Schibsted
Empowering people in their daily lives
On Stage

Kamilla Nordwall
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x3 the effect with right context
• Why AFP is a natural part of future marketing
• The keys to a successful AFP
• The mistakes you should avoid!
Reach 82%  

- **8 Sites & Apps**  
- **20 Million** Visitors/week  
- **6.3 Million** Video Streams/week  
- **2.1 Billions** AD impressions/week
How collaborating with a former criminal led to fantastic branded content
How it all started
Stoppa tjuven: Mobilstöld

I "Stoppa tjuven" får tittarna hjälp av före detta polisen Jonas Leksell, ex-kriminella Anders Adali och it-experten David Jacoby att förebygga och undvika brott.
Results

1600000
1200000
800000
400000
0

153%
Why is AFP so powerful?
What are the main challenges?
Why be braver and bolder?
3 takeaways
Put the audience first
Don’t rush it
Brandend Content Mantra
Thank you