

Condé Nast & The Onion: Big Think on Native Ads

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Informing Native Content Strategy with Data & Insights

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CONDÉ NAST

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SHOULDN'T "NATIVE ADVERTISING"
FEEL A LITTLE LESS PROMOTIONAL?



CONTENT CREATED BY
MEDIA COMPANIES OUTPERFORMS

“

MEDIA COMPANIES HAVE AN
ADVANTAGE...THEIR INVOLVEMENT
IN BRANDED CONTENT CREATION
RAISES THE LEVEL OF CONSUMER
ENGAGEMENT BY SOME 17 PERCENT.

”

BRANDED CONTENT

THE PREFERRED MARKETING
APPROACH WITH MILLENNIALS

**Millennials are increasingly receptive to
branded content**

30% increase in affinity for and trust in a brand
among millennial audiences experiencing
branded content.

**Content associated with high-end and lifestyle
categories resonates most strongly**

“Luxury products generally require more
consideration before purchasing, are more
aspirational, and tend to involve a stronger
emotional connection with consumers...which
play to the strengths of branded content.”

CONDÉ NAST

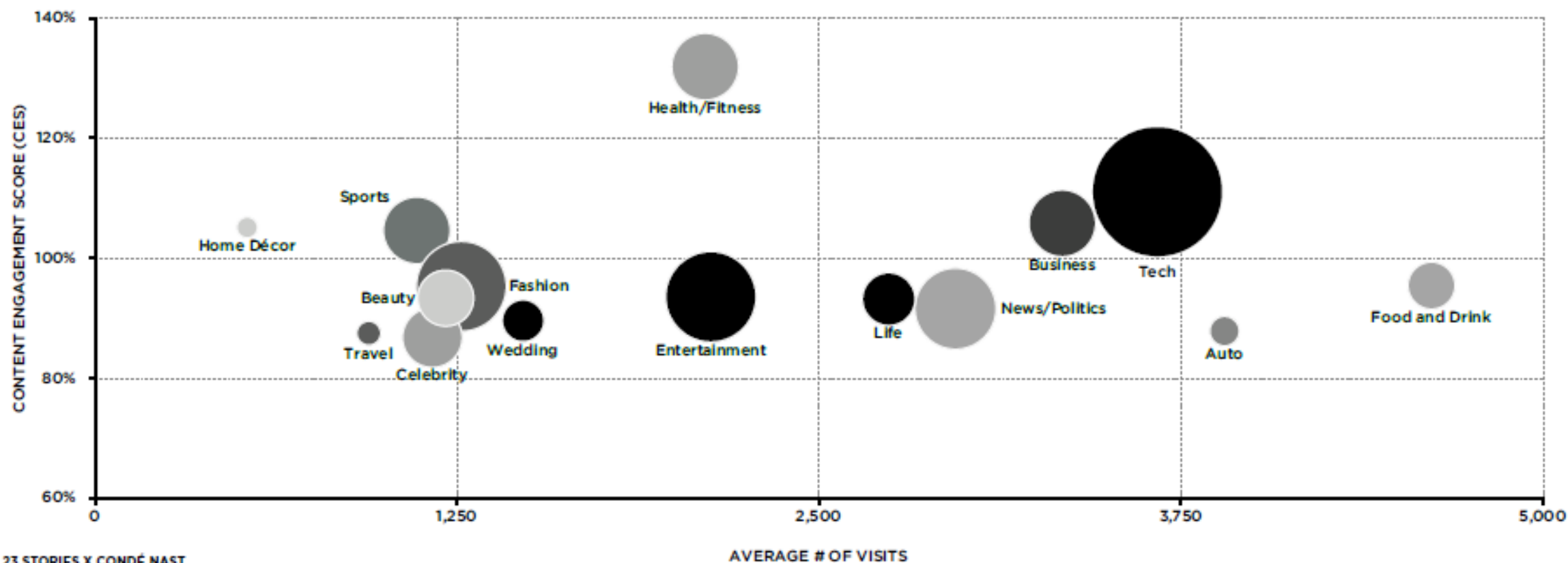


AUDIENCE INSIGHTS

CONTENT CATEGORIES VS. REACH

The Content Engagement Score (CES) of each content category is mapped against the average number of visits to show which content topics are most consumed by the target audience.

MICROSOFT TARGET
"TECHTHUSIAST"



DO GREAT THINGS

MICROSOFT

TECH



AYAH BDIER

WIRED

HEALTH & FITNESS



PAYAL KADAKIA

CONDÉ NAST
Traveler

FOOD & DRINK



JONATHAN NEWMAN

bon appétit

ENTERTAINMENT



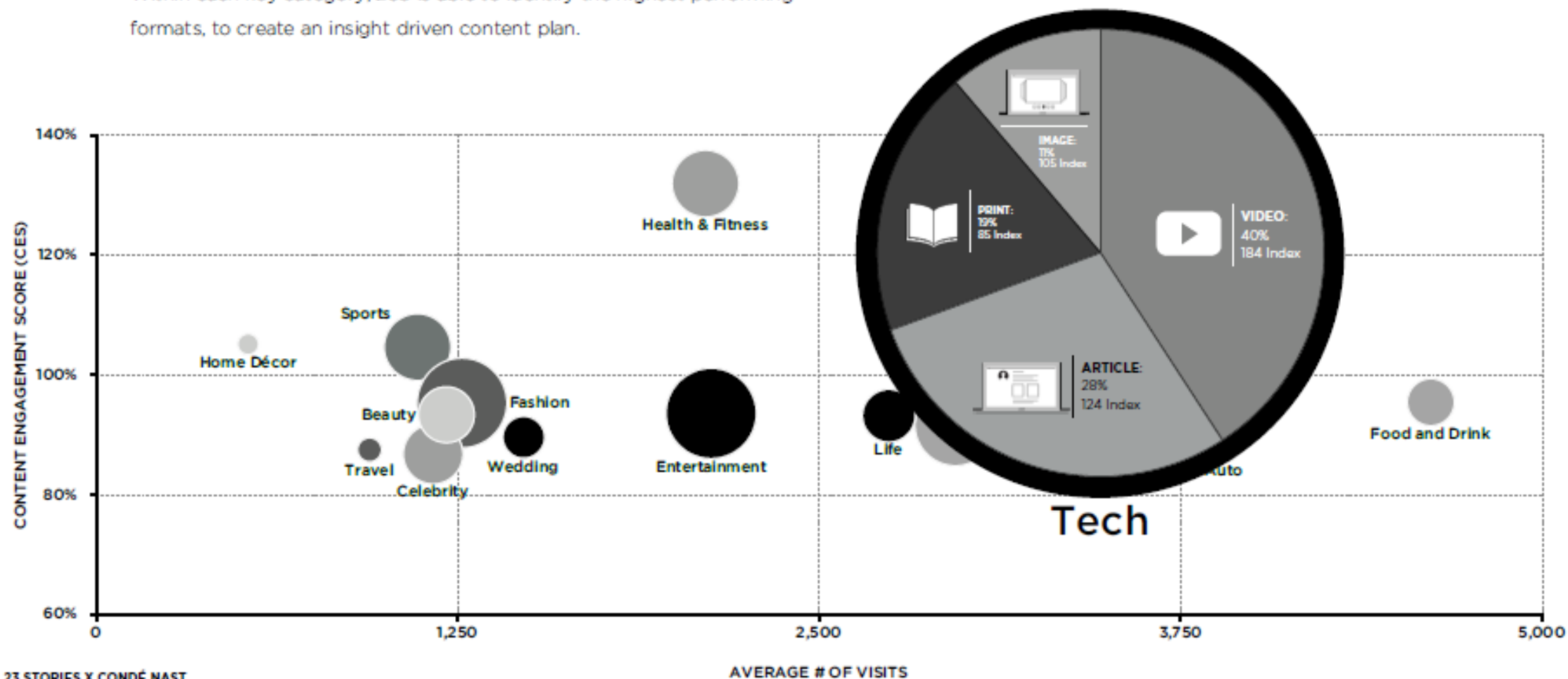
PAULA PRESTINI

VANITY FAIR

AUDIENCE INSIGHTS

FORMATS WITHIN CATEGORIES

Within each key category, 23S is able to identify the highest performing formats, to create an insight driven content plan.



DO GREAT THINGS

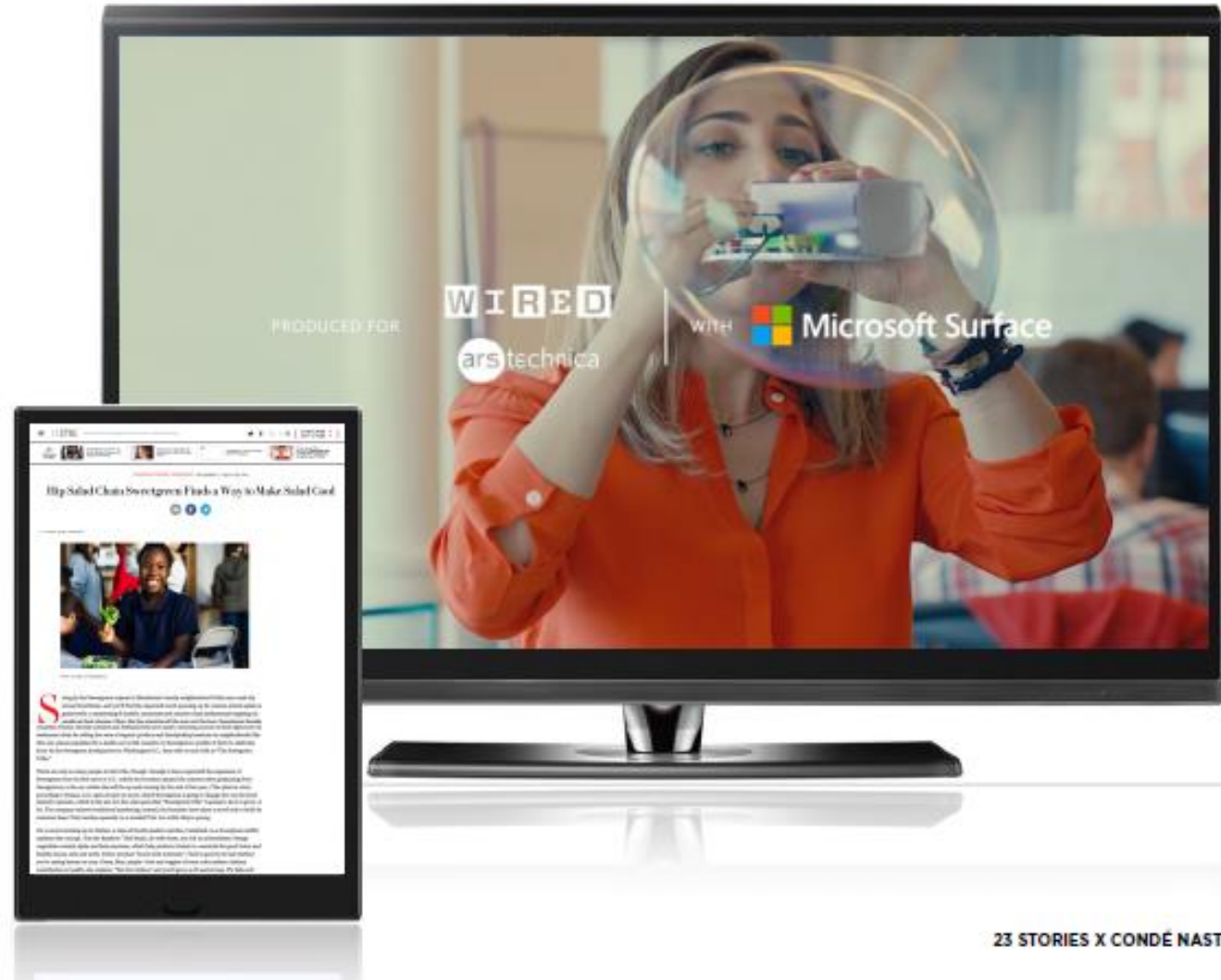
MICROSOFT

A MULTI-PLATFORM STORY

23 Stories x Condé Nast partnered with Microsoft to create a cross-platform, cross-brand narrative, focused on individual stories of people who have disrupted a category, in an effort to showcase the Microsoft Surface, in the same light.

SOLUTION

- Video Series: "Do Great Things"
- Native Articles



23 STORIES X CONDÉ NAST

DO GREAT THINGS

SOCIAL SCALE

SOCIAL SYNDICATION

Aside from Microsoft's owned social channels, Conde Nast brands supported the content in the same way we do editorial:

Social Support Overview

- Content featured on editorial handles
- Building quit around hashtag (#dogreatthings)
- Syndication of video content on CN YouTube channels

RESULTS

KPI	PERFORMANCE
TOTAL SOCIAL IMPRESSIONS	23,323,790
AVE KLOUT (Score of Audience)	61.4
SOCIAL ACTIONS (Like, Share, etc)	43,325



DO GREAT THINGS

MICROSOFT

PERFORMANCE

Microsoft's Do Great Things content outperformed prior content and editorial benchmarks in total views and social shares, in some cases by 2x.

RESULTS	KPI	PERFORMANCE
Total Time Spent	Avg Spent, All Articles	+60s avg viewing time
Social Shares	Performance vs. Editorial	2x (Vanity Fair)
Trending Video	Performance vs. All Video	7th Most Watched Video



Final Thoughts

- Native content requires balancing consumer value while also generating consumer engagement with a brand
- Understanding how content is being consumed by an audience segment is extremely valuable to marketers
- Content insights provide creators and marketers an opportunity to effectively craft a message and media strategy that resonates with that target, particularly in the native advertising space