

The responsible service of native advertising

by Ben Cooper @benhamin



Native Advertising

“Native advertising is an online advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience.”

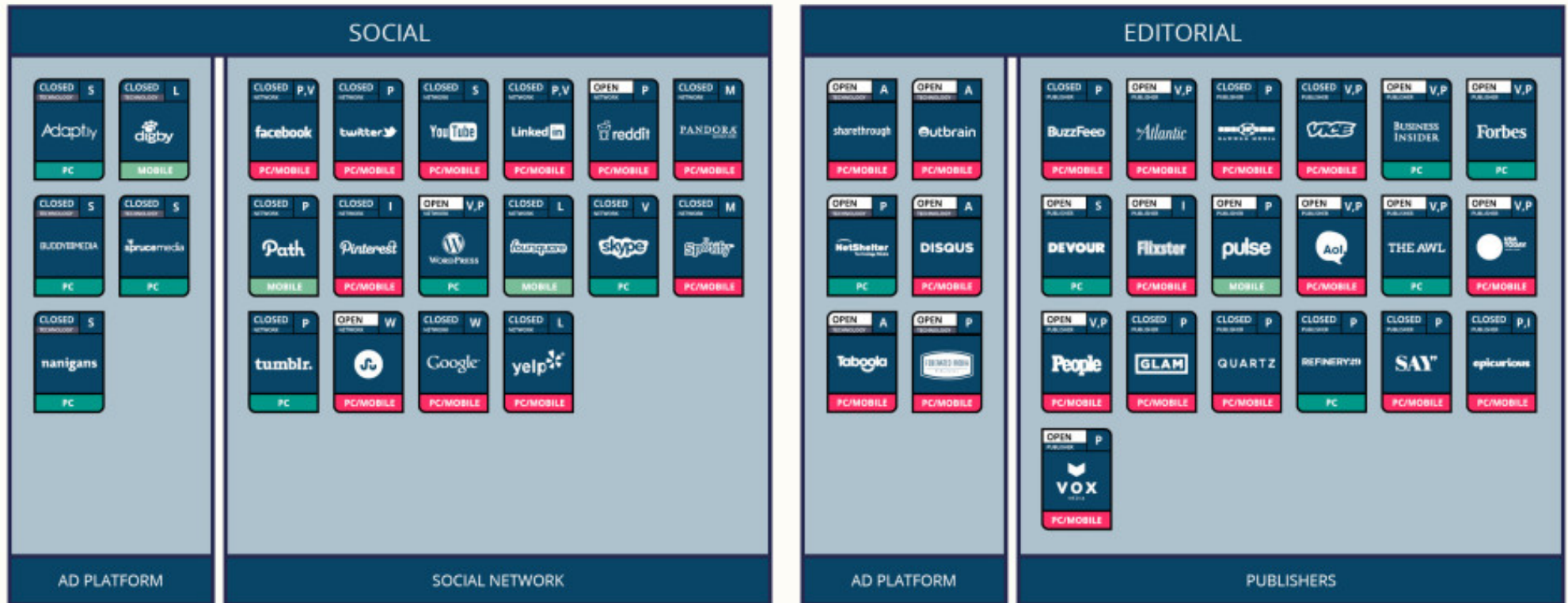
THE NATIVE ADSCAPE

Presented by **sharethrough**

The Native Adscape is a reference tool that provides a holistic look at the native advertising market landscape. The Adscape segments companies via social networks, editorial publishers and their ad platform partners.

Additional company attributes include the medium(s) they deliver ads on, what types of content they can promote, and whether they have an open or closed model of content promotion. For clarification, a closed

platform allows brands to create and promote content on a singular web or mobile site and open platforms allow the same content to be promoted across multiple publishers.

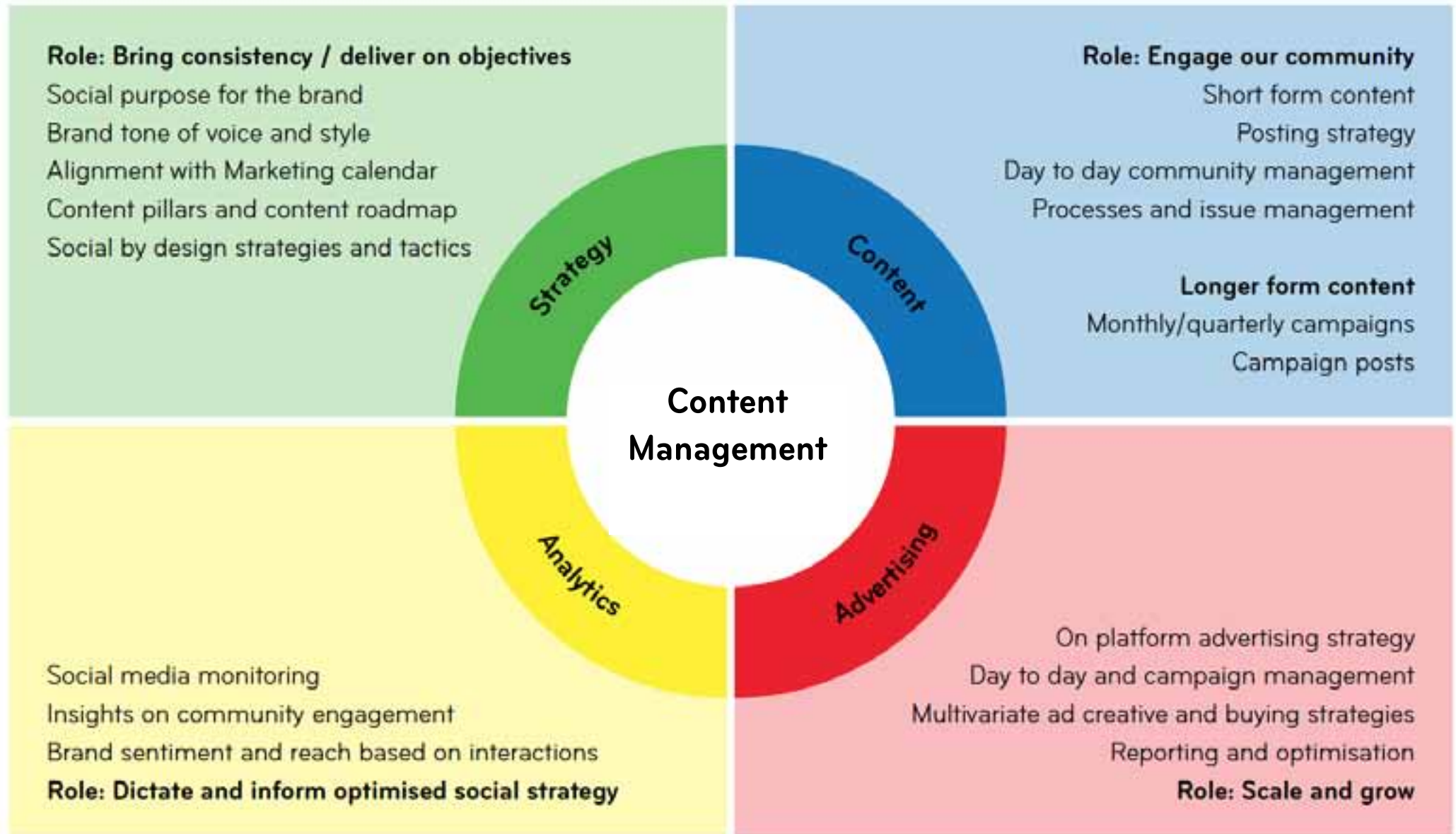


CLOSED Where brands can create and promote content on a singular web or mobile publisher
OPEN Where brands can create and promote the same piece of content across multiple web or mobile publishers


A - All
P - Posts/Stories
S - Social
L - Listings
M - Music
W - Websites
V - Videos
I - Images

Visit sharethrough.com for the latest Native Adscape

We believe that 4 things achieve 'great' content



Staying focussed and true to your brand

facebook. twitter  Instagram

Who are we hoping to engage? Describe the person, age, demo, behaviour.	Why will they join? Describe the updates and what they'll learn/receive/benefit from being a follower.	How will we engage? Describe what will drive participation.
WHAT ARE OUR CONTENT PILLARS?		
Content pillar #1 (WEIGHTING AS A %)	Content pillar #2 (WEIGHTING AS A %)	Content pillar #3 (WEIGHTING AS A %)
Social Purpose: What the profile/group/page stands for		
What's our unique TOV?	For and against	
	– What are we for?	– What are we against?
What's our personality and values?		
RULES OF ENGAGEMENT		
Key engagement principle #1	Key engagement principle #1	Key engagement principle #1



How consistency killed hungrythirsty



Brand history





Friends

0 friends



Find people you know

On brand on message



Who are we hoping to engage?

18-24 males who subscribe to the OAK attitude and want to get involved. They connect with brands that offer them status, rewards, entertainment.

Why will they join?

Funny and engaging content that breaks up their day. Tangible rewards and incentives for being loyal.

How will we engage?

Consistently pursue the fight against 'hungrythirsty'. Educating audiences that OAK is the antidote.

What are our content pillars?

Hungrythirsty education 40%

Promotion 25%

Distribution 25%

Product 10%

Social Purpose: **Join the fight against hungrythirsty**

What's our unique TOV?

Unapologetic. Potent. Playful. We're not afraid to speak our mind, tell it like it is. Even over step the line every now and then.

What's our personality/character?

Posts and comments should feel like they're coming from an individual rather than a brand. They should feel like the author takes the battle against hungrythirsty personally. Intense and unapologetic yet delivers everything in a playful and witty tone. They are not SJH, from the TV ads, it's a separate voice.

For and against.

- | | |
|---|--|
| <ul style="list-style-type: none">• Funny but relevant content• Rewarding not giving away (fans need to earn their stripes)• Doing things the way they should be done | <ul style="list-style-type: none">• Posting for the sake of it• Corporate niceties• Taking ourselves too seriously• Inactive fans/followers |
|---|--|

Top 3 rules of engagement.

1. One to two posts a week.
Four big events per year.

2. We are response-led not comment-led.

3. All comms must prompt user involvement.





OAK
24 January '12

Hit 'Share' if you kill hungrythirsty dead.

**THIS PERSON
KILLS HUNGRYTHIRSTY DEAD**

OAK

Like - Share

186 7 94

OAK
5 July 2012 '12

Hungrythirsty is indecisive like a pensioner at a roundabout.

Like - Comment - Share

183 13 2

OAK
27 November 2012 '12

SPORK. Neither a spoon, nor a fork. This utensil is as hungrythirsty as plastic picnicware gets.

Spork

Like - Comment - Share

177 12 1

OAK
18 February '12

Tell your English teacher punctuation is for the weak

**FULL STRENGTH
FULL FLAVOUR
FULL ON**

OAK
CHOCOLATE

Like - Comment - Share

188 7 1

OAK NO SWEARING. Your mouth can be indecisive. Sometimes it doesn't know what it wants to say and starts spouting swearwords instead. That's hungrythirsty talking. Shut it up with an OAK.

Like - Reply - 51 - 7 May at 16:03

2 Replies

REVERSE  **ROBBERIES**

**THE ONLY CURE FOR A STORE
THAT DOESN'T STOCK OAK**

We won one of these...



**BLUE
AWARD**



**GOLD
AWARD**



**SILVER
AWARD**



**BRONZE
AWARD**

...and the fight against hungrythirsty continues.





5 (native advertising) principles

5 principles to remember

Using social channels as a finely tuned ad targeting tool will fail your brand and your audience. Yet posting compelling content but not supporting with ads means you'll be talking to yourself.

The opportunity is far greater and you have to be willing to experiment across channel.

1. Be true to your brand and purpose

Your page/brand is responsible for delivering a good experience. Lock down your social/brand purpose to create a consistent voice and experience.

2. Plan, schedule and evaluate content

Create content calendars that align with brand activities (real or virtual) to connect with your audience. Explore different formats of content, photography, graphics, long and short form.

3. Only scale once people have interacted

Don't amplify/promote anything without proven interaction. Once an audience 'Likes' something you've permission to tell more people.

4. Measure against your business goals

You're in the business of business. Make sure your posts are laddering back to key objectives that can be measured.

5. Understand the numbers and use the insights

You've access to some of the most powerful analytics about your audience. Listen, learn and experiment by scaling the insights you discover into more content.



**Thank you
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