

NATIVE ADS - PREDICTED TO DRIVE





NATIVE ADVERTISING STUDIO
OF THE YEAR



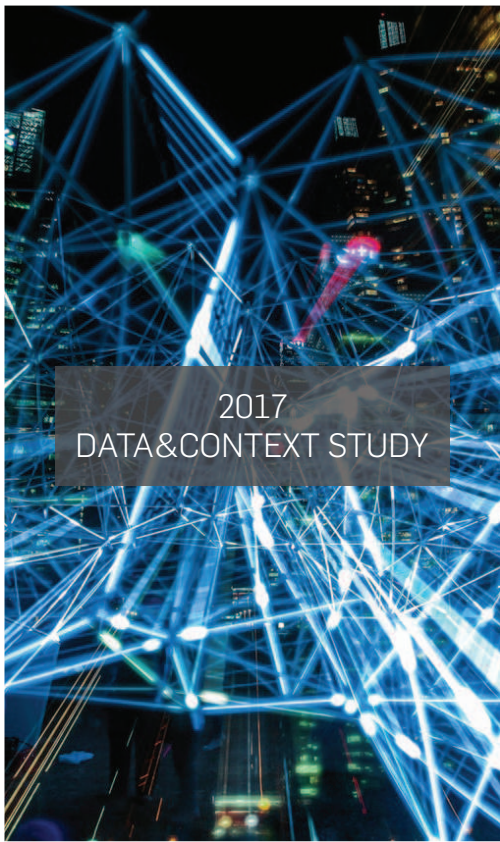
Schibsted Brand Studio

A close-up, high-angle shot of a globe showing the continent of North America. The globe is mounted on a wooden stand. The map is detailed, showing country borders, major cities, and ocean currents. The colors are muted, with greens for land and blues for water. The lighting is dramatic, with a bright spot on the globe's surface.

THE WORLDS LARGEST NATIVE STUDY



2015 & 2016
MOBILE STUDY



2017
DATA&CONTEXT STUDY



2018
NATIVE STUDY

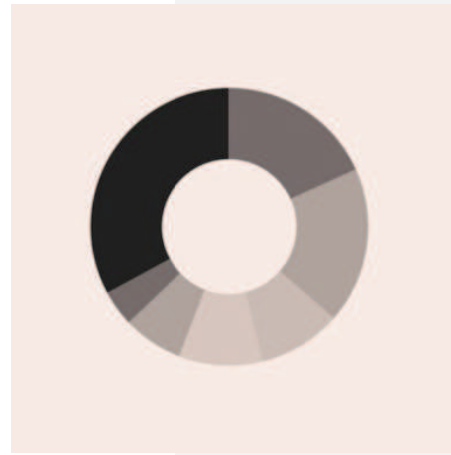


AGENDA

- METHOD
- AGGREGATED RESULTS
- SUCCESSFUL CONTENT CREATION



BRANDS IN THE STUDY



AFTONBLADET

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



INIZIO

HOW THE STUDY WAS SET UP



THE STUDY COMPARED

EXPOSED VS NON EXPOSED


	INFORMATIVE	EMOTIONAL
PRODUCT-FOCUS	Presents the product with facts and arguments	Connects emotions to the product, user and timing
CATEGORY-FOCUS* <small>* Brand and products are not integrated in texts</small>	Teaches through general tips and guidance	Wakes strong emotions that are not directly connected to the product

INFORMATIVE

EMOTIONAL

PRODUCT-FOCUS

Annons



This is a Lungo from Nespresso

Detta är en Lungo från Nespresso

- NESPRESSO Lungo är en större kopp kaffe

Annons



Expert: Choose Lungo for a richer coffee-experience

Experten: Välj Lungo för en rikare kaffeupplevelse

- NESPRESSO Den första koppen kaffe på morgonen. På förmiddagen och på kvällen. Så

CATEGORY-FOCUS*

* Brand and products are not integrated in texts

Annons



These are Swedes coffee-habits

Så ser svenskarnas kaffevanor ut

- NESPRESSO Sverige har länge varit ett av

Annons



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

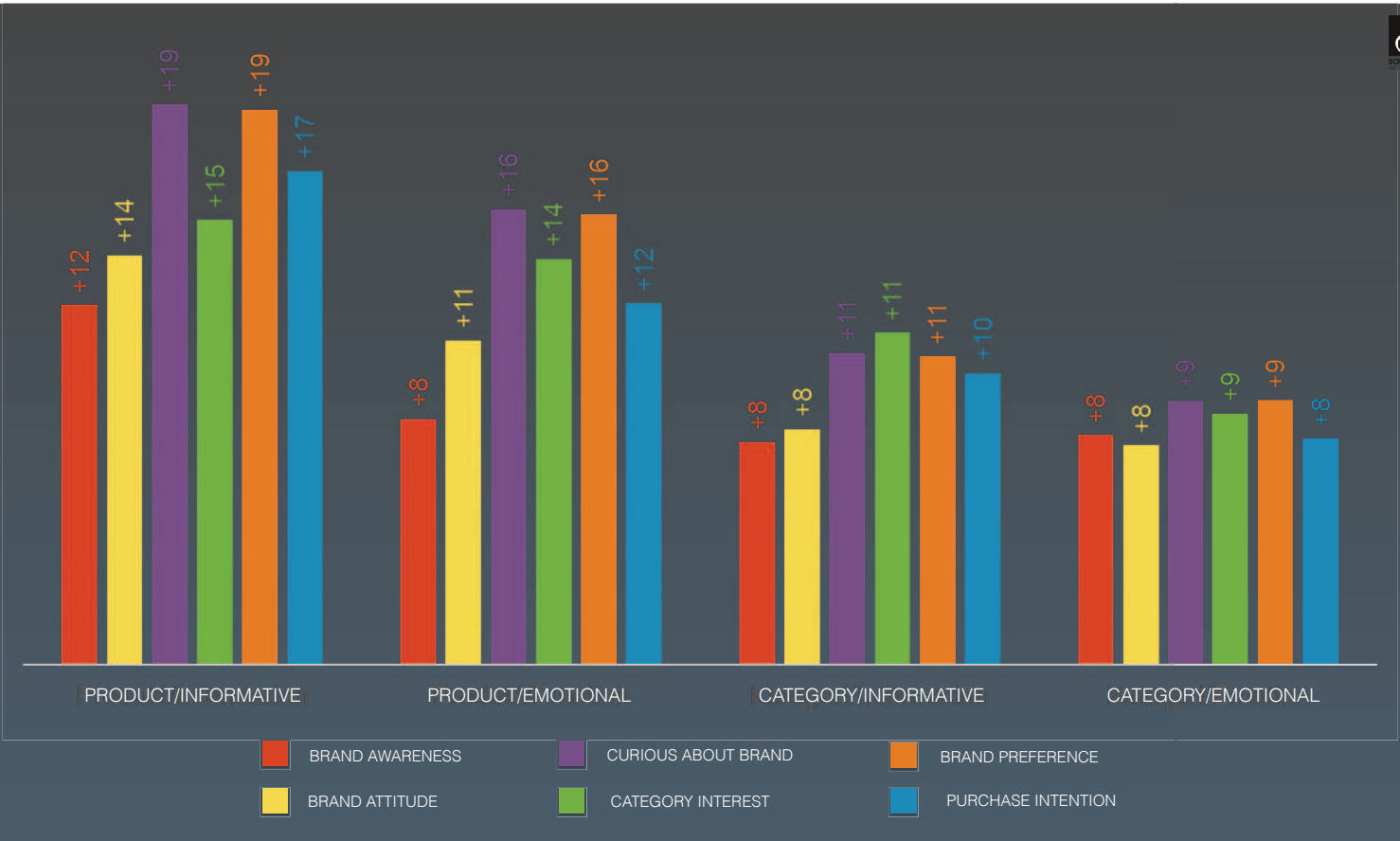
Morgontrött? Så får du bästa starten på dagen

- NESPRESSO Att lämna den varma sängen när



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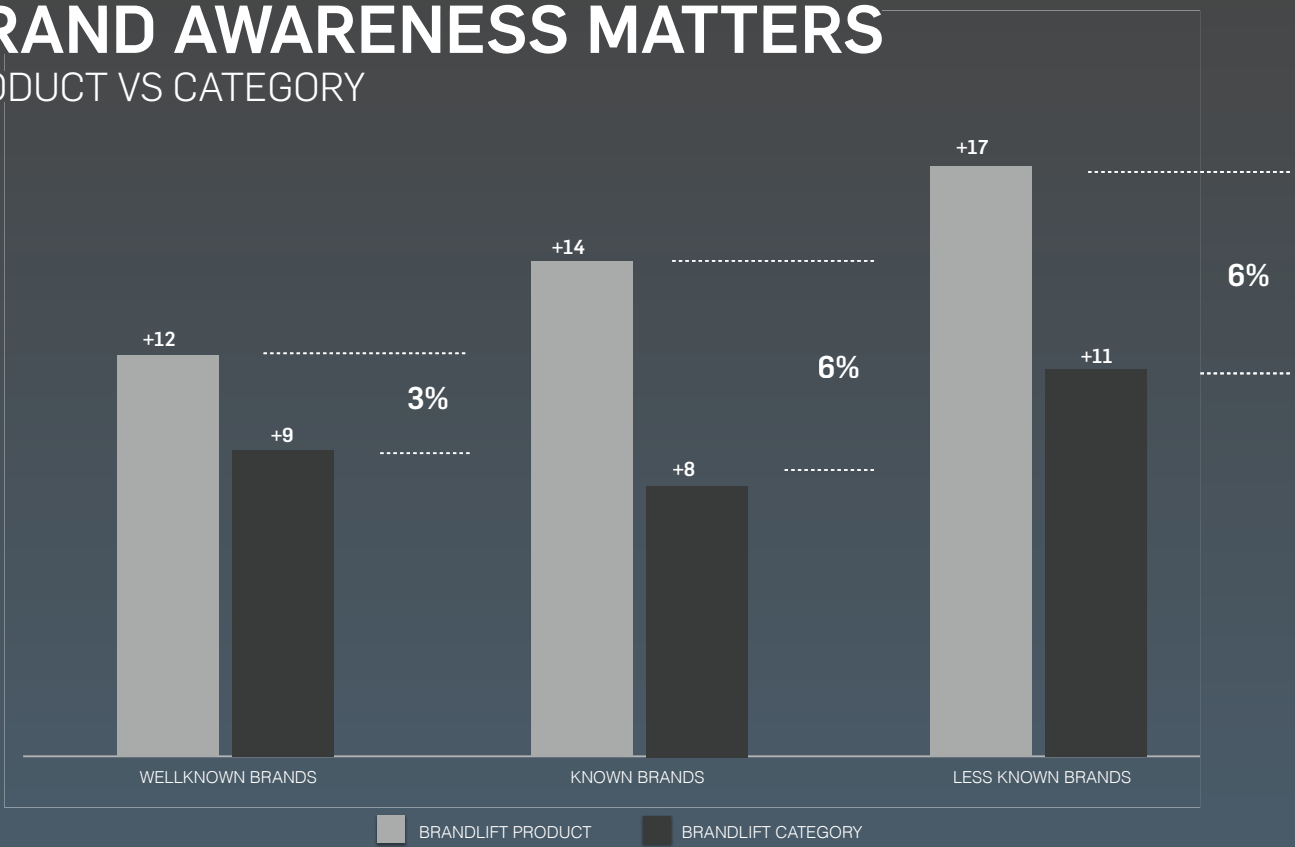
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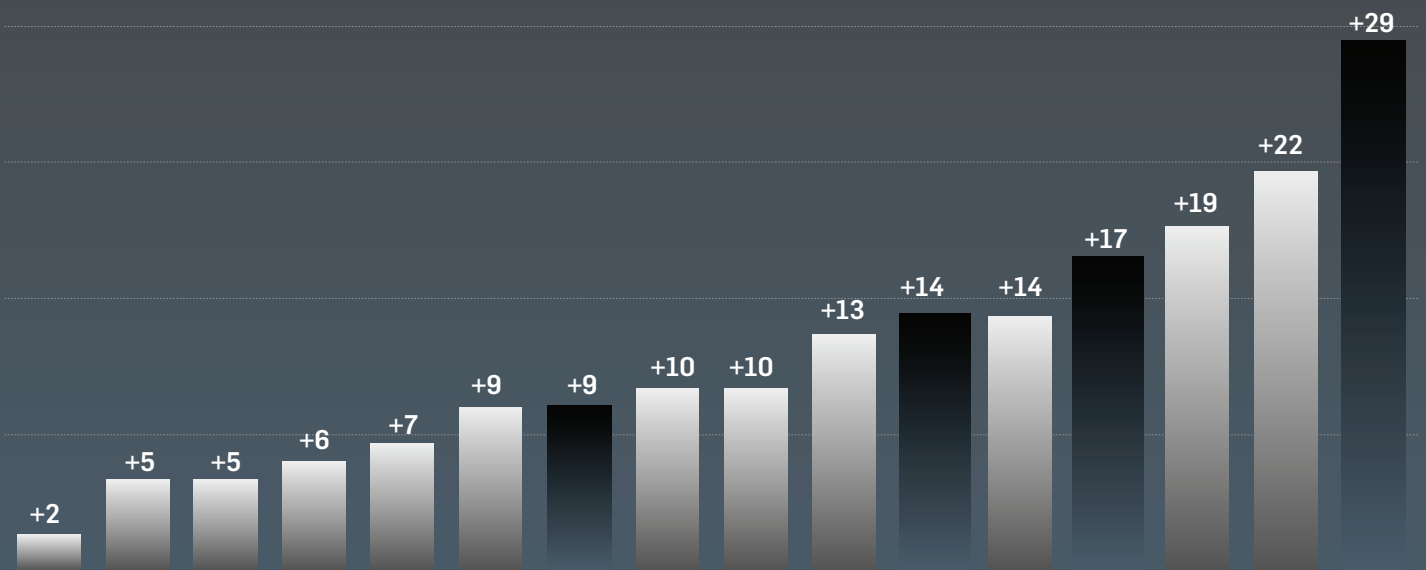
- NESPRESSO Att lämna den varma sängen när

BRAND AWARENESS MATTERS

PRODUCT VS CATEGORY



AVERAGE BRAND LIFT



BEST CASE CCS FOOT PRO



Product/Informative

APFINBLADET Estelle
NYHETER SPORT NÖJE KULTUR LEDARE

Annons

Bli kvitt fotproblemen – med smarta krämen

v.1 **v.8**

FOTO: CCS FOOT PRO HJÄLPER BLAND ANNAT MOT FÖRHÅRDNADER. HÄR ÄR RESULTATET EFTER EN OCH ÅTTA VECKOR.

CCS FOOT PRO fre 02 mar 2018

Har du fotsvamp, förhårdnader eller illaluktande fötter?
Med CCS Foot Pro kan detta bli ett minne blott.

Samma folkrem-bjälper mot föm av

Product/Emotional

APFINBLADET Estelle
NYHETER SPORT NÖJE KULTUR LEDARE

Annons

”Krämen har gett mig ett helt nytt liv”

FOTO: COLOURBOX/PRIVAT

CCS FOOT PRO fre 02 mar 2018

Heidi Thorsteinsen har haft fotproblem så länge hon kan minnas.
Hon har kämpat med olika fotpåsar, fotkrämer och elektriska verktyg – utan resultat.
Tills hon testade CCS Foot Pro.
– Då blev det bättre på någon dag, det är helt magiskt.

Category/Informative

APFINBLADET Estelle
NYHETER SPORT NÖJE KULTUR LEDARE

Annons

Vanliga problemet: Så många har fotsvamp

CCS FOOT PRO fre 02 mar 2018

Nästan en av fyra drabbas någon gång av fotsvamp.
Ett mycket smittsamt problem – som går att undvika med rätt knep.
– Behandlar du inte vinner svampen, säger Ann-Sofie Johansson, medicinsk fotterapeut.

Fotsvamp ger ofta klåda, sveda och en brännande känsla på huden och det

Category/Emotional

APFINBLADET Estelle
NYHETER SPORT NÖJE KULTUR LEDARE

Annons

”Hur dina fötter mår påverkar hela kroppen”

CCS FOOT PRO fre 02 mar 2018

Fötternas mående påverkar hela kroppen.
Samtidigt skulle de må bättre om vi bara gav dem mer kärlek.
– Om fötterna inte mår bra blir det ringar på vattnet uppåt i kroppen, säger Ann-Sofie Johansson, medicinsk fotterapeut.

Native ads is effective when teaching new information

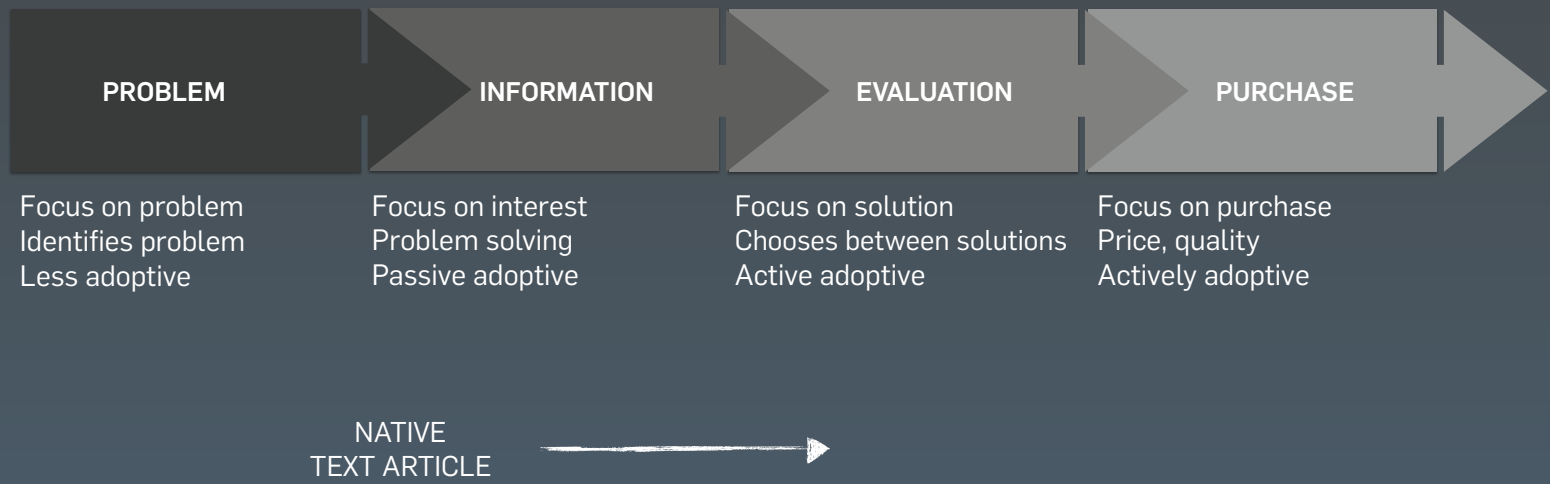
When relevant, it's ok to speak about the own brand or product

Well know brands can focus on category

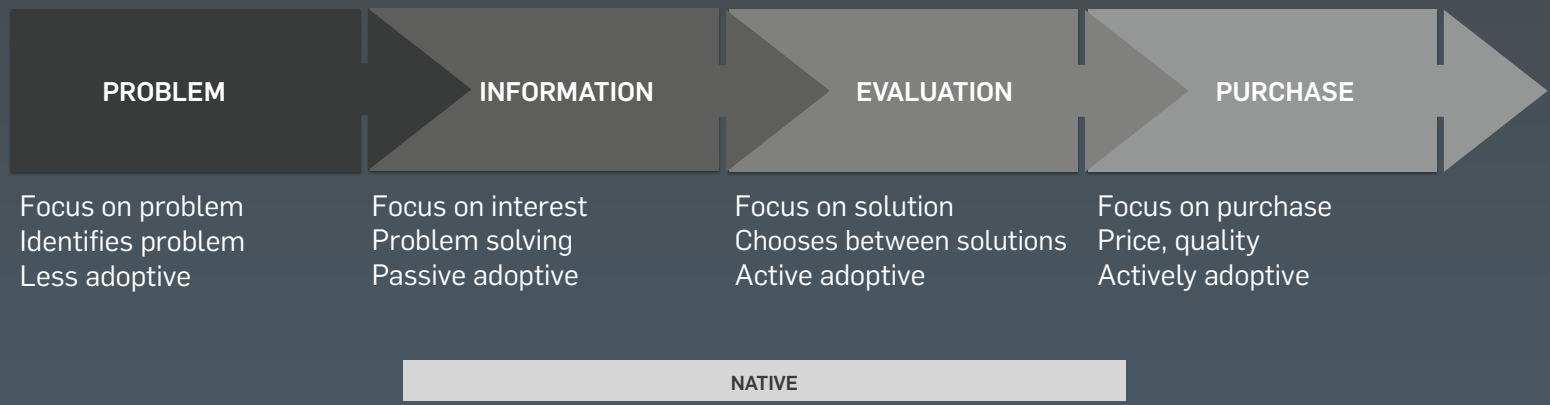
High lifts for FMCG brands

KEY TAKE AWAYS

NATIVE ARTICLES IN THE DIGITAL MEDIA MIX



NATIVE ARTICLES IN THE DIGITAL MEDIA MIX

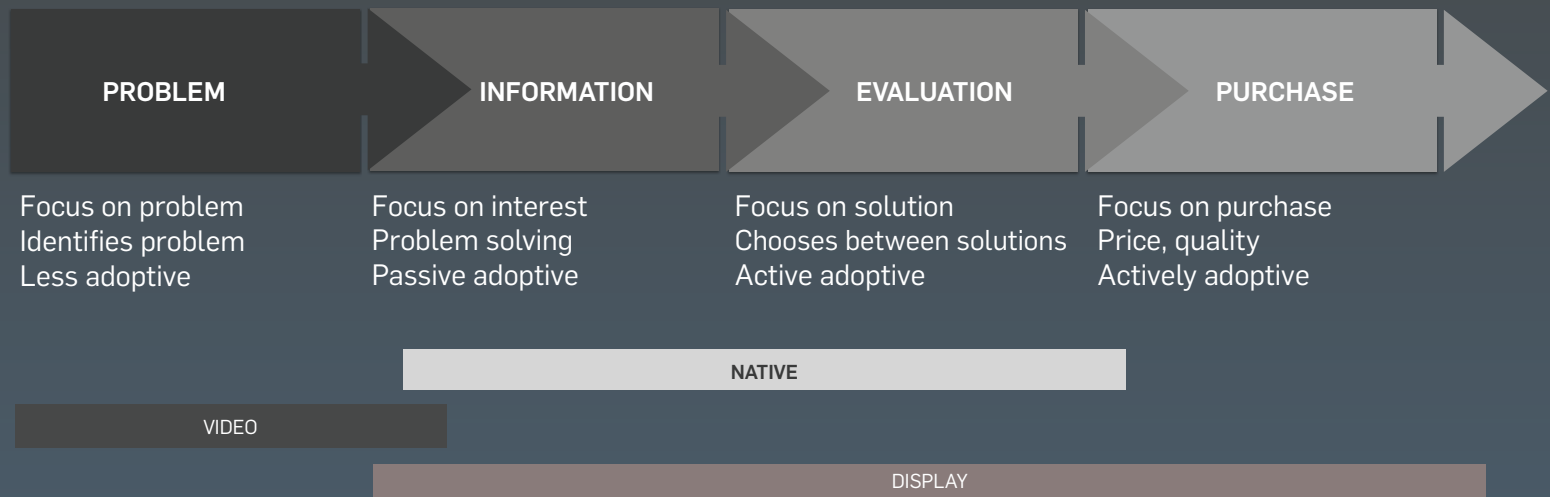


NATIVE ARTICLES IN THE DIGITAL MEDIA MIX



	NATIVE	VIDEO	DISPLAY
AMOUNT OF INFORMATION	LARGE	AVERAGE	SMALL
INTERACTION	LARGE	SMALL	SMALL
FORCED	NO	YES	YES
EMOTION	AVERAGE	LARGE	SMALL

NATIVE ARTICLES IN THE DIGITAL MEDIA MIX





CHALLENGE WITH NATIVE IS REACH



WE CAME UP WITH A SOLUTION THAT PUSH **MORE** PEOPLE DOWN THE FUNNEL



NATIVE ENGAGEMENT

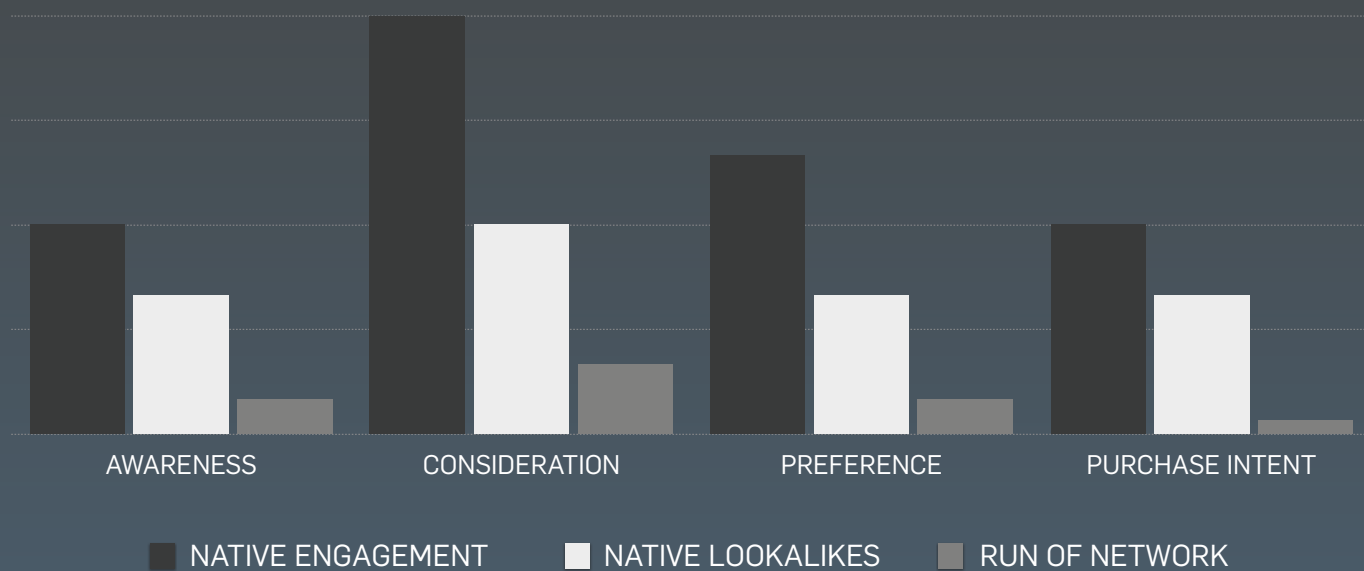
TARGETED DISPLAY ADS ON PEOPLE THAT READ
NATIVE ARTICLES



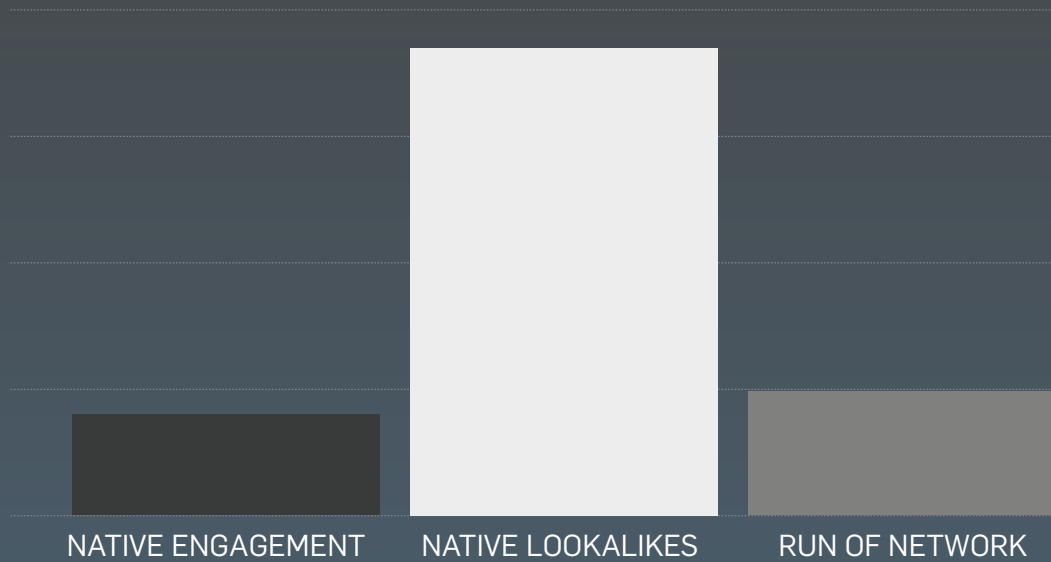
NATIVE LOOKALIKES

TARGETED DISPLAY ADS BASED ON DATA ON
PEOPLE THAT HAS A SIMILAR USER BEHAVIOUR
TO THE ONES THAT READ NATIVE ARTICLES

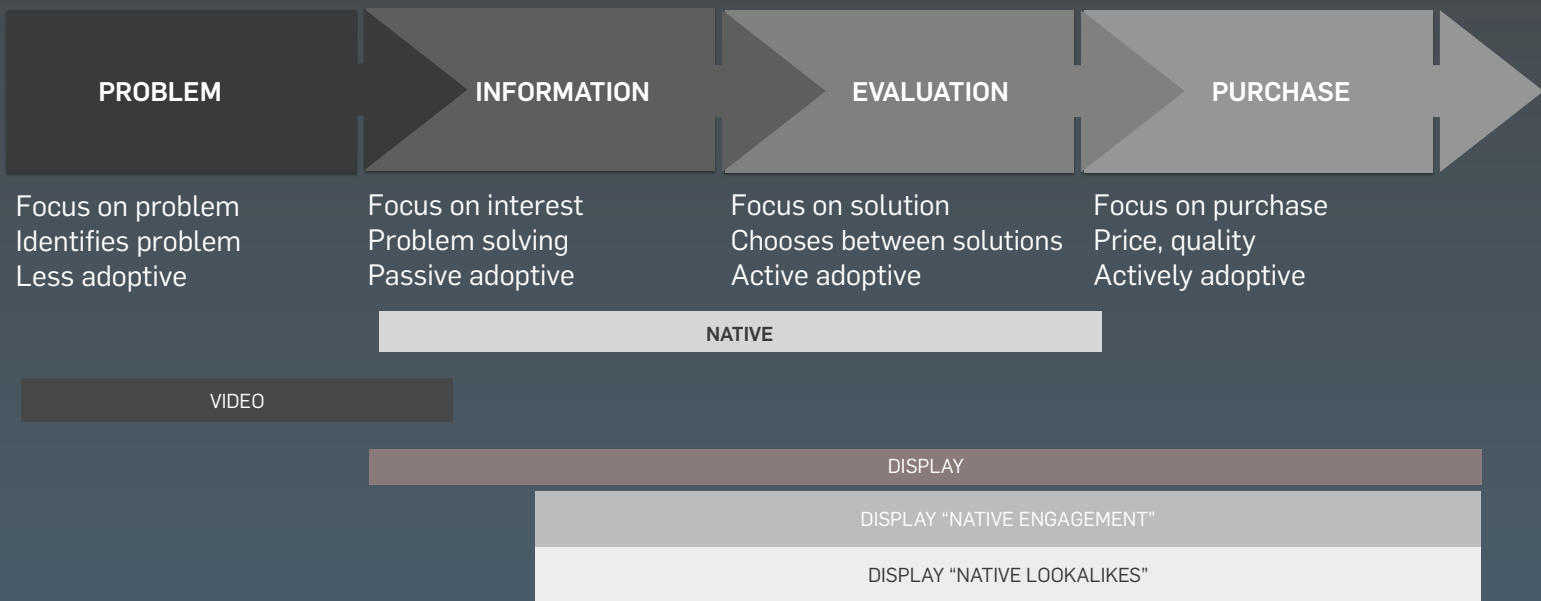
EFFECT ON TARGETED DISPLAY ADS



TOTAL EFFECT AND REACH ON DISPLAY ADS



NATIVE ARTICLES IN THE DIGITAL MEDIA MIX



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

KEY TAKE AWAYS



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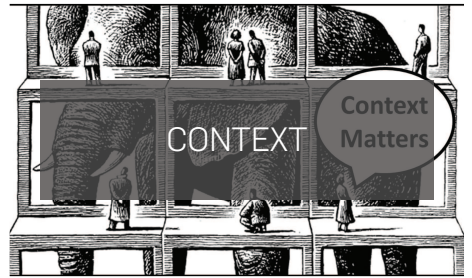
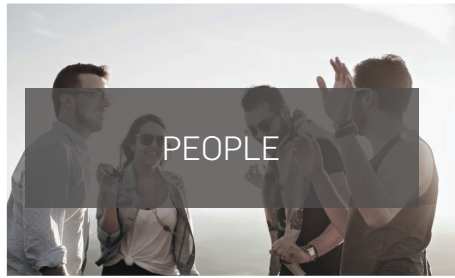
HOW TO INCREASE PURCHASE INTENTION



MEDIATION-ANALYSIS



WHAT MAKES PEOPLE CURIOUS?



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

KEY TAKE AWAYS

A professional video camera is shown from a side-rear perspective. The LCD screen is flipped out and displays a video recording interface. The screen shows a scene of a person in a blue shirt standing in front of a screen. Technical data on the screen includes '8:30:07' for time, 'R 310m' for remaining time, 'P3.2K' for resolution, 'F40' for aperture, and 'MF89 731' for focus. The camera's control panel is visible, featuring buttons for 'AUDIO', 'CH1 SELECT', 'CH2 SELECT', 'INT(L)', 'INT(R)', 'INPUT 1', 'INPUT 2', 'CH1 AUTO', 'CH2 AUTO', 'CH1 MANU', and 'CH2 MANU'. Other buttons include 'BARS', 'EVF DTL', 'ZEBRA', 'LCD', 'WFM', and 'COUNTER—RESET/TC SET'.

STUDY OF 2019

Native Video Study



Native Video Study



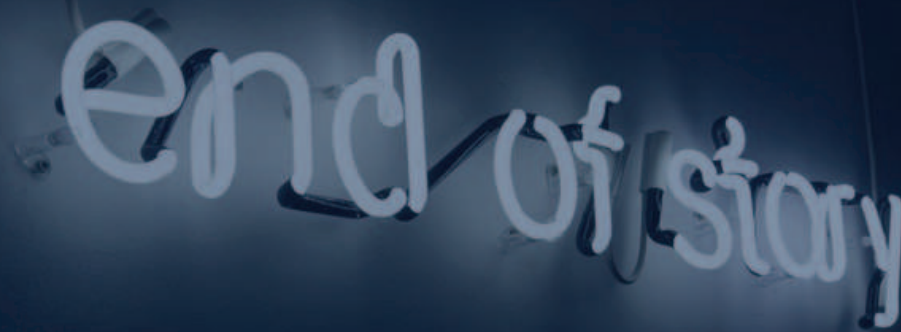
skandia:

 **Länsförsäkringar**
Fastighetsförmedling

SONY

e.on





end of story

Lotta Tjulin Thörnqvist
Head of Creative Sales
lotta.thornqvist@schibsted.com

Alexander Frid Kahn
Native Specialist
alexander.fridkahn@schibsted.com