



Busting the myths about native advertising

What neuroscience and extensive user research tell us about how it really works

BØRSEN.

■ What will you get in the next 30 minutes?



The results of a brain study testing over 200 people



The results of interviews with more than 1,000 people about their attitude towards and use of native advertising



■ What will you learn?

- What really creates value for the reader (and therefore makes an effective campaign)
- What is credible to the reader and how to achieve this credibility (how to balance ethics and effect)
- How to write native advertising to meet the above (more or less a recipe!)
- How to make sure everybody understands the format (ethics and effect)
- How to prove the value of native advertising (more business...)



- **The Myths:**
8 things we say, feel, believe and think...



1

- **“Native advertising works better if the reader thinks it’s editorial content.”**

- **“Many people can’t tell the difference between native and editorial content.”**

■ **“As a brand we’re afraid to do native advertising because readers might see us as manipulative.”**

- **“Native advertising is better when it is written by the native studio – not the customer.”**

- **“As a customer I’m not sure native advertising is worth the effort. After all, people don’t remember which brand made the content.”**

- “Telling our stories through native advertising will spoil our PR strategy.”

- **“It will give us a better ROI on our native advertising efforts if we publish the same stories across a whole range of different media platforms.”**

- **“It’s more effective and trustworthy if the media runs the native articles on their SoMe rather than the customer running it on theirs.”**



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What we did to get answers

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■ How we tested the articles

Børsen article



Børsen native ad



Facebook from Børsen



Facebook from advertiser



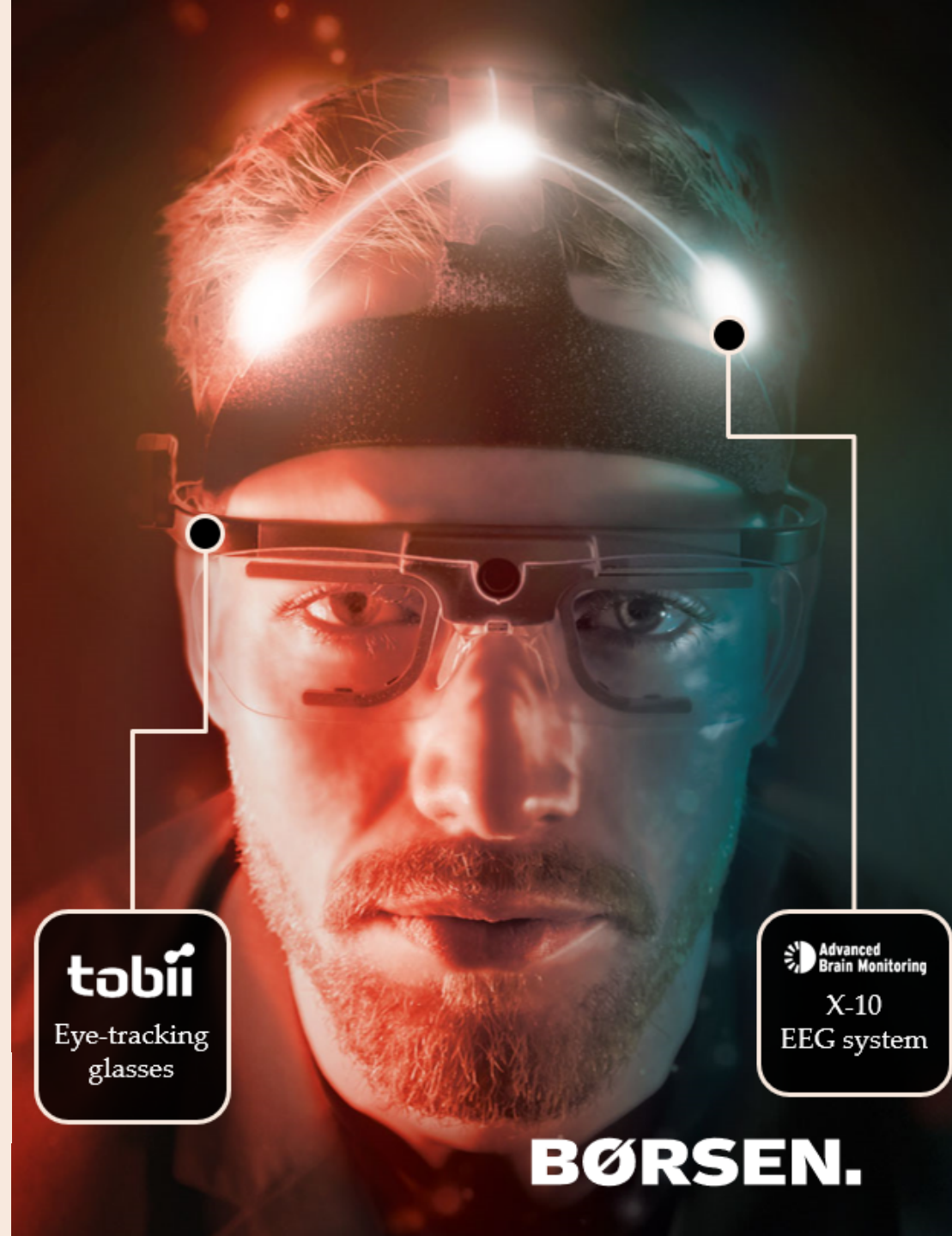
Source: Neuroscience study conducted by Neurons Inc. for Børsen, January 2019.

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■ What we tested

- **TFD – front page:** How long the user dwells on the article on the front page
- **TDF – article:** How long the user dwells on the actual article
- **Cognitive load – front page/feed:** How hard it is for the user to understand the information about the article
- **Cognitive load – article:** How hard it is for the user to understand the actual article
- **Motivation – front page/feed:** How motivating the front page of the article is for the user on the given platform
- **Motivation – article:** How motivating the article is for the user on the given platform
- **Brand memory:** How well the exposed brand is remembered after the article has been read on the given platform
- **Credibility:** How credible the article is perceived to be on the given platform
- **Feels like commercial:** How much the user perceives the article as advertising

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tobii
Eye-tracking
glasses

Advanced
Brain Monitoring
X-10
EEG system

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■ Key findings from the brain study - effect

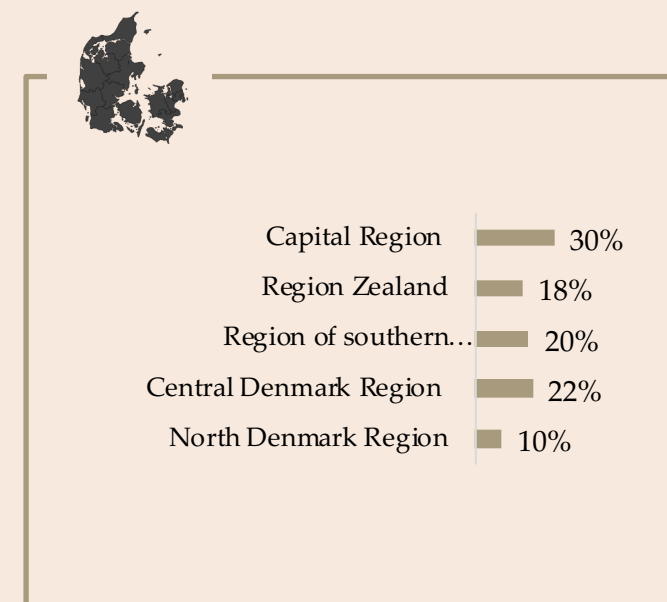
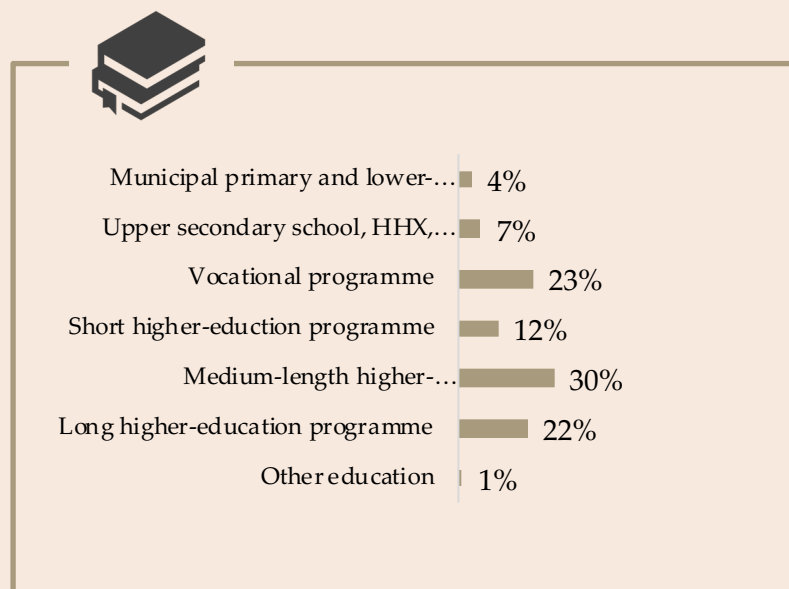
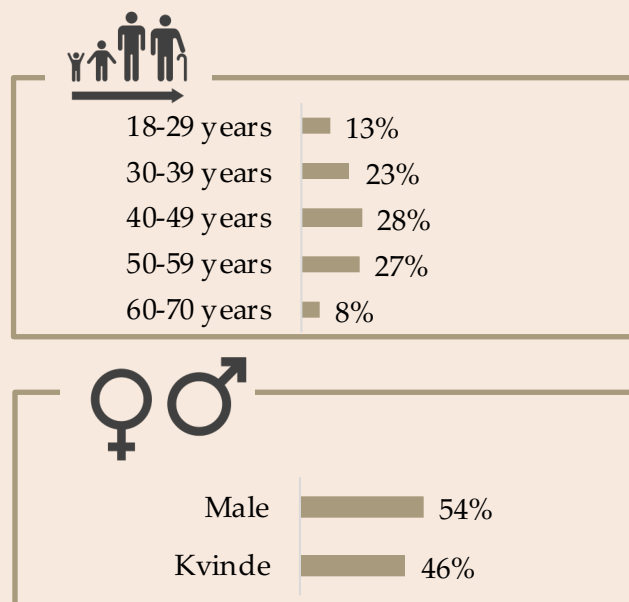
- Native ads create better brand memory compared to the same content presented as an editorial article.
- Native ad content as an article on borsen.dk created a significantly higher motivation to click on the content compared to the same content presented by the brand as an article on Facebook.
- Native ads create the same motivation and cognitive processing as editorial content.
- Reading time was equal for the content whether it was presented as a native or editorial article.

■ Key findings from brain study - credibility

- 80 % of the tested persons notice that the content is an ad
- A native ad in the form of an article is perceived as advertising significantly more compared to the same content presented as an editorial article.
- A native ad in the form of an article is perceived to be significantly less credible compared to the same content presented as an editorial.
- A native ad in the form of an article on borsen.dk is perceived to be more credible than the same content presented by the brand.
- A native ad in the form of an article on borsen.dk's Facebook is perceived to be more credible than the same content presented by the brands' Facebook.

■ But we also did 1011 interviews

We conducted 1,011 interviews with economically active Danes across the country. The target group was aged 18-70.



■ Key findings from 1,011 interviews



Generally

- ✓ 61% is either neutral or positive towards native ("City-males" 30-39 most positive)
- ✓ Clear labelling is really (really) important to ensure positive engagement
- ✓ The more the media profile and brand profile matches, the higher the perception of relevance and authenticity
- ✓ Written news articles are seen as the most credible format for native ads
- ✓ Focus on your specific audience
- ✓ The higher credibility of the media, the (potentially) higher credibility of the native content
- ✓ Quality matters!



The content

- ✓ Be sure to match the topics, style, tone and voice of the media
- ✓ Content based on data and more than one source increases the credibility of the native content
- ✓ Aim for relevance and value! Make sure your content provides new knowledge, inspiration and/or entertainment
- ✓ As an advertiser, stick to topics that match the perception of your expertise
- ✓ Make 'share worthy stuff'. If your message is credible and relevant, readers are happy to read and share it even though it is an ad



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- **8 things we say, feel, believe and think...**
... and 8 things we have proved about native advertising



1

Myth

“Native advertising works better if the reader thinks it’s editorial content.”

Busted!

NO. Label clearly.

The clearer the brand is, the more effective and credible.

Myth

“Most people can't tell the difference between native and editorial content.”

Busted!

Yes, most can distinguish between native ads and editorial – if you label clearly.

Myth

“As a brand we’re afraid to do native advertising because readers might see us as manipulative.”

Busted!

Quality native ad content on the right platform with a clear label is seen as valuable. And people are even happy to share it.

Myth

“Native advertising is better when it’s written by the native studio – not the customer.”

Well...

Yes and no. But above all it is extremely important to stay true to the editorial direction and tone of voice of the media when creating native ads.

Myth

“As a customer I’m not sure native advertising is worth the effort. After all, people don’t remember which brand made the content.”

Busted!

Brand memory is actually better after reading native advertising as opposed to editorial content.
So... combine/replace PR with native advertising?

Myth

“Telling our stories through native advertising will spoil our PR strategy.”

Well...

Not necessarily. Build a great content plan that includes both, and you have a winning formula (In other words: Marketing and PR, work together!)

Myth:

“It will give us a better ROI on our native advertising efforts if we present the same stories across a whole range of different media platforms.”

Busted!

Not really. Effect comes from being valuable and relevant for your target audience. Matching the story with the media and target group is apparently the most effective and credible approach.

Myth

“It’s more effective and creates credibility if the media runs the native articles on their SoMe rather than the customer running it on theirs.”

Proven!

Yes, it is. Because the credibility of the media does rub off on the brand and creates more motivation to engage.



■ Questions or research inquiries?



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