

**The
Branded
Content
Project**

The Business of **STORYTELLING**

SESSION 2

\$1 MILLION INVESTMENT

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

LocalMedia
association



facebook
Journalism
Project



local media
consortium



Does Branded Content WORK?

Is it worth the effort?

Did you know?

86%

Branded content drives higher brand  recall than pre-roll ads

Did you know?

59%

Brand recall is 59% higher for branded content than other digital ads

Did you know?

50%

Branded content distributed through premium publishers sees 50% higher brand lift

Words of Inspiration

The best **marketing**
doesn't **feel** like marketing.

- Tom Fishburne
Founder and CEO Marketoon Studios

THE BUSINESS OF STORYTELLING



**Eric
Brandner**

Creative Lab
@McClatchy



**Michelle
Vielma**

Skyline
SCNG



**Robin
Gruen**

Tribune Publishing
Studio 1847



**Kurt
Knapek**

The Post and Courier

**Tell me a little about
your branded content**



ERIC
BRANDONER

CREATIVE LAB
@ MCCLATCHY

GENERAL MANAGER

A black and white portrait of Michelle Vielma, a woman with shoulder-length dark hair, smiling slightly. She is wearing a dark blazer over a light-colored top and a thin necklace. The background is dark.

**MICHELLE
VIELMA**

**SKYLINE
SOUTHERN CALIFORNIA
NEWS GROUP**

**VICE PRESIDENT
DIGITAL ADVERTISING**



ROBIN
GRUEN

TRIBUNE PUBLISHING
STUDIO 1847

VICE PRESIDENT
CREATIVE AND STRATEGY



KURT
KNAPEK

THE POST AND COURIER

VICE PRESIDENT
OPERATIONS AND DIGITAL MEDIA

The
Branded
Content
Project

GETTING

STARTED

Steeplechase of Charleston

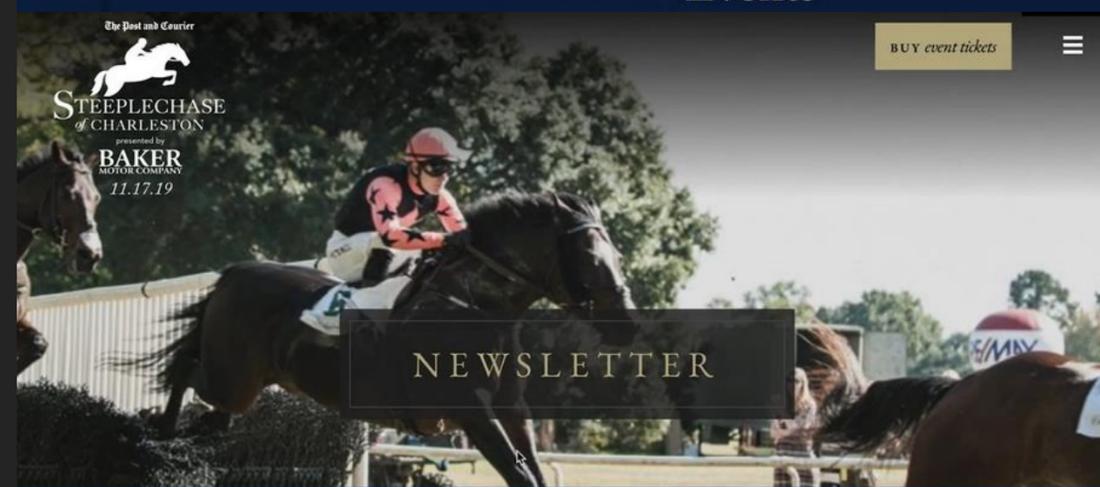


7.4 Million
Social Media
Impressions



- ### Powerful Marketing Reach
- SEM Targeting
 - Social Media Influencers
 - Statewide Newspaper Ads
 - Business Partnerships
 - Content Marketing
 - The Post and Courier
 - Newsletters
 - Radio Ads
 - Public Relations
 - Contests & Giveaways
 - Events
 - SEO
 - Geofencing
 - Social Media
 - Video

Join the Steeplechase Family



609% Increase in Opt-ins





Restaurant Business 101 Series

The Post and Courier
FOUNDED 1803 WINNER OF THE PULITZER PRIZE

The Post and Courier
Winner of the Pulitzer Prize

Archive Advertisers Categories Lowcountry Parent Sponsored Content Progress SC

For a New Restaurant, Success Begins With Buying the Right Equipment 6 NOV 2019

As posted in Berlin's Restaurant Supply



FOOD & DINING

DT 16 Nov 2019 11:00 AM | The Post and Courier | POSTANDCOURIER.COM | Contact: Clara Decker, clarkad@postandcourier.com

Restaurant business 101

Watch exclusive online video series at postandcourier.com/food



SPECIAL COVERAGE How Raees in the SC prison system led to 7 deaths in a single night

RESTAURANT BUSINESS 101

How does food-and-bev business really work? Charleston's top restaurateurs explain it all.

An exclusive video series about how to build a successful Charleston restaurant

BY HANNA BASKIN HASKIN@POSTANDCOURIER.COM
NOV 4, 2019



BERLIN'S
Restaurant Supply, Inc.

Professional Kitchen Design & Planning
We are LOCAL and at your service! Local360.com



The Post and Courier
presents

Now Open

A Tasting Event
featuring the area's
hottest new restaurants

Restaurant Review
Delaney Oyster House hits home run with small plates 03

Now Open
Charleston Princess sets sail with jazz brunches and special events 06

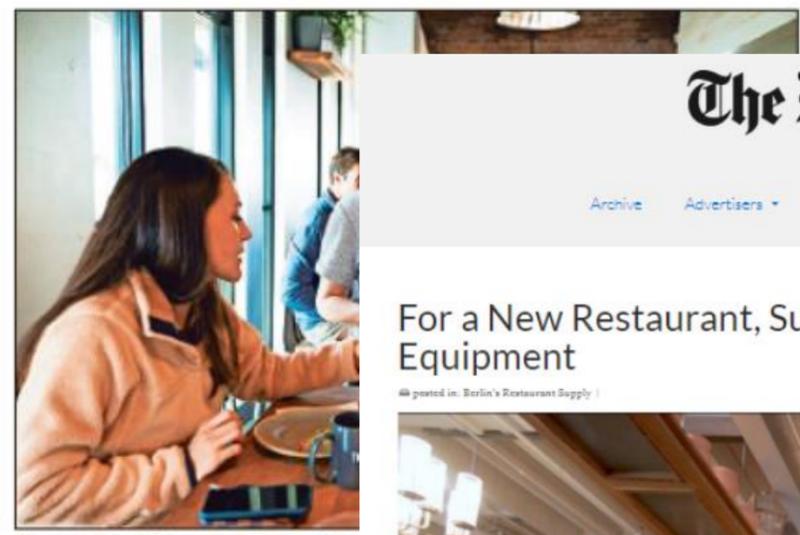
Food newsletter
Get fresh recipes, food reviews and more.
The Winnow
Charleston's best food, beverages and events.
More coverage
on the occasion & all of it here.

FOOD & DINING

01 Thursday, November 6, 2014 **The Post and Courier** | PORTLAND, OREGON | Contact: Tara Tarkin, tarkin@postandcourier.com

Restaurant business 101

Watch exclusive online video series at postandcourier.com/food



Melody Sherman talks with Bill Johnson (left) and Allison Houshold (right).

BY HANNA BIRGIN
hannahb@postandcourier.com

Why would anyone open a restaurant? Many experienced restaurant owners often ask themselves the same question. But it's a lately been asked with more urgency in downtown Charleston, where new prices are surging, the expenses tend to skyrocket and the number of restaurants is up every year. As recently as a decade ago, hospitality was an art in Charleston. Now it's very much a business, and a cutthroat one.

So how does a restaurant manage to succeed around here? Here's every year there's an unexpected cliff that confirms there isn't a set formula for finding customers and keeping them in the process. Yet a lot of the city's best-known restaurants agreed to speak to *The Post and Courier* about what they've learned about food and beverage businesses, including how to set a concept, build out a location without going belly up, work with partners, set menu prices and promote a new place.

Along them, David Palmer shares



Matt's chef owner John Amato (left) is Gracie Hall.

The Post and Courier

Winner of the Pulitzer Prize

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For a New Restaurant, Success Begins With Buying the Right Equipment

As posted in: Berlin's Restaurant Supply



Almost every restaurant needs one, but who knew that no two fryers are alike. "In a restaurant, the most expensive piece of equipment besides the cook can be a fryer," says Jeff Mair, who handles project consultation and sales for [Berlin's Restaurant Supply](#). With over 100 different models of fryers available, the options are dizzying — some are better for chicken others better for doughnuts, some even fill with grease automatically and offer superior energy-saving characteristics. The choice is crucial, and can be overwhelming.

That's the kind of knowledge possessed by industry veterans like Jeff, a former chef who's been with Berlin's for two decades. But for new restaurateurs or those just breaking into the business, the choice of equipment can be bewildering. That's where Berlin's comes in. Berlin's offers everything from complete custom design food service spaces to tables and chairs, and navigating all those choices can help set a restaurant operator on the right path to success — or put them behind from the very beginning if not done correctly for the concept & budget.

"You can make it or break it, in a sense, if you spend too much money up front," Mair says, "or if you don't spend enough on the right pieces in the beginning."

CASE STUDY

Restaurant Business 101 Series

DETAILS:

- CUSTOM VIDEO
- SPONSORED CONTENT ARTICLE
- EMBEDDED DIGITAL ADS IN STORY
- PRINT AD IN FOOD SECTION
- EVENT SPONSORSHIP AT NOW OPEN

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CASE STUDY

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Restaurant Business 101 Series

RESULTS

4:35

AVERAGE TIME
ON ARTICLE

.78%

FACEBOOK AD CTR

2.23%

CONTEXTUAL
APP AD CTR

.12%

CONTEXTUAL
SITE AD CTR



Hanna Raskin shared a link.
Admin · November 4

Apropos of Craig Kettles recent post about the uncertainties of the local restaurant scene, we've put together a few short videos breaking down how the local industry works. Many thanks to Melody Shemtov, Brooks Reitz and Steve Palmer for sharing their wisdom.

RESTAURANT BUSINESS 101
INTRODUCTION

Brought to you by:

BERLIN'S
Restaurant Supply, Inc.
EST. 1986

The Post and Courier
postandcourier.com

YOUTUBE.COM
Restaurant Business 101 - Introduction
This video is one of six in a series created by The Post and Courier to help...

Anichka Shulman and 19 others 8 Comments

Like Comment

Craig Kettles Great video. Everyone in this group should watch! I look forward to viewing the other five.
Like · Reply · 5w 2

Restaurant Business 101 Series



The Post and Courier

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Tired of Turkey?

Sample the area's hottest new food!



Thursday, Dec. 5, 2019
5:30 - 7:30 p.m.

Meeting Street Eats
445 Meeting Street

Get 2 tickets for the price of one!

They just \$25 for two tickets with promo code BLOC. Ticket price includes samples from participating restaurants.

Get Tickets

The Post and Courier's Food section is giving avid eaters a first crack at experiencing Charleston's newest dining destinations. On Dec. 5, the area's most hotly-anticipated restaurants will provide a preview of samples from their menus in a taste-around format.

Participating Restaurants:

Gracie
Kahuna Poke Bar
Delaney Oyster House
Grubik
Manuela's Filipino Food
Julius Delicatessen



sponsored by

BERLIN'S
Restaurant Supply, Inc.



The Post and Courier presents Now Open

A Tasting Event
featuring the area's
hottest new restaurants.

Thursday, December 5, 2019
5:30-7:30 p.m.
Meeting Street Eats
445 Meeting Street
Tickets: \$25



The Post and Courier's food section is giving avid eaters first crack at experiencing Charleston's newest dining destinations.

The area's most hotly-anticipated restaurants, including many still on the cusp of opening, on December 5 will provide preview samples of their menus in a taste-around format at Meeting Street Eats.

sponsored by

BERLIN'S
Restaurant Supply, Inc.



For tickets go to: PostandCourier.com/Now-Open

Make It with Menards





UNICEF



Chicago Tribune

PAID POST [Learn more](#)

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**FOR EVERY CHILD —
THE GIFT OF A CHILDHOOD**

DEC 7



© UNICEF

TAKE A PEEK AT THREE CLASSROOMS VERY DIFFERENT FROM YOURS

Imagine one of your elementary school classrooms. How is the classroom arranged?

What are you and the other students wearing? What kinds of books and supplies are in the room?

Though classrooms around the world might look different from yours, what they have in common is a place for children to feel safe, learn, socialize and work toward their potential. For some children, school is a ladder out of poverty, a sanctuary from war and violence, and a place where dreams are formed.

UNICEF is present in over 150 countries, helping to bring education to the world's most marginalized children and nurturing their dreams of a better life. Below are just four of the many classrooms where UNICEF is making a difference.



DEC 4

THE GIFT OF AN EDUCATION — ONCE YOU HAVE IT, NO ONE CAN TAKE IT FROM YOU



© UNICEF

DEC 3

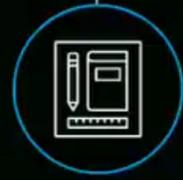
PROFILE: LAWRENCE O'DONNELL WANTS YOU TO BE MORE K.I.N.D.

FOR EVERY CHILD — THE GIFT OF A CHILDHOOD

UNICEF believes that every child deserves the very best gift that this season can offer—a childhood. Read a story a day all month long about the actions and risks that UNICEF takes around the world to make that gift a reality.

PAID POST

[Learn more](#)



FOR EVERY CHILD —
THE GIFT OF A CHILDHOOD

BOSS MOM SERIES

SKYLINE

socialmementos NEW MOMS PARENTING LIFESTYLE WELLNESS

BOSS MOM

BOSS MOM: Jenn Tanaka

FEBRUARY 4, 2020 · 5 MINUTE READ

Jenn Tanaka is a Southern California native, who has a special place in my heart, and I'd be...

READ MORE

- LIFESTYLE: Saving money with consignment shopping! (5 MINUTE READ)
- FOOD: Valentine's Day Chocolate Almond Bark for The Kids and Their Classmates (KETO Friendly) (1 MINUTE READ)
- SELF-CARE: Drugstore vs. Department Store (3 MINUTE READ)

FIT MOM - Meredith Pardo

Copy link

Boss Mom goes Fit Mom

Fitness is something that everyone can benefit from and we all know that, but most people struggle with finding time for it. Well, Meredith won't take that, this mom takes on her career while still finding time to work on her fitness and her daughters are her witness! (Don't mind my Fergalicious pun.) Meredith finds ways to include her daughters and even her husband in her work out routine.

3 MINUTE READ

SELF-CARE: Three easy steps to your best skin ever! (2 MINUTE READ)

SOCIAL LINKS

6K LIKES 3K FOLLOWERS

TOP POSTS

- LIFESTYLE: Easy Autumn Dinner
- FAMILY: Ocean Institute: Holiday Lights Viewing Party
- LIFESTYLE: Tree Lighting Ceremony

BOSS MOM: Selina Cohen

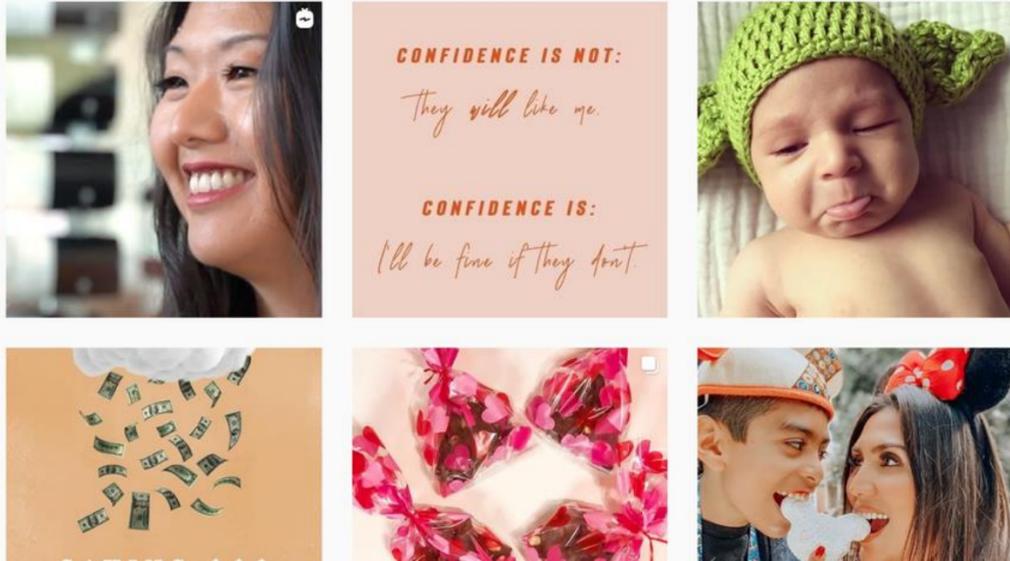
BY DANIELLE FLORES · NOVEMBER 13, 2019 · 3 SHARES · 4 MINUTE READ



BY DANIELLE FLORES · DECEMBER 13, 2019 · 3 MINUTE READ



POSTS IGTV TAGGED



CONFIDENCE IS NOT: They will like me.

CONFIDENCE IS: I'll be fine if they don't.



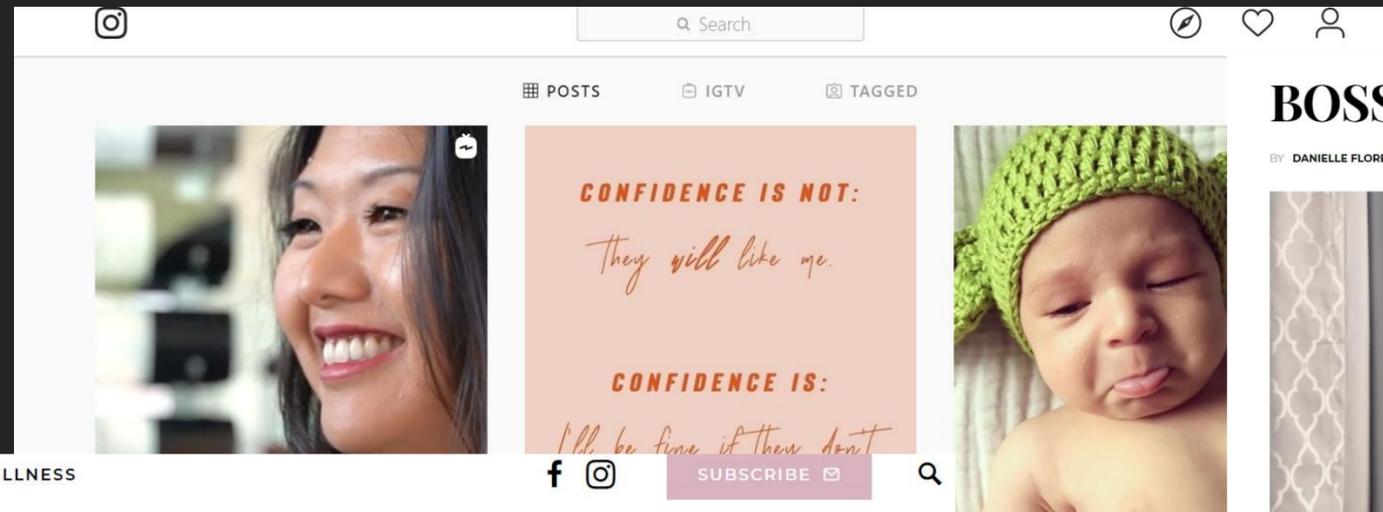
Being able to use one of her passions to educate her children is so inspiring and makes me think that all of us moms can learn from her.

Adventures, Support System, BOSS MOM



CASE STUDY: BOSS MOM

SKYLINE



BOSS MOM: Selina Cohen

BY DANIELLE FLORES · NOVEMBER 13, 2019 · 3 SHARES · 4 MINUTE READ



socalm^{oments} NEW MOMS PARENTING LIFESTYLE WELLNESS

B — BOSS MOM

BOSS MOM: Jenn Tanaka

FEBRUARY 4, 2020 · 5 MINUTE READ

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READ MORE

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F — FOOD

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1 MINUTE READ

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Drugstore vs. Department Store

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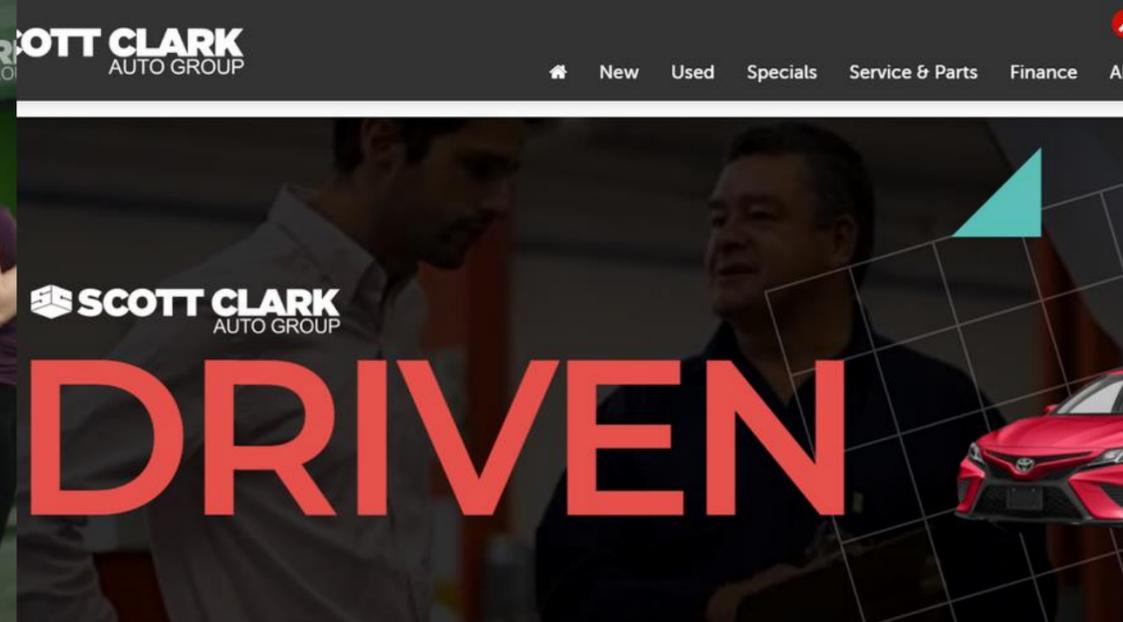


Driven to Dance



KIM SMITH: DRIVEN TO DANCE

To learn more about A Chance To Dance, [visit the website](#) or #BeKind and follow them on [Facebook](#).



Home New Used Specials Service





 **SCOTT CLARK**
AUTO GROUP

DRIVEN





Miccosukee Tribe





What would
you do if

YOU WERE STARTING
FROM SCRATCH?

ADVICE FOR ALL



Words of Inspiration

Content builds relationships.
Relationships are built on trust.
Trust drives revenue.

- Andrew Davis

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WHAT THE
HECK IS
BRANDED
CONTENT?

