

**NATIVE
ADVERTISING
DAYS 2026**

London, UK
May



**NATIVE
ADVERTISING
INSTITUTE**



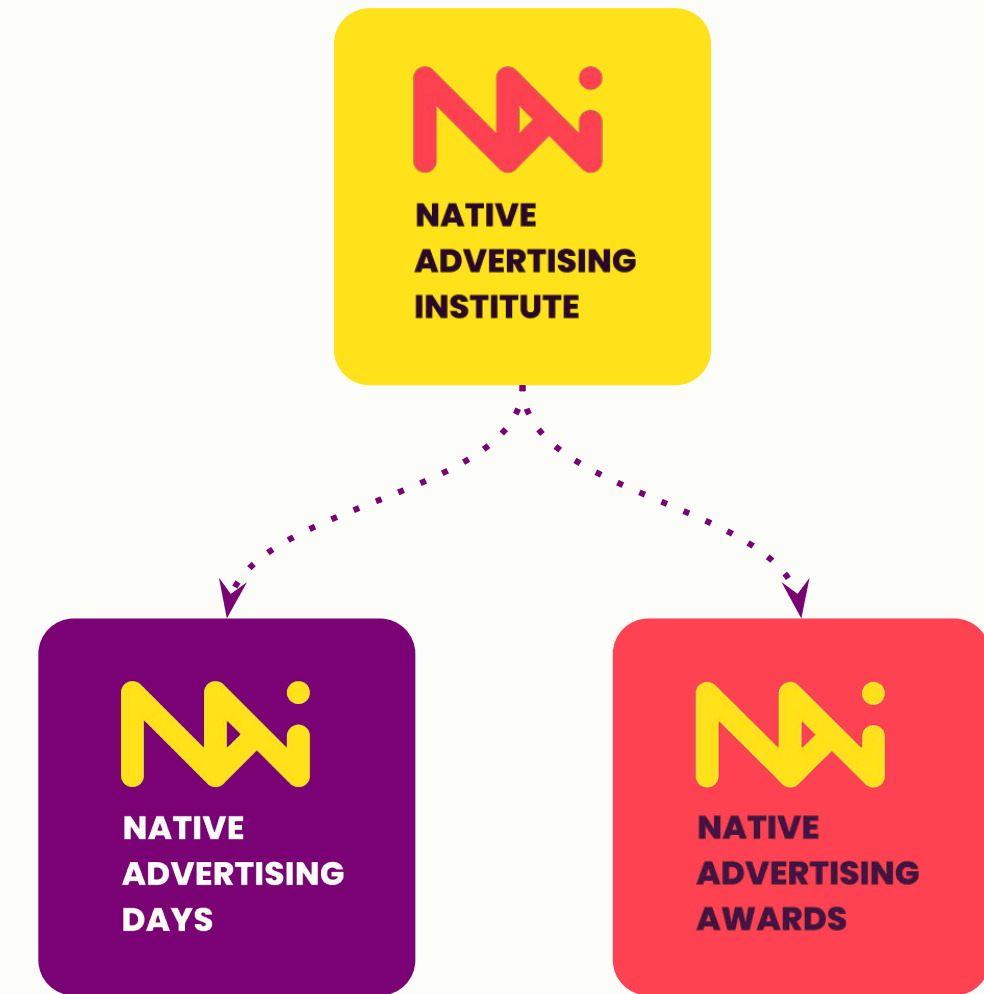
Media Deck

A LEGACY OF CELEBRATING BRANDED CONTENT

Founded in 2015 in Copenhagen, Denmark, the **Native Advertising Institute** has brought together the global branded content and native advertising community for collaborative dialogue, best practice discovery and the celebration of the greatest work our industry has to offer.

After an incredible 2025 in London, we are very excited to once again be hosting our flagship event in London in 2026.

With nearly 300 people expected at each event, join us, and bring best-in-class solutions to a niche advertising community facing tough questions in a challenging market.



A STELLAR LINE UP

SOME OF THOSE INVOLVED IN 2025

dpgmedia



THE
WALL STREET
JOURNAL



BONNIER



Forbes



CONDÉ NAST

dentsu *x*

Bloomberg

NBCUniversal



BrandStudio

BBC StoryWorks
Commercial Productions

AUTODESK



POLITICO

mediafin



FORTUNE

The
Guardian
Labs

BUSINESS INSIDER



stuff.co.nz



BUSINESS
INSIDER



axel springer

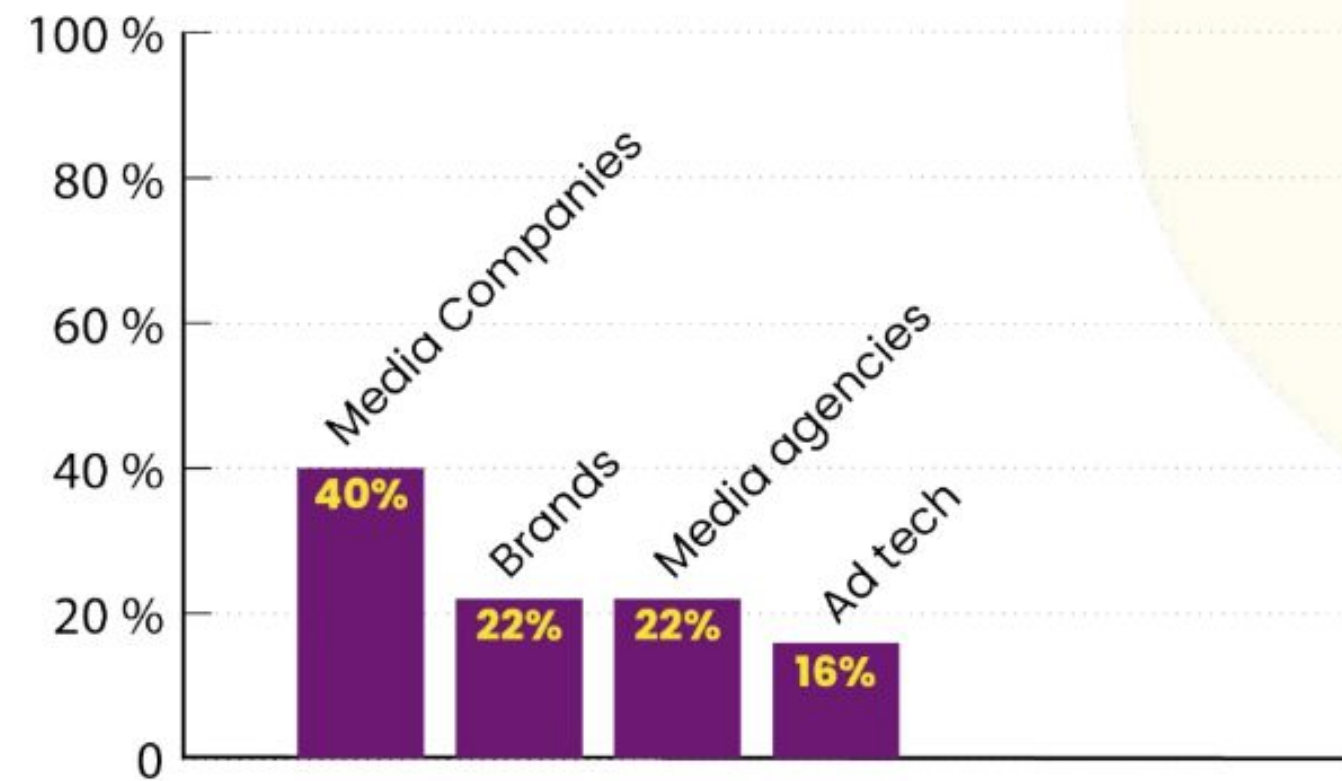


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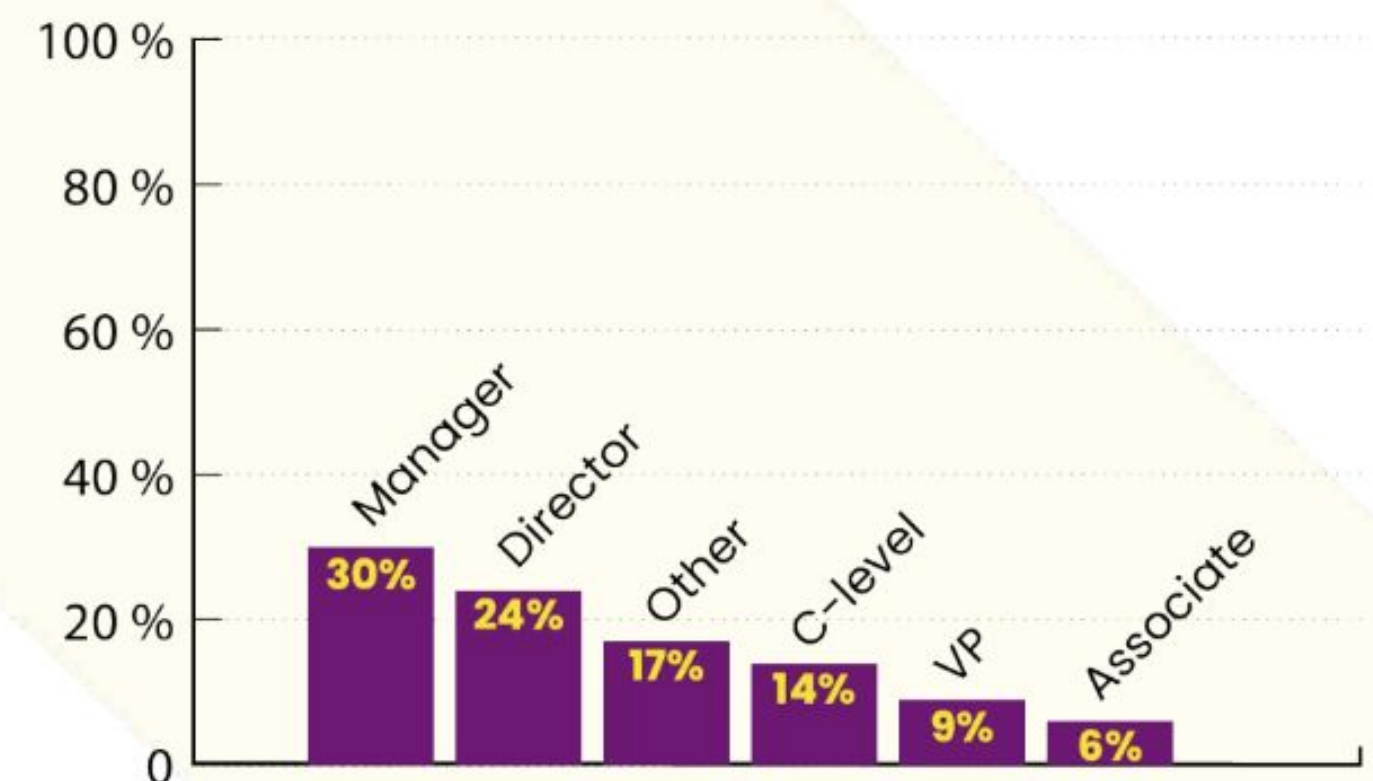
ATTENDEE BREAKDOWN

Our events attract **Senior Decision Makers** and **Creative Professionals** from **Brands**, **Agencies** and **Media Companies**. 32 countries and 6 continents were represented at live events in 2025, with a diverse range of skill sets and backgrounds.

Company type



Seniority



CONFERENCE CONTENT

TALKS FROM 2025 EVENT

While we finalise the agenda for the 2026 event, here is a selection of what was discussed in 2025

From Attention Economy to Intention Economy

Keynote: Dr. Imran Rashid, Author, Doctor, Lecturer (DK)

Addressing the 5 Major Barriers of Branded Content That Are Key To Making It A Leading Ad Channel

Keynote: Luke Spano, CEO of Avid Collective (AUS)

From Podcast to Print: Unlocking the Full Potential of Your Brand Storytelling

Keynote: Raquel Bubar, Managing Director, T Brand Studio International, The New York Times (UK)

Four C's of 2025: Content, Curation, Contextual & CTV

Panel: Hosted by Julia Linehan Founder and CEO, The Digital Voice™ PR Agency Ltd (UK)

Humanising AI – How Publishers Can Help Brands Make the Emotional Connections to Really Cut Through

Talk: Richard Pattinson, SVP, BBC StoryWorks and Ruth Holland, Executive Producer at BBC Studios (UK)

Staying Power: How Iberdrola and Fortune Brand Studio Pivoted, Communicated, and Uncovered the Right Story (US)

Talk: Megan Gilbert, VP of Fortune Brand Studio (US) & Rob Alexander, Partner at Headland Consultancy (UK)

The Art of the Possible: Elevating Brand Content Without Compromise

Talk: Adam Sangster, VP of Channel Revenue at Ceros (US/UK) & Victoria White, Creative Director, Content Strategist and Editorial Lead at News UK (UK)

Creativity: How to Make it your Superpower.

Case: Andy Sitta, Former Head of Seznam Studio (CZ)

Through a New Lens

Case: Nico Sarti, VP Global Creative Strategy at Condé Nast (US/UK)

Inside Iconic Editorial Brands: Chartering the Future of Content Partnerships

Panel: Hosted by Jamie Credland, CEO of World Group Media

For Pussies Only

Case: Bram de Leeuw, Creative Strategy Director at &C Media (NL)

Do You Really Need an AI Evangelist? And Other Awkward Questions About Getting AI to Work

Panel: Hosted by Ellen Carinetti Meum, Head of Product and Tech at Shibsted Partnerstudio (NO)

Bringing Nokia Into the New by Bloomberg Media

Case: Rachel Tarley, Managing Editor at Bloomberg Media

From Buzz to Buy: How Branded Content Sells Products

Talk: Matt Steele, Brand & Comms Director at Manuka Honey (NZ) and Yvonne Beister, Content- and Strategy Director at Axel Springer (DE)

Friend or Foe? What the Perfect Branded Content Partnerships Looks Like

Panel: Hosted by Romy Oluski, Executive Editor at Forbes Content & Design Studio (US)

Engage, Educate & Inspire: How 11th Hour Racing Amplifies Sustainability Through Immersive Storytelling

Case: Hannah Springett, CEO and Founder of H Labs (UK)

Weapons of Mass Construction: The Global Guide to the Branded Content Tech Stack 2025

Talk: Tom Jenen, CRO of Clarity As and formerly CRO of Brand Metrics and Polar (UK)

UNMISSABLE OPPORTUNITY

IN A 3-PART EVENT

Day 1

1230-1830, May
60-80 Attendees

EXECUTIVE SUMMIT

The NAI Awards Jury is made of **executive leadership** from across the branded content landscape. This exclusive, **invite-only event** is an opportunity to meet, engage with and understand the challenges of the **thought-leaders** in the industry.

Day 2

0830-16:30 + 19:30 - 23:30, May
250-400 Attendees

CONFERENCE

The **largest event in the world** exclusively focused on native advertising and **branded content excellence**, where attendees gain **actionable insights** from Fortune 500 brands, leading publishers, and **technology innovators**.

It's 8 hours of content across keynote, tracks and roundtables

GLOBAL AWARDS

The largest awards **dedicated to branded content** and native advertising in the world. The US event will be focussing on **Best-In-Class** from around the world, in the areas of **Strategy, Organisation, Format and Channel**.

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UNMISSABLE OPPORTUNITY

Title Sponsor Packages

Custom partnerships also available

Executive Summit Partnership

€24,995

- Title Sponsor
- 2 executive seats at the Summit
- All-incl. ticket for conference & awards on Day 2
- A word from our sponsor at the summit
- Thought Leader interview at NAI
- 50% off additional tickets to the conference on Day 2
- Exclusive email push with content offer to the attendees post event
- List for Attendees (titles and roles, names)

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UNMISSABLE OPPORTUNITY

Sponsorship Packages

Conference

Bronze Partnership

€6,995

Fantastic entry level package that **includes**:

- Branding on main signage and website
- Small Sponsor Booth (space only) in activation area
- ½ page Advertisement in event program
- 2 Tickets to the Conference & Awards
- 25% discount on additional tickets

Silver Partnership

€10,995

Includes everything in Bronze **plus**:

- Additional 2 Tickets to conference
- 1 Roundtable discussion during lunch or coffee break
- Featured thought leader Interview on NAI
- Content Offer in Online Goodie bag post event

Gold Partnership

€15,995

Includes everything in Bronze **plus**:

- Additional 2 Tickets to conference
- Full page advert
- 1 Roundtable discussion during lunch or coffee break
- Featured thought leader interview on NAI
- Podcast interview
- Track Speaking/Panel Session
- Content Offer in Online Goodie bag post event
- List for Attendees (titles and roles, names)

Platinum Partnership

€24,995

Includes everything in Bronze **plus**:

- Additional 2 Tickets to conference
- Keynote Presentation
- Additional Roundtable
- Double Page in Program
- Featured thought leader interview at NAI
- Podcast interview
- 50% off additional tickets
- List for Attendees (titles and roles, names)

Title Partnership

€29,995

Includes everything in Bronze **plus**:

- 3 ticket to conference
- Full page advert
- Featured thoughtleader interview at NAI
- Podcast interview
- Track Host/Panel Host
- 50% off additional tickets
- List for Attendees (titles and roles, names)

UNMISSABLE OPPORTUNITY

IN A 3-PART EVENT

Day 2

1930– 2330, May
200–300 Attendees

GLOBAL AWARDS

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**dedicated to branded
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advertising in the world.
The US event will be
focussing on **Best-In-Class**
from around the world, in
the areas of **Strategy,
Organisation, Format and
Channel.**

UNMISSABLE OPPORTUNITY

Sponsorship Packages

Award

Award Gold Partnership

€9,995

Fantastic entry level package that **includes:**

- 2 Tickets to the Conference & Awards
- Branding on main signage and website
- ½ page Advertisement in award program.
- Word from our sponsor in the official show (video)
- 1 executive seat on the jury

Awards Platinum Partnership

€15,995

Includes everything in Gold **plus:**

- 2 Additional Tickets to Awards
- 1 additional executive seat on the jury
- Full page advert
- Co-host of the awards
- Featured thought leader interview at NAI
- Podcast Interview
- Exclusive email push with content offer to the attendees post event

Awards Afterparty Partnership

€4,495

- 1 ticket to the Conference & Awards
- Branding on main signage and website
- Official After Party Host

All Prices are Exclusive of VAT. *Not an exclusive sponsorship

UNMISSABLE OPPORTUNITY

Sponsorship Packages Events & Services Sponsorships

Event & Services Partnership From €4,495

- Social Events & Gatherings (dinners, wine hours, morning run, karaoke etc.)
- NAI+ Member Goodie Bag Sponsor
- Lanyards + Notepads, Stickers & Pens
- Official booklet sponsor (incl. ad on the back of the program)
- Podcast Sponsorship (3 episodes)
- Transportation Partner
- Lunch Sponsor
- 1x Coffee Break Sponsor
- Round Table Sponsor
- Breakfast sponsor the day after conf+awards

All Prices are Exclusive of VAT. *Not an exclusive sponsorship



Custom Sponsor Items

Sponsored Editorial Series (3 articles w. backlinks) – €3995 excl. VAT

Co-Hosted Webinar – €2995 excl. VAT

White Paper/Market Research Collaboration – €5995 excl. VAT

Workshops/Masterclasses – €15.000 excl. VAT

Regional Network Dinners – starting at €4995 (depending on seats and location)

AD Tech Demo Day Online – starting at €4995

WHAT MEMBERS SAID ABOUT THE INTERNATIONAL JURY SUMMIT 2025



This was such ***a fantastic day*** — so great to spend time speaking to and listening to other leaders in the native advertising space from such reputable and well known publishers. This is ***the best forum*** for us to all gather and speak to one another, in the industry. Don't stop!

Raquel Bubar

Managing Director, New York Times International

What an ***amazing opportunity*** to be in the company of so many professionals in my specific field and hear their generous and ***thoughtful insight*** about our common work.

Romy Oltuski

Executive Editor, Forbes Content & Design Studio



WHAT ATTENDEES SAID ABOUT THE NATIVE ADVERTISING DAYS



Jesper & Stine bring together branded content teams to break bread, share ideas, and figure out a better future. In Copenhagen this year, we met people who are now mates for life. I love what they're building and ***we're taking our whole team to the 2025 NYC event.***

David Lennon

SVP, Fortune Brand Studio

Unlike other conferences, there were opportunities to make meaningful connections with fellow marketers, agencies, and publishers – sharing real stories, successes and setbacks affecting the industry today. ***Highly recommend this event*** to anyone working in the branded content space.

Veronica Valdes

Global Director, Creative Strategy at Condé Nast



WHAT PARTICIPANTS SAID ABOUT THE NATIVE ADVERTISING AWARDS



I'm not gonna lie. Winning the Studio of the Year category gave us a massive confidence boost. It validated the previous many years of efforts made by the whole team. It gave credit to our work, but it's also a huge commitment as we try to be leaders within the industry...

Andy Sitta

Head of Seznam Brand Studio

Winning at the Native Advertising Awards has been a true highlight of my career and a huge confidence boost for the team at BBC StoryWorks. It's the perfect recognition for the work we do in branded content, and being part of this one-of-a-kind community that celebrates the best in native advertising globally feels truly special.



Alessio Nesi

Creative Director, BBC Studios



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Questions?

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