



AWARD WINNING NATIVE ADVERTISING EXAMPLES



Native
Advertising
Institute™

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Welcome to NAI's Native Advertising Awards Wrap-up

This collection of case studies features award winning native advertising which we hope will inspire and advance the practice of native advertising. It showcases the winners of the Native Advertising Awards which were chosen by a jury of industry experts.

The Native Advertising Awards was awarded for the first time by the global think tank Native Advertising Institute in 2016. The Native Advertising Awards aim to acknowledge and reward great native advertising and promote inspiring, effective and creative work that helps organizations worldwide achieve their goals and tell great brand-stories in a non-disruptive way.

The Native Advertising Awards include 31 categories under the themes: organization, strategy, channels and formats. You can see all categories and all 2016 winners on page 47. The Native Advertising Awards honor print and digital native advertising and is the largest international award program dedicated to native advertising.

The nominees are invited to join the world's largest conference on native advertising 'Native Advertising DAYS' which is held in Berlin and organised by NAI. Last year it welcomed +300 participants from 34 countries around the globe. As was the case in 2016, we will include an award ceremony as part of this year's program.

Thank you

In this ebook we feature a selection of winners in different categories from around the world. From the Philippines to Australia, the US, Croatia, Germany, several Nordic countries and those in between, we would like to take this opportunity to thank all participating companies and brands, regardless of geography, for sharing their creative ideas as well as KPIs with the industry.

We also thank the jury for their dedication and expertise as well as a number of passionate discussions about one of the most exciting topics in the landscape of marketing right now: How to deliver native advertising that is compelling and effective.

About Native Advertising Institute

The [Native Advertising Institute](#) is a global think tank dedicated to leading, educating and connecting marketing, advertising, communications and publishing professionals in an effort to advance the native advertising industry. We provide unique research, thought leadership and actionable tools such as case studies, best practices and how-to guides as well as industry insights on our blog. Every year we host the world's leading conference on native advertising '[Native Advertising DAYS](#)' which attracts a number of prestigious speakers, brands and publishers. Furthermore, we celebrate the best native advertising work in the industry with our yearly [Native Advertising Awards](#).

Foreword

Depending on your perspective, native advertising is either old-hat or the most recent new thing in marketing. It's the digital reinvention of a longstanding sponsored content paradigm launched in the late 1800s with advertorial publications like John Deere's "The Furrow," which offered farming tips for customers of their products. Or it's a phenomenon so recent that brands and publishers don't know how to do it yet, or don't know how to do it well, or don't know how to scale it, or don't know how to make it pay.

The current generation of native advertising is only about a decade old, which means that the industry hasn't even reached its teen years yet. It still has a lot of growing up to do. Yet after just a few years in its present form, I'd say it has to be award-worthy simply to succeed. Attention is the award — the reward — of successful native, and nothing less than best-practices content will win it.

Brands and media agencies recognize this reality. Thus, creating prizeworthy native advertising con-

tent is now the cost of entry for publishers competing for business. The first round of this era of native in which novelty alone earned click-throughs has passed, and we're already at the point when native has to rise to the level of an event to prompt a critical number of those almighty clicks.

What constitutes an event? Creative innovation, worthy of a brand's budget. The involvement of a personality, whether a celebrity or a leader. ROI involving impact metrics aligning with business goals rather than publisher metrics. For starters.

Thus the urgency to share best practices, case studies and lessons learned. By acknowledging and celebrating the best of the best native advertising from around the world every year, we hope to inspire and advance the industry. These award-winning examples of the best in native will provide insights to publishers, marketers, advertisers, media buyers, communicators and ad tech companies alike. Come join us to explore the best native advertising in the world.



Stephanie Losee

*Head of Content for VISA,
Chair, Native Advertising Awards Jury.*

Previously she has held positions such as Executive Director of Branded Content at POLITICO and Managing Editor of Dell, directing Dell's editorial content strategy and formalizing Dell's role as a brand publisher.

How to Win a Native Advertising Award

The 2017 Native Advertising Awards are open for entries until July 17th, 2017. Here you will learn what it takes to win an award – and why you should give it a try.



Who can participate?

The Native Advertising Awards is open to all media companies, brands, organisations, adtech companies, agencies and studios engaged in producing native advertising. All entries must include work created and/or published in 2016/2017. We accept entries that originate from any country in the world.

What's in it for you?

Along with the other winners you are promoted via our blog, newsletter and social media, as well as in a press release which was picked up last year by the likes of MediaPost and FIPP.com. If you join us in Berlin, we would love the opportunity to do a video interview with you, which will also be featured on our blog and other channels. We also invite you to be featured in next year's ebook on world-class native advertising examples.

You will of course also have the opportunity to promote your new status as one of our award winners using digital badges, press releases and a physical award.

How to write a compelling entry?

Based on experiences from last year's entries, we advise you to take these three things into consideration:

1) Take your time answering all parts of the entry form carefully and with as many details as possible. Also, make sure that your client/clients are on board in due time, while ensuring they are open to publishing the results of your joint native advertising case study on NAI's channels. This includes the annual ebook of best native advertising case study examples.

2) Avoid overstatements and stick to the facts. This will allow you more room to impress the jury. You can find inspiration and guidance from the case studies showcased in this ebook.

3) Make sure you state all relevant results. Even though social media impressions can be impressive only mention them if they are relevant to the KPIs of your client.

Entry rules?

Entry Fees and Payment

Entrants pay €195 per entry. Entry deadline for 2017 is July 17th 12 PM CEST (Copenhagen, Denmark)

Your entries are considered PENDING, and will not be eligible for judging until payment is received.

How to Win a Native Advertising Award

“Winning Gold in two categories and Silver in one has meant a lot to our Native Ad Studio. We can definitely feel that it has helped put us ahead of our competitors and has given our work with native advertising a general boost in confidence and creativity.”

Ana Plisic, Editorial Director of the Native Ad Studio of Hanza Media, premium publisher and a leading media company in Croatia with 39 print and digital titles ranging from magazines like Gloria and OK! to newspapers.

You will receive a notification once your payment is registered in our system. Deadline for last payment is July 21st.

Refunds

No refunds will be made once a submission is complete. A submission that fails to meet the specifications requested in the above will not be eligible for judging and will be excluded without notice. No refunds will be made.

Which categories can I choose?

You can submit entries in multiple categories if relevant. An entry fee for each category still applies. The jury reserves the right to alter your entry to fit the category if needed.

How about confidentiality?

All entries submitted to the Native Advertising Awards become the property of Native Advertising Awards and is likely to be used in a promotional context. If parts of your submission should not be disclosed to the public, please indicate this on the entry form by stating CONFIDENTIAL – DO NOT SHARE. Such requests will be honoured.

The Native Advertising Awards Jury 2017

This year's amazing jury is curated across nations and continents and counts relevant professional qualifications and skill sets. Jury members are chosen on the basis of their experience in the field of native advertising, social media, content creation

and media. Chairwoman of the Jury is Stephanie Losee, Head of Content at VISA.

Other jury members include:

Jesper Laursen, *Founder and CEO of the Native Advertising Institute*

Chad Pollitt, *VP of Audience and Partner at the Native Advertising Institute*

Susan Borst, *Deputy Director, Mobile - IAB*

Melanie Deziel, *Founder of the Overlap League*

Rebecca Lieb, *Leading Industry Analyst on Native Advertising*

Jason A. Miller, *Group Manager, Global Content Marketing and Social Media Marketing at LinkedIn*

In Case of Additional Questions?

For more information, contact NAI at hello@native-institute.com

Read more about all the categories and submit your entry at nativeadvertising.com/native-advertising-awards-2017

Please note that sponsors of the Native Advertising Awards are not eligible in categories they sponsor.

Most Effective Native Advertising Campaign

// BRONZE



Creator: MX Partner Lab/MetroXpress
Industry: Betting
Brand: Maria Casino
Market(s): Denmark

Summary:

To raise brand awareness and sign-ups for Denmark's largest online roulette, MX Partner Lab created original advertorials as well as a Facebook Live show, which resulted in an increase in ad awareness of +550% and total customer increase of +37%.

Mission:

To create brand awareness, engagement with the target audience, and sign-ups for the online casino, Maria Casino. The KPI's of the campaign was to

create as many sign-ups for Maria Casino as possible. In addition, a combination of live show audience members on Facebook and minutes viewed for the primary target audience were measured. The primary audience of the campaign were men aged between 20 – 35 from suburban Denmark.

Creative idea:

The idea was to involve the audience by giving them entertainment and excitement. The first step was creating awareness through advertorials about people who had won money through games on Mariacasino.dk. The second step was to promote the live show "Denmark's Largest Live Roulette" on Facebook Live through a street event. The third step was a daily live broadcast of TV shows on metroxpress' Facebook page with as much interaction with the audience as possible.

Solution:

MX Partner Lab was one of the first companies in the world to use Wirecast to transmit a live-show through Facebook Live. The purpose was to create brand awareness, engagement with the target audience, and sign-ups for Maria Casino.

The objective of the campaign was to raise awareness about the new product "Live Roulette" for

Maria Casino.dk. Second, to attract new players in a very competitive industry with many disloyal players. Lastly, to change perception of Maria Casino as a brand and as a casino site.

“ Their focus was on the message of the new product, “Live Roulette,” and the rebranding of Maria Casino by creating engagement with the target audience.

To reach the objectives, they developed a strategy that would differentiate Maria Casino from other gambling sites. Their focus was on the message of the new product, “Live Roulette,” and the rebranding of Maria Casino by creating engagement with the target audience. This led to user generated content on social media.

Size of team involved:

To accomplish such an extensive campaign, a large team effort was put forth. There was cooperation with the creative division of MetroXpress, MX Partner Lab, the video production company, Tellymo, the media agency, TreKroner-Media and the customer, Maria Casino.

Platforms:

A wide array of platforms were used to execute the campaign. They produced 21 print advertorials that were supported by their digital equivalents on mx.dk. However, they also used dynamic advertising on MX Train TV in and outdoor advertising during the street event. The primary channel was Facebook Live, where all the live shows were executed.

Results:

The five live shows of 20 – 25 minutes broadcasted on Facebook Live created 10,340 sign ups, which was above expectation. The shows had 94,002 views and 113,356 total minutes viewed. The Facebook post, with the help of the host of the live show, had very high engagement rates with the audience, which gave the post 8,508 comments/shares and 33,608 total clicks.

At the same time Maria Casino also felt the positive impact of the campaign. Their brand awareness increased with +51% and considered brand + 32%.

At the same time Maria Casino also felt the positive impact of the campaign. Their brand awareness increased +51% and brand consideration rose +32%.

The campaign was also successful in creating an increase in active players of Maria Casino's game Live Roulette of +163% and an increase in revenue

of the astounding amount of 182%. All in all, this was a very successful campaign that exceeded all expectations and KPI's.

[VIEW VIDEO](#)



Most Creative Native Advertising Campaign

// BRONZE



Creator: Aller Media
Industry: Travel
Brand: Scandinavian Airlines, SAS
Market(s): Denmark

Summary:

SAS positioned itself as an exclusive airline differentiated from low-cost competitors by teaming up with the Danish ELLE team, one of the world's strongest magazine brands, using their strong online and social media presence as well as the influential readers of Danish ELLE.

Mission:

To help set SAS apart from its low-cost competitors and creating a unique offering for a target audience of modern stylish women.

Creative idea:

Creating an exclusive travel universe attuned to the needs and the likes of modern stylish women with whom ELLE has a close relationship in print as well as in digital.

Solution:

Based on ELLE's thorough knowledge of the stylish modern woman, and in close collaboration with SAS, the ELLE Travel universe came into being. The collaboration was exclusive, meaning that SAS was the only airline involved.

“An eight-page fashion series using the same model was shot at Copenhagen Airport and on board an SAS aircraft in SAS lounges.

The ELLE Travel universe targeted discerning, quality-conscious urban women based on an insider's guide perspective with travel guides, articles, fashion and beauty in print, digital, and social media.

An independent magazine – ELLE Travel – was created. SAS was integrated into the magazine in several different creative ways. The cover was embellished by a fashionable woman walking on the runway in front of an SAS airplane. An eight-page fashion series using the same model was shot at Copenhagen Airport and on board a SAS aircraft and in SAS lounges. SAS was integrated in an inconspicuous, elegant manner.

A two-page notes-based advertorial followed the fashion series, providing readers with knowledge about everything they didn't know about SAS – from customer loyalty programs and Spotify playlists to new and upgraded cabins on long-distance routes. It also included Gay Pride and a collaboration with the Noma restaurant and Mikkeller Beer.

Finally, SAS was the co-sponsor of a competition to win a trip with SAS, a cosmetics bag and shopping from Danish fashion brand By Malene Birger. Travel guides to various destinations in the ELLE Travel magazine also had a link to SAS. All of it was

MOST CREATIVE NATIVE ADVERTISING CAMPAIGN // BRONZE Aller Media, The ELLE Travel Universe

relevant content for the readers and value-based communication with the purpose of increasing value through the brand community of SAS and ELLE.

The magazine was published on December 28th, which made it highly relevant in January, the month when SAS wanted extra brand awareness. To ensure high circulation – and thus exposure to a large number of readers – ELLE Travel was published in a bundle with ELLE, both for subscribers and single-copy sales, and was distributed in SAS lounges and on selected air routes. Additionally, this was a part of SAS' efforts to maintain existing SAS travellers.

Digitally, the campaign focused on two platforms: ELLE.dk and ELLE's Facebook page. An ELLE Travel tab was created on ELLE.dk. Throughout the month of January, ELLE.dk featured a travel theme that was fully focused on inspiring travel articles. SAS was integrated into these initiatives with eight advertorials including everything from travel guides to selected big cities, SAS Remap, a competition, news and the stewardess's insider tips.

Platforms: Print, Online, Facebook, Instagram.

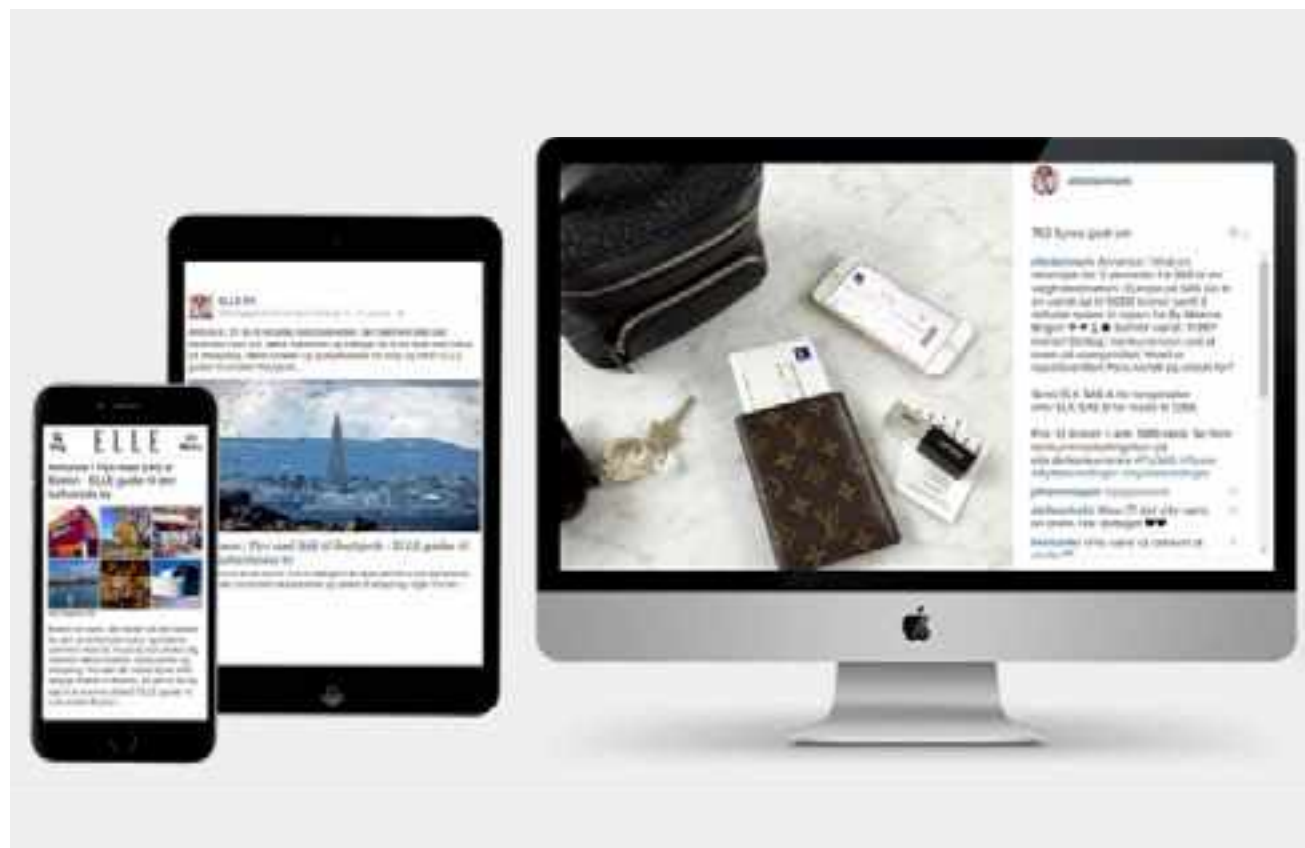
Results:

In January, the ELLE Travel tab was visited 102,000 times, 31,000 of which were to SAS' advertorials.

Facebook posts in the campaign had a reach of 180,000 and the magazine was distributed to more than 107,000 readers.

SAS' unique benefits were communicated through valuable content targeted at ELLE's readers and

digital users/followers. Overall, a strong and innovative presence was achieved throughout January, which confirmed SAS' position as an exclusive airline and told the story of how SAS differentiate itself from low-cost competitors.



Best Integrated Program (Omni-Channel Integration) // SILVER



Creator: The Huddle Room Media Inc.
Industry: Baby Care
Brand: Belo Baby
Market(s): Philippines

Summary:

By activating “mommy influencers” The Huddle Room Media Inc. succeeded in making Belo Baby an integral part of mothers’ baby care which resulted in increased sales. The campaign launched in April 2016.

Mission:

The Philippine market is bombarded with various

child-specific bath and body lines. The challenge was to generate awareness and incremental trials for the line using credibility-building touchpoints in the online places frequented by millennial moms.

Creative idea:

The Belo Baby’s brand promise is “Crafted for the most delicate skin for the most meticulous moms” as it is made with certified natural ingredients with no harmful chemicals. Because of this, the strategy of “The Word of Moms” became the creative idea. The campaign allowed millennial moms from 25-35 to connect with other moms and share the best way to take care of their children’s skin.

Solution:

In determining who and how to market Belo Baby, The Huddle Room Media Inc. analyzed the different types of moms – the traditional moms and the millennial moms. Millennial moms are more progressive in their approach to parenthood. They don’t rely on standards or traditions and because of the many digital offerings available, they are able to learn new things and grow as parents. For this campaign, they targeted the millennial moms

and capitalized on the fact that they view digital technology as a parenting tool.

The strategy of “The Word of Moms” aimed to create ways for personal conversations and connections with moms online through:

“ In determining who and how to market Belo Baby, they analyzed the different types of moms – the traditional moms and the millennial moms.

- The use of three mothers (two of them first-time moms) with very high follower rates and credibility online. They are actually friends in real life and became mothers almost at the same time. They were called the “Belo Baby Mombassadors.”

BEST INTEGRATED PROGRAM (OMNI-CHANNEL INTEGRATION) // SILVER

The Huddle Room Media Inc.: 'Mombassadors'

- Boosting of online presence through collaborations with more than 40 bloggers in a span of 2 ½ months.
- Partnering with a highly rated online publication targeting parents.

The content strategy was to ensure all the Mombassadors and bloggers would give real testimonials and recommendations in the most convincing way possible. So all the mombassadors and bloggers got to experience and test the products before making their own reviews and recommendations. These were promoted on their blogs and on social media.

The mombassadors regularly published blogs and social media posts for six months documenting not only their reviews of the products but how Belo Baby has become a part of their daily lives.

For the online publication partnership, they tapped a popular mom-directed portal site Smart Parenting by turning April into #AllNaturalApril and developing a series of educational content relevant to moms, i.e.:

- Unbranded articles promoting the all-natural lifestyle during the last days of March. These teasers were posted in Smart Parenting as well as its sister publications Good Housekeeping and Pep.ph.

- Native content featuring mombassadors to seamlessly introduce the all-natural benefits of Belo Baby.

Size of team involved:

The campaign was conceptualized and implemented by the agency (The Huddle Room) and also included three mommy influencers or Mombassadors. They collaborated with a total of 42 tier one and tier two bloggers. Smart Parenting was the online partner publication for this campaign.

Platforms:

An integrated digital launch involving social media through blog sites and social media platforms of the mombassadors and bloggers plus native advertising through the online publication partnership.

Results:

The campaign delivered successful metrics:

- Unique potential blog reach of the mombassadors of up to 43,170 and 216,000 on Instagram alone.
- Native advertorials via online publication partnership delivered 25% higher than benchmarked targets and more than 1.8 million views and impressions..
- Blogger efforts had the potential reach of up to 1,828,200 views with accumulated engagement

interactions of 218 index versus benchmark on Facebook and 145 index on Instagram.

- Generated exposure of 266% over the campaign investment. In terms of sales:
- The line was launched in February of 2016. During the first month of the effort (April 2016), average sales per key account grew by 2,159% and 8,743% by the end of the 3rd month.



Best Use of Influencers // GOLD



Creator: Aller Media
Industry: Sportswear
Brand: adidas
Market(s): Denmark, Norway, Sweden, Finland

Summary:

Sportswear brand adidas boosted its Instagram presence and tied closer bonds to young, urban women in the Nordic region through an exclusive social running experience powered by strategically chosen influencers and readers of the local versions of fashion magazine ELLE.

Mission:

To tie even closer bonds to young, urban women

through an exclusive social running experience with a large social media impact.

Creative idea:

Activating the large number of influencers and trendsetters among readers and followers of ELLE magazine in order to make running a social experience rather than a competition.

Solution:

ELLE fashion magazine was chosen as an exclusive partner on a Nordic level for its strong brand presence on social media, its large network of influencers, and the number of trendsetters among readers and followers.

In collaboration with adidas, ELLE organisations in Denmark, Sweden, Norway, and Finland casted ambassadors in each country among fashion bloggers, celebrities and ELLE's own editorial staff, totalling a number of 58 ambassadors. Neither ELLE nor adidas paid the ambassadors for their involvement in the campaign, and their participation and Instagram posts were voluntary.

The 58 Nordic ambassadors joined a number of activities, such as group workouts, midnight runs, and social runs wearing outfits and shoes provided

by adidas while promoting their experiences on social media.

The campaign focus in Denmark was the "adidas x ELLE Copenhagen Run," planned and executed by ELLE, Aller Media Sales, and Aller's event team in close collaboration with adidas. Similar runs were held in Sweden. ELLE Norway engaged ambassadors and readers in training sessions and other activities with adidas.

Platforms:

Native advertising was concurrently run in print, digital media and on Facebook, Instagram and Snapchat, including a competition and videos from the training sessions and the runs with the ambassadors.

Results:

In Denmark the "adidas x ELLE Copenhagen Run" was held on 15 June for 100 dedicated ELLE readers and ambassadors, all wearing adidas running gear and engaging with the brand through various activities along the route.

The "adidas x ELLE Stockholm Run" was held at the same time, also for 100 readers and ambassadors. The satisfaction with the run was huge and

in Denmark it carried an impressive NPS score of 86, which of course was reflected in the positive Instagram posts.

During the campaign period, the ambassadors and the ELLE readers instagrammed a total of 662 posts to the campaign's hashtag #adidasrunnersx-elle. Many of these posts were also shared on Facebook, increasing the effect of the campaign.

The 58 influencers engaged in the campaign created 214 Instagram posts, got 32,557 likes and an impressive number of 390,080 followers were exposed to the posts.

Converted into PR value, the influencers' posts amount to an estimated EUR 285,333 (estimation is

based on no. of posts x the gross price of an Instagram post on the Danish ELLE Instagram profile).

The Instagram posts of ELLE readers were exposed to approximately 134,400 followers amounting to 448 posts, and 28,371 likes, which additionally boosted adidas' impact on Instagram.

In total; exposure to 524,480 followers, 662 posts, and 60,928 likes. Additionally, the videos from the Danish runs have been viewed 23,829 times.

The huge presence on Instagram and the seal of approval by ELLE has initiated new adidas running teams with more ambassadors and readers as well as two physical running hubs in Copenhagen and Stockholm.

“The 58 Nordic ambassadors joined a number of activities, such as group workouts, midnight runs and social runs wearing outfits and shoes provided by adidas.

 [VIEW VIDEO](#)



Best Use of LinkedIn // GOLD



Creator: King Content

Industry: Technology

Brand: Lenovo

Market(s): 13 EMEA (Europe, the Middle East and Africa) markets – later expanding to Middle East and Africa

Summary:

Lenovo succeeded in building online relationships that resulted in top-of-mind awareness and ensured Lenovo was part of the consideration set when it came to IT purchases by implementing a content marketing strategy developed and executed by King Content.

Mission:

In the crowded B2B tech space, Lenovo needed to

move beyond price-based messaging to compete for a share of IT buyers' attention.

Creative idea:

Connecting with prospects on a deeper and more meaningful level, based on their challenges and pain points, and drive leads across 13 EMEA (Europe, the Middle East and Africa) markets – later expanding to the Middle East and Africa.

Solution:

In 2014 King Content developed and executed a content marketing strategy aimed at strengthening brand awareness, increasing demand and generating leads for Lenovo. Out of this, Think Progress was born. They rolled out the strategy across EMEA, launching eight Think Progress sites (UK, FR, DE, IT, ES, DK, NL, Nordics) throughout the first six months, including redirects for Belgium, Switzerland and Austria.

Using a team of industry experts and business translators King Content was able to provide Europe-wide content in a timely fashion as well as localised content to ensure relevancy to individual markets.

An integrated strategy – combining content mar-

keting, LinkedIn organic and paid activity, email marketing and marketing automation – was developed to target information technology decision makers (ITDMs). The strategy was designed to drive the target audience through the buyer journey – from awareness and consideration to conversion.

To demonstrate Lenovo's forward-thinking and innovative approach to digital and to be in line with a new strategy, King Content recommended redesigning the site in 2015 as well as implementing a new content structure which was less about business insights and more focused on technology trends.

To complement the changes to the site and new content structure, King Content also reviewed and improved distribution tactics, with LinkedIn remaining to be the primary distribution channel for content amplification. The focus was on organic geo-targeted posts on Lenovo's LinkedIn company page and promoting only the best performing organic content using Sponsored Updates. They also optimised for mobile with visual content.

When targeting businesses, it is critical not to lose sight of the human at the heart of the buying jour-

Platforms: Website, email marketing, LinkedIn for desktop and mobile.

- 70% of sponsored updates exceeded industry benchmarks in terms of click-through and engagement rates.
- Average click-through rates of 1.13% were more

- Average engagement rates of 1.29% almost tripled industry benchmarks.
- King Content succeeded in securing an extremely low CPC with an average of \$2.93. They achieved this by promoting strong content, that resonates with the target audience, and thus increases Lenovo's relevancy score. The industry average CPC on LinkedIn is approximate \$4 to \$6.
- Organic sharing of Lenovo content on LinkedIn generated earned media value of 41%.

- LinkedIn drove 125,000 new users to Think Progress.

Lenovo's average B2B lead value increased by 63%. The lead conversion rate from its outbound calling program increased by more than 20% which enabled Lenovo to exceed its target, with half the outbound telemarketing hours that were previously required.

“ Using a team of industry experts and business translators King Content was able to provide Europe-wide content in a timely fashion as well as localised content to ensure relevancy to individual markets.

[VIEW WEBSITE](#)

Best Use of Facebook // GOLD



Creator: King Content
Industry: Education
Brand: Griffith University
Market(s): Australia

Summary:

Using Facebook Live and additional social media channels, King Content reached the target audience and generated interest for Griffith University around the university's Open Day.

Mission:

Creating a Facebook Live Open Day video strategy that would:

“ Good content and a strong distribution approach was key to meeting the objectives and ensuring the campaign's success.

- Position Griffith University in a fresh, innovative and accessible way.
- Position the university as a modern institute that “gets” its students.
- Increase positive sentiment.
- Generate enquiries about becoming a student at Griffith University.
- Offer prospective students who can't attend Open Day in person a chance to participate virtually.

Creative idea:

Creating a real-time experience for prospective

students that was raw, authentic and showcased the best of Griffith using content formats and channels with which the audience would engage.

Solution:

King Content devised an approach that would tick all the boxes. The idea was not only a first for the university, but new for the education sector: Open Day via Facebook Live and Snapchat.

Good content and a strong distribution approach was key to meeting the objectives and ensuring the campaign's success.

The essence of the approach was to:

- Use Facebook's video format, Facebook Live, paired with the channel's robust targeting to reach high school students.
- Use Snapchat to promote the live video activity, reach a larger audience and create Snapchat content throughout the day, too.
- Devise a pre-event strategy to promote the Open Day Facebook Live activity and drive anticipation and interest.
- Develop an event schedule and run-sheet of entertaining activity to capture life on campus.

- Stream a number of short videos throughout the day.
- Create a comprehensive native distribution plan that ensured the content reached the primary audience before the event, during it and also once it was over.
- Implement conversion tracking before the event to build audience pools to retarget with live video content.
- Selecting the right talent in front of the camera including appointing two “Snapchat Gurus” among the students who took control of the channel for the day.

The seven live videos on the day covered content that captured Griffith University’s community, culture and lifestyle, and provided key messaging around the 2017 curriculum as well as capturing impromptu activity, comments and questions.

There was a 10-day pre-event and distribution plan which was adapted for Facebook, Twitter, Instagram, Snapchat and LinkedIn to create interest among the target audience.

Size of team involved: 8 people

Platforms: Facebook, Twitter, Instagram, Snapchat and LinkedIn.

Results:

The creative and engagement teams at King Content worked closely together so all elements of the campaign spoke to the primary audience in question.

- 57,000 Facebook Live video views on the day.
- 21,114 total minutes watched on Facebook Live.
- Organically increased Griffith University’s Facebook community by 1,000+ in a week.
- CPV of live videos as low as \$0.02 to relevant targeted audiences.
- 9000 engagements on images and videos.
- Four competitions run on Snapchat across the day with over 400+ views each.

“ Selecting the right talent in front of the camera including appointing two “Snapchat Gurus” among the students who took control of the channel for the day.

Best Use of Facebook // BRONZE



Creator: BuzzFeed, Agency: Moxie
Industry: Pet nutrition
Brand: Rachael Ray Nutrish
(Ainsworth Pet Nutrition)
Market(s): US

Summary:

BuzzFeed and Ainsworth Pet Nutrition's agency Moxie were confident that the target consumer would engage with the video "Signs You're A Cat Lady." The video got millions of views and thousands of likes and comments, while creating overwhelmingly positive sentiments with cat lovers. The campaign launched on July 1, 2016.

“ In this scripted video, the cat lady hero demonstrates some highly specific, yet highly relatable, aspects of the Cat Lady Life - from lint rollers on end to of course, prioritizing her cat's diet over her own.

Mission:

To create custom, audience-friendly and sharable content that resonates with cat parents, positioning Nutrish as the only option for pet-specialty quality cat food recipes.

Creative idea:

In this scripted video, the cat lady hero demonstrates some highly specific, yet highly relatable, aspects of the Cat Lady life – from lint rollers to, of course, prioritizing her cat's diet over her own.

Solution:

Content created with the Nutrish voice and tone in mind, drawing special attention to causes that are dear to the Nutrish brand, like rescue and adoption awareness.

BuzzFeed and Moxie leaned into BuzzFeed's unique relationship with its audience and its known passion for cat-lovers to tap into the comical quirks of being a female cat owner with a video co-distributed on Facebook and YouTube called "Signs You're a Cat Lady."

Tapping into BuzzFeed's iterative operating system, BuzzFeed and Moxie leveraged the previous lessons learned from the video "People Who Hate Cats Live with Cats for a Week." This helped steer creative messaging that reinforced Nutrish's value

proposition for female cat owners. In addition, Moxie used Facebook to target specific female consumers who have engaged with BuzzFeed cat content, who are 30-54, are affluent, well-educated and influential to increase earned media and reach.

Size of team involved: 16-18

Platforms: Facebook and YouTube for customvideo.

Results:

“Signs You’re A Cat Lady” tapped into platforms BuzzFeed and Moxie were confident the target consumer would engage with. Particularly effective on Facebook, viewers spent over 1 million minutes watching the Cat Lady Hero share those all too real moments that every cat owner experiences.

To help reach the most engaged audiences, while hitting Nutrish’s desired target, BuzzFeed published the video on YouTube and Facebook with additional distribution across other social platforms.

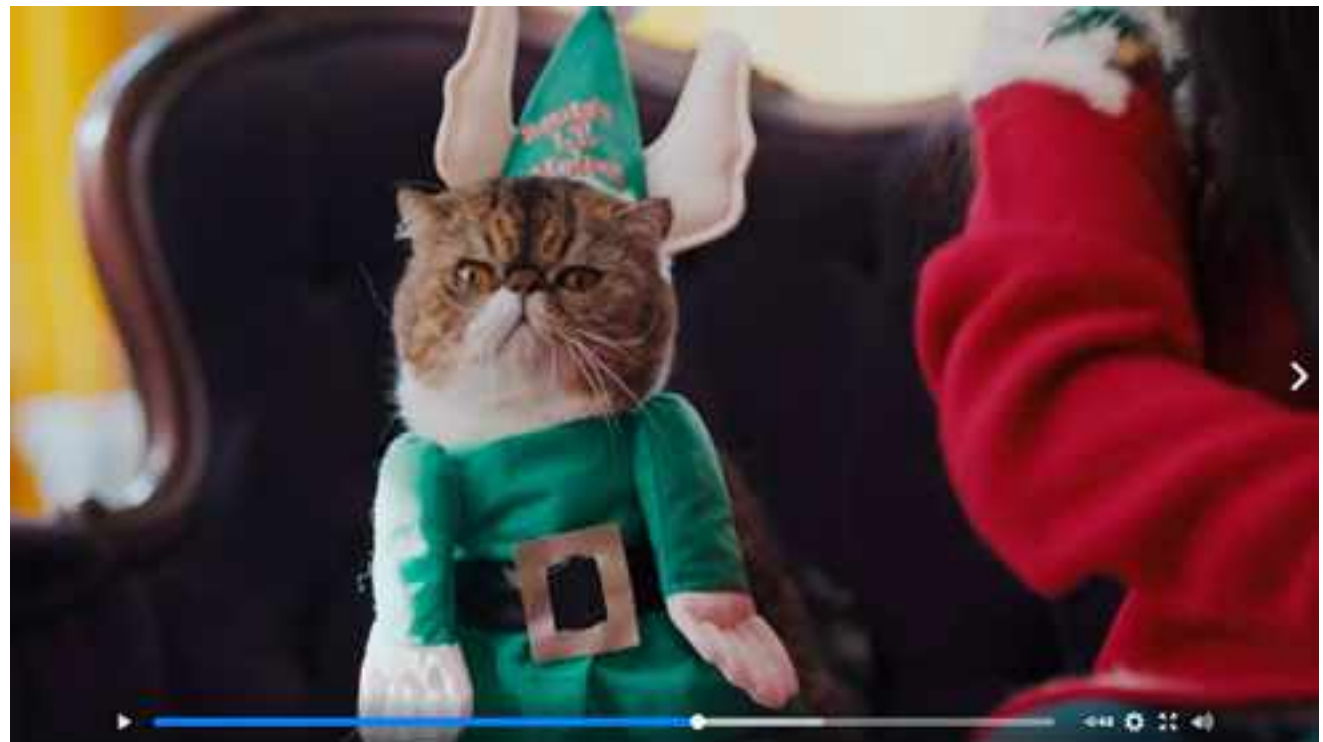
By leveraging BuzzFeed’s custom audience data on how female pet owners, 35-64, interact with and share previous cat content on BuzzFeed.com, they were able to achieve a social lift of 6x on Facebook. In other words, for every female cat

owner within the target there were six additional earned organic views attributed to sharing and engaging with the content through tagging other friends and cat lovers.

In total, the videos got over 4M views on Facebook and YouTube, over 19k likes, over a thousand comments with cat lovers tagging their friends, a positive sentiment of 99% and an overall com-

pletion rate of 95%. The shareability of the video overall lead to a sharing rate on Facebook of 6x earned views for every view paid.

 [VIEW VIDEO](#)



Best Use of YouTube // GOLD



Creator: Vizeum

Industry: Travel

Brand: "De Danske Sydhavskyster"
(The southern coast of Denmark)

Market(s): Denmark

Summary:

Vizeum launched the campaign "Novopleco on shaky ground - Roadtrip to 'De Danske Sydhavskyster'" in order to drive more visitors to the southern coast of Denmark. It did so by building the strategy around the needs of children. Based on that Vizeum established a collaboration with the YouTube channel Novopleco. The campaign launched in April 2016.

Mission:

The mission was to create preference and awareness for "De Danske Sydhavskyster" (The southern coast of Denmark) as a summer holiday destination and link it to the respective amusement parks (Lalandia, BonBon-land, Knuthenborg, Danmarks Borgcenter & GeoCenter Møn).

Creative idea:

Understanding that children play an important part in choosing the holiday destination interest in the Southern Coast of Denmark was created by working with YouTube stars that are popular among Danish youth.

Solution:

Studies show that children are important in the vacation decision process. A child's desire to attend a specific amusement park can be a significant positive driver for parents. The opposite is also true. If a child shows a lack of desire to attend a specific amusement park it can be a significant hindrance.

Based on this inference, it was essential to build a strategy that engaged 6-12 year olds around the versatility and the many amusement parks of "De Danske Sydhavskyster." The solution was to

create content they would consume in-stream as part of their normal media behaviour. This audience are heavy users of YouTube and they spend a lot of time following their favourite YouTube stars. Based on these insights they established a collaboration with the YouTube channel Novopleco. Anton and Albert, who are the boys behind the channel, were sent on a road trip to the attractions of the area and were asked to document their experiences through a series of challenges.

“A child's desire to attend a specific amusement park can be a significant positive driver for parents.

Based on the insight of the target group's interests and behaviors on YouTube, it was essential to keep the content entertaining and not coming off as an advertisement. Novopleco was allowed to be honest and use their own language during the roadtrip.

They were only briefed regarding the challenges. The output was a mini-series of five sections of approximately 10 minutes duration each Sunday in April to May and published on YouTube, Instagram, Facebook, and Snapchat in an orchestrated and integrated flow. All the content was distributed organically.

To ensure further engagement and views they took advantage of the social universe for children, Momio.dk (100,000 monthly users), to seed the paid content. They created a channel with the guys' avatars that could speak eye to eye with their followers.

Platforms: Platforms: YouTube, Instagram, Facebook, Snapchat, Momio.dk and online.

Results:

The campaign was distributed as webisodes during a period of six weeks. Every video-launch was supported by social media channels before, during and after the post.

The campaign got more than 1.8 million organic views on YouTube and Facebook with a view through rate of almost 60% on the 5 x 10 minute videos — all in all 50 minutes of content.

The main objective was to create preference within the Target audience and engage them in the different attractions. The campaign succeeded in engaging the target group. The content generated



more than 128,000 likes, comments and shares across YouTube, Instagram, Facebook, Snapchat and Momio. The comments were positive and relevant from the young fans. They wanted to join the road trip of the YouTube stars and try out the same challenges they went through.

“The comments were positive and relevant from the young fans. They wanted to join the road trip of the YouTube stars and try out the same challenges.

Furthermore, Novopleco published more than 30 minutes of Snapchat content from their accounts. The campaign engagement was so high that people flocked to the sights after Novopleco had given a hint on Snapchat about where they were going. Pre- and post-analysis showed that the target group were more able to connect “De Danske Sydhavskyster” to the amusement parks. Some of the top amusement parks got a significant lift in recognition. Knuthenborg (+9% points) and Lalandia (+5% points).

Point measurements also showed that the intention to visit “De Danske Sydhavskyster” was much higher (68% vs. 30%) among people who could remember having seen the campaign.

[VIEW VIDEO](#)

Best Use of Print Media // GOLD



Creator: The Huddle Room Media Inc.
Industry: Entertainment/Education
Brand: National Book Store (NBS)
Market(s): Philippines

Summary:

By engaging with students and parents, and sharing their stories about going back to school, The Huddle Room Media Inc. helped make National Book Store (NBS) more relevant to a younger audience.

Mission:

To improve and strengthen the relevance of a legacy book store brand during the back-to-school period, a historically high-revenue season. In the

Philippines, National Book Store (NBS) has been a well-loved brand for the past 75 years. However, the challenge from competing stores has increased and schools have started to offer their own supplies as part of students' tuition fee.

Creative idea:

They wanted to empower students all over the country at a time that they would be most susceptible - the new (school) year. They called on the nation's best and brightest to share their "Back to School Year Resolutions".

Solution:

The Huddle Room Media Inc. went beyond featuring individual school supplies and instead leveraged the emotional connection that NBS holds in consumers' hearts.

They talked to parents and students who were preparing for the upcoming school year. To them, back to school shopping is a big deal and they exert much effort in choosing items that will support and inspire them throughout the coming school year.

Students may not know what they want to be in the far future, but they know what they want the new school year to be. And every start of the school

year is a chance for reinvention and self-improvement. They wanted to empower students all over the country at a time when they would be most susceptible; the new (school) year. They called on the nation's best and brightest to share their "Back to School Year Resolutions."

“ They talked to students in various fields of study and asked them to share their memories and fears, and lighter topics like what kind of student they were.

The youth heeded the call. They talked to students in various fields of study and asked them to share their memories and fears, and lighter topics like what kind of student they were. The students even wrote letters to their future selves as a show of determination to work towards their aspirations.

Inevitably, The students shared how NBS plays a part in their success, as the brand that has been around for almost 75 back to school years. These stories were featured in the biggest broadsheet titles in the country — Philippine Daily Inquirer, The Philippine Star, and Manila Bulletin — reaching over a million readers nationwide.

In the end, the campaign gathered not just the students' sentiments but a testament of their love for the brand. It reinforced that, unlike other supplies stores, NBS has been and will continue to be around to help them fulfill their back to school year resolutions.

Team involved:

Execution was conceptualized and spearheaded by NBS' media agency, Huddle Room Media Inc., and produced in partnership with major publications; Philippine Daily Inquirer, The Philippine Star and Manila Bulletin.

Platforms:

Channels used were the top three broadsheets in the country - Philippine Daily Inquirer, The Philippine Star, and Manila Bulletin. While digital would seem to be the more obvious medium for the youth, the traditional medium allowed for engagement with a new audience, one that is outside the reach of digital activations.

Furthermore, they wanted students themselves to serve as ambassadors of NBS. While competing brands paid celebrities and influencers millions of pesos to endorse them, these brand ambassadors spoke out of their own volition.

Results:

Following this campaign, NBS not only achieved the usual spike in sales for back to school season but surpassed it with a 14% increase during the same sales period for participating back to school products.

Moreover, NBS saved an estimated 3.5 million pesos in influencers' talent fees from the free support that the brand ambassadors gave them.

“While competing brands paid celebrities and influencers millions of pesos to endorse them, these brand ambassadors spoke out of their own volition.



Best Use of Online Media // GOLD



Creator: Hanza Media
Industry: Insurance
Brand: Croatia Insurance
Market(s): Croatia

Summary:

By creating a free web application which was the first interactive digital map in Croatia, Hanza Media's Native Ad Studio managed to create great awareness and engagement on the subject of home insurance. Only a minority of property owners in Croatia have a home insurance. The campaign launched in March 2016.

Mission:

Croatia Insurance, the leading insurance company in the country, approached the Native Ad Studio of Hanza Media in order to raise awareness of

the importance of home insurance. The insurance company was facing a challenge: more than 92 percent of people in Croatia are property owners but only 20 percent of the properties have home insurance.

Creative idea:

To create an interactive heat map allowing users to get an overview of the dangers particular to their area.

Solution:

Hanza Media did research, observational analysis, content analysis and Jobs to be Done (JTBD) interviews to understand the potential customers and to look at the reasons behind the a low interest in home insurance.

The solution they came up with was a free web application which was the first interactive digital map in Croatia. They called it: How Safe is Your Neighbourhood.

It enables users to get the most accurate, relevant and personalised information on the safety trends in any city the user chooses. The map answers questions such as; How big is the risk of flooding, earthquakes, fires and home burglaries?

“ They analysed which categories of information the target groups were exposed to and discovered that data on home property risks were lacking.

The risk calculation is built upon five years of data analysis of the burglaries and robberies per capita, five years of statistics on fires, 80,000 earthquakes in Croatia and the surrounding regions as well as historical data on water movements and flooding. They looked at the facts; every year Croatia faces 30-35 earthquakes, more than 5,000 burglaries, and home robberies are reported by the police annually. More than half of the country's territory is in the high flood risk zone. Despite these facts, eight in 10 property owners did not have home insurance.

Based upon contextual interviews with property owners that did and did not have home insurance, they noticed a lack of relevant information in both groups. The main incentives for having home insurance was the fear of accidents within the home rather than natural disasters or crime.

The Native Ad Studio of Hanza Media analysed which categories of information the target groups were exposed to and discovered that data on home property risks were lacking. People only had access to complex statistics based on calculations that were mostly available on scientific websites which made them very hard to comprehend. Therefore, they decided to gather all the data, recalculate it and personalise it so an individual homeowner could access the data easily by typing in a name of a city on the interactive heat map which presented the data in an accessible and intriguing manner through digital technologies.

The web application “Heat Map” had the call-to-action: “Do you want to find out how safe your home is?” It enabled readers to go to a second level and get even more personalised information about their exact home. When a reader clicks on the CTA they are asked to fill out a contact form with address and phone number and consent to being reached by Croatia Insurance. Home insurance is only offered as a third step in the process after the homeowner gets the information they are looking for.



Size of team involved:

12 people worked on the project internally and partnered with two digital agencies with expertise in 2D and 3D visualisations, and with the University of Zagreb/ Department of Mathematics and Geophysics, Construction department, The state owned company Croatian Waters, Ministry of Internal Affairs and The National Protection and Rescue Directorate.

Platforms: Online, mobile and offline as well as Facebook and Twitter.

Results:

The agreed KPIs were reached in the first five

days. The native ad campaign lasted 26 days from March 15th 2016 to April 10th 2016. By the end of the campaign the number of hot leads was three times more than expected. The campaign also generated earned media as local and national news websites and radio stations reported on the Heat Map.

Unique page views: 325,531

Facebook Reach: 1.204,340

Lead generation: 2508

Earned media: 14 online articles in local media and 1 radio show

[VIEW WEBSITE](#)

Best Use of Online Media // SILVER



Creator: Content Republic, part of Mediafin, the publisher of the leading Belgian business media

Industry: Consulting, Private banking, Automotive

Brand: Accenture, Societe Générale Private Banking, ALD Automotive

Market(s): Belgium

Summary:

By creating a specially designed marketing environment using content, Mediafin's Content Republic succeeded in generating interest and strengthening the position of the three clients. The campaign launched in April 2016.

Mission:

Strengthening the position of Accenture, Société

Générale Private Banking and ALD Automotive on the Belgian market as futureproof, innovative companies and thought leaders.

Creative idea:

With a "show, don't tell" approach, they focused on showcasing the added value of forward-thinking companies rather than their services – ranging from consulting assignments to leasing services. Ultimately, they wanted to inspire potential clients with specific cases and communicate the value of the solutions without discussing the service offerings as such.

Solution:

For this project, they saw the perfect opportunity to develop a prestigious marketing environment using long-form multimedia specifically designed and developed towards generating reader engagement, which was named "Digitisation: threat or opportunity?" using their media platform Partner Content.

This native advertising project came to life as a bilingual online hub, designed to spark reader engagement. The fact that they managed to bring together three different companies from three different sectors meant that they were able to bring to life the challenges of three industries that will

most likely experience the biggest changes in the years to come.

Their target audience included B2B influencers and decision makers of large corporations, as well as SMEs, entrepreneurs and high net-worth individuals. Given the fact that the Mediafin Publications "De Tijd" and "L'Echo" have extensive reach amongst these profiles, they make for the perfect channels to target these people.

With "Digitisation: threat or opportunity?" they aimed to strengthen the position of Accenture, Société Générale Private Banking and ALD Automotive on the Belgian market as futureproof, innovative companies and thought leaders by assessing the impact of digital disruption on peoples' daily lives and companies' business models – both today and in the future.

The project premiered a highly interactive, visual and cross-media format, populated with high-quality content written specifically for an audience of senior decision makers.

In order to claim the domains of "futureproof" and "innovative," the content environment acts as a plug-in to the independent, editorial environment. This allowed the partners to enrich the editorial

content with their own vision and expertise, complemented with examples, context and trends. Thanks to this set-up, they managed to respect the editorial independence, while maximising the interests of the partners.

Size of team involved:

They brought together the teams of three different companies from three different sectors. The combined key project team consisted of 10 to 15 people at any given time.

Platforms: Online, mobile, tablet and e-mail.

Results:

The strategic editorial approach assured high visibility through the business media De Tijd and L'Echo, which have a combined total daily reach of 270,400 readers (print + tablet + web).

A permanent Partner Content box on the homepage of the newspapers and throughout the entire website ensured sufficient visibility in a most natural way. In addition, striking short copy banner advertising was served over 2,000,000 times to a highly segmented audience. This was complemented with targeted email marketing based on a selective database.

As a result, the “Digitisation: threat or opportunity?” online hub received 11,000 page views, and more than 10,000 unique page views (April-June 2016, Google Analytics).

“For this project, they saw the perfect opportunity to develop a prestigious content marketing environment.

On average, time spent on page reached 10 minutes in Dutch and 5 minutes in French (April-June 2016, Google Analytics); which is more than double the average time on page for a traditional editorial

news article. In addition, scroll maps showed that interactive and conversion elements, such as a “contact this expert via LinkedIn” were viewed the highest number of times.

In response to the “Digitisation: threat or opportunity?” native advertising project, Accenture, Société Générale Private banking and ALD Automotive received positive reactions from the market – from prospects and clients, as well as their partners.

 VIEW VIDEO



Best Use of Podcast // COMMENDED

Creator: VG Partnerstudio

Industry: Betting

Brand: Norsk Tipping

Market(s): Norway

Summary:

By launching a podcast focused on betting, Norsk Tipping - a government-owned limited company under the direction of the Ministry of Culture - managed to generate interest for its game. The campaign was launched June 2016.

Mission:

Norsk Tipping wanted to engage men between the ages of 20 and 40 – but mainly to attract new players – to their game called «Oddsen». Oddsen is a game that offers a huge number of choices for betting on sports. The focus during this period was The UEFA European Football Championship.

Creative idea:

To launch a podcast around the topic of betting focused on a light conversation about sports and daily odds with the options to see it televised in a studio or listen to it through Sound Cloud.

Solution:

In 2015, VG started VG Partnerstudio – aiming to help clients increase brand awareness and brand value through native advertising.

Norsk Tipping is a government-owned limited company under the direction of the Ministry of Culture. They have national monopoly on money games in Norway and is assigned by the government to offer games that create excitement and entertainment within responsible limits. The company's profits are donated to good causes such as sports etc.

To meet the challenge of engaging men between the ages of 20 and 40 and to attract new players to their game called “Oddsen,” they created a podcast that focused on a light conversation about sports and daily odds with the option to see it televised in a studio or listen to it through Sound Cloud.

Because it was a podcast about odds they named the podcast “Poddsen.” They published nine episodes with the same host who discussed sports with a new celebrity in each episode. To be able to attract new players, they did not want to speak mainly to those already interested in football. They

had a variety of funny topics and different guests, such as comedians and popular athletes from other sports. They used VG's front page to spread the content in order to reach a larger audience. VG Partnerstudio was the first publisher to launch a fully commercial podcast in Norway.

Size of team involved: 4

Platforms: Sound Cloud, video, social media

Results:

- 74,500 views total for nine episodes on VGTV (the video version)
- 3,600 listened to Poddsen on Sound Cloud

“ They published nine episodes with the same host who discussed sports with a new celebrity in each episode.

Best Use of Infographic

// HIGHLY COMMENDED

Creator: Partner Studio by AOL

Industry: Travel

Brand: Lufthansa

Market(s): US

Summary:

The infographic “No Slippery Foods, And Other Ways To Avoid ‘Travel Madness’” forms part of a larger native advertising campaign that Partner Studio by AOL did with Lufthansa. The infographic helped highlight Lufthansa’s Premium Economy Service as ‘the best of air travel nowadays.’ The campaign launched in May 2016.

Mission:

To highlight Lufthansa’s Premium Economy Service as ‘the best of air travel nowadays.’

Creative idea:

Highlighting Lufthansa’s Premium Economy Service as ‘the best of air travel nowadays’ by creating captivating and highly shareable content.

Solution: 160/1000

“No Slippery Foods, And Other Ways To Avoid ‘Travel Madness’” is one of the native pieces in their campaign with Lufthansa. It highlights Lufthansa’s Premium Economy Service as ‘the best of air travel nowadays.’ This infographic was published on May 19th and ran live on HuffPost’s Travel and Entertainment verticals.

“ We wanted to address common frustrations in everyday travel, while assuring that these are avoidable.

This is the second infographic Partner Studio by AOL has done in partnership with Lufthansa. Because the first infographic was extremely successful, they were given complete creative liberty in the

making of “No Slippery Foods, And Other Ways To Avoid ‘Travel Madness,’” which enabled them to address the frustrations of everyday travel in a funny and playful way.

Although this piece is part of a specified campaign, they sought to expand its focus. They thought it would be beneficial to include a variety of ‘travel madness,’ making the infographic more engaging. While millions of people fly every day, automobiles and subways are more common in daily transportation. Thus, by highlighting all three forms of transportation, they touch on the everyday travel annoyances experienced by a wide range of readers.

The illustrations reflect Lufthansa’s campaign goals by highlighting many of the amenities that the Lufthansa’s Premium Economy Service has to offer – some of which are more legroom, a further reclining seat, and a friendly flight attendant.

While they wanted the piece to be relatable to all their readers, they also wanted it to have a little European sensibility because Lufthansa is a European airline. The illustrations mirror a European style of illustration known as “editorial style illustra-

tion.” They wanted to address common frustrations in everyday travel, while assuring that they are avoidable, especially when flying with Lufthansa’s Premium Economy Service.

Size of team involved: 4

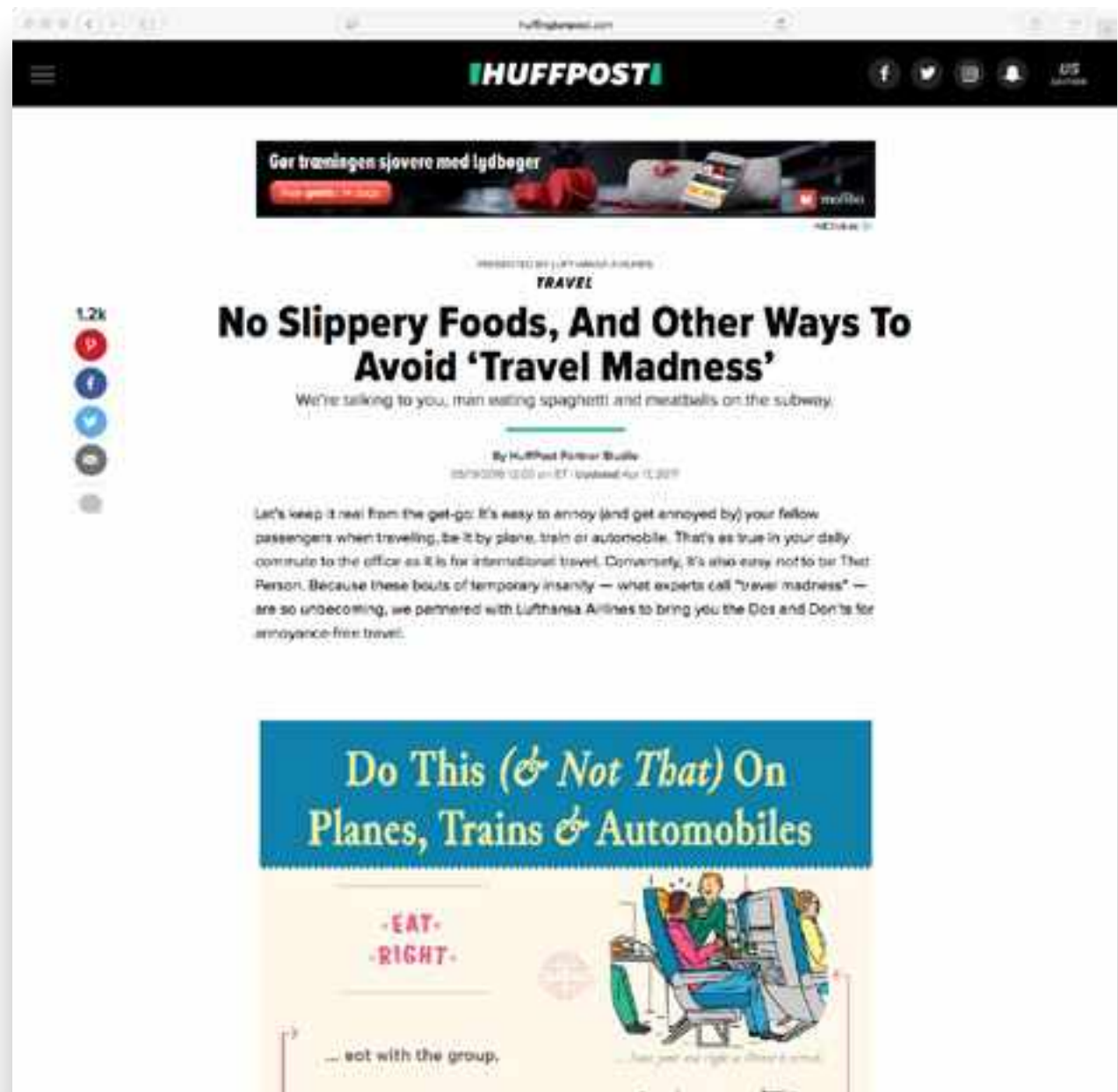
Platforms: Online, Facebook, Twitter

Results:

Their creative strategy delivered rewarding results. Although this is a specified campaign, the audience reach they had surpassed a specified audience target – not just those who travel by plane. The piece was extremely shareable. In just a couple of months there were 121,367 Social Referrals on Facebook and ample Twitter shares and mentions.

- 129,000+ page views, 279% passed our benchmark for branded content.
- 122,000+ social referrals, 629% passed the benchmarks.
- 121,000+ Facebook interactions.

[VIEW INFOGRAPHIC](#)



Best Use of Video // GOLD



Creator: Hanza Media, Native Ad Studio

Industry: Automotive

Brand: Dacia/Dacia Duster

Market(s): Croatia

Summary:

By launching a video series linking the values of the client with the values of the Croatian Mountain Rescue Team, Hanza Media's Native Ad Studio reached the KPIs for the campaign in just one day. The campaign launched in August 2016.

Mission:

To engage the customers of the automotive brand Dacia in an emotional way that would deepen the relationship with the brand, while raising aware-

ness of the Croatian Mountain Rescue Team's courage and devotedness. Dacia sponsors the rescue team which enables them to highlight the brand message: "Dacia. Reliable, no matter what."

Creative idea:

Creating the three part video serial
"A True Story of Courage and Devotedness."

Solution:

Dacia is an official Croatian Mountain Rescue Team sponsor. Croatian Mountain Rescuers are famous for their high skills level, courage, devotedness and modesty. They are available 24/7 to rescue anyone anywhere, even the places where the police or army can not reach. They are volunteers and do not get paid for their services. Dacia shares values similar to them.

The small and agile Dacia Duster is a practical car for rescuers who use it in areas that are difficult to access, such as forests or mountains. Accordingly, Dacia customers are ordinary people who value reliability and not status, and look for a car they can rely on in all situations.

Media coverage of the Croatian Mountain Rescue Team has mostly focused on rescue operations.

Instead, Native Ad Studio brought together the rescuer and the victim for the first time after the dramatic events that changed their lives forever in a three part video documentary. The story of courage, reliability and devotedness was told through intimate meetings with the people involved in close-to-fatal accidents.

The videos were shot on location, in the victims' homes or in the mountains where the accidents happened, to emphasize the authenticity and bring to life the Dacia brand values. The videos never explicitly tell consumers to buy Dacia and don't mention Dacia Croatia. Dacia Duster, branded as a Croatian Mountain Rescue Team car, appears in three scenes.

Size of team involved:

Six internal and three external.

Platforms:

The native ad campaign ran on the Jutarnji.hr homepage and associated mobile platforms and social feeds. Articles featuring videos were published on Jutarnji.hr's Facebook page as link posts. Additionally, each video has been posted on Facebook as a standalone FB video.

Results:

The native ad campaign lasted seven days 05/08/2016 - 12/08/2016. The agreed KPIs were exceeded on the first day. Promotion of the video series through a display campaign on Hanza Media digital platforms resulted in 3.3 million impressions. In addition, Facebook campaigns have been used in order to boost engagement rate and number of impressions.

The video documentary was a viral success with more than 800,000 views. This level of performance has not been seen in any native campaigns in Croatia and is rarely matched by editorial content. The comments were highly positive and emotional. Due to the readers' strong support, the Croatian Mountain Rescue Team thanked all the citizens that watched a video and that support their work. Readers still share the videos so the results continue in perpetuity.

Video views jutarnji.hr: 170,656

Facebook video views: 633,047

Facebook reach: 2,740,290

Facebook likes, shares, comments: 15,414

Attention time as an average per view: 02.27 min

The Dacia native video was among the top six most read articles on jutarnji.hr.

The Dacia video series is among the top 20 most viewed videos on Croatia's #1 news website jutarnji.hr.



“ The story of courage, reliability and devotedness was told through intimate meetings with the people involved in close-to-fatal accidents.

Best Use of Video // SILVER



Creator: BILD Brand Studio
Industry: Telecommunication
Brand: Mobile.de
Market(s): Germany

Summary:

By extending Mobile.de's TV and online media campaign using the key findings from studies on car buyers' behaviour, BILD Brand Studio created premium native content in line with their brand as an entertaining tabloid. The campaign launched on January 2016.

Mission:

To extend Mobile.de's TV and online media campaign, translating the key findings of Mobile.de's study into entertaining content.

Creative idea:

Combining the study of Mobile.de and the entertaining approach of BILD.de to create original content with high engagement from readers and viewers.

Solution:

BILD Brand Studio is the in-house Native Advertising Agency of Germany's leading multimedia brand BILD. They develop, create and distribute cutting-edge content for a broad variety of industries and brands. The division gathers the best talents of BILD: editors, graphic designers, video producers and consultants.

With 22 million monthly unique users, BILD.de is being counted among the top three news and entertainment websites in Germany (AGOF digital facts: 2016/05). Moreover, nearly 180 million visits each month secure BILD.de a number one ranking among all news and entertainment websites in Germany. BILD's social media channels on Facebook, YouTube, Instagram and Snapchat reach millions of devoted fans every day.

Mobile.de is Germany's leading vehicle marketplace. The company offers its over 10 million monthly users a reliable search tool for buying and selling vehicles.

Mobile.de's services are aimed at professional car dealers and private customers. In Germany, 31,000 dealers use Mobile.de. This means that some two-thirds of all car dealers registered in Germany use the service.

“ For the branded videos they went on a hunt for the funniest car fail videos online for each native brand story.

In January 2016, Mobile.de released a comprehensive study, showcasing that every second driver in Germany owns a car that does not fit into his or her current life situation. The study also demonstrated that every third driver would be willing to buy a new car if the buying process was easier. In the wake of these newly-found insights, Mobile.de improved its online search tool, making it a lot more efficient to match the right customer to the right vehicle.

BILD Brand Studio extended Mobile.de's current TV and online media campaign, translating the key findings of Mobile.de's study into entertaining content. Their content strategy followed a native approach, focusing on compelling articles with strong headlines and branded videos optimised for social media distribution.

“Within just four weeks, the total view count for the videos reached more than three million with high engagement rates and user interactions.

They aimed to deliver the objectives of Mobile.de while keeping up with the high standards of BILD's storytelling in order to create a true native reading and viewing experience. The outcome were four informative articles and entertaining videos, driving view time and user engagement.

They created four entertaining stories, each centering on key findings of mobile.de's study. For the branded videos they went on a hunt for the funniest car fail videos online for each native brand

story. The outcome was four viral videos, edited for distribution on BILD.de and Facebook.

Platforms:

Online, Facebook, Video

Results:

In order to secure maximum reach, BILD Brand Studio distributed the videos via their desktop and mobile websites, as well as organic and sponsored posts on Facebook and Twitter.

The posts were targeted at car owners within the age range of 14 to 49 years. Within just four weeks, the total view count for the videos reached more than three million with high engagement rates and user interactions. All in all, the results for the eight week campaign were:

- 22 Million Users on mobile and desktop
- 3.3 Million Views on BILD.de and Facebook
- 1.5 Million Users played the videos over
- 50% of their total duration
- 1.9 Million User Interactions



Best Use of Video // BRONZE



Creator: Ideas United LLC
Industry: Media and technology
Brand: Forbes/Dell/Intel
Market(s): US

Summary:

By creating compelling and relevant video content for Forbes BrandVoice, Ideas United LLC created awareness and positive sentiments for Dell.

Mission:

Forbes enlisted Ideas United to create compelling video content for their native advertising platform, “Forbes BrandVoice” in order to create more awareness and interest. Forbes understands that video can do this and came to Ideas United.

Creative idea:

Partnering with Forbes, Dell, and Intel, Ideas United added a crucial video and multimedia element to three of Forbes’ native advertising projects. The videos highlight the power, utility, and impact that Dell and Intel’s cloud computing technology has in facilitating life changing innovations.

Solution:

To tell the story of how cloud technology is transforming medical treatment and survival rates and how cloud computing is helping to solve public transit and infrastructure issues through autonomous vehicles. Native advertising was used to highlight the transformative work of the technology partners.

The objectives were to establish and raise credibility in the cloud space for Dell among IT Decision Makers (ITDMs) and the C-suite and to use compelling video content to illustrate how Dell/Intel cloud solutions are changing the future of cities and healthcare, thus having a dramatic impact on people’s lives.

The strategic approach was to:

- Present a brand content feature with striking visuals and interactivity to promote entertainment and engagement, along with supporting ad creative.

- Explore how cloud technology unlocks a new future for cities (autonomous shuttles) and healthcare organizations, by showcasing Dell customers and other innovators.

- Share stories about how the technology has helped people and cities.

“ Native advertising was used to highlight the transformative work of the technology partners.

- Emphasize the benefits of cloud technology across all business verticals; including speed, precision, collaboration, and scalability.

For this native advertising project, Ideas United LLC curated ideas and processes from their global creative network, and combined them with the guidance of their core internal creative and pro-

duction team to produce high-quality and carefully customized content for Forbes, Dell, and Intel.

Here are the specific details for each creative idea:

- TGen: Using live interviews to guide the story, their team animated a fictional patient, aiming to simplify and humanize the incredibly complicated and data-heavy process of Translational Genomics.

- Cloud Animation: Their team created an animated world highlighting the advantages of cloud computing through the upward-trending path of a fictional small business owner.

- SmartShuttle: Traveling halfway across the world, they collected interviews with engineer and key city planners to provide viewers an inside look at the cutting-edge autonomous public transit system, SmartShuttle, in Sion and Switzerland. This made the future arrival of the technology in San Francisco — the focus of the native advertising piece — far more relatable.

Size of team involved:

Ideas United has a full time staff of c. 55, based in Atlanta, GA. The Ideas United producer has a scientific background and understands the T-Gen value proposition. Along with the creative/production team, they developed a simple, yet compelling story that engages the Forbes audience for Dell & Intel.



Platforms:

Forbes.com, social promotion on Facebook, and microsites for [Future of Medicine Project](#), [Dell/Intel Cloud Computing and Autonomous Shuttles](#).

Results:

- Video Views: total video views for all three videos are 431,000 and counting.

- According to a third party research study, visitors exposed to the healthcare videos and features

were 117% more likely to view Dell “very favorably” in terms of cloud solutions, versus those who did not view the videos.

- Visitors exposed to Dell’s ads for the Cities Transformed video and features were 27% more likely to know of Dell as a provider of enterprise cloud solutions.

Best Use of Text // GOLD



Creator: VG Partnerstudio
Industry: Entertainment
Brand: Nordisk Film/Nordic Film
Market(s): Norway

Summary:

Nordisk Film partnered with VG Partnerstudio on three major projects that all had the same goal: to promote three new huge Norwegian movies: 'Birkebeinerne,' 'Bølgen' (The Wave) and 'Solan og Ludvig - Herfra til Flåklypa.' The movies all became three of the most popular movies in Norway. 'The Wave' was a finalist for three awards, both nationally and internationally. This case study will focus on 'The Wave.' The campaign launched on August 2015.

Mission:

To promote and create interest for all three movies by Nordisk Film. The specific goal for 'The Wave' was to sell 500,000 tickets which had not been achieved by a Norwegian drama film since Kon-Tiki, a movie that earned an Academy Award nomination in 2012.

Creative idea:

To create premium articles around the concept and content of each movie on Norway's largest media website, VG.no.

Solution:

VG Partnerstudio developed long premium articles for each movie and published them with uniquely identifiable URLs. Each premium article was custom made to fit the content and the story. Behind the movie 'The Wave' was a truly interesting, though tragic, story. The 1934 Tafjord disaster killed 40 people when a rockslide created a tsunami in one of Norway's fjords. The disaster inspired the filmmakers to dramatise: What if this type of disaster happened today?

Knowing that awareness around the true story was relatively low, Nordisk Film's marketing department thought that getting this story out to the masses

would create interest, and trigger bigger ticket sales. The production process was outsourced to Cloud Media Services and Tight, two Oslo-based start-ups specialising in editorial services and tech development, respectively.

“ A critically acclaimed former feature journalist was hired to write the story, and the article page was hard-coded with a mix of text, pictures, video, and graphic elements.

A critically acclaimed former feature journalist was hired to write the story, and the article page was hard-coded with a sophisticated mix of text, pictures, video, and graphic elements to create a compelling and rich reader experience.

After a summer of intense work from all parties, expectations were high when the article went live on the front page of VG.no on August 12, 2015.

It quickly became apparent that “A Norwegian tsunami” was a success. In terms of clicks, reading time, and social engagement, the results far outperformed even the most ambitious projections.

Size of team involved:

Six internal and three external.

Platforms: Online, Facebook, Twitter.

Results:

- the article was live on VG.no for 36 hours and achieved 330,000 page views – 11 times more than promised.
- 35% of the readers scrolled through the whole article.
- 25% of the traffic came from external channels (Facebook, Twitter).
- 3,748 shares, likes and comments on Facebook.

During 36 hours of live exposure on VG.no, more than 300,000 click-throughs were generated — a staggering number in a country with just 5 million inhabitants. This was 10 times the number VG guaranteed to Nordisk Film.

As important as the number of clicks, the reading time spent by users was four times higher than

VG’s previous best native advertising case. Also, a high number of social media shares meant more than 10% of the total traffic came from Facebook and social media.

In the end, Nordisk Film surpassed its goal of selling 500,000 tickets. More than 800,000 people bought a cinema ticket to see the movie. For VG,

this was one of several experimental projects that led the company to create its branded content department, VG Partnerstudio.

 [VIEW WEBSITE](#)



Best Series of Sponsored Articles *// SILVER*



Creator: Hanza Media
Industry: Travel
Brand: Qatar Airways
Market(s): Croatia

Summary:

By creating engaging sponsored articles targeting Croatians, Hanza Media succeeded in generating interest in eight key destinations of Qatar Airways and connecting the campaign to the brand's new message. The campaign launched on March 2016.

Mission:

To engage Croatian tourists in eight key destinations of Qatar Airways through creating relevant content. The destinations included Bangkok,

Shanghai, Bali, Sydney, Tokyo, Seoul, Dubai and Singapore. The goal was to communicate the new brand message "Going Places Together" in order to connect people both physically and emotionally with the destinations.

Creative idea:

To create a native advertising campaign that would underline the new strategic focus of Qatar Airways through relevant content for a Croatian target audience.

Solution:

The main idea was to emphasize the Qatar Airways role in "achieving great things together whether for work, family or adventure and encourage tourists to take journeys that will help them to achieve their dreams."

They created the campaign "Explore the World Together - An ultimate journey through the hidden experience you could not find in touristic guides."

Their research and contextual interviews involved two groups: Croatians that occasionally travel to faraway destinations, and the ones that never traveled to one of the eight destinations. Their

research findings identified Gen Y and Z as the ones that would be most willing to experience faraway journeys.

“ People do not have enough time to undertake big research through several tourist guides.

Analyzing the way Croatian people get informed and inspired on the destinations they noticed: A) People usually go through several tourist guides online or offline in order to get relevant information. B) More people do not have enough time to undertake big research through several tourist guides. C) Information in tourist guides are built on the principle "one size fits all."

The strategy for the native ad campaign was built on two pillars in order to provide relevant content

that is fast and easy to consume (no more than 10 minutes of reading). Therefore, a variation of peer-to-peer recommendations was applied. The author of the written content was a Croatian that lives in one of the eight destinations and has travelled to all of them. Also, they looked for first-hand experiences of living in one of the destinations by Croatians or other prudent foreigners.

The creative campaign idea resulted in 16 content assets about the eight destinations: Bangkok, Shanghai, Bali, Sydney, Tokyo, Seoul, Dubai, Singapore. The content assets were based on 13 interviews with Croatians and other prudent foreigners that live in one of the above destinations. The author is a Croatian writer and journalist who lives in Bali and traveled to all the destinations. The content assets were presented on a uniquely designed jutarnji.hr microsite. The content had two levels: 1) facts and recommendations and 2) personal stories about living in one of the destinations. All of the stories were to be informative, useful, entertaining and relevant to a Croatian audience. Each content asset was structured in the same way. Besides factual information, they included elements such as hidden restaurants, famous people the destination is known for today, and street style.

Size of team involved: 7

Platforms:

Online (Jutarnji.hr): The 16 native ad campaign assets were placed within the editorial content on the homepage of jutarnji.hr/mobile for one day and linked to the microsite.

Facebook: six native assets relating to the campaign were promoted through Jutarnji Facebook pages.

Display campaign: Promotion of the native ad campaign through display on Hanza Media's digital platforms resulting in 1.3 million impressions with 0.18% CTR.

Results:

The native ad campaign lasted from March 10, 2016 to March 28, 2016 and exceeded the initial KPIs by more than 100%. The results show the content was as engaging as quality editorial content. Four out of 16 sponsored assets were in the top ten most read articles of the 150-160 editorial articles published daily.

Pageviews: 146,253

Number of actions (six posts combined):

Facebook likes, shares: 2,062

Attention time - average per view: 03.01 min.



[VIEW WEBSITE](#)

Best Series of Sponsored Articles

// BRONZE



Creator: NewsCorp Studios - Queensland

Industry: Automotive

Brand: Mahindra Rise

Market(s): Australia

Summary:

By telling three different storylines closely related to the Mahindra brand and highly relevant to an Australian audience in an engaging and entertaining way, NewsCorp Studios Queensland managed to exceed all targets and secure a renewal for the next launch. The campaign launched in 2016.

Mission:

Introducing Mahindra to Australia. Mahindra is a powerhouse brand in India. Their annual revenue

is around \$16.9 billion. They are a household name on the sub-continent but that's not the case in Australia. The goal was to sell 1500 units of a new SUV model in the first 12 months.

Creative idea:

Introducing Mahindra to Australia through a three fold content strategy involving the brand's local sports ambassador, the brand's CSR efforts in India and by showcasing the car in a new way.

“Craddock and Hayden helped introduce the brand to the Australian market. The video produced was 12 minutes in duration. More than 30% of viewers watched it until the end.

Solution:

In 2016 Mahindra launched XUV 500 (an SUV) to the Australian market. Their short-term ambition was to sell 1500 units in the first 12 months. Their long-term (10 year) goal is to rival Hyundai as the country leading car manufacturing brand.

Mahindra engaged News Corp Studios Queensland to tell their story. First they introduced the brand to Australia through their local ambassador Matthew Hayden. Hayden, in cricket (the national sport) terms is a household name. They took Hayden back to his home — the family farm — in the country Queensland town of Kingaroy.

Hayden, pictured driving his Mahindra around the family property, told us about how his background helped shape his future. He showed the family lounge room where he would practice his cricket shots. And he shared how his career blossomed in India while explaining why he has had a love affair with India ever since. His explanation of Indian culture and customs helped convince him to put his name to the Mahindra brand. They got Robert “Crash” Craddock — Australia's best known cricket media authority — to do the interview with Hayden. Craddock and Hayden helped introduce the brand

to the Australian market. The video produced was 12 minutes in duration. More than 30% of viewers watched it until the end. That represents a significant investment in time for online video.

They then went to India to show how Mahindra is heavily involved in the education of young girls. India is not known for its good treatment of young girls. They told Australians how Mahindra's corporate social responsibility was putting 10,000 girl a year through school and build 4000 toilets each year so girls don't have to go to the bathroom in the street. They filmed the girls in the classroom and captured the company's chairman, Anand Mahindra, emotionally explaining how the education of young girls was his vision and that he saw it as the way to creating an enlightened society in India. This story was designed to show that Mahindra was more than a corporation - it had a sense of being. The story was also designed to bring women closer to the brand.

Why? Because women influence 80 percent of the purchase decisions when it comes to buying SUVs. This concept became the third story. All the vehicle writers (men) had reviewed the car in the traditional "vehicle writer" way. They arranged for three women to drive and the car. Women want different things and look at cars differently. Many brands ignore this.

The third story showcased the car to a new audience in a new way. They distributed the content



throughout Australia on the News Corp network. They changed the conversation to the point where Mahindra now has a vibrant social media following. Significant portions of the marketing budget was moved to this campaign because they loved the idea so much.

Size of team involved: 3

Platforms:

Online, social media and video produced by the News Corp Studios team.

Results:

They exceeded all the targets. Mahindra is on track to sell the 1500 cars and NewCorp Studios is getting ready to take on their next launch.

[VIEW WEBSITE](#)

3 Takeaways From the Award Winning Native Advertising

Overwhelmed by now? Don't worry, we identified and exemplified three of the most important takeaways from the 19 award winning native advertising examples.

1 Create value for the audience

Easier said than done because what is the value? And to whom? In a hectic news cycle, being seconds ahead of a competing publisher can be viewed as value to a newsroom. For the audience it is trying to reach – not so much. The same logic applies to native advertising or as Claire Austin, then Head of Audience, King Content, puts it in [an interview with NAI](#):

“Clicks and followers are vanity metrics in my eyes. It's a very short tactical approach that marketers sometimes get a little bit wrapped up in and we're all guilty of it. We're constantly wanting to know how many clicks we got? How many impressions? How many people did we reach? How many video views? They're just vanity metrics.

When we take that away, what are we actually trying to achieve? What is our marketing objective and what is our business objective? If we don't know what those two things are, then our clicks become meaningless, our followers become meaningless.”

Value doesn't only translate into hard KPIs, though. Value can be a brand lift, entertainment or knowledge that is instrumental to an audience and that is made accessible in new ways. We pulled out some examples of just that:

“We discovered that data on home property risks were lacking. People only had access to complex statistics based on calculations that were mostly available on scientific websites, which made them very hard to comprehend. Therefore, we decided to gather all the data, recalculate it and personalise it so an individual homeowner could access the data easily by typing in a name of a city on our interactive heat map. This presented the data in an accessible and intriguing manner through digital technologies.” (Hanza Media, How Safe is Your Neighborhood, Croatia Insurance, page 25)

“By leveraging BuzzFeed's custom audience data on how female pet owners, 35-64 interact with and share previous cat content on BuzzFeed.com, they were able to achieve on Facebook alone, a social lift of 6x - i.e. for every female cat owner within the

target there were six additional earned organic views attributed to sharing and engaging with the content by tagging other friends and cat lovers.” (BuzzFeed, Moxie, Nutrish for Cats Campaign, page 19)

“Because the first infographic was extremely successful, we were given complete creative liberty in the making of No Slippery Foods, And Other Ways To Avoid 'Travel Madness,' which enabled us to create a funny and playful address to the frustrations in everyday travel. Although this piece is part of a specified campaign, we sought to expand its focus. We thought it would be beneficial to include a variety of 'travel madness,' making the infographic more engaging.” (Partner Studio by AOL, No Slippery Foods, And Other Ways To Avoid 'Travel Madness', Lufthansa Campaign, page 30)

2 Be authentic

“Not false or imitation” and “true to one's own personality, spirit, or character.” That's how “authenticity” is defined by

3 Takeaways From the Award Winning Native Advertising

Merriam-Webster. However, being authentic – especially when a content creator is striving for quality on behalf of a brand, while still being true to the tone-of-voice of its own audience — is no easy task.

In our series of interviews with international media companies featured on our blog, it's a quality often referred to when defining how to create good native advertising;

“Our branded content at times outperforms our editorial content. Our audience will let us know if the branded content is too integrated or if it reads too much like an advertisement. It's really important to keep it authentic and to make sure that the content resonates with the audience regardless if there's a brand or not.”

- Brandon Keenen, then Senior Director at BuzzFeed EMEA in [an interview with NAI](#).

The point Brandon Keenen is making is exemplified by the award-winning native advertising examples featured in this book. We selected a few of the ways publishers and brands succeeded in being authentic in communicating what is basically a top-funnel commercial message.

Deep knowledge and research into the brand as well as the target groups were key. This has to be combined with courage — both on the brand-side and on the publisher-side — to let the needs, dreams, and habits of the target audience guide the creative direction, regardless of whether it is



Jesper Laursen, CEO of Native Advertising Institute congratulates King Content, represented by Claire Austin, at the award ceremony at Native Advertising DAYS in Berlin.

an audience of children, young students or highly specialised experts as these extracts show:

“Based on the insights of the target group's interests and behavior on YouTube, it was essential

to keep the content entertaining and not coming off as an advertisement. We allowed Novopleco to be honest and use their own language during the road trip and only briefed them regarding the challenges.” (De Danske Sydhavskyster: Vizeum, De Danske Sydhavskyster (Southern Coast of Denmark), page 21)

“We talked to parents and students who were preparing for the upcoming school year. To them, back to school shopping is a big deal and they exert much effort in choosing items that will support and inspire them throughout the coming school year. (...) We wanted to empower students all over the country at a time when they would be most susceptible; the new (school) year. We called on the nation's best and brightest to share their “Back to School Year Resolutions”. (Huddle Room Media, Back to School Year Resolutions, National Book Store, page 23)

“With “Digitisation: threat or opportunity?”, we aimed to strengthen the position of Accenture, Société Générale Private Banking and ALD Automotive on the Belgian market as futureproof, innovative companies and thought leaders, by assessing the impact of digital disruption on our daily lives and our companies' business models – both today and in the future. The project premiered a highly interactive, visual and cross-media format, populated with high-quality content written specifically for an audience of senior decision makers.” (Mediafin, Digitisation: threat or opportunity? Accenture, So-

3 Takeaways From the Award Winning Native Advertising

ciété Générale Private Banking, ALD Automotive, page 27)

“We aimed to deliver the objectives of Mobile.de while keeping up with the high standards of BILD’s storytelling in order to create a true native reading and viewing experience. (..) We created four entertaining stories, each centering on key findings of mobile.de’s study. For the branded videos we went on a hunt for the funniest car fail videos online for each native brand story.” (BILD Brand Studio, Mobile.de, page 34)

3 Don’t forget about the hard KPIs
“Native advertising has often been perceived as an upper-funnel strategy used to increase brand awareness. However, content now sits at the center of brands’ marketing campaigns and is used to connect and engage with consumers at all stages of the consumer lifecycle.”

We’re not the ones saying that, either, Lon Otremba, CEO of Bidtellect, mentioned this in the beginning of 2017. It’s a point that is backed up by the native advertising featured in this ebook. Many of the media companies report an increase in sales for their clients when that was one of the KPIs for the native advertising campaign. Just take a look at a few of the reported results:

“During the first month of the effort (April 2016), average sales per key account grew by 2,159% and 8,743% by the end of the 3rd month” (The Huddle Room Media Inc., ‘Mombassadors’, Belo Baby, page 11)

“By the end of the campaign, the number of hot leads were three times more than expected.” (Hanza Media, How Safe is Your Neighborhood, Croatia Insurance, page 25)

“According to Griffith University Marketing and Communications Director Dean Gould, the campaign exceeded expectations with more than 18,000 attending the Open Day in person.” (King Content, Griffith University Campaign, Griffith University, page 17)

“The campaign was also successful in creating an increase in active players of Maria Casino’s game Live Roulette of +163% and a turnover of the astounding amount of 182%.” (MX Partner Lab, Denmark’s Largest Live Roulette, Maria Casino, page 7)

“Mahindra is on track to sell the 1500 cars and we are getting ready to take on their next launch.” (NewsCorp Studios - Queensland, Mahindra Rise, page 42)

“In the end, Nordisk Film surpassed its goal of selling 500,000 tickets. More than 800,000 people bought a cinema ticket to see the movie.” (VG Partnerstudio, THE WAVE, Nordisk Film, page 38)
“The intention to visit “De Danske Sydhavskyster” was much higher (68% vs. 30%) among people who could remember having seen the campaign.” (De Danske Sydhavskyster: Vizeum, De Danske Sydhavskyster (Southern Coast of Denmark), page 21)

“ The project premiered a highly interactive, visual and cross-media format, populated with high-quality content written specifically for an audience of senior decision makers.



All Winners of the Native Advertising Awards 2016

ORGANISATION

NATIVE ADVERTISING AGENCY/ STUDIO OF THE YEAR (UNDER 20)

GOLD: POLITICO Focus

SILVER: BurdaForward Partner Studio

BRONZE: VG Partnerstudio

NATIVE ADVERTISING AGENCY/ STUDIO OF THE YEAR (OVER 20)

GOLD: T Brand Studio, The New York Times

SILVER: Atlantic Re:think

BRONZE: Partner Studio by AOL

NATIVE ADVERTISING MARKETER OF THE YEAR

GOLD: David Beebe, Marriott

BRAND OF THE YEAR

GOLD: Netflix

PROGRAMMATIC PLATFORM/ NETWORK OF THE YEAR

*NO WORK MADE THE SHORTLIST
IN THIS CATEGORY*

NATIVE ADVERTISING PLATFORM/ NETWORK OF THE YEAR

GOLD: Strossle

SILVER: Bidtellect

BRONZE: MGID

STRATEGY

BEST NATIVE ADVERTISING STRATEGY

SILVER: POLITICO Focus, Hacker Avenue, Leidos

BRONZE: MX Partner Lab, Denmark's Largest Live Roulette, Maria Casino

COMMENDED: Saatchi & Saatchi Norway, Telephone from Hamar, Norsk Tippings

MOST EFFECTIVE NATIVE ADVERTISING CAMPAIGN

GOLD: Spoon Publishing, PostNord on Dagens Industri & Dagens Media

SILVER: King Content, The Oliving the Life, Hans Smallgoods

BRONZE: MX Partner Lab, Denmark's Largest Live Roulette, Maria Casino

MOST CREATIVE NATIVE ADVERTISING CAMPAIGN

BRONZE: Aller Media, The ELLE Travel universe, SAS & ELLE

COMMENDED: King Content, The Oliving the Life, Hans Smallgoods

COMMENDED: Saatchi & Saatchi Norway, Telephone from Hamar, Norsk Tippings

BEST INTEGRATED PROGRAM (OMNI-CHANNEL INTEGRATION)

SILVER: The Huddle Room Media Inc., Momambassadors, Belo Baby

BRONZE: C3 Creative Code and Content, Low-interest Phase, Deutsche Bank Campaign

COMMENDED: King Content, The Oliving the Life, Hans Smallgoods

BEST MOBILE STRATEGY

*NO WORK MADE THE SHORTLIST
IN THIS CATEGORY*

CHANNEL

BEST USE OF PROGRAMMATIC

*NO WORK MADE THE SHORTLIST
IN THIS CATEGORY*

BEST USE OF INFLUENCER

GOLD: Aller Media, Adidas x ELLE Copenhagen Run, ELLE Ambassadors & Adidas

SILVER: Vizeum, Novopleco & De Danske Sydhavskyster

BRONZE: Partner Studio by AOL, Garry Rodgers & Spotless

BEST USE OF SLIDESHARE

*NO WORK MADE THE SHORTLIST
IN THIS CATEGORY*

BEST USE OF LINKEDIN

GOLD: King Content, Think Progress, Lenovo

All Winners of the Native Advertising Awards 2016

BEST USE OF FACEBOOK

GOLD: King Content, Griffith University Campaign, Griffith University

SILVER: MX Partner Lab, Denmark's Largest Live Roulette, Maria Casino Campaign

BRONZE: BuzzFeed & Moxie, Nutrish for Cats Campaign, Rachael Ray Nutrish

BEST USE OF INSTAGRAM

NO WORK MADE THE SHORTLIST
IN THIS CATEGORY

BEST USE OF TWITTER

NO WORK MADE THE SHORTLIST
IN THIS CATEGORY

BEST USE OF YOUTUBE

GOLD: Vizeum, De Danske Sydhavskyster

BEST USE OF PRINT MEDIA

GOLD: Huddle Room Media, Back to School Year Resolutions, National Book Store (NBS)

SILVER: Aller Media, The ELLE Travel universe, ELLE TRAVEL x SAS, Scandinavian Airlines (SAS)

BRONZE: MX Partner Lab, Denmark's Largest Live Roulette, Maria Casino

BEST USE OF AFP BROADCAST

NO WORK MADE THE SHORTLIST
IN THIS CATEGORY

BEST USE OF ONLINE MEDIA

GOLD: Hanza Media, How Safe is Your Neighborhood, Croatia Insurance

SILVER: Mediafin, Digitisation: threat or opportunity? Accenture, Societe Generale Private Banking, ALD Automotive

BRONZE: Saatchi & Saatchi Norway, Telephone from Hamar, Norsk Tipping

BEST USE OF AFP WEB TV

NO WORK MADE THE SHORTLIST
IN THIS CATEGORY

BEST USE OF PODCAST

COMMENDED: VG Partner Studio, Poddsen, Norsk Tipping

FORMAT

BEST USE OF INFOGRAPHIC

HIGHLY COMMENDED: Partner Studio by AOL, No Slippery Foods, And Other Ways To Avoid 'Travel Madness', Lufthansa Campaign

BEST USE OF VIDEO

GOLD: Hanza Media, A True Story of Courage and Dedication: How the Croatian Mountain Rescue Team Saved my Life, Dacia/ Dacia Duster

SILVER: BILD Brand Studio, Mobile.de

BRONZE: Ideas United LLC, Forbes/Dell/Intel

BEST USE OF TEXT

GOLD: VG Partnerstudio, THE WAVE, BIRKEBEINERNE, SOLAN OG LUDVIG_ HERFRA TIL FLÅKLYPEA, Nordisk Film

BEST USE OF AUDIO

COMMENDED: Piramal Enterprises Limited, National Headache Reliever, Saridon

BEST SERIES OF SPONSORED ARTICLES

GOLD: Business Insider/ BI Studios, Digital Industry Insider, GE

SILVER: Hanza Media, Explore the world together: an ultimate journey through the hidden experiences you cannot find in tourist guides, Qatar Airways

BRONZE: NewsCorp Studios - Queensland, Mahindra Rise

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