The Business of STORYTELLING
SESSION 1
WHAT THE HECK IS BRANDED CONTENT?
The branded content project is designed to help facilitate additional growth, engagement and success for publishers of all shapes and sizes.
Josh Mabry

Facebook Journalism Project

LOCAL NEWS PARTNERSHIPS LEAD
The Definition of BRANDED CONTENT
"... branded content is defined as any sales initiative that uses content to engage the user and is paid for by a client who participates as part of the content, helps supply the content or sponsors the content that is distributed across any platform ..."
What is the OPPORTUNITY?

How much money is out there?
Did you know?

90% of media groups expect their branded content revenue to increase over the next 12 months

Pressboard Media - 2019
Did you know?

22x

Branded content is 22x more engaging than display ads

Pressboard Media - 2019
Did you know?

90% of people like custom content as a way for brands to engage with them

Financial Times Survey - 2019
Storytelling is the **most** powerful way to put ideas into the **world** today.

- Robert McKee
THE BUSINESS OF STORYTELLING

Amber Aldrich
The Seattle Times

Samantha Johnston
Swift Communications

Jared Merves
The Denver Post
Tell me a little about your branded content
SAMANTHA JOHNSTON

Swift Communications

GENERAL MANAGER
GETTING STARTED
Explore Hidden Denver With These Hard-To-Find Cocktail Lounges

By Visible - Sep 12, 2019, 4:00 PM

Upgrade Your Staycation Dash of Denver History

By Visible

v's'ble

SPONSORED CONTENT

From RiNo to Englewood, you won’t have to go far to visit these Denver art galleries

By Visible

SPONSORED CONTENT

The best and worst of this year’s Super Bowl ads

By Visible

SPONSORED CONTENT

Guns N' Roses coming to Dick's Sporting Goods Park in July

By Visible

SPONSORED CONTENT

WATCH: Louisville offers birds-eye view of great horned owl breeding with nest cam

By Visible
CASE STUDY #1: VISIBLE LAUNCH

OBJECTIVES: Awareness + Engagement

SOLUTION: Weekly Custom Content Series

DETAILS: SPONSORED CONTENT SERIES
- 9 Articles
- $33K Investment

Hidden Denver

The return of the roaring '20s is just months away, so it's time to brush up on The Charleston, put on your party dress and find yourself a drink. We might not be dealing with the whole "Prohibition" thing that our colleagues a century ago had to contend with, but that doesn't mean the speakeasy has gone out of style.

Denver has plenty of secretive spots to grab a drink, provided you know your false facades and alley entrances from your regular-old walls and dead ends.

Green Russell/Facebook

Located under the hip Colt & Gray, this basement boozers den is crafting cocktails courtesy of Dion Colegro and pairing them with sophisticated bar blixes from owner chef Nelson Perkins. Go for the seasonal cocktail menu — currently, "The
CASE STUDY #1:

VISIBLE LAUNCH

4.3M IMPRESSIONS
131 HOURS TIME ON CONTENT
1:29 AVERAGE TIME

.11% CTR
13.72% CTA RATE

THE DENVER POST
denverpost.com
CASE STUDY #1:
HIDDEN DENVER

Nina Williams likes to really tall boulders without a rope. Watch her risk it all in 'The High Road.'

Local Weather

SPONSORED CONTENT
Upgrade Your Staycation With A Dash of Denver History
By Visible

SPONSORED CONTENT
Explore Hidden Denver With These Hard-To-Find Cocktail Lounges
By Visible

SPONSORED CONTENT
Explore Denver’s Most Colorful, Interesting and Cool Murals Today
By Visible
Family-Friendly, Luxurious, and Historic -- Hot Springs in Colorado

With five well-known local “Springs” towns, long time Coloradans know all too well the many luxurious and historic hot springs that are available to residents and visitors alike. Over 30 world-class hot springs dot the Colorado map from Steamboat to Durango and everywhere in between.

Here are a few tips on what to know and where to go for a steamy soak with your sweetheart or warm water dip with your family this winter.

OBJECTIVES: Awareness + Engagement

SOLUTIONS:
- Weekly Custom Content Series
- Monthly Branded Article

DETAILS:
- SPONSORED CONTENT SERIES
- MONTHLY BRANDED ARTICLE
- 52 ARTICLES
- $180K Investment
CASE STUDY #2: DOCTOR FIX IT AWARENESS

RESULTS

SPONSORED
1.5M IMP 101+ HOURS
.23% CTR TIME ON CONTENT
2:02 AVE TIME
20.42% CTA RATE

BRANDED
500K IMP 9+ HOURS
.08% CTR TIME ON CONTENT
1:24 AVE TIME
3.35% CTA RATE

THE DENVER POST
denverpost.com
CASE STUDY #1:
DISCOVER CO

Oskar Blues closes CHUBurger restaurants in Denver and Longmont

Survey finds "slamming" drop in outdoor recreation, especially among kids

Breckenridge Brewery launches a new beer for the Denver Nuggets

A 12-year-old restaurant shuttered amid changing Stapleton dining scene

Local Weather

Change City
Save my location

45°
Denver

Furnace Failure: How To Know When To Change Your Furnace
By DOCTOR FIX-IT

North, South, and Mountain Towns--Colorado Sledding Spots for the Whole Family
By Discover CO I Presented by DOCTOR FIX-IT

Stay Cozy in Superhost Colorado Cabins from AirBnB
By Discover CO I Presented by DOCTOR FIX-IT

The 7 Best Backcountry Colorado Instagram Accounts To Follow
By Discover CO I Presented by DOCTOR FIX-IT
To the left of the page, there is an image of a city skyline with the text "Amica Insurance" prominently displayed. To the right, there is an article from The Seattle Times. The article is titled "Have you done a 'new year, new needs' home checkup?" and discusses making the most of 'living green' in Seattle. The text mentions the Emerald City's reputation for being green in more ways than one and provides tips for shopping sustainably. The article is sponsored by Amica Insurance and has images of people gardening and cityscapes. The headline also includes the text: "Make the most of 'living green' in Seattle".
High-tech history: 17th-century map gets a 21st-century look

Artificial intelligence and mixed reality let visitors travel in time and space to view

“This exhibition is an important step in providing access to a new generation of people, while promoting a greater understanding of French history and culture around the world.”

— Brad Smith, President, Microsoft

By donning a HoloLens 2, guests are taken on a 15- to 20-minute experience where the Mont-Saint-Michel model comes to life.

Through this one-of-a-kind mixed reality experience, visitors will be able to go on a compelling journey where they witness the rich history behind the model, explore specific points of interest, and are transported to the awe-inspiring Mont-Saint-Michel site as it stands today in Normandy. They’re able to see the origins and evolution of the site and experience its beauty and significance in an entirely new way.

Watch Part 1 of the Today in Technology series

The Atlanta skyline and downtown Los Angeles are here to stay

Watch Part 2

Watch Part 3
High-tech history: 17th-century map gets a 21st-century look

Nov. 21, 2019 at 3:58 pm | Updated Nov. 21, 2019 at 3:59 pm

By Microsoft
**Longevity Project**

**Swift Communications**
Great People Connecting Communities

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**Summit Daily News**
Friday, September 20, 2019 | 17

**Sponsored content**

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**5 ways creative arts promotes health and longevity**

By [Author]

Creating art provides an opportunity to release stress and experience mental and physical health benefits. Here are five ways creative arts promote health and longevity.

1. **Reduces stress and anxiety**
   - Creative activities such as painting, writing, and music can help reduce stress hormones like cortisol.

2. **Improves mental health**
   - Engaging in creative activities can improve mood and reduce symptoms of depression and anxiety.

3. **Boosts cognitive function**
   - Creativity stimulates the brain, enhancing memory, attention, and problem-solving skills.

4. **Improves physical health**
   - Regular physical activity, such as dancing or yoga, can improve cardiovascular health and reduce the risk of chronic diseases.

5. **Fosters social connections**
   - Participating in creative arts can connect individuals with others, reducing feelings of isolation and loneliness.

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**Summit County to become a ‘living laboratory’ for high-altitude medical research**

By [Author]

Center expects to kick-off its population study later this year.

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**ELEVATE YOUR LIFE!**

The Longevity Project presents Explorer Mike Libbey at the Breckenridge Creative Arts Library at 8 p.m. on Oct. 1.

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**Vacations are just what the doctor ordered**

Research shows that vacations provide stress relief that’s critical to longevity

By [Author]

**Vacations are just what the doctor ordered**

Brought to you by Breckenridge Grand Vacations

Work is notoriously linked to one of the top causes of stress for Americans, yet vacation often helps to ease the stress of daily life and lead to overall health benefits. So, what’s the secret to a stress-free vacation? It’s all about balance.

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**Sense of adventure**

Breckenridge Creative Arts participants sign up for a class to meet new people and add a new skill to their resumes.

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**Tickets on sale at SUMMITDAILYNOW.COM**

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**Proud sponsor:**

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The Summit Daily News is an independent, community-owned, locally sourced news source.
CASE STUDY #1:

LONGEVITY PROJECT

Summit County to become a ‘living laboratory’ for high altitude medical research

High Altitude Research Center expects to kick off its population study later this year.

By Lauren Glendenning

Sponsored content

“Vacations are just what the doctor ordered”

Research shows that vacations provide stress relief that’s critical to longevity.

By Lauren Glendenning

Sponsored content

ELEVATE YOUR LIFE!

The Longevity Project presents National Geographic Explorer Mike Libecki at the Riverwalk Center in Breckenridge at 6 p.m. Oct. 2.

Proud sponsor: 

TICKETS ON SALE AT SUMMITDAILY.COM/LONGEVITY
CASE STUDY #2:
ALPINE BANK

Philanthropy isn’t just good for business, it’s good for the soul

Alpine Bank employees are encouraged to give back to the communities they serve, contributing to a sense of purpose in life that has been linked to longevity.

By Lauren Glendenning
Brought to you by Alpine Bank

Alpine Bank has five core values that inspire the culture at each of its 40 locations across Colorado. These values not only inspire the way Alpine Bank does business with its customers; they also inspire the ways employees live their lives. Independence, integrity, loyalty, compassion and community encompass the decisions Alpine Bank makes every day, including philanthropic decisions, which have been a cornerstone of its business since opening in 1979.

“Since our inception, our owner and founder, Bob Young, has always had a tremendous heart for giving back to the community,” said Matt Elamson, regional president for Alpine Bank in Summit County. “We’re not just about providing financial services; it’s about elevating life and access to communities across the state.”

LENGTEHY AND PURPOSE

Purpose in life is defined as having goals, a sense of direction, and a feeling that staff to banking officers, are encouraged to volunteer within the community,” Elamson said.

At Alpine Bank, employees find purpose through volunteering at various levels within the community. Alpine Bank pays employees for six hours of volunteer time per year, which can include things like serving food to those in need or helping FIRE causes their choosing.

“Some of my greatest days at work are some of the days spent out in the community,” Elamson said. “Those are some of the most important and fulfilling days.”

The very nature of small, community banking goes back to the community in Alpine Bank’s DNA. It’s why the bank was formed, and it is what drives the bank today.”

SUMMITDAILY.COM

Philanthropy isn’t just good for business, it’s good for the soul (Sponsored)

1,522 People Reached 6 Engagements

Share

SD Write a comment...
What would you do if you were starting from scratch?

Advice for all
“We need to stop interrupting what people are interested in and BE what people are interested in.”

- Craig Davis
Chief Creative Officer - J. Walter Thompson
The Business of Storytelling

SESSION TWO - 3:30pm

VIDEO
EVENTS
UNIQUE CONTENT
CREATIVE LAB @ MCCLATCHY
TRIBUNE PUBLISHING
SKYLINE - SCNG
THE POST AND COURIER
The Business of STORYTELLING
SESSION 2