NATIVE ADVERTISING THAT PERSUADES

Designing a Customer - Focused Native Ad Product

ANA PLISIC
CREATIVE DIRECTOR C3/PM LJUBLJANA/ C3 GROUP BERLIN
ex EDITORIAL DIRECTOR/ NATIVE AD STUDIO AND DESIGN
THINKING STUDIO OF HANZA MEDIA/ CROATIA

DUBAI 2019
WAN-IFRA MIDDLE EAST CONFERENCE
WORLD MARKETER OF THE YEAR

Native Advertising Days/ Berlin 2018

Winner
Ana Plisic, Native Ad Studio, Hanza Media

Finalists
Ben Young, Nudge
Jaime Pham, LinkedIn
Digital-centric content agency based in Berlin, Hamburg, Munich, Zurich, Prague, Ljubljana, London

PM/C3 Ljubljana: Group’s Technology Hub

helping publishers and brands to innovate
Why Native Hanza Media the leading premium publisher in SEE

39 premium print and digital titles / 900,000 print readers / 1.5 million unique visitors per month 
#1 in premium market segments 
#1 news website 
#1 daily newspapers
Why Native Hanza Media digital operations

Hanza Digital the fastest growing digital media company

+536%

Source: Deloitte Technology Fast 50 Central Europe, 2014
Why Native Hanza Media growth pillars 2015-2019

- mobile
- full multimediality/video
- social media and super distribution
- audience management/data
- risk sharing marketing operations
- native advertising
Why Native

The growth

Native advertising spend across Europe will reach €13 billion by 2020

+156%
Why Native Native Ad Studio

DISRUPTING TRADITIONAL ADVERTISING MODEL

USER - FOCUSED ADVERTISING
Hyperdemanding customers require
• immediate satisfaction
• relentless innovation
• rapid iteration

/Forrester, November 2017/
Why Native: The new customer values

- Choice
- Customization
- Integrity
- Collaboration
- Speed
- Entertainment
- Innovation

/Peres et al, 2011/
Why Native The new customers habits

74% of consumers said that advertising interruptions do not match their personal interest

61% of consumers are aware of ad blocking alternatives

/ 2016 Accenture Digital Consumer Survey
Native Ad Studio  The approach

APPLYING DESIGN THINKING METHODOLOGY

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST
Native Ad Studio The approach

NATIVE AD IS USEFUL AND RELEVANT AD

applies high quality journalism
using emerging technologies
match brand and customer interest
delivered through the 360 experience
The Results Native Ad Studio 2015-2019

A leader in digital C2B content innovation

11.4% of Hanza Media digital revenue coming from native advertising

2.9 minute attention time / per piece of branded content

8,000 actions per brand / avg native campaign

300,000 unique visitors / avg native campaign
The Results Native Ad Studio 2015-2019

The best online native ad in the world

The best video native ad in the world

The best Omni-channel integration in the world

The second best series of branded articles in the world

Native Advertising Awards
Acknowledging the best native advertising in the world!

WINNERS 2016/2017
Case Study

Heat Maps • Social Impact Native Campaigns • Video Serials • Real Time Data
Brand activism • Social impact 360 native campaign

Case Study
Why Native

Native growth
348,000 emigrated from Croatia
500,000 consider emigrating:
“We will leave if we wouldn’t be able to achieve our goals in Croatia”

THE CHALLENGE:
HOW MIGHT WE INSPIRE AND HELP THE GROUP CONSIDER EMIGRATING TO ACHIEVE THEIR GOALS AND START SOMETHING PRICELESS IN CROATIA?

*SOURCE: Institute for Social Research (March 2018)
Case Study 1 IN 4 MILLION

1 IN 4 MILLION

HOW WE MADE OUR DREAM COME TRUE IN CROATIA
Case Study 1 IN 4 MILLION

YOU TOO CAN BE 1 IN 4 MILLION
Case Study

Personalized and useful information
Case Study 1 IN 4 MILLION

- #1 RADIO STATION IN CROATIA
- McCANN ADVERTISING AGENCY COMMERCIALS
- MASTERCARD PRICELESS.COM INTEGRATION
- JUTARNJII.HR #1 NEWS PORTAL IN CROATIA
- JUTARNJII.HR FB/ INSTAGRAM
- 1 IN 4 MILLION CENTRAL DIGITAL PLATFORM/ PREMIUM NATIVE / AUTHENTIC CONTENT
- 1 IN 4 MILLION FB PAGE/ YOUTUBE CHANNEL/ E-MAIL
The research results on the preference for the Mastercard brand point to an increase of 33% in comparison to the same period of the previous year.

People engaged in the campaign: 1 IN 4 MILLION

People asked for career advice: 700,000

People asked for career advice: 260
Case Study Heat Map

Using big data to design personalised information
More than **92 percent** of people in Croatia are property owners... ...but only **20 percent** of the properties have a home insurance
Case Study: Heat Map

**THE TOOLS:**
- Contextual, JTBD interviews
- Research
- Data analysis
- Content analysis

**THE PERSONA:**
- “It will not happen to me”
- “It does not happen in my neighborhood”

**THE INSIGHT:**
- Homeowners exposed to two categories of information:
  - general statistics they could not relate to
  - disturbing images of natural catastrophes happening somewhere else
The challenge:
- How might we help the property owners to make qualified and responsible decisions regarding the safety of their homes and engage them in an easy and personalized way, using digital technology?

The approach:
- Making complex information useful, accessible and personalized

The differentiation:
The first data analysis concerning property safety issues and risk calculation for 128 cities in Croatia. Prior to that, most of the data was built on the regional or national level.
How safe is your neighbourhood

- The first interactive digital map in Croatia that enables readers to find out is there and how big is the risk in their city of flood, earthquake, fire and home burglaries/robberies
Case Study Heat Map

The risk calculation is built upon

- 5 years data analysis of the burglaries and robberies per capita
- 5 years statistics of fires
- 80,000 earthquakes in Croatia and the region
- water movements and floods

Project collaborations:
University of Zagreb / Department of Mathematics and Geophysics, Construction department, The state owned company Croatian Waters, Ministry of Internal Affairs, The National Protection and Rescue Directorate
Case Study Heat Map

Multilevel approach
- information for your city
- information for your home

Lead generation
Revenue generation
325,531 unique visitors

Attention time / avg per view: 01.47 min
Hot leads: 3x more than expected
Earned media: 14 online articles in local media
1 radio show
Case Study Heat Map

Ecosystem & customer journey map

Awareness
- Jutarnji list/jutarnji.hr
  print/online/mobile

Engagement
- HEAT MAP
  How Safe Is Your Neighborhood
  jutarnji.hr

Advocacy
- Earned media
  Social networks
Case Study Heat Map

The native ads are clearly labeled ‘Brought to you by Croatia Insurance’
Case Study

Dacia Video Native Serial

Using video as the form of communication
Case Study Dacia video native serial

Dacia Duster brand values

- Reliable
- Generous
- Simple
- Smart
Case Study Dacia video native serial

- **Value proposition:** Celebrate reliability
- **Differentiation:** A three part video documentary brings together Croatian Mountain Rescuers and the victims they have saved from hopeless situations for the first time after the dramatic events
- **Tone of voice:** Emotional, inspiring
Case Study Dacia video native serial

Three part video serial

A true story on courage and devotedness
Case Study Dacia video native serial

- among the top 20 most viewed videos on the #1 news website jutarnji.hr*

- more popular than 550 editorial videos on jutarnji.hr in 90 days*

- Engagement/ FB likes/shares: 15,414

*Analytics Period June 7 – September 5
Case Study Dacia video native serial

Native ads never explicitly tell readers to buy Dacia neither they mention Dacia. Dacia Duster, branded as a Croatian Mountain Rescuer Team car, appears in three scenes. The native ads were clearly labeled ‘Brought to you by Dacia Croatia’

*Analytics Period June 7 – September 5*
Native Advertising Advantages

· provides value to the audience
· improves engagement
· increases brand loyalty

CAN NATIVE
DRIVE SALES
Case Study
Real-Time Influenza Tracking

Driving sales with relevant native ads
The Pliva/Teva Group statement:

“In order to increase the reach on our target group a disruptive digital & print campaign by the Native Ad Studio of Hanza Media was added to the Maxflu base communication. Maxflu was the first OTC drug ever supporting the native advertising campaign: Real Time Influenza Tracking - powered by Maxflu. As a result, Maxflu grew 3.5 times faster than the market (+17.9% vs market 4.9%), gaining additional +4% MSh and reaching 32% MSh in the MSR segment. For the first time in history Maxflu became #1 MSR in Croatia”
RELEVANT AND TRUSTED PARTNER TO MOTHERS PERFORMERS

THE CHALLENGE: How might we alert mothers/performers when they start feeling cold or flu symptoms and help them to identify the symptoms through relevant, trusted sources in order to protect their families, by using digital technologies?
STRATEGY: Self - Care on Time

1. ALERT THE CUSTOMER SEGMENT ON TIME

2. RELEVANT INFORMATION ON TIME

3. PERSONALIZED INFORMATION ON TIME
Case Study  Maxflu Real-Time Influenza Tracking

Relevant information you need to recognize flu symptoms and protect your family.
Case Study: Maxflu Real-Time Influenza Tracking

1. INTERACTIVE 3D AVATAR
2. INTERACTIVE REAL-TIME DATA: HOW DO YOU FEEL TODAY

- LOCALIZED
- INTERNATIONAL
- NATIONALIZED

- 7.9% headache
- 13.1% sore throat
- 12.9% dry cough
- 10.9% sneezing
- 6.4% I feel good

ZAGREB TODAY
3. TALK TO A DOCTOR
4. RELEVANT CONTENT

Primorsko-goranska
Drhtavica
4.81%
Case Study  Maxflu Real-Time Influenza Tracking

360 native ad campaign
· 52 days
· 3 print media outlets
· 2 news websites associated
social media platforms (FB, Instagram, Twitter)
· e-mail communication
· promotion campaign
· 30+ native content pieces
· branded / display
#1 WITHIN THE MARKET CATEGORY

· Pageviews/total: 327,708
· Reach FB: 1.7 million
· Social engagement/likes/shares: 6,100
· Number of users engaged in the poll: 9,885
· Impressions: 19,377,817
· Sales: Maxflu grew 3.5 times faster than the market
PREMIUM NATIVE ADVERTISING
THE MODEL

apps.jutarnji.hr/smartvoznja/
apps.jutarnji.hr/tv-buducnosti/
apps.jutarnji.hr/dobro_u_hrvatskoj/
Native Ad Studio  The rules

- Building partnerships with brands that align with the values the media platform stands for
- Applying the highest editorial professional standards
  - Sources; proof facts
  - Style fitting the style of the platform
  - Layout standards
Native Ad Studio Codex

- Clearly labeled
- Applying the IAB and FTC rules
- Not selling products
- Not mentioning a brand name or products
- Not selling or misleading readers

**emarketer: how the online publishers label native content**

**PRIMARY WAY IN WHICH NATIVE ADS ARE LABELED ON US CONSUMER WEBSITES**

- Sponsor / sponsored: 54%
- Promoted: 12%
- Presented by: 12%
- Provided by: 6%
- Brought to you by: 5%
- Partner content: 4%
- Content by: 3%
- All other labels: 2%
- 3%
THANK YOU

ANA.PLISIC@P-M.SI
CREATIVE DIRECTOR C3/PM LJUBLJANA
CO-FOUNDER C3 CROATIA
C3 GROUP BERLIN
www.c3.co