



# Native Advertising Seminar

31 January 2014



# #iabnative

# Social Sharing with a Purpose – Why EQ Matters More Than IQ

Andy Wiedlin

Chief Revenue Officer

BuzzFeed



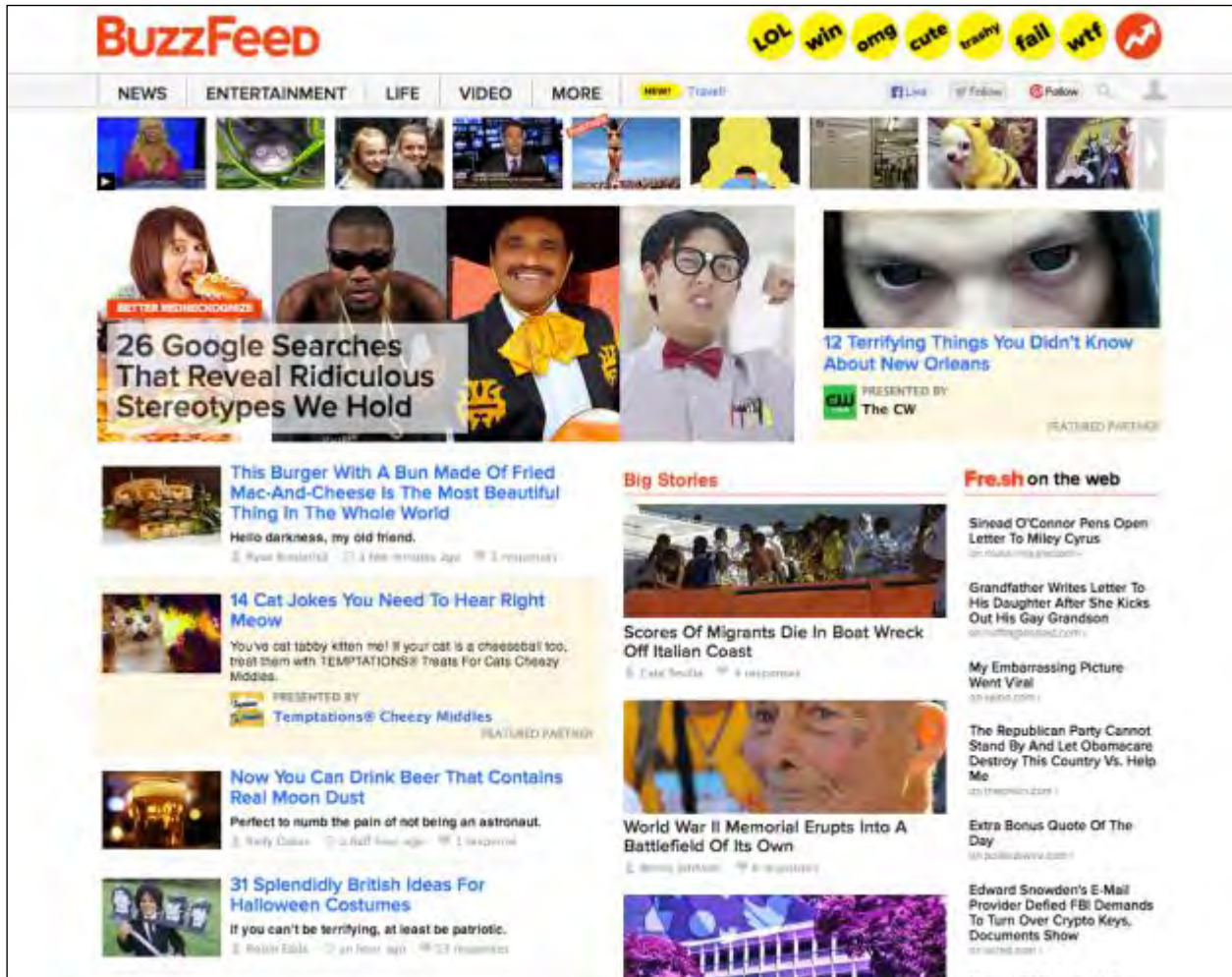
# **Social Sharing With a Purpose:**

## **Why EQ Matters More Than IQ**

**BuzzFeed**

**Andy Wiedlin**  
**@acwiedlin**

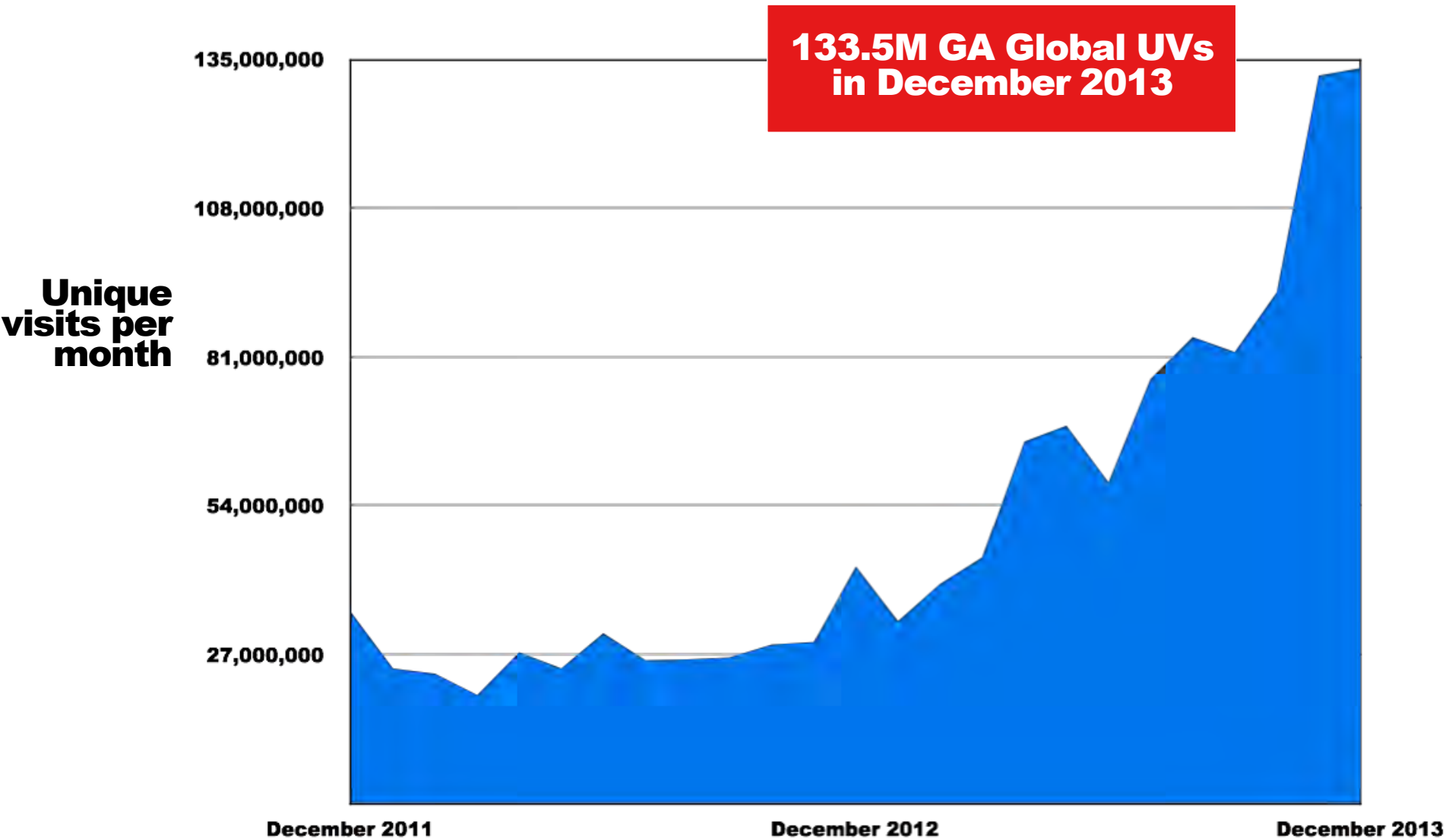
# BuzzFeed creates content people want to share.



**100M+**  
**monthly**  
**UVs**

# Total Traffic

Over the Last 2 Years  
(Monthly UVs)



**133.5M GA Global UVs  
in December 2013**

**Unique  
visits per  
month**

December 2011

December 2012

December 2013



**“The media landscape is changing so rapidly ... I remember when BuzzFeed was just something I did in college around 2 a.m.”**

**-Barack Obama  
Whitehouse Correspondents  
Dinner  
April 27, 2013**

# Agenda

**Native < Social**

**Social changes everything**

**Social Storytelling for brands**

**Examples and discussion**



# Native Advertising:

**Paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.**

Google search results for "marathon running shoes". The ad is titled "On: Marathon Running Shoe - on-running.com" and features a yellow background with blue and red text. It includes the URL "www.on-running.com/Marathon" and mentions "Awarded Best Performance Shoe 2013". The ad is integrated into the search results layout, appearing as a natural part of the content.

A Facebook post for Firefly Music Festival. The post is titled "Firefly Music Festival - Suggested Post" and includes a "Like Page" button. The main content is a photo of three young women at the festival, with the text "Reserve Your TICKET NOW" overlaid. The post is integrated into the Facebook interface, appearing as a natural part of the content.

A Twitter post from JetBlue. The post is titled "JetBlue" and includes the text "JetBlue means business. Introducing BluePass, three months of unlimited travel for Boston or L.A. / Long Beach customers". The post is integrated into the Twitter interface, appearing as a natural part of the content.

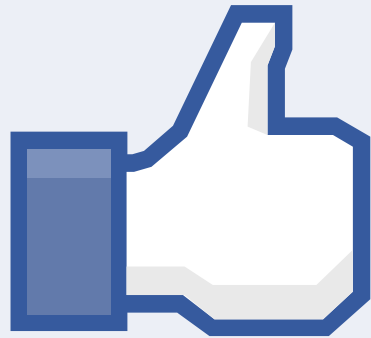
**Native is good,  
social is better.**

# Our POV

**Consumers are looking to discover, engage, and share content**

**Great brands are telling stories through engaging and sharable content to generate true word-of-mouth marketing**

# The Facebook Test



Like

# Why do people share things?

**Content is about identity.**



# Have a heart



# Capture the moment.





# Humor is social.

This printer  
is now called  
Bob Marley  
because it's  
always  
jammin'



# So are human rights.



**Don't post things people are embarrassed to share.**



**If content is social,  
ads can be too.**

# Like Good TV, Ads:



**Tell a story**

**Involve people emotionally**

**Are not heavy-handed**

# The BuzzFeed Story Unit

The screenshot shows the BuzzFeed homepage with the following elements:

- Header:** BuzzFeed logo with the tagline "GET YOURS FASTER! GE EFFICIENCY MACHINE!". Navigation tabs for NEWS, ENTERTAINMENT, LIFE, and MORE. A row of colorful circular icons: LOL, win, omg, cute, geeky, trashy, fail, wtf.
- Hero Section:** A large article titled "31 Most Important Animal Invasions In All Of History" with a "PSYCHADORABLE" badge. To its right is a smaller article titled "9 Serious Issues To Give You Some Perspective" presented by VICE.
- Grid of Articles:**
  - "The 1970s Hairy Chest Sweater" with a small profile picture of a man.
  - "10 Things You Probably Didn't Know About The Evil Dead" presented by VICE.
  - "Steaks, Butts, And Babies: The Key To Everyone's Heart On 'Parks And Rec'" with a small profile picture of Ben Stiller.
  - "Big Stories" section featuring "BuzzFeed News" and "Rutgers Athletic Director Fired In Wake Of Basketball Scandal".
  - "Hot On The Web" section featuring "FDA Ordered To Make Morning-After Pill Available To All Women Without Prescription".
- Footer:** BuzzFeed logo in the bottom left corner.

**In-stream  
and  
content-  
rich**

# 18 Things That Might Be Hiding Under Pharrell's Hat

We're not saying it's not a nice hat... we're just saying that it's full of secrets.

posted on January 26, 2014 at 10:37pm EST



Share Like 4.2k Tweet Email Pin it Share

## 1. That VHS tape you're still getting late charges for.



Justin Sullivan / Getty Images

## 2. Anna Kendrick's "Cups" song cup.



**The same hat, just tinier.**

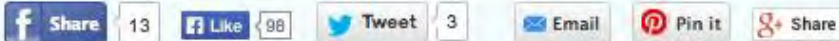


**Justin Bieber's yellow Lamborghini**

# 12 Little Morning Wins That Always Make Your Day

These accomplishments are no small feat. Try [belVita](#) breakfast biscuits for nutritious sustained energy all morning long. [#MorningWin](#).

posted on January 21, 2014 at 12:16pm EST



1. Waking up exactly one second before your alarm goes off.



Via [televandalist.com](#)

2. Finding your slippers right away.



**Watching the train pull up right as you get to the platform**



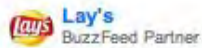
**Achieving the perfect ratio of cream to sugar to coffee**



# 10 Insanely Delicious Chip Flavors From Around The World

These flavors will inspire you. Submit your own Lay's® flavor idea to [Do Us A Flavor](#) for a chance to win \$1 million!

posted on January 27, 2014 at 10:00am EST



Share 118 Like 457 Tweet 7 Email Pin it Share



1.  ENGLAND smoky bacon



**Australia: Caesar Salad**

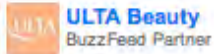


**New Zealand: Roast Chicken**

# The Boyfriend's Guide To Beauty Products

There are some things about a woman that a man will never figure out. But her beauty products no longer have to be a mystery. Check out our guide to the most perplexing beauty products, available at [ULTA Beauty](#).

posted on December 13, 2013 at 2:38pm EST



1



<b>WRONG</b>	<b>WRONG</b>	<b>CORRECT</b>
		
Mini hair crimper	Grilling tongs	Eyelash curler



2



<b>WRONG</b>	<b>WRONG</b>	<b>CORRECT</b>
		
Cord organizer	Foam knuckles	Toe separators

3



<b>WRONG</b>	<b>WRONG</b>	<b>CORRECT</b>
		
Pasta strainer	Back scratcher	Blow dryer diffuser

# 11 Babies Who Played So Much They Tuckered Out

Poor baby! Played so much, didn't even make it to the crib. No worries. As long as these tiny humans get their Love, Sleep & Play, they're good. Pampers can help each and every unique tike get the most out of all three. Share your favorite Love, Sleep, Play moment of your little one - [here!](#) Pampers wants to hear about it!

posted on July 1, 2013 at 12:07am EDT



1. Give her a break! She just crawled around the coffee table 16 times. She's too sleepy for carrots.



Via gifbin.com

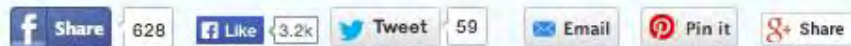
2. When it comes to brotherly playtime, the youngest are always the first to fall.



# 10 Delicious Hybrid Foods You Need To Try Right Now

Do you know what lematos, ice cream cake, and laptop-tablets have in common? They're all amazing combinations we want (need?) in our lives. Get more with [2 in 1 devices powered by Intel!](#)

posted on December 10, 2013 at 3:48pm EST



## 1. The Ramen Burger



ManEatManila / CC BY 2.0 / Via Flickr: 59187590@N03

It may sound odd, but don't knock it till ya try it. Crispy ramen makes for the most exquisite bun when paired with a savory beef burger. It's like a *meating* of the minds.



## Guacamole hummus




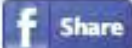


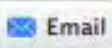

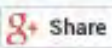
## Soup dumplings

# 10 Skin Care Tips Every Woman Should Know

Being a woman can be hard. But, we can all feel beautiful with what our mamas gave us. Check out these helpful hints and why not start with the beauty routine in your shower? Put your body wash to the test. How does it perform next to [Dove Body Wash](#)?

posted on September 20, 2013 at 11:17am EDT

 **Dove**  
BuzzFeed Partner

 Share 156  Like 428  Tweet 45  Email  Pin it  Share

## 1. Wear sunscreen every day. Duh.



**Rub excess eye cream into your cuticles.**



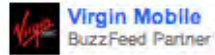
**Use a dab of aspirin to treat a pimple.**

# Be a relevant voice to your audience.

## The 19 Most Ridiculous Texting Fails

Here are 19 of our favorite text mix ups and mishaps. Please text responsibly.

posted on April 25, 2012 at 8:11pm EDT



Share 7K Like 18k Tweet 647 Email Pin it Share



# 10 People Who Aren't Afraid To Be Who They Are

It's never easy being yourself, even when that's all you want to do. Here are 10 people being exactly who they are. You should too. And no matter who you are, you can always be your true self with an Allstate Agent. [Click here](#) to find one near you. Be yourself. Be #outholdinghands.

posted on July 8, 2013 at 10:21am EDT



[Share](#) 379 [Like](#) 1.5k [Tweet](#) 86 [Email](#) [Pin it](#) [React](#)

## 1. William Campbell & John Hilton

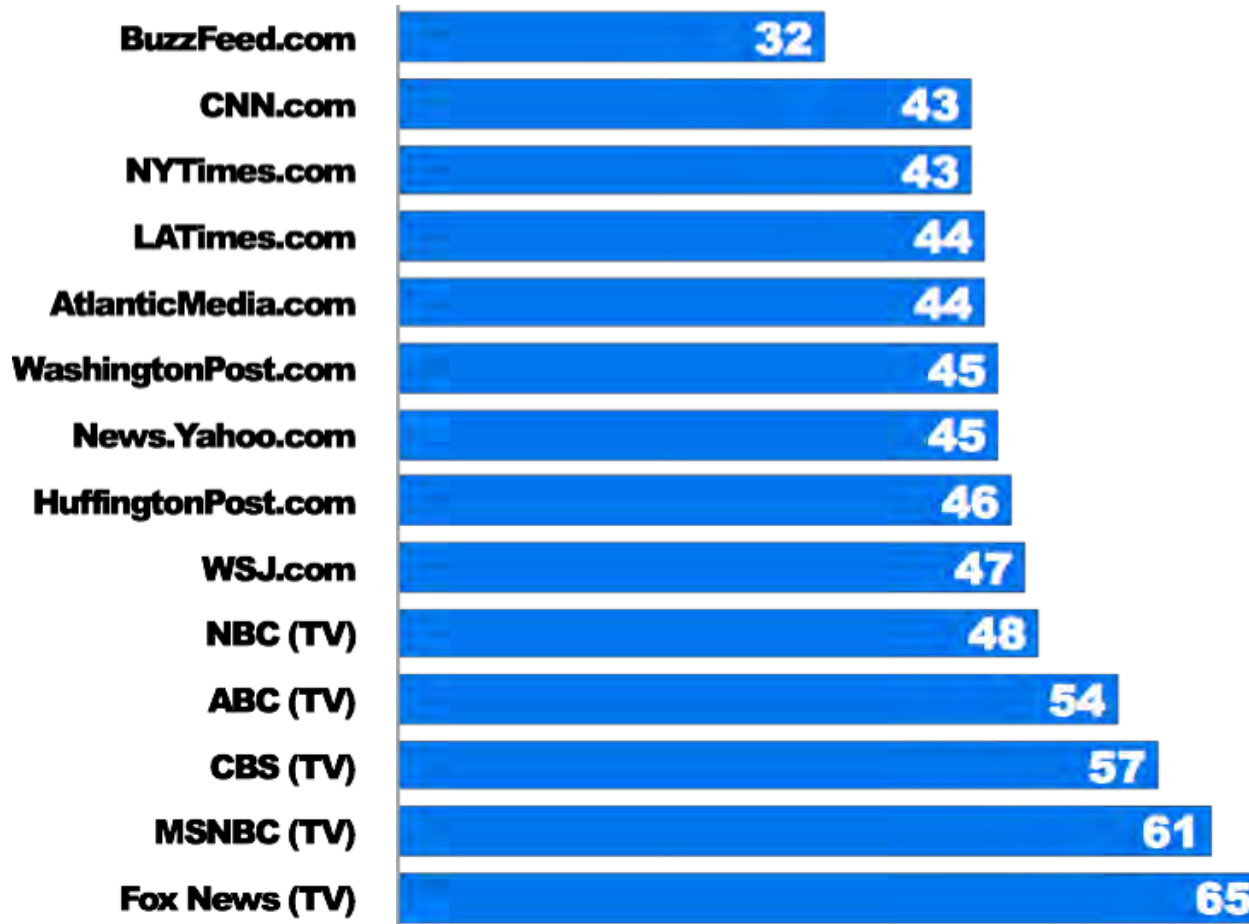


Though they never married, William Campbell and John Hilton were together for 54 years—spanning seven decades. Despite facing years of oppression, their love for one another was so strong that they were never afraid to be who they are.



# Attracting a Young Audience

## Median Audience Age for the Top US News Properties



Source: comScore for websites, NYTimes for networks



# This is not new.



*The Rolls-Royce Phantom II*

**"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"**

*When buying Rolls-Royce, the best car in the world? "There is really no magic about it — it is merely justice, attention to detail," says an ancient Rolls-Royce engineer.*

1. The 100-hp motor has the loudest noise in the Phantom II...  
 2. The 100-hp motor has the loudest noise in the Phantom II...  
 3. The 100-hp motor has the loudest noise in the Phantom II...  
 4. The 100-hp motor has the loudest noise in the Phantom II...  
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 10. The 100-hp motor has the loudest noise in the Phantom II...

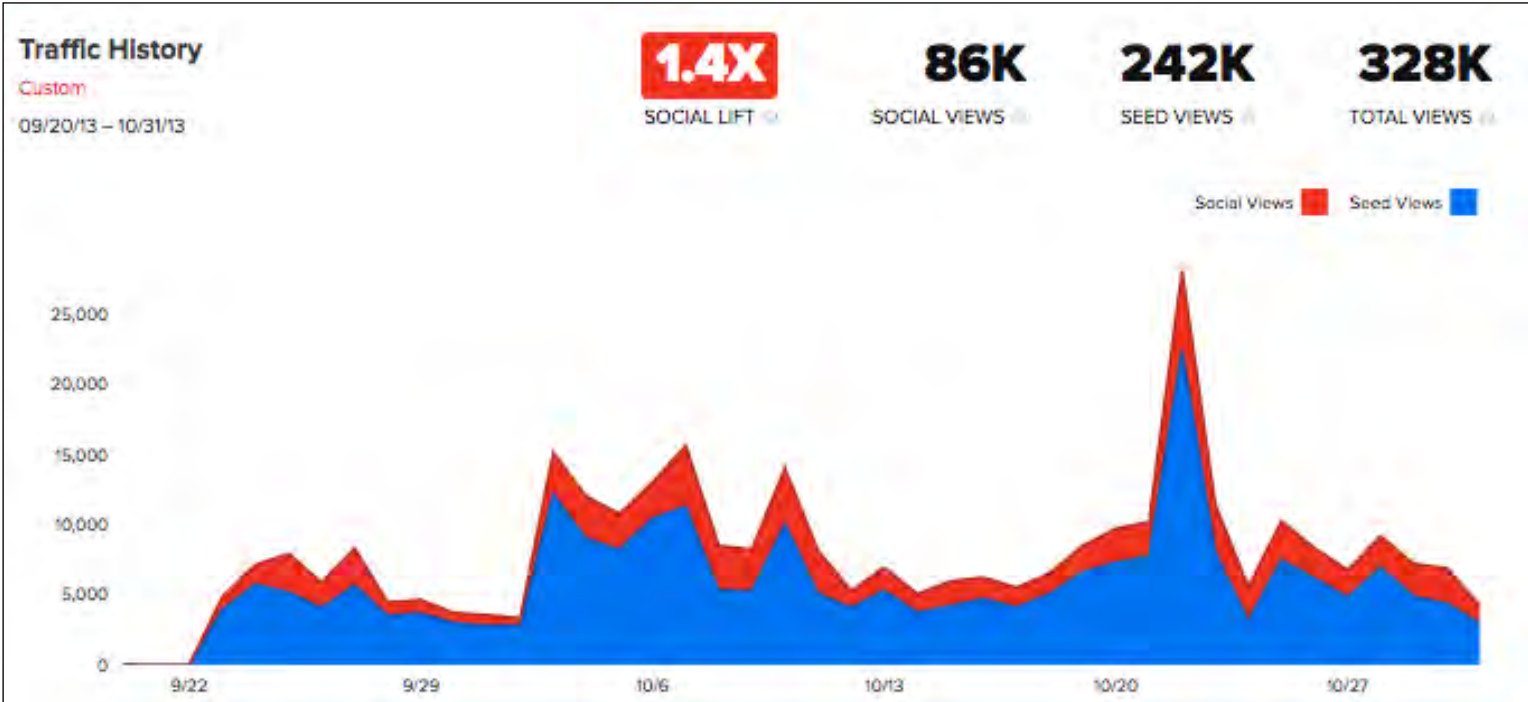


**Soup on the rocks.**

*Campbell's Beef Broth, right out of the can and onto the ice. Taste it tonight to add a dash of Southern charm to your party for a cozy evening. Campbell's Beef Broth is a hot date. It's a great hot date, too. Only 16 calories a 5-ounce serving. Don't even wait for a hot hot day. Start sipping now. 2000000*

**Mm! Mm! Good!**

# Measure Earned Engagement



# Always-on marketing

# Oreo



# So Your Team Lost, But Here Are 10 Reasons Why It's Still Awesome To Be A San Francisco Fan win

Training camp is only six months away.... Until then, here are a few reasons why you can still celebrate. Come on. Get Happy.

posted on February 3, 2013 at 9:51am EST



Share 688 Like 3.4k Tweet 67 Email 37 Pin it

1. "World Series Champs" is still your title for another 8 and a half months.



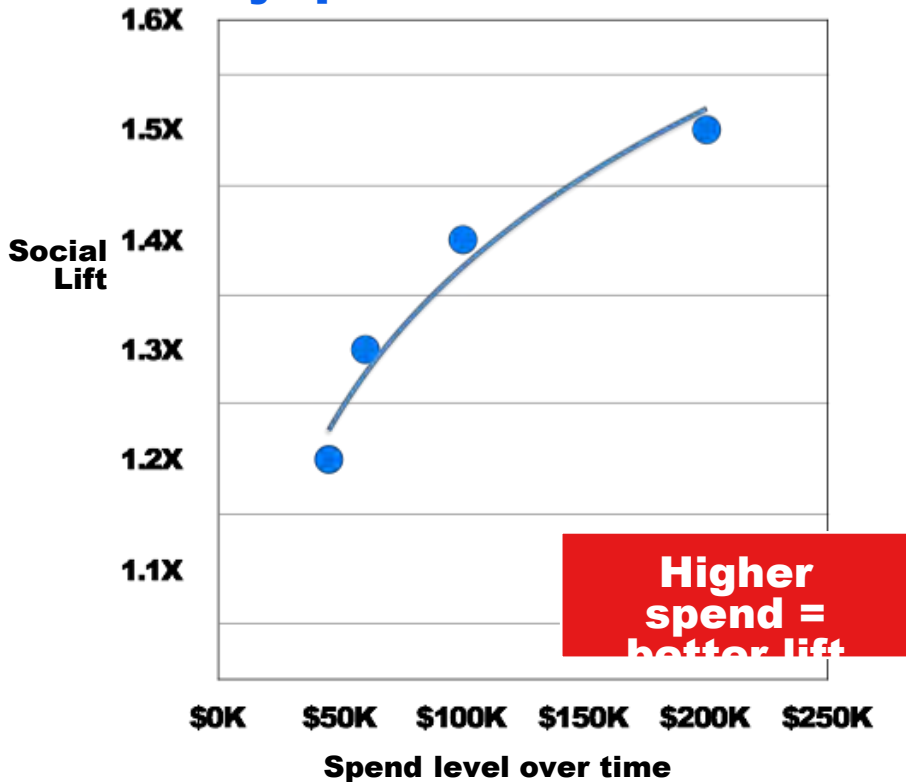
**This little bridge you see daily is perhaps the most iconic in the world.**



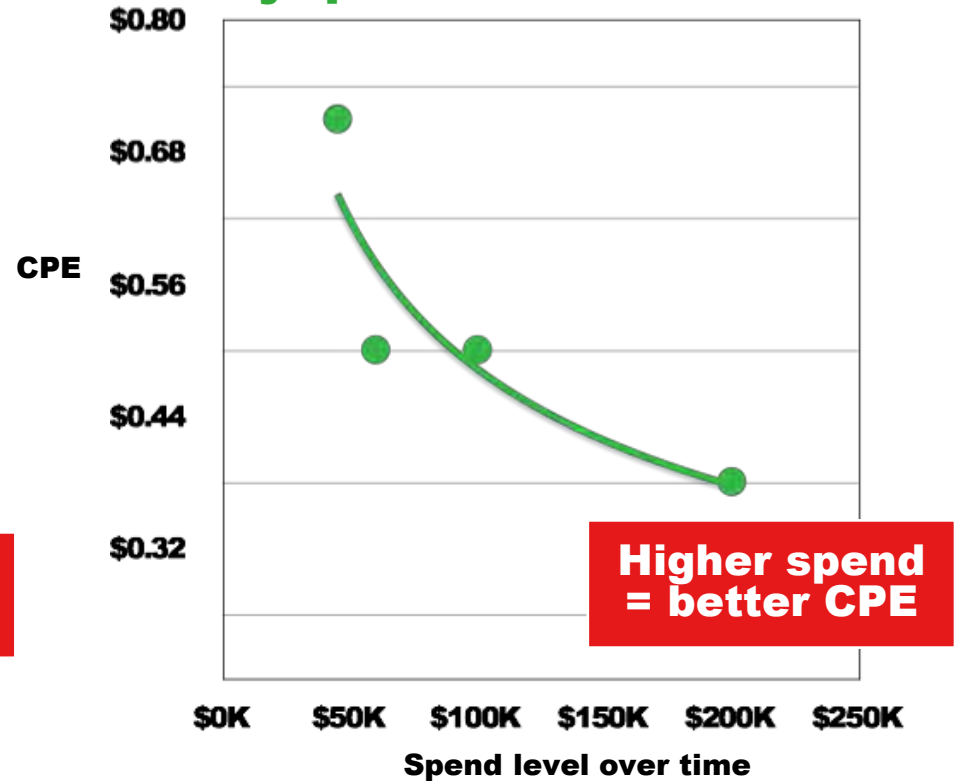
**You walk hills everyday. Your calves are HUGE.**

# Spend more, get more.

Average social lift by spend level



Average CPE by spend level



# Social



# Video



# Mobile





# Social Mobile Video



# Key Takeaways

**Native is good, but social is better.**

**What credible stories can your brand tell?**

**Give your avids content to become advocates.**

**And have some fun!**



# Discussion

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