



Native Advertising Seminar

31 January 2014



#iabnative

Advertorial is Dead, Long Live Native Advertising

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Fairfax

Advertorial
— is —
DEAD

Long live
NATIVE
Advertising

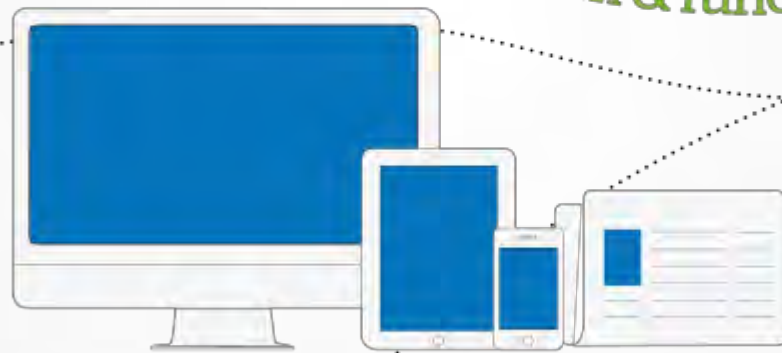


CONTENT- BASED ADVERTISING

WHERE THE

ad experience

follows the natural *form & function*



of the publisher platform.



“People read
what **interests** them
and sometimes
it’s an **ad.**”

Howard Gossage, Advertising Pioneer, 1969

NEW YORK CHILD WINS KANGAROO, HER FIRST!



THE gigantic Qantas Super Constellation naming contest is history and things just couldn't have worked out better, about the winning name we mean. It's got everything: class, verve, brevity! Especially brevity and class. And when you come right down to it, there's too much verve in the world today anyway, we say.

We won't keep you on tenterhooks any longer, the name is SAM! Not "Super Sam Constellation," just plain old Sam. And don't try to read any hidden meaning into the letters S-A-M, for it's no use. Sam. Oh, there's consternation at TWA tonight you can wager.

Of course there *may* be a little difficulty working this gracefully into our advertising. (Fly Qantas to the South Seas, Australia, the Far East, South Africa; or conversely from London to Rome, Cairo, Singapore, and around that way. All by Sam, splendid, speedy, Henry Dreyfuss-decorated Sam.) We'll think of something. If you think of something first please feel free to write. We insist on it, if it comes to that.

So, to you, Dena Walker Seibert, small daughter of Mr. and Mrs. Wilson Seibert, 17 Stuyvesant Oval, New York 9, N. Y., our Grand Prize Kangaroo and gratitude. Good show.

Now, in the travel trade category Norma Davis of the San Jose (Calif.) Travel Service wins a kangaroo as well. There'll be hopping in the streets of San Jose, one feels sure. And a kangaroo to Mr. Warren Lee Pearson, Chairman of the Board of TWA, so they can start their own contest. We personally feel that they're stuck with "Super G," though. After we started our contest, they were nice enough to say we could use "Super G" if we wanted to. Well, maybe we will from time to time, if it just happens to fit. And they can use Sam.

If you're wondering why all the kangaroos, the fact is we got carried away. And after all, it's that first kangaroo that's tough; the ones after that come easy. Winners of didjireedoes, stuffed koala bears, Qantas ties, and boomerangs will be told by mail. Congratulations, all!

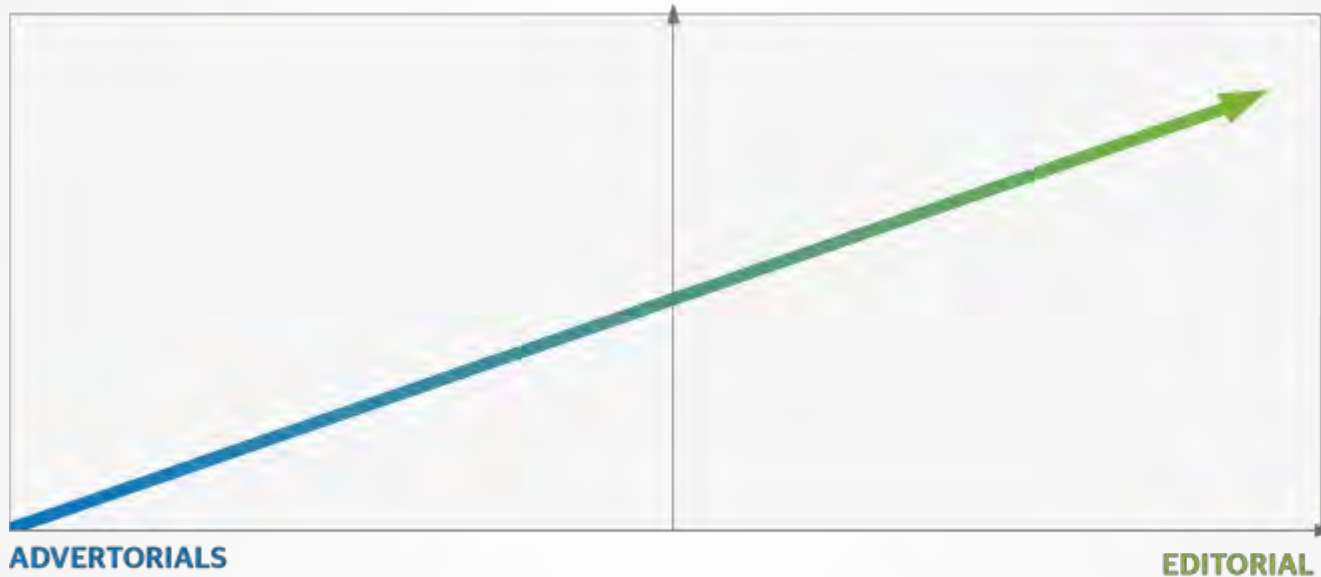
Well, there are probably some die-hards around who think that Sam is an absolutely terrible name. Although we're a big corporation (ltd., but not very) we're willing to listen. We're not querulous*, so if you want to toss in your two bob's worth, pro or con, even at this late date, go on ahead. A simple "Sam!" or "Sam?" scrawled on a post card will do nicely. Qantas, Union Square, San Francisco.






**Pronounce the Q as in Qantas.*




Advertorial vs Editorial

CONTENT QUALITY



-  Clunky distribution framework
-  Lack of audience focus
-  Environments that aren't optimised

 **00m 30s**
Average engagement

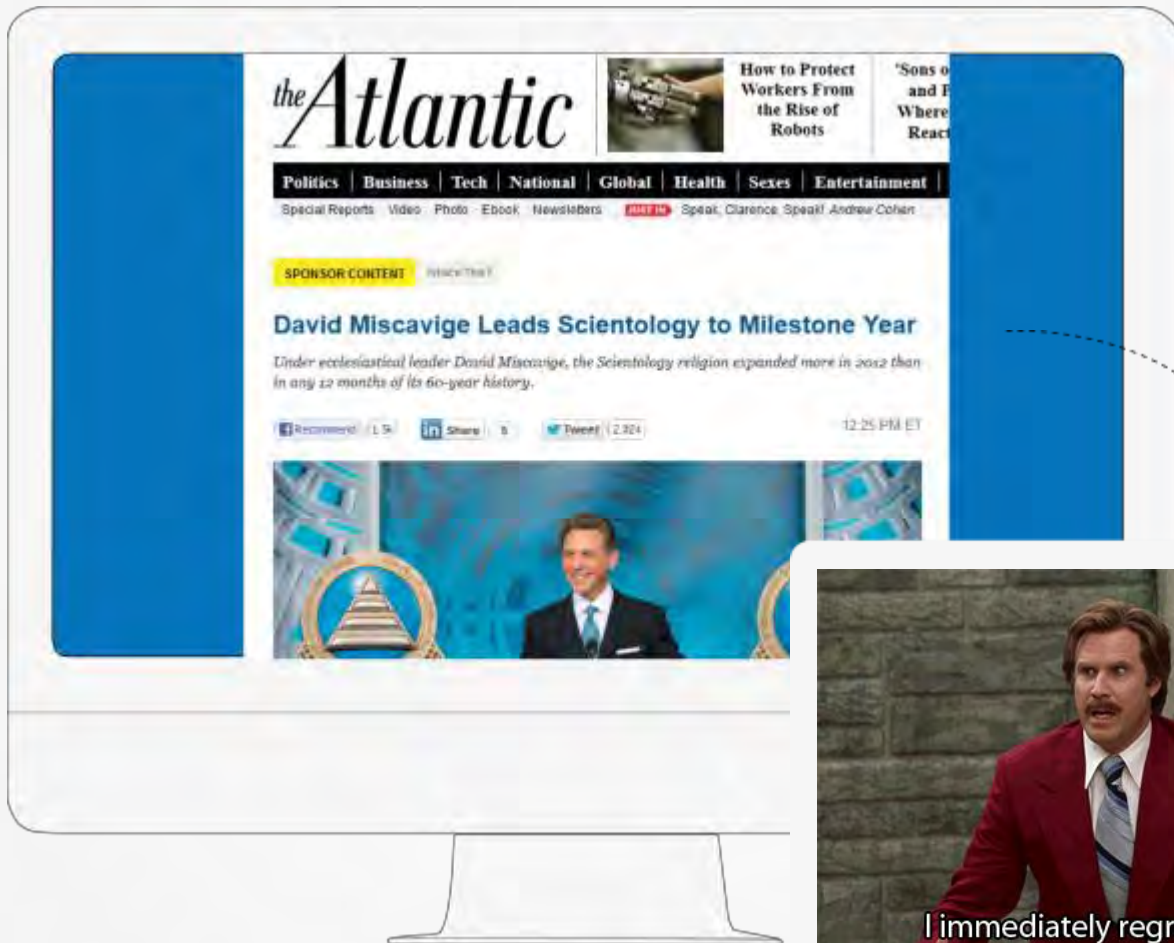
- Strong distribution 
- Award winning writers 
- Optimised content experience 

 **04m 05s**
Average engagement



Advertorials are DEAD







“We published content that we didn’t work with our advertiser on. It was largely a press release.”

Scott Havens, President of The Atlantic

ForbesBrandVoice Connecting marketers to the Forbes audience. [What is this?](#)



OracleVoice

Simplify IT, Drive Innovation

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Cloud Computing Is A Force Multiplier For Emerging Markets

By Sandeep Mathur, Managing Director, Oracle India As we prepare to host Oracle CloudWorld New Delhi, on January 22, it's an opportune time to examine the adoption dynamic of this transformative technology in emerging and developing nations. In the United States, cloud computing is essentially an additional—albeit welcome—option for businesses to choose [read >](#)

Oracle Guest @Oracle

BT's New Playing Field Combines Broadband, Innovation And Global Sports

Larry Ellison and Mark Hurd Emphasize Oracle's Cloud Growth

How Oracle's Embrace Of OpenStack Will Help Customers Adopt The Cloud

Why JD Edwards Wins The Battle For ERP Leadership

Beware The Big Data Backlash

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Forbes Video



Inside FORBES 30 Under 30 Issue



Beware The Big Data Backlash



Why JD Edwards Wins The Battle For ERP Leadership



What went wrong



Native advertising **1.0**



Native advertising **2.0**

BRAND™

- Provides **brief**
- Supplies **creative**

PUBLISHER

- Defines **content strategy**
- Provides **writer** network
- Provides **audience** expertise
- Provides **custom** article templates
- Provides **distribution options**

Brand Discover showcase: Zurich



OBJECTIVE

Drive consideration of Zurich Life Insurance by:

Aligning with specific cultural phenomena that play on the ideals of :

- safety
- protection
- security
- reliability

through physical demonstration.

Brand Discover showcase: Zurich



THE WRITER

Muriel Reddy is a highly experienced senior journalist who has worked across four continents including Europe, Asia, the US and Australia.

She has worked for The Age and the Australian Associated Press.



[demo](#)

💡 THE SOLUTION



🌸 THE RESULT

02m 08s Average engagement

56% reach extension into print audiences



“ Why aren't the **'Finding a home'** articles in today's paper part of the **business section?** ”



Ingredients for Native advertising **success**



In-line
promotion



Content
relevance &
expertise



Article
design



Reach



Content
Engagement



Brand
Engagement

THE GOLDEN NATIVE ADVERTISING RULE



Relevance is king.



“People read
what **interests** them
and sometimes
it's an **ad.**”

Howard Gossage, Advertising Pioneer, 1969

thank you.
smh.com.au/BrandDiscover

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