

Native Advertising

Guidelines for Brands, Agencies and Publishers from IAB South Africa



Introduction

This document is designed to offer clarity, good practice and a launchpad for further discussion around the marketing tool known as Native Advertising. While it aims to simplify concepts and provide examples it remains cognisant that our market evolves quickly and the lifespan of this document's validity is likely to last a year whereupon it will be updated.

The success of this document will be measured by its effect on stimulating the market so that buyers, sellers, agents and advisors are able to make the best decisions possible based on the information we have made available.

The Business Case for Native Advertising

Brands should see a new channel of brand advertising that offers more credibility than the usual digital channels as well as a different and richer narrative to the consumer. Media should also recognise a new revenue stream over which editorial can exert a greater degree of control and which can be crafted into a multi-faceted campaign.

Defining Native Advertising

It is worthwhile to outline definitions of the various concepts in the field to ensure buyers and sellers have less barriers to effective communication.

A broad definition

"PAID-FOR CONTENT THAT IS RELEVANT TO THE CONSUMER EXPERIENCE, IS INTEGRATED INTO THE SURROUNDING CONTENT AND IS NOT DISRUPTIVE"

Narrower definitions

Content Marketing - the overarching concept of using content, rather than solitary images or display advertising, to reach the consumer. *Branded, paid-for, commercial* and *sponsored content* may be regarded as synonyms














Advertorial - content prepared by the brand in order to push a particular product or aspect of the brand itself. Clearly signposted as such

Content Discovery - units that usually appear as recommendations for content and link off to another website

Programmatic content - any content carried as a service on a Publisher platform that is automated and therefore usually not curated. Free content services carry no risk of impropriety by the way of commercial gain although the publishers should be aware of reputational risk through the lack of curation

Native content - always refers to content which is created and loaded for a bespoke campaign, is not served programmatically and enjoys a level of curation

A Framework for evaluating Native Advertising

Ad formats	Discovery	In-stream	Platform	Custom
Integrated into web page				
Mimic the appearance of surrounding content				case by case
Stay on website / app				case by case
Link to page off the site				case by case

Examples of Native Advertising:

1. Discovery

Widgets provided by a third-party that are integrated into a web site but do not expressly replicate the Native environment.

- They link off site
- They have no input from publisher, apart from some exclusion measures
- They are mostly bought and inserted programmatically
- They are measured chiefly by direct response in the form of click throughs
- Highlighted with vendor's logo, the name of the destination URL and/or visual cues such as "from around the web" or "you may have missed"

More from Sowetan LIVE

Joyous Jabu fails to keep his 'bishop' zipped in (News)

Welkom's naked hookers (News)

Big Brother's Ace and Ntombi arrested for drug possession - report (News)

Career women are buying sex (Good Life)

Sex on the back seat (Good Life)

More from the web

Four Students Reveal their Secret for Making Millions (STARTUP365)

4 Students reveal their Money-Making System on Live TV! (STARTUP365)

Shocking Aging Celebrities That Became Ugly (Infowat)

These 3 Billionaires Have More Money Than All Africa Combined (Infowat)

2016 Green Card Lottery (GlobalUSAGreenCard)

Recommended by 

2. In-stream

Found in the Publisher environment and styled in the house style.

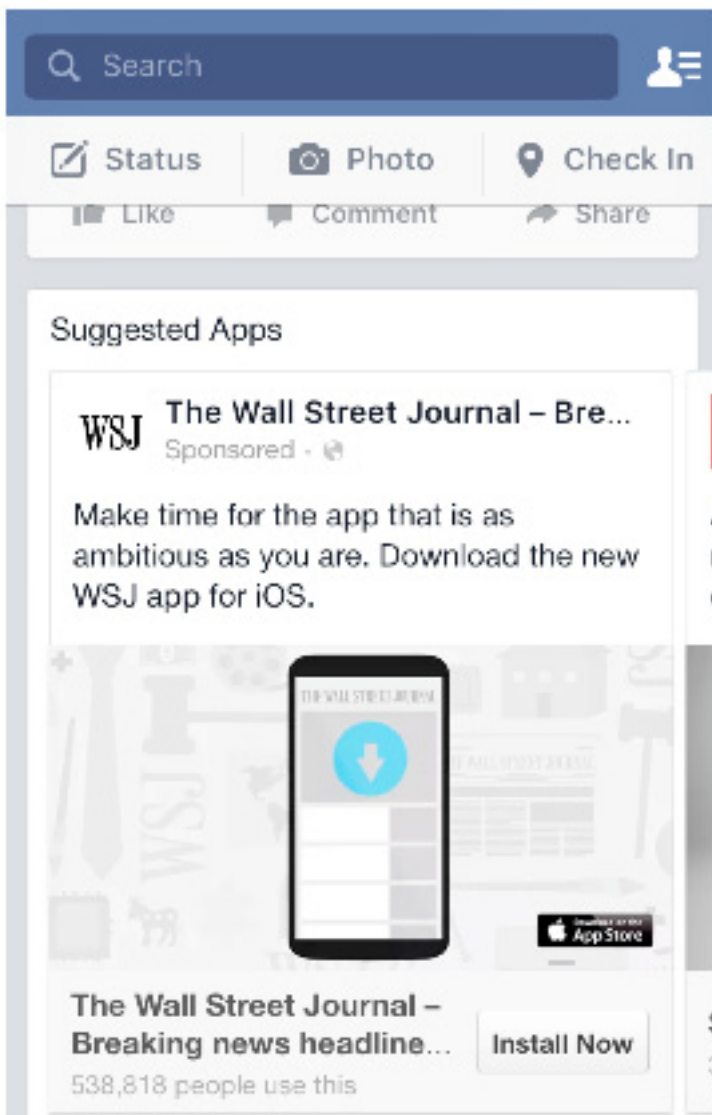
- Final content destination is in Publisher environment
- Strong co-operation with Publisher and content origination and production is mostly carried within usual editorial workflows
- Sold with a guaranteed placement against a high cost of creation and, as a campaign, can span multiple creative pieces over a long period and in conjunction with display advertising and supportive messaging on other Publisher channels
- They are measured chiefly by brand engagement metrics
- Highlighted as Native Advertising. Common terminology includes “sponsored post, partner content”

The image shows a screenshot of a news article page. At the top, there is a 'TRENDING' banner with a list of topics: Startups, Startup news, Africa, Entrepreneurship, Ecommerce, Emerging Markets, Featured, Advertising & Marketing, Mobile, Innovation, Competition, Mobile apps. Below this, the article title is 'Business Confidence: 6 advantages for SA startups adopting cloud tech' by Jacques Coetzee, dated 05.20.14. The article includes social sharing buttons for Twitter (47), LinkedIn (17), Facebook (20), and Google+ (10). A red box highlights the author's name and the article's date. Another red box highlights a vertical advertisement on the right side of the page. The advertisement is green and lists various business services: Account, Payroll, Payment, ERP, CRM, and a 'Learn more' button. The Sag logo is visible at the bottom of the ad. The main content area of the article features a photograph of a large, empty room with high ceilings and arched windows, with a large, fluffy white cloud floating in the center of the room.

3. Platform

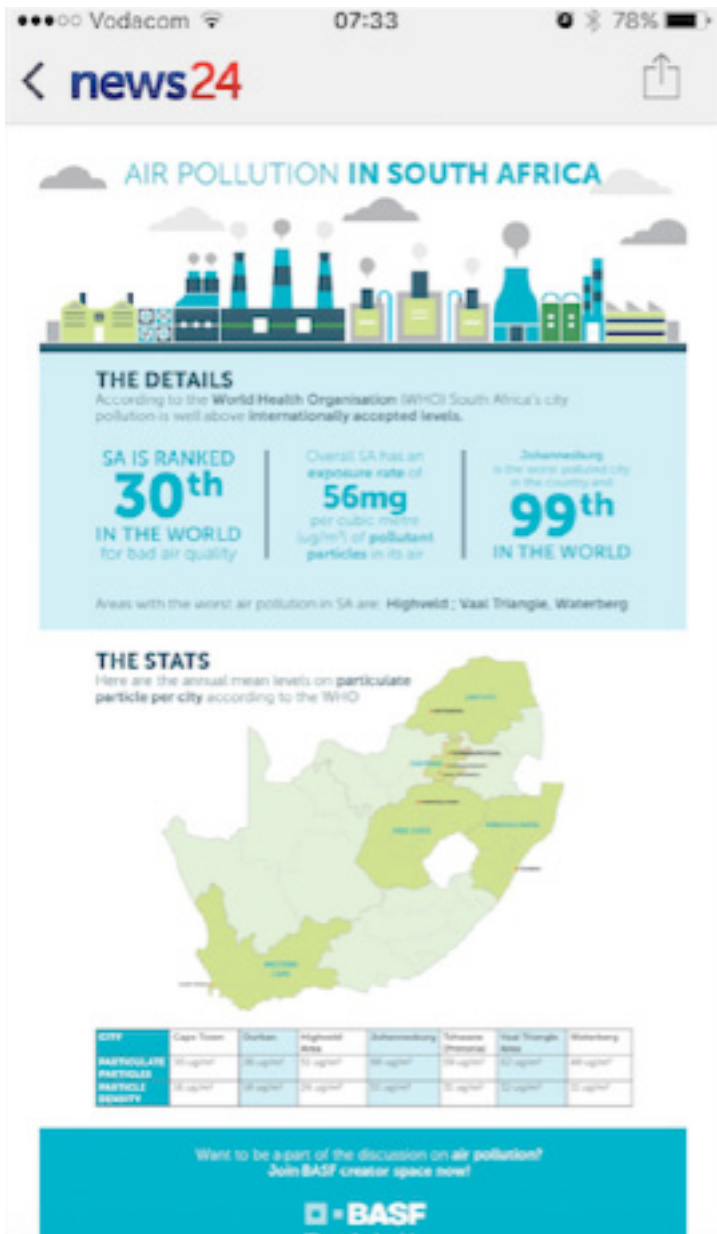
This is found on social media platforms amongst what is mostly user-generated content. It is styled in the Platform style.

- Link clicks off-site
- No co-operation with Platform apart from adhering to content guidelines
- Sold with a guaranteed placement on a self-service model
- They are measured chiefly by direct response in the form of click throughs
- Highlighted as Native Advertising such as “sponsored post”, “suggested apps” or “partner content”



4. Custom

These are examples of collaboration between the Publisher and Brand usually around differentiated content. They are not limited to content types such as articles or video and the pricing models may be unique to that environment.



Highlighting Native Advertising

Good practice, as well as the South African Press Council, require paid content from an outside party to be distinguished from publication content that is created in the ordinary course of its operations.

In order to fulfil its mandate the IAB therefore requires that Publishers will:

- 1.) highlight content that is Paid for by outside parties
- 2.) include terminology in disclaimers that addresses the use and limitations of Native Advertising on its website, apps or other channels
- 3.) If it has automated Native Advertising via a DSP or such engine, ensure that it has an active blocklist functionality and updates frequently
- 4.) Ensure that wherever possible its advertising parties are aware of its code of content
- 5.) Display the end advertiser to the reader where possible eg: SPONSORED POST BY BRANDX.
 - 5.1). brand disclosure up to Publisher.
 - 5.2). if linking out good practice to disclose
 - 5.3). identifying the end advertiser as author (byline) in native content is good practice

Restrictions on Native Advertising

The IAB places no restrictions on Native Advertising in the South African market and, bar the strong recommendations to highlight Native Advertising, believes that the market is largely a self-regulating environment which will determine what tactics and interpretations will be sustainable. The following components should therefore be noted:

Quality - the market will determine quality of individual or series of Native Advertising. The IAB may publish successful case studies with explanatory notes to show-case quality but will not determine a standard to be achieved.

Mix of Native to Editorial content and advertising - no prescribed ratio is necessary or disqualifies a party

Pricing - participants in the market will decide on pricing for the products and variations thereof. The IAB urges participants to recognise the value in the concepts presented herein and the price-premium nature thereof. Content served programmatically will be priced, modeled and evaluated differently to content generated by in-house editorial teams with a bespoke strategy.

Creators - there are no restrictions on creators, distributors, buyers or other parties in this market

Ad blocking and measurement - as further pertinent standards or issues around these concepts develop the IAB will keep all members informed as per its remit.

Endorsements

The following IAB South Africa members have demonstrated a commitment to adhere to the above recommendations on Native Advertising and have contributed to establishing consensus on these guidelines:

Carat	Primedia
News24	ContentVine
Daily Maverick	ENCA
Times Media	Independent Media
Native VML	

Appreciation is expressed to IAB Ireland for the approved use of the evaluation framework graphic.

This initiative was championed by Josephine Buys, CEO of IAB South Africa, and driven by Derek Abdinor, Media Management Consultant.

