



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:



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



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



Deliver actionable tips to drive immediate impact

We probably all

01

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







And in a world where publishers are falling behind...



We believe Branded Content

should be Publisher's Antidote

A Unique Moat For Publishers



02

WHY Isn't Branded Content A Leading

Ad Channel?



We Must Be Customer Centric In Our Analysis



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



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





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

HOW can publishers achieve <u>accessibility</u>

03

for branded content?



Challenge

Solution

Fragmented Market

> Complex to Buy

Resource Heavy Execution

> Minima Scale

Inefficient Measurement



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







Challenge

Solutions

Market

Complex to Buy

Resource Heavy Execution

> Minima Scale

Inefficient Measurement **Complex To Buy** Slow response times, inconsistent processes & unclear executions



Create frameworks and shared language to simplify the nature of customisation



Fragmented Market

Complex to Buy

Resource Heavy Execution

> Minima Scale

Inefficient Measurement Create Frameworks & Shared Language to Simplify the Nature of Customisation

Content Tactics Framework WHY = HOW





Create Frameworks & Shared Language to Simplify the Nature of Customisation





Challenge

Solutions

Fragmentec Market

> Complex to Buy

Resource Heavy Execution

> Minima Scale

Inefficient Measurement Resource Heavy Execution High effort & clunky experience

Ξl



Streamline collaboration by leveraging task management platforms



Resource Heavy Execution

Streamline Collaboration By Leveraging Task Management Platforms

| 🥠 monday.com 🔥 asana 🔲 Tr | rello 😂 ClickUp | Avid ≽ Campaign | Manager |
|--|---|--|--|
| <form></form> | | Important intervention Important intervention Important intervention Important interventinterventintervention Im | |
| 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

Fragmented Market

> Complex to Buy

Resource Heavy Execution

> Minimal Scale

Inefficient Measurement Lack of Scale Limited reach and scale, less competitive <u>₽</u>

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



Fragmented Market

> Complex to Buy

Resource Heavy Execution

> Minimal Scale

Inefficient Measurement

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

| MANAGER | « | Sales > Campaign Planner | | | | Høy, Keir Mcharg | | |
|---|--|--|------------------------------|--------------|--------------|------------------------------|--|--|
| Dashboard | | Campaign Planner | | | | View Plans +Start a New Plan | | |
| Editorial Content | ~ | Add Product To Your Campaign | _ | _ | × | | | |
| Eatonia Content Sponsored Content Content Calendar Forecast Calendar Platform Production Report Per Editor Per Media Brand Duplicate Reports | • | Brand Focused - Article Standard Attack Of The Fanboy Content Format: Written Article Primary Content: Website Poat Supplementary Content: 2x Facebook News Feed, 1x Instagram News Minimum Live Time To Achieve Deliverables: 10 Days () | Feed, 1x TikTok | | \$6259 | Comments 🗗 | | |
| Active Campaigns | | 1. Campaign Phase | | | | nents | | |
| Organization Manager | > | Assign Product to a Campaign Phase: | Product | | \$2,750 | ×) | | |
| 📈 Sales | | Nothing Selected ~ Add New Phase | Deliverable | Guaranteed | Expected | ne | | |
| Advertiser Tools | > | As campaigns can have multiple phases, please ensure the phase solution and time period are relevant for this product. | Impressions Clicks | 2548 1254 | 2684 1356 | ~ | | |
| Clear Browser Cache | > | 2. Content Parameters | Article Views Video Views | 2684 2359 | 2985 2549 | | | |
| | Select the Content Tactic for this Product | Additional Audien | ce Targeting | \$3 | | | | |
| | | Nothing Selected ~ | Deliverable | Guaranteed | Expected | | | |
| | | Content Label | Impressions | 2548 | 2684 | efault | | |
| | | Content Label | Clicks | 1254 | 1356 | | | |
| | | Optional: Give this product a content label | Article Views | 2684 | 2985 | | | |
| | | | | | | | | |



Challenge

Solutions

Fragmented Market

> Complex to Buy

Resource Heavy Execution

> Minima Scale

Inefficient Measurement Inefficient Measurement Inconsistent reporting & unclear ROI data



Integrate platforms to speed up & save time



Fragmented Market

> Complex to Buy

Resource Heavy Execution

> Minimal Scale

Inefficient Measurement

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

| ate Client | | Hey, Keir Mchar g |
|------------------------------|-----------------------|--------------------------|
| 🧭 Campaign Data Up-To-Date | | |
| Delivery Guarantees | | |
| <mark>1/2</mark> 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



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



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



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



Accessibility via Digitisation


Avid PubSuite Tools Solve The Challenges of Scaling Branded Content





Campaign Builder

Campaigr Manager

AmpPlus

Automated Reporting

Is Your Sales Team Wasting Time on Advertiser FAQ's?





Campaign Builder

Campaigr Manager

AmpPlus

Automated Reporting

Is Your Sales Team Wasting Time on Advertiser FAQ's?

| > | Partner Discovery | | | | | | | | |
|----|--|---|---------------------|-----------------------|---|--|--|--|--|
| | Publisher Discovery | | | | | | | | |
| G | | | | | | | | | |
| Ø | | | | | | | | | |
| % | Helix Persona | Advertiser Categories | Search Publishers | Target Audience | | | | | |
| ¢₽ | Nothing Selected | Nothing Selected | Nothing Selected | Nothing Selected | | | | | |
| | Publisher Channels | Turnaround Time | | | | | | | |
| 2 | Nothing Selected V | Nothing Selected | Reset Filter Update | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | Publisher Profiles (Showing 158 re | sults) | | Sort By: Default | ~ | | | | |
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| | Victoria | Victo | oria | Victoria | | | | | |
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| | Monthly Reach | Monthly | Reach | Monthly Reach | | | | | |
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Your Virtual Salesperson

RODUCT-APRILING



Publisher Profile

Gets a clear sense of value proposition

Man's Mag Mar's Mar's

Publicher Profile - Cole Studi

Audience Insights

Does this publisher reach my target audience + why?

Products & Packages

What can i buy from this publisher?



Inspiration Feed

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

Case Studies

Men's Maq

Laurysing Literye Finance

ting the first

2,500,000

Men's Man | BrGoods

1,280,000

345K 15K

535K

20K

Has this worked before?



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Men's Maq

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Tried & Tested: Auto Must-Hav

Tried & Tested: Auto Must+H

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Live Opportunities

What opps are trending or time sensitive?

Learn More

Learn More

Learn More

Learn More

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Learn More

Spending Too Much Time Creating Proposals & Media Plans?



Shopfront

Campaign Builder

> Campaigr Manager

> > AmpPlus

Automated Reporting

| Podcast Takeo | | t Popular | Brand Focus | sed – Article St | andard | 24 Hour Wel | osite Takeove | - Display |
|-----------------|----------------|------------|------------------------------------|----------------------|-------------------|------------------------------|------------------|------------------|
| Bundle | | | Bundle |) | | Bundle | | |
| | | \$5,512 | @ 30 | | \$23,352 | ۲ | | \$2,450 |
| Primary Placeme | ents | | Primary Place Website Post | ements | | Primary Place Display | ements | |
| | | | Traffic Drivers Facebook News F | eed, Instagram Stori | es | | | |
| Deliverable | Expected | Guaranteed | Deliverable | Expected | Guaranteed | Deliverable | Expected | Guaranteed |
| Impressions | 70,000 | 40,000 | Impressions Article Views | 500,000 50,000 | 300,000 20,000 | Impressions Article Views | 70,000 70,000 | 40,000 40,000 |
| | /iew Example | | | View Example | | | View Example | |
| _ | | | | | | | | |
| Brand Focused | d – Point of V | iew Video | Podcast (Au | udio Only) | | Video Series | s Sponsorship | |
| Video | | | Video | $\overline{)}$ | | 🗐 Written / | Article | |
| 600 | | \$3,312 | • | | \$2,300 | ۲ | | \$5,500 |

Your Proposal Engine

Campaign Budget

s 0

O Gross . Net

Discount on Spend

\$ 1

Demographic Targeting All Demographics

Audience Targeting Segments

(1) Max Discount on Spend

Default Campaign Audience Targeting (Optional Geographical Targeting Nations

sunt allowed is \$2,125 based on you

100

Contractory of



B for helps that . .

Product & **Bundle Library**

Browse, compare and select products

Automated **Media Plans**

Generate a campaign plan in minutes

Visual Media Plans

O TANK Reasons & Second O Loss O Analysis Streams O Testal Streams

Celebrating Christmas With Johnnie Walke

🖸 (мм)

Share a visual easy to understand proposal

Discount Strategy

Add Specific Audience Segments

Add pre-approved discounts

Learn More

Content **Reviews**

Electrick Name Print

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Structured feedback from internal teams and clients all in one place

Learn More

A Your To Do Lite 8 2

shooddac

Dec mber

Client Portal Login

Lets clients suggest edits or alternative actions

Learn More

Learn More

Learn More

Learn More



Campaign Builder

Campaign Manager

AmpPlus

Automated Reporting

Are Manual Workflows Slowing Down Your Campaigns?



Campaign Implementation Made Simple

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Campaigr Builder

Campaigr Manager

AmpPlus

Automated Reporting

Struggling To Scale Beyond Your Own Audience?

| PORTAL | | es > Campaign Planner Add Product To Your Campaign | | | × | Hey, Keir Mcharg | |
|---|---|--|----------------------------------|---------------------|-------------------|------------------|------|
| Dashboard Content Manager | ~ | Brand Focused - Article Standard Attack Of The Fanboy | | | \$6259 | s +Start a New | Plan |
| ditorial Content ponsored Content ontent Calendar precast Calendar | | Content Format: Written Article Primary Content: Website Post Supplementary Content: 2x Facebook News Feed, 1x Inst Minimum Live Time To Achieve Deliverables: 10 Days () | agram News Feed, 1x TikTok | | \$0259 | 🗍 Comments (| 5 |
| atform Production Report Per Editor Per Media Brand | ~ | 1. Campaign Phase Assign Product to a Campaign Phase: | Product | | \$2,750 | | |
| Duplicate Reports | | Nothing Selected ~ Add Net | Deliverable | Guaranteed | Expected | | |
| Active Campaigns Organization Manager | | As campaigns can have multiple phases, please ensure the phase solution and time period are relevant for this product. | | 2548 1254 | 2684 1356 | nents | |
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| 🖄 Clear Browser Cache | > | Nothing Selected | Deliverable | Guaranteed | Expected | | |
| | | Content Label | Impressions | 2548 | 2684 | | |
| | | Content Label | Clicks | 1254 | 1356 | | |
| | | Notional: Give this product a content label NOTE: These selections impact deliverables and will be reviewed adjusted by the Avid content experts before your campaign is se | | 2684 2359 | 2985 2549 | | |
| | | 3. Additional Audience Targeting | Additional Phase [Phase Name] | Amplification - Pha | se 2 - \$,7000 | efault 🔨 | |

Amplify Your Content. Maximise Your Revenue

| | | | Delivery Requirements | |
|---------------------------------|---|---|--------------------------------------|---|
| Audience Targeting | Multi-channel Distribution | High-Impact Formats | Guaranteed Deliverables | Managed Service |
| Choose who you want to reach | Select which channels your content will appear on | Select from a flexible set of formats tailored to your assets | Confirm delivery metrics up-front | Save time and have confidence on expert campaign delivery |
| | appear on | | | campaign acircity |

< Back to Tools

Avid > PubSuite Tools

Data Source

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Facebook Ads

Facebook Insights

Instagram Insights

Google Analytics

Taboola

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Shopfront

Campaigr Builder

Campaigr Manager

AmpPlus

Automated Reporting

Tired of Wasting Hours on Manual Reporting?

| Delivery Guarantees | | |
|------------------------------|-----------------------|----------------|
| <mark>1/2</mark> Campaign | 1/1 Phase | 2/2 Content |
| cumpaign | Filuse | 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

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|--|--|---|---|------------------------------|
| Performance Dashboard | API Integrations | Live Links | Shareability | Downloadable Dashboards |
| Aggregated data in a unified view | Pull data directly from platforms | Access to shareable campaign content links | Grant client access to reporting | Export reports in any format |
| Learn More | Learn More | Learn More | Learn More | Learn More |

Avid's Key Takeaways



Accessibility is crucial to unlocking branded content



Accessibility via Digitisation is the optimal approach



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

11:15 to 11:45 AM - Track 2

Uncomfortable Truths: What Advertisers / Advertising Agencies Need From Publishers to Invest More



David Dumville

Director of Content Solutions at News UK



Nico Sarti

VP, Global Strategy @ Condé Nast



Georgia Faure

Independent Media Strategy Consultant



Come talk to us about how **Avid's** platform can help you **grow your branded content revenue**

Luke Spano Avid Collective



Tom Gunter Avid Collective

