

# Time Inc.

---

DEVELOPING THE NATIVE STORY

# Background & objectives

- To further develop Time Inc.'s understanding of native content, and the best practices for creating and producing this type of content
- To understand the impact native content has on influencing brand metrics
- To understand the key benefits of native content, versus advertorial and editorial content

# What we did

We have completed 4 different pieces of research, to understand and learn further for our native campaigns. These include:

- **Campaign effect research** for the eBay native campaign
- **Creative testing** on the Origin Lounge – comparing an advertorial and a native article
- **Eye tracking research** comparing editorial, advertorial and native
- **URL testing** to establish click through rates and dwell time difference for editorial, advertorial and native

# The creatives

Each research element used different creatives; however all related to the eBay campaign:

The screenshot shows the top navigation bar with the 'LOOK' logo and social media icons. Below the navigation, there are several article thumbnails. The main article is titled '5 FASHION MYTHS FOR CURVY GIRLS, DEBUNKED' by Phyllis, dated October 11, 2016. The article features a large image of a woman in a striped shirt and jeans. To the right of the article is a promotional banner for 'BaByliss' hair tools, priced at £80.00 on Littlewoods. Below the article, there is a 'More stories' section with a link to 'Little Mix's Jay Nelson'.

Editorial

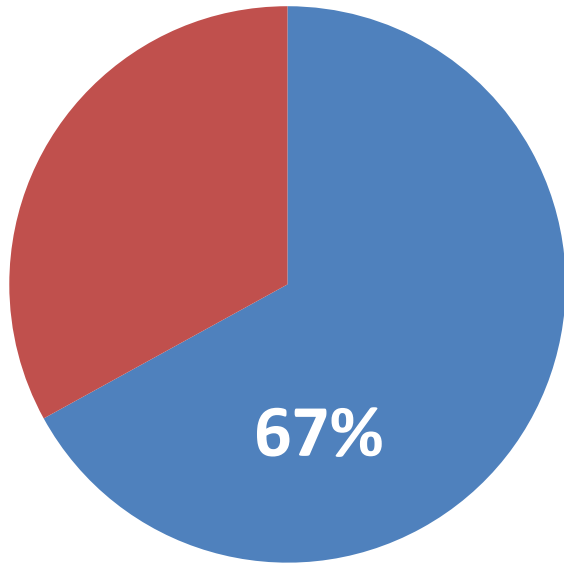
The screenshot shows the top navigation bar with the 'LOOK' logo and social media icons. Below the navigation, there are several article thumbnails. The main article is titled '5 FASHION MYTHS FOR CURVY GIRLS, DEBUNKED' by Phyllis, dated October 11, 2016. The article features a large image of a woman in a striped shirt and jeans. To the right of the article is a promotional banner for 'BaByliss' hair tools, priced at £80.00 on Littlewoods. Below the article, there is a 'More stories' section with a link to 'Michelle Keegan's Secret Link To Love Island'.

Native

The screenshot shows the top navigation bar with the 'LOOK' logo and social media icons. Below the navigation, there are several article thumbnails. The main article is titled 'FIVE AUTUMN LOOKS EVERY CURVY GIRL WILL LOVE!' by Charlotte Hedges, dated October 16, 2016. The article features a large image of a woman in a long, light-colored coat. To the right of the article is a promotional banner for 'BaByliss' hair tools, priced at £80.00 on Littlewoods. Below the article, there is a 'More stories' section with a link to 'Factor's Gilly Explains Why She Looked So Annoyed On Sunday's...'.

Advertorial

# NATIVE GENERATES INTEREST FOR BRANDS



Of native viewers agree native content is interesting

**+90%**

Greater click through rate for native vs. advertorial

**+16%**

longer dwell time for native vs. advertorial

Native generates interest and actions in the same way as editorial, by talking to the consumer in a tone they recognise and desire

# WHILE DIRECTLY IMPACTING WHAT CONSUMERS THINK

- Native content resonates, by educating consumers and building brand trust
- Magazines have always been a trusted form of media, and this translates across native content

**1 in 2**

Learn something  
from reading native  
content

**60%**

Of consumers trust  
Time Inc.'s native content  
vs.  
a benchmark of 45% for  
all advertising content

# WHAT DOES THIS MEAN FOR BRANDS?

By engaging and resonating with consumers native campaigns are able to....

- **Drive word of mouth and recommendations**
  - **73%** recommend/intend to recommend a brand advertised by native to someone vs. an advertising benchmark of **38%**
- **Increase purchase consideration**
  - **+45%** uplift in purchase consideration for a brand between those unexposed and exposed to a native campaign
- **Actively drive purchase behaviour**
  - **39%** of consumers who engage with a native campaign will make a purchase from this brand