The Business of Storytelling

Session 2
The branded content project is designed to help facilitate additional growth, engagement and success for publishers of all shapes and sizes.
Does Branded Content WORK?

Is it worth the effort?
Did you know?

86%

Branded content drives higher brand recall than pre-roll ads

Nielsen - 2016
Did you know?

59%

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

IPG Media Lab - 2016
Did you know?

50%

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

Nielsen - 2016
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 BRANDNER
CREATIVE LAB
@ MCCLATCHY
GENERAL MANAGER
MICHELLE VIELMA

SKYLINE
SOUTHERN CALIFORNIA
NEWS GROUP

VICE PRESIDENT
DIGITAL ADVERTISING
KURT KNAPEK
THE POST AND COURIER
VICE PRESIDENT
OPERATIONS AND DIGITAL MEDIA
GETTING STARTED
Restaurant Business 101 Series

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

Watch exclusive online video series at postandcourier.com/food

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

A Tasting Event featuring the area's hottest new restaurants
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
CASE STUDY

Restaurant Business 101 Series

4:35
AVERAGE TIME ON ARTICLE

.78%
FACEBOOK AD CTR

2.23%
CONTEXTUAL APP AD CTR

.12%
CONTEXTUAL SITE AD CTR
Restaurant Business
101 Series
Make It with Menards
FOR EVERY CHILD —
THE GIFT OF A CHILDHOOD
BOSS MOM SERIES

SKYLINE

BOSS MOM: Jenn Tanaka

Jenn Tanaka is a Southern California native, who has a special place in my heart, and she's a BOSS MOM! She's a social media influencer and entrepreneur. She's passionate about connecting with other moms and helping them feel confident in their motherhood journey. She's also a philanthropist, supporting various causes and organizations. Jenn's story is inspiring, and her determination to succeed is truly remarkable.

BOSS MOM: Selina Cohen

Selina Cohen is a successful businesswoman and mother of twin boys. She's the founder of a successful e-commerce company, and she's known for her entrepreneurial spirit. Selina's dedication to her family and her career is truly inspiring. She's a great example of how to balance motherhood and a demanding job.

BOSS MOM goes Fit Mom

Fitness is something that everyone can benefit from and we all know that, but most people struggle with finding the time for it. Well, Meredith can't say that. She's a mother of three and still finding time to work on her fitness and her daughters' fitness too! Don't miss out on her story.

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

Meredith Pardo is a mother of four and the founder of a successful business. She's also a social media influencer and a philanthropist. Meredith is passionate about sharing her stories and experiences with other moms. She believes in the importance of having a strong support system and offers advice and guidance to other moms.
CASE STUDY: BOSS MOM

BOSS MOM: Jenn Tanaka

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

FIT MOM: Meredith Pardo

Valentine’s Day Chocolate Almond Bark for The Kids and Their Classmates (KETO Friendly)
Driven to Dance

KIM SMITH: DRIVEN TO DANCE
To learn more about A Chance To Dance, visit the website or if you kind and follow them on Facebook.

McCLATCHY
CREATIVE LAB
@McCLATCHY
What would you do if 
YOU WERE STARTING FROM SCRATCH?

ADVICE FOR ALL
Content builds **relationships**. Relationships are built on trust. Trust drives **revenue**.

- Andrew Davis
The Business of Storytelling
SELLBRANDED.COM
WHAT THE HECK IS BRANDED CONTENT?