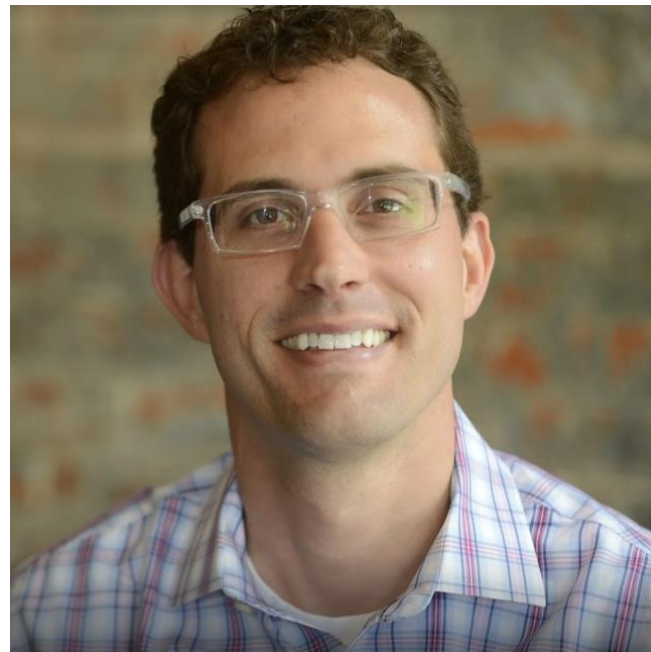


# BRANDED CONTENT

AND WINNING IN THE ATTENTION ECONOMY



# THE VOICES



**BOB  
GILBREATH**

CEO, AHALOGY



**RYAN  
STEPHENS**

GM, BRAND FORGE



**PAT  
CONNOLLY**

MD, ACCENTURE





# WE ARE **LASER-FOCUSED** ON HELPING CLIENTS

CREATE THE BEST  
CUSTOMER  
EXPERIENCES ON THE  
PLANET

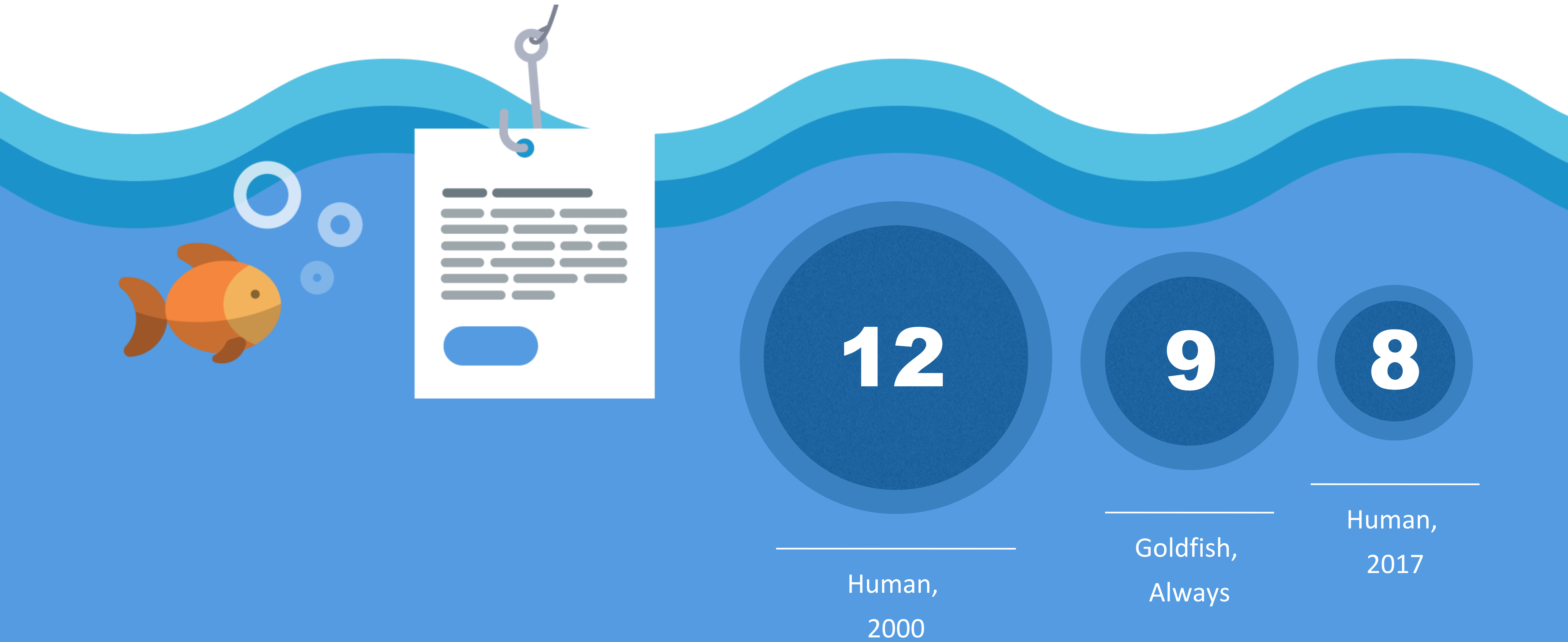


**the attention...**



**...economy**

# DIMINISHING ATTENTION

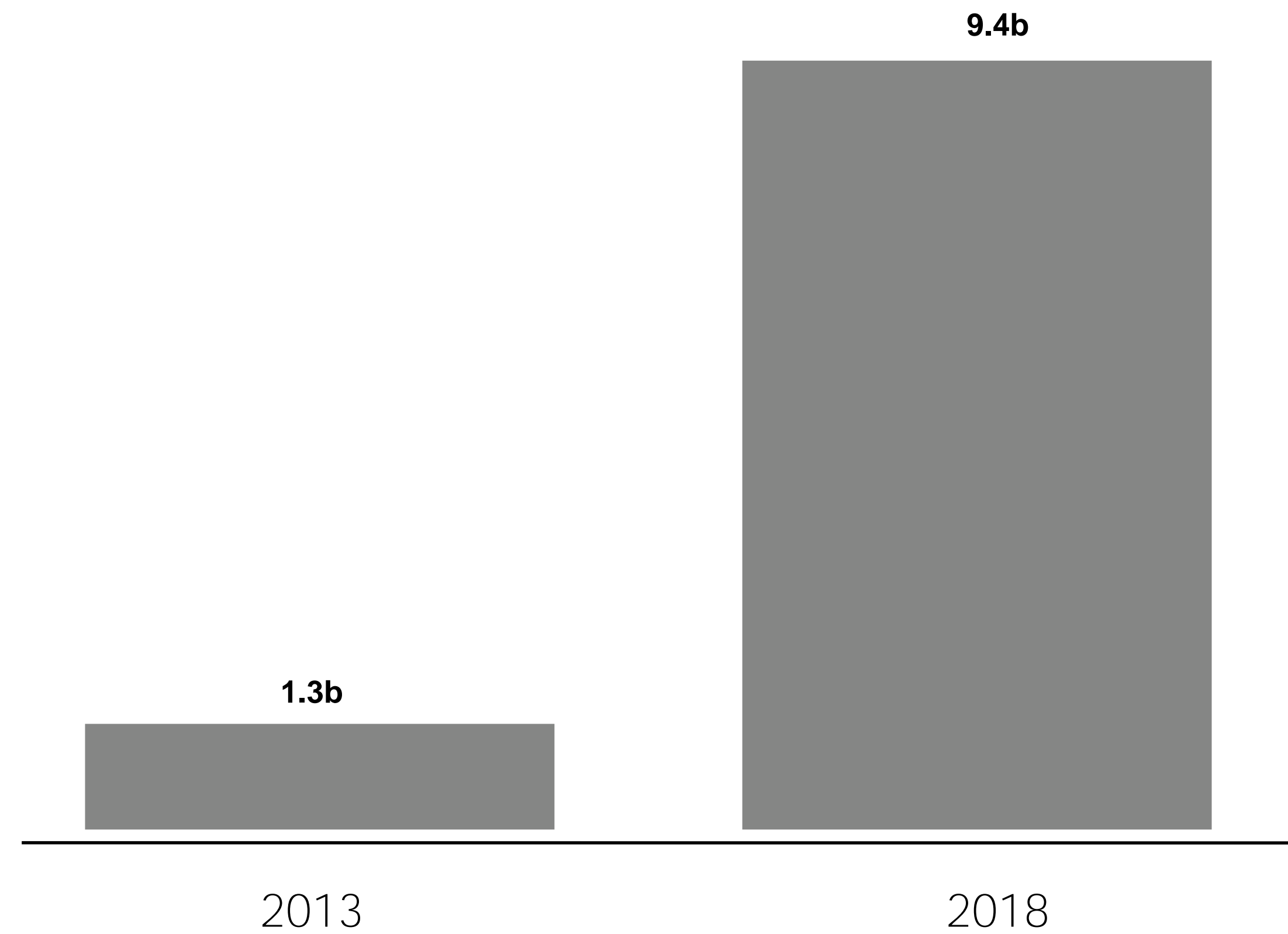






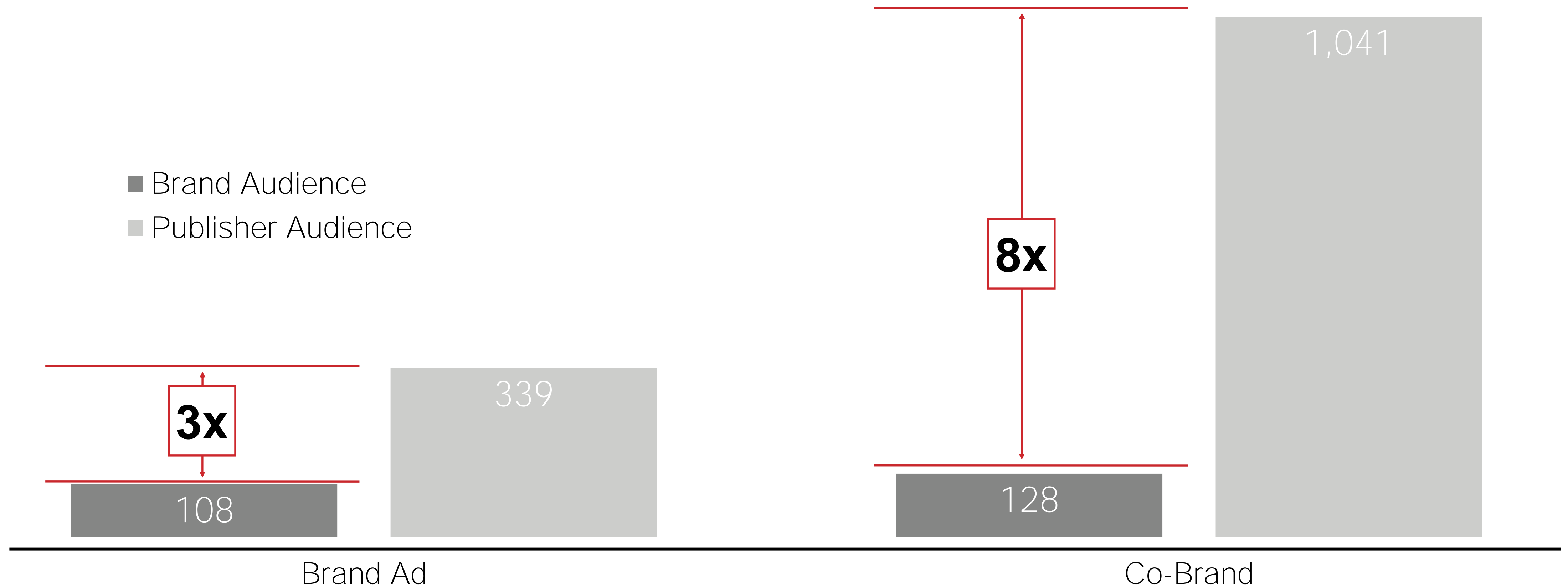
# GROWTH

US NATIVE AD SPENDING, 2013 & 2018\*



*\*Source: Mintel as cited in press release;  
eMarketer calculations, Aug 5, 2014*

# SO WHAT'S THE OPPORTUNITY?



Study Sample: 10 social posts, 5 advertisers  
Time Period: 10/14 - 1/15, Facebook. Source: *Shareable*

# HOW DO WE DEFINE IT?

---

Branded Content and Native Advertising is a broadly defined.

How do we define it for ourselves and for our partners?



Advertising Week



4 Native Ads the Media's Talking About



5 Ways the Ad World Has Changed in the Last 10 Years



Advertising Turns to Tech to Engage Consumers



The Best of Advertising Week, in Tweets



Meet 15 of Ad Rising Stars

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PREV

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NEXT

# 4 Native Ads the Media's Talking About

SHARES

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Adobe Marketing Cloud



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1h

New Strategies for Mobile Success. Join the conversation this Thursday, Oct. 2, 2014 10AM PT:



# WHAT IS NATIVE ADVERTISING

“A FORM OF CONJOINT MEDIA THAT HAS BOTH  
THE ELEMENTS OF PAID MEDIA AS WELL AS  
OWNED CONTENT THAT IS TRANSFORMED  
INTO A COMMERCIAL MESSAGE TO A SPECIFIC  
PLATFORM”

- Socintel360

# WHAT IS NATIVE ADVERTISING

## **AKA....**

The ability to engage consumers in a way that traditional advertising can not accomplish.

Advertising that is as worthy a reader's time, as the editorial in which it sits.



# THE WHEAT FROM THE CHAFF

---

How do publishers and brands separate themselves  
in the ongoing battle for attention





# REDEFINING YOUR COMPETITIVE SET

## 1. PERSPECTIVE



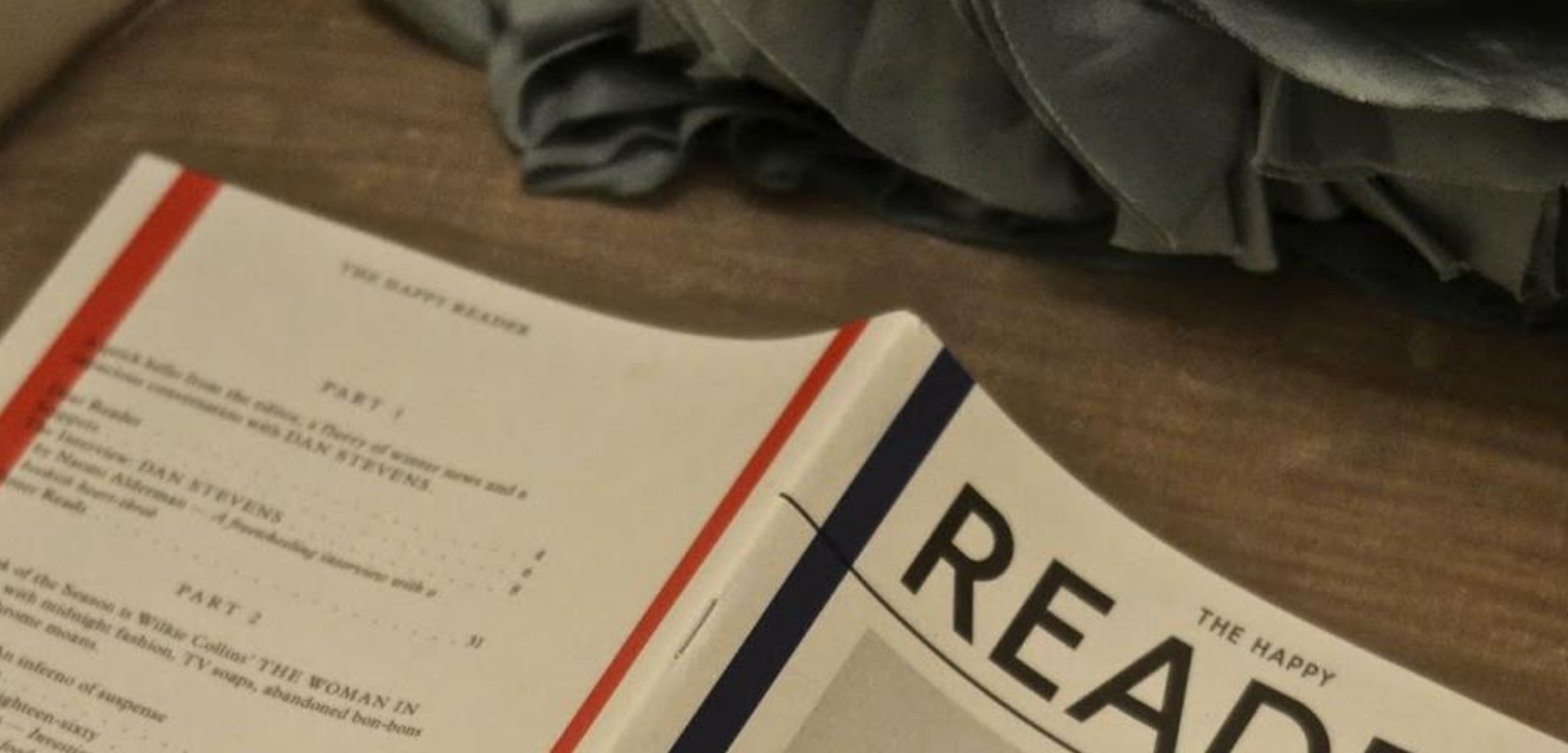
- **CREATE YOUR CONTENT COMPETITIVE SET**

In the battle for attention, brands may need to reframe their competitive set. You're competing for share of attention, not just share of wallet.

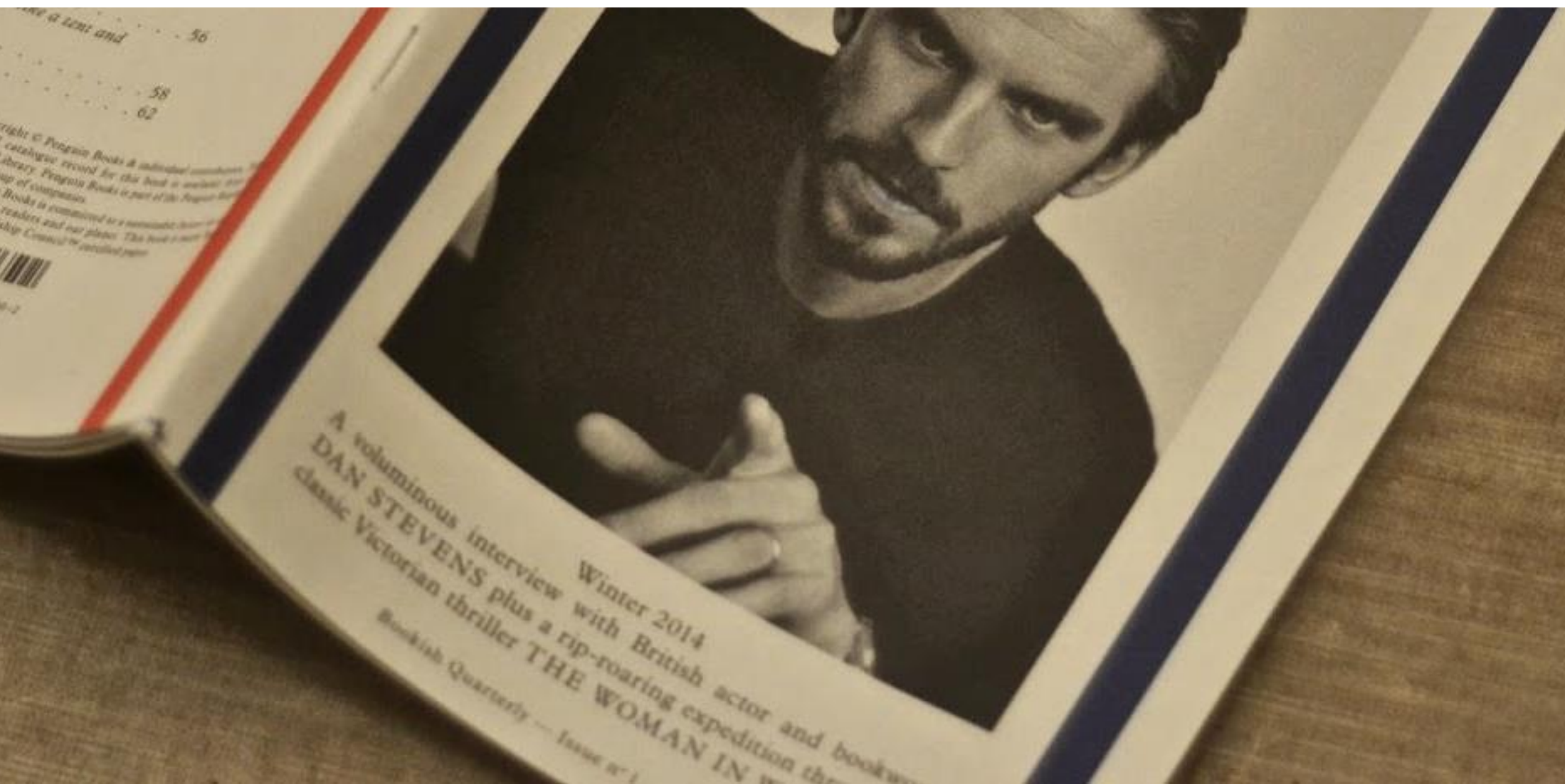
- **THINK ABOUT ATTENTION, NOT TRANSACTION**

Who/what is your desired "audience" spending time with? How can trends help you understand context?





## 2. BE A READER



# THINK LIKE A READER, NOT A BRAND

- **CREATE CONTENT FOR AN AUDIENCE,  
NOT FOR A BRAND**

When your or your partner are creating branded content, think about whether this is interesting enough earn attention, not just to sell a product.

- **THE SOCIAL TEST**

Would you share it? Would your friends, family?  
Are you creating always on content?





## 3. POV



# WHAT'S YOUR POINT OF VIEW

- **ARE YOU STATING A FACT, OR BUILDING A POV?**

Content that earns attention, and creates social value has a point of view, it stands for something the reader can relate to.

- **ARE YOU BUILDING A BRAND PERSONALITY?**

Leading content brands need to establish both a POV and a voice, tone and personality for the brand. Content that is meant to appeal to everyone, appeals to no one.





## 4. AMPLIFY



# IF YOU BUILD IT, THEY MAY NOT COME

- **ARE YOU BUILDING A AUDIENCE FOR YOUR CONTENT?**

There is far too much noise today to create a piece of content without a plan to build an audience.

- Is your partner(s) syndicating content across their network?  
What's the content ecosystem?
- Are you using paid and earned social? Influencers?
- Are you producing enough content to satisfy the consumption habits of the ecosystem?





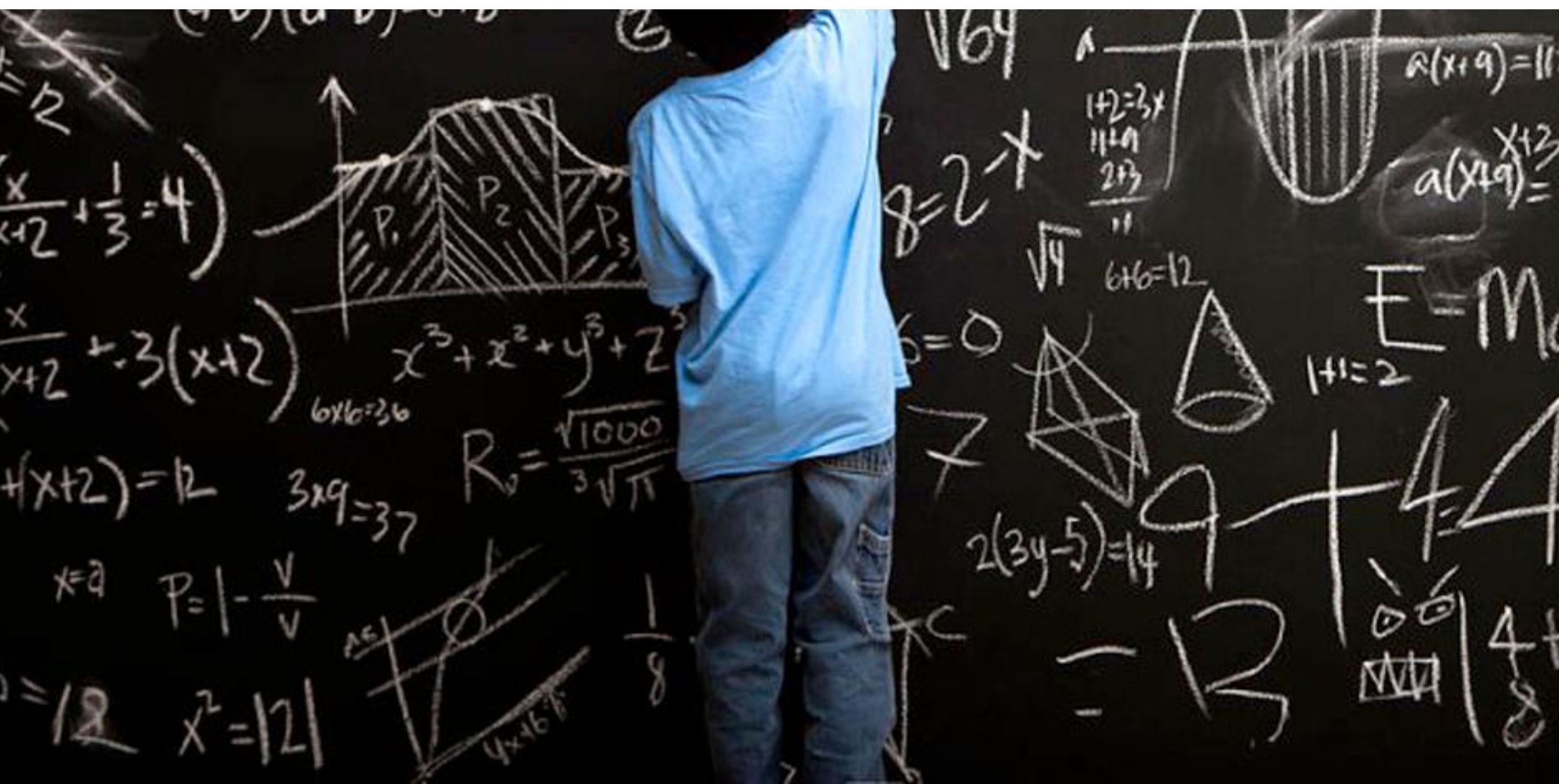
# MEASURE, IMPROVE, REPEAT

- **DO YOU KNOW WHAT YOUR KPIs ARE?**

If you don't know what you expect your content to do, how can it possible succeed?

- Rigorously define KPIs with partners (in order of importance). In the attention game, reach alone may not win
- Make sure you (and your team) are built to respond, experiment and optimize

## 5. MEASURE





# WHAT'S COMING?

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So we know why we're doing it,  
and why it works, but what's next?



# 4 THINGS TO WATCH FOR

## IN CONTENT MARKETING

### 1. **Measurement Models Evolve**

Look for more view and engagement based models, shifting towards an attention economy.

### 2. **The Fake News Factor**

Distribution networks are tightening screws on who and what shows up in the newsfeed

### 3. **Death of the Campaign**

Planning cycles need to die. Agencies, publishers and clients need to figure out how they do business in an always on world.

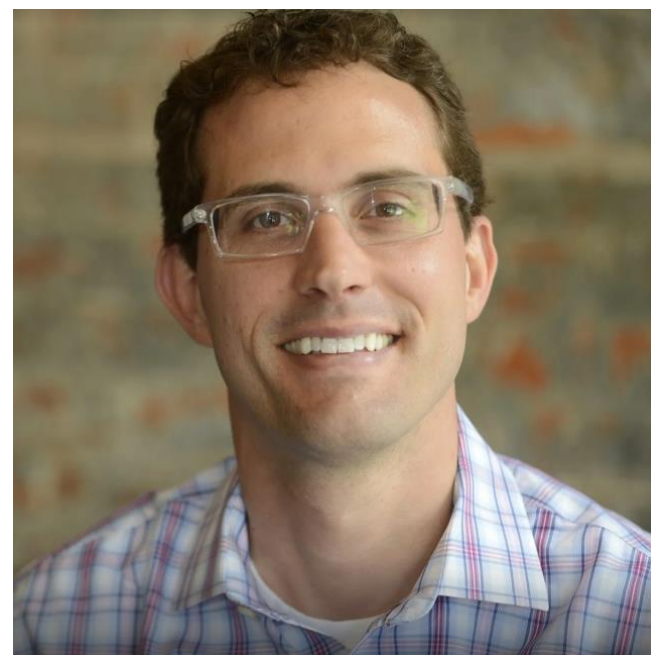
### 4. **If You're Not Learning, You're Losing**

The goal shouldn't be to produce a winning piece of content every time, but learn, and iterate.



# THE PANEL

## OUR EXPERT PANELISTS



**BOB  
GILBREATH**

CEO, AHALOGY

**Ahalogy**



**RYAN  
STEPHENS**

GM, BRAND FORGE

**BRANDFORGE**  
DIGITAL CONTENT STUDIO by DDM

## MODERATING



**PAT  
CONNOLLY**

MD, ACCENTURE

**accenture**