



Effectiveness of Native Advertising

A Case Study

JN: 87514
February 2015



REDC

Native Advertising

A form of paid advertising where the ad experience follows the natural form and function of the UX within which it is placed.

Form

*Match the visual design of the experience they live within
Look and feel like natural content*

Function

*Behave consistently with the native
Function just like natural content*



What We Did, And Why We Did It



- / Research to investigate the effectiveness and impact of **native advertising**
- / Pre- and post-campaign survey with test & control sample:




- / Online survey of 300 smartphone users pre-wave and 600 smartphone users post-wave, with an equal split of thejournal.ie weekly readers and non-weekly readers.
- / This test and control sample methodology incorporating users and non-users was adopted in order to remove the impact of #littlethings TV campaign (on air until December) so we could accurately see the net impact of the campaign.
- / Data was then weighted back to reflect actual readership of thejournal.ie among the population.
- / The campaign was visible across all platforms – mobile, desktop.
 - » Pre-campaign fieldwork: Weds 17th – Sat 20th Dec
 - » Native advertising campaign: Weds 24th Dec – Mon 5th Jan
 - » Post-campaign fieldwork: Tues 6th – Sat 10th Jan 201



Research Objectives

- / Does native advertising work?
- / Does native advertising cut through?
- / Does native advertising engage with the audience?
- / Does it change attitudes and behaviours?

The #littletthings Campaign Background

- / Launched in October 2014 by 
- / Public information campaign aimed at changing behaviour:

- » Mental wellbeing is something we all have
- » Our mental wellbeing can change throughout our lives
- » Little things can make a big difference to how we feel
- » Doing little things for others and ourselves can make a big difference to how they feel

- / A new mental health hub:
<http://yourmentalhealth.ie>

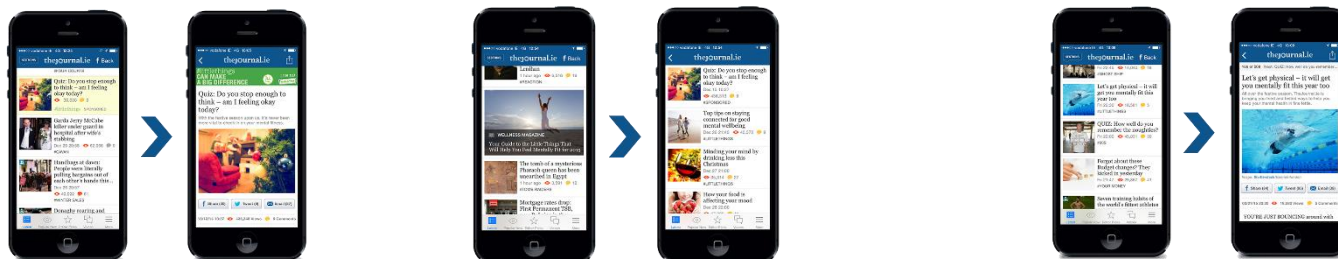


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#littletthings Native Advertising Campaign on thejournal.ie

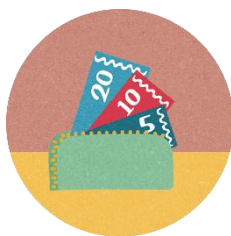
Three types of ad:

Native Ads | Sponsored Article | Wellbeing Magazine



In place: 24th December – 5th January

Visible across all platforms



thejournal.ie
READ, SHARE AND SHAPE THE NEWS

Total Agency Spend: €30,000

The campaign appeared solely on thejournal.ie

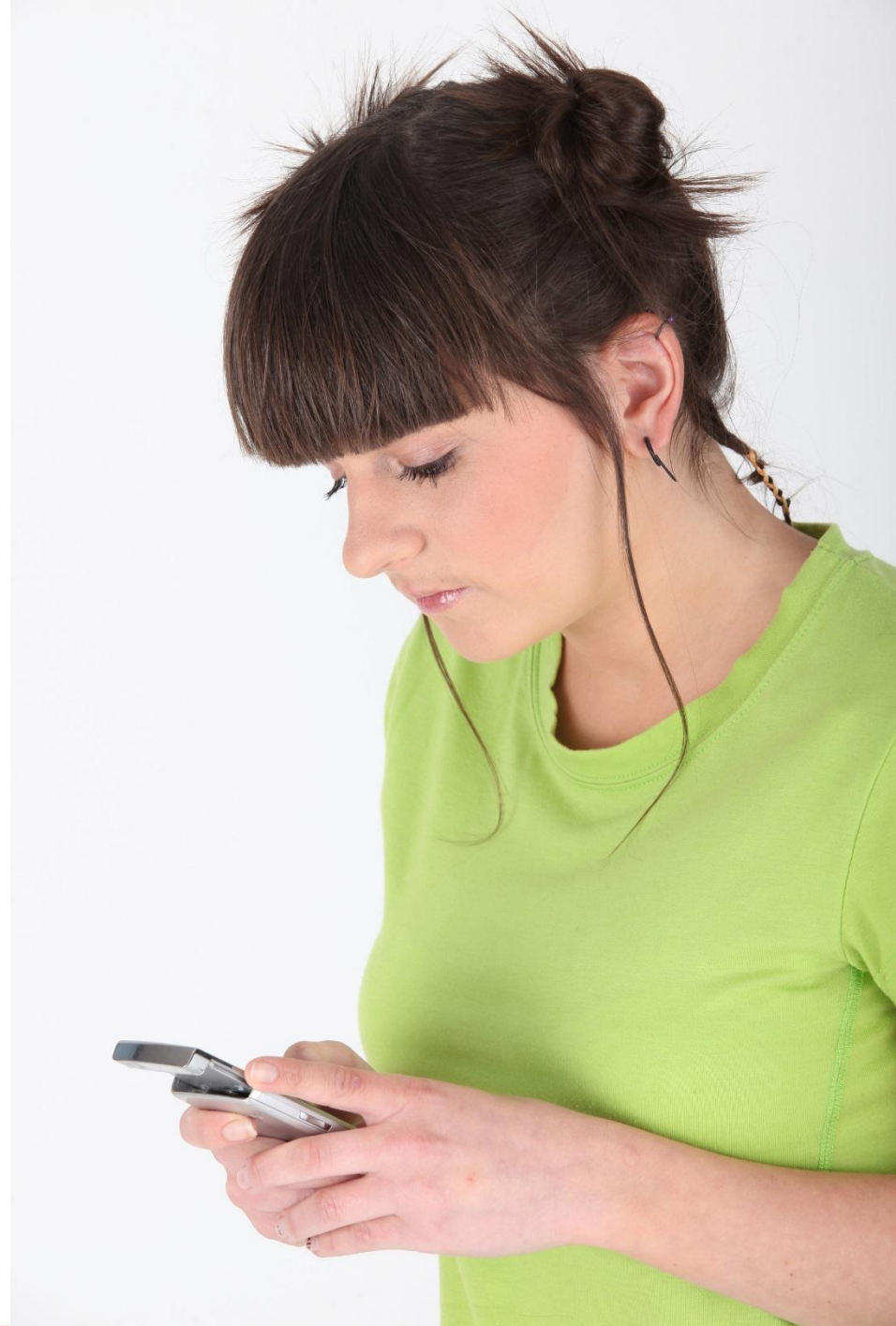
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**High Reach
for Low
Spend**

Native Advertising is cutting through!

1 in 2 of all thejournal.ie *weekly* users recall having seen at least one execution over the Christmas/NY period.



Recall of Executions Among thejournal.ie Weekly Users

Base: all journal.ie weekly readers shown ad, smartphone owners - 304

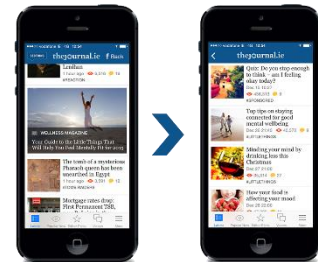
28%

Recall native content



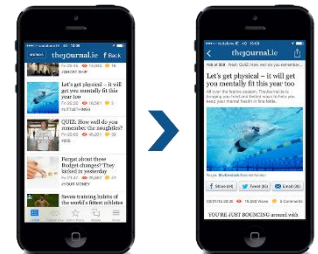
32%

Recall magazine content



36%

Recall sponsored content



52%

Recall any



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Recall of Executions – Total Sample (18+ years, smartphone users)

(Base: all adults aged 18+, smartphone owners, **weekly and non-weekly** users of thejournal.ie - 608)

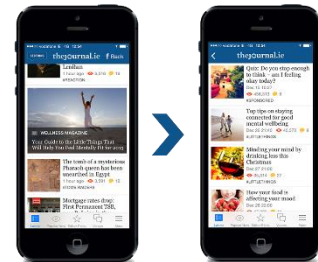
15%

Recall native content



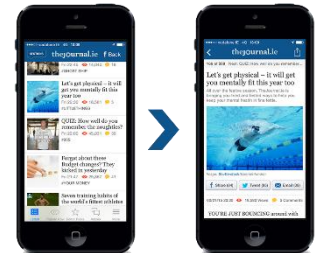
17%

Recall magazine content



20%

Recall sponsored content



30%

Recall any



A Cost-effective, Efficient Way Of Reaching Your Audience

52%

of weekly
thejournal.ie readers
recall seeing any ad.

30%

of smartphone users
aged 18+ (weekly and
non-weekly users of
thejournal.ie) recall
seeing any ad.

Total Agency Spend:

€30k

Strong results particularly
for advertisers who may
be targeting an audience
in line with thejournal.ie's
users

= 390,000
people*



**RED C estimate, based on smartphone
penetration and thejournal.ie readership.*

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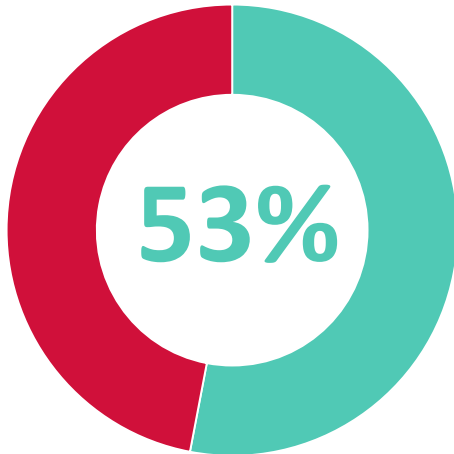
High Audience Engagement with Native Advertising

How did it work?

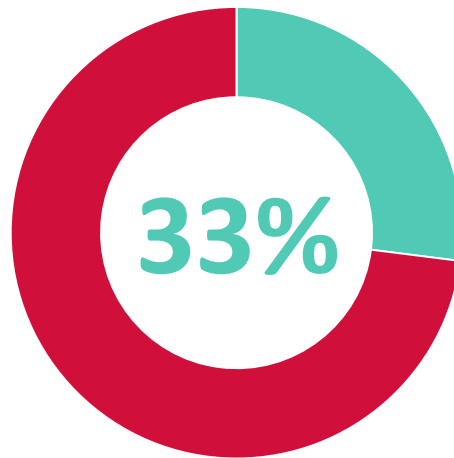
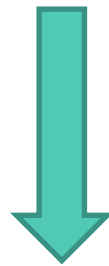


Click for Content & Beyond...

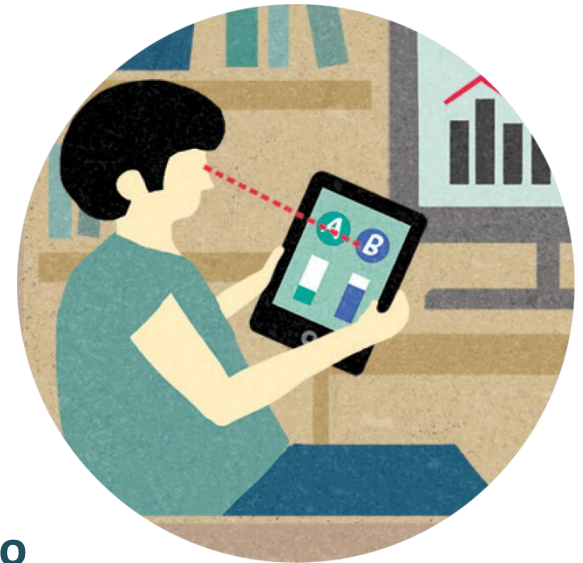
(Base: all respondents who recalled seeing any content - 180)



... clicked into at least one of the **articles**



... of these clicked on a **link in the article** referring me to the campaign website/other information about mental health

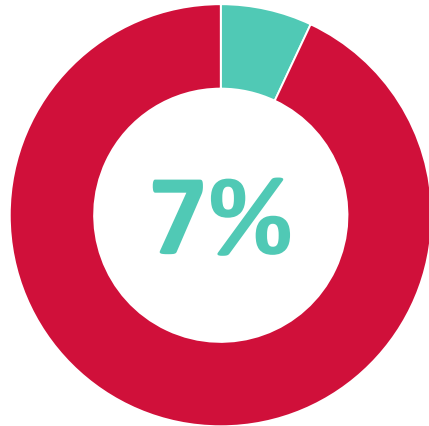


Q. Which of the following did you do as a result of seeing the yourmentalhealth.ie / #littletthings sponsored articles about mental health on theJournal.ie?

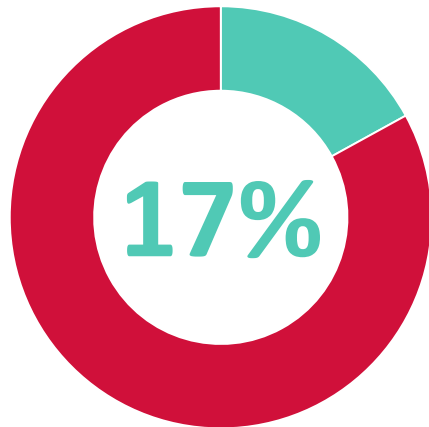
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1 in 4 visited the campaign website...

(Base: all respondents who recalled seeing any content - 180)



... visited the
yourmentalhealth.ie 
website **immediately**



... visited the
yourmentalhealth.ie 
website **later**



Q. Which of the following did you do as a result of seeing the yourmentalhealth.ie / #littlethings sponsored articles about mental health on theJournal.ie?

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Most importantly, the campaign drove “Talkability”

(Base: all respondents who recalled seeing any content - 180)



30%

discussed mental health with
a friend / family member



13%

shared the article with friends
or family using social media



6%

used the hashtag #littletthings
on Facebook, Twitter or other
social media

Q. Which of the following did you do as a result of seeing the yourmentalhealth.ie / #littletthings sponsored articles about mental health on theJournal.ie?

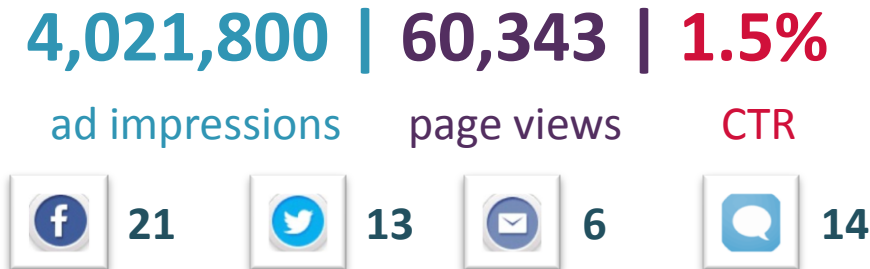
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#littlethings on theJournal.ie – Native Ad performance

Your ultimate guide to staying in tip top mental shape this year



#littlethings quiz – Am I feeling okay today?



Native content again demonstrates high powers of engagement

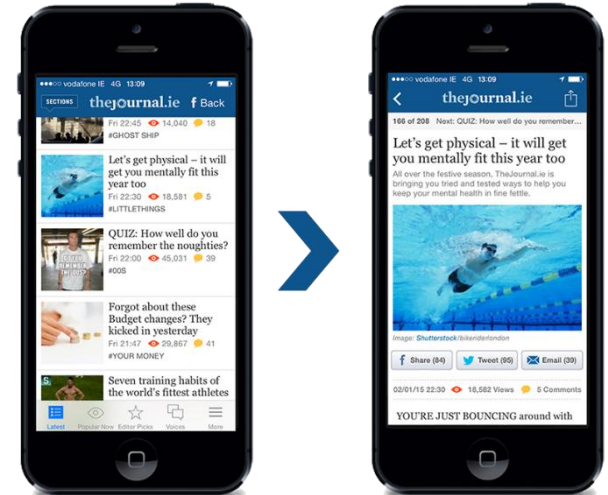
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#littlethings on theJournal.ie – Sponsored Content Ad performance

/ 8 in total spanning the Christmas season

/ **220k views**

- » **26 Dec - Article 1:** Top tips on staying connected for good mental wellbeing
- » **27 Dec - Article 2:** Mind your mind by drinking less this Christmas
- » **28 Dec - Article 3:** How your food affects your mood
- » **30 Dec - Article 4:** How to reach out to someone who is feeling down – a guide
- » **31 Dec - Article 5:** Express yourself – how you can find your passion this year
- » **1 Jan - Article 6:** Why you need a mindfulness minute in your life
- » **2 Jan - Article 7:** Let's get physical – it will keep you mentally fit this year too
- » **3rd Jan - Article 8:** Why getting enough sleep is vital - and how to get it



1,531



519



709



120

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WWW.

Search

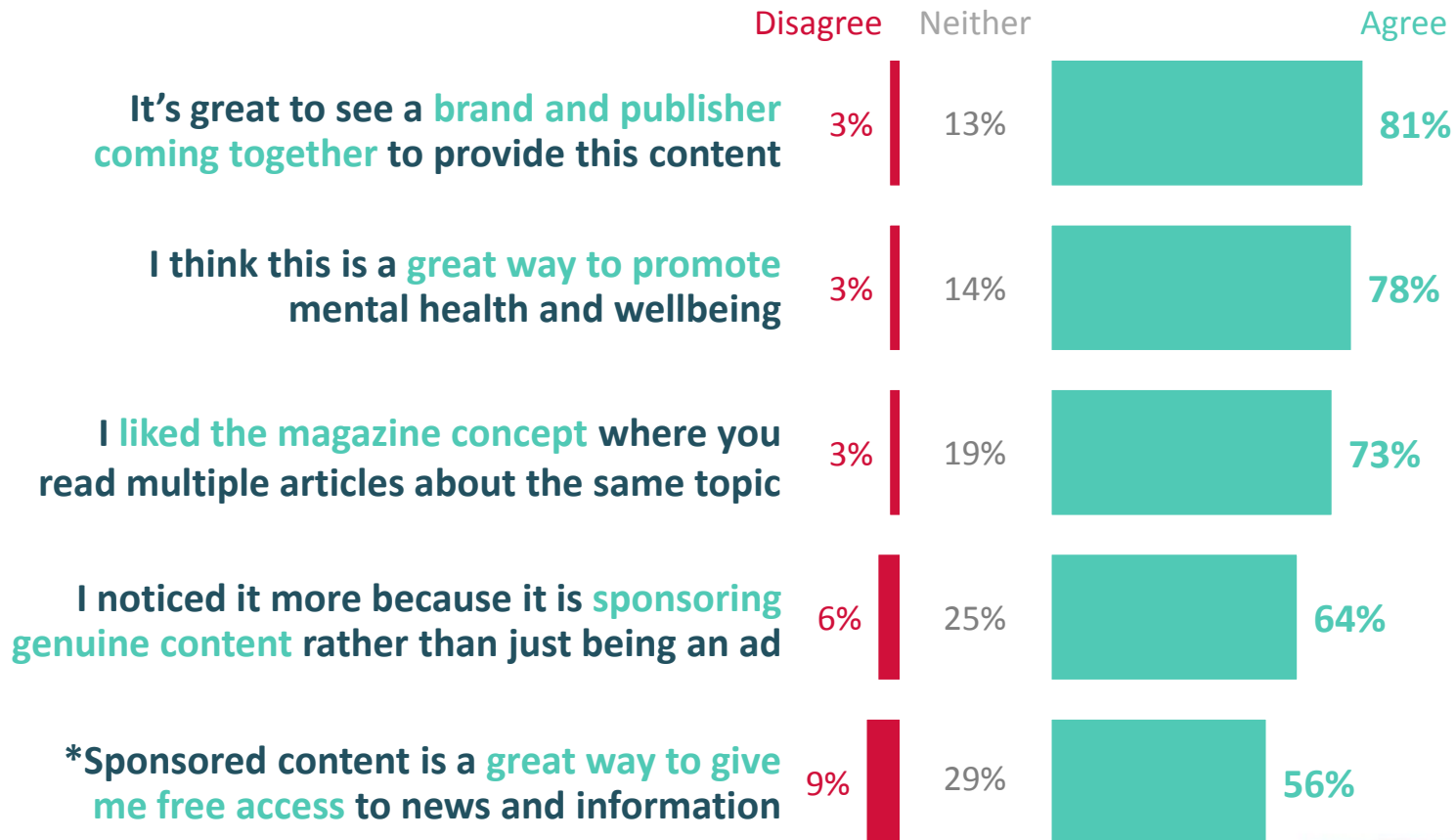
**Content/native
advertising is
powerful in terms of
engagement**

**Mobile means this
content is always at
their fingertips**



Appetite for Native Advertising...

(Base: all adults aged 18+, smartphone owners (post-wave) - 608)



Q. Here are some statements that others like you have said after seeing these sponsored articles. Please indicate how much you agree or disagree with each of these statements.

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Positive impact on Brand...

(Base: all adults aged 18+, smartphone owners (post-wave) - 608)



Q. Here are some statements that others like you have said about this kind of advertising in general. Please indicate how much you agree or disagree with each of these statements.

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The Campaign put Mental Health on the Agenda



Increase In Awareness Of Mental Health Campaigns

(Base: all adults aged 18+, smartphone owners - 912)

Q. Thinking about public information campaigns promoting health and wellbeing, what ones you can you think of?

+4%

uplift from 11% to 15% in spontaneous awareness of mental health campaigns among theJournal.ie users - a 36% increase



Q. Have you read or seen anything recently on social media, e.g. Facebook, Twitter, YouTube, blogs, about the following? (Mental Health Issues)

+8%

seeing anything about mental health issues on social media

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Awareness of #littlethings Has Grown

Base: All smartphone owners 18+: 912



Q. Here is a list of recent public information campaigns. Which of these have you seen/heard of before today?

+5%
uplift in prompted awareness of #littlethings

Q. In which of the following places have you seen or heard about the #LittleThings campaign?

Base: All previously aware of #littlethings/
yourmentalhealth.ie campaigns

+18%
uplift in online recall of #littlethings

Q. In which of the following places have you seen or heard about the #LittleThings campaign?

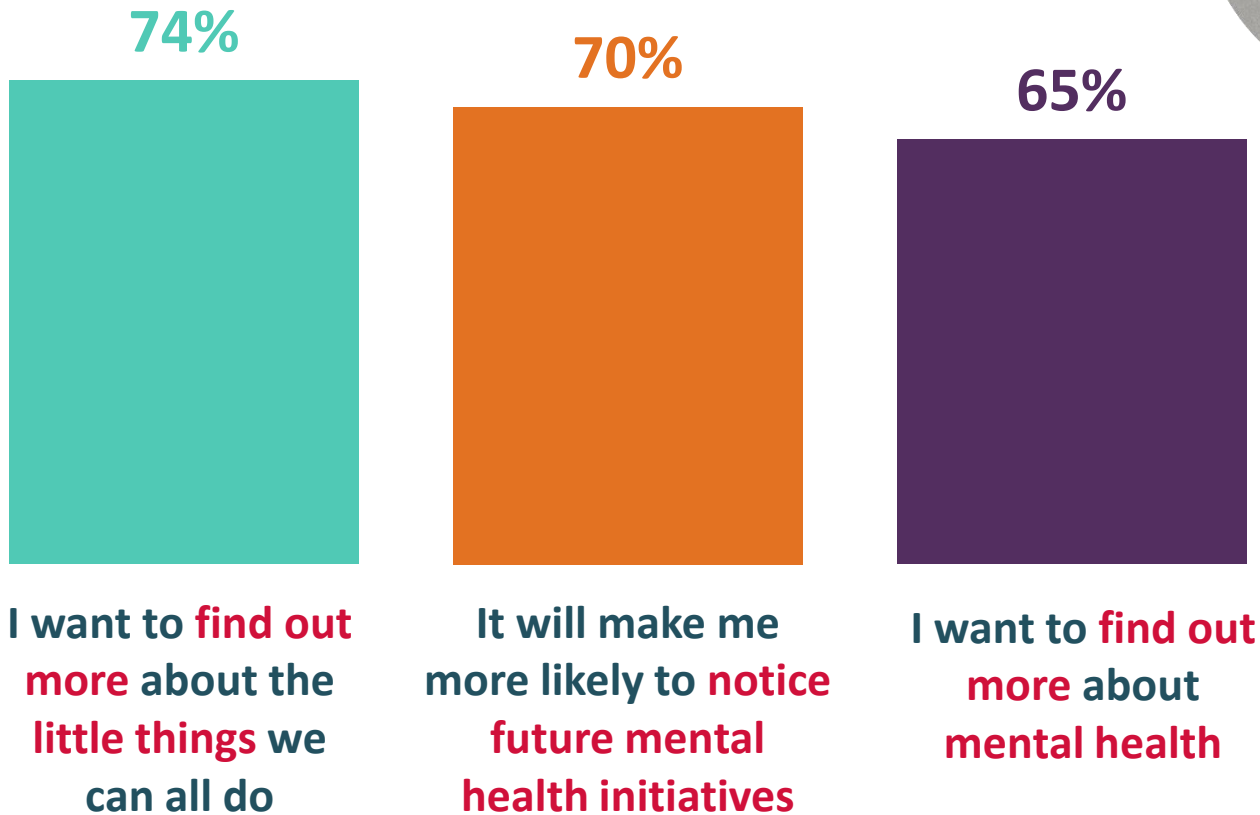
Base: All previously aware of #littlethings/
yourmentalhealth.ie campaigns

+4%
uplift in social media recall of
#littlethings

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The Campaign has increased interest in learning about mental health...

(Base: all adults aged 18+, smartphone owners (post-wave) - 608)

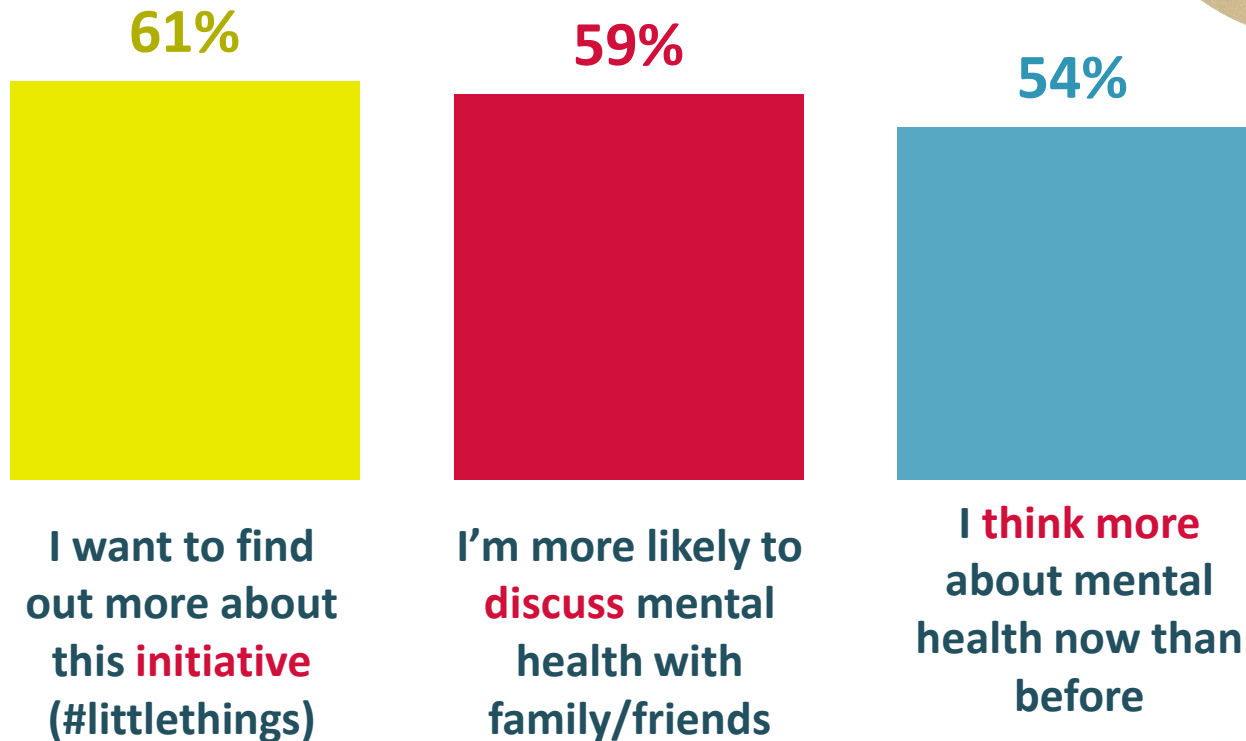


Q. Here are some statements that others like you have said after seeing these sponsored articles. Please indicate how much you agree or disagree with each of these statements.

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The Campaign has increased interest in learning about mental health...

(Base: all adults aged 18+, smartphone owners (post-wave) - 608)



Q. Here are some statements that others like you have said after seeing these sponsored articles. Please indicate how much you agree or disagree with each of these statements.

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A desire to further understand how to help self and others...

(Base: all adults aged 18+, smartphone owners (post-wave) - 608)

Want to
understand
how to
help
myself

61%

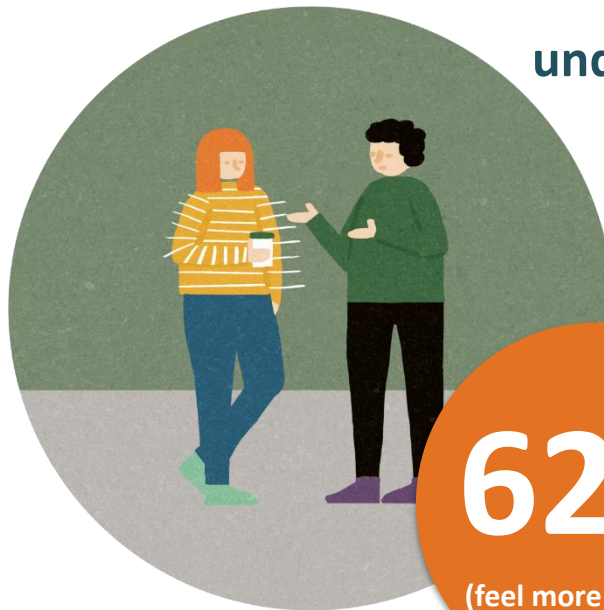
(feel more this way)



Want to
understand
how to
help a
friend

62%

(feel more this way)



Q. Here are some things that other people like you said that the campaign made them feel about the [Yourmentalhealth.ie/#littlethings](https://yourmentalhealth.ie/#littlethings) initiative. For each of these, please state the extent to which it made you feel more this way, less this way or if it made no difference?

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Key Learnings

Key Learnings

1. Native advertising appears to work well at delivering reach and interaction.
2. A good execution with relevant link between sponsor and content is a cost effective way of cutting through to the target audience – in a way that is unique from other online advertising.
3. The link between brand and content has strong potential to engage readers and increase awareness about brand and topics.
4. Most importantly is the impact that the campaign has had on Talkability of the subject matter.
5. It is furthermore evident that this kind of advertising has potential to educate about the subject and position brands in a more “knowledgeable” position.



**THANK
YOU**

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