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Addressing the 5 Major Barriers of Branded Content

That We Must Overcome To Make It A Leading Ad Channel

Luke Spano
Founder & CEO
Avid Collective

We've Worked With Over 200 Publishers Across Thousands Of Branded Content Campaigns.

Today We'll:

01 Quickly explore why branded content *should* be a leading ad channel

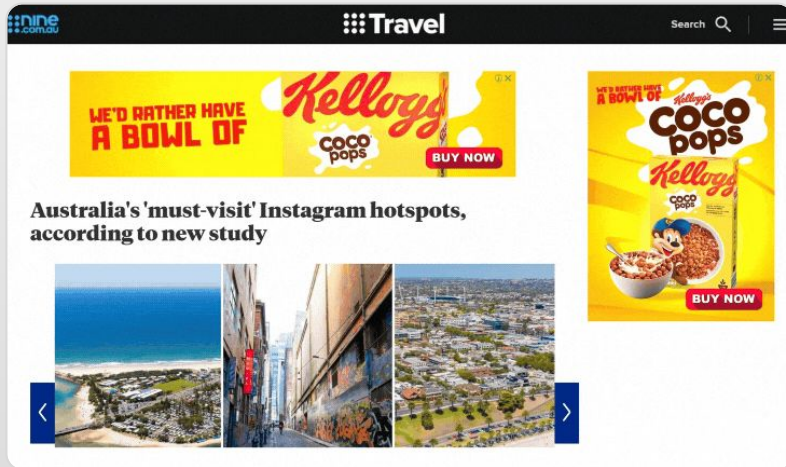**02** Share the five major barriers we see *limiting* the channel's growth

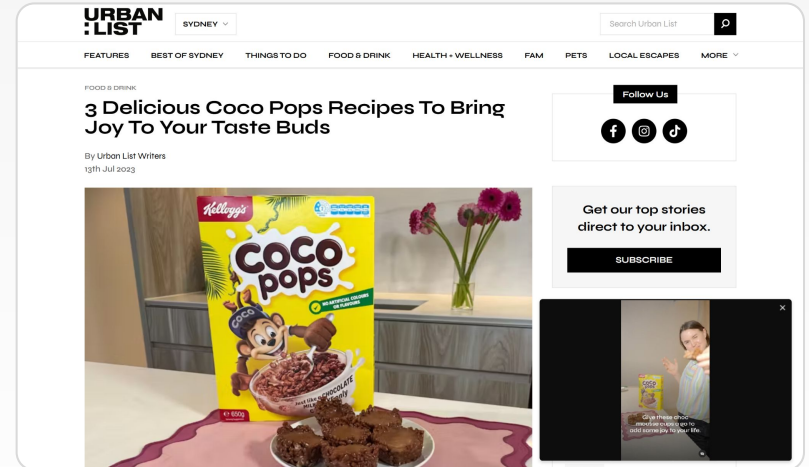**03** Deliver *actionable tips* to drive immediate impact

01

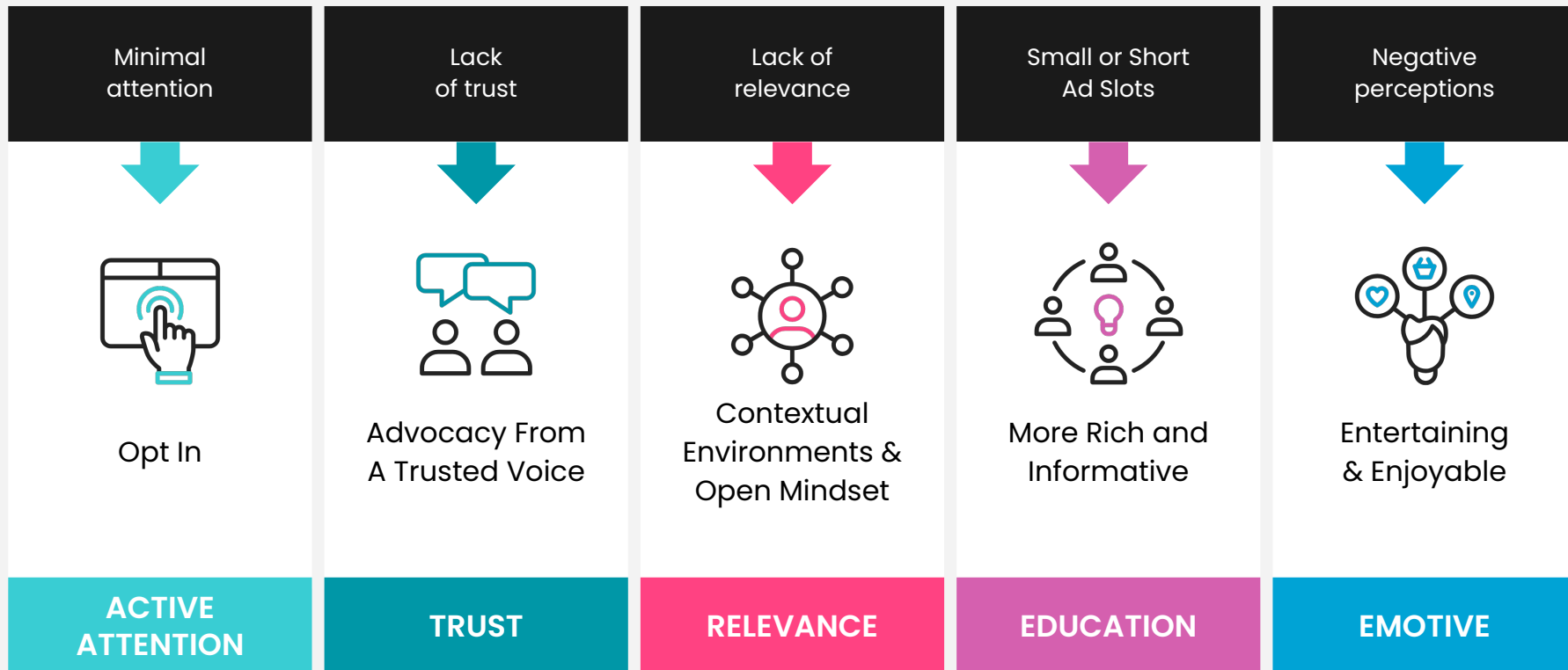**We probably all know WHY branded content is valuable**

The Advertising industry relies on channels and ad formats that **disrupt consumers**

Branded Content actually engages audiences by speaking to them in ways they enjoy & lean into
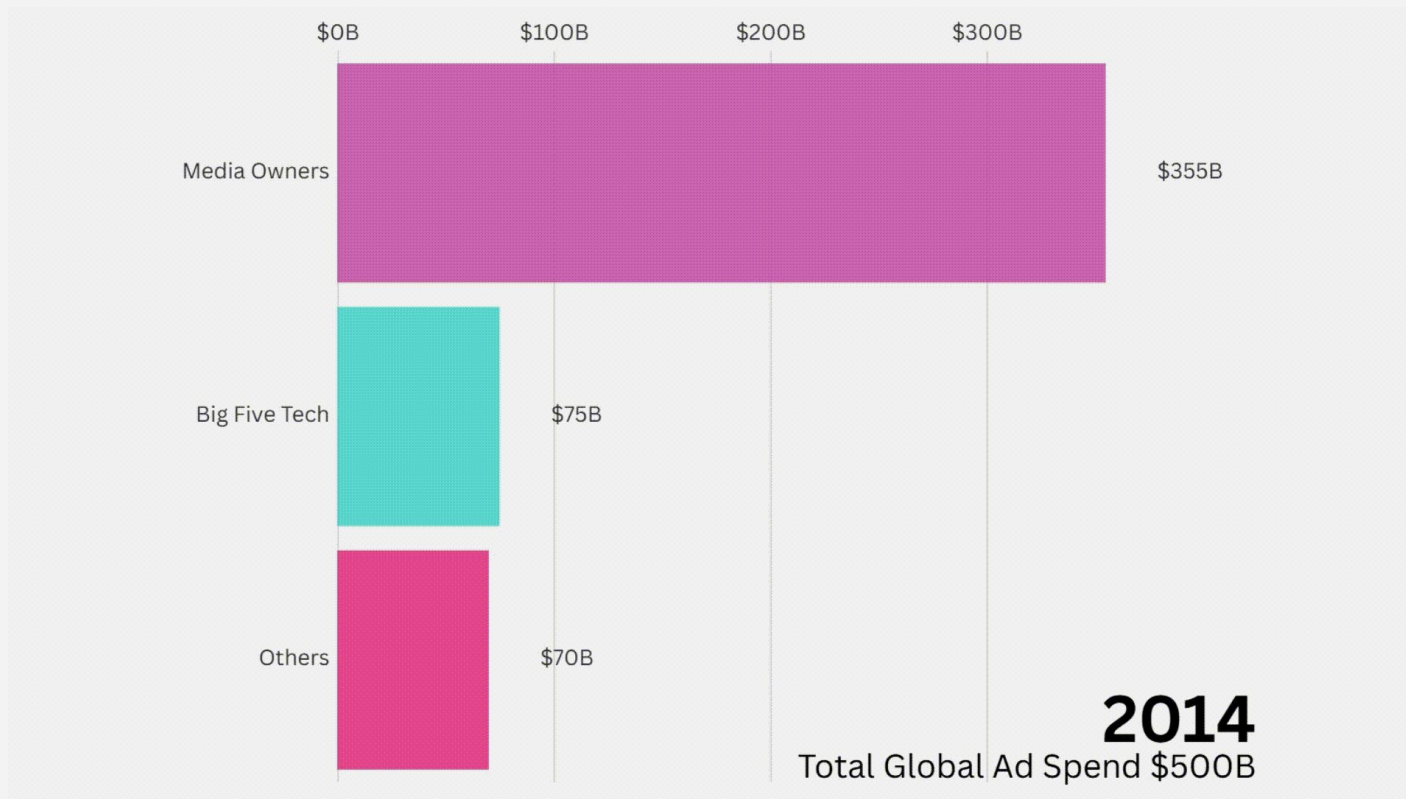
Meaning It's A Unique Ad Product for Advertisers

Minimal attention	Lack of trust	Lack of relevance	Small or Short Ad Slots	Negative perceptions
Opt In	Advocacy From A Trusted Voice	Contextual Environments & Open Mindset	More Rich and Informative	Entertaining & Enjoyable
ACTIVE ATTENTION	**TRUST**	**RELEVANCE**	**EDUCATION**	**EMOTIVE**

A **Win-Win** For
Advertisers + Audiences + Publishers

We believe
Branded Content

should be
Publisher's Antidote

A Unique Moat For Publishers

ACTIVE ATTENTION	TRUST	RELEVANCE	EDUCATION	EMOTIVE
Attention That Big Tech Can't Replicate	Advocacy Advertisers Can't Buy Anywhere Else	Audiences in an Open-Minded, Engaged Mindset	Can Deeply Immerse Audiences In a Topic	Storytelling That Advertisers Need To Cut Through

02

WHY Isn't Branded Content A Leading Ad Channel?

We Must Be
Customer Centric
In Our Analysis

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Advertisers Have Told Us The Five Major Barriers To Buying More Branded Content Are:

Fragmented Market

Hard to explore, retain, and compare publisher offerings

Complex to Buy

Reliant on Publishers for Ideas + Slow to receive responses

Resource Heavy Execution

Very manual experience making it high-effort

Minimal Reach (Relatively)

Wanting to drive more scale and impact

Inefficient Reporting & Measurement

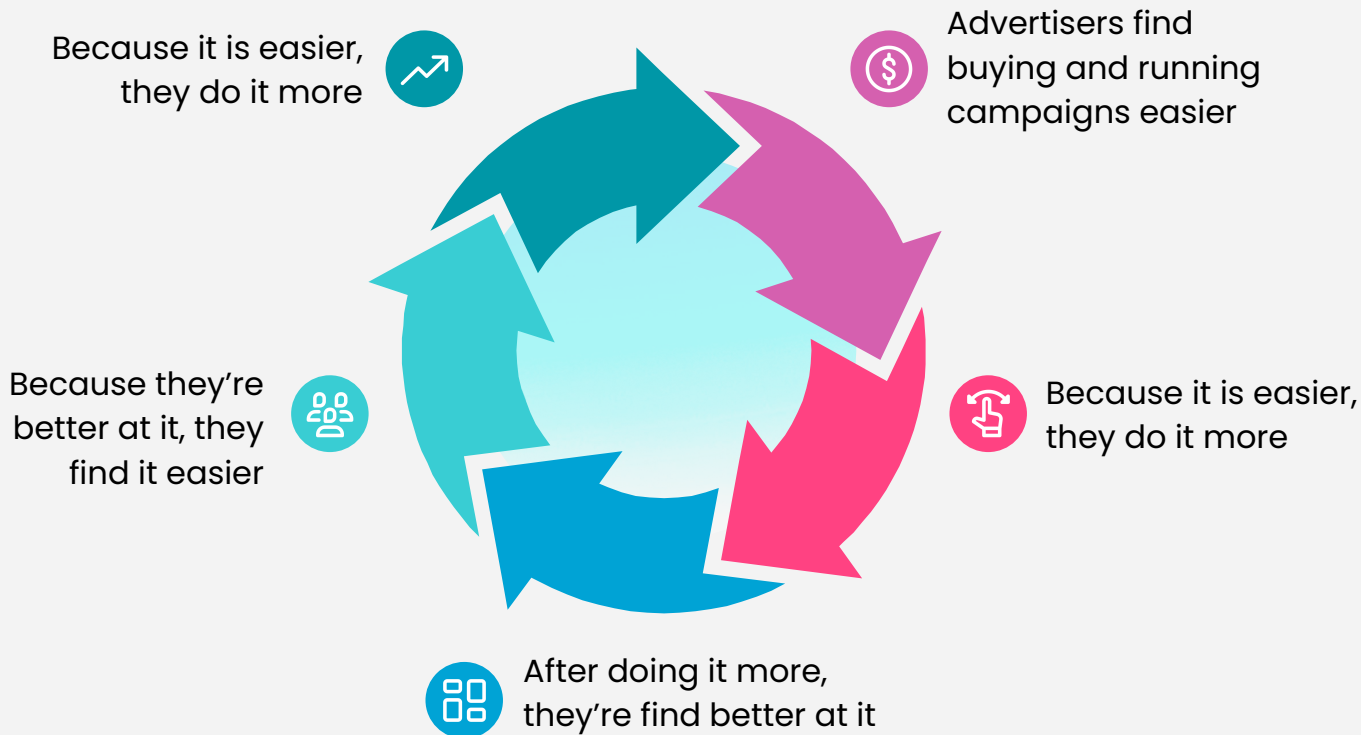Lack of transparency around outcomes and unclear ROI

Ultimately how we **sell,** **implement,** and **measure** is costing us millions.

Increasing <u>Accessibility</u>
is the key to making
Branded Content
a Leading Ad Channel

= SIMPLER & EASIER

Increased <u>Accessibility</u> Creates A Flywheel Of Growth

Because it is easier, they do it more

Advertisers find buying and running campaigns easier

Because it is easier, they do it more

Because they're better at it, they find it easier

After doing it more, they're find better at it

03

HOW can publishers achieve <u>accessibility</u> for branded content?

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Fragmented Market

Complex to Buy

Resource Heavy Execution

Minimal Scale

Inefficient Measurement

Challenge

Solution

Fragmented Market
Makes it hard to explore, retain, and compare

Make offerings easier to explore by **tailoring** them for each ad category & making material **interactive**

Make offerings easier to explore by tailoring them for each ad category and making material interactive

Fragmented Market

Complex to Buy

Resource Heavy Execution

Minimal Scale

Inefficient Measurement

Make offerings easier to explore by tailoring them for each ad category and making material interactive

Create Frameworks & Shared Language to Simplify the Nature of Customisation

Fragmented Market

Complex to Buy

Resource Heavy Execution

Minimal Scale

Inefficient Measurement
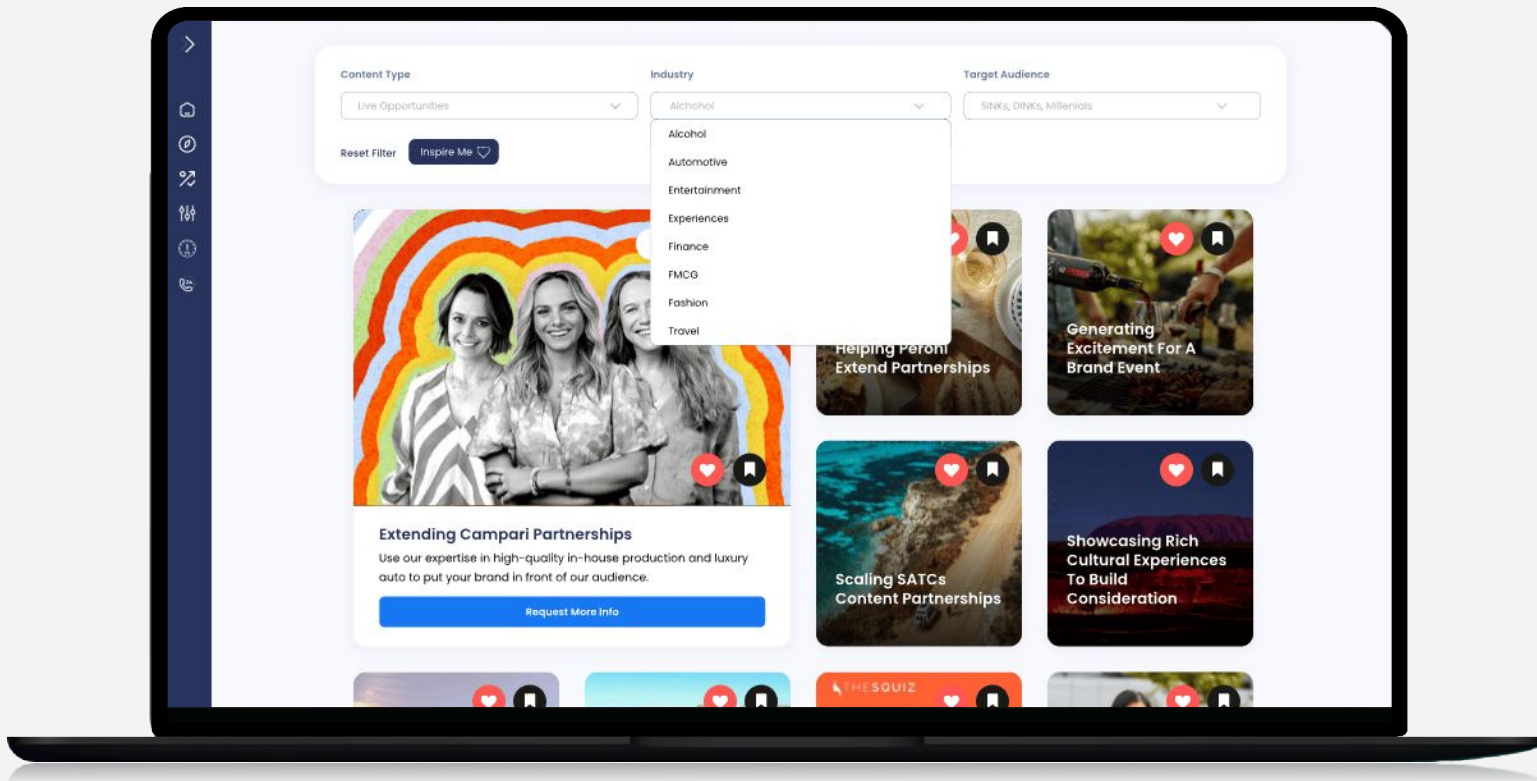
Content Tactics Framework
WHY = HOW

Content Tactic	Active Attention	Trust	Relevance	Educational	Emotive
Product Showcase	■	■	■		
Audience Education	■	■		■	
Brand Stories	■	■			■
Hype Announcement	■		■	■	
Brand Entertainment	■		■		■
Advocate and Influence		■	■	■	
Moment Integration		■	■		■
Consumer Stories		■		■	■
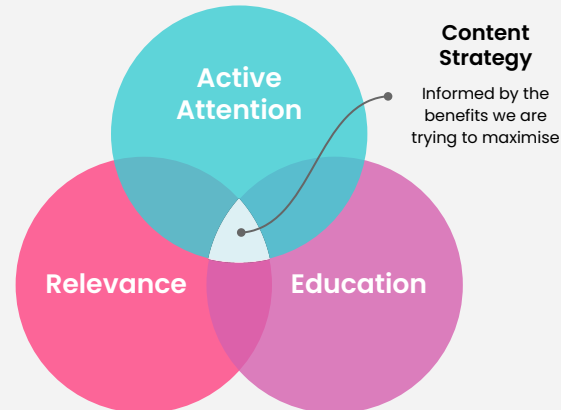
Active Attention

Relevance

Education

Content Strategy
Informed by the benefits we are trying to maximise

Create Frameworks & Shared Language to Simplify the Nature of Customisation
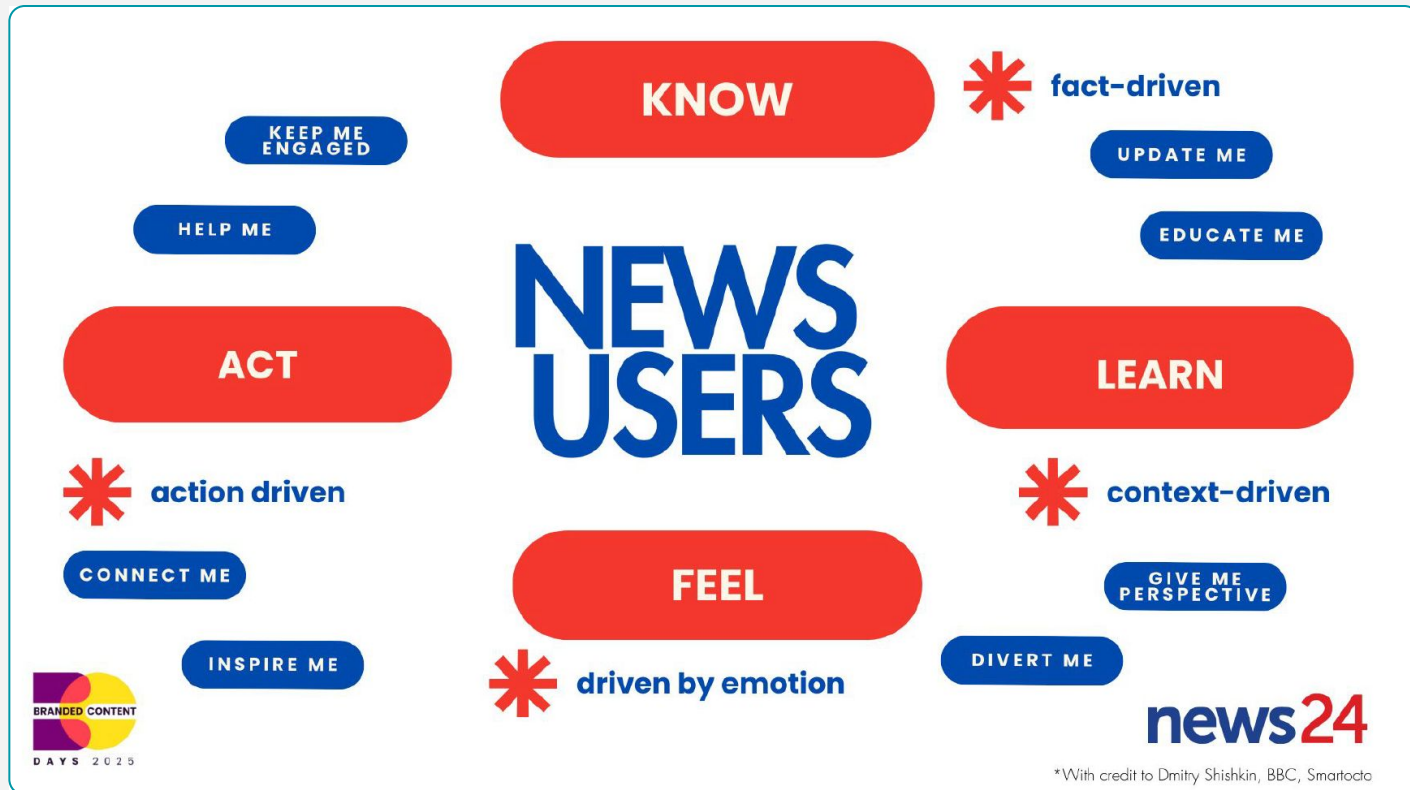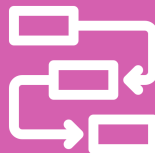
Streamline Collaboration By Leveraging Task Management Platforms

Briefing Forms

Accurate briefing to align teams from the start

To Do Lists

Monitor campaign steps with automated reminders

Timeline Forecasts

Track the progress to campaigns going live

Content Reviews

Structured feedback from internal teams and clients all in one place

Challenge

Solutions

Lack of Scale
Limited reach and scale, less competitive

Run amplification through expert teams and customise approach for industry & content strength

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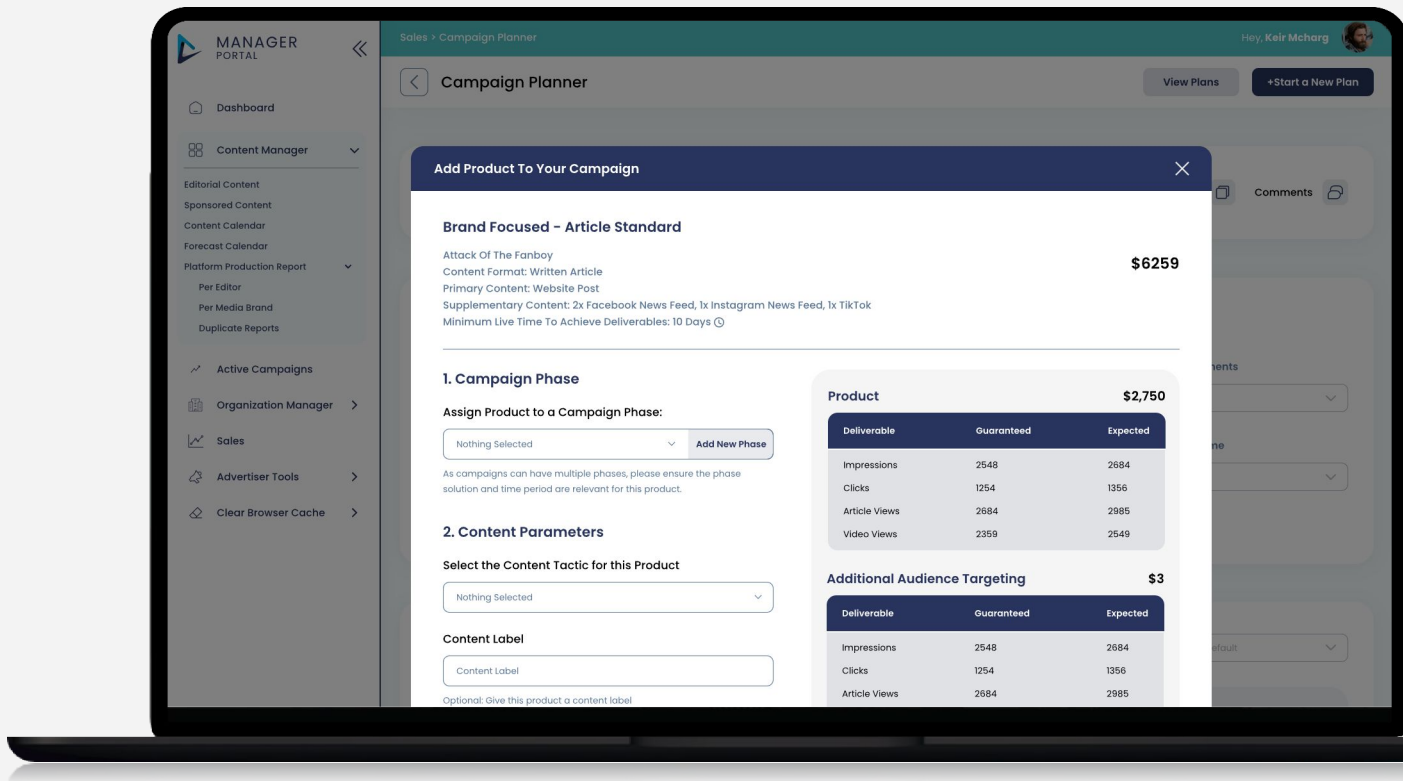# Run Amplification Through Expert Teams And Customise Approach For Industry & Content Strength

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Fragmented Market

Complex to Buy

Resource Heavy Execution
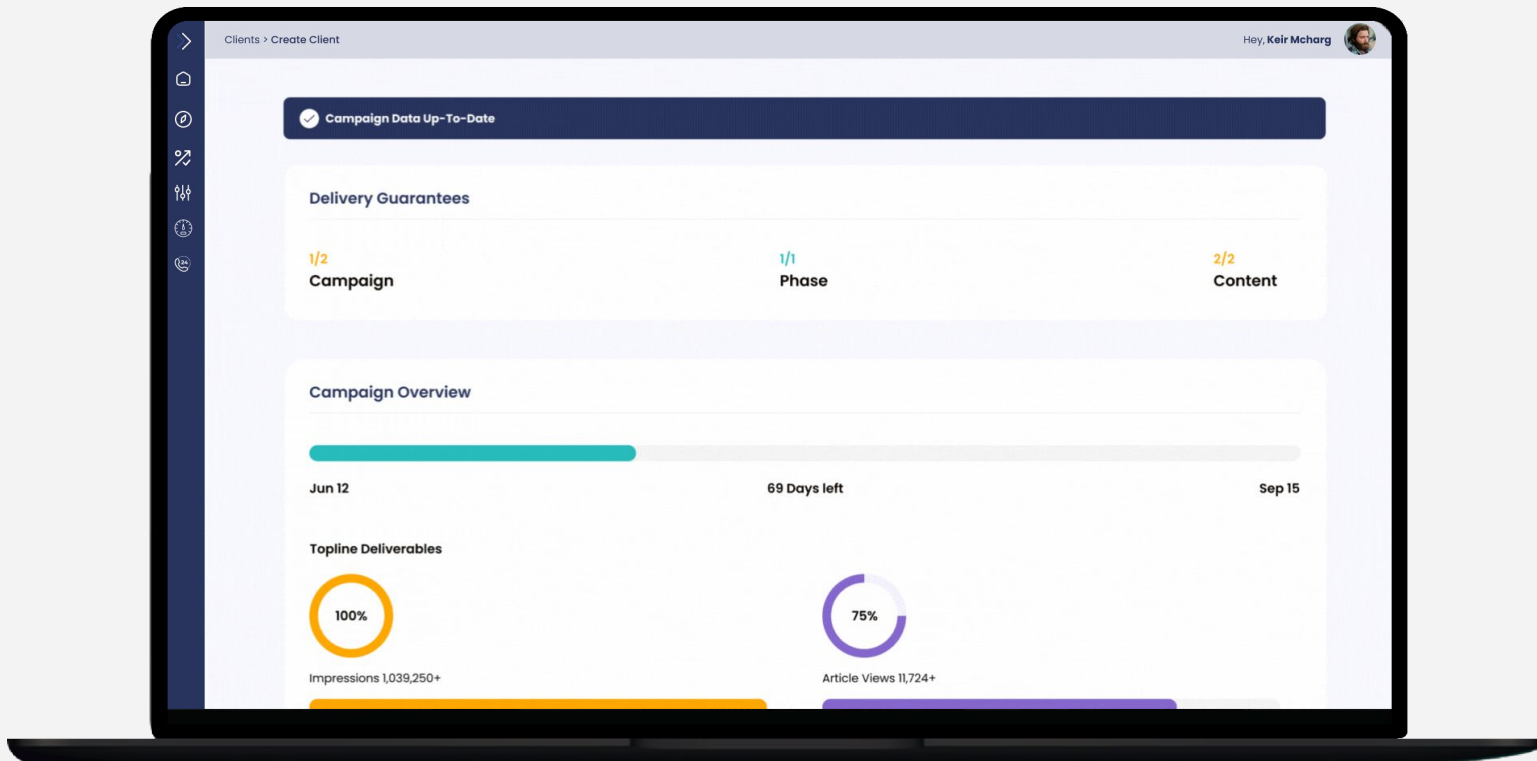
Minimal Scale

Inefficient Measurement

MANAGER PORTAL

Dashboard

Content Manager
Editorial Content
Sponsored Content
Content Calendar
Forecast Calendar
Platform Production Report
Per Editor
Per Media Brand
Duplicate Reports

Active Campaigns

Organization Manager

Sales

Advertiser Tools

Clear Browser Cache

Sales > Campaign Planner

Hey, Keir Mcharg

Campaign Planner

View Plans   +Start a New Plan

Comments

Add Product To Your Campaign

Brand Focused - Article Standard

Attack Of The Fanboy $6259
Content Format: Written Article
Primary Content: Website Post
Supplementary Content: 2x Facebook News Feed, 1x Instagram News Feed, 1x TikTok
Minimum Live Time To Achieve Deliverables: 10 Days

1. Campaign Phase

Assign Product to a Campaign Phase:

| Nothing Selected | Add New Phase |

As campaigns can have multiple phases, please ensure the phase solution and time period are relevant for this product.

2. Content Parameters

Select the Content Tactic for this Product

Nothing Selected

Content Label

Content Label

Optional: Give this product a content label

Product		$2,750

Deliverable	Guaranteed	Expected
Impressions	2548	2684
Clicks	1254	1356
Article Views	2684	2985
Video Views	2359	2549

Additional Audience Targeting		$3

Deliverable	Guaranteed	Expected
Impressions	2548	2684
Clicks	1254	1356
Article Views	2684	2985

Upgrade Reporting by integrating with relevant platforms to speed up & save time

Clients > Create Client

Hey, **Keir Mcharg**

✓ **Campaign Data Up-To-Date**

Delivery Guarantees

1/2
Campaign

1/1
Phase

2/2
Content

Campaign Overview

Jun 12

69 Days left

Sep 15

Topline Deliverables

100%

75%

Impressions 1,039,250+

Article Views 11,724+

Achieving Accessibility
Through
Digitisation

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Accessibility via Digitisation has underpinned the transformational growth of most major categories

Retail / E-commerce
Marketplaces allowing businesses to reach a global audience (Amazon, Etsy, etc.)

Food Delivery
Expanded food options beyond traditional dine-in experiences (UberEats, DoorDash, etc.)

Streaming
Cloud based streaming making content accessible anywhere, on any device (Netflix, Amazon, etc.)

Transport Services
App-based ride sharing apps (Uber, Lyft, Lime, etc.)

SaaS & Cloud computing
Removed the need for expensive on-premise software/hardware (AWS, Slack, etc.)

Healthtech
Virtual doctor services making healthcare more accessible (Teladoc, etc.)

We've Seen The **Growth** Created By DSP's

US Display Ad Spending, 2019–2026
billions, % change, and % of total media ad spending

Year	Display Ad Spending (Billions)	% of Total Media Ad Spending
2019	$71.00	29.3
2020	$85.18	35.1
2021	$118.72	39.4
2022	$143.55	41.5
2023	$165.84	43.8
2024	$187.44	45.6
2025	$205.52	47.2
2026	$219.49	48.2

■ Display Ad Spending (Billions)   ● % of Total Media Ad Spending
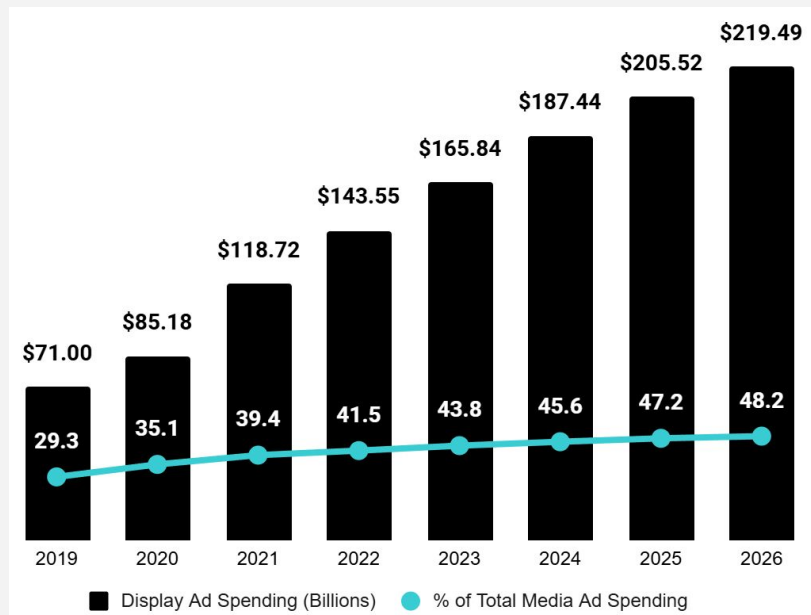
Note: Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices on all formats mentioned; includes banners, rich media, sponsorships, video and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets (Source: eMarketer, March 2022)

Streamlined buying and managing ad placements across many publishers.

1. Many inventory sources

2. Audience targeting

3. Brand safety levers

4. Self-serve

5. Automation

These characteristics empower advertisers to lean in and grow spend

Introducing
Avid PubSuite

Avid is the platform making
branded content
easier to **buy**
faster to **deliver**
and easier to **scale**

A Purpose-Built Publisher Ecosystem

Accessibility
via **Digitisation**

Avid PubSuite Tools Solve The Challenges of Scaling Branded Content

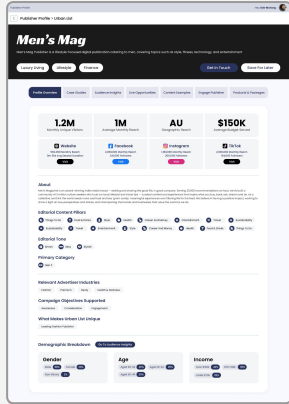| Fragmented Market	Complex to Buy	Resource Heavy Implementation	Minimal Scale	Inefficient Reporting & Measurement
EXPLORE	**BUILD**	**IMPLEMENT**	**AMPLIFY**	**MEASUREMENT**
Advertiser Shopfront	**Campaign Builder**	**Campaign Manager**	**Avid Amplification**	**Automated Reporting**
A demand driving portal, facilitating deeper advertiser engagement with your publishing brand(s)	Empowering your team to create competitive and impactful proposals	Digitise your production workflow to streamline collaboration and deliver a seamless advertiser experience	Increasing Deal Size with multi-channel amplification	A one-stop shop for all your campaign reporting needs, aggregating data, saving time and resources
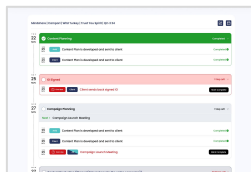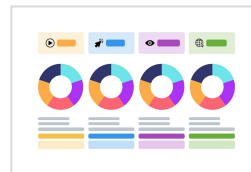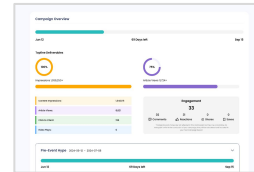
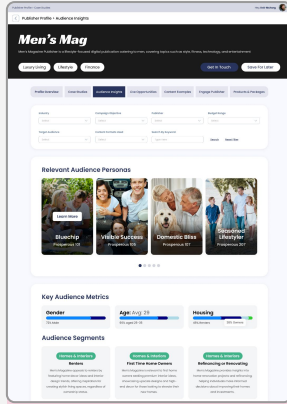# Is Your Sales Team Wasting Time on Advertiser FAQ's?
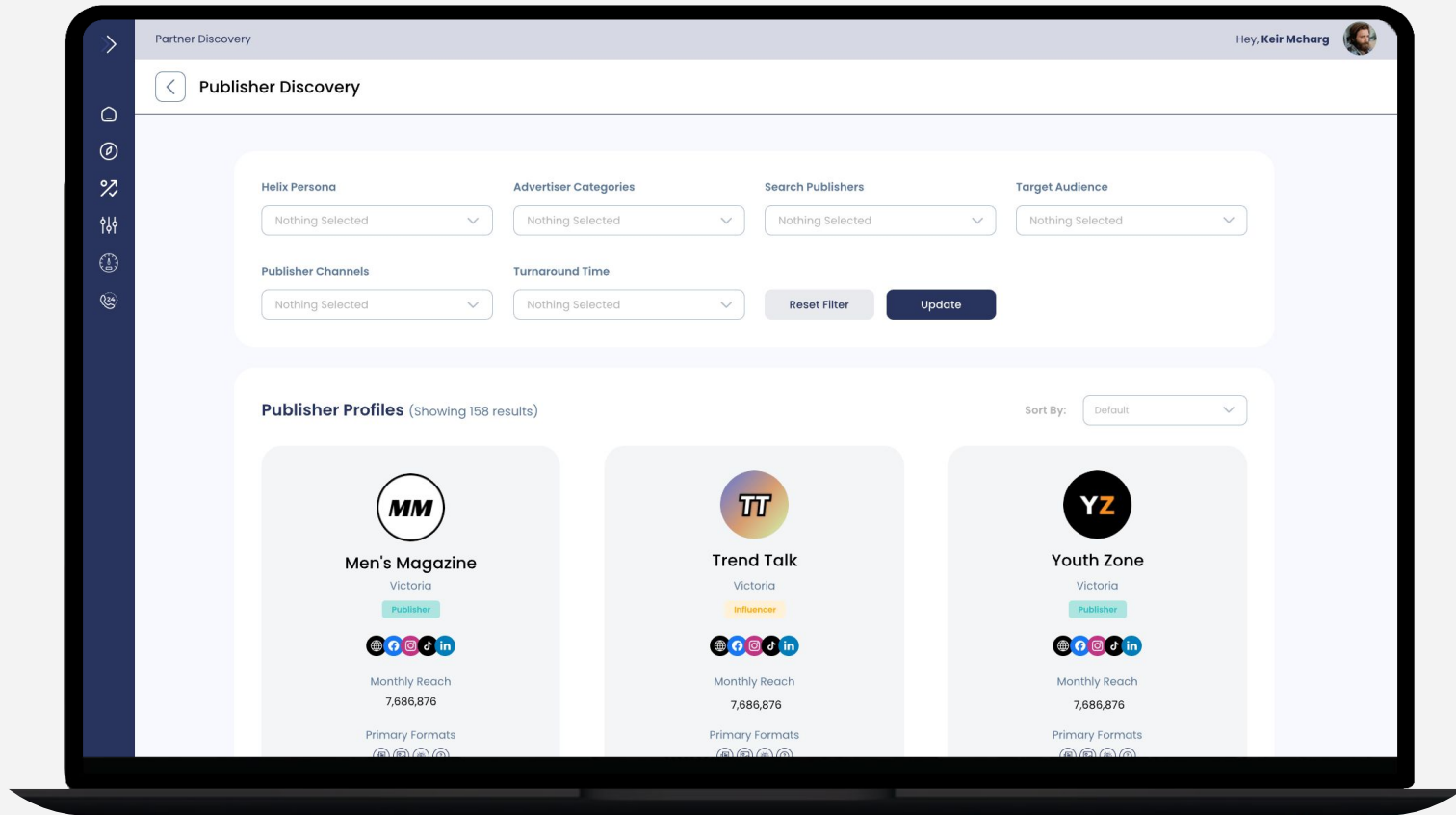
Your Virtual Salesperson

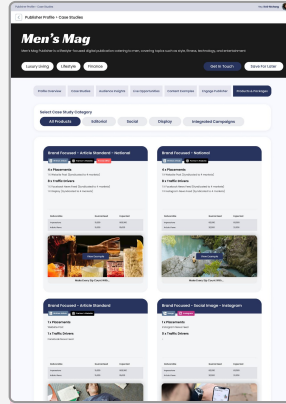## Publisher Profile

Gets a clear sense of value proposition

Learn More

Audience Insights

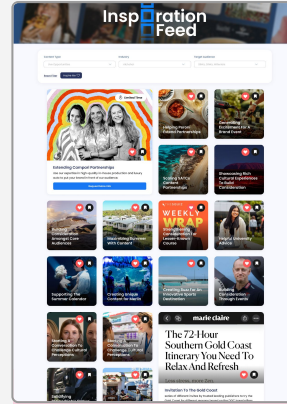Does this publisher reach my target audience + why?

Learn More

Products & Packages

What can i buy from this publisher?

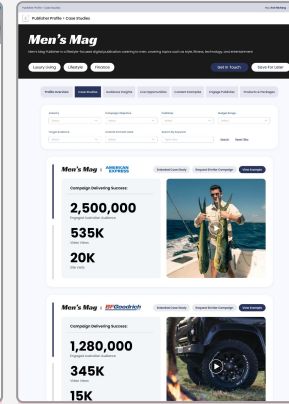**Learn More**

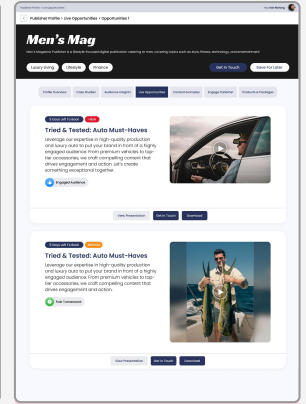## Inspiration Feed

What else could I do/how else could I activate?

Learn More

Case Studies

Has this worked before?

Learn More

Live Opportunities

What opps are trending or time sensitive?

Learn More

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**PubSuite
Tools**

Shopfront

**Campaign
Builder**

Campaign
Manager

AmpPlus

Automated
Reporting

Spending Too Much Time Creating Proposals & Media Plans?

MM Men's Mag Publisher

04 (Products) 01 (Bundle)

Most Popular

Podcast Takeover

Bundle

$5,512

Primary Placements
Display

Deliverable	Expected	Guaranteed
Impressions	70,000	40,000

View Example

Brand Focused - Article Standard

Bundle

$23,352

Primary Placements
Website Post

Traffic Drivers
Facebook News Feed, Instagram Stories

Deliverable	Expected	Guaranteed
Impressions	500,000	300,000
Article Views	50,000	20,000

View Example

24 Hour Website Takeover - Display

Bundle

$2,450

Primary Placements
Display

Deliverable	Expected	Guaranteed
Impressions	70,000	40,000
Article Views	70,000	40,000

View Example

Brand Focused - Point of View Video

Video
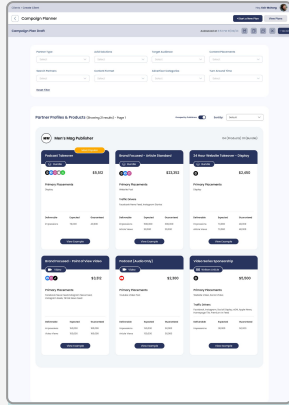
$3,312

Podcast (Audio Only)

Video

$2,300

Video Series Sponsorship
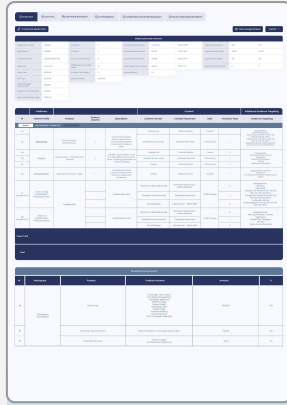
Written Article

$5,500

Your Proposal Engine

Product & Bundle Library
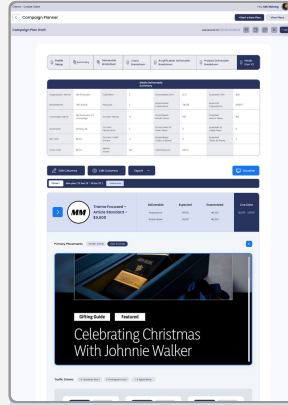
Browse, compare and select products

Learn More

Automated Media Plans

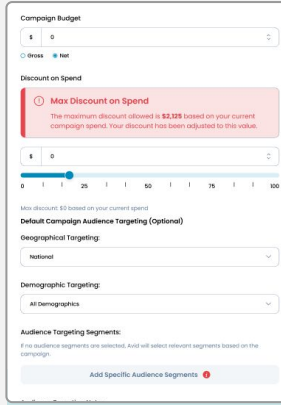Generate a campaign plan in minutes

Learn More

Visual Media Plans

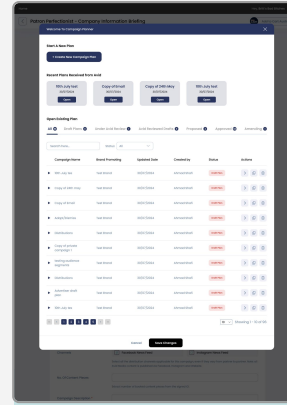Share a visual easy to understand proposal

Learn More

Discount Strategy
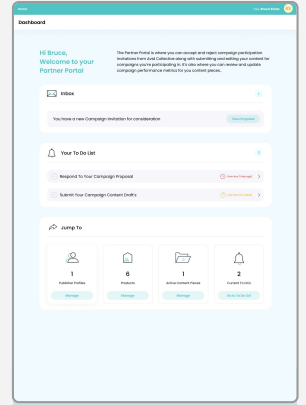
Add pre-approved discounts

Learn More

Content Reviews

Structured feedback from internal teams and clients all in one place

Learn More

Client Portal Login

Lets clients suggest edits or alternative actions
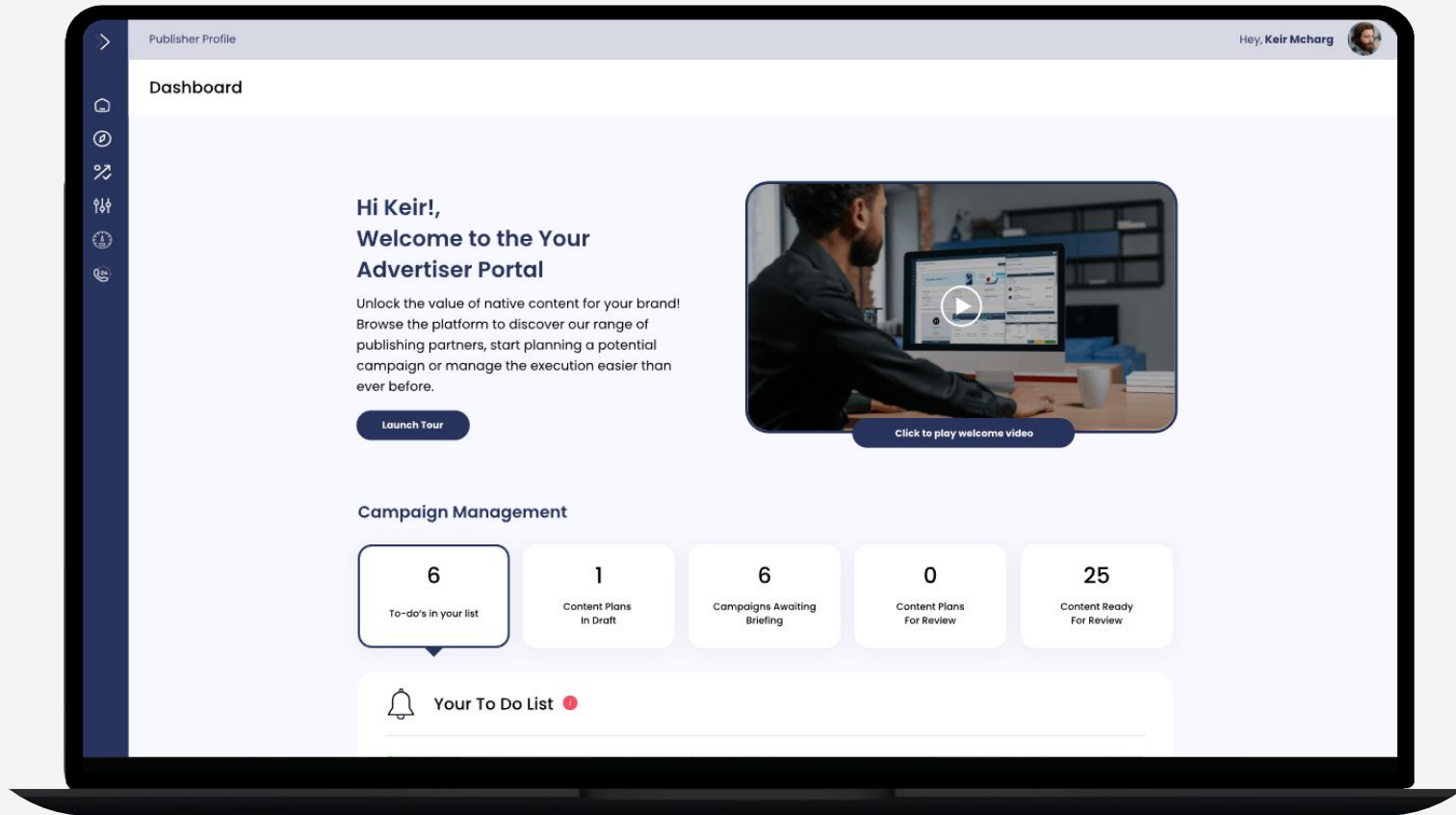
Learn More

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PubSuite
Tools

Shopfront

Campaign
Builder

Campaign
Manager

AmpPlus

Automated
Reporting

Are Manual Workflows Slowing Down Your Campaigns?

Publisher Profile

Hey, **Keir Mcharg**

Dashboard

Hi Keir!,
Welcome to the Your
Advertiser Portal

Unlock the value of native content for your brand! Browse the platform to discover our range of publishing partners, start planning a potential campaign or manage the execution easier than ever before.

Launch Tour

Click to play welcome video

Campaign Management

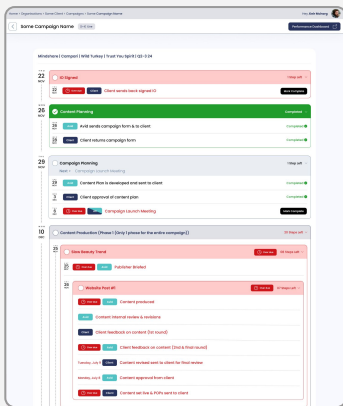| 6	1	6	0	25
To-do's in your list	Content Plans In Draft	Campaigns Awaiting Briefing	Content Plans For Review	Content Ready For Review

🔔 Your To Do List ●

Campaign Implementation Made Simple
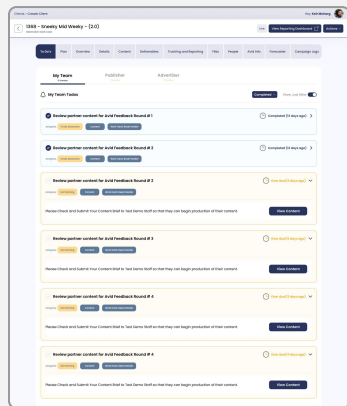
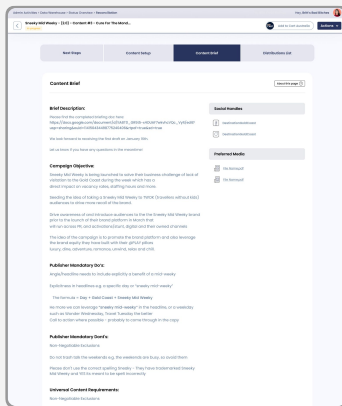## To Do List

Monitor campaign steps with automated reminders

Learn More

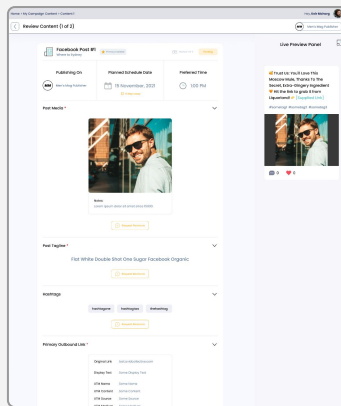## Timeline Forecaster

Track the progress to campaigns going live

Learn More

Briefing Forms
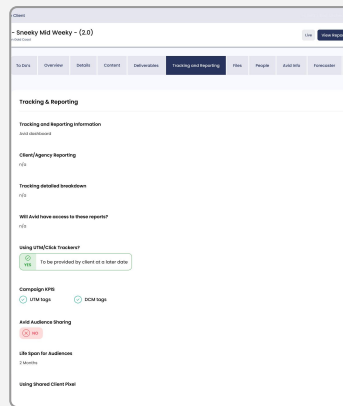
Accurate briefing to align teams from the start

Learn More

Content Reviews

Structured feedback from internal teams and clients all in one place

Learn More

Tracking Links

Generate and implement tracking automatically

Learn More

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PubSuite Tools

Shopfront

Campaign Builder

Campaign Manager

AmpPlus

Automated Reporting

Struggling To Scale Beyond Your Own Audience?

MANAGER PORTAL

Sales > Campaign Planner

Hey, **Keir Mcharg**

+Start a New Plan

Dashboard

Content Manager

Editorial Content
Sponsored Content
Content Calendar
Forecast Calendar
Platform Production Report
　Per Editor
　Per Media Brand
　Duplicate Reports

Active Campaigns

Organization Manager

Sales

Advertiser Tools

Clear Browser Cache

Comments

Add Product To Your Campaign

Brand Focused - Article Standard

Attack Of The Fanboy
Content Format: Written Article
Primary Content: Website Post
Supplementary Content: 2x Facebook News Feed, 1x Instagram News Feed, 1x TikTok
Minimum Live Time To Achieve Deliverables: 10 Days ⓘ

$6259

1. Campaign Phase

Assign Product to a Campaign Phase:

| Nothing Selected | Add New Phase |

As campaigns can have multiple phases, please ensure the phase solution and time period are relevant for this product.

2. Content Parameters

Select the Content Tactic for this Product

Nothing Selected

Content Label

Content Label

Optional: Give this product a content label
NOTE: These selections impact deliverables and will be reviewed and adjusted by the Avid content experts before your campaign is set live

3. Additional Audience Targeting

Add Additional Audience Targeting:

Product		$2,750
Deliverable	**Guaranteed**	**Expected**
Impressions	2548	2684
Clicks	1254	1356
Article Views	2684	2985
Video Views	2359	2549

Additional Audience Targeting		$3
Deliverable	**Guaranteed**	**Expected**
Impressions	2548	2684
Clicks	1254	1356
Article Views	2684	2985
Video Views	2359	2549

Additional Phase Amplification - Phase 2 - [Phase Name] $,7000

Amplify Your Content. Maximise Your Revenue

Audience Targeting

Choose who you want to reach

[Learn More]

Multi-channel Distribution

Select which channels your content will appear on

[Learn More]

High-Impact Formats

Select from a flexible set of formats tailored to your assets

[Learn More]

Guaranteed Deliverables

Confirm delivery metrics up-front

[Learn More]

Managed Service

Save time and have confidence on expert campaign delivery

[Learn More]

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PubSuite
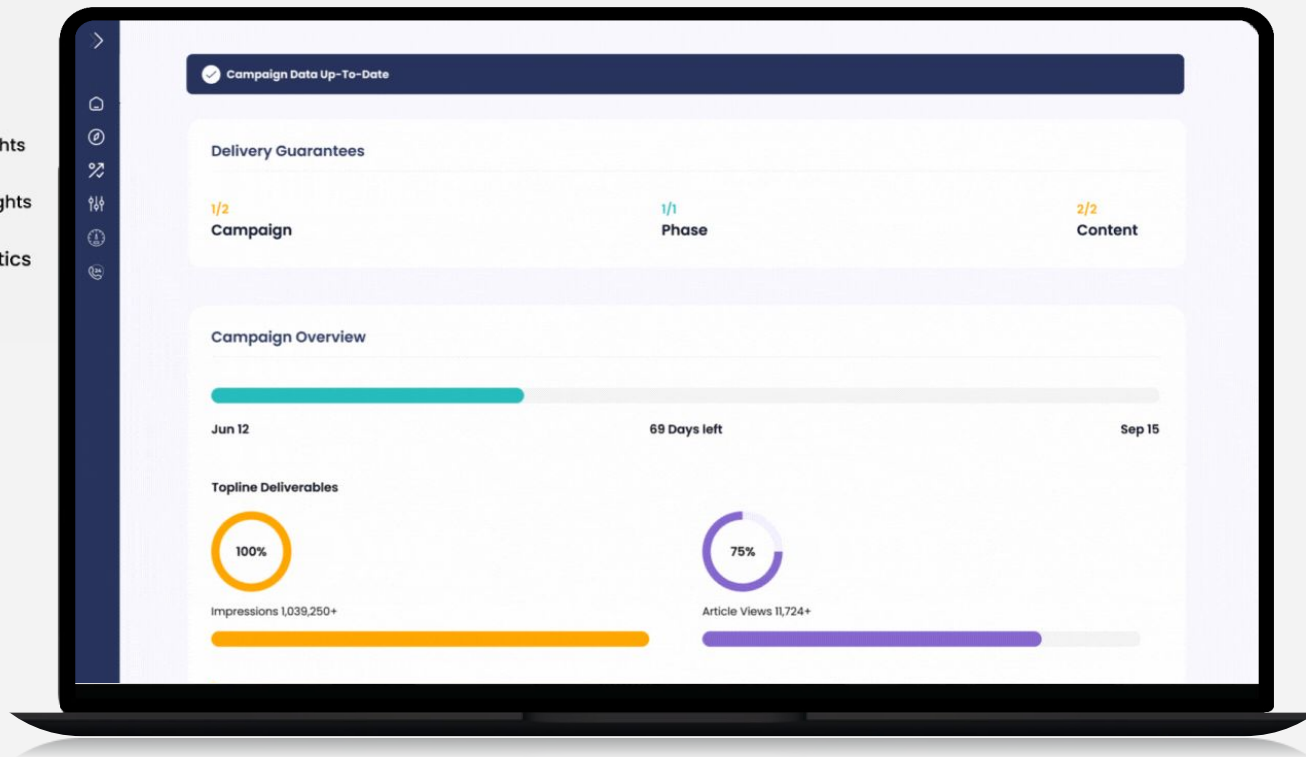**Tools**

Shopfront

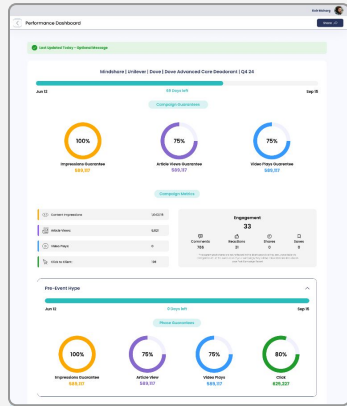Campaign
Builder

Campaign
Manager

AmpPlus

Automated
Reporting

Tired of Wasting Hours on Manual Reporting?

Data Source

Facebook Ads

Facebook Insights

Instagram Insights

Google Analytics

Taboola

✓ Campaign Data Up-To-Date

Delivery Guarantees

1/2   1/1   2/2
Campaign   Phase   Content

Campaign Overview

Jun 12   69 Days left   Sep 15

Topline Deliverables

100%   75%

Impressions 1,039,250+   Article Views 11,724+

Amplify Your Content. Maximise Your Revenue

Performance Dashboard

Aggregated data in a unified view

Learn More
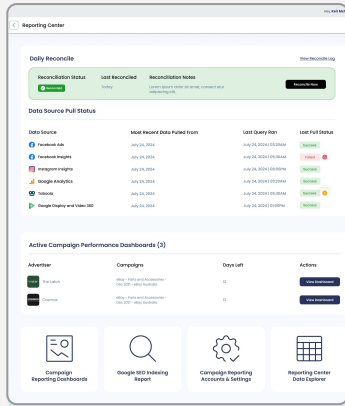
API Integrations

Pull data directly from platforms

Learn More

Live Links

Access to shareable campaign content links

Learn More

Shareability

Grant client access to reporting

Learn More

Downloadable Dashboards

Export reports in any format

Learn More

Avid's Key Takeaways

1. Accessibility is crucial to unlocking branded content

2. Accessibility via Digitisation is the optimal approach

3. Avid has a suite of tools to help you digitise how you engage and collaborate with advertisers