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▶ WEBINAR
SERIES



NATIVE ADVERTISING

BEST PRACTICES & LOCAL EXAMPLES

THIS WEBINAR WILL START SOON



Jonas Jaanimagi

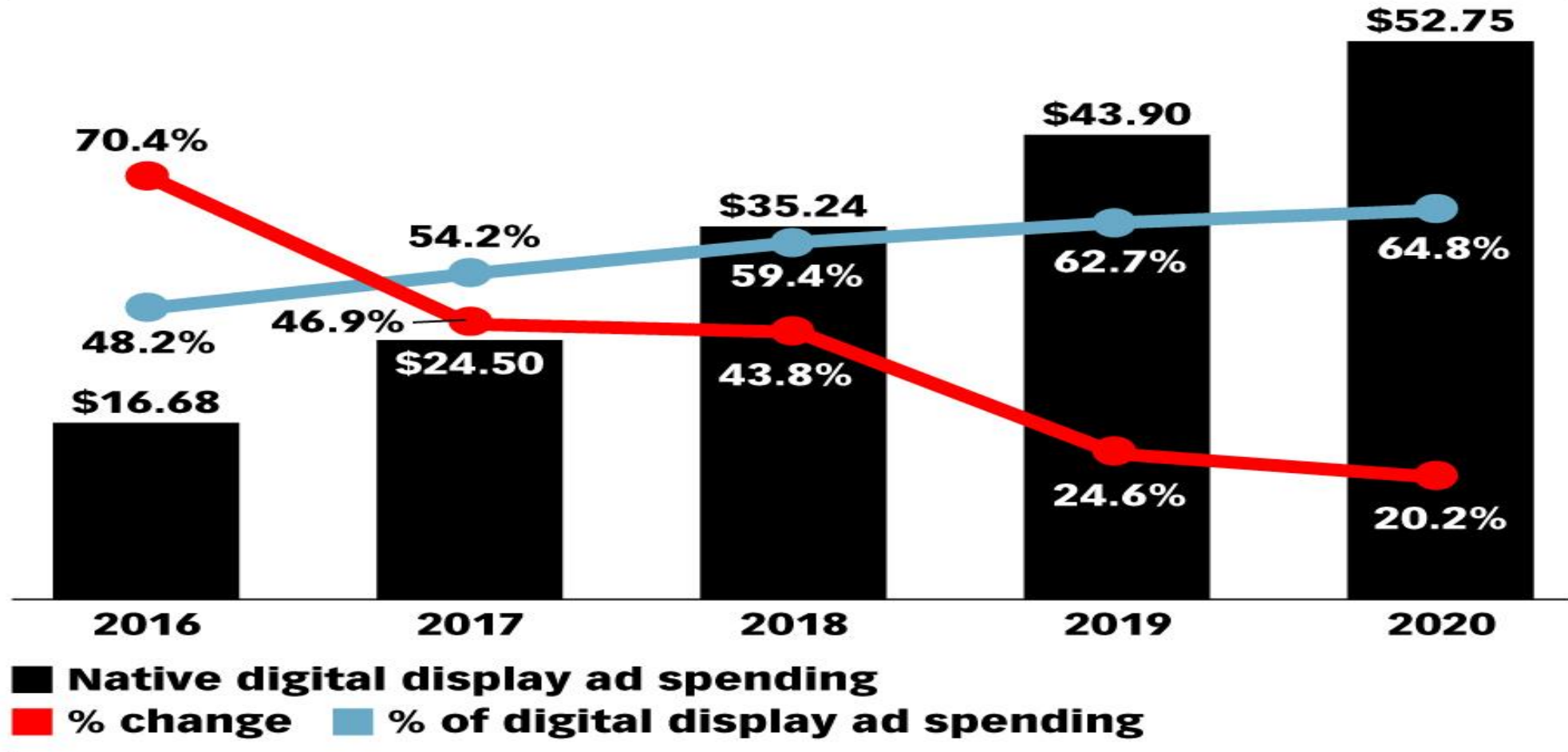
Technology Lead

IAB Australia



Global trends - Native is display's 'hero product'

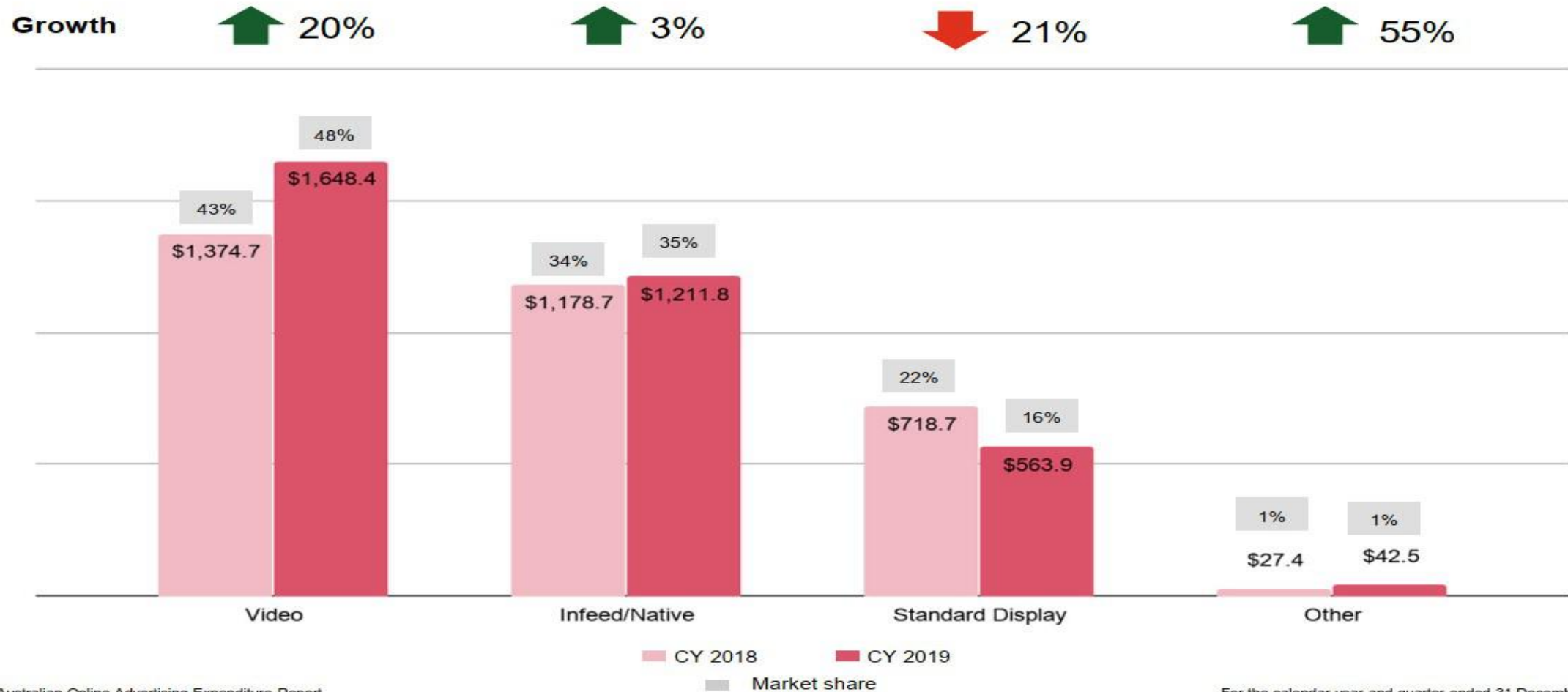
US Native Digital Display Ad Spending, 2016-2020
billions, % change and % of total display ad spending



Source; eMarketer

Native is now replacing standard display in AU

General display advertising – By type compared to prior year (\$ million)



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NATIVE ADVERTISING HANDBOOK

2020 UPDATE



A collaborative effort – thank you!

- Amy McCormack, A&A Digital (*co-chair of IAB Standards & Guidelines council*)
- **Chantelle Schmidt, Pedestrian Group**
- Isabelle Dunn, Hearts & Science
- Lucy Pierce, Taboola
- Olivia Nati, News Corp
- **Sebastian Graham, Verizon Media**
- Sharnee Rawson, The Guardian

Key updates to the 2017 handbook

- A simpler, reduced set of product definitions and types (now only three)
- An introduction to programmatic native
- An updated set of recommendations and best practices from local experts
- *A creative showcase of local Australian product examples*

Native – a definition

Native Advertising should complement the natural design, location and behavior of the environment in which it exists - through content which provides a non-disruptive and relevant consumer experience to the context within which the ad resides.

NATIVE ADVERTISING

Native advertising is a concept encompassing both an aspiration as well as a suite of ad products. It is clear that most advertisers and publishers aspire to deliver paid ads that are:

- so cohesive with the page content,
- assimilated into the design, and
- consistent with the platform behavior...

that the viewer feels the ads belong there.

Three simpler product definitions

- In-Feed / In-Content Native
- Content Recommendation
- Branded / Native Content

Search

Promoted Listings

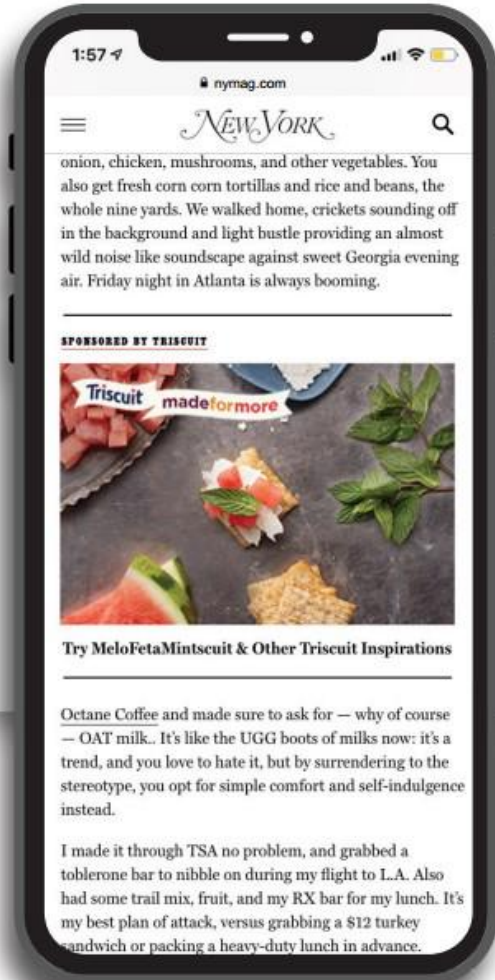
In-Feed / In-Content Native

In-Feed Native Ads

In-Feed Native Ads are placed in article and content feeds and mimic the surrounding site design and aesthetics. As consumers scroll the listing of article summaries, editorial is mixed with native ad units providing an uninterrupted flow.



In-Feed / In-Content Native (cont.)



In-Content Native Ads

In-Content Native Ads are ads placed primarily on article pages, in between paragraphs of content or below the article, and are designed in such a way that they mimic the design and aesthetics of the surrounding editorial content experience.

Content Recommendation

This ad type usually sits below (and sometimes adjacent to) editorial content and whilst it's highly relevant to the context and environment is clearly external content and upon clicking users are taken to a different site.

The format can be articles, products or video.

Sponsored Headlines Taboola Feed



What Could Be Apple's Next Big Thing? Start Trading CFD Now
IC Markets | Sponsored



How to navigate social activities at work
Seek | Sponsored




Stop Wasting Money - This App Finds Every Promo Code on the
Honey | Sponsored

Topics
Australian politics Australian election 2019 Liberal party Coalition Labor party


Paid content About ▾

Sonos: Sound that moves you


The Guardian Labs



A hard day's night: how celebrated producer Giles Martin listens to music at home



The Real Rocketman: Giles Martin on the fuel that powers the music



Join us to see the most anticipated film of the year - ROCKETMAN

Paid for by SONOS

Australia World AU politics Environment Football Indigenous Australia Immigration Media Business Science Tech

Branded / Native Content

This is brand-funded content which exactly matches the format, look and feel of the publisher's editorial and whilst relevant to the context, must clearly labelled for consumers as being sponsored content

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Image: 20th Century Fox



This article has been sponsored by 20th Century Fox. »

When Henry Ford II decided he wanted the Ford Motor Company to enter the racing world in 1963, he knew the quickest avenue would be to simply acquire an existing sports car, so he approached Enzo Ferrari in the hopes of striking up a deal.

Source; IAB Australia Native Advertising Handbook, update 2020

Programmatic Native

Native Ads have been included in the programmatic protocols since 2015 via OpenRTB 2.3 and since then through the OpenRTB Dynamic Native Ads API Specifications – first released in 2017.

This standardisation has enabled a suite of automated Native Ad products to be made available to DSPs across both the open internet and the major social platforms.

Recommendations:

- Vary your creative assets
- Effectively utilise contextual targeting
- Measure and review all your programmatic campaigns strategically

Best Practices & Recommendations

At its core, Native advertising needs to display a brand message which resonates and interests a reader, served on the right platform, at the right time.

“Good native content shouldn’t involve tricking the audience into thinking the advertising is editorial content. It should deliver enough value that the reader engages voluntarily, even though they’re aware it is coming from a brand.” **Isabelle Dunn, Chief Digital Officer, Hearts & Science**

Best practices:

- Content strategy
- Design
- Location (i.e. within the content feed, or outside)
- Behaviour (i.e. post-click or interactions)
- Disclosure

Disclosure

With regards to disclosure we recommend to:

- Always use language that conveys the advertising has been paid for, thus making it an advertising unit, even if that unit does not contain traditional promotional advertising messages.
- Always ensure that the disclosure is large and visible enough for a consumer to notice it in the context of a given page and/or relative to the device that the ad is being viewed on.
- Always ensure that, regardless of context, a reasonable consumer should be able to distinguish between what is paid advertising and what is publisher editorial content.



Chantelle Schmidt

Group Native Content Manager

Pedestrian.TV

PEDESTRIAN.TV

WHY BRANDS CHOOSE NATIVE EDITORIAL

- Gives advertisers a more meaningful connection with consumers
- An opportunity to utilise platforms reaching a wider audience
- Uses storytelling to communicate brand messaging
- Can makes drier topics easier to digest and more accessible
- It's something display advertising could never do on its own
- While audiences are increasingly aware of it, they don't care if it's content they love

“The big difference between a crude ad and a content-based one is the storytelling dimension. Fact is: every company has great stories to tell about its products, strategy or vision. And I don't see why they shouldn't be resorting to the same storytelling tools news media use.”

Frederic Filloux - Board Member, Global Editors Network

DOS & DON'TS OF NATIVE EDITORIAL

DO:

- Create original content that is an organic fit for the website
- Clearly outline the article is paid for
- *Put the audience first*

DON'T:

- Violate the trust of readers by using bias or exaggeration in relation to brands
- Re-publish press-releases
- *Compromise on editorial integrity and values*

4 Lizzie McGuire Looks That I'd Still Wear Today

3 January, 2020 by [CHANTELLE-SCHMIDT](#) paid for by [DISNEY+](#)



POPSUGAR AUSTRALIA has partnered with Disney to fulfil your greatest streams.

HOW WE ENSURE A+ NATIVE CONTENT

PRE-SALE

- STEP 1: BREAK DOWN THE BRIEF
- STEP 2: BRAINSTORM IDEAS
- STEP 3: FINETUNE THE RESPONSE
- STEP 4: RELEASE THE IDEAS INTO THE WILD

POST-SALE

- STEP 1: HANDOVER WITH CLIENT
- STEP 2: DRAFT CONTENT TO REFLECT CLIENT OBJECTIVES
- STEP 3: COLLABORATE WITH EDITORIAL
- STEP 4: WORK THROUGH REVISIONS WITH CLIENT
- STEP 5: PUBLISH FIRE CONTENT

HOW THE CONTENT COMES TO LIFE

THE BRIEF

- Kellogg's wanted to increase brand awareness around Coco Pops by tapping into nostalgia.

THE THOUGHT PROCESS

- We know our audience responds well to nostalgia around certain things, but Coco Pops on their own wouldn't be enough. What kind of nostalgia will resonate with our audience but also relate to Coco Pops in some way?

THE FINISHED NATIVE PRODUCT



- 58,698 page views
- Original, relatable content
- Great social engagement
- Incredible result for the client, publisher and audience



Kali Louise Lukha Hood-Lomman look at the photo lol you weren't the only person on the world to eat like this 😂

Like · Reply · Message · 22w



Tess White Jess White this is living 🙌🙌🙌

Like · Reply · Message · 22w




Jess White Haha I feel like the 10 year old version has similarities for me now

Like · Reply · Message · 22w

THE FINISHED NATIVE PRODUCT

Business Insider Australia with ING Australia.
Published by Pedestrian Group [?] · Paid partnership ·

How do you measure up?



BUSINESSINSIDER.COM.AU
A financial expert on how much superannuation you should have in your 30s, 40s, and 50s

37,373 People reached **6,027** Engagements [Boost Post](#)

👍👎👏 31 11 comments 12 shares

- 65, 583 page views
- A digestible solution
- Incredible result for the client, publisher and audience



PEDESTRIAN.TV
There's A Beer In Mexico That Tastes Like Coriander Which Is The Best & Worst News Today

59,167 People reached **2,881** Engagements [Boost Post](#)

👍👎👏 140 858 comments 12 shares

- 11,230 page views
- A topic that sparks debate
- Incredible result for the client, publisher and audience

Hey Melissa,

Laura loves it too, it's really relatable, funny and ticks the key messages.

Thanks for sharing this in such a tight turnaround. Its great to see the evolution of the article and integration of the [redacted] insights.

A CLIENT'S TRUST IN A PUBLISHER WILL ALWAYS YIELD THE BEST RESULTS

Our team are very happy with the article and have asked for me to pass on their glowing review! Awesome job!

I understand that this is an urgent piece so will let you know ASAP today when the article has final client approval.

GOOD & BAD NATIVE: THE DIFFERENCE

GOOD:

It adds value for the reader

Pushes boundaries

Sparks conversation

Is honest & authentic

BAD:

Boring

Niche

Unbalanced

Irrelevant



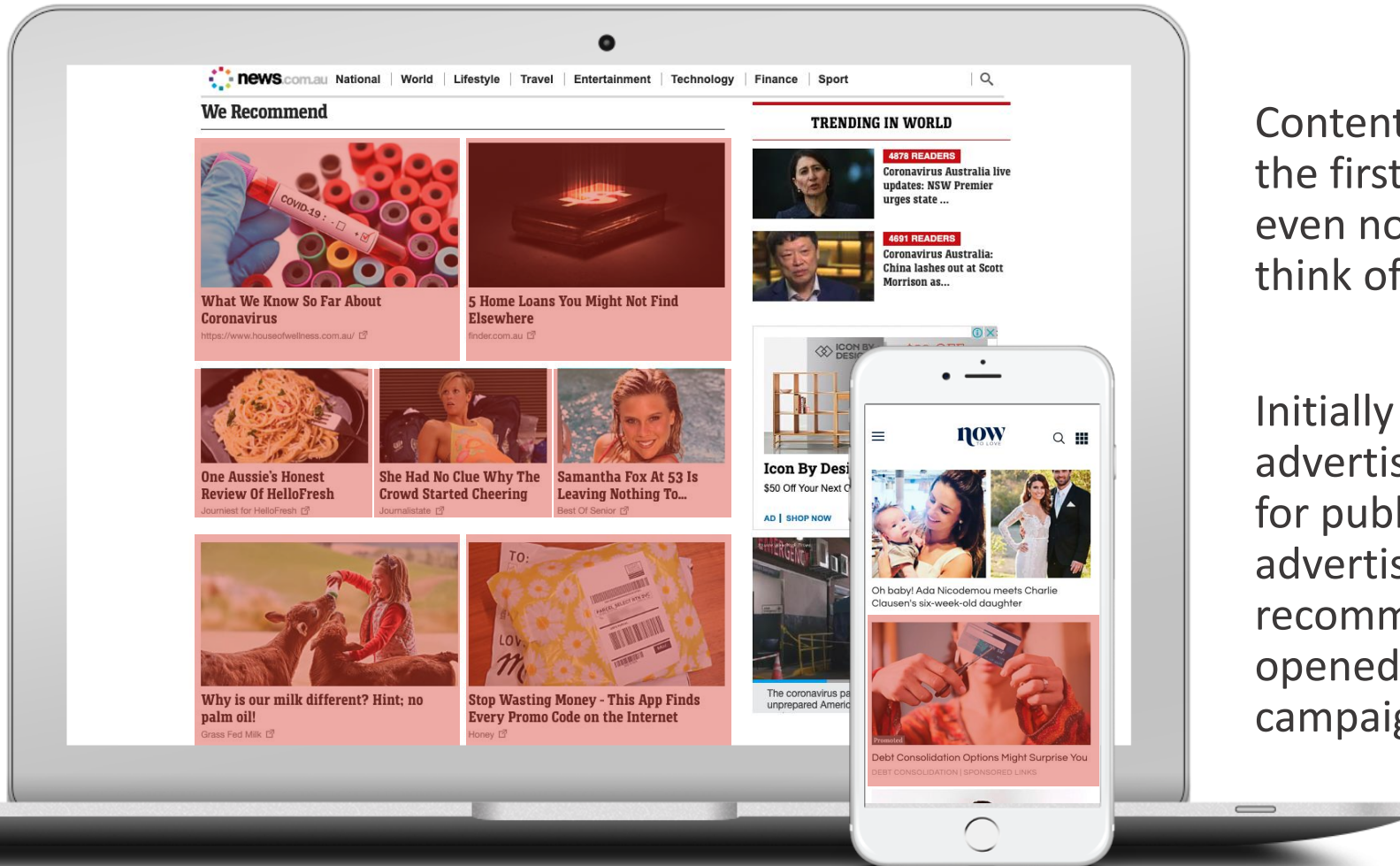
Sebastian Graham

Head of Native

Verizon Media

verizon[✓]
media

STATIC, CONTENT RECOMMENDATION ADS WERE THE FIRST BUILDING BLOCKS OF NATIVE



Content Recommendation static was the first capability of Native, and even now are what most people think of when they think Native.

Initially about content marketing for advertisers and traffic reticulation for publishers. After pressure from advertisers, the content recommendation technologies opened to direct response campaigns.

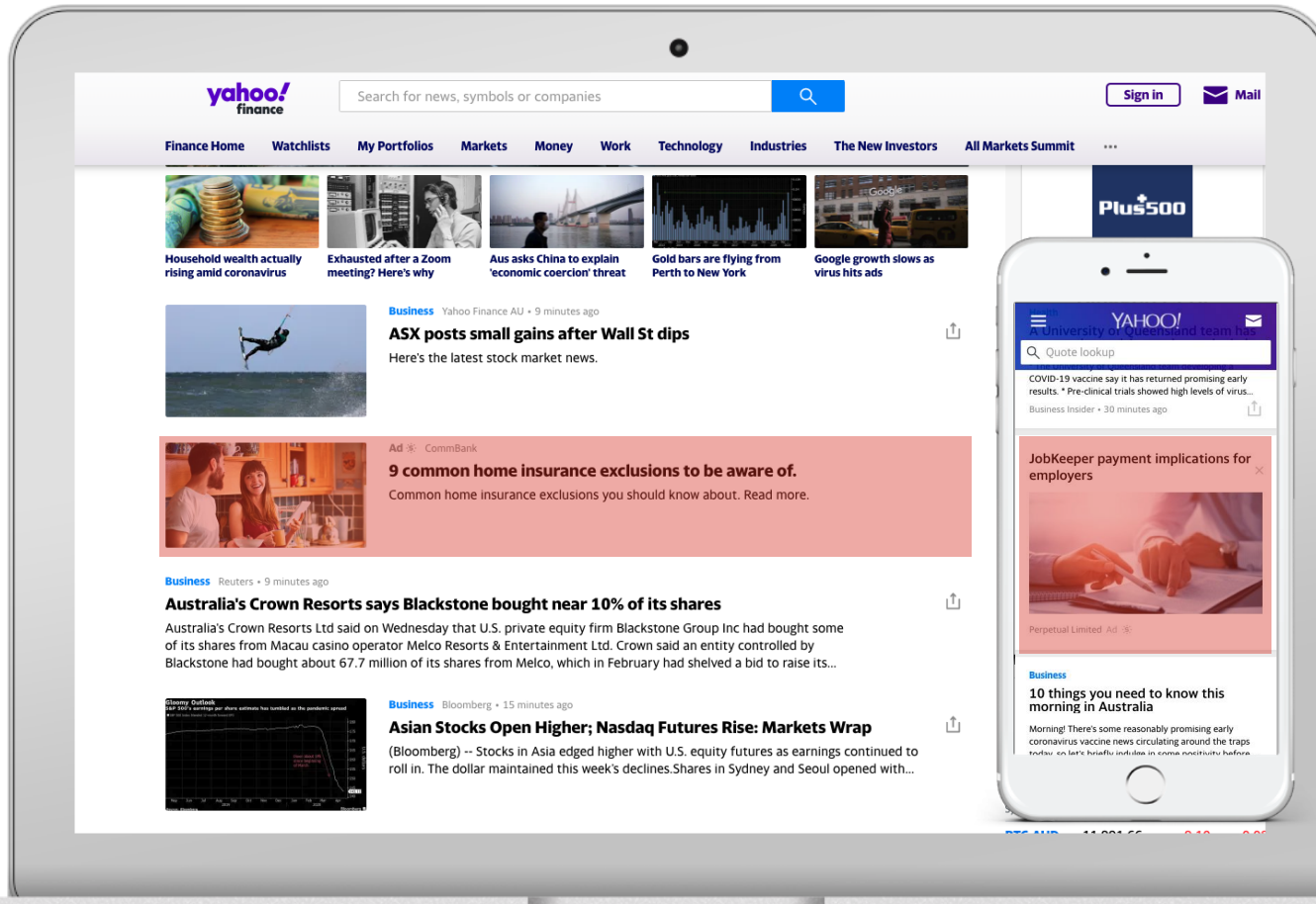
IT DIDN'T TAKE LONG FOR VIDEO TO BE ADDED AS AN OPTION



Video was the next functionality demanded and added. Advertisers wanted an efficient source of video at a time when supply was incredibly short.

The implementation in Native video is typically a click to play, or pushing down the content block to play a video.

YAHOO! (AND OTHERS) BROUGHT IN-FEED TO NATIVE

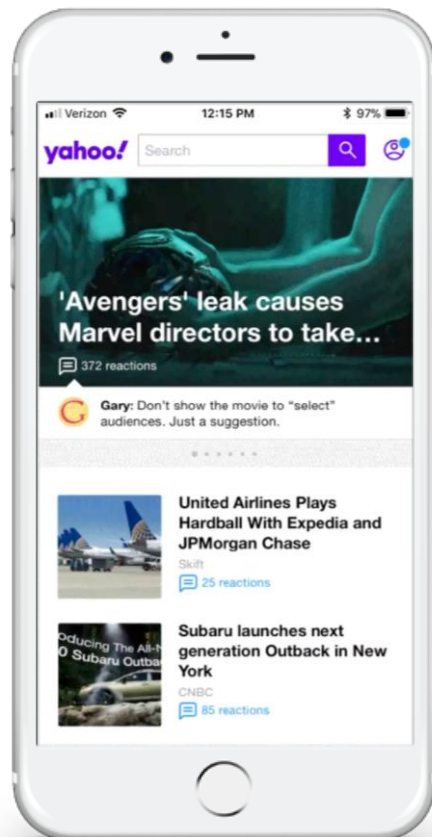
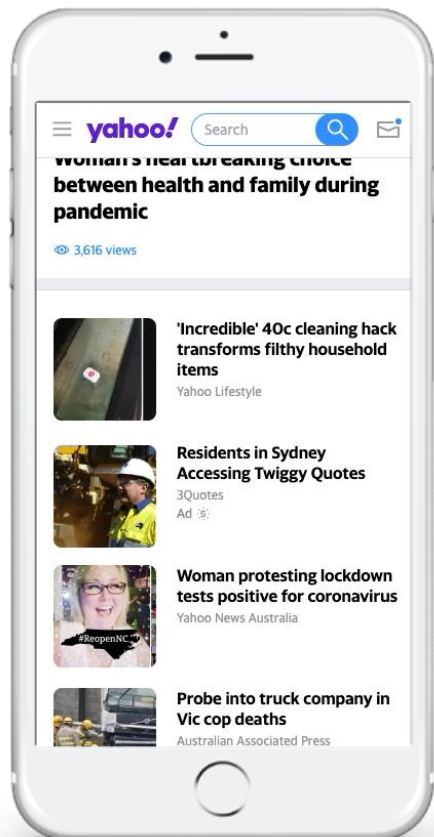


Yahoo! was the first publisher to really build a Native platform, now named Verizon Media Native and living on many premium sites.

As a publisher rather than technology, there was more open access between editorial & engineering opening Native placements into the feed.

Many publishers now use a placement similar to this for their own campaigns.

COMBINING EDITORIAL & ENGINEERING ENABLES OPTIONS LIKE MOMENTS

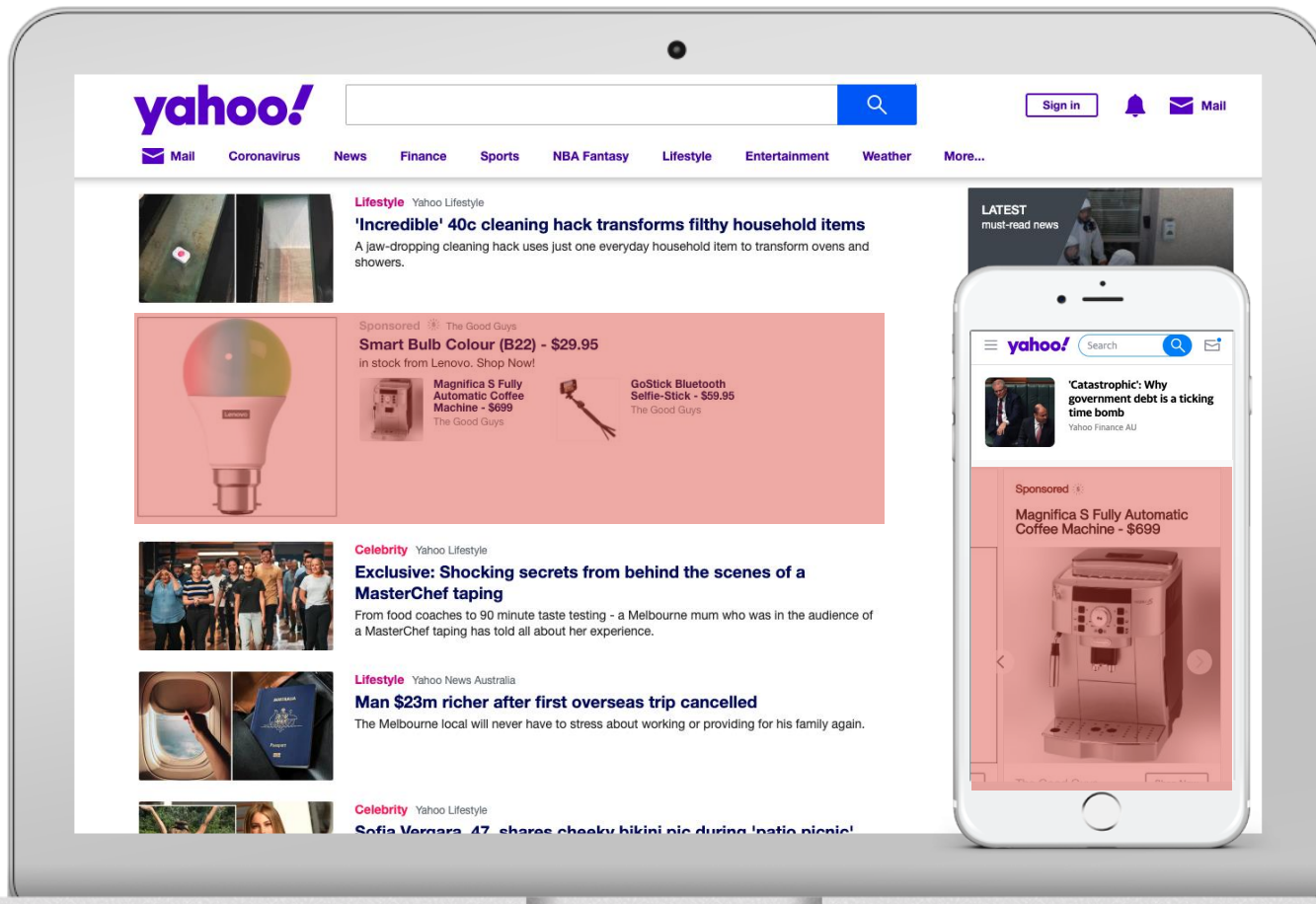


A content feed is big and complicated, with many variable styles and formats of content.

Verizon have extended the in-feed format to reflect these variations in content feeds. We built a feature rich, mobile based, branding Native format.

We call this a Moments ad.

PRODUCT FEED INTEGRATIONS DRIVE DIRECT RESPONSE SUCCESS TO TRAVEL & RETAIL



Feed based ads are a massive part of the retail and travel categories.

Verizon have also built this functionality within Native, enabling these two verticals to drive enormous ROI.

NATIVE ADS ARE EVOLVING, CHANGING THE OPTIONS AVAILABLE TO ADVERTISERS

