My name is Evie Kevish and I am the Project Manager that manages the Sponsored Content/Native Advertising/Branded Content at Shaw Media.

I have been doing this for almost six years. Year over year we have seen excellent growth with our program. Our 2019-2020 renewal period took us from 87 to 105 clients taking our revenue from around $500k to over $650k.

A MAJOR issue we have had over the years is reporting. How do we report and show the campaigns success? We have focused on our engagements rather than impressions and our clients have seen the results from the program.

We offer YEARLY contracts that include print and video. Our clients love it.

So as the years have passed I have been pushing to provide reporting on a quarterly basis. This way I can provide reports to my clients for transparency and retention purposes and if the campaign is going the wrong way I can tweak it with our new platform. Currently we only provide yearly reports or if the client is about to cancel.

Last year the LMA put out applications for the Branded Content Project and I applied for the grant. Shaw Media won and is one of the Alpha Partners on this project. The $20k grant money is being used for a reporting software suite. After YEARS of dealing with multiple vendors no one could help me out on a somewhat complex, manual reporting process, I found out about NinjaCat. THEY SAVED THE DAY! I have been working with them for several months now and I was hoping to have our platform launched by Q4 in 2019 but there are still kinks being worked out but we are almost there!

I did a presentation in Detroit - 
https://drive.google.com/open?id=1zoqaJ4rJNLIPY72azCIIOQDzzk0xH5oOU2FSQ9iVHx0

This shows we were were and where we are going. New design, quarterly reports and to be able to click a button rather than 50 spreadsheets of data is SO REWARDING!

Like I had mentioned we are still working with NinjaCat so we are in process but this is so innovative because we will now have cutting edge technology with our reports! Rather than provide a report when we are about to lose a client or once a year this will provide better transparency. We are paving the way for other media companies to succeed with Branded Content. I want to help others and show how accurate and frequent reporting provides value to the client and agency!

I have attached a old report for you to see. I do not have new one to show yet as I mentioned we are still working and hope to have this done/implemented by February 2020.

I also did an experiment in 2019. From August  - December I used b&w photos and we saw an increase of 28% engagement.

Here are some examples of our content:

https://www.theherald-news.com/sponsored/erin-obrien/33625326/index.xml

https://www.daily-chronicle.com/sponsored/merry-maids-of-sycamore/62420293/index.xml

https://www.kcchronicle.com/sponsored/realtor-association-of-fo/97200253/index.xml

https://www.nwherald.com/sponsored/verlo-mattress-factory/59417457/index.xml

https://www.mysuburbanlife.com/sponsored/mr.-handyman-of-wheaton-h/24913098/index.xml

Feel free to reach out with any questions or if you need anything additional. Have a great rest of the day!

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