

# Condé Nast & The Onion: Big Think on Native Ads

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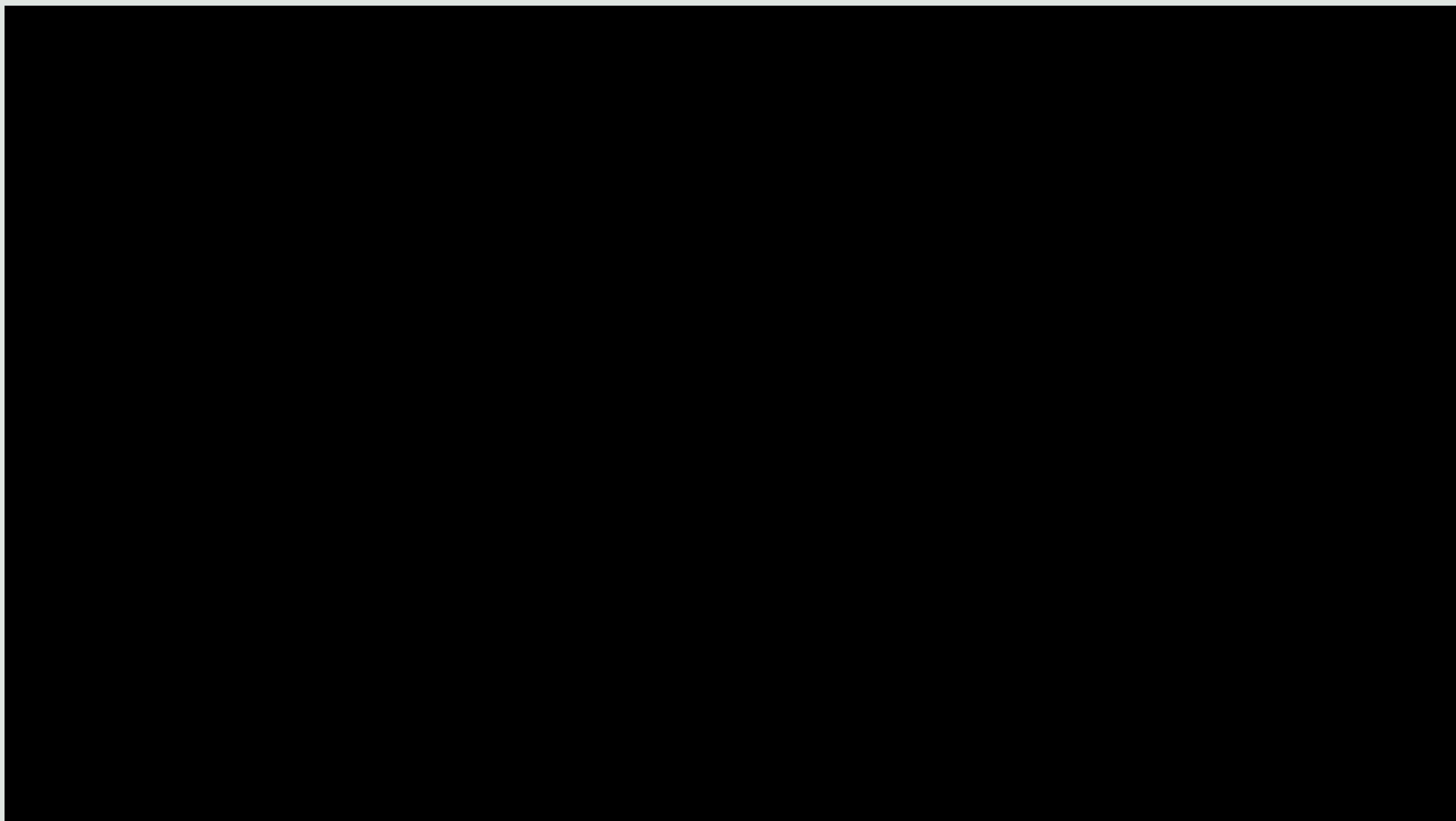
“BIG THINK” ON NATIVE



| THE ONION HAS IT ALL FIGURED OUT ...

BECAUSE WE CREATED THE GREATEST  
NATIVE ADVERTISING OF ALL TIME ...





THE FORMULA...

$$LTV = \sum_{X=1}^n \frac{ARPU_x - Costs_x}{(1 + WACC)^x} - SAC$$

FOR THIS AUDIENCE

**I'LL SIMPLIFY**



## **PUBLISHERS STRUGGLE WITH**

- UNIFORMITY
- PORTABILITY
- SCALABILITY

BUT WITHOUT  
**AUTHENTICITY**  
NATIVE IS JUST ADVERTISING

**THE TRUTH MATTERS**

WHAT DOES THE ONION KNOW ABOUT THE TRUTH?

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# Poll Finds Hillary Clinton Candidate Most Americans Want To Have 8-Ounce Glass Of Tap Water With

NEWS IN BRIEF

January 5, 2016

VOL 52 ISSUE 00

Politics · Politicians · Hillary Clinton · Election 2016



 **the ONION®**

*America's Finest News Source*

TRUTH THROUGH  
NEWS SATIRE

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“The Onion: the only humor publication that matters”

- The New Yorker



CLICKHOLE

NEWS

## '90s Kids Rejoice! The Spider Eggs They Used To Fill Beanie Babies Are Finally Hatching!

Posted Nov. 5, 2014




TRUTH THROUGH  
SATIRIZING INTERNET  
CULTURE

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“The parody of the internet  
[has become] the best thing on it”

- Slate



onioninc

MEDIA KIT

About Onion, Inc.


Contact

Properties

Onion Labs

Case Studies

Press



The Onion's In-House Content Division

We create smart content for brands.

Case Studies


Onion Labs: Who We Are

Onion, Inc. has perfected influencing some of the hardest to reach audiences in the world, through intelligent, insightful and often hilarious content.


Through our content services division, Onion Labs, we offer that influence to brands. We've combined the greatest comedy and pop culture writers in the world with some of the most decorated advertising minds in the business.

Onion Labs works with each client to understand the brand's strategic goals, then builds custom content solutions that are distributed through both Onion, Inc. and client channels.

Case Studies




Audi




BACARDI

BASIL HAYDEN'S




BUD LIGHT



Ford


★ Heineken




Honda

THE JIM GAFFIGAN SHOW

Lenovo



overstock.com



TRUTH THROUGH AUTHENTICITY IN ADVERTISING

Combining the world's most talented comedians and pretty decent marketers to create content for brands

SO WHY AM I HERE TALKING  
AT WHATEVER THIS THING IS?



TO TELL YOU THAT THE BEST NATIVE  
CAMPAIGNS NEED TO BE AUTHENTIC

# | BE AUTHENTIC...

- RELATABLE (HUMAN TRUTH)
- RESPECTFUL (OF THE AUDIENCE)
- CREDIBLE (TRUE TO VOICE)

AND BE SURE THE BRAND GETS CREDIT FOR  
BRINGING SOMETHING ENTERTAINING TO LIFE

# | WHAT WORKS: A CASE STUDY



# 9 Essential Stops For Every Road Trip As Long As You're Not With Marcus

Posted Aug. 19, 2015



Wikimedia Commons via Andrew Wiseman



## 7. Big Sur





This scenic California landmark is a must for anyone on the road...unless Marcus is there to keep reminding you that the Pacific Ocean is a dark, vast expanse containing horrifying creatures still unknown to man. Ugh.


Respect the covenant you have the readers and deliver on what the brand came to you for in the first place




Don't talk down to the Audience, they know its an advertisement



 Share

 Tweet

SEARCH Q




ARTICLE

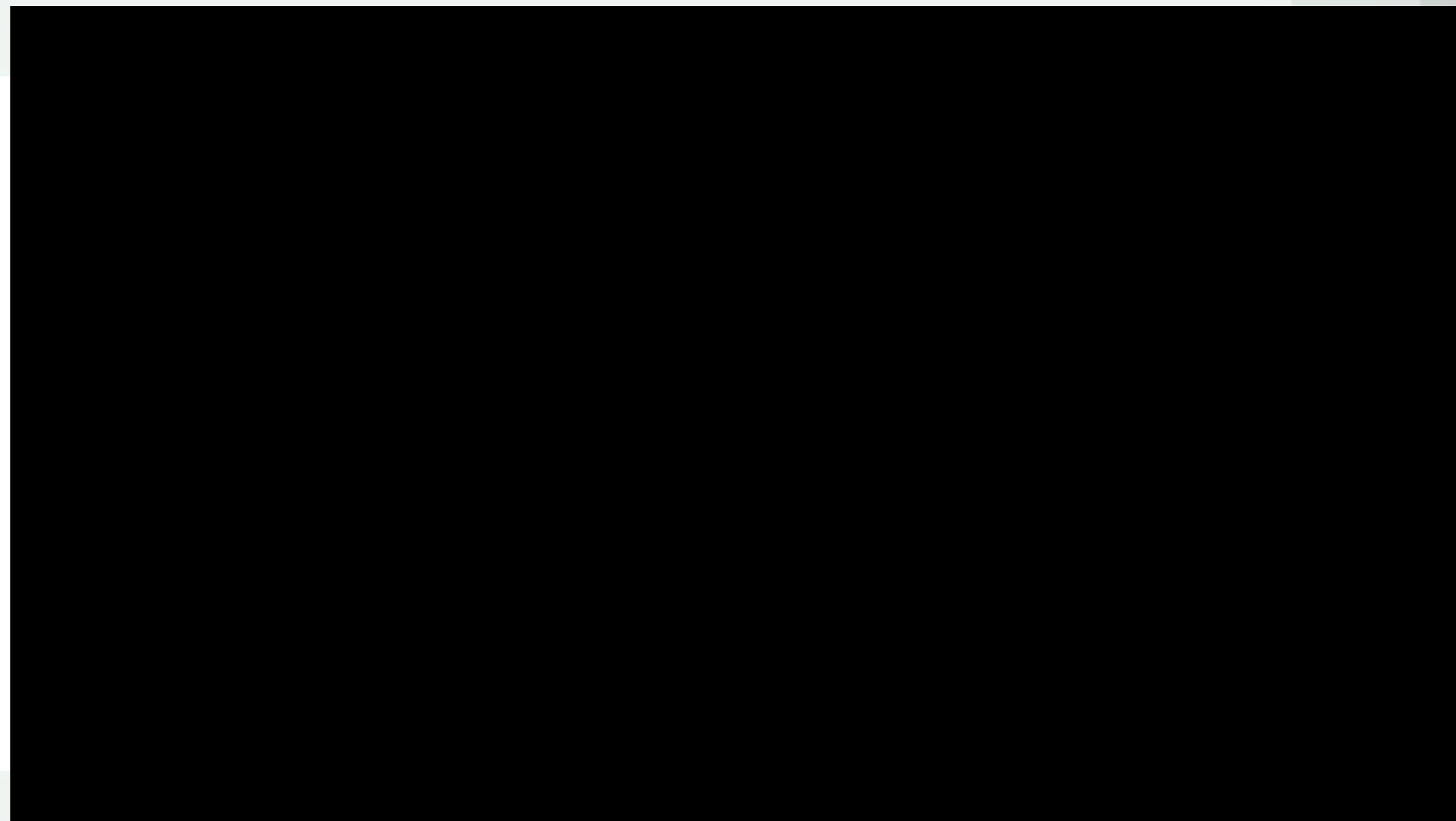
## 5 Ford Vehicles That Look Right At Home Next To Articles About Road Trips

Posted June 29, 2015

**1. This Ford Fusion Energi is just what you need for your summer, just like traveling, iced tea, beach days, strategic content marketing, and watermelon. Amazing.**



Bring the brand into the  
experience







ClickHole

August 4 at 2:45pm · 🌐

There will always be some spots in the car that manage to rise above the others.



## All The Seats In The Car...Ranked

Presented By Ford

CLICKHOLE.COM

👍 Like    💬 Comment    ➦ Share

David Schermer and 778 others like this.

Most Relevant ▾

37 shares



Write a comment...



**Tyler Bendickson** I was disappointed with corporate sponsorship until I saw this beauty. You simply cannot argue with that logic.

Proud sponsor of ClickHole's Ford-sponsored sections.



Like · Reply · 👍 78 · August 4 at 3:08pm

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# | RESULTS

- 6.1MM VIDEO VIEWS
- 3.1MM PV'S PER CONTENT PIECE
- 4X AVERAGE TIME ON PAGE
- 700K SOCIAL ENGAGEMENTS

**WHAT DOESN'T WORK |**



Say something interesting, take a risk and offer some utility in the form of an insight



## Man Buys The Living Daylights Out Of Patio Furniture At Home Depot's Spring Black Friday

NEWS IN BRIEF • Oct 22, 2013



Share on Facebook



Share on Twitter



FRESNO, CA—A local unfinished basement confirmed this week that the way homeowner Shelley Thomason has been eyeing it lately has caused it to feel deeply uneasy. “Every time she walks down the stairs, she always stops and gives me this look like she's planning something, it's really making me uncomfortable,” said the 900-square-foot ground-level area, which also reported that various sightings of Thomason carrying home unknown products in an orange Home Depot bucket had given it a sinking feeling of dread. “Whatever she's thinking, I don't see any way I'm going to make it out



Don't directly push a brand campaign message on the audience; this comes off as disingenuous



## Becoming Red Robin 'Burger Daddy' Literally Area Man's Only Way Into Woman's Heart

NEWS IN BRIEF • May 23, 2013



Share on Facebook



Share on Twitter



GRESHAM, OR—Local resident Gary Tomson, 28, announced this week that he was finally able to forge a relationship with longtime unrequited crush Amanda Collier, but only after agreeing to act as her "Burger Daddy" by purchasing a hamburger for her at a local Red Robin restaurant. "She pretty much had no romantic interest in me whatsoever until I mentioned the words 'Burger Daddy' and now she's calling me practically all the time," Tomson told reporters, adding that he would like to personally thank the people at Red Robin for somehow making this situation possible. "Sure, she may not actually be interested in me for my looks, my personality, my interests, my career, my future prospects, my sense of style, my intellect, or the way we personally interact as human beings, but hey, I'll take what I can get at this point." When reached for comment, Collier told reporters that if it would get her a free burger she would put up

Coming off as  
disingenuous makes the  
publisher and the brand  
look bad

SO WHAT DID WE LEARN TODAY

# AUTHENTICITY MATTERS

TO BRAND AND PUBLISHER

STAY TRUE TO YOUR AUDIENCE & YOUR VOICE  
IN ORDER TO DELIVER ON CLIENT NEEDS





SPONSORED CONTENT

THANKS TO THOSE OF YOU THAT  
WERE NOT ON YOUR PHONE THE  
ENTIRE TIME