEDIA TYPE] is the best advertising vehicle to conduct brand-focused digital advertising campaigns?

RESEARCH

The value OF
Branding

Belgian premium content sites increase brand recognition and value

34%
RECOGNISED
THE AD

17%
WILL SPEAK ABOUT THE BRAND

21%
SPONTANEOUS ATTRIBUTION

144 CAMPAIGNS

46,841 RESPONDENTS

(Source: internal OPPA members - 2014)

28%
WILL TRY THE PRODUCT

47%
FIND THE AD **CREDIBLE**

55%
FIND THE AD **POSITIVE**

RESEARCH
Brand impact meters

R O M E O

ROULARTA MEASURING AND OPTIMIZING

Institute IPSOS
Short description ROularta MEasuring & Optimizing is a cross-media impact barometer

For more information contact:
Julien Dumont, Research Manager
julien.dumont@roularta.be
+32 2 467 58 64

Roularta
MediaGroup

"Since **ROMEO** also measures the attraction of an advertisement, advertisers can really use the results while developing their next campaign."

Monthly measuring of print, online &/or Tv campaigns
Enriched with an ad hoc question in function of the sector
Since 2013, 5 waves per month : 125 ads year to date

Romeo stands for: **Quantitative insights + Qualitative analyses**

- Recognition
- Attribution spontaneous
- Attribution aided
- Useful score

- Likeability score
- Attention value
- Bonding potential

EXAMPLE OF A BENCHMARK
(CAR SECTOR):

- **Recognition**: 39%
- **Attribution spontaneous**: 62%
- **Attribution aided**: 66%
- **Useful score**: 27%
- **Brand awareness**: 97%
- **Likeability**: 48% good or very good

RESEARCH
Brand impact meters

CHAD
LET'S CHECK YOUR AD

Institute	De Persgroep Research department
Short description	- CHAD, we CHeck your – online, magazine & newspaper – AD.
	- CHAD combines quantitative parameters with a modular system of qualitative parameters that meets the objectives of the campaign.
2014	600 ads tested
Database	10,000 ads

For more information contact:
Thomas Louwagie, *Research Executive*
thomas.louwagie@persgroep.be
+32 2 454 28 41

DE PERSGROEP
be part of our passion
P U B L I S H I N G

"**CHAD** combines quantitative parameters with a modular system of qualitative parameters that meets the objectives of the campaign."
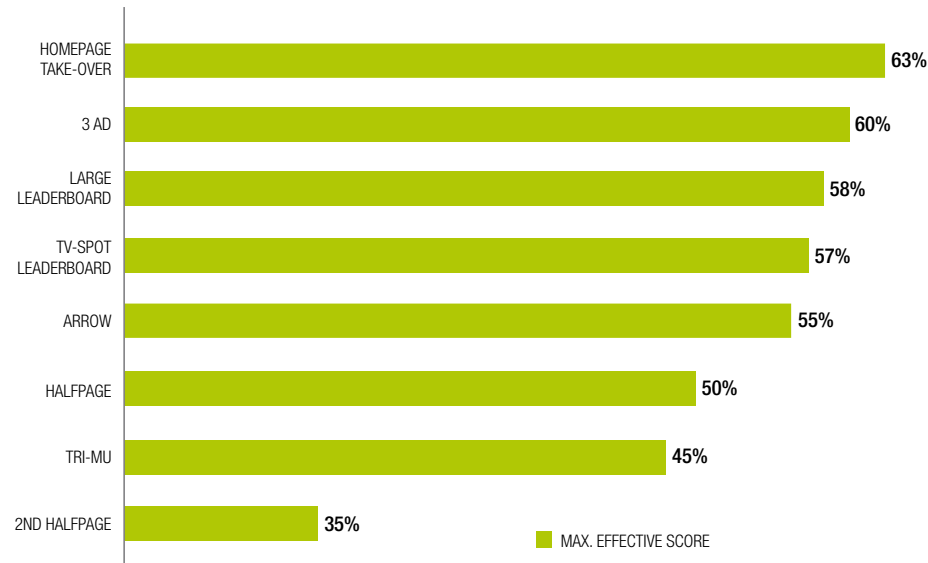
Impact
- Spontaneous recognition
- Recognition
- Attribution
- Effective score
- Branding power
- Brand awareness

Customizable set of three qualitative parameters.
- **Image building**: What are the most important values of your brand?
- **Call2action**: Does this ad generate call to action?
- **Let's talk about**: Have you talked about this campaign?

- **Inform**: What is the message of this campaign?
- **Campaign evaluation**: How much do you like this ad?
- **Cross**: Have you seen this campaign in other media?
- **Know your (ex-)client**: Why did you (no longer) choose for this brand?

BIGGER FORMAT IS MORE IMPACT - SMALLER FORMATS CAN HAVE A BIG IMPACT

Format	Max. Effective Score
HOMEPAGE TAKE-OVER	63%
3 AD	60%
LARGE LEADERBOARD	58%
TV-SPOT LEADERBOARD	57%
ARROW	55%
HALFPAGE	50%
TRI-MU	45%
2ND HALFPAGE	35%

MAX. EFFECTIVE SCORE

RESEARCH
Brand impact meters

THE
CONNECTOMETER

Institute Ipsos
Short description Mediahuis/L'Avenir currently runs the Connectometer in cooperation with Ipsos. The Connectometer measures the impact of ads that appeared on/in Mediahuis media, both online and offline. Metrics such as useful score, cognitive and emotional score, conversation power and brand connection are available.

For more information contact:
Nicolas De Winter, *Research Marketeer*
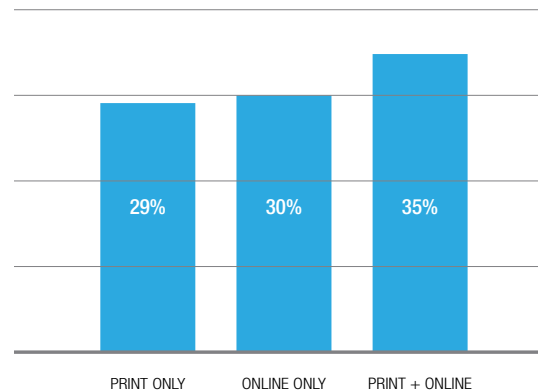nicolas.dewinter@mediahuis.be
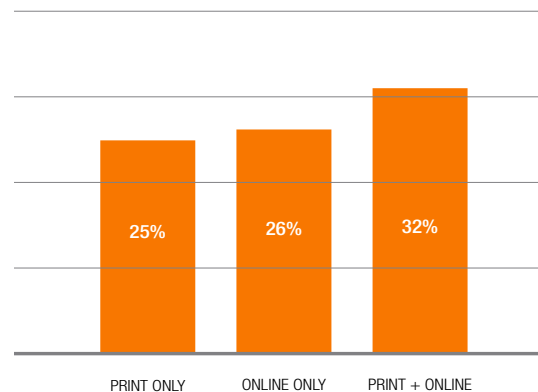+32 2 467 97 49

l'avenir.net

MEDIAHUIS

"**The connectometer** measures what you treasure.
One big idea: the added performance of an integrated newsbrand campaign is high, mainly on the emotional level."

INTEGRATED NESBRANDS CAMPAIGNS - WHERE'S THE SURPLUS - RESULTS OF 23 PRINT + ONLINE CAPAIGNS

PRINT ONLY	ONLINE ONLY	PRINT + ONLINE
29%	30%	35%

A SIGNIFICANT
SURPLUS IN
**IN COGNITIVE
TRANSFERS**

+16%

PRINT ONLY	ONLINE ONLY	PRINT + ONLINE
25%	26%	32%

ONE BIG IDEA MAINLY
INFLUENCES
THE EMOTIONAL INDEX

+26%

Conclusion

Integrated newsbrand* campaigns generate clearly a better reception of the campaign, both on the cognitive and emotional level. More specific the uplift of +26% on the emotional level is impressive. This clearly means that news consumers appreciate brands who communicate in a consistent way through divers media to tell their story. Those brands who tell one big idea are rewarded by a better emotional response compared to mono media campaigns.

*campaigns that combine online and offline

RESEARCH
Brand impact meters

OPEN
EVALUATE YOUR EFFICIENCY

Institute	AQRate
Short description	EYE measures the impact of a campaign and allows to optimise the performance of future communications.
2014	216 ads tested
Database	more than 5,000 ads

For more information contact:
Francine Kenler, *Research Manager*
Francine.Kenler@rossel.be
+32 2 225 55 16

GROUPE
ROSSEL

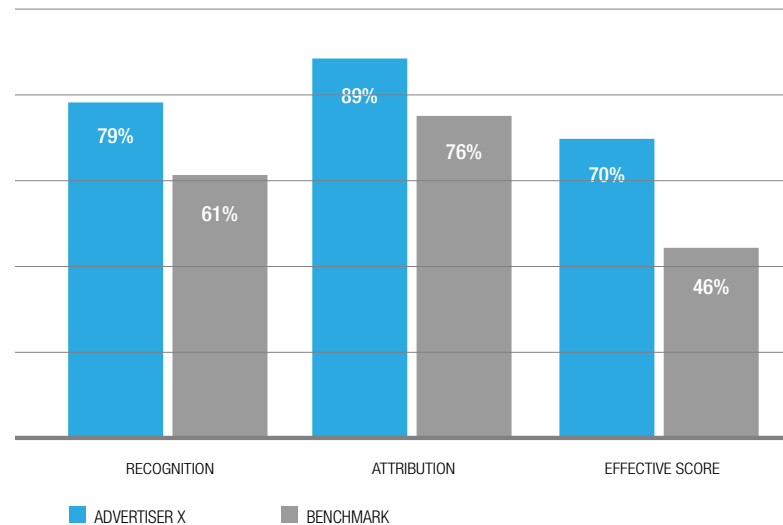"**EYE** is a CROSS-MEDIA tool that allows advertisers to evaluate efficiency of cross-media campaigns."

EYE is a **quantitative study**

- Spontaneous recall
- Recognition
- Attribution
- Effective score
- Brand awareness

... with **qualitative insights**

- Emotional scores
- Rational attributes
- Effects on images
- Details about activation measure

EXAMPLE RESULTS

- RECOGNITION: 79% / 61%
- ATTRIBUTION: 89% / 76%
- EFFECTIVE SCORE: 70% / 46%

■ ADVERTISER X   ■ BENCHMARK

84% **RATIONAL**

68% **EMOTION**

77% **IMAGE**

62% **ACTIVATION**

Case
study

l'avenir.net

MEDIAHUIS

IPM
CONTENT
Media Today

dentsu AEGIS network

GO, GO, GO
HAZARD!!!

Tom B.

THE CONNECTOMETER SHOWS THE POWER OF NEWS BRANDS.

"The combination of newspapers, digital and mobile supports allows not only to build high reach on a short period, but also to strengthen awareness and call to action. The Connectometer goes further than the traditional 'Recognition x Attribution= Useful score' and measures the quality of impact, with a cognitive and emotional index, and the capacity of the ad to make a connection or start a conversation."

Luc Van Wichelen
Media Manager Benelux Mondelez International

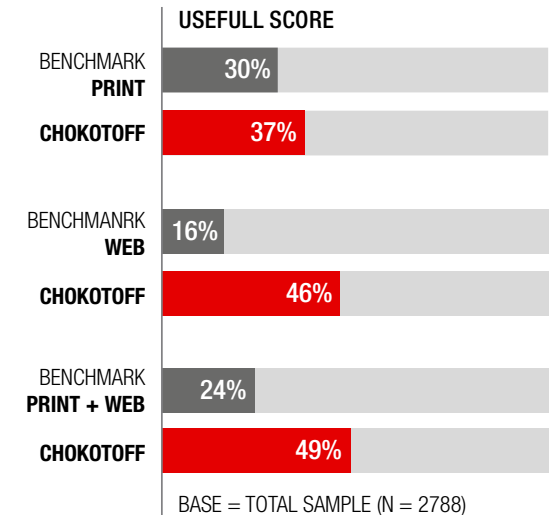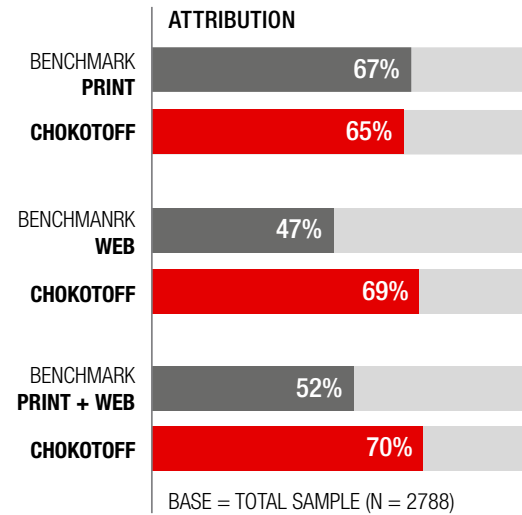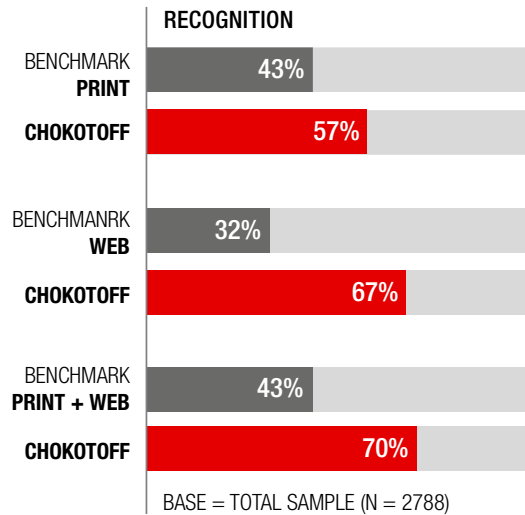## An omni-channel presence
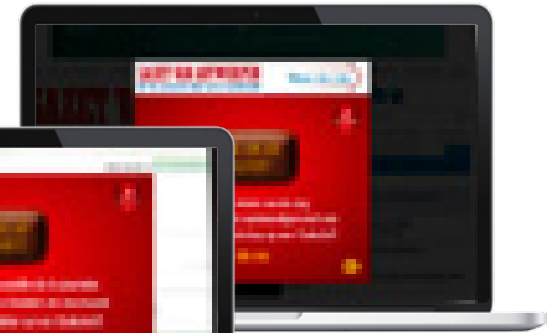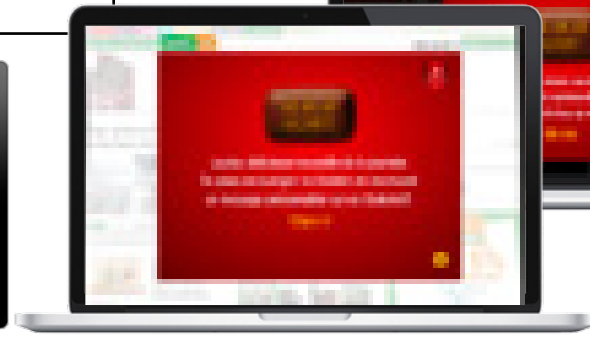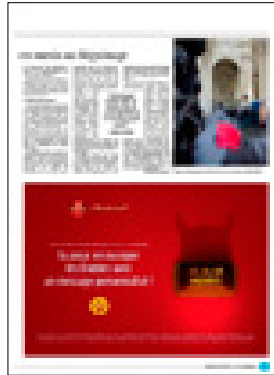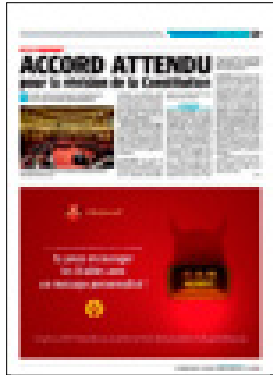
Research agency: Ipsos
Method: Online questionnaire
Field: 30/04/2014
Sampling: Total brand selection
Sample size: N=2,788
Screeners: • Read newspaper today
• Visited newssite today

RECOGNITION

BENCHMARK **PRINT**	43%
CHOKOTOFF	57%
BENCHMANRK **WEB**	32%
CHOKOTOFF	67%
BENCHMARK **PRINT + WEB**	43%
CHOKOTOFF	70%

BASE = TOTAL SAMPLE (N = 2788)

ATTRIBUTION

BENCHMARK **PRINT**	67%
CHOKOTOFF	65%
BENCHMANRK **WEB**	47%
CHOKOTOFF	69%
BENCHMARK **PRINT + WEB**	52%
CHOKOTOFF	70%

BASE = TOTAL SAMPLE (N = 2788)

USEFULL SCORE

BENCHMARK **PRINT**	30%
CHOKOTOFF	37%
BENCHMANRK **WEB**	16%
CHOKOTOFF	46%
BENCHMARK **PRINT + WEB**	24%
CHOKOTOFF	49%

BASE = TOTAL SAMPLE (N = 2788)

70%

RECOGNITION SCORE 👁

CORRECT ATTRIBUTION

70% Ü

USEFUL SCORE

49% 🎗

INTEGRATED NEWSBRANDS CAMPAIGNS

COGNITIVE INDEX

SEEN PRINT & ONLINE EXECUTION

SEEN ONLINE ONLY

● SEEN PRINT ONLY

EMOTIONAL INDEX

■ BUILDING CONNECTION   ■ STARTING COVERSATION

CONCLUSION

TWO DIFFERENT TOUCHPOINTS ON DIFFERENT NEWSBRAND MEDIA LEAD TO A BETTER COGNITIVE AND EMOTIONAL RECEPTION OF THE CAMPAIGN.

"**Chokotoff** can be proud about being the first advertising on the market, realising a consistent approach to Total News Brand, this approach will be the base of the future. All consumers who trust the media brands part of the Tango offer (De Standaard, Het Nieuwsblad, Gazet Van Antwerpen, Het Belang Van Limburg, L'Avenir, La Dernière Heure/Les Sports and La Libre Belgique) couldn't miss this communication. Newspapers, PDF, tablets, mobile, websites, … a complete cross-channel package which guarantees visibility and high impact. What could be better?"

Philippe Geurts
Dentsu Aegis Network Belgium

Case
study

LE SOIR   SUDPRESSE

THE POWER OF CROSS-MEDIA CAMPAIGNS

Thanks to the combination of print & online,
the impact of the **Ethias campaign** is better !
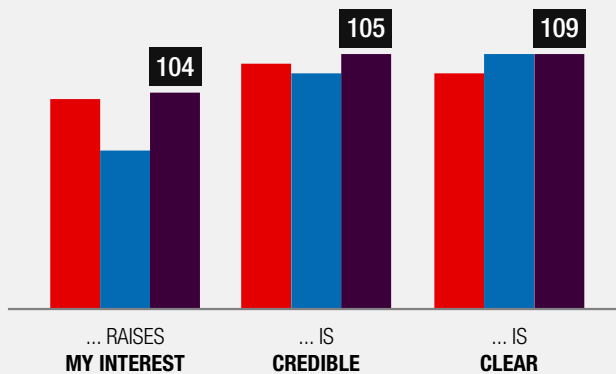
The power of cross-media campaigns

Research agency: Aqrate

Methodology: online interview
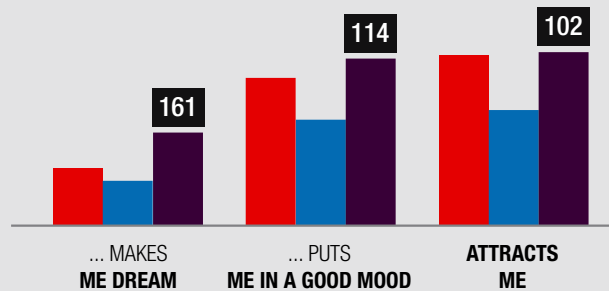
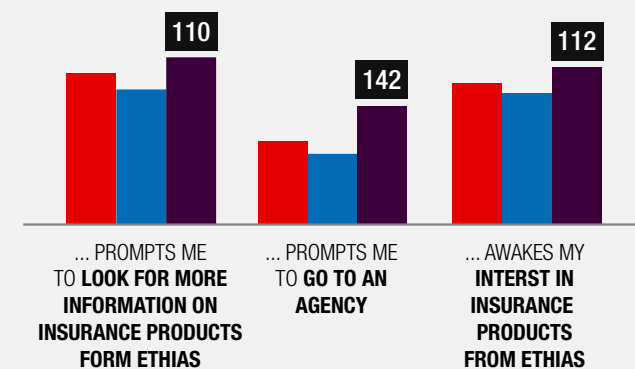Field: 13-14/12/13

Sample size: N=1142

Cross / Print index

RATIONAL RESULTS

104	**105**	**109**

... RAISES
MY INTEREST

... IS
CREDIBLE

... IS
CLEAR

EMOTIONAL RESULTS

161	**114**	**102**

... MAKES
ME DREAM

... PUTS
ME IN A GOOD MOOD

**ATTRACTS
ME**

ACTIVATION RESULTS

110	**142**	**112**

... PROMPTS ME
TO **LOOK FOR MORE
INFORMATION ON
INSURANCE PRODUCTS
FORM ETHIAS**

... PROMPTS ME
TO **GO TO AN
AGENCY**

... AWAKES MY
**INTERST IN
INSURANCE
PRODUCTS
FROM ETHIAS**

"If we rely on the number of calls in the contact centre and the requests for offers on the website, we can clearly see the impact of the campaign."

Anja Vandeweyer
Marketing Manager Ethias

INSPIRATION

The strengths OF
Advertising
on Premium Content Sites

PREMIUM CONTENT WEBSITES

| NATIVE NATURALS | THE IDEAL CONTEXT FOR VIDEO | MOBILE AND TABLET LEADERS |

INSPIRATION

The strengths OF
Advertising
on Premium Content Sites
Native naturals

OF THE 41 OPPA MEMBERS' SITES, 38 SITES OFFER NATIVE ADVERTISING.

Years ago, lots of big publishers were doing it, but no one called it native advertising. Bloggers and journalists referred to it by a different name: Sponsored Content.
It's all about the practice of **using content to build trust and engagement** with would-be customers.

Marketers partner with OPPA sites to drive consumer engagement, leverage publisher brand equity.

Marketeers are primarily using native advertsing on our site to:	
Increase consumer engagement with advertiser brand	8 out of 9 publishers
Leverage publisher brand equity to achieve brand lift	8 out of 9 publishers
Build buzz/WOM	5 out of 9 publishers

Native advertising is an advertising strategy that involves creating and positioning content so that it matches the context of the user's experience. With native advertising, the material or content matches the format and design of all other content on the page where it's being advertised. It is a seamless and uninterrupted form of advertising that keeps up with the user's experience on the website, but still advertising the product or company that has purchased the space/content.

INSPIRATION

Premium Content Sites
Video IDEAL FOR
context

However, consumers are increasingly viewing video across screens. And, as online video advertising matures and mobile video usage proliferates, marketer demand for online video advertising is sure to continue to rise.

34.4 MIO

ARE VIEWED ON OPPA SITES*

5.9 MIO

VISITORS VIEW VIDEOS ON OPPA SITES*

### A VIEWER CONSULTS

6

CONTENT VIDEOS ON OPPA SITES*

* on an average month

(Source: Internal OPPA – SEM 1 2015 – Sanoma, Rossel, Cine-Tele-Revue, Mediahuis, Roularta, RTL, De Persgroep)

INSPIRATION

Premium
Content Sites
Mobile AND
Tablet
leaders

Content consumption on smartphones and tablets continues growing every day. In June 2015, 51% of the visits were generated on mobile devices.

DESKTOP VISITS   **MOBILE VISITS**   **TABLET VISITS**
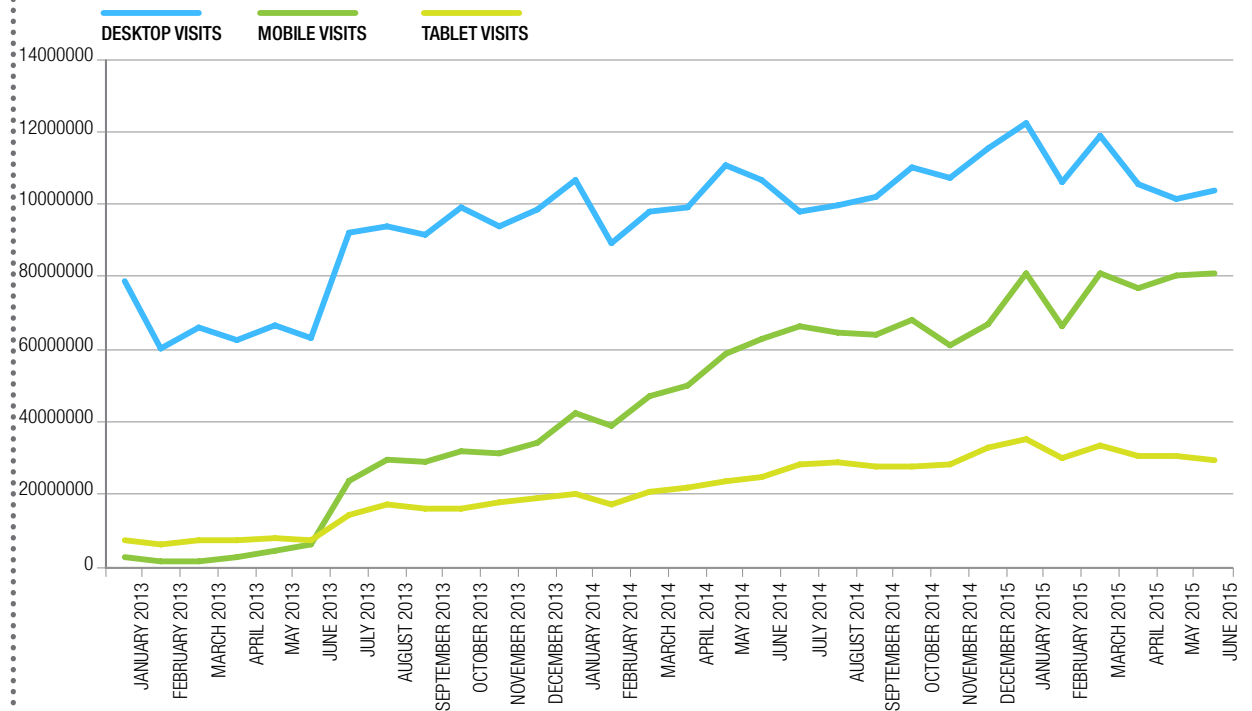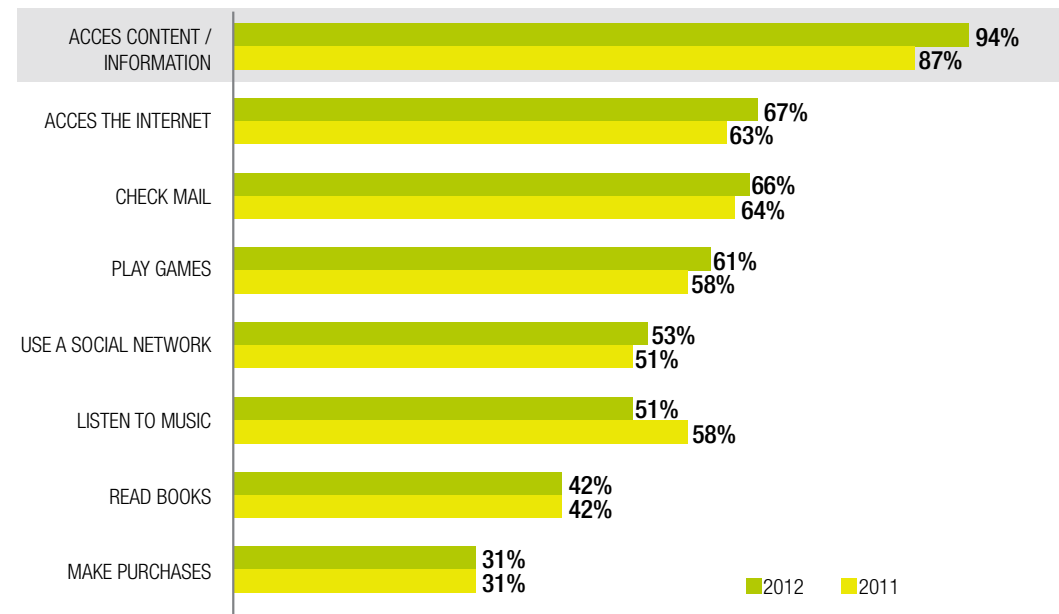

Source : Google Analytics - De Persgroep, Mediahuis, Rossel

INSPIRATION

Accessing Content ON *Tablet*

Tablets have become embedded in people's lives with the majority of tablet users being on their tablets several times a day. Accessing content and information remains the dominant tablet activity and is also driving high frequency in tablet usage.

REGULAR (WEEKLY) TABLET ACTIVITIES - % OF TABLET USERS

| Activity	2012	2011
ACCES CONTENT / INFORMATION	94%	87%
ACCES THE INTERNET	67%	63%
CHECK MAIL	66%	64%
PLAY GAMES	61%	58%
USE A SOCIAL NETWORK	53%	51%
LISTEN TO MUSIC	51%	58%
READ BOOKS	42%	42%
MAKE PURCHASES	31%	31%

■ 2012   ■ 2011

*Source: OPA, U.S. Census Bureau and eMarketer
Base: Wireless tablet owners/users, N=710. Q.7.8: Which of the following things do you do regularly (at least once per week) on your wireless tablet
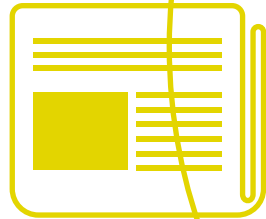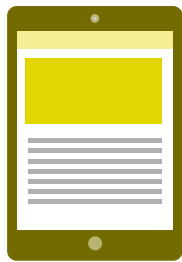
Content TO BUILD
Trust AND Engagement
IN A Cross-Media World

CASES

GROUPE
ROSSEL

VOO
TV • NET • TEL

"It's all about creating a brand experience that has been cultivated and tailored by a team of content professionals."

Case study

Create a comprehensive, trustable and interactive story around speed and reliability of cable and ADSL:

EMBEDDED *Content*

- **Meet audience interests**
  VOO content in the heart of the most relevant website sections
- **Communicate with the audience**
  Interactive comparison tool
- **Generate engagment**
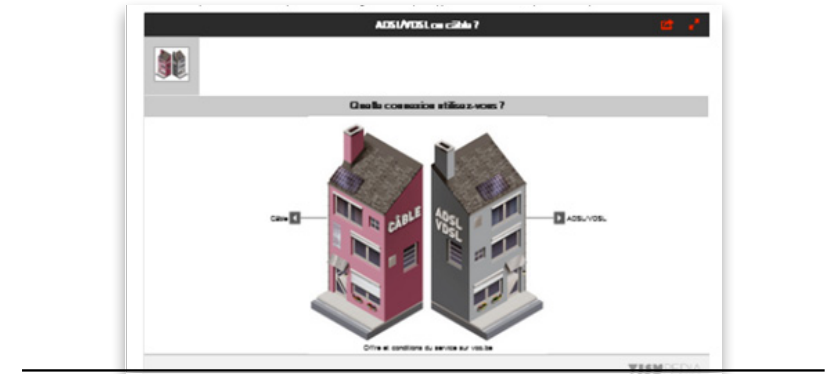 Benefit of the audience's trust in the Rossel newsbrands

News feed
INTEGRATION

INTERACTIVE
Content:
Nativisu

CASES

sanoma

CLINIQUE

"Having your product tested by a test panel can become a real source of information: how do women rate your product, use it, what do they like about it and what would they like to improve."

Case **study**

Targeted skin care plus a skin-perfecting foundation-together, they make a visible difference in your skin. But to determine which is the perfect solution for your skin, professional advice is needed. Sanoma brands must make consumers aware that Clinique has the perfect solution for specific skin concerns with a team of SKIN CARE + FOUNDATION and explain & highlight the fact that Clinique has a solution for different skin concerns both, skin care & make-up.

Sanoma brands give **trustable advice** based on delivering great experiences through **credibility**, **reliability** and **intimacy**.

feeling A WOMAN'S GUIDE

Flair

Libelle

GAEL MA RÉFÉRENCE À MOI

STYLE TODAY

Femmes D'AUJOURD'HUI
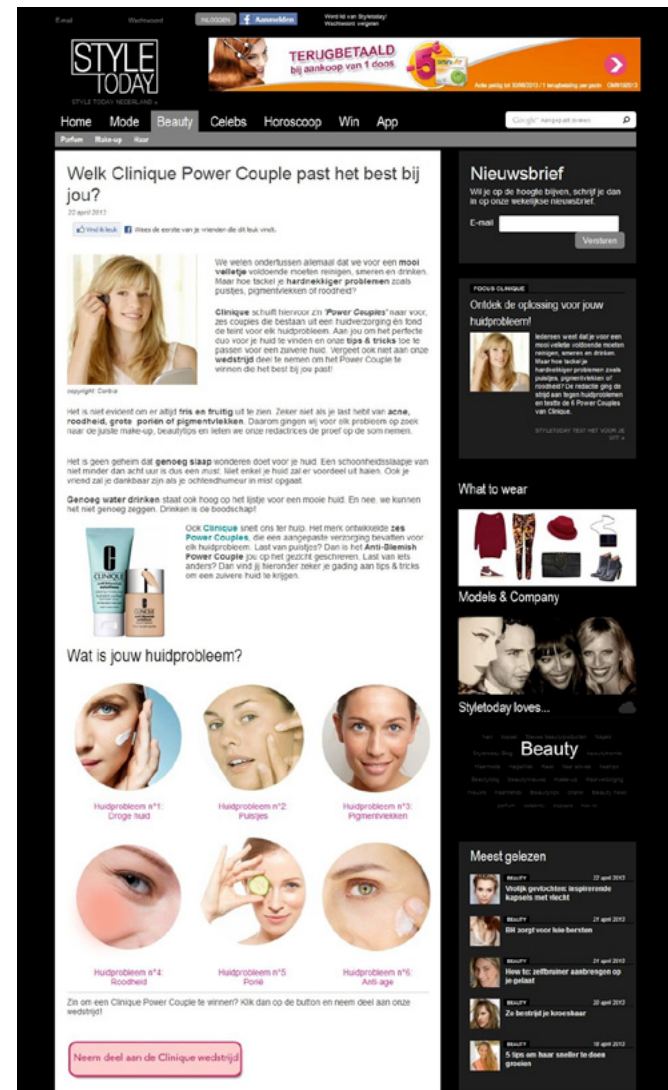
Credible CONTENT
IN A **Trusted** ENVIRONMENT

editorial presence on Sanoma websites, social media communities and newsletters

Case
Clinique

Realibility
THROUGH RICH AND
Interactive
CONTENT

Case
Clinique

Intimacy
THROUGH TRUE EXPERIENCES OF
Appreciated
AND trusted

Sanoma journalists

Case
Clinique

Crème de la crème

Mijn ideale product bezorgt me een egale teint en verbergt kleine onzuiverheden. Het moet gemakkelijk aan te brengen zijn en als een tweede huid aanvoelen. Omdat ik een gemengde tot vette huid heb, mag het mijn gezicht vooral niet doen glimmen.

Isa testte het Even Better Power Couple:

De **Even Better Clinical Dark Spot corrector** heeft een zijdezachte, luchtige textuur. Een nootje van dit product volstaat voor mijn hele gezicht. Het smeert goed uit en laat geen zwaar gevoel achter. Het tweede huidgevoel is een feit.

Na een aantal weken onderwierp ik mijn gezicht aan een grondige inspectie. Mijn huid oogt fris, zijdezacht en ziet er **kerngezond** uit. Of mijn pigmentvlekken egaler zijn geworden, is moeilijk te zeggen.

De **Even Better Makeup SPF 15** moest gemakkelijk in gebruik zijn, een aangename textuur hebben en een natuurlijk resultaat geven. Missie geslaagd! Deze make-up geeft me een egale teint en ziet er heel naturel uit. Het voelt niet zwaar aan en het heeft een aangenaam subtiel parfum.

5 beautytips van Isabelle:

- Gebruik een huidverzorging met een zonnebescherming
- Vul je dagelijkse verzorging bij hevige zon aan met een zonnecrème
- Vermijd zoveel mogelijk de volle zon
- Gebruik af en toe een scrub om je huid te verfrissen
- Verwijder make-up en andere vuilresten elke avond voor het slapengaan

Zin om deze Clinique Power Couple te winnen?

Neem deel aan de Clinique wedstrijd

CASES

MEDIAHUIS

l'avenir.net

KBC
Bank &
Verzekering

"Het Nieuwsblad promoted 'The Gap in the Market' through cross-device localised PR stories and advertisements."

Case study

In today's economy it's very hard to start up your own business. So how could KBC build up a relationship with future business owners and become a good bank in the eye of the general public?

'**The Gap in the Market**' finder tool was created, asking everyone in the country to tell us which business they were missing in their towns. That way future business owners could see which kind of businesses were needed and where. A list of the most wanted businesses for every town was put on thegapinthemarket.be. The rest of the data came directly from the people.

A strong team of regional journalists of Het Nieuwsblad made a hyper local approach possible:

- articles specifically **about the needs of every single town**;
- **local advertising coverage** across the country;
- a microsite with interviews, **results by region and top business opportunities** based on third-party data and people's submissions. The microsite also features results of an iVOX survey commissioned by KBC to study people's satisfaction with the shops and services around them.
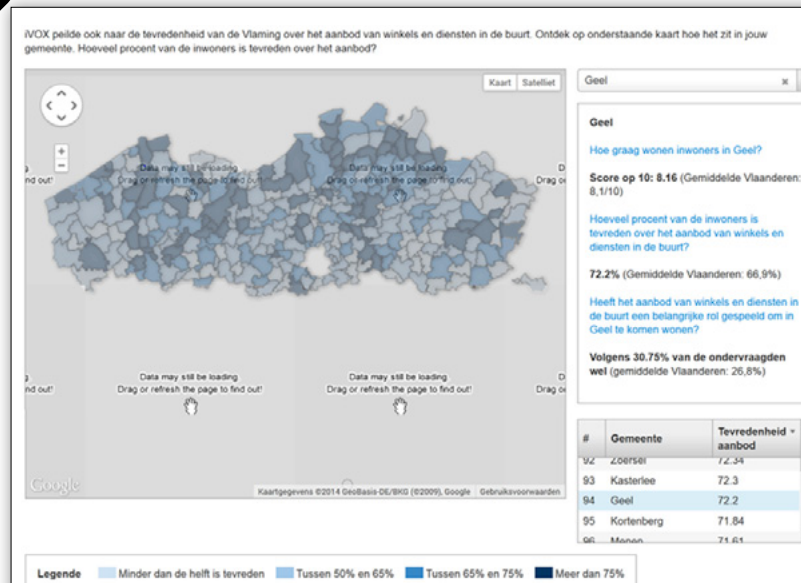
ABOUT *the needs of* EVERY SINGLE TOWN
local advertising coverage

Results by region
and top business opportunities

Case
KBC

HET GAT
IN DE MARKT

Top 10 Vlaanderen

1.	Schoenmakers	39,44%
2.	Kinderopvang	34,32%
3.	Kledingzaak	32,72%
4.	Groenten- en fruitwinkel	31,68%
5.	Restaurant	31,12%
6.	Elektricien	30,20%
7.	Snackbar	28,06%
8.	Restaurant	28,06%
9.	Buurtwinkel	28,04%
10.	Slager	27,63%

iVOX peilde ook naar de tevredenheid van de Vlaming over het aanbod van winkels en diensten in de buurt. Ontdek op onderstaande kaart hoe het zit in jouw gemeente. Hoeveel procent van de inwoners is tevreden over het aanbod?

Kaart | Satelliet

Geel

Geel

Hoe graag wonen inwoners in Geel?

Score op 10: 8.16 (Gemiddelde Vlaanderen: 8,1/10)

Hoeveel procent van de inwoners is tevreden over het aanbod van winkels en diensten in de buurt?

72.2% (Gemiddelde Vlaanderen: 66,9%)

Heeft het aanbod van winkels en diensten in de buurt een belangrijke rol gespeeld om in Geel te komen wonen?

Volgens 30.75% van de ondervraagden wel (gemiddelde Vlaanderen: 26,8%)

#	Gemeente	Tevredenheid aanbod
92	Zoersel	72.34
93	Kasterlee	72.3
94	Geel	72.2
95	Kortenberg	71.84
96	Mopen	71.61

Legende — Minder dan de helft is tevreden — Tussen 50% en 65% — Tussen 65% en 75% — Meer dan 75%

Data may still be loading
Drag or refresh the page to find out!

Google   Kaartgegevens ©2014 GeoBasis-DE/BKG (©2009), Google   Gebruiksvoorwaarden

U bent hier: Home » NB » Nieuws » Dossiers

Wat is het gat in de markt in jouw gemeente?

Voor welke beroepen is er een gat in de markt in jouw gemeente? Het onderzoeksbureau iVOX ging in opdracht van KBC en Het Nieuwsblad op zoek naar het gat in de markt in elke Vlaamse gemeente.

De resultaten van jouw gemeente

Welke handelszaken en beroepen worden het meest gemist in jouw gemeente? Selecteer je gemeente en ontdek het meteen.

Typ postcode of gemeentenaam:

VOOR DE TIEN VLAMINGEN MISSEN SCHOENHERSTELLER IN HUN BUURT

Gezocht, maar bijna niet te vinden: een schoenmaker

vrijdag 01 februari 2013, 00u00 | bron te boek

CASES

"De Persgroep finds your new look by combining the qualitative women content of Nina.be to build trust with the high reach of hln.be"

Case
study

The fashion e-shop of 3Suisses has a huge collection of fashion brands, clothing and shoes. 3Suisses wanted to help all women struggling with their wardrobe each morning, not knowing which outfit to choose. **A close collaboration between 3Suisses and the editorial staff of Nina.be**, made it possible to offer every day an uber trendy 3Suisses outfit to all women visiting De Persgroep websites.

.1. **14 trendy outfits were proposed by the editorial staff** of Nina and promoted on Nina.be, Kanaal You and hln.be and its newsletters.
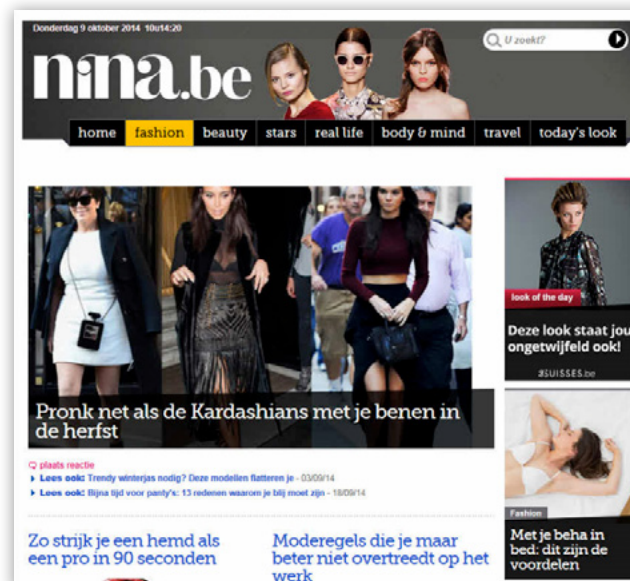
.2. A 3AD format on Nina.be, Kanaal You and HLN.be promoted the concept using a strong call to action. The content page generated a clickthrough rate 67% higher than average, the contest page 'Win uw shopbudget t.w.v. € 200' generated even 96%.

Case 3SUISSES

...A CLOSE COLLABORATION
Combining qualitative women content
TO BUILD trust

.3. **A content page** resuming the 14 looks: every day a new additional visual, an **interactive capsule** clicking directly to 3Suisses.be and a wallpaper linking to a contest page.

CASES

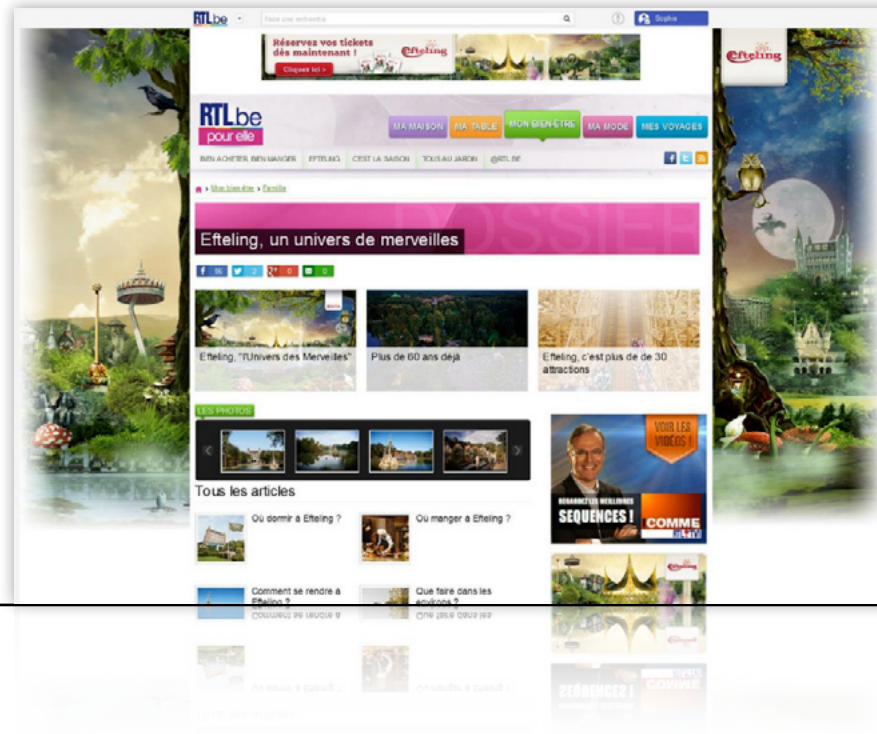**RTL BELGIUM**
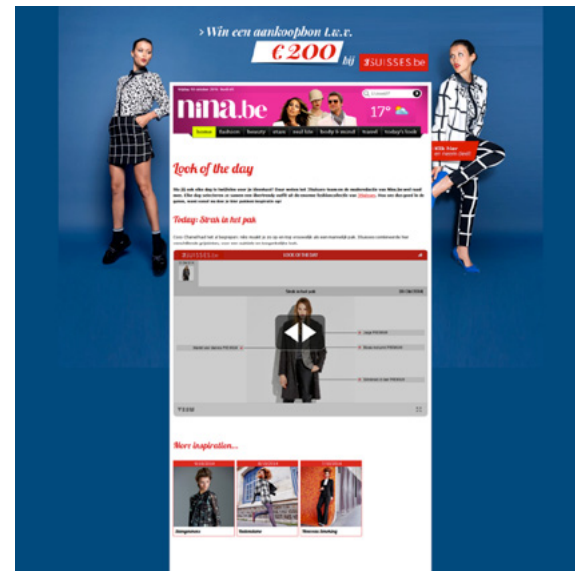
Efteling

"Enhance brand's storytelling with video: the magic of a cross-channel approach."

Case study

Efteling, the third largest entertainment park in Europe, wants to increase brand awareness in the South. IP New Media has set up a powerful and impacting cross-channel campaign to promote.

'A World of Wonders'. Here are the key placements:

- The editorial section available on RTL.be/PourElle containing various **articles about the park, a photo gallery, videos, practical information**.
- Efteling took advantage of a strong visibility on our media websites (RTLTVI, Club RTL, Plug RTL) and on KidzRTL with the **cartoons 'The Tree of Tales' and 'Jokie'**.
- A **contest** has been proposed on RTL.be and highlighted on RTL.be/jeux. **Testimonials of the winners were broadcast on RTL TVI**.
- Social media were also strongly integrated thanks to **numerous posts on RTL Facebook fan pages**.

Case
EFTELING

ABOUT THE *Magic of a*
cross-channel
APPROACH
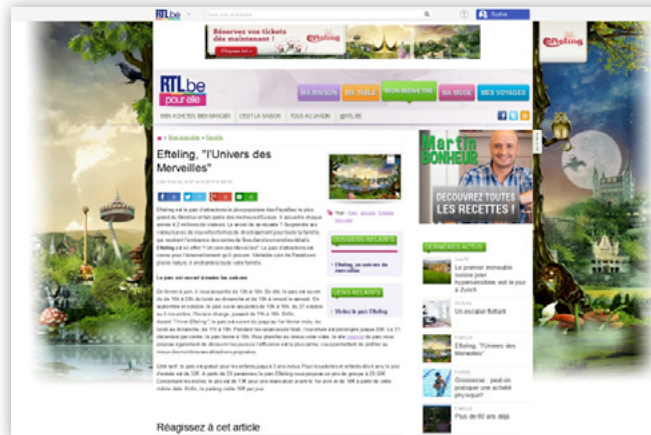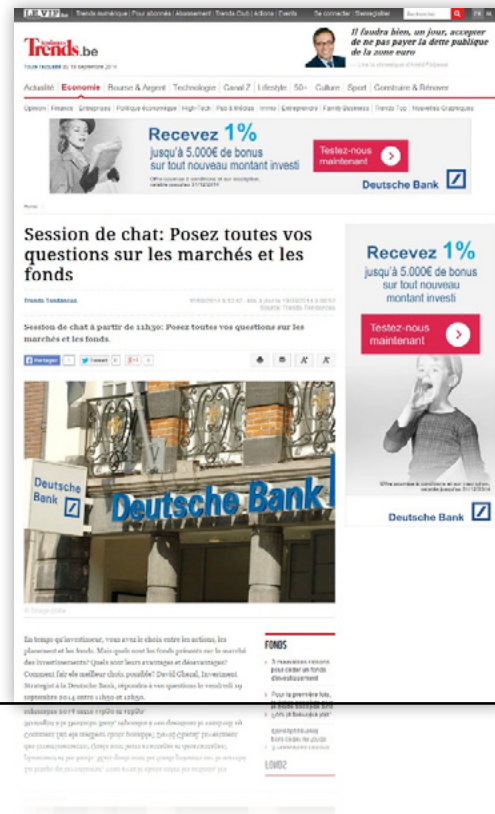
CASES

Roularta
Media Group

Deutsche Bank 🔲

Case study

Premium content brands are able to start a real **brand conversation** with their readers. Consumers and brands trust our words and advice.

.1. **Trends.be/Levif.be organise chat sessions** between their visitor and Deutsche Bank in which people can ask everything they always wanted to know about stock exchanges.

.2. **Promotion of the sessions on all social media** platforms we use to spread the news.

Case
DEUTSCHE BANK

brand
CONVERSATION

PREMIUM CONTENT SITES
CREATE *great stories*
ENGAGE *audiences*
AND DELIVER
business results

Representation OF
OPPA premium content sites IN THE CIM SURVEY
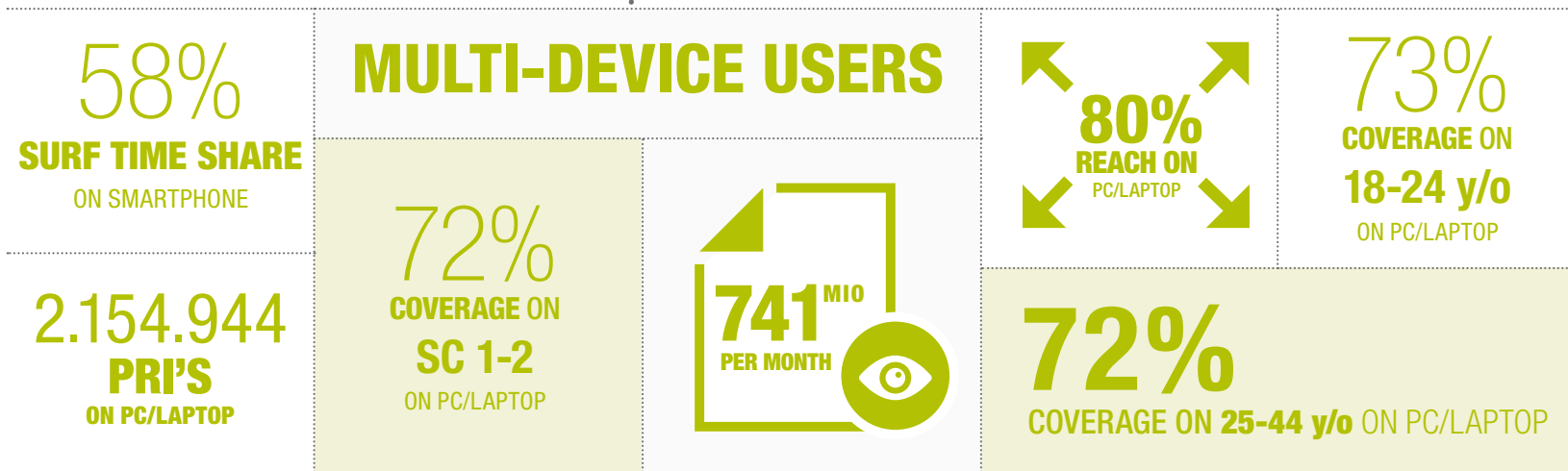
58%
SURF TIME SHARE
ON SMARTPHONE

2.154.944
PRI'S
ON PC/LAPTOP

MULTI-DEVICE USERS

72%
COVERAGE ON
SC 1-2
ON PC/LAPTOP

741 MIO
PER MONTH

80%
REACH ON
PC/LAPTOP

73%
COVERAGE ON
18-24 y/o
ON PC/LAPTOP

72%
COVERAGE ON **25-44 y/o** ON PC/LAPTOP

CIM SURVEY

Premium content sites :
high reach and high surf time share

80% **REACH ON PC/LAPTOP**

NET REACH 18+ - FEBRUARY 2015

PC/LAPTOP **80%**

PHONE **81%**

TABLET **79%**

| 0 | 1.000.000 | 2.000.000 | 3.000.000 | 4.000.000 | 5.000.000 | 6.000.000 | 7.000.000 |

■ OPPA GROUP ■ TOTAL INTERNET   Source CIM - February 2015

58% **SURF TIME SHARE ON SMARTPHONE**

SURF TIME SHARE (HH:MM:SS) - FEBRUARY 2015

PC/LAPTOP **52%**

PHONE **58%**

TABLET **51%**

| 0:00:00 | 0:028:48 | 0:57:36 | 1:26:24 | 1:55:12 | 2:24:00 | 2:52:48 | 3:21:36 |

■ OPPA GROUP ■ TOTAL INTERNET   Source CIM - February 2015

surf time share : the time on a website as percentage of the total time a target group spends on all measured websites.
Calculation: volume time website X / volume time all websites.

THE 4 842 666 VISITORS ARE MULTI-DEVICE USERS

INTERNET USAGE PER DEVICE 18+ - FEBRUARY 2015

| | 75% COVERAGE | 78% COVERAGE | 75% COVERAGE | 76% COVERAGE | 80% COVERAGE | 82% COVERAGE | 73% COVERAGE |

Chart values:
- NET REACH OPPA
- 78%
- 56%
- 55%
- 39%
- 11%
- 4%
- 2%

Device icons: NET REACH OPPA, laptop, phone, desktop computer, tablet, TV, game controller, ANOTHER DECICE
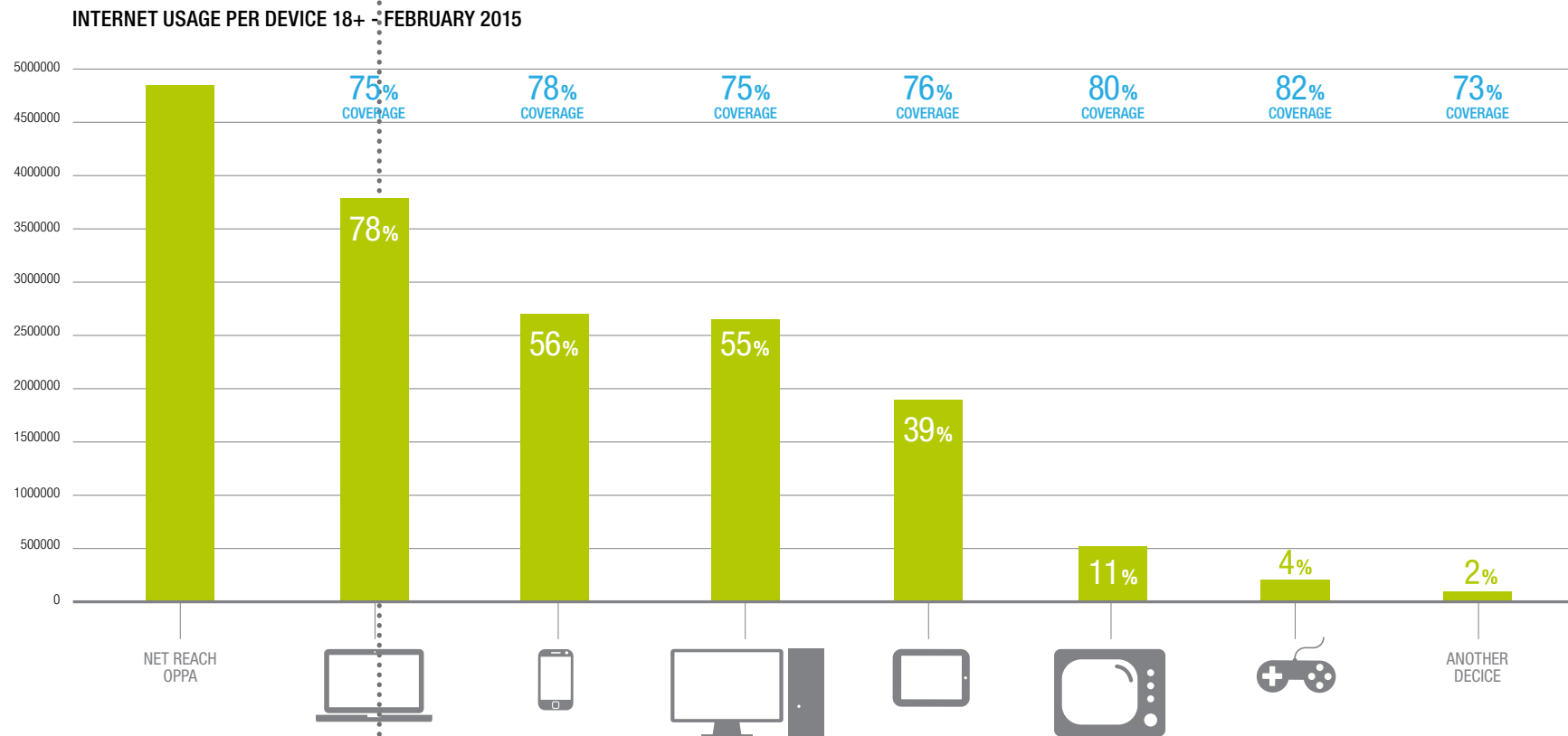
Source CIM - February 2015

CIM SURVEY

PROFILES

73% COVERAGE ON 18-24 y/o

72% COVERAGE ON 25-44 y/o

2 154 944 PRI'S

PROFILES - OPPA GROUP

GENDER	LANGUAGE	AGE	SOCIAL GROUP	PRI
52% MALE	40% FRENCH	22% 55+	4%	56% PRI NO
		21% 45-54	14% SC 7-8	
	60% DUTCH	22% 35-44	23% SC 5-6	
48% FEMALE		21% 25-34	24% SC 3-4	44% PRI YES
		14% 18-24	35% SC 1-2	
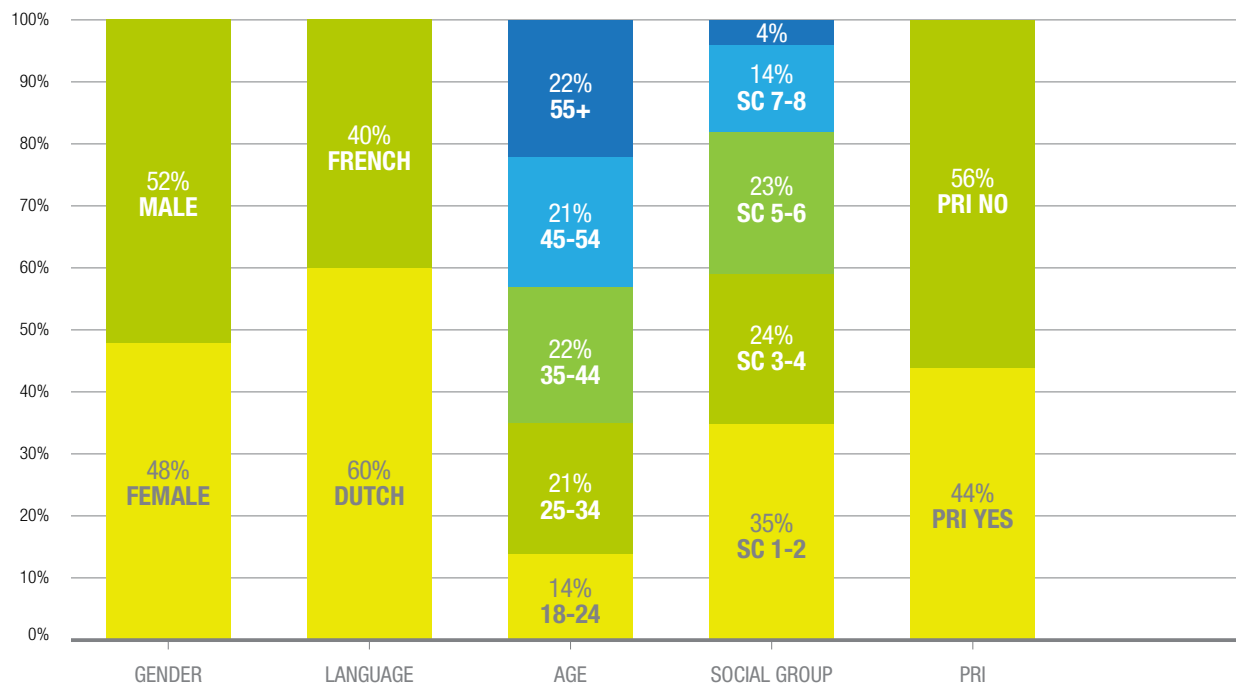
SOURCE : CIM - FEBRUARY 2015 - NET AUDIENCE PC/LAPTOP 18+

COVERAGE - OPPA GROUP

FEMALE	MALE	DUTCH	FRENCH	18-24	25-34	35-44	45-54	55+	SC 1-2	SC 3-4	SC 5-6	SC 7-8	PRI'S
51%	58%	60%	50%	73%	72%	72%	62%	31%	73%	61%	50%	32%	48%

SOURCE : CIM - FEBRUARY 2015 - NET AUDIENCE PC/LAPTOP 18+

NET REACH					

7 SUR 7 (24H INFO & SPORTS) / **cinenews.be** / **CINE TELE REVUE** / **DeMorgen.** / **dS De Standaard**

	7 SUR 7	cinenews.be	CINE TELE REVUE	DeMorgen.	dS De Standaard
PC/LAPTOP	464.020	182.980	134.368	781.874	979.245
PHONE	176.156	60.642	62.022	324.856	340.539
TABLET	97.677	56.764	44.935	282.066	351.540

DH.be / **EPICURIEN** / **feeling** / **Femmes** / **Flair**

	DH.be	EPICURIEN	feeling	Femmes	Flair
PC/LAPTOP	655.114	29.240	11.605	23.898	164.559
PHONE	303.014	5.793	1.790	4.455	119.419
TABLET	193.702	10.218	3.837	5.667	52.458

GAEL / **GAZET VAN ANTWERPEN** / **gezondheid.be passionSanté.be** / **Goed Gevoel** / **GRENZECHO NET**

	GAEL	GAZET VAN ANTWERPEN	gezondheid.be / passionSanté.be	Goed Gevoel	GRENZECHO NET
PC/LAPTOP	2.130	662.979	32.114	226.229	17.727
PHONE	NA	304.357	84.015	39.662	553
TABLET	1.028	269.852	93.544	69.879	1.815

HET BELANG VAN LIMBURG / **HLN.BE** (24U NIEUWS & SPORT) / **HUMO** / **Knack.be LE-VIF.be** / **La Libre.be**

	HET BELANG VAN LIMBURG	HLN.BE	HUMO	Knack.be / LE VIF.be	La Libre.be
PC/LAPTOP	435.636	2.020.964	203.252	1.328.053	426.164
PHONE	207.194	907.922	3.196	415.056	131.983
TABLET	178.113	862.438	50.326	361.014	104.730

l'avenir.net / **LE SOIR** / **Libelle** / **Libelle lekker!** / **marie claire**

	l'avenir.net	LE SOIR	Libelle	Libelle lekker!	marie claire
PC/LAPTOP	606.401	571.913	104.582	180.902	41.385
PHONE	228.871	171.101	25.115	34.561	5.999
TABLET	152.840	151.844	45.318	81.763	10.040

moustique / **Nieuwsblad.be** / **Out** / **story** / **STYLE TODAY**

	moustique	Nieuwsblad.be	Out	story	STYLE TODAY
PC/LAPTOP	31.499	1.783.161	65.366	41.304	2.310
PHONE	8.351	845.648	13.906	12.783	2.813
TABLET	7.932	814.078	12.613	15.278	1.048

SUDPRESSE (La Meuse, La Gazette, La Province, NordEclair, La Capitale) / **zappy baby**

	SUDPRESSE	zappy baby
PC/LAPTOP	932.242	65.566
PHONE	467.362	27.318
TABLET	232.081	31.086

* Less than 40 reached respondents / Source : CIM - February 2015

741 MIO PER MONTH
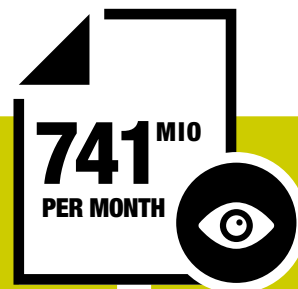
BELGIAN TRAFFIC

NAME	UB'S	PAGE VIEWS	VISITS
OPPA Group	40.680.997	741.028.071	205.944.858
www.7sur7.be	1.923.340	30.055.308	6.497.004
www.cinenews.be	307.508	2.183.546	417.603
www.cinetelerevue.be	477.914	4.407.742	1.220.922
www.dh.be	2.706.983	39.257.632	9.137.778
www.demorgen.be	2.701.618	18.992.735	7.348.202
www.destandaard.be	4.268.937	49.837.353	14.565.930
www.epicurien.be	45.628	98.808	54.773
www.feeling.be	36.245	124.832	49.223
www.femmesdaujourdhui.be	55.816	464.393	89.103
www.flair.be	578.831	2.390.770	974.156
www.gael.be	9.243	52.557	12.125
www.gva.be	2.936.018	27.842.319	8.514.422
www.gezondheid.be / www.passionsante.be	722.308	1.609.820	986.706
www.goedgevoel.be	381.374	765.985	496.180
www.grenzecho.net	74.967	1.199.733	272.495

BELGIAN TRAFFIC

NAME	UB'S	PAGE VIEWS	VISITS
www.hln.be	13.074.468	213.154.304	53.668.366
www.hbvl.be	2.340.879	28.941.127	8.426.301
www.humo.be	318.459	1.499.987	576.074
www.knack.be / www.levif.be	3.701.240	28.912.950	8.127.875
www.lalibre.be	1.445.184	13.177.626	3.888.985
www.lavenir.net	2.311.184	24.520.301	6.507.509
www.lesoir.be	2.309.362	24.138.047	6.766.084
www.libelle.be	256.681	1.235.317	357.979
www.libelle-lekker.be	392.396	1.828.631	553.963
www.marieclaire.be	9.769	25.430	11.944
www.moustique.be	85.044	530.390	169.723
www.nieuwsblad.be	10.130.694	154.143.598	40.094.085
www.story.be	279.244	775.385	422.526
www.styletoday.be	9.019	20.591	9.569
Sud Presse Groupe	894.537	46.883.018	16.927.325
www.zappybaby.be	183.865	570.216	270.872

Source : CIM - May 2015

hi,
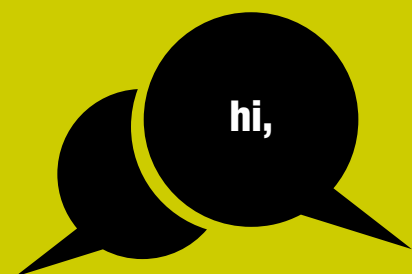
Contact OPPA Belgium:
Siska Truyman – Coordinator
siska.truyman@theppress.be
M +32 497 03 91 22
T +32 2 558 97 50
F +32 2 558 97 58

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