NATIVE ADS - PREDICTED TO DRIVE 74% OF AD REVENUE BY 2021

Source: Business Insider
THE WORLD'S LARGEST NATIVE STUDY
AGENDA

- METHOD
- AGGREGATED RESULTS
- SUCCESSFUL CONTENT CREATION
HOW THE STUDY WAS SET UP

16 BRANDS

4 TYPES OF ARTICLES PER BRAND

+ 400 000 READERS

+ 20 000 RESPONDENTS

SURVEYS IN SCHIBSTED PANEL, INIZIO PANEL AND LIVE ON AFTONBLADET, OMNI, OMNI EKONOMI
THE STUDY COMPARED

EXPOSED VS NON EXPOSED
<table>
<thead>
<tr>
<th>PRODUCT-FOCUS</th>
<th>CATEGORY-FOCUS*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFORMATIVE</strong></td>
<td><strong>EMOTIONAL</strong></td>
</tr>
</tbody>
</table>

- Presents the product with facts and arguments
- Teaches through general tips and guidance
- Connects emotions to the product, user and timing
- Wakes strong emotions that are not directly connected to the product

* Brand and products are not integrated in texts
PRODUCT-FOCUS

CATEGORY-FOCUS*
* Brand and products are not integrated in texts

INFORMATIVE

EMOTIONAL

This is a Lungo from Nespresso

Expert: Choose Lungo for a richer coffee-experience

Tired in the mornings? How to get the best start of your day

These are Swedes coffee-habits

Så ser svenskarnas kaffevanor ut

Morgonrött? Så får du bästa starten på dagen

Connects emotions to

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AGENDA

- METHOD
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PRODUCT-FOCUS

CATEGORY-FOCUS*
* Brand and products are not integrated in texts
BRAND AWARENESS MATTERS
PRODUCT VS CATEGORY

WELL KNOWN BRANDS
+12
3%
+9

KNOWN BRANDS
+14

LESS KNOWN BRANDS
+17
6%
+11

BRANDLIFT PRODUCT
BRANDLIFT CATEGORY
AVERAGE BRAND LIFT

+2  +5  +5  +6  +7  +9  +9  +10  +10  +13  +14  +14  +17  +19  +22  +29
Native ads is effective when teaching new information
When relevant, it's ok to speak about the own brand or product
Well know brands can focus on category
High lifts for FMCG brands
NATIVE ARTICLES IN THE DIGITAL MEDIA MIX

PROBLEM
Focus on problem
Identifies problem
Less adoptive

INFORMATION
Focus on interest
Problem solving
Passive adoptive

EVALUATION
Focus on solution
Chooses between solutions
Active adoptive

PURCHASE
Focus on purchase
Price, quality
Actively adoptive

NATIVE TEXT ARTICLE
NATIVE ARTICLES IN THE DIGITAL MEDIA MIX

- **PROBLEM**
  - Focus on problem
  - Identifies problem
  - Less adoptive

- **INFORMATION**
  - Focus on interest
  - Problem solving
  - Passive adoptive

- **EVALUATION**
  - Focus on solution
  - Chooses between solutions
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- **PURCHASE**
  - Focus on purchase
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NATIVE
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<th></th>
<th>NATIVE</th>
<th>VIDEO</th>
<th>DISPLAY</th>
</tr>
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<tbody>
<tr>
<td>AMOUNT OF INFORMATION</td>
<td>LARGE</td>
<td>AVERAGE</td>
<td>SMALL</td>
</tr>
<tr>
<td>INTERACTION</td>
<td>LARGE</td>
<td>SMALL</td>
<td>SMALL</td>
</tr>
<tr>
<td>FORCED</td>
<td>NO</td>
<td>YES</td>
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NATIVE ARTICLES IN THE DIGITAL MEDIA MIX

- **PROBLEM**: Focus on problem, identifies problem. Less adoptive.
- **INFORMATION**: Focus on interest, problem solving. Passive adoptive.
- **EVALUATION**: Focus on solution, chooses between solutions. Active adoptive.
- **PURCHASE**: Focus on purchase, price, quality. Actively adoptive.

**NATIVE**

**VIDEO**

**DISPLAY**
CHALLENGE WITH NATIVE IS REACH
WE CAME UP WITH A SOLUTION THAT PUSH MORE PEOPLE DOWN THE FUNNEL
NATIVE ENGAGEMENT
TARGETED DISPLAY ADS ON PEOPLE THAT READ NATIVE ARTICLES

NATIVE LOOKALIKES
TARGETED DISPLAY ADS BASED ON DATA ON PEOPLE THAT HAS A SIMILAR USER BEHAVIOUR TO THE ONES THAT READ NATIVE ARTICLES
NATIVE ARTICLES IN THE DIGITAL MEDIA MIX

**PROBLEM**
- Focus on problem
- Identifies problem
- Less adoptive

**INFORMATION**
- Focus on interest
- Problem solving
- Passive adoptive

**EVALUATION**
- Focus on solution
- Chooses between solutions
- Active adoptive

**PURCHASE**
- Focus on purchase
- Price, quality
- Actively adoptive

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**NATIVE ARTICLES**

**VIDEO**

**DISPLAY**
- DISPLAY "NATIVE ENGAGEMENT"
- DISPLAY "NATIVE LOOKALIKES"
Be active when the customers enters the funnel

Highlight unknown attributes with your product

Establish your own evaluation criteria

Scale your campaign with smart data
AGENDA

- METHOD
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- SUCCESSFUL CONTENT CREATION
HOW TO INCREASE PURCHASE INTENTION

MEDIATION-ANALYSIS

Exposure → Curiosity → Brand Attitude → Purchase Intention

- 6.1% increase
- +4.7% increase
- +3.5% increase

14.3% increase
WHAT MAKES PEOPLE CURIOUS?

- TIMING
- PEOPLE
- THE UNEXPECTED
- SIMILARITY
- RELIABLE SOURCES
- CONTEXT
  - Context Matter
When relevant, don’t be afraid to talk about your brand or product.

Native in a news context is useful if you want to teach customers new information or talk about something that is perceived as new.

Make people curious.

Ask yourself if this is truly interesting for the readers.
STUDY OF 2019
Native Video Study
Native Video Study