

# Native Advertising Trends in News Media

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@jesperlaursen

# Introduction to Native Advertising

# Latest Research on Native Advertising in News Media



# **NATIVE ADVERTISING TRENDS 2018**

– The News Media Industry



# Five Keys to Success



**Native  
Advertising  
Institute™**



**DRUM ROLL...THE SHORTLIST FOR NATIVE ADVERTISING AWARDS 2018 IS HERE!**

**SAVING THE FUTURE OF NATIVE ADVERTISING - WITH TECH**



**HOW TO BEST WORK WITH AGENCIES AND BRANDS ON NATIVE ADVERTISING CAMPAIGNS**

**INTERACTIVE DESIGN: "YOU NEED TO CREATE A LABYRINTH, NOT A MAZE"**

**TOP 5 NATIVE CREATIVE STRATEGIES PROVEN TO DRIVE RESULTS THIS HOLIDAY SEASON**

**THE FUTURE OF NATIVE ADVERTISING: MUCH MORE USE OF DATA, ANALYTICS AND PROGRAMMATIC**

Join us for the foremost conference on native advertising! #NativeDAYS18 +

**Native Advertising**

**POWERHOUSE**

by **Native Advertising Institute™**



**PODCAST**







# Native Advertising **AWARDS**

**2018**

[www.nativeadvertisinginstitute.com/awards](http://www.nativeadvertisinginstitute.com/awards)



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Advertising  
Institute™**

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# **Native Advertising DAYS 2018** TM

**6-8 NOVEMBER 2018**

[www.nativeadvertisinginstitute.com/days](http://www.nativeadvertisinginstitute.com/days)

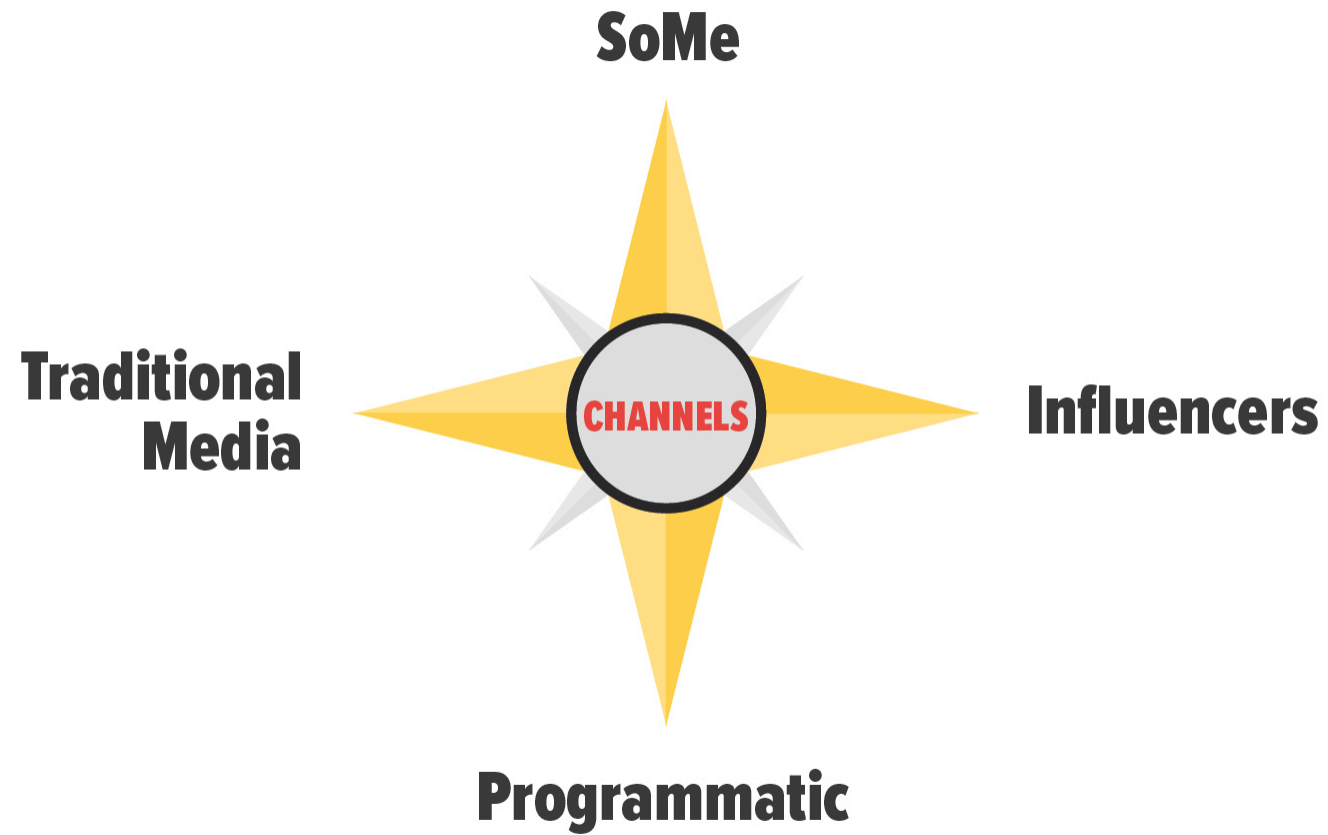


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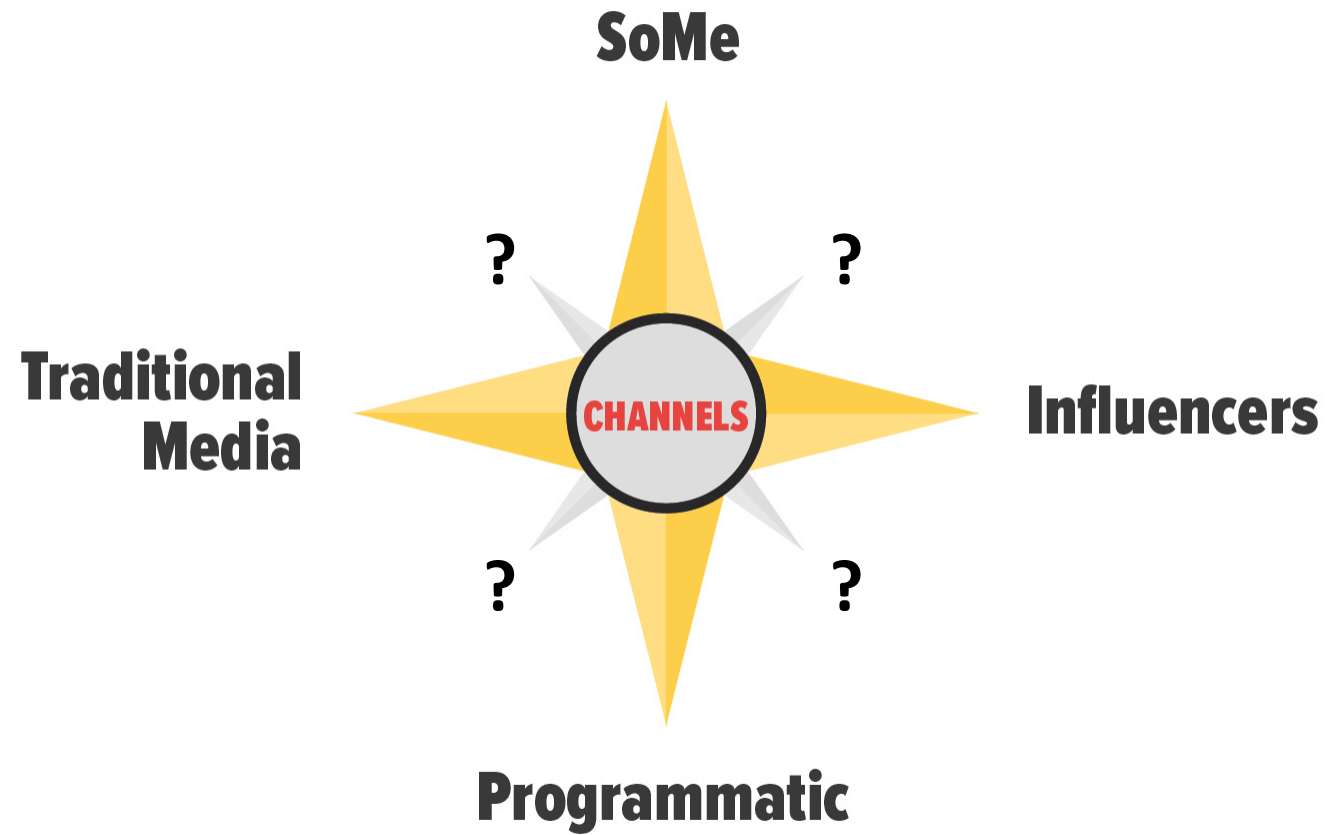
# Definition

Native advertising is paid advertising where the ad matches the form, feel, function and quality of the content of the media on which it appears

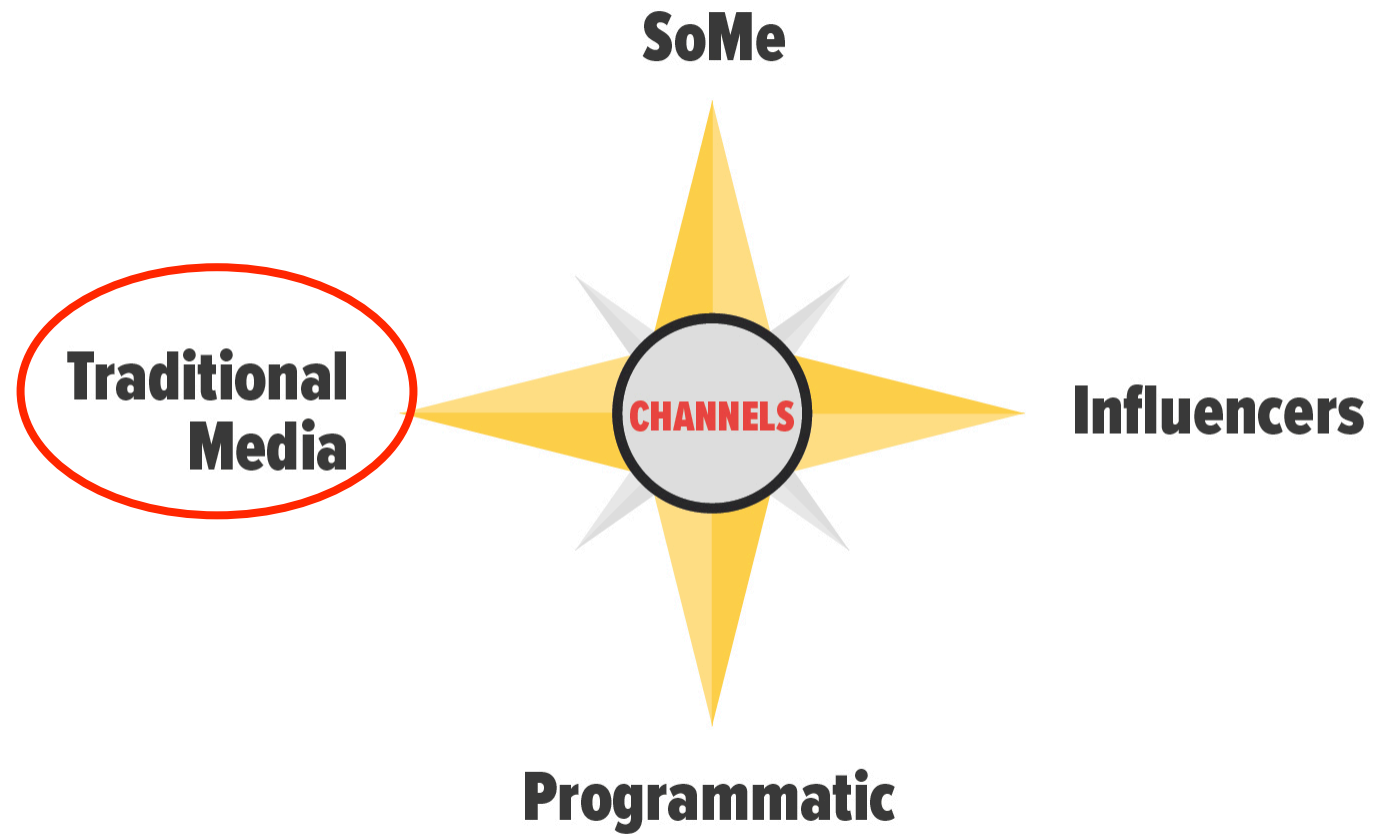
# Main Channels



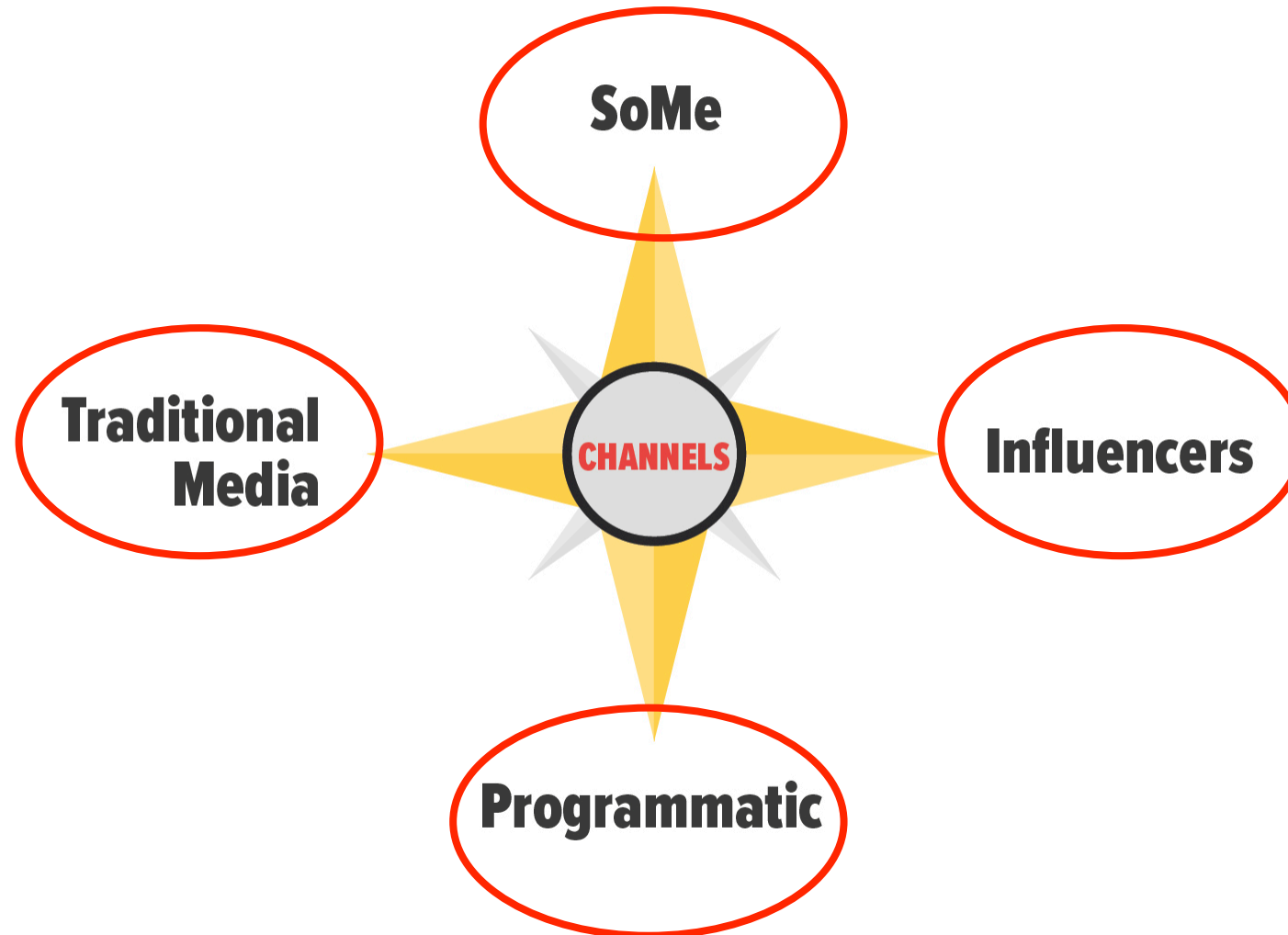
# Main Channels



# Main Channels



# Main Channels







# Latest Research on Native Advertising in News Media



# **NATIVE ADVERTISING TRENDS 2018**

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# Native Advertising Trends in News Media

- Collaboration between WAN-IFRA and the Native Advertising Institute
- Third edition
- 127 respondents from 45 countries
- Both editorial and commercial executives
  
- Report will publish from [nativeadvertisinginstitute.com](http://nativeadvertisinginstitute.com)

# Attitude towards native advertising

# How likely are you to use native advertising as an advertising or service option?

Not likely

**0 %**

Less likely

**2 %**

Likely

**31 %**

Most likely

**11 %**

We already do

**56 %**

# How likely are you to use native advertising as an advertising or service option?

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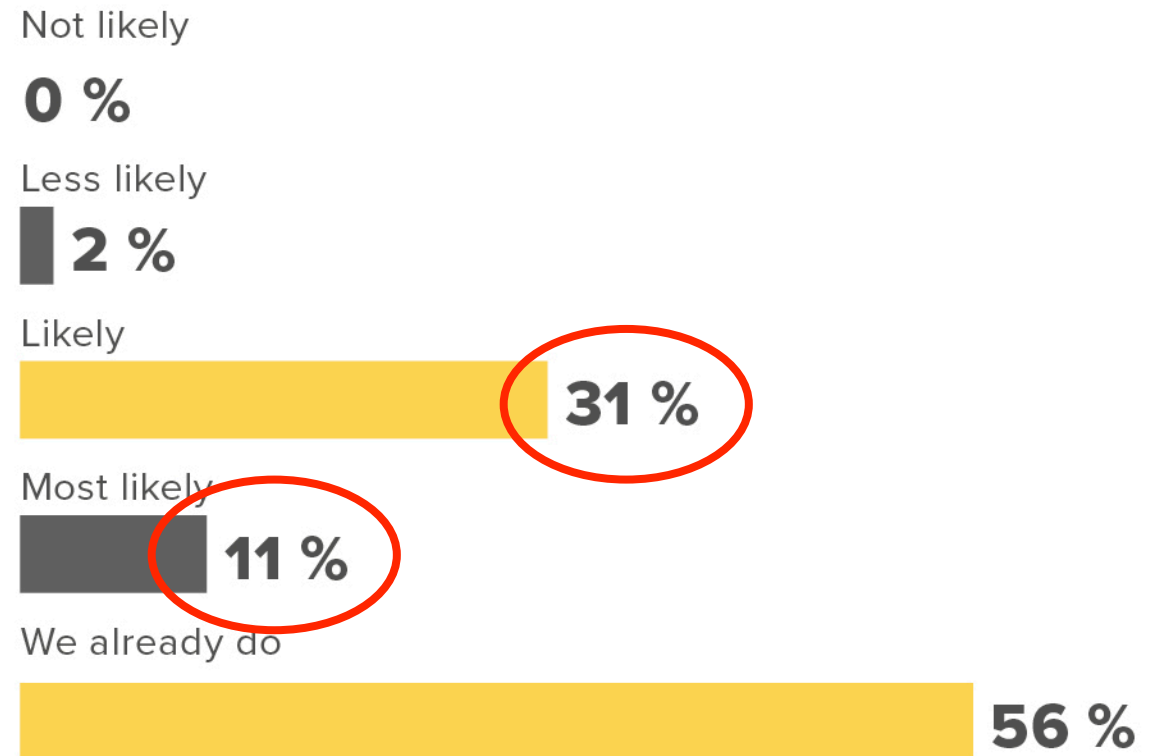
**11 %**

We already do

**56 %**

**51%**

# How likely are you to use native advertising as an advertising or service option?





# How important is native advertising to your company?

Not important



**4 %**

Important



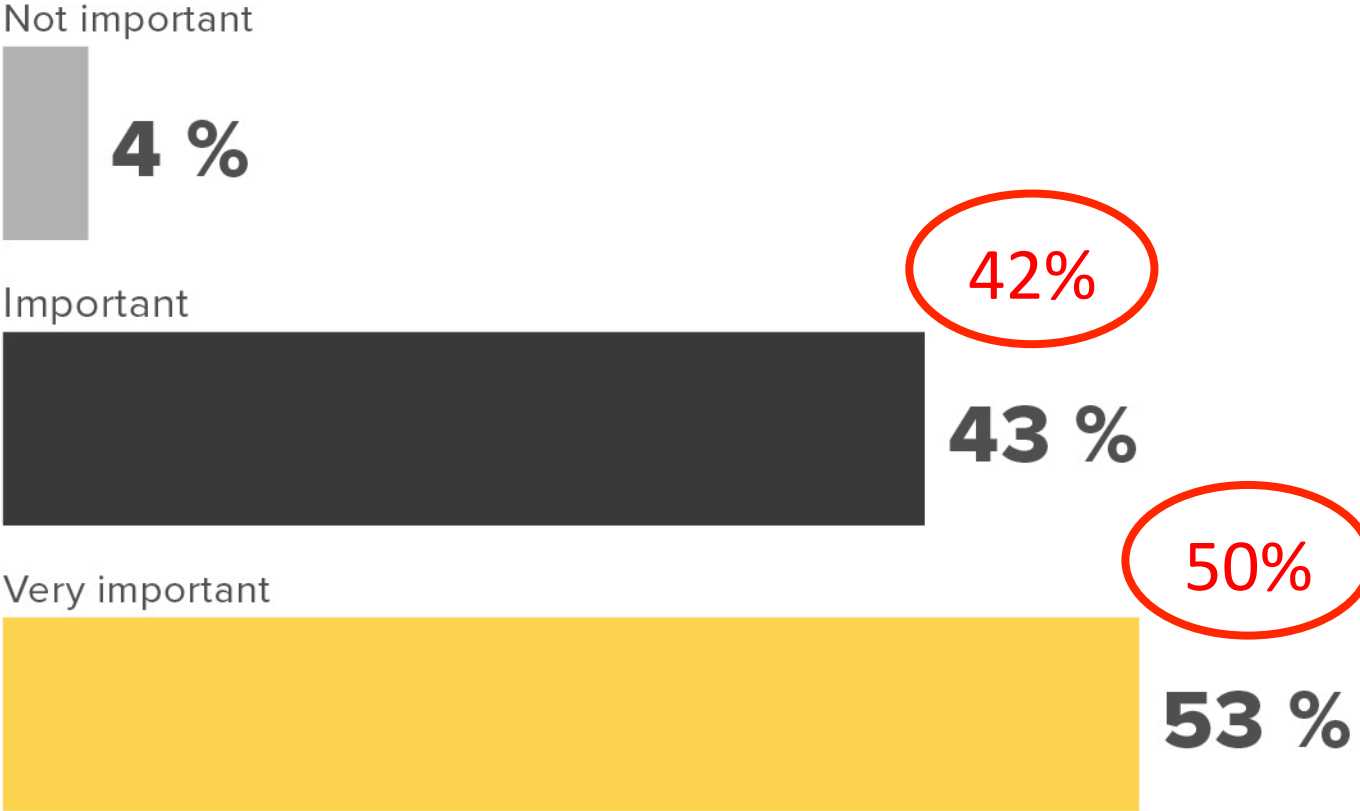
**43 %**

Very important



**53 %**

# How important is native advertising to your company?



# What are your feelings toward native advertising?



# What are your feelings toward native advertising?



82%

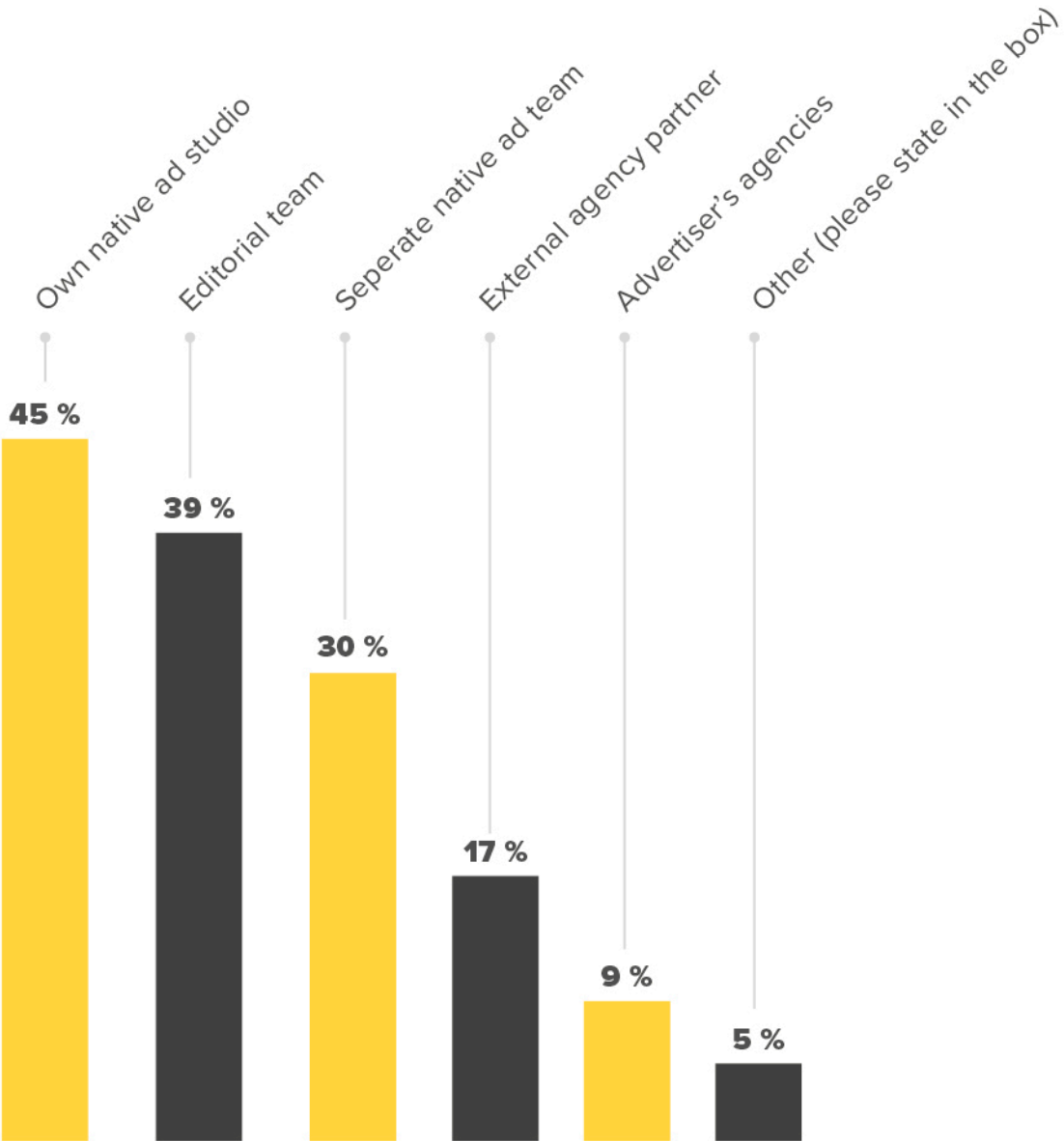
89 %

9 %

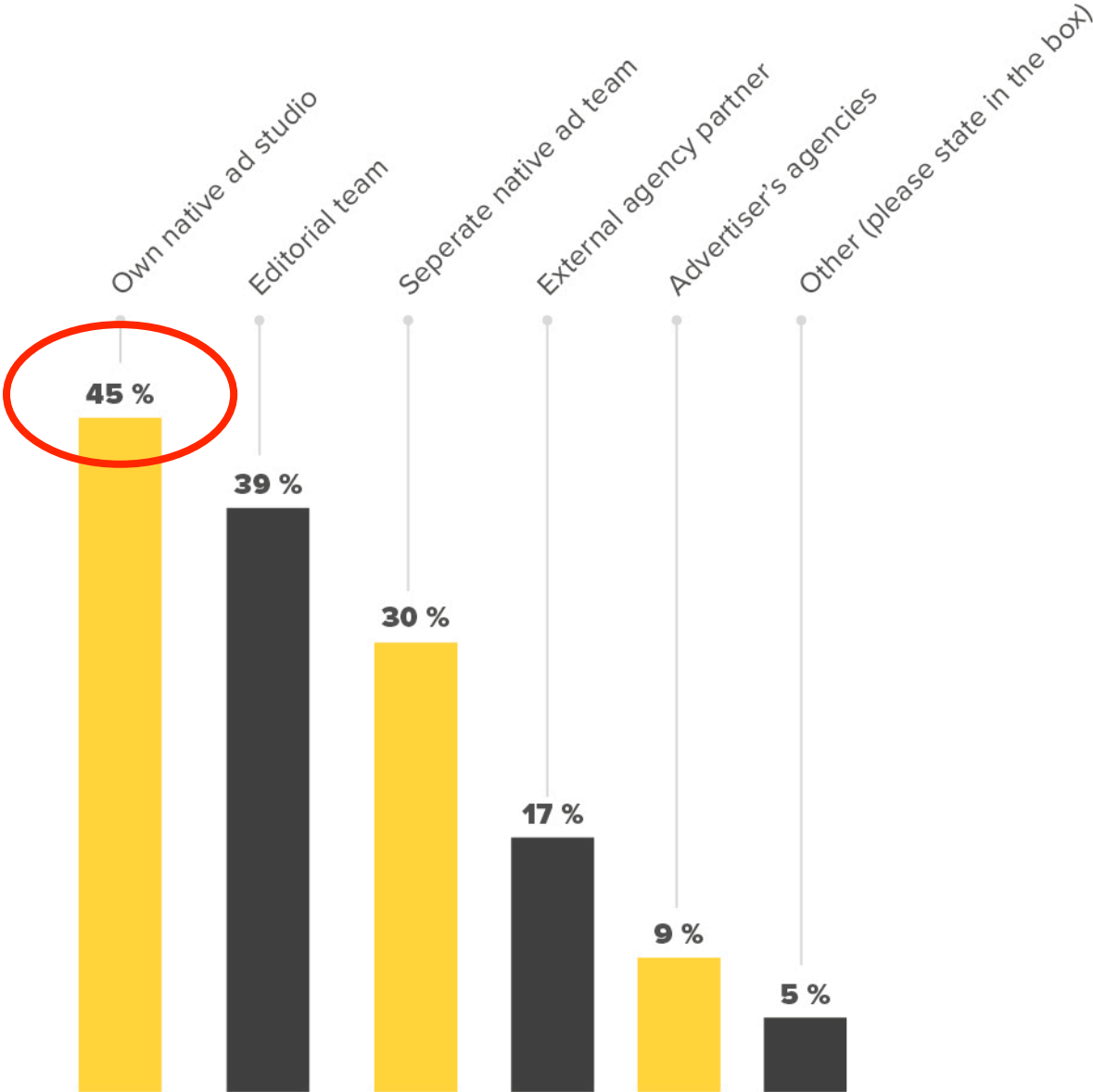
2 %

# Sales and Services

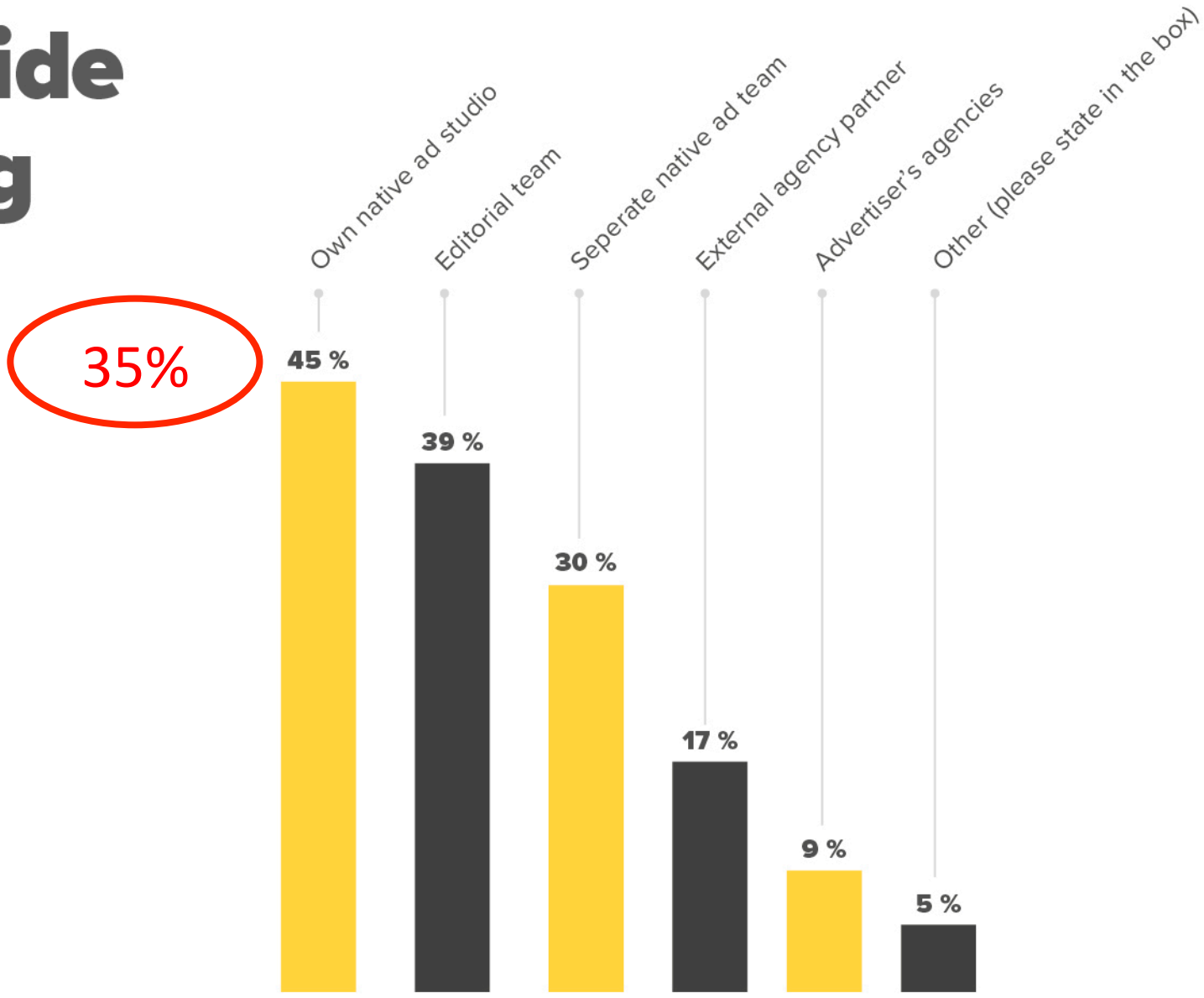
# How do you provide native advertising solutions?



# How do you provide native advertising solutions?

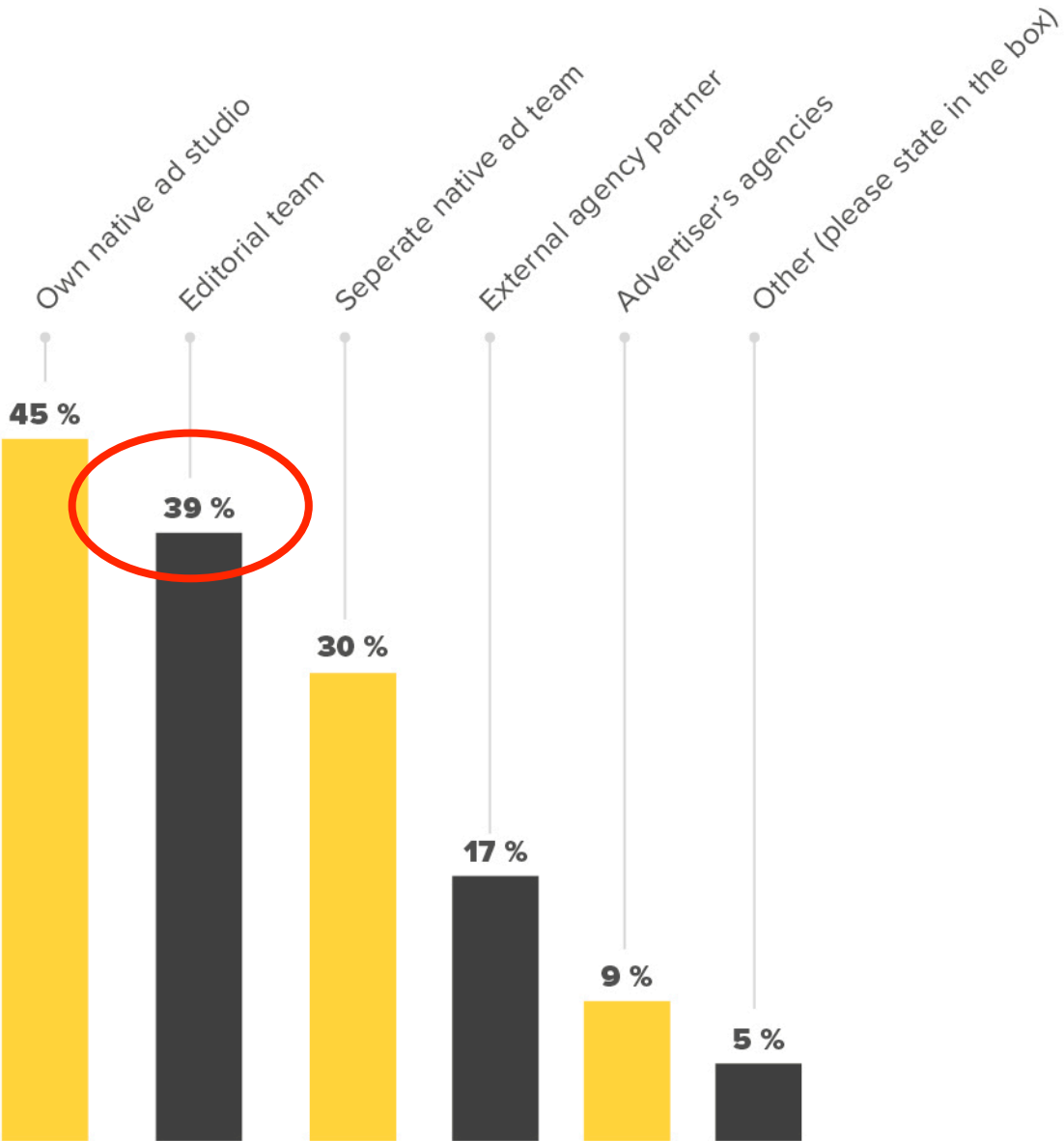


# How do you provide native advertising solutions?

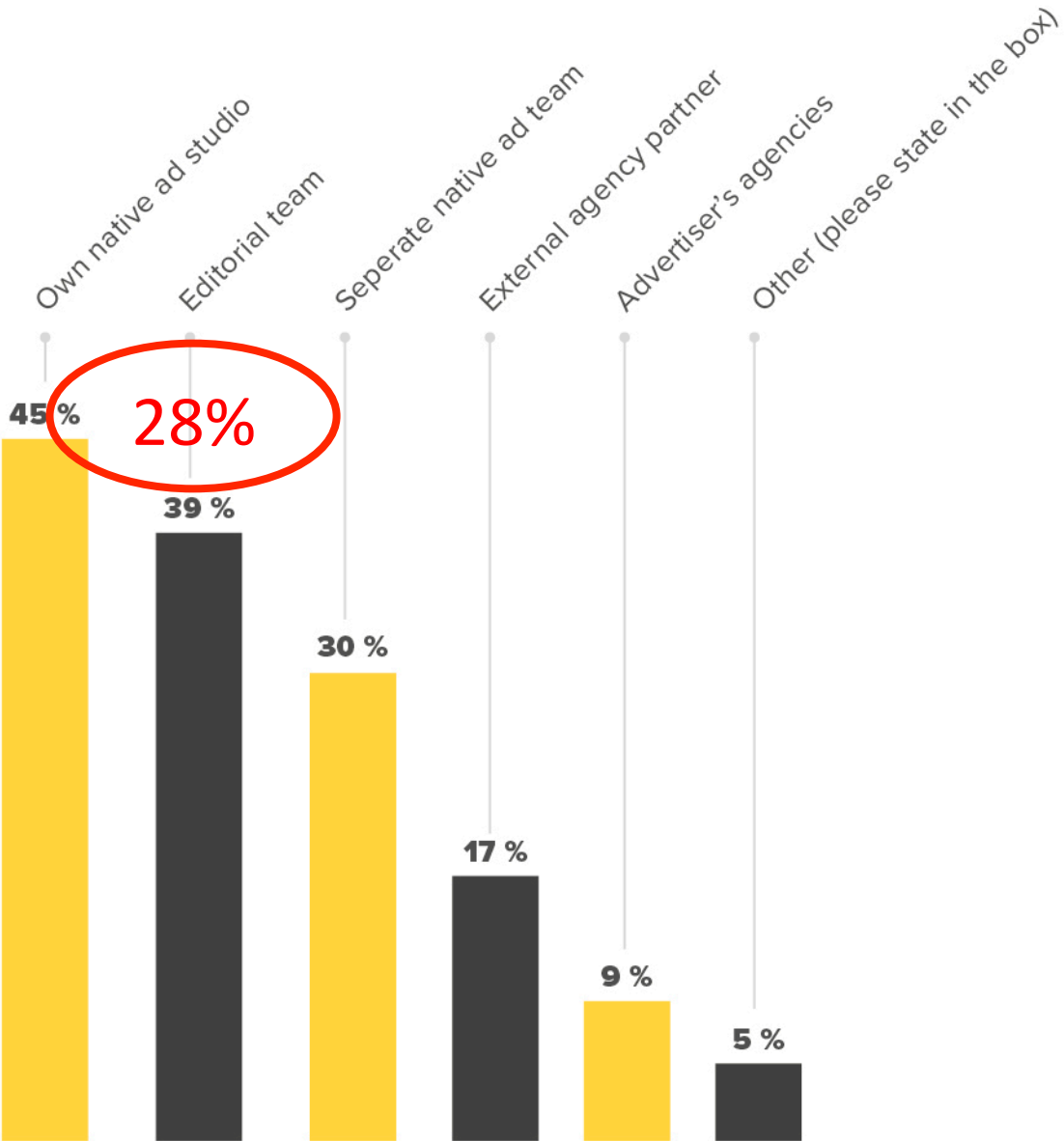




# How do you provide native advertising solutions?



# How do you provide native advertising solutions?



# How do you price native advertising vs. tradition advertising?

Higher



Lower



The same



# How do you price native advertising vs. tradition advertising?

Higher



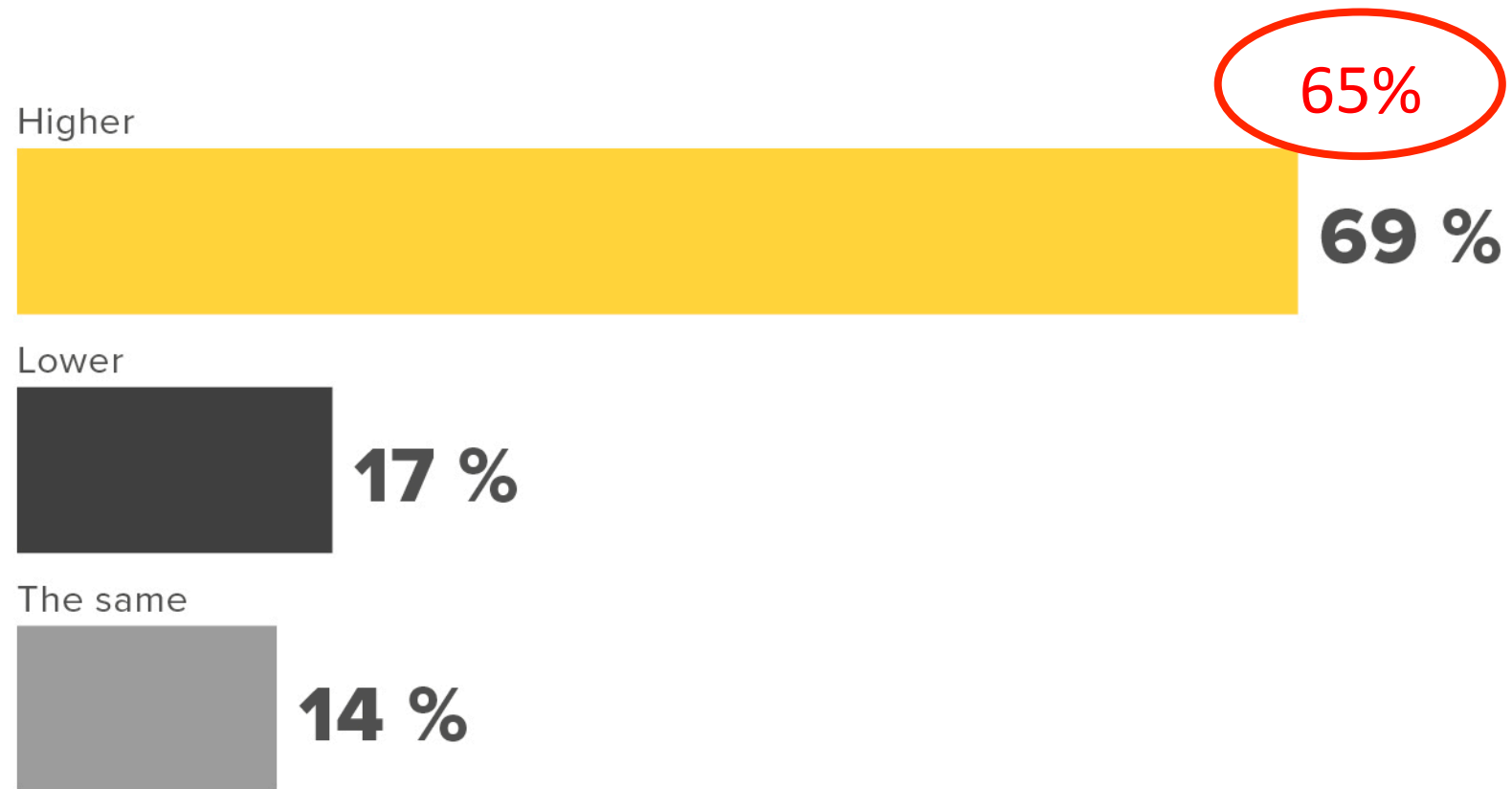
Lower



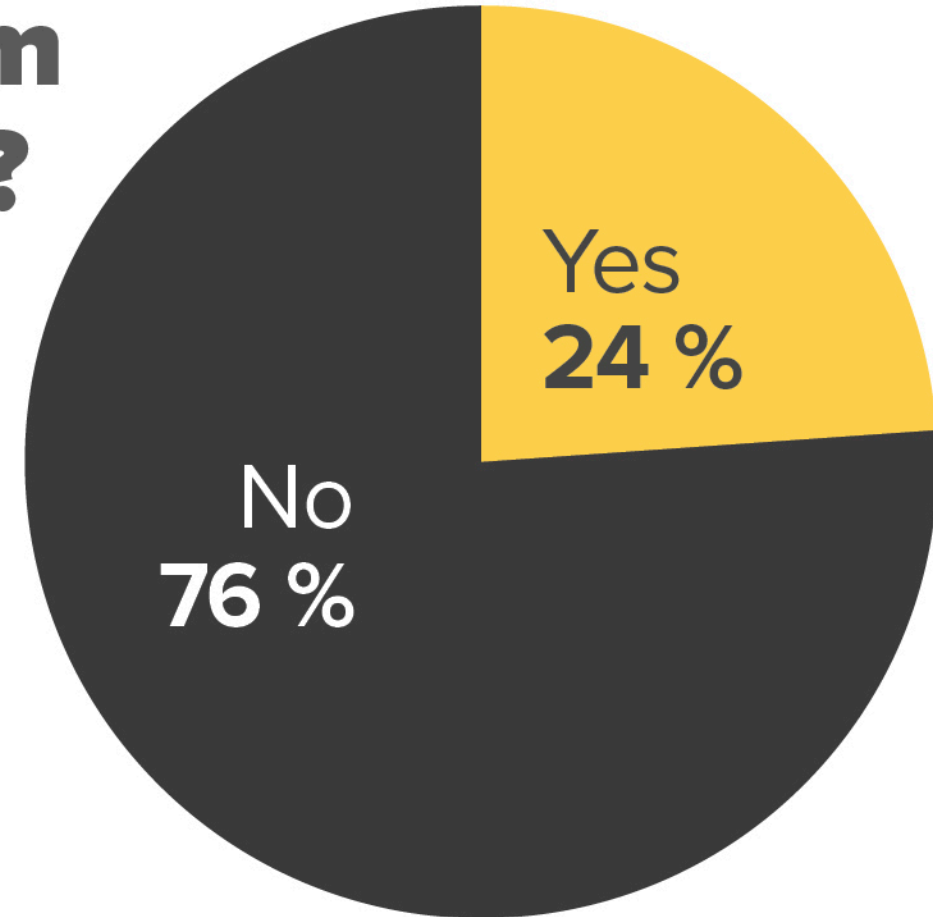
The same



# How do you price native advertising vs. tradition advertising?



# How do you have a dedicated sales team for native advertising?



# Budgets

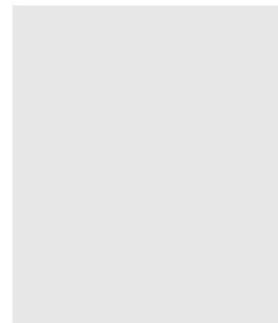


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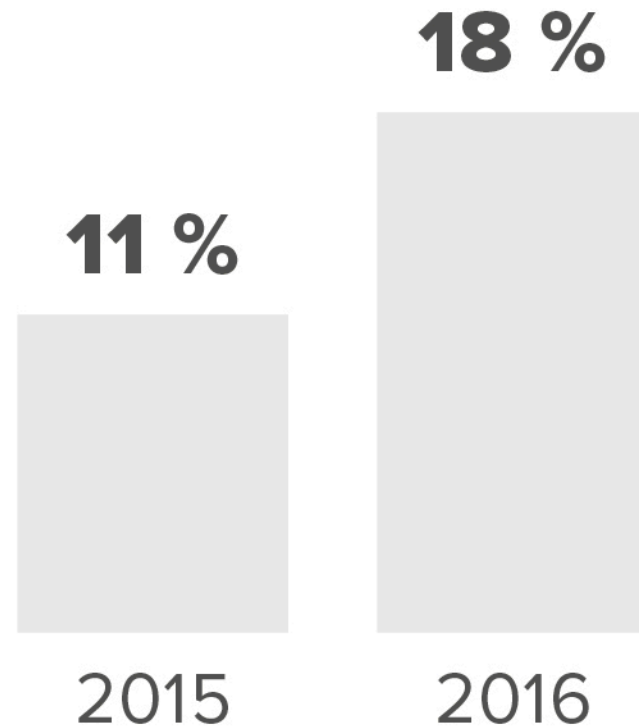
# Average native advertising share of total ad revenues

**11 %**

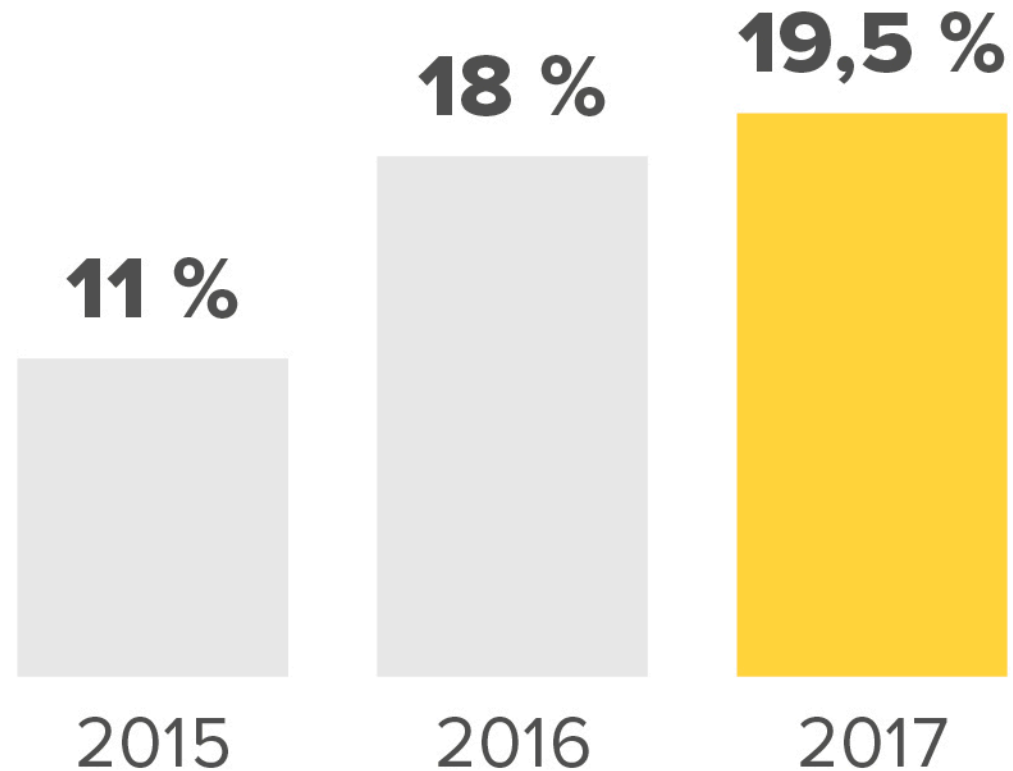


2015

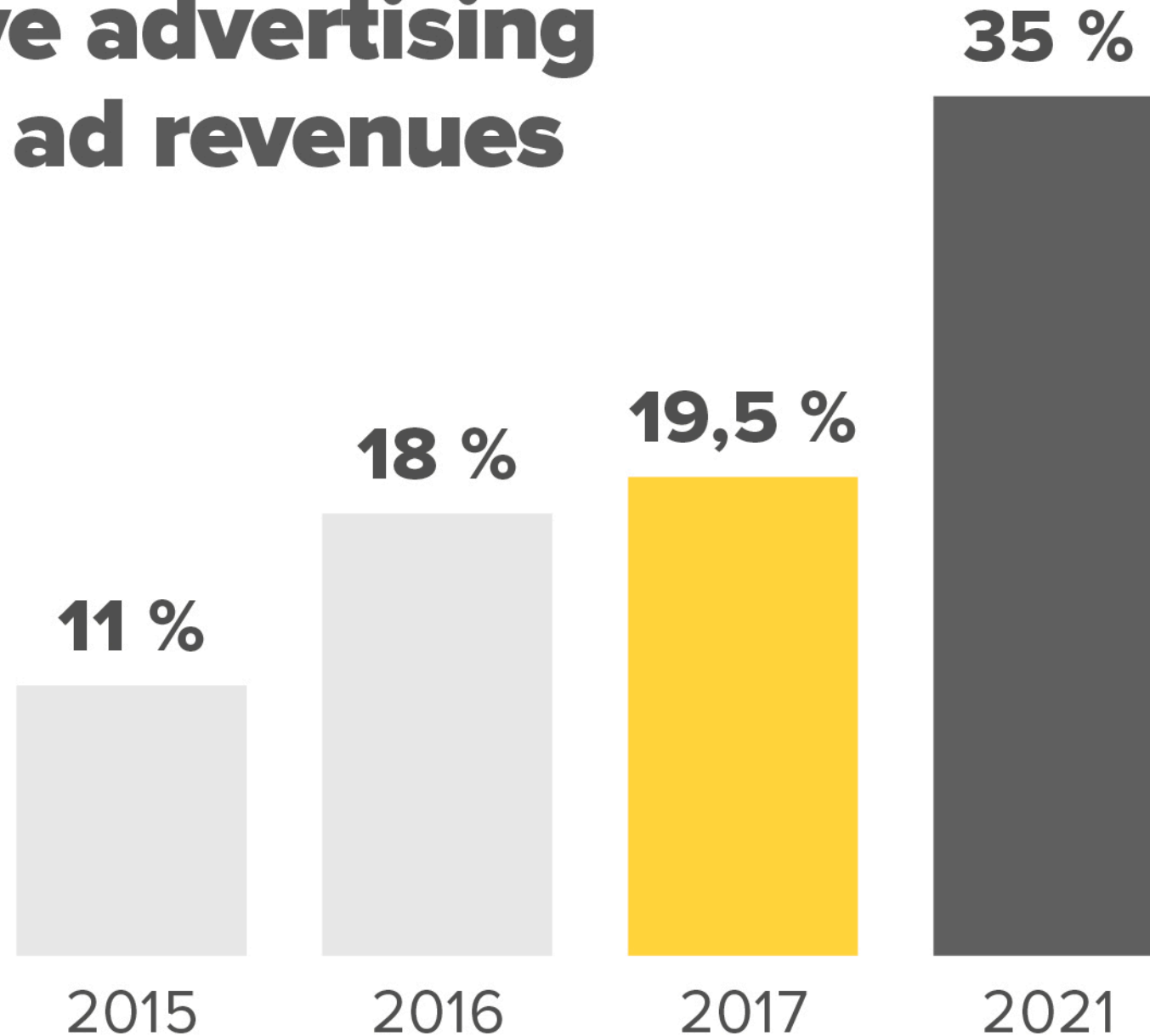
# Average native advertising share of total ad revenues



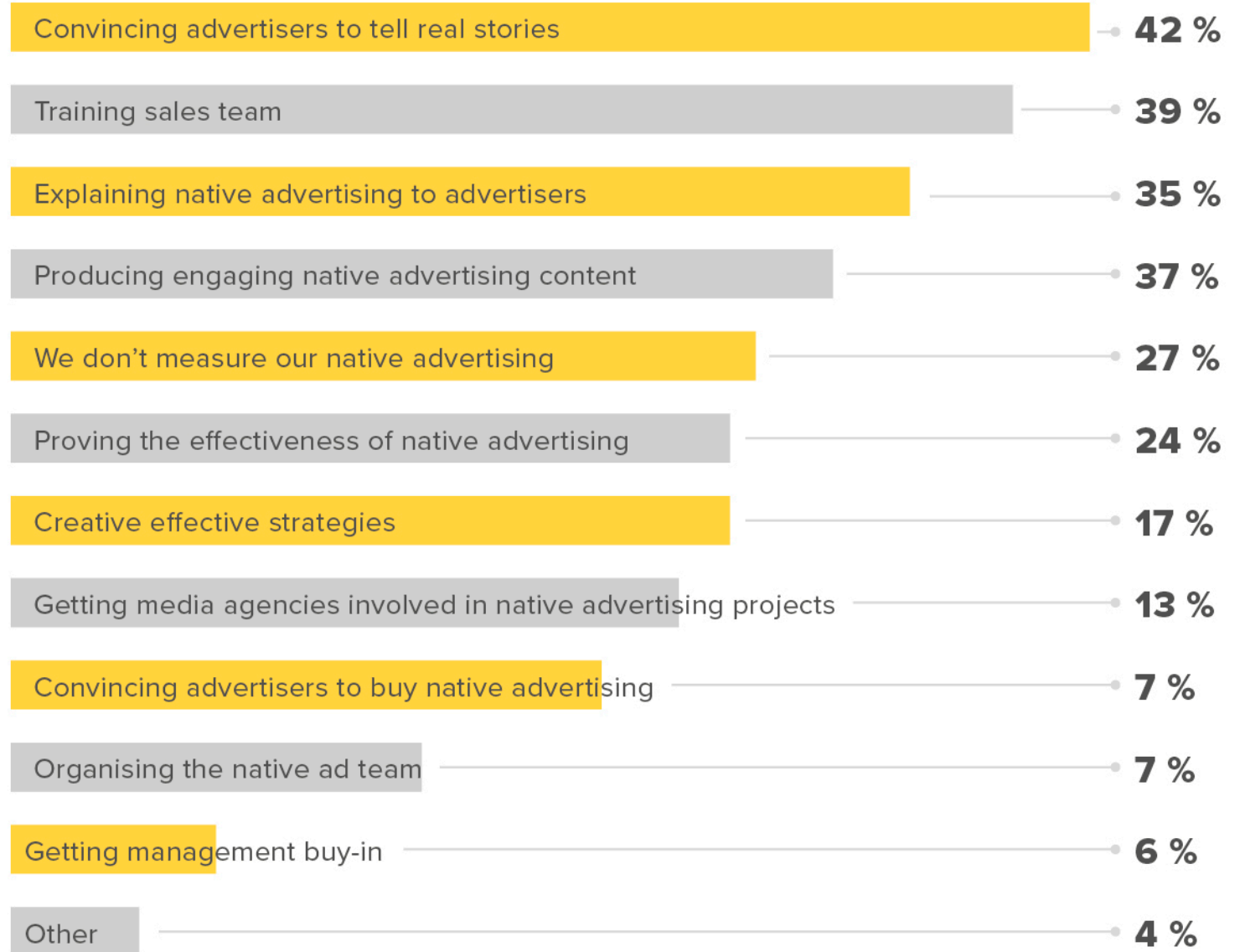
# Average native advertising share of total ad revenues



# Average native advertising share of total ad revenues



# What is your biggest challenge regarding native advertising?



# Five Keys to Success

# Be Strategic





# Be Ambitious

A group of approximately 15 diverse professionals, including men and women of various ethnicities, are posed in a modern, brightly lit studio. Some are standing in the back row, while others are seated in contemporary chairs and armchairs in the foreground. The overall atmosphere is professional and collaborative. The word "BONNIER" is overlaid in large, bold, white, sans-serif capital letters across the center of the image.

# BONNIER

News Brand Studio

# Be an Agency



# Be Persistent



Standard Chartered  
Dubai Marathon 2019



Standard Chartered  
Dubai Marathon 2019



Standard Chartered  
Dubai Marathon 2019



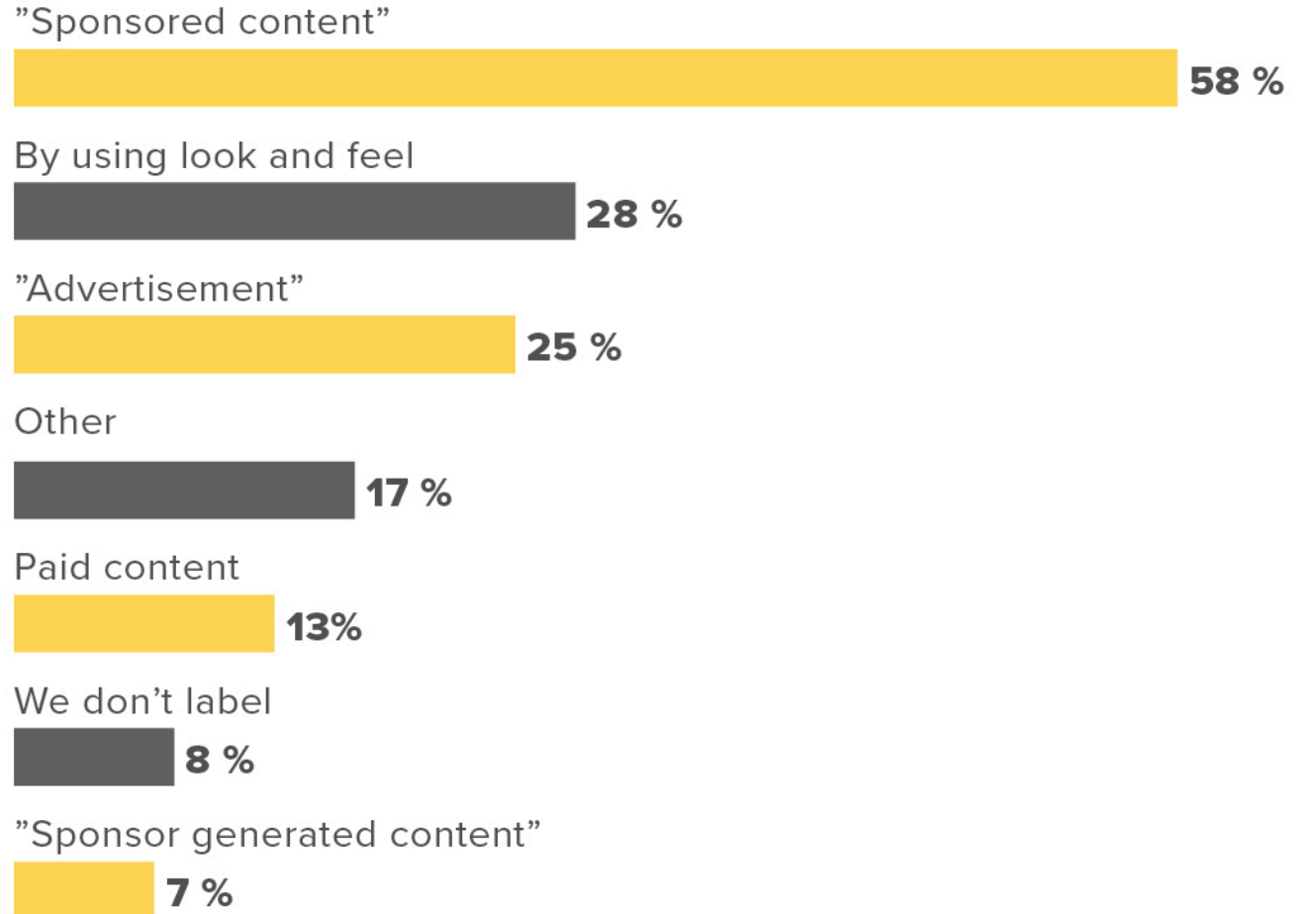
Standard Chartered  
Dubai Marathon 2019



Standard Chartered  
Dubai Marathon 2019

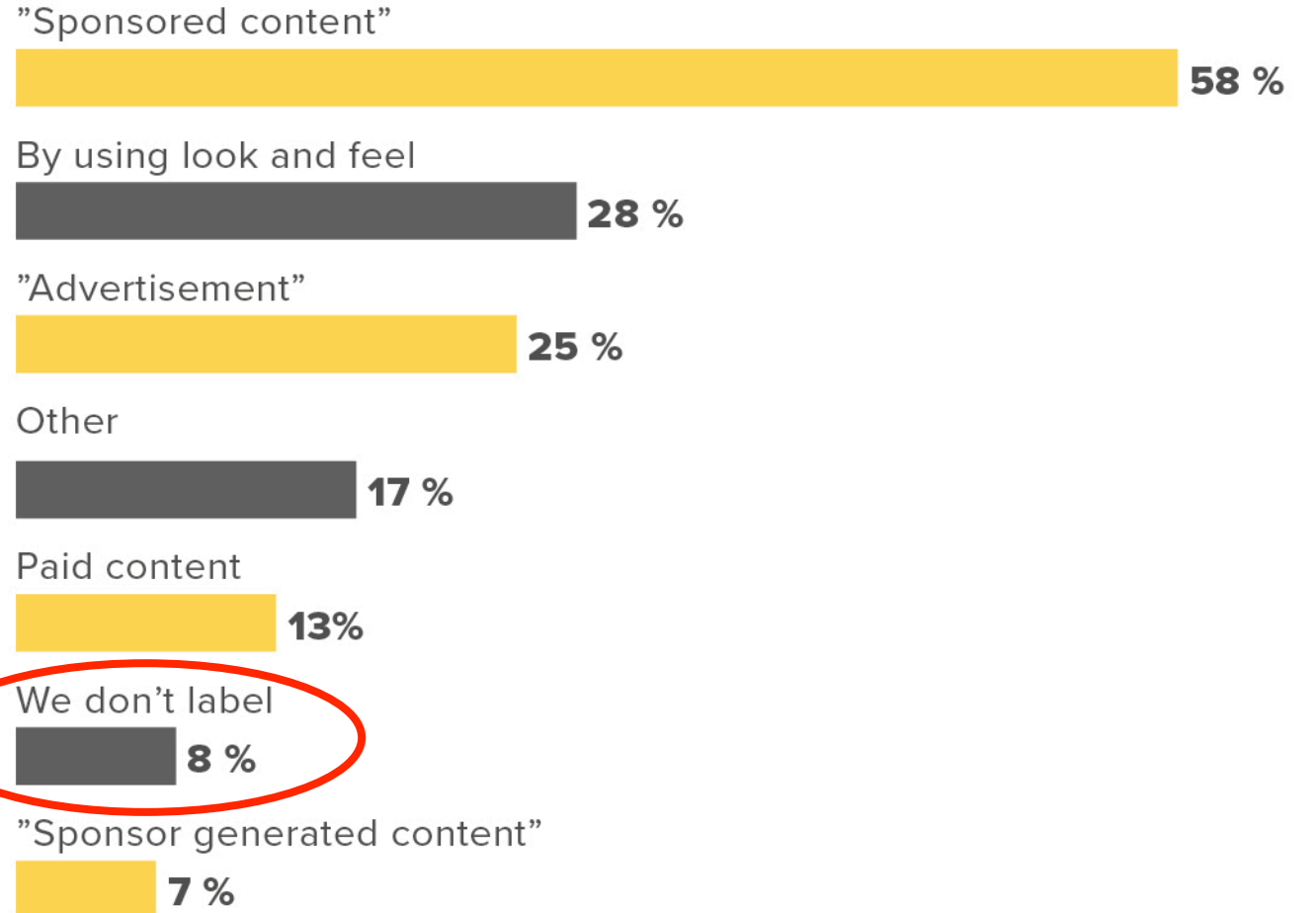
# Be Transparent

# How do you label native advertising?

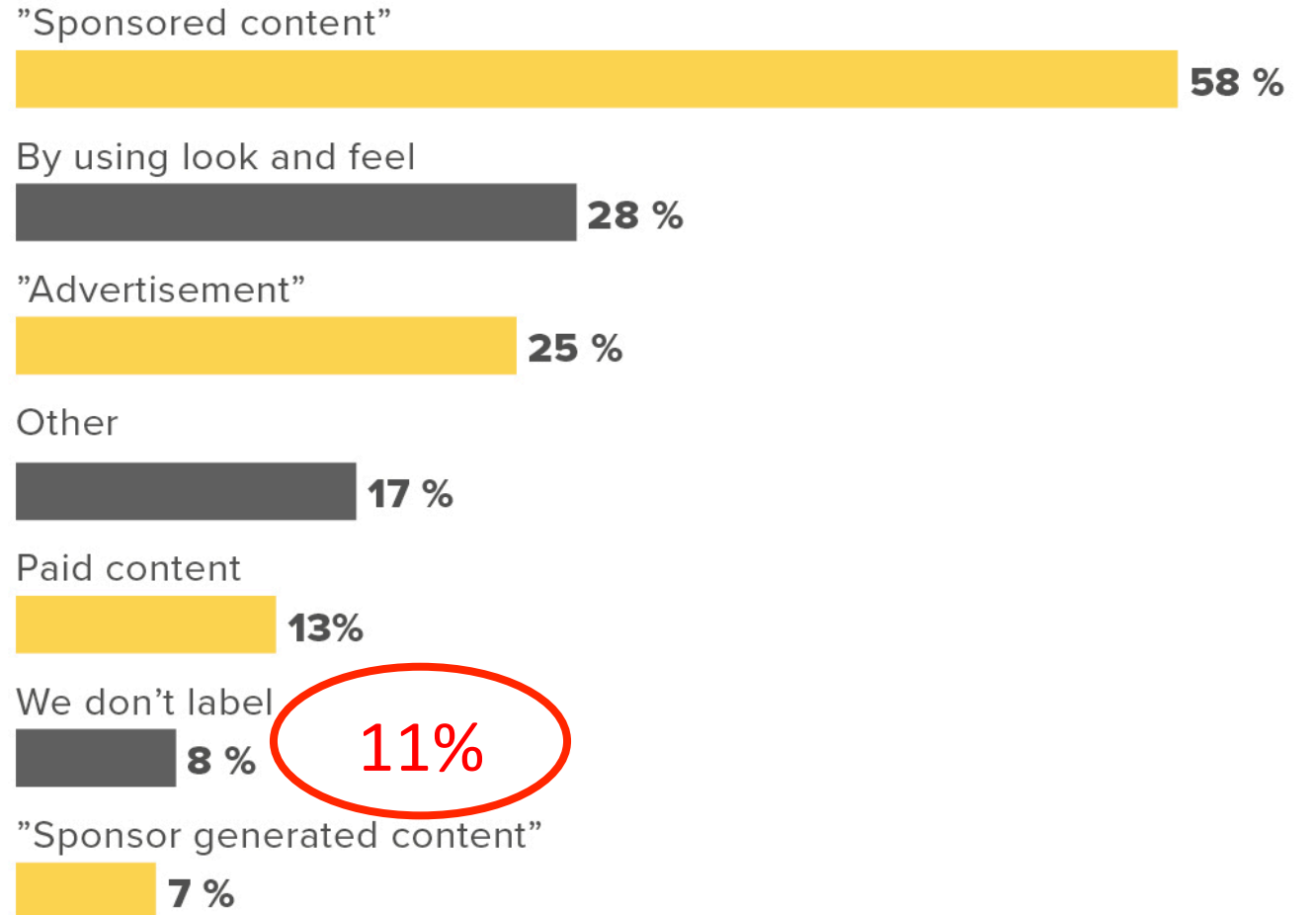




# How do you label native advertising?



# How do you label native advertising?



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**Promo code:**

**WAN25**

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# Thank you!

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**@jesperlaursen**