

The Business of STORYTELLING

SESSION 1

WHAT THE HECK IS
BRANDED
CONTENT?



\$1 MILLION INVESTMENT

The branded content project is designed to help facilitate additional growth, engagement and success for publishers of all shapes and sizes.































The Philadelphia Inquirer

THE DENVER POST

ara.cat











The Scattle Times

























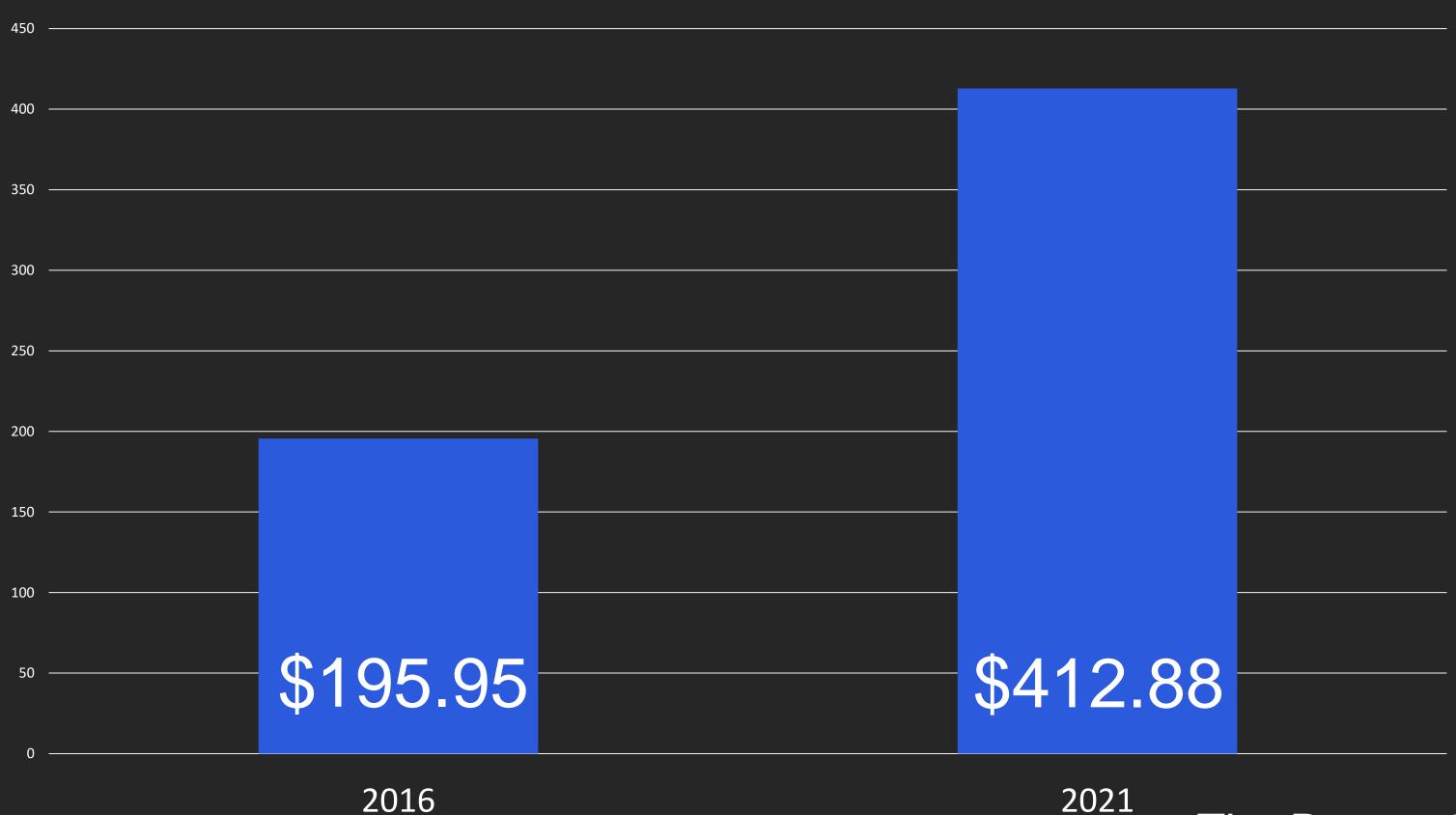
The Definition of BRANDED CONTENT

"... 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?



CONTENT MARKETING GROWTH IN BILLIONS



The Drum - 2017

Did you know?

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

Did you know?

Branded content is 22x more engaging than display ads

Did you know?

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

Storytelling is the most powerful way to put ideas into the world today.

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



AMBER ALORICH

The Seattle Times

SENIOR DIRECTOR OF ADVERTISING





SAMANTHA JOHNS-TON

Swift Communications

GENERAL MANAGER

The Branded Content Project

GETTING STARTED

Hidden Denver

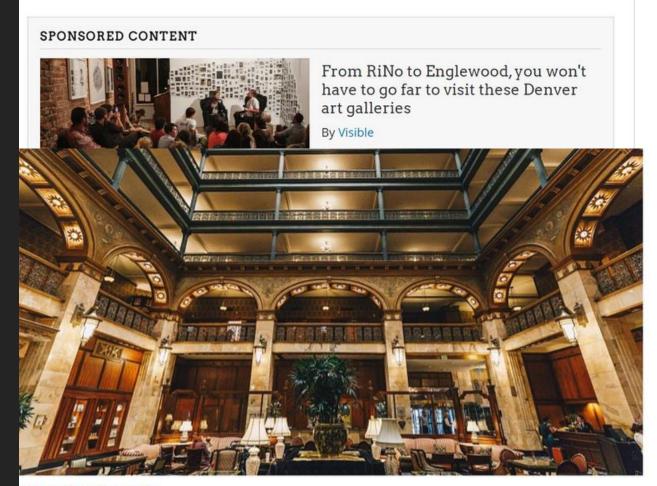
THE DENVER POST





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

Guns N' Roses coming to Dick's Sporting Goods Park in July The best and worst of this year's Super Bowl ads

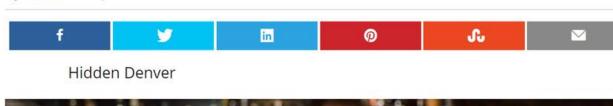


The Brown Palace/Facebook

SPONSORED CONTENT

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





THE DENVER POST

We know you probably have a phone service.

News Y Sports Y Business Y Entertainment Y Lifestyle Y Opinion Y Politics Y Classifieds Y

check us out v's'ble

SUBSCRIBE NOW

And that it's probably not \$40/mo all-in. Maybe this ad can change that

SPONSORED CONTENT

Discover Denver's Hidden Bars In Time For The Weekend

September 12, 2019 at 4:00 PM



Hidden Denver



Green Russell/Facebook

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.

Saint Ellie

Located under the hip Colt & Gray, this basement booze den is crafting cocktails courtesy of Dion Griego and pairing them with sophisticated bar bites from owner/chef Nelson Perkins. Go for the seasonal cocktail menu - currently, "The

CASE STV104 #1:

VISIBLE LAUNCH

OBJECTIVES: Awareness + Engagement

SOLUTION: Weekly Custom Content Series



We know you probably a phone service. And the probably not \$40/mo al

Maybe this ad

check us out

can change that.

Search



Get phone service on Verizon's 4G LTE Network

DETAILS: SPONSORED CONTENT SERIES

- 9 Articles
- \$33K Investment

THE DENVER POST denverpost.com

CASE STUDY #1:

VISIBLE LAUNCH



4.3M
IMPRESSIONS

131 HOURS
TIME ON CONTENT

1:29 AVERAGE TIME

.11% CTR 13.72%
CTARATE

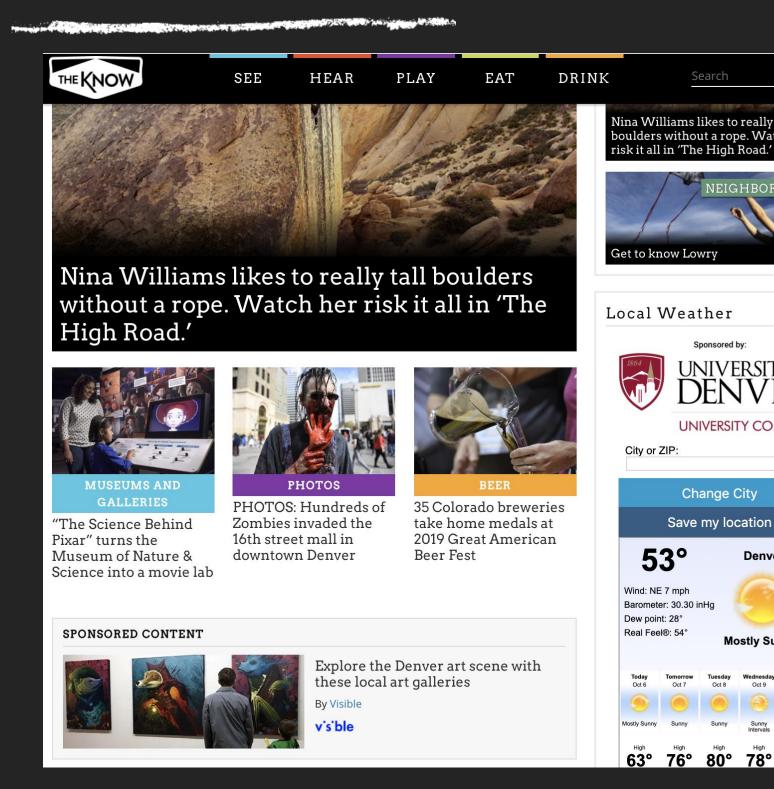
THE DENVER POST denverpost.com

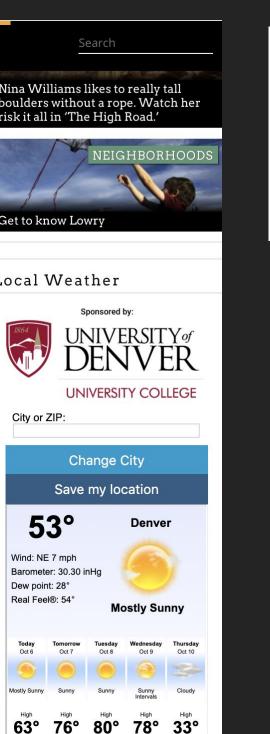
CASE STUDY #1:

HIDDEN DENVER

THE DENVER POST denverpost.com







SPONSORED CONTENT

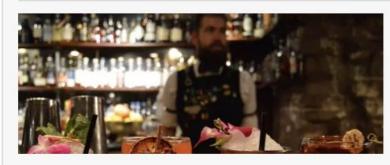


Upgrade Your Staycation With A Dash of Denver History

By Visible

v's'ble

SPONSORED CONTENT



Explore Hidden Denver With These Hard-To-Find Cocktail Lounges

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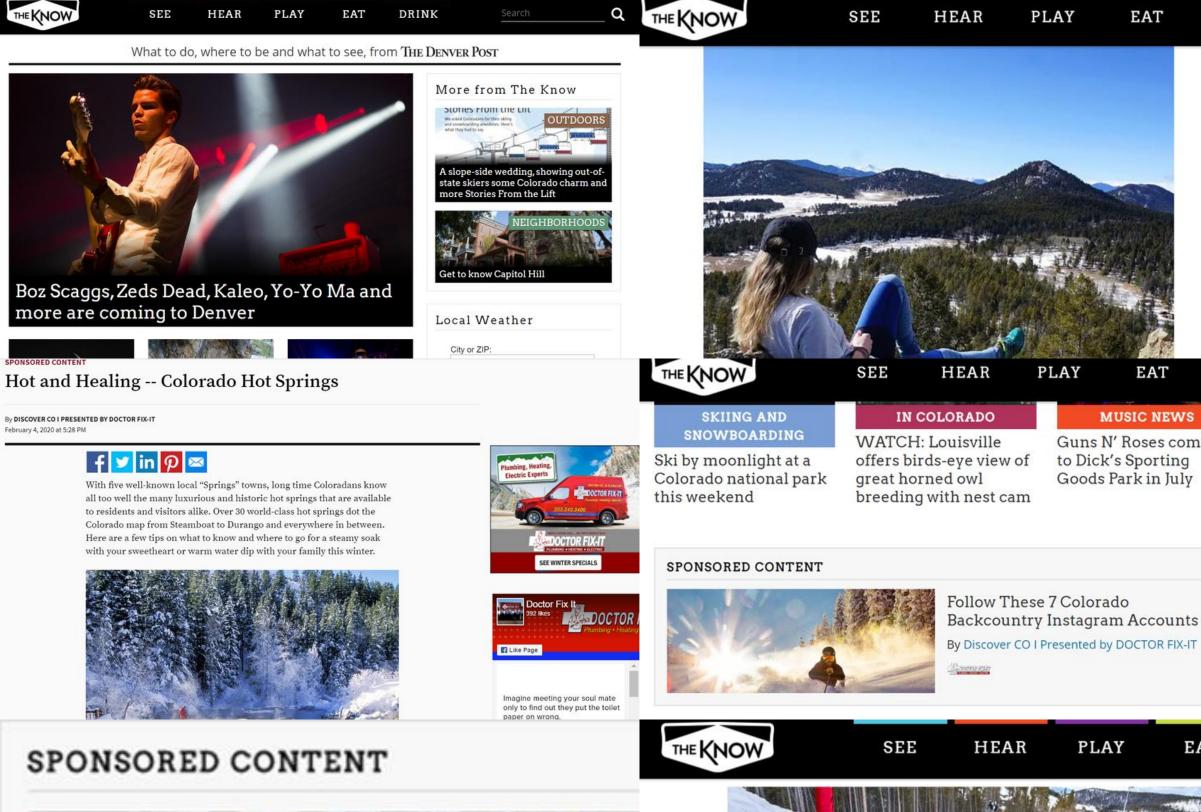
Explore Denver's Most Colorful, Interesting and Cool Murals Today

By Visible

v's'ble

Discover CO

THE DENVER POST







PLAY

PLAY

EAT

EAT

MUSIC NEWS

Guns N' Roses coming

to Dick's Sporting

PLAY

EAT

Goods Park in July

DRINK

DRINK

THE DENVER POST

Entertainment V Lifestyle V Opinion V Politics V Classifieds V

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Plumbing, Heating, **Electric Experts**





SPONSORED CONTENT

Family-Friendly, Luxurious, and Historic -- Hot Springs in Colorado

By DISCOVER CO I PRESENTED BY DOCTOR FIX-IT

January 29, 2020 at 7:42 PM









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.



THE DENVER POST denverpost.com

CASE STUDY #2:

DOCTOR FIX IT AWARENESS

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



SPONSORED

1.5M

IMP

.23%

CTR

101+ HOURS

TIME ON CONTENT

2:02

AVE TIME

20.42%

CTA RATE

BRANDED

500K

IMP

.08%

CTR

9+ HOURS

TIME ON CONTENT

1:24

AVE TIME

3.35%

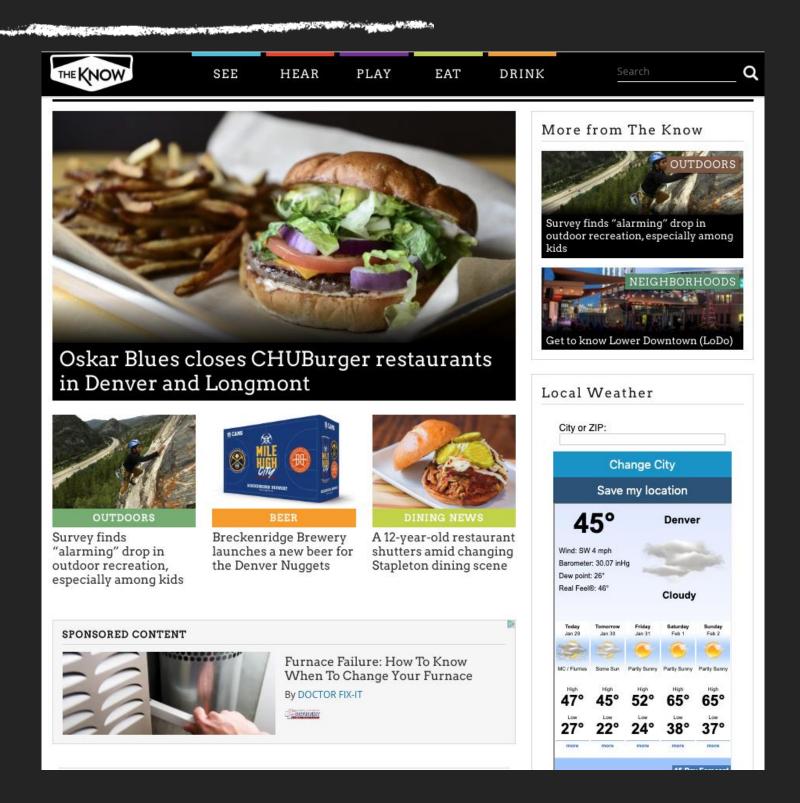
CTA RATE



THE DENVER POST denverpost.com

CASE STV104 #1:

DISCOVER CO



THE DENVER POST denverpost.com









Amica Insurance

The Seattle Times

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Have you done a 'new year, new needs' home checkup?

New purchases or gifts, plus that burst of energy from fresh resolutions, makes the new year a great time to assess your assets.



Make the most of 'living green' in Seattle

The Emerald City has a reputation for being green in more ways than

Provided by Amica Insurar



Top stops in 5 of Seattle's best neighborhoods for shopping

Check out these fun, unique spots to pick out personal gifts for everyone on your list.

Provided by Amica Insurance







Have you done a 'new year, new needs' home checkup?

Originally published January 7, 2019 at 5:55 am | Updated January 7, 2019 at 1:57 pm



Make the most of 'living green' in Seattle

Originally published January 7, 2019 at 5:50 am



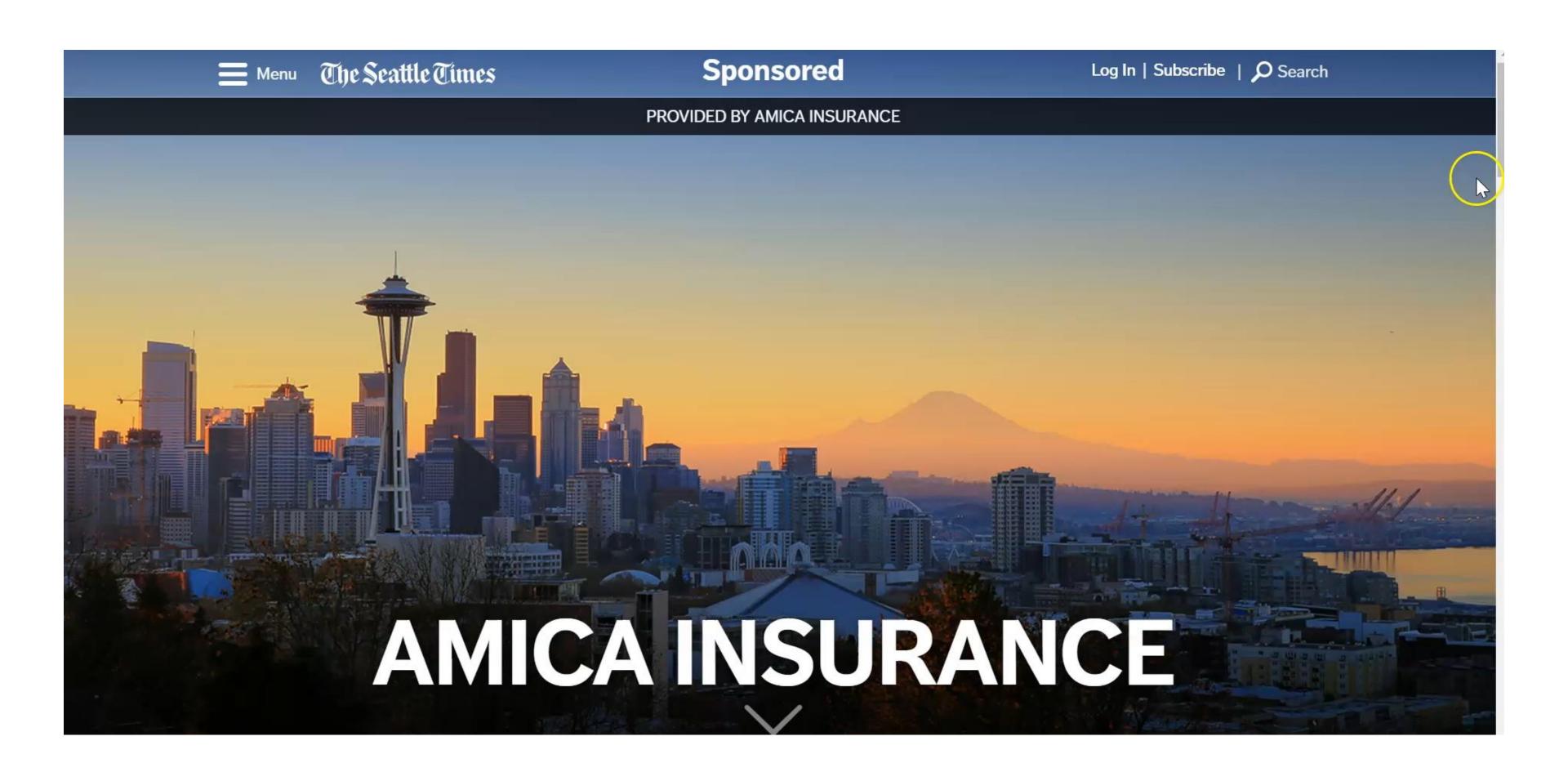
AMICA INSURANCE

Helpfulness is what life is all about. At Amica, it's what insurance is all about, too. Amica Insurance offers outstanding customer service you can count on for people throughout Washington state and across the country. Discover Amica today.









Microsoft

The Seattle Times



Nov. 21, 2019 by Microsoft

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





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

r part one of the roday in recimology series





Watch Part



atch Part



Single Image A



Single Image B



High-tech history: 17thcentury map gets a 21st...

LEARN MORE



How well do you know the history behind the Mont-Saint-Michel and the model?

START THE QUIZ



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PROVIDED BY MICROSOFT

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

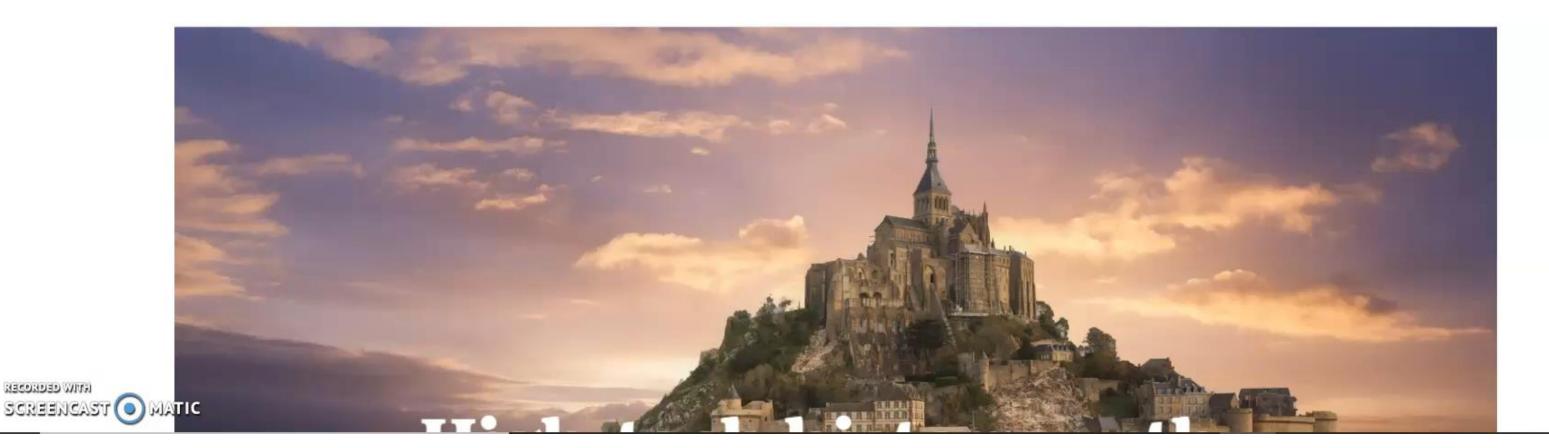














Longevity Project





Aging in your own community avoids the disruption and expense of moving, and research shows it helps slow the advancement of



Summit Daily News | Fric

"Vacations are just what the doctor c

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

By Lauren Glendenning Brought to you by Breckenridge Grand Vacations

Work is consistently ranked as one of the top causes of stress for Americans, yet workers often let too many of their hard-earned vacation days go unused each year.

The State of American Vacation, an annual survey of American workers' vacation habits conducted by Project Time Off, shows that more than half of



5 ways creative arts promotes health and longevity

Brought to you by Breckenridge Creative Art

Have you ever let wet clay run through your fingers in a pottery class and felt its silky texture soothe your soul and calm your mind?

Or, maybe you've experienced a stressful day but found relief and release through painting, writing, photography or music

Dozens of studies on the relationship between creative arts and health show the mind's ability to heal itself when stimulated. When we let our creative juices flow, there are countless other positive effects that happen in our minds and

"Aside from providing therapeutic benefits, the creative arts also provide a range of cognitive benefits including retrieving information from memory, problem solving, communication, and focus," said Here are some of the ways these healing powers are being experienced at Brecken ridge Creative Arts.

COGNITIVE BENEFITS

Creativity stimulates the mind and increases brain function. One study by the Mayo Clinic showed that middle-aged and elderly people who engaged in activities such as painting, sculpting, ceramics sewing and other crafts could preserve their memories and reduce their risk of

"The aspiring metalsmith is required

to remember the steps involved in the creation of a precious pendant. The advanced painting student may struggle to form a cohesive composition," Spiro said. "The young writer knows that verbalizing and sharing his ideas is crucial in the formation of his story, and the potter must concentrate on centering her clay, there



Dozens of studies on the relationship between creative arts and health show the

mind's ability to heal itself when stimulated. When we let our creative juices flow, there are countless other positive effects that happen in our minds and bodies. Visit www. breckcreate.org for a current schedule of creative arts activities, workshops, exhibits and

Summit Daily News | Friday, September 27, 2019 | 25

Sponsored content

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

By Lauren Glendenning

Brought to you by St. Anthony Summit Medical Cente It's widely known that altitude has effects on the body - people from lower elevations often experience symptoms such as dehydration, sleep difficulties, higher blood pressure, fatigue and more - but a large-scale local study aims to dig deeper to determine how living at high altitude affects long-

"This hasn't been done with a large, population-based study, to our know edge, anywhere in the world," said Dr Marshall Denkinger, chief medical informatics officer and lead investig tor for Centura Health.

we understand the relationship between creative expression and healing, the more we will discover the healing power of the



review of various creative expressions showed that the movement of mind and body in a creative way can lead to the relief of stress and anxiety, as well as other health benefits. Poetry, for example, can offer self-expression not otherwise possible through everyday words.

Art helps people express experiences that are too difficult to put into words, such as a diagnosis of cancer, according to the review. It goes on to say that "there are no limits to the imagination in finding creative ways of expressing grief."



SENSE OF ADVENTURE

Breckenridge Creative Arts participants often sign up for a class to meet new people or to learn a new skill, but the most valuable feedback comes from patrons who have ventured outside of their comfort zones in the studios.

"These people leave campus with a new self-confidence, energy, and sense of

ELEVATE YOUR LIFE!





The Longevity Project presents Explorer Mike Libecki at the Ri Breckenridge at 6 p.m. Oct. 2.



TICKETS ON SALE AT SUMMITDAILY.COM



CASE STUDY #1:

LONGEVITY PROJECT



Summit Daily News | Friday, September 27, 2019 | 25

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

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Brought to you by St. Anthony Summit Medical Center

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"Vacations are just what the doctor ordered"

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

By Lauren Glendenning

Brought to you by Breckenridge Grand Vacations

Work is consistently ranked as one of the top causes of stress for Americans, yet workers often let too many of their hard-earned vacation days go unused each year.

The State of American Vacation, an annual survey of American workers' vacation habits conducted by Project Time Off, shows that more than half of Americans are not using all of their paid time off — there were 768 million unused





Summit Daily News | Friday, September 27, 2019 | 29

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Wellness on vacation is about taking a step back, resting and relaxing from the really hectic life you lead back where you live, and

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

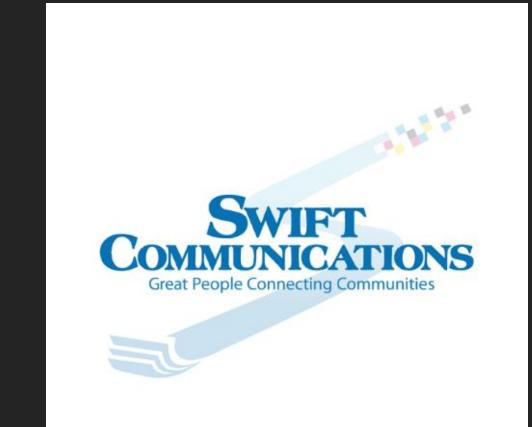
The key to longevity is lifestyle habits

February 28, 2018

SPONSORED

Sponsored Content While there's no foolproof way to ensure a long life, our choices along the way have a lot to do with it Written By Lauren Glendenning Brought to you by Kaiser Permanente Colorado...

Alpine Bank





SPONSORED

"You can really measure your impact in the community by asking if the community would miss you if you weren't there. I'd like to know that if Alpine Bank wasn't here, the community would really miss us."





Summit High cross-country sets slew of personal records at Liberty Bell Invite

September 10, 2019



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

September 11, 2019

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

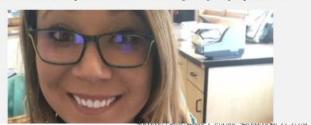
Alpine Bank employees are encouraged to give back to the communities they serve, contributing to a sense of purpose in life that has been linked to longevity

News | September 11, 2019 SPONSORED

Written by Lauren Glendennin For the Summit Daily

> About Alpine Bank's philanthropy Alpine Bank Chairman Bob Young said he originally adopted his policies of giving back to the community

because he thought it would be good for the bottom line. He has since realized, "It isn't good for the bottom line, it is the bottom line." Community events, the arts, animal shelters, sports and recreation, and particularly children and education have been the focus of Alpine Bank's philanthropy. Bob Young has been recognized as the Colorado Philanthropist of the Editor's Note: This sponsored content was brought to you by Alpine Bank.



Sponsored content

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 its philanthropic decisions, which have been a cornerstone of its bu ness since opening in 1973.

"Since our inception, our owner and founder Rob Young has always had a of the nine habits of the world's longest

living people, according to Blue Zones research. If this is the case, Hanson and other Alpine Bank employees are well on their way to live long, fulfilling lives.

Every employee here, from front line



positive health outcomes among older adults, including fewer chronic conditions, less disability, and reduced mortality," according to a 2018 report in the

journal Population Health Management.

to be out in the community and we'll pay you for it," Hanson said. "Through their volunteering, we hope to develop a level of altruism - that in the future, our people would be out there because they believe in what they are doing.

anson sits on the boards for both Back stage Theater and the Breckenridge Film

ABOUT ALPINE BANK'S PHILANTHRO

Alpine Bank Chairman Bob Young said he original the community because he thought it would be o realized, "It isn't good for the bottom line, it is the Community events, the arts, animal shelters, spor children and education have been the focus of Alg has been recognized as the Colorado Philanthrop community, the bank is a major donor and suppo the long-time "Gold Sponsor" for the Summit Cou

Alpine Bank currently has four branches in Summ Breckenridge, Copper Mountain, Dillon and Frisco for more than 20 years.



Melissa Mailloux, of Alpine Bank, volunteering at the library.

Alpine Bank employee Mikayla Springer displays why she loves volunteering.

CASE STUDY #2:

ALPINE BANK

SWIFT COMMUNICATIONS
Great People Connecting Communities

Summit Daily News | Friday, September 27, 2019 | 31

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"Since our inception, our owner and founder, Bob Young, has always had a tremendous heart for giving back to the community," said Matt Hanson, regional president for Alpine Bank in Summit County. "We're not just about providing financial services, it's about elevating life and access to community resources for people whether they're exetences or not."



PHOTOS COURTESY OF ALPINE BANK

Three employees grilling at Alpine Bank's annual Shred Day, a volunteer event for Friends of the Dillon Ranger District.

staff to banking officers, are encouraged to volunteer within the community," Hanson said.

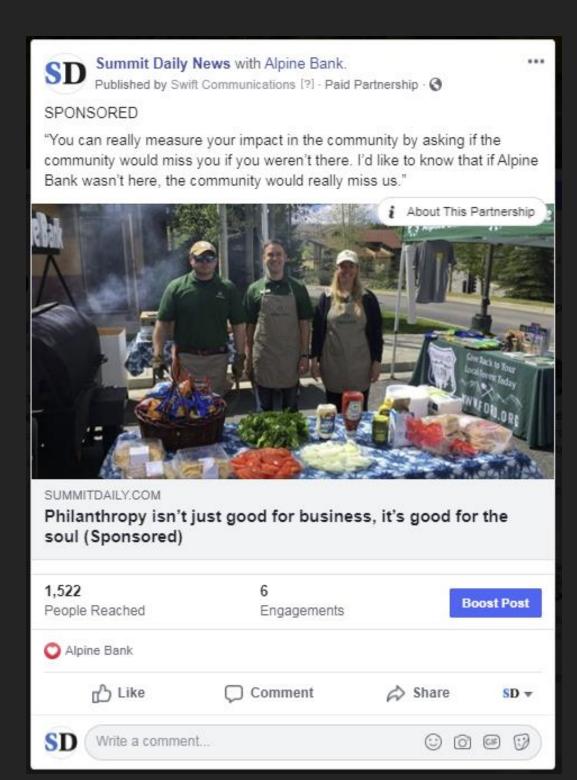
LONGEVITY AND PURPOSE

Purpose in life is defined as having goals, a sense of direction, and a feeling that

At Alpine Bank, employees find purpose through volunteering at various levels within the community. Alpine Bank pays employees for 24 hours of volunteer time per year, which can include things like serving food to those in need or helping FIRC organize their shelves.

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

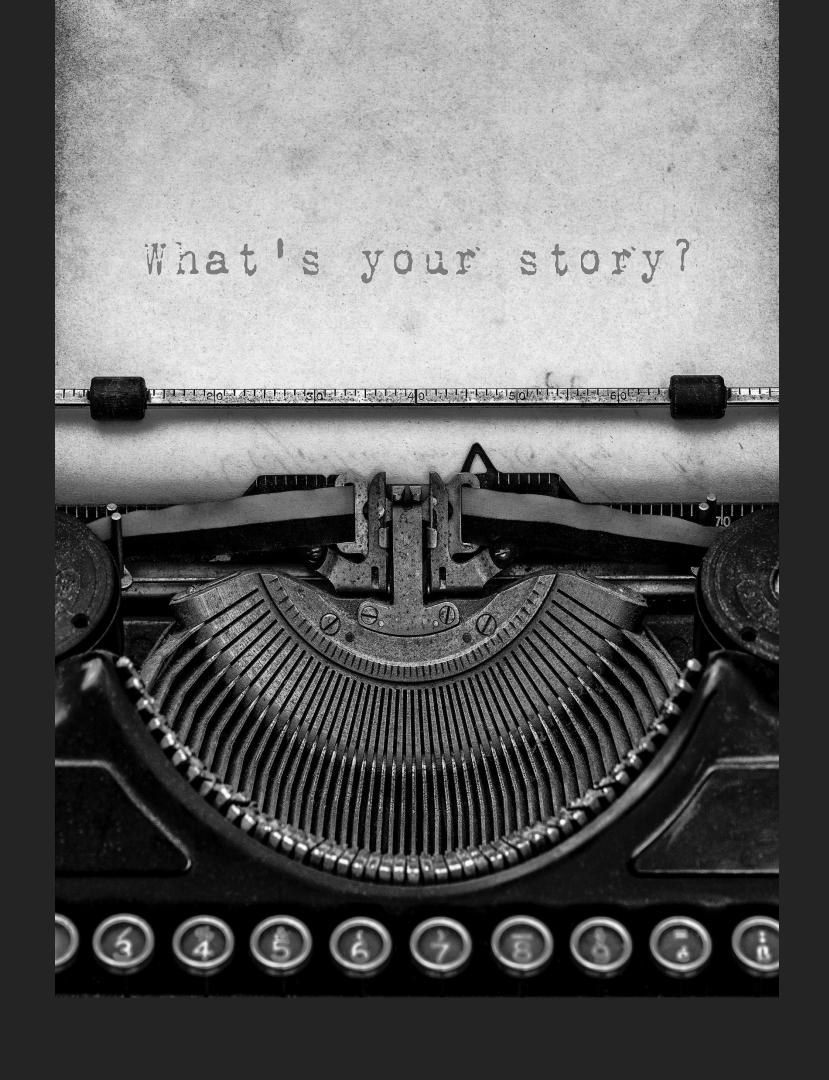
The very nature of small, community banking gives back to the community in



What would you do if

GOU WERE STARTING FROM SCRATCH?

ADVICE FOR ALL

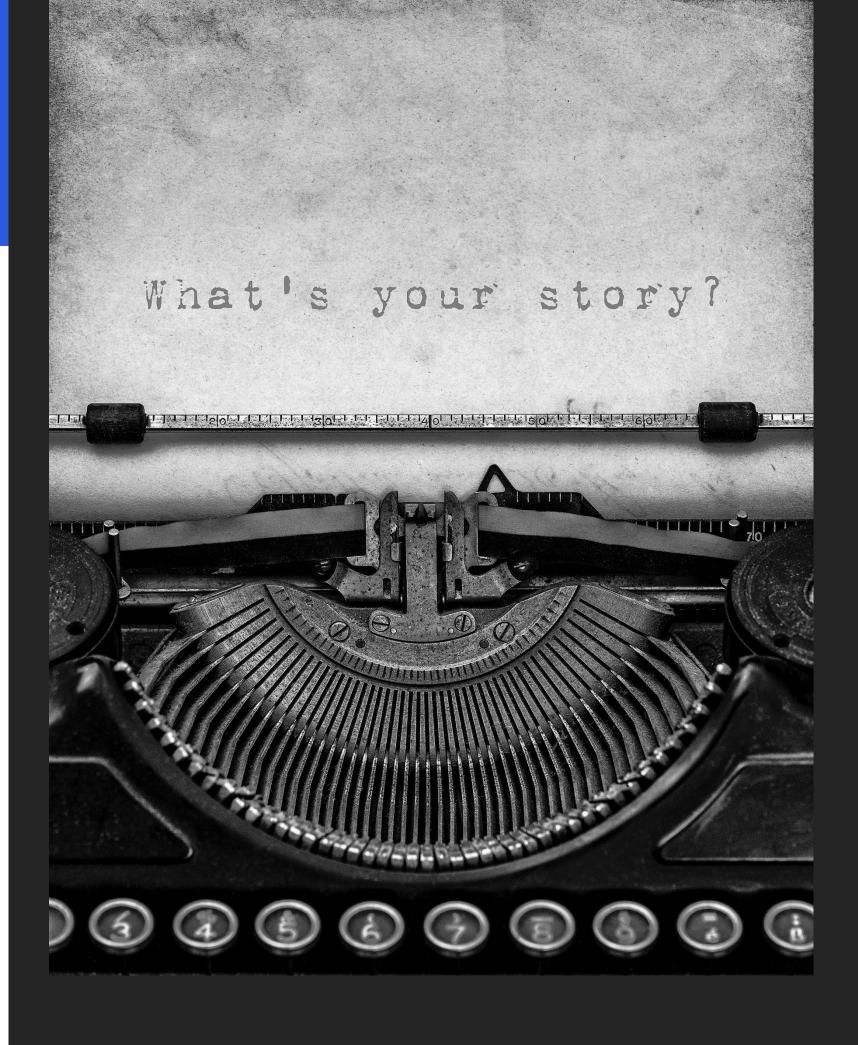


"We need to stop interrupting what people are interested in and BE what people are interested in."



The Business of STORYTELLING

SELLBRANDED.COM



The Business of Storytelling

SESSION TWO - 3:30 pm

VIDEO
EVENTS
UNIQUE CONTENT
CREATIVE LAB @ MCCLATCHY
TRIBUNE PUBLISHING
SKYLINE - SCNG
THE POST AND COURIER



The Business of STORYTELLING

SESSION 2