



NATIVE ADVERTISING THAT PERSUADES

Designing a Customer - Focused Native Ad Product

ANA PLISIC

CREATIVE DIRECTOR C3/PM LJUBLJANA/ C3 GROUP BERLIN

ex EDITORIAL DIRECTOR/ NATIVE AD STUDIO AND DESIGN

THINKING STUDIO OF HANZA MEDIA/ CROATIA

DUBAI 2019

WAN-IFRA MIDDLE EAST CONFERENCE



WORLD MARKETER OF THE YEAR

**Native Advertising
Days/ Berlin 2018**

Winner

**Ana Plisic, Native Ad
Studio, Hanza Media**

Finalists

Ben Young, Nudge

Jaime Pham, LinkedIn

#1 EUROPEAN CONTENT MARKETING AGENCY #TOP DIGITAL AGENCY IN GERMANY



PM/C3 Ljubljana:
Group's Technology Hub



Digital-centric content agency based
in Berlin, Hamburg, Munich, Zurich,
Prague, Ljubljana, London

helping publishers and brands to innovate

Why Native Hanza Media the leading premium publisher in SEE

39 premium print
and digital titles /
900.000 print
readers / 1.5 million
unique visitors per
month
#1 in premium
market segments

#1 news website
#1 daily newspapers



Why Native Hanza Media digital operations

Hanza Digital the
fastest growing
digital media
company

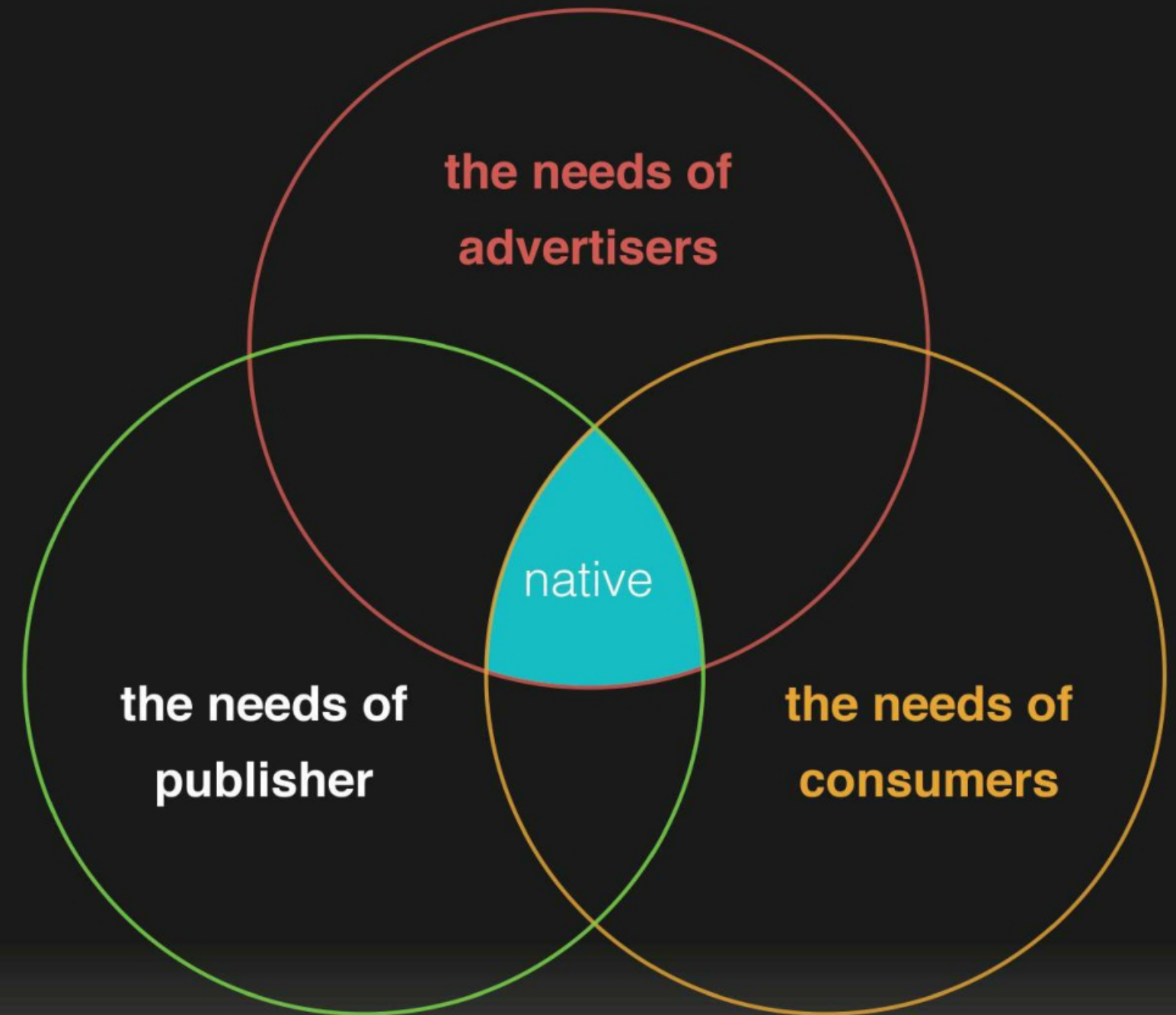
*Source: Deloitte Technology Fast
50 Central Europe, 2014*

+536%



Why Native Hanza Media growth pillars 2015-2019

- mobile
- full multimediality/ video
- social media and super distribution
- audience management/ data
- risk sharing marketing operations
- native advertising



Why Native The growth

Native advertising
spend across Europe
will reach €13 billion
by 2020

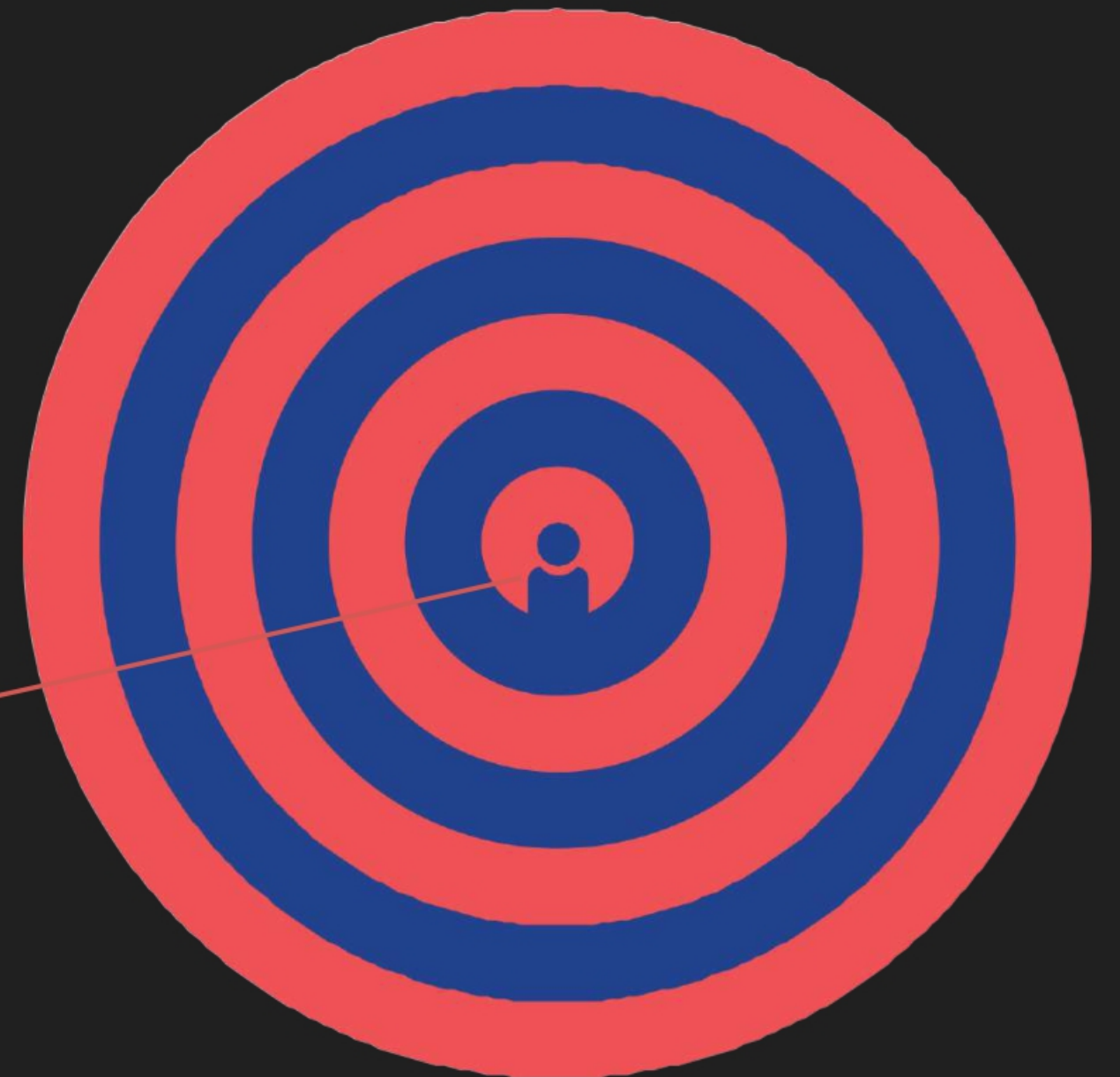
+156%



**DISRUPTING TRADITIONAL
ADVERTISING MODEL**



**USER - FOCUSED
ADVERTISING**

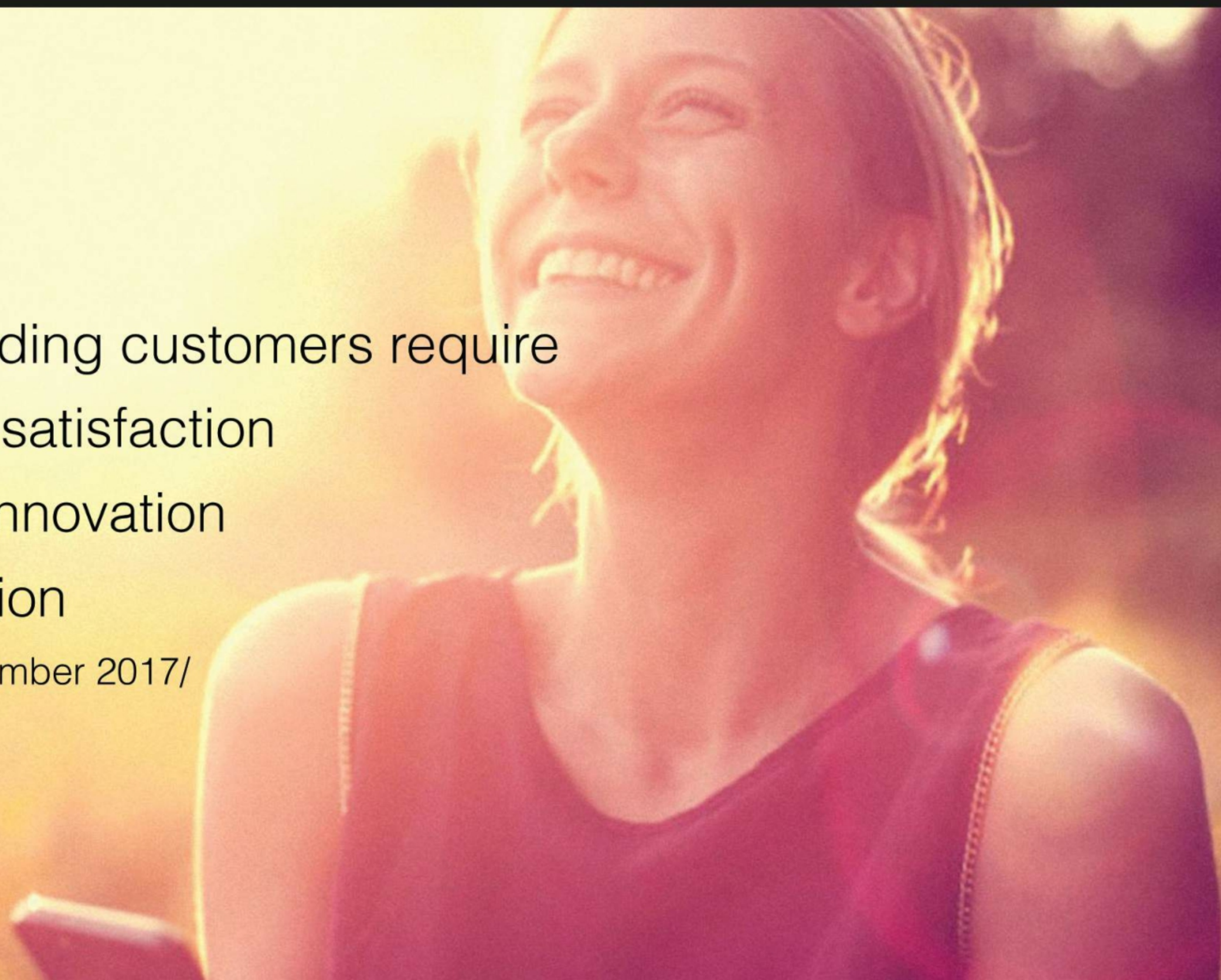


Why Native The new customer expectations

Hyperdemanding customers require

- immediate satisfaction
- relentless innovation
- rapid iteration

/Forrester, November 2017/



Why Native The new customer values

- Choice
- Customization
- Integrity
- Collaboration
- Speed
- Entertainment
- Innovation

/Peres Et Al, 2011./



Why Native The new customers habits

74% of consumers said that advertising interruptions do not match their personal interest

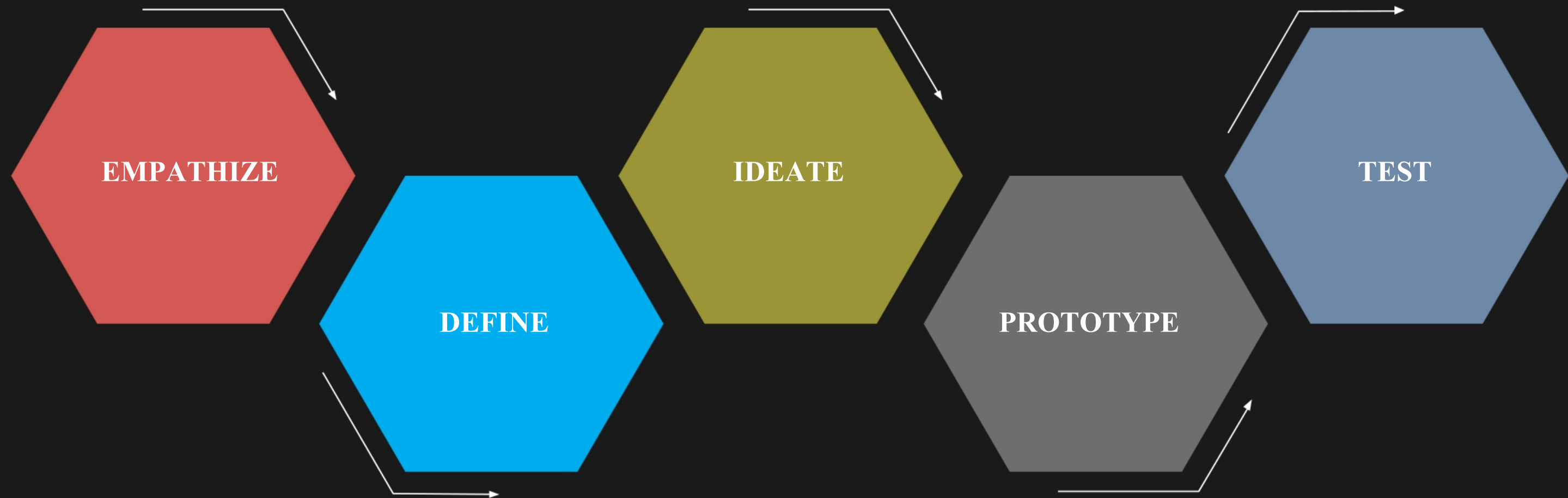
61% of consumers are aware of ad blocking alternatives

/ 2016 Accenture Digital Consumer Survey



Native Ad Studio The approach

APPLYING DESIGN THINKING METHODOLOGY



Native Ad Studio The approach

NATIVE AD IS USEFUL AND RELEVANT AD

applies high quality journalism

using emerging technologies

match brand and customer interest

delivered through the **360** experience



The Results Native Ad Studio 2015- 2019

**A leader in digital C2B
content innovation**

11.4% of Hanza Media digital
revenue coming from native advertising

2.9 minute attention time /
per piece of branded content

8.000 actions per brand /
avg native campaign

300.000 unique visitors /
avg native campaign

native editorial



The Results Native Ad Studio 2015- 2019

**The best online
native ad in the
world**

**The best video
native ad in the
world**

**The best
Omni- channel
integration in
the world**

**The second best
series of branded
articles in the
world**

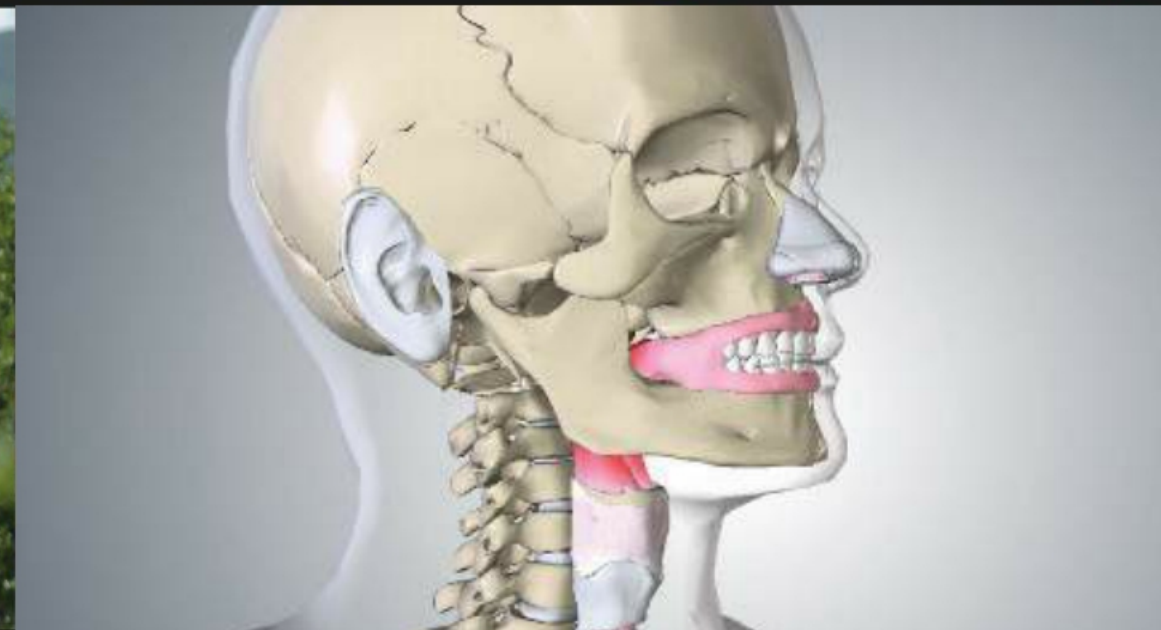


Native Advertising Awards

Acknowledging the best native advertising in the world!

WINNERS 2016/2017

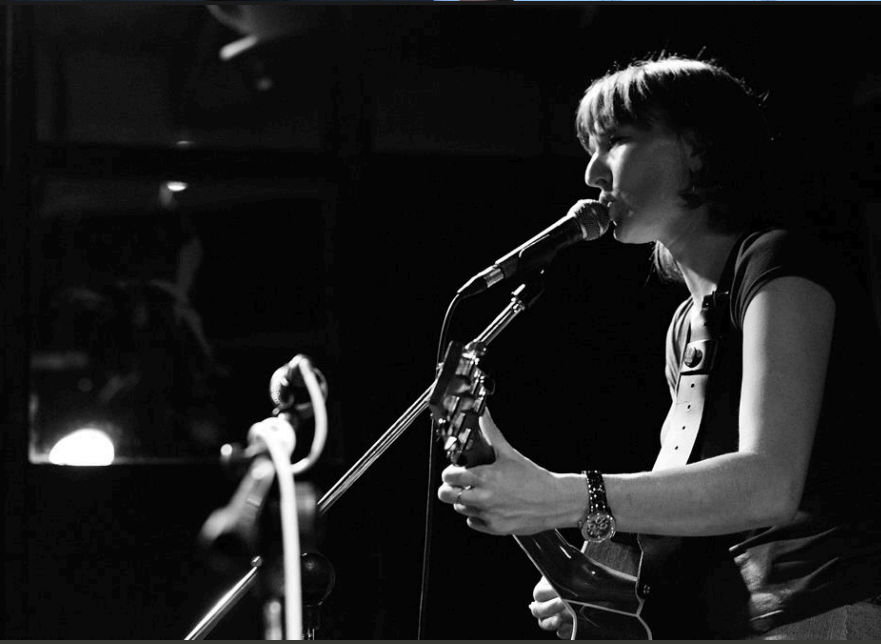
Case Study



Heat Maps • Social Impact Native Campaigns • Video Serials • Real Time Data

Brand activism • Social impact 360 native campaign

Case Study



Case Study 1 IN 4 MILLION

348.000 emigrated from Croatia

500.000 consider emigrating:

“We will leave if we wouldn’t be able to achieve our goals in Croatia”

THE CHALLENGE:

HOW MIGHT WE INSPIRE AND HELP THE GROUP CONSIDER EMIGRATING TO ACHIEVE THEIR GOALS AND START SOMETHING PRICELESS IN CROATIA?

Case Study 1 IN 4 MILLION

1 IN 4

MILLION

HOW WE MADE OUR DREAM COME TRUE IN CROATIA

Case Study 1 IN 4 MILLION



YOU TOO CAN BE 1 IN 4 MILLION

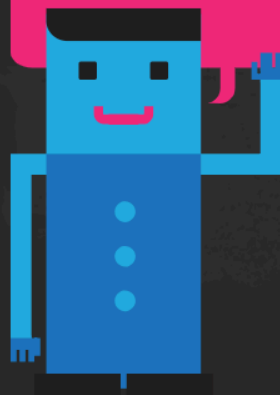
Case Study 1 IN 4 MILLION

Razgovaraj s
MLADENOM



RAZGOVARAJ S MLADENOM

Razgovaraj s
MLADENOM



POSTAVI SVOJE PITANJE

Oni su slijedili svoju strast, napravili životni i poslovni zaokret i započeli nešto neprocjenjivo. I ti to možeš!

Postavi Pitanje

KAKO NAPRAVITI ZAOKRET? SADA.

Želite drugu karijeru? Novo obrazovanje? Pokrećete svoj biznis? I zanima vas: kako napraviti zaokret? Razgovarajte s vodećim stručnjakinjama u najvećoj hrvatskoj kompaniji za savjetovanje u ljudskim resursima i potragu za kadrovima SELECTIO



Tanja Prekodravac
direktorica organizacijskog dizajna i razvoja
SELECTIO



Valentina Haddad
voditeljica odjela selekcije kadrova
SELECTIO

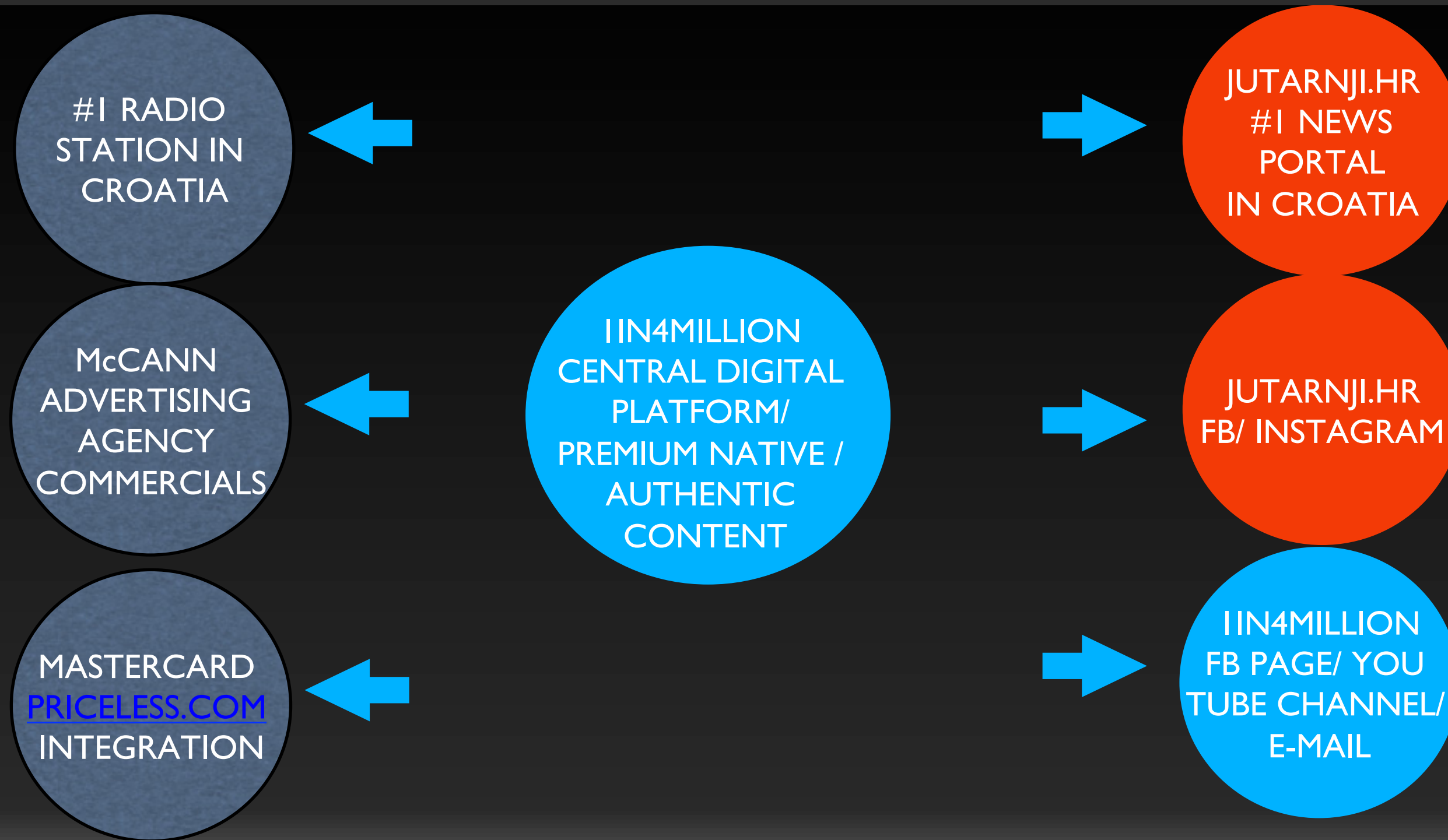
RAZGOVARAJ S VODEĆIM HRVATSKIM EKSPERTICAMA ZA KARIJERE

Slijedi svoju strast. I ti možeš biti 1 u
4 milijuna

Postavi Pitanje

PERSONALIZED AND USEFUL INFORMATION

Case Study 1 IN 4 MILLION



#1 RADIO
STATION IN
CROATIA

McCANN
ADVERTISING
AGENCY
COMMERCIALS

MASTERCARD
[PRICELESS.COM](https://www.priceless.com)
INTEGRATION

1 IN 4 MILLION
CENTRAL DIGITAL
PLATFORM/
PREMIUM NATIVE /
AUTHENTIC
CONTENT

JUTARNJI.HR
#1 NEWS
PORTAL
IN CROATIA

JUTARNJI.HR
FB/ INSTAGRAM

1 IN 4 MILLION
FB PAGE/ YOU
TUBE CHANNEL/
E-MAIL

Case Study 1 IN 4 MILLION

 33%

The research results on the preference for the Mastercard brand point to an increase of 33% in comparison to the same period of the previous year

700.000

People engaged in the campaign

260

People asked for career advice

Case Study

Heat Map



Case Study Heat Map





Using big data to design personalised information

HOW SAFE IS YOUR NEIGHBOURHOOD

Like Share

HEAT MAP

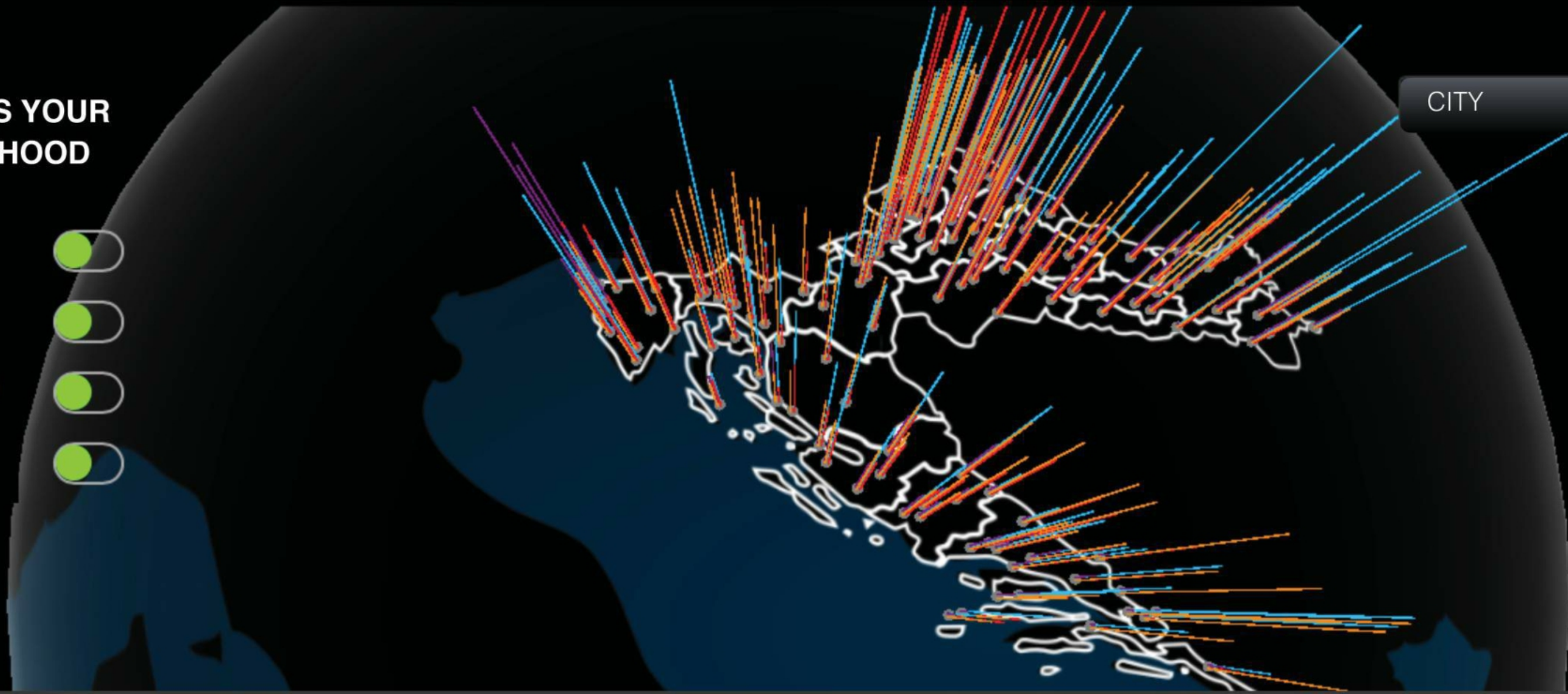
HOW SAFE IS YOUR NEIGHBOURHOOD

-  Fire
-  Floods
-  Earthquake
-  Home robberies

CITY

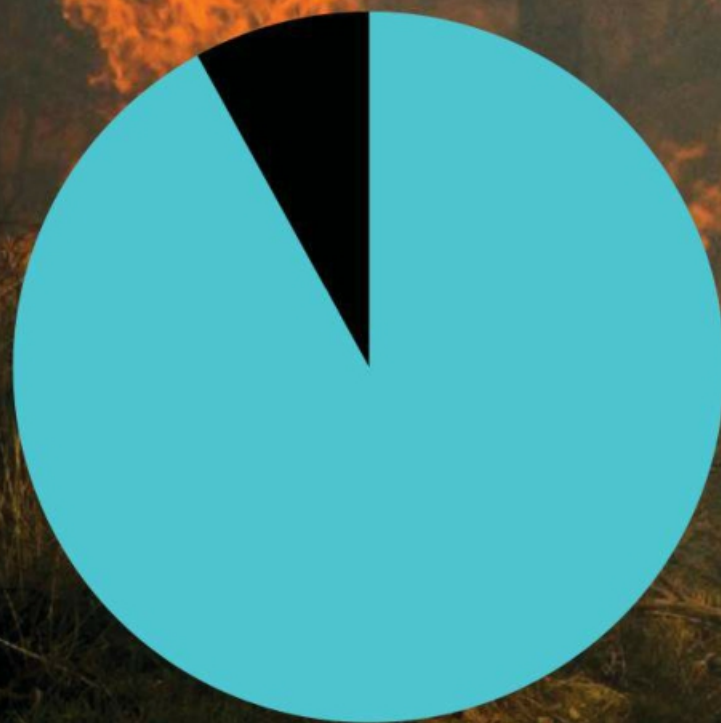
+

-

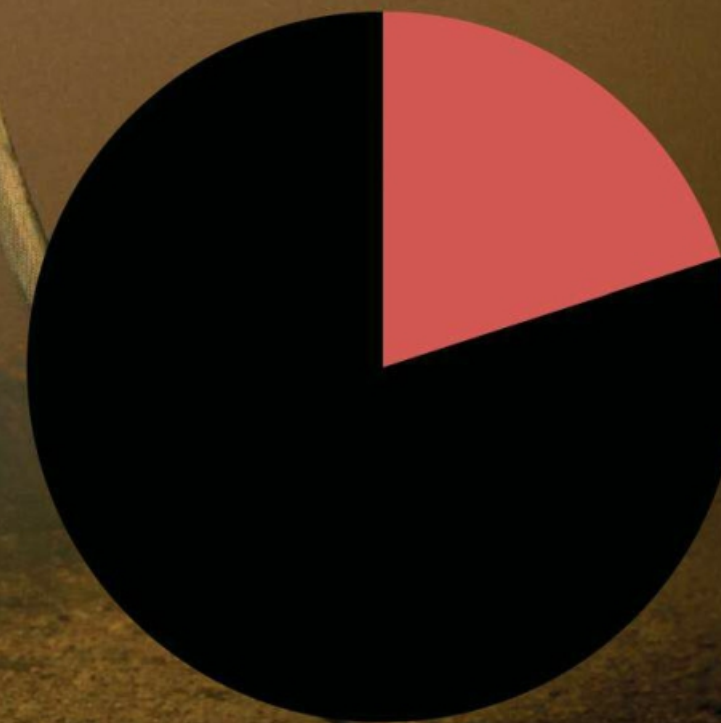


Case Study Heat Map

More than **92 percent** of people in Croatia are property owners...



...but only **20 percent** of the properties have a home insurance



Case Study Heat Map



THE TOOLS:

- Contextual, JTBD interviews
- Research
- Data analysis
- Content analysis

THE PERSONA:

- “It will not happen to me”
- “It does not happen in my neighborhood”

THE INSIGHT:

- Homeowners exposed to two categories of information:
- general statistics they could not relate to
- disturbing images of natural catastrophes happening somewhere else

Case Study Heat Map

The challenge:

- How might we help the property owners to make qualified and responsible decisions regarding the safety of their homes and engage them in an easy and personalized way, using digital technology?

The approach:

- Making complex information useful, accessible and personalized

The differentiation:

The first data analysis concerning property safety issues and risk calculation for 128 cities in Croatia. Prior to that, most of the data was built on the regional or national level



Case Study Heat Map

How safe is your neighbourhood

- The first interactive digital map in Croatia that enables readers to find out is there and how big is the risk in their city of flood, earthquake, fire and home burglaries/ robberies



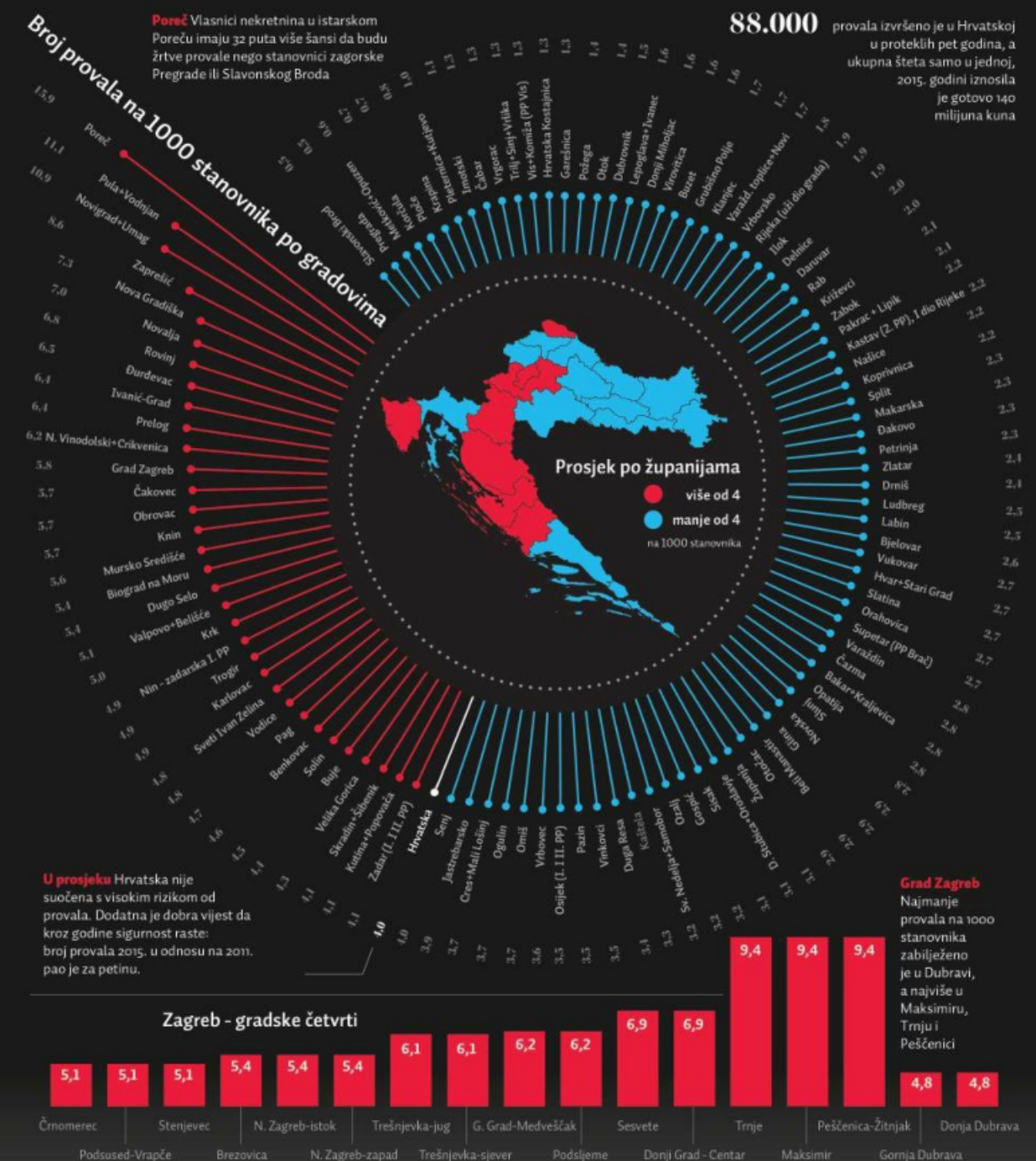
Case Study Heat Map

The risk calculation is built upon

- 5 years data analysis of the burglaries and robberies per capita
- 5 years statistics of fires
- 80,000 earthquakes in Croatia and the region
- water movements and floods

Project collaborations:

University of Zagreb / Department of Mathematics and Geophysics,
 Construction department, The state owned company Croatian Waters,
 Ministry of Internal Affairs, The National Protection and Rescue Directorate



Case Study Heat Map

Multilevel approach

- information for your city
- information for your home

Lead generation

Revenue generation

Koji su gradovi najviše, a koji najmanje sigurni u slučaju poplave? Kolika je opasnost od potresa u gradu?
Tim Native Ad Studija HANZA MEDIJE za analizu i vizualizaciju podataka, na čelu sa Dušanom Miljušem, sveučilišnim specijalistom za nacionalnu sigurnost, i Filipom Šarićem, vodećim ekspertom na tržištu za 2D i 3D animacije, napravio je prvu interaktivnu kartu Hrvatske koja na jednom mjestu prikazuje relevantne informacije o požarima, poplavama, potresima i provalama u svakom od 128 gradova.

KOLIKO JE SIGURAN VAŠ DOM? KLIKNI I SAZNAJ

Like Share

WOULD YOU LIKE TO KNOW HOW SAFE IS YOUR HOME

Ime i prezime

Adresa

Mjesto

Broj telefona

Email adresa

Pošalji

Pristajem da me kontaktira stručnjak Croatia osiguranja

Case Study Heat Map

325.531 unique visitors

Attention time / avg per view:

01.47 min

Hot leads:

3x more than
expected

Earned media:

14 online articles in local media
1 radio show

Case Study Heat Map

Ecosystem & customer journey map



Case Study Heat Map

The native ads are clearly labeled 'Brought to you by Croatia Insurance'

Vijesti | Izbori | Život i stil | Prava pitanja | Spektakli | Biznis | Kultura | Autoklub | D&D | Dobra hrana | Doktor | Globus

Hrvatska | Zagreb | Svijet | Crna kronika | Novac | Nogomet | Žuta kronika | Seks i veze | Igre | Fotogalerije | Astro

BROUGHT TO YOU BY CROATIA INSURANCE

HEAT MAP: HOW SAFE IS YOUR NEIGHBOURHOOD

Koliko su česte provale u stanove i poslovne prostore u vašem susjedstvu? Gdje se u Hrvatskoj najčešće događaju požari? Koji su gradovi najviše, a koji najmanje sigurni u slučaju poplave? Kolika je opasnost od potresa u gradu? Tim Native Ad Studija HANZA MEDIJE za analizu i vizualizaciju podataka, na čelu sa Dušanom Miljušem, sveučilišnim specijalistom za nacionalnu sigurnost, i Filipom Šarićem, vodećim ekspertom na tržištu za 2D i 3D animacije, napravio je prvu interaktivnu kartu Hrvatske koja na jednom mjestu prikazuje relevantne informacije o požarima, poplavama, potresima i provalama u svakom od 128 gradova.

KOLIKO JE SIGURAN VAŠ DOM? KLIKNI I SAZNAJ

Like Share

ODABERITE

bujica, potresa i još 11 drugih opasnosti? Croatia osiguranje, lider na tržištu imovinskih osiguranja u Hrvatskoj, nudi mogućnost osiguranja imovine kako bi svatko u svom domu bio siguran i slobodan. Policom Croatia imovina možete osigurati kuću, stan, vikendicu, apartman i sav namještaj, kućanske uređaje i aparate te čak i odjeću. Saznajte više www.crosig.hr

KOLIKO JE SIGURAN VAŠ DOM? KLIKNI I SAZNAJ

Prilog je napravljen u produkciji Native Ad Studija HANZA MEDIJE i Croatia osiguranja, u skladu s najvišim profesionalnim standardima Jutarnjeg lista.

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NATIVE AD STUDIO

Case Study

Dacia Video Native Serial



Using video as the form of communication

Case Study Dacia video native serial

Dacia Duster brand values

- Reliable
- Generous
- Simple
- Smart



Case Study Dacia video native serial

- **Value proposition:** Celebrate reliability
- **Differentiation:** A three part video documentary brings together Croatian Mountain Rescuers and the victims they have saved from hopeless situations for the first time after the dramatic events
- **Tone of voice:** Emotional, inspiring



Case Study Dacia video native serial

Three part video serial

A true story on courage and devotedness



Case Study Dacia video native serial

803.703 video views

Case Study Dacia video native serial

- among the top 20 most viewed videos on the #1 news website jutarnji.hr*
- more popular than 550 editorial videos on jutarnji.hr in 90 days*
- Engagement/ FB likes/shares:

15.414

**Analytics Period June 7 – September 5*



Case Study Dacia video native serial

Native ads never explicitly tell readers to buy Dacia neither they mention Dacia. Dacia Duster, branded as a Croatian Mountain Rescuer Team car, appears in three scenes • The native ads were clearly labeled ‘Brought to you by Dacia Croatia’



**Analytics Period June 7 – September 5*

Native Advertising Advantages

- provides value to the audience
- improves engagement
- increases brand loyalty

**CAN NATIVE
DRIVE SALES**

Case Study

Real-Time Influenza Tracking



Driving sales with relevant native ads

Case Study Maxflu Real-Time Influenza Tracking

▲ 3.5x

The Pliva/Teva Group statement:

“In order to increase the reach on our target group a disruptive digital&print campaign by the Native Ad Studio of Hanza Media was added to the Maxflu base communication. Maxflu was the first OTC drug ever supporting the native advertising campaign: Real Time Influenza Tracking- powered by Maxflu. As a result, Maxflu grew 3.5 times faster than the market (+17,9% vs market 4,9%), gaining additional +4% MSh and reaching 32% MSh in the MSR segment. For the first time in history Maxflu became #1 MSR in Croatia”

Case Study Maxflu Real-Time Influenza Tracking

RELEVANT AND TRUSTED PARTNER TO MOTHERS PERFORMERS

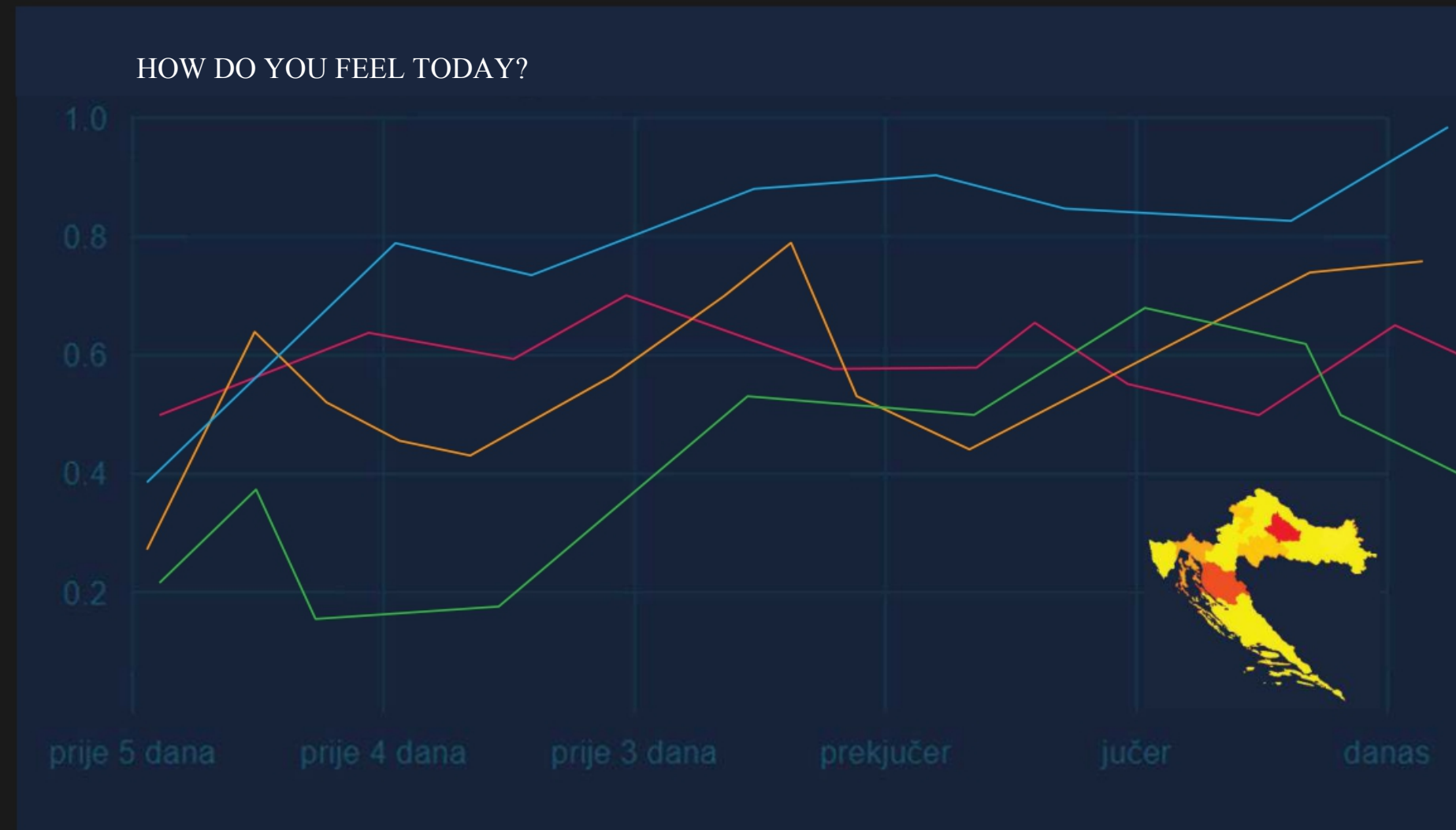
THE CHALLENGE: How might we alert mothers/performers when they start feeling cold or flu symptoms and help them to identify the symptoms through relevant, trusted sources in order to protect their families, by using digital technologies?



Case Study Maxflu Real-Time Influenza Tracking

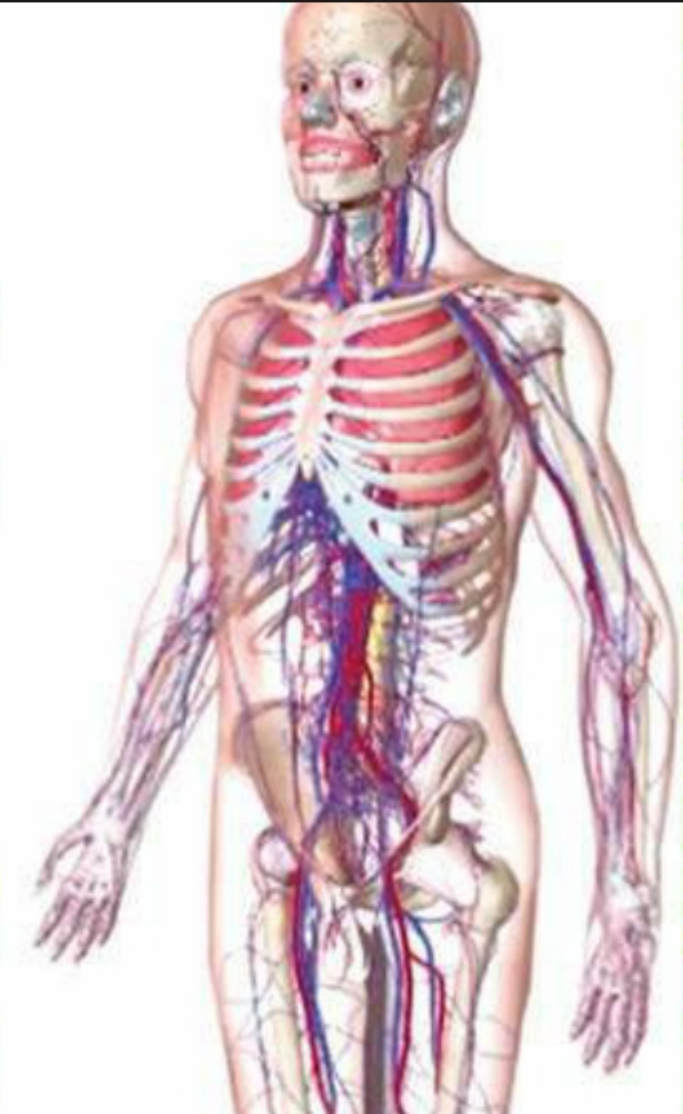
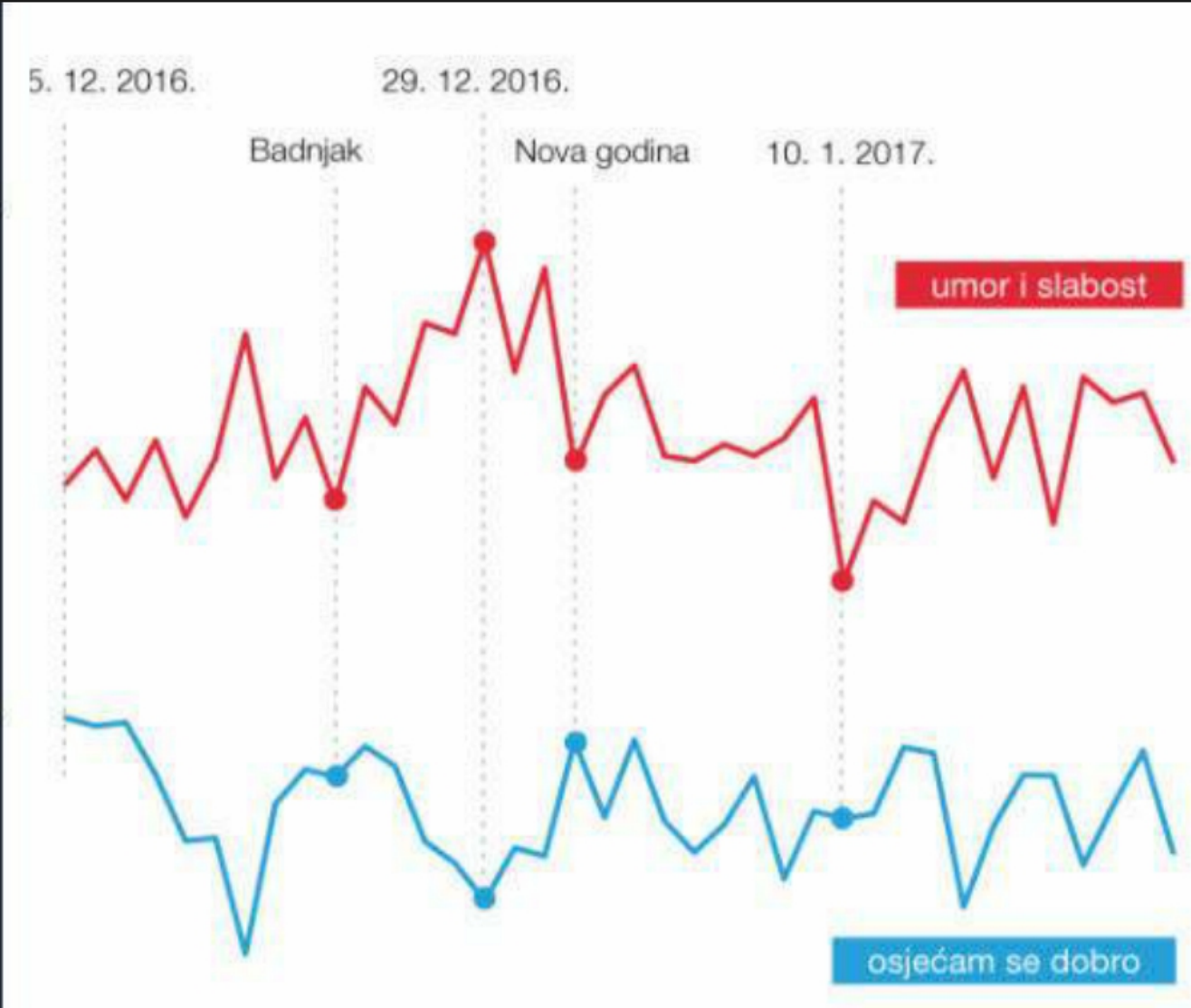
STRATEGY: Self - Care on Time

1. ALERT THE CUSTOMER SEGMENT ON TIME
2. RELEVANT INFORMATION ON TIME
3. PERSONALIZED INFORMATION ON TIME



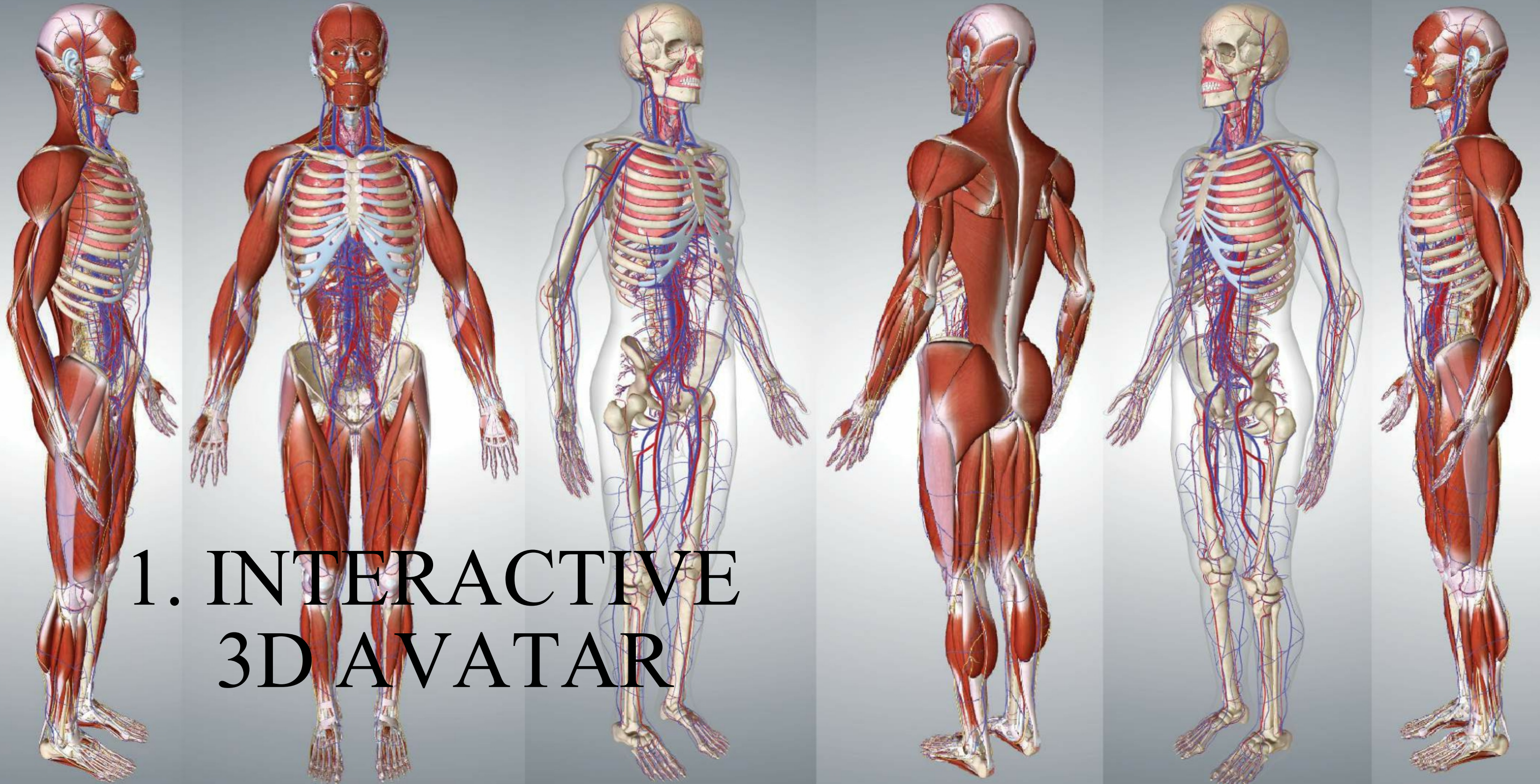
Case Study Maxflu Real-Time Influenza Tracking

Relevant information you need to recognize flu symptoms and protect your family



PROJECT PARTNERS New York based start- up BioDigital, that has developed virtual 3D body in collaboration with the New York School of Medicine / Croatian for Public Health / University Hospital for Infectious Diseases dr. Fran Mihaljevic

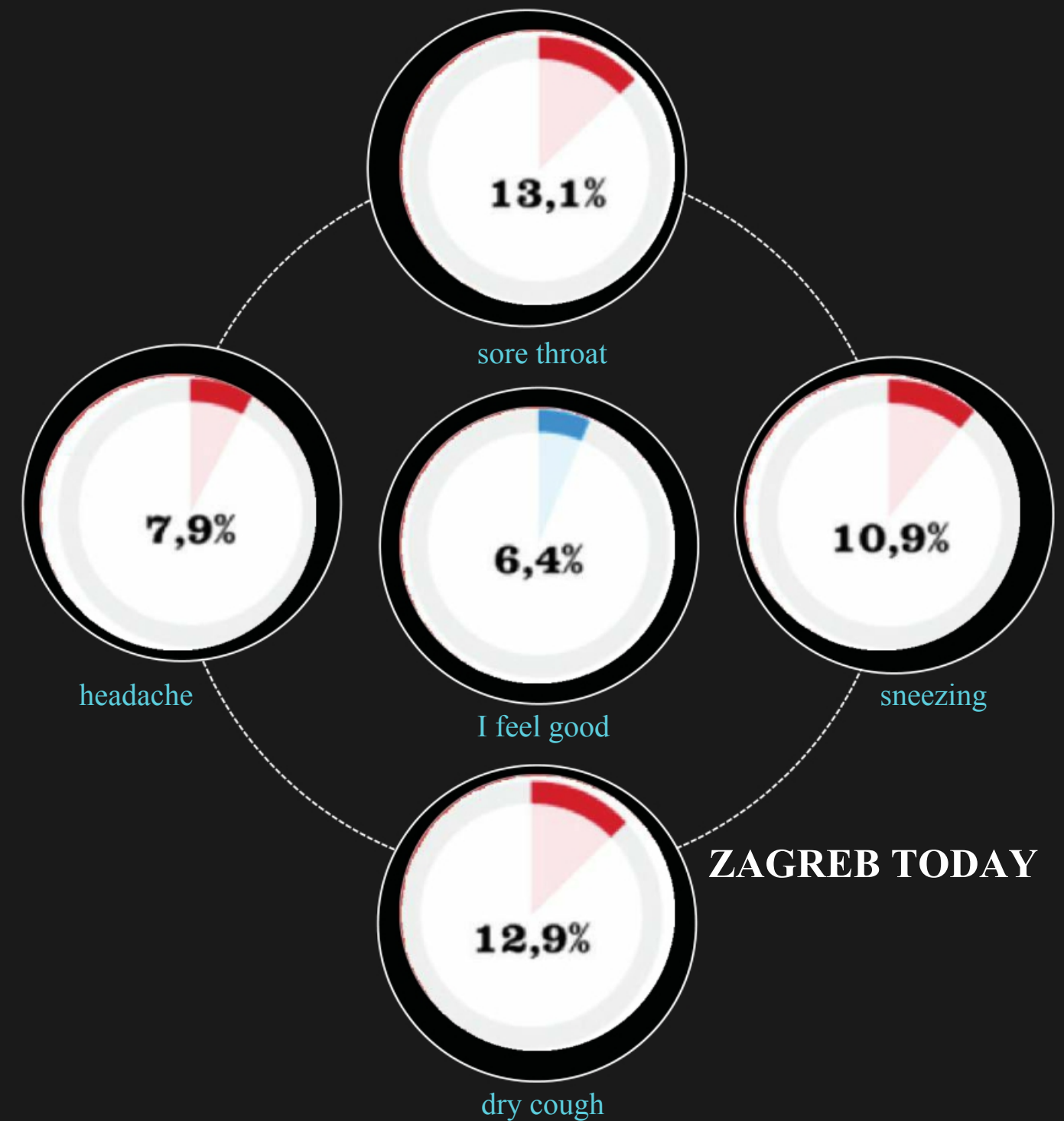
Case Study Maxflu Real-Time Influenza Tracking



1. INTERACTIVE 3D AVATAR

2. INTERACTIVE REAL-TIME DATA: HOW DO YOU FEEL TODAY

- LOCALIZED
- INTERNATIONAL
- NATIONALIZED

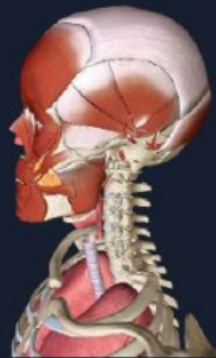


Case Study Maxflu Real-Time Influenza Tracking

VRUĆICA

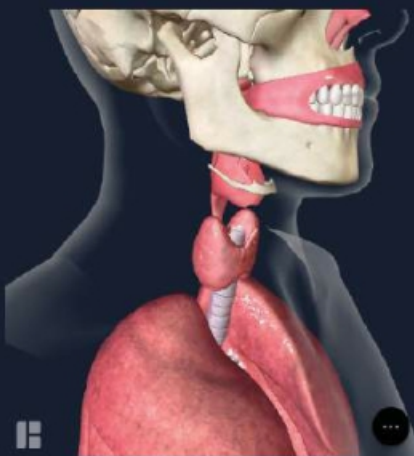
Gripa: visoka temperatura (38 do 40 stupnjeva) 3 do 4 dana
Prehlada: rijetko
Savjet dr. Kuzmana: Za gripu je uz nagli početak karakteristična vrlo visoka temperatura, nerijetko i viša od 40 stupnjeva. Tako visoka temperatura ostaje 2-4 dana, a potom se postupno normalizira. Većina virusnih infekcija gornjeg dijela dišnog sustava proteče bez povišene temperature, samo uz otežano disanje na nos i možda blagu griobolju.

Takvo stanje zovemo obična prehlada. No, prehlada može biti praćena i povišenom temperaturom, koja se pojavljuje i raste postupno.



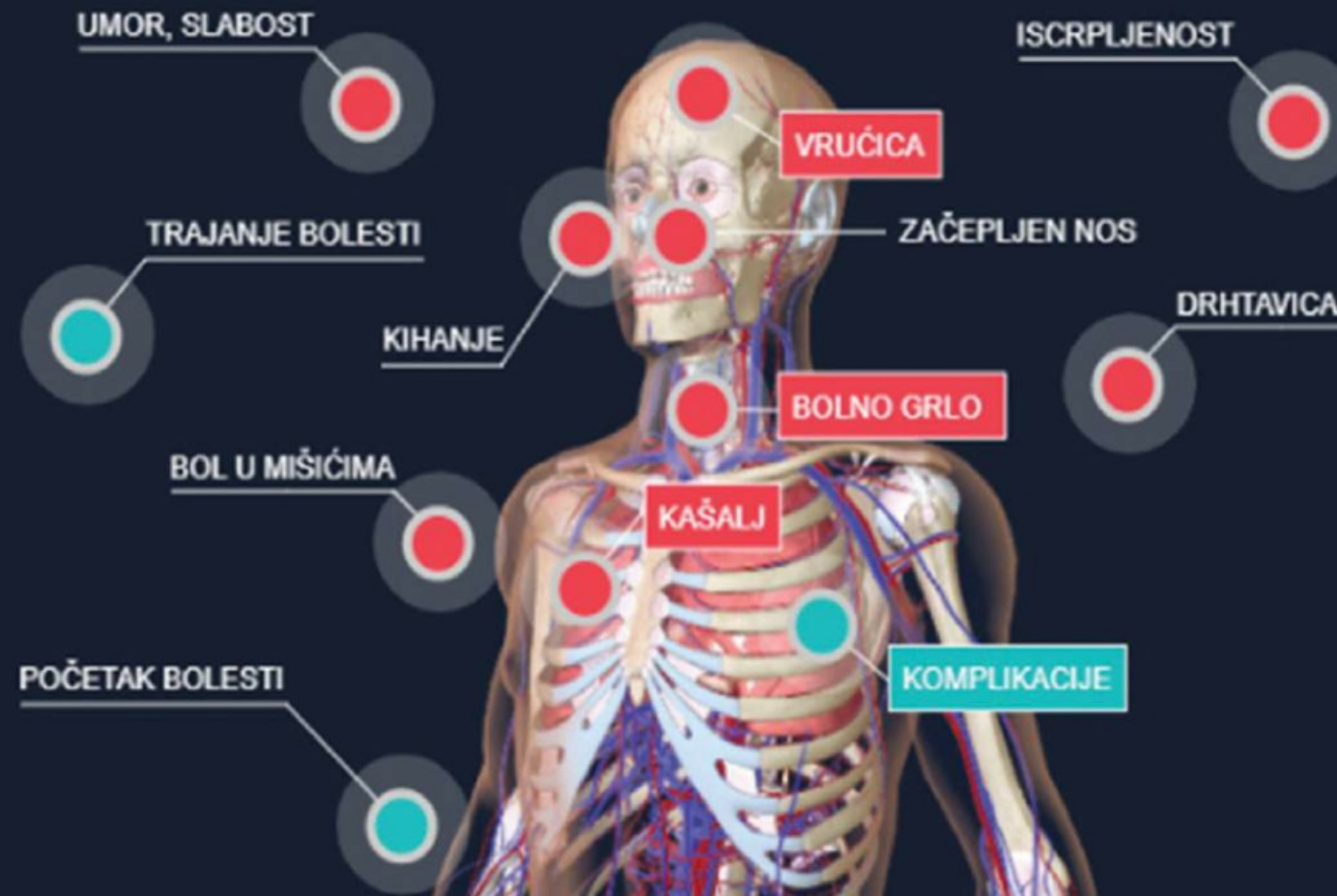
BOLNO GRLO

Gripa: ponekad
Prehlada: uobičajeno
Savjet dr. Kuzmana: Nema neke bitne razlike. Griobolja nije osobito istaknut simptom ni kod prehlade ni kod gripe. Jaka griobolja s otežanim gutanjem karakteristična je za streptokoknu (gnojnu) anginu koju treba liječiti antibiotikom. Bolesnici s gripom najčešće imaju osjećaj suhoće i pečenja ždrijela, a slično je i s drugim virusnim infekcijama.



BOL U MIŠIĆIMA

Gripa: jaka bol
Prehlada: blaga
Savjet dr. Kuzmana: Uz visoku temperaturu, bolesnici s gripom obično imaju bolove u mišićima (mialgije) i zglobovima (artralgije). Ponekad ti bolovi mogu biti i vrlo izraženi - a bolesnici ih opisuju kao da su pregaženi te moraju leći u krevet ("gripa obara u krevet"). U prehladama takvih bolova uglavnom nema.



DRHTAVICA

Gripa: uobičajena
Prehlada: nije uobičajena
Savjet dr. Kuzmana: Bolji je izraz svakako tresavica, a označava vidljivo podhtavanje mišića zbog vrlo visoke temperature. Tako organizam nastoji samostalno sniziti vlastitu temperaturu (usporedi: lepeza, propeler). Osim jače tresavice, bolesnici opisuju i ovokotlanje zubi, a ponekad daju slikovit opis "tresao se krevet na kojem sam ležao". Bolesnici s prehladom u pravilu nemaju tresavicu.



KOMPLIKACIJE

Gripa: bronhitis, upala pluća, pogoršanje postojeće kronične bolesti, može biti životno ugrožavajuća
Prehlada: upala sinusa, upala srednjog uha
Savjet dr. Kuzmana: Budući da svi stariji od 65 godina, sve osobe s kroničnim bolestima, mala djeca i trudnice pripadaju rizičnim skupinama za češće i teže oboljevanje, odnosno pojavu komplikacija nezostavno se moraju cijepliti protiv gripe svaka godine.



KIHANJE

Gripa: ponekad
Prehlada: uobičajen simptom
Savjet dr. Kuzmana: Nema veće medicinsko značenje, a nije osobito neugodno ni za bolesnika. Nema bitne razlike u pojavnosti u različitim respiratornim infekcijama. Ne može se voljno kontrolirati.



3. TALK TO A DOCTOR

4. RELEVANT CONTENT

Primorsko-goranska

Drhtavica

4.81%

Case Study Maxflu Real-Time Influenza Tracking

360 native ad campaign

- 52 days
- 3 print media outlets
- 2 news websites associated
- social media platforms (FB, Instagram, Twitter)
- e- mail communication
- promotion campaign
- 30+ native content pieces
- branded / display

#1 WITHIN THE MARKET CATEGORY

- Pageviews/total: 327.708
- Reach FB: 1.7 million
- Social engagement/likes/shares: 6.100
- Number of users engaged in the poll: 9.885
- Impressions: 19.377.817
- Sales: Maxflu grew 3.5 times faster than the market

PREMIUM NATIVE ADVERTISING

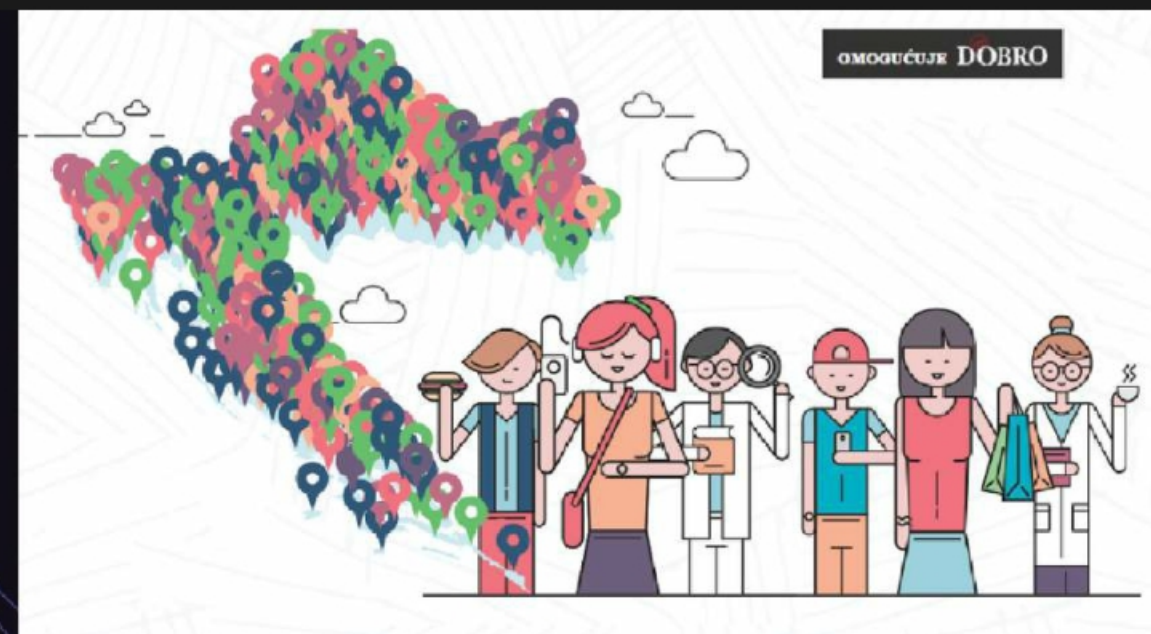
THE MODEL



apps.jutarnji.hr/smartvoznja/



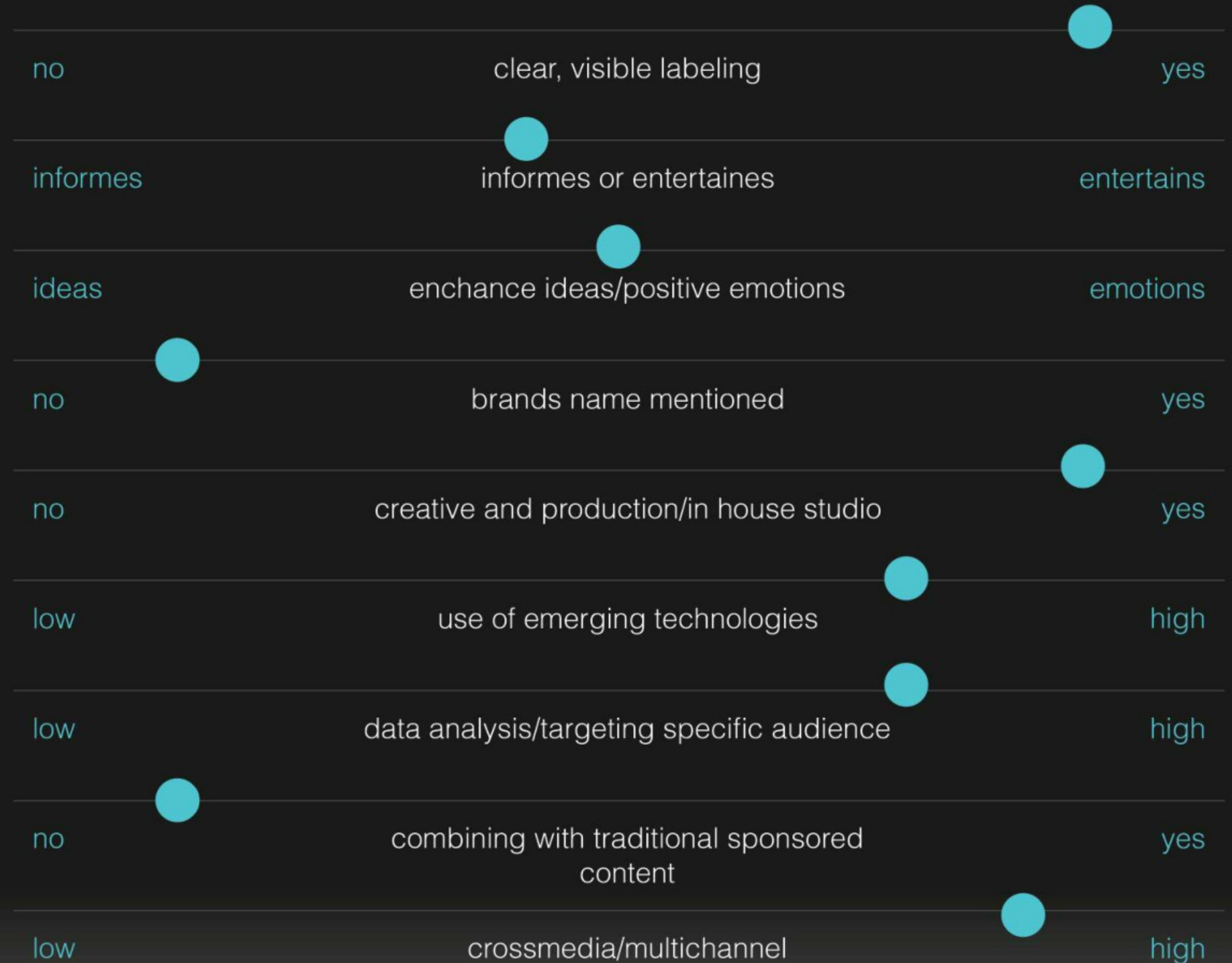
apps.jutarnji.hr/tv - buducnosti/



apps.jutarnji.hr/dobro_u_hrvatskoj/

Native Ad Studio The rules

- Building partnerships with brands that align with the values the media platform stands for
- Applying the highest editorial professional standards
 - Sources; proof facts
 - Style fitting the style of the platform
 - Layout standards

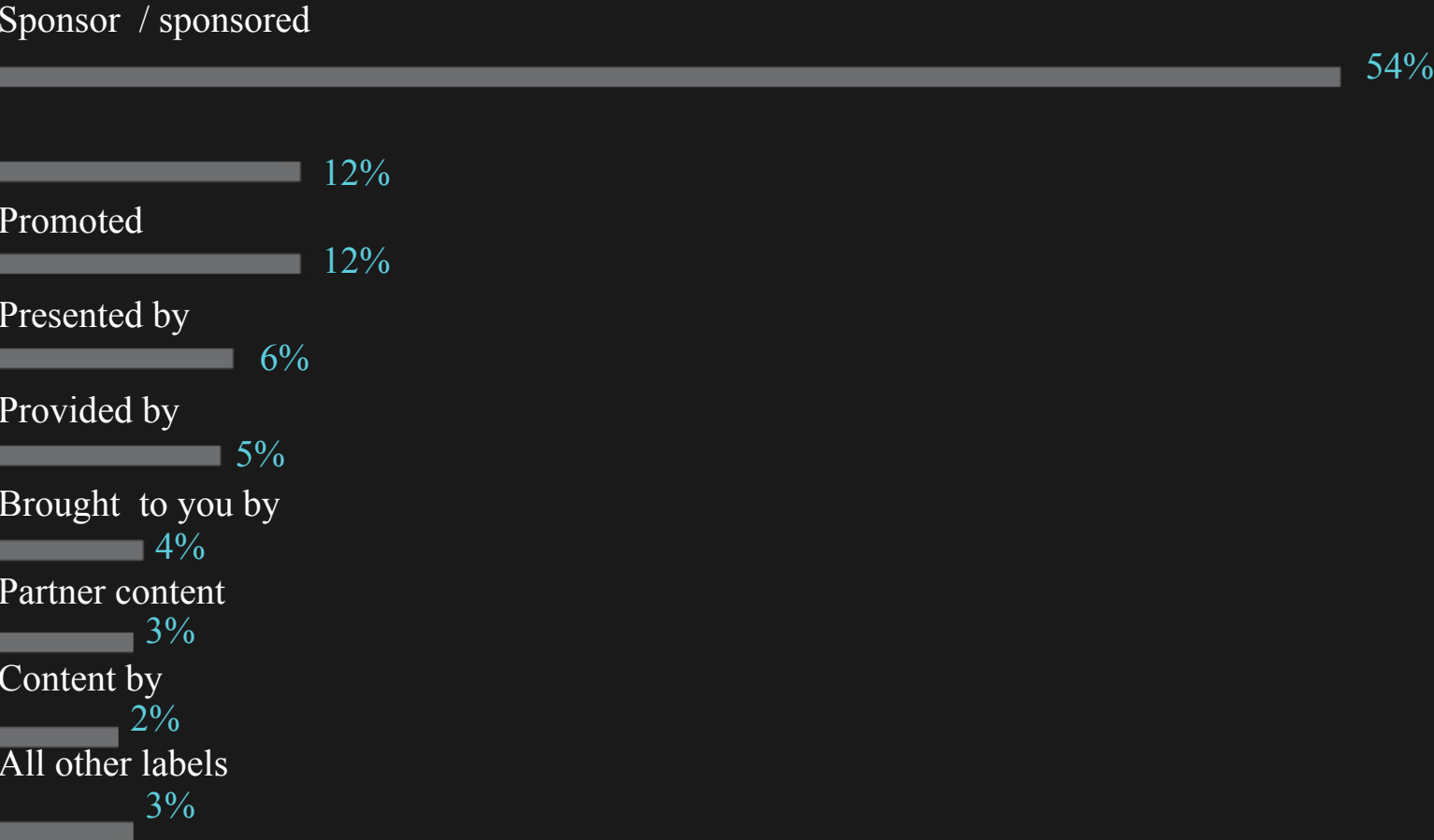


Native Ad Studio Codex

- Clearly labeled
- Applying the IAB and FTC rules
- Not selling products
- Not mentioning a brand name or products
- Not selling or misleading readers

emarketer: how the online publishers label native content

PRIMARY WAY IN WHICH NATIVE ADS ARE LABELED ON US CONSUMER WEBSITES



THANK YOU

ANA.PLISIC@P-M.SI

CREATIVE DIRECTOR C3/PM LJUBLJANA

CO-FOUNDER C3 CROATIA

C3 GROUP BERLIN

www.c3.co