

## Track 2:

### Tobias Waldefeldt Lidner & Julia Nyback

Head of Creative Concept at Schibsted Brand Studio (SE) & Content Manager at Schibsted Brand Studio (SE)

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Beyond Expectations: Elevating the Funnel  
With Native Advertising



Time: 11:40-12:05

Beyond expectations

# Elevating the Funnel With Native



**Tobias Waldefeldt Lindner**

Head of Creative Concept



**Julia Nyback**

Content Producer & Project Manager



**AFTONBLADET**

Svenska Dagbladet

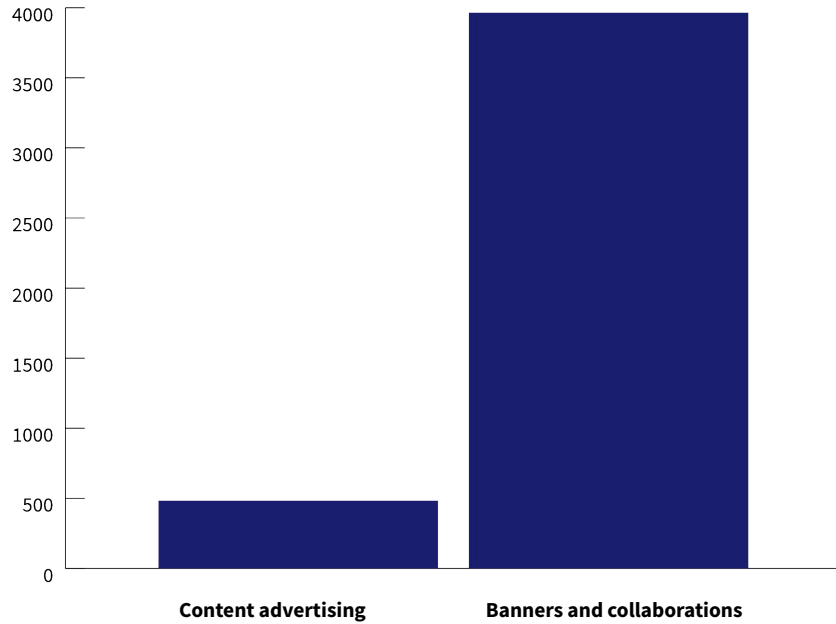
Omni





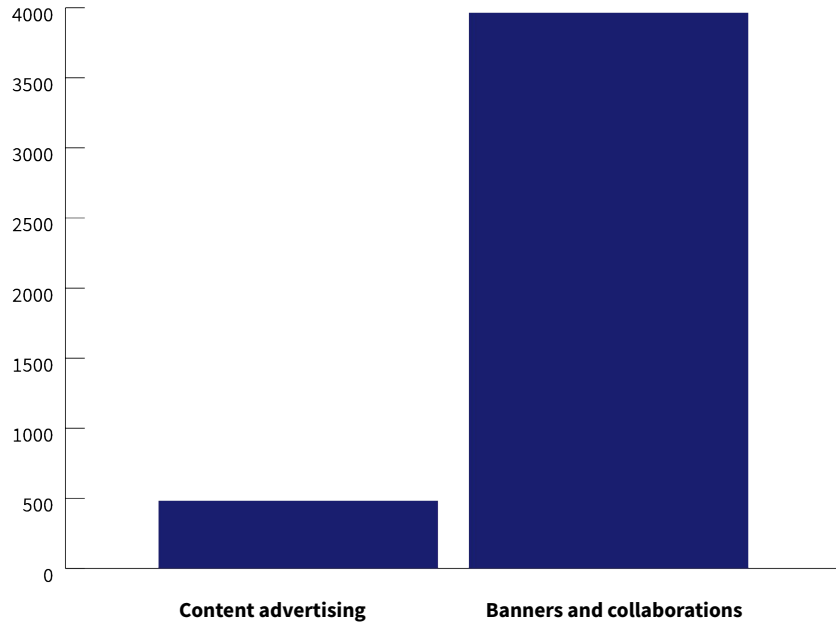
Challenge the  
perception of native.

## Ad spend: Content vs banners

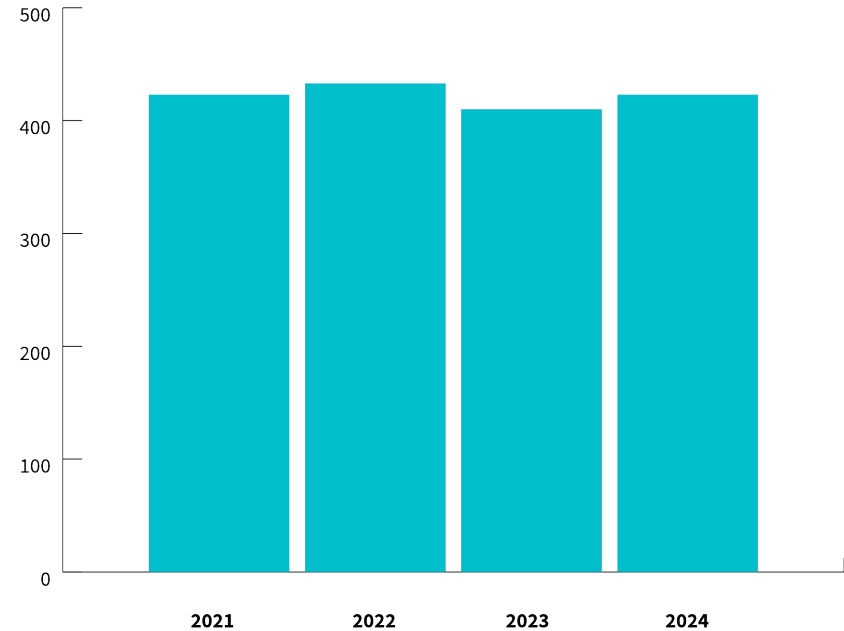


Source: IRM Content Advertising in Sweden, 2021-2024

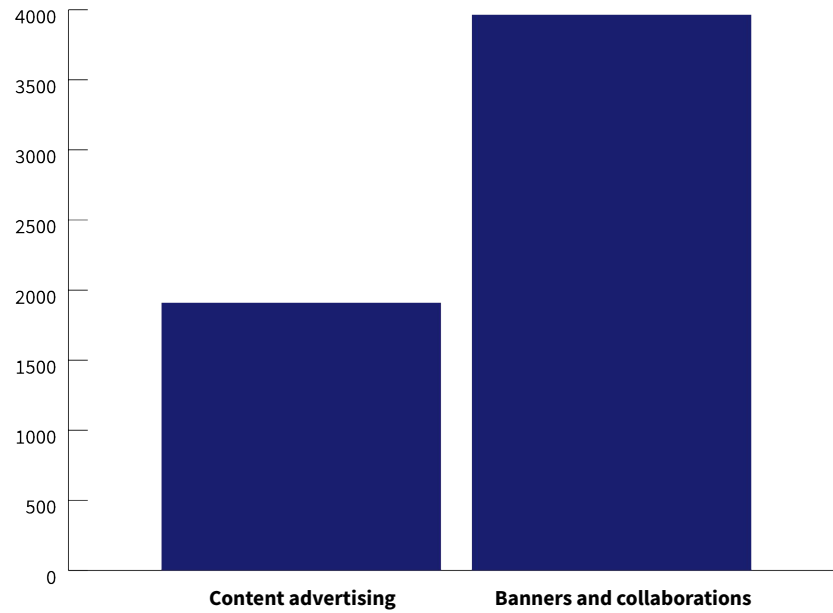
## Ad spend: Content vs banners

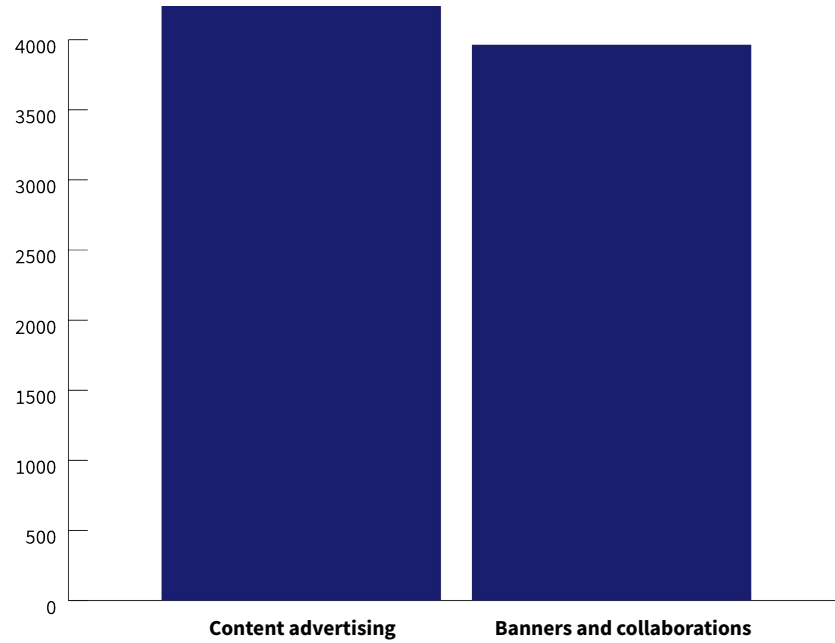


## Native Advertising revenues 2021-2024



Source: IRM Content Advertising in Sweden, 2021-2024





A funnel diagram consisting of four stacked, dark blue trapezoidal segments that narrow from top to bottom. Each segment contains a white text label representing a stage in a process. The segments are separated by thin white gaps. The top segment is the widest, and the bottom segment is the narrowest.

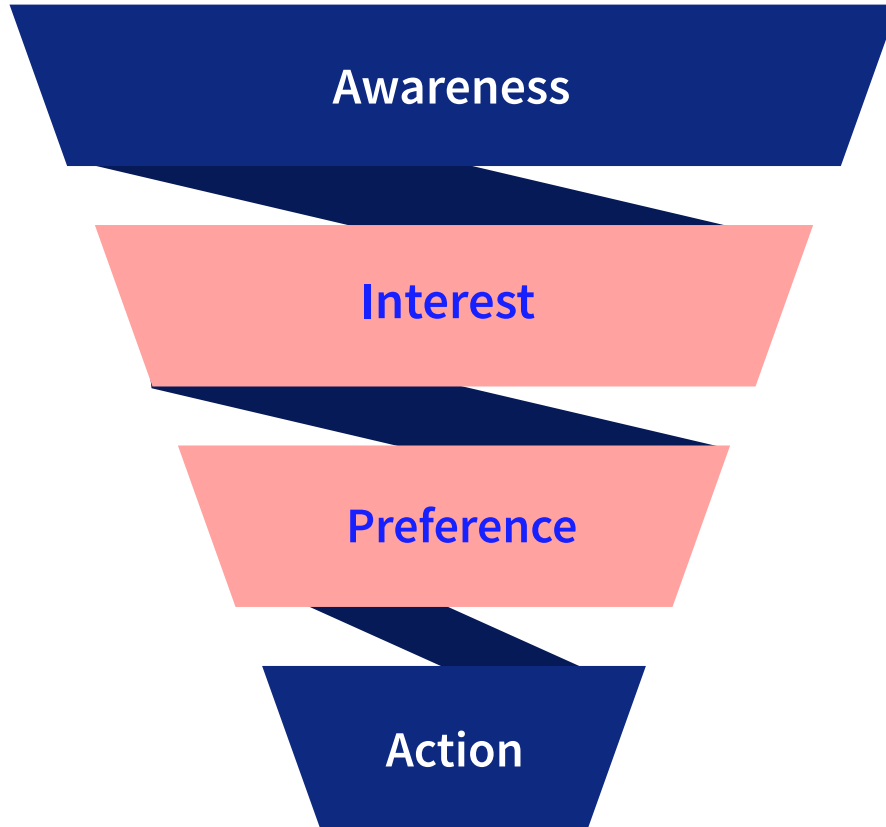
Awareness

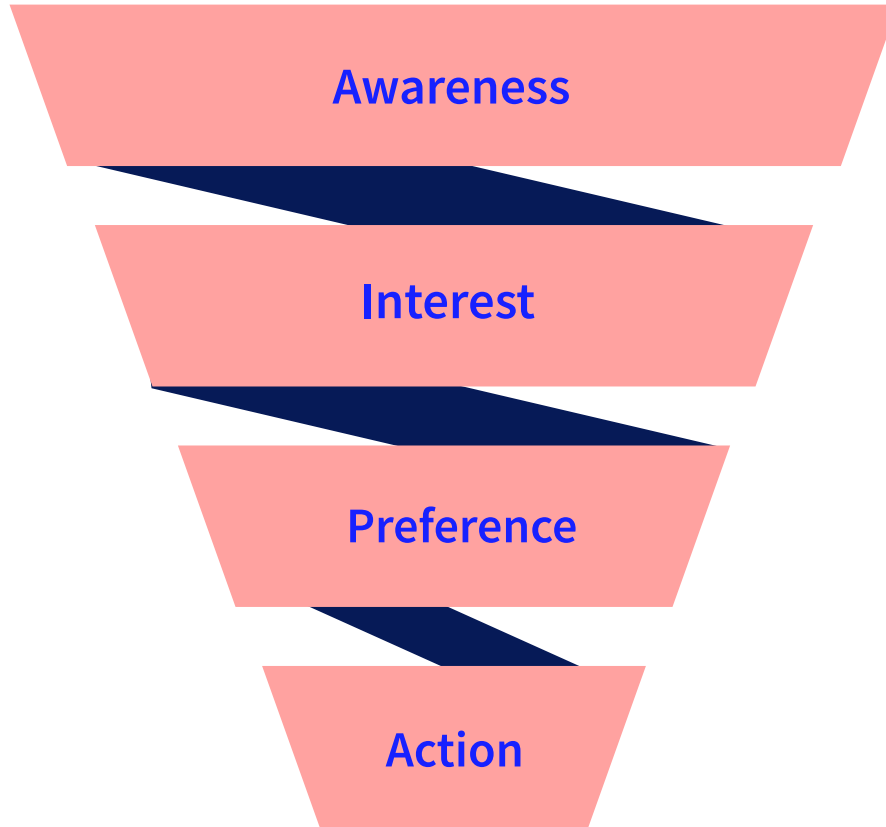
Interest

Preference

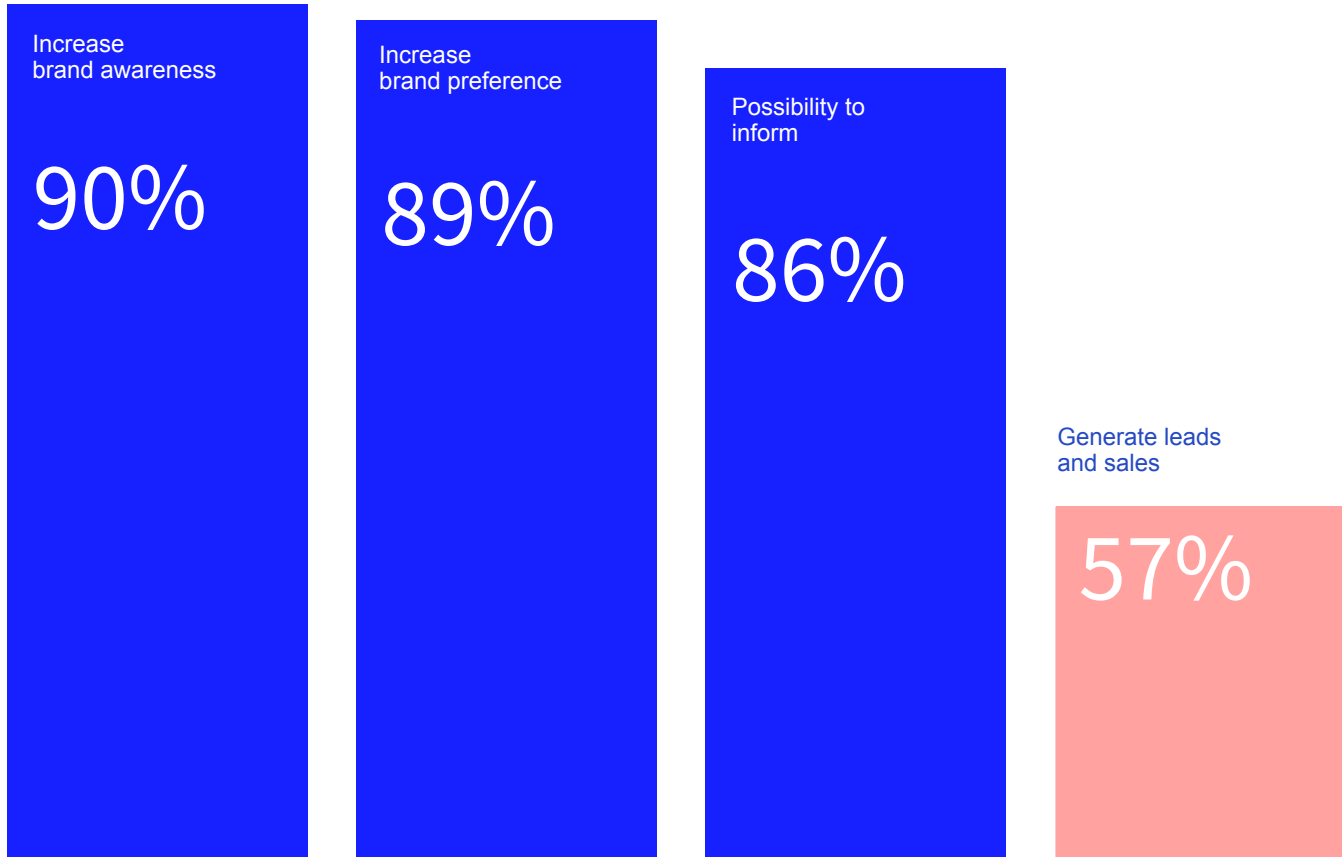
Action



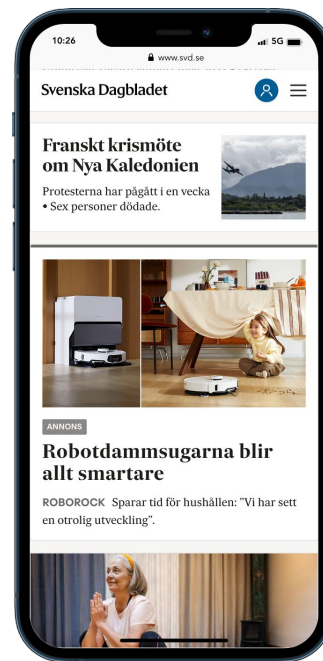
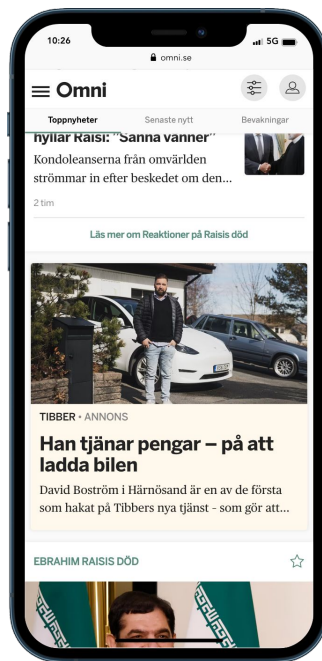




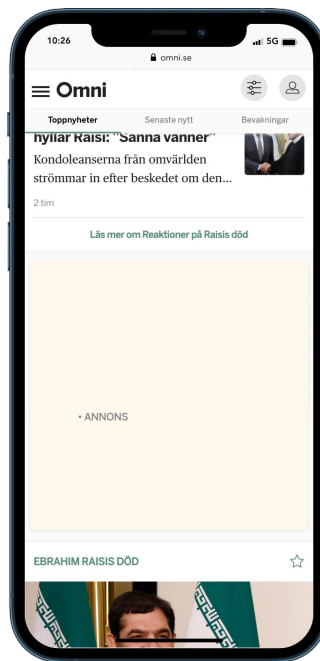
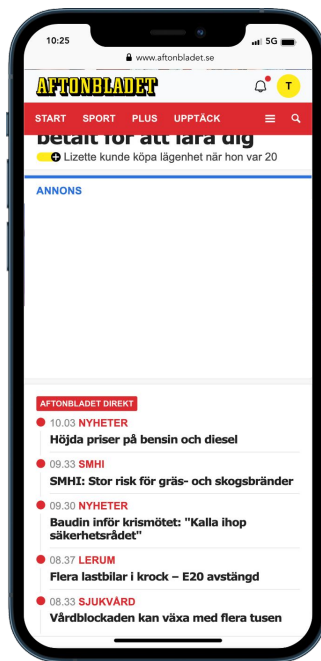
## What our customers say



# What is Native?



# What is Native? Really?

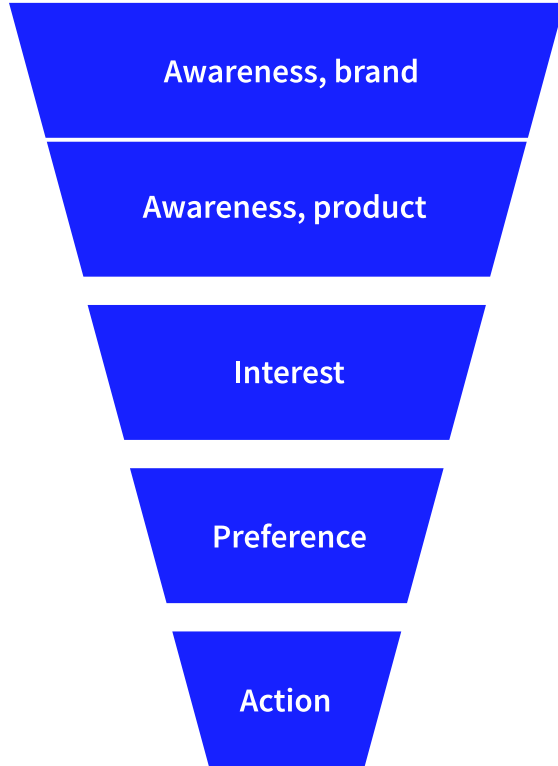


# KPI

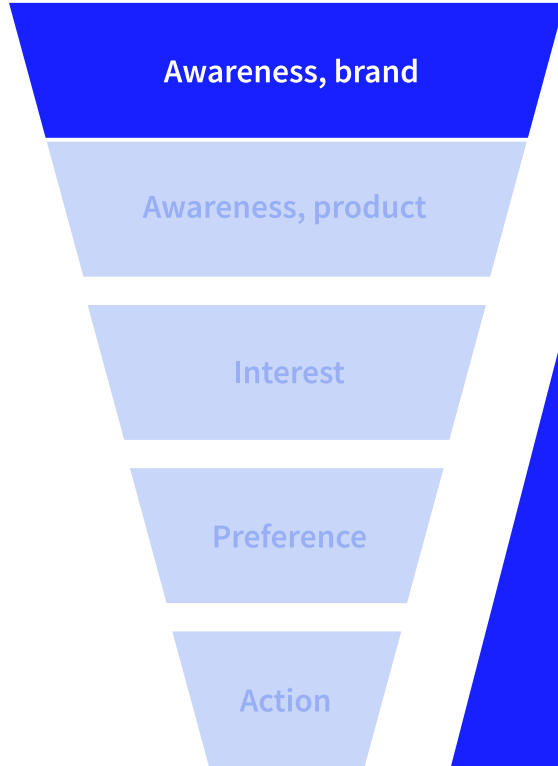
Challenge

Solution

Result



# KPI



Challenge

Solution

Result

# HAJPER

- Make Hajpat stand out amongst many other betting companies.
- Competing with TV, display and OOH/DOOH.
- Reach a younger audience.

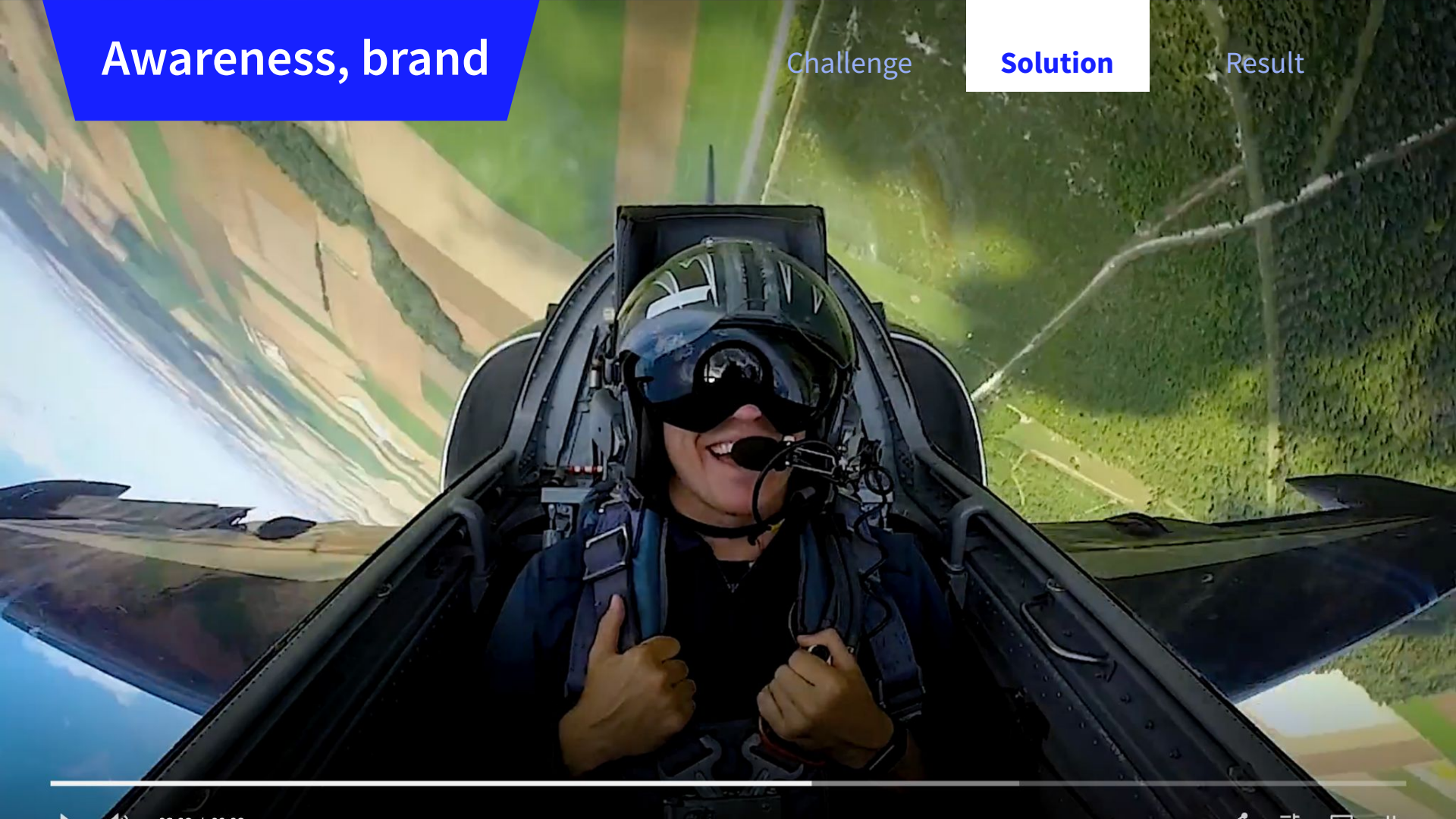


Awareness, brand

Challenge

**Solution**

Result

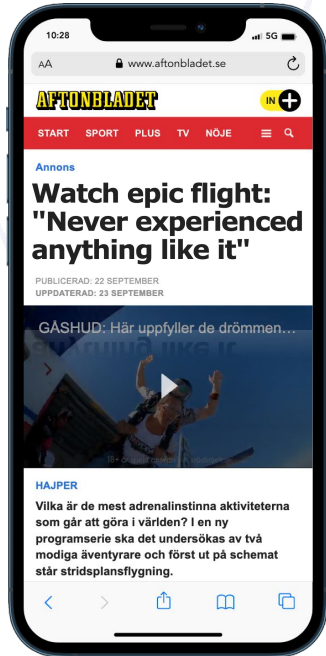


# Awareness, brand

Challenge

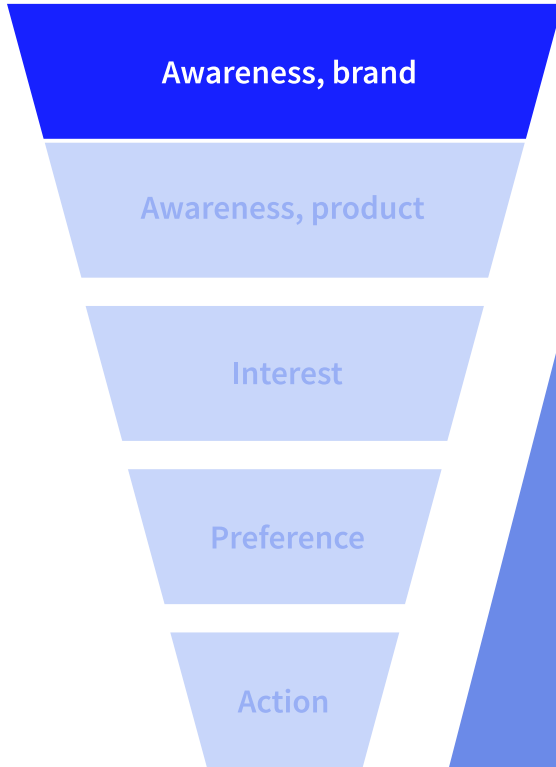
Solution

Result



- Highly creative content to stand out.
- Building awareness of the brand Hajpat, by linking the Hajpat brand to hyped experiences.
- Aftonbladet to maximize reach

# KPI



Challenge

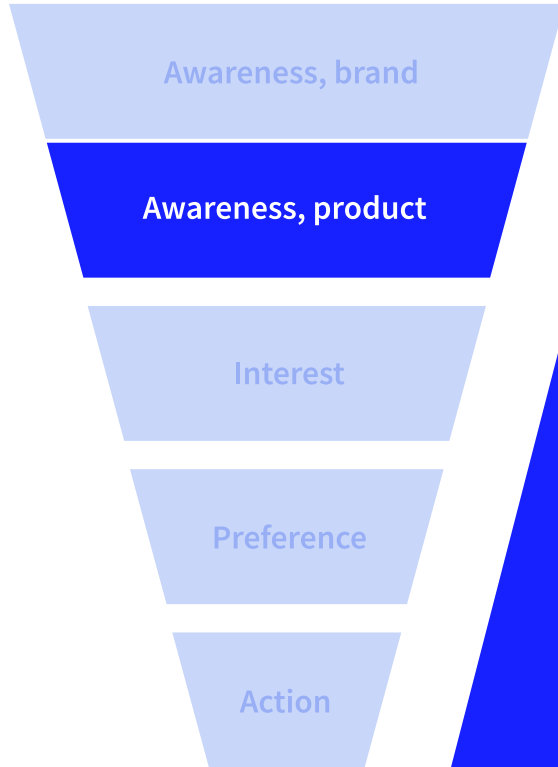
Solution

**Result**

# HAJPER

- **60%** more positive disposed to Hajper.
- **79%** understood the message.
- Almost **960 000** started streams, **+20%** beyond guaranteed delivery.

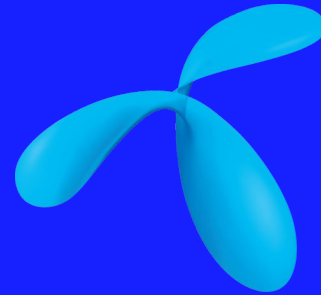
# KPI



Challenge

Solution

Result



telenor

- Building spontaneous ad awareness of Telenors security position – and solutions.
- Generating awareness around the expertise that Telenor provides regarding online safety.

Awareness, product

Challenge

Solution

Result

**Sagas bikinibilder stals:  
"Jag blev rädd och  
illamående"**



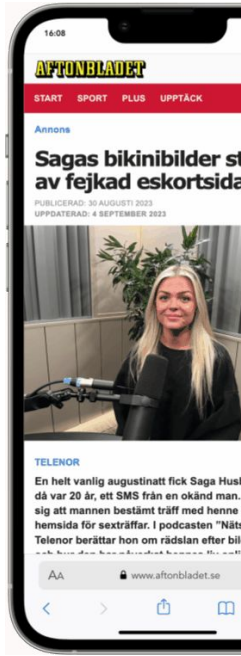
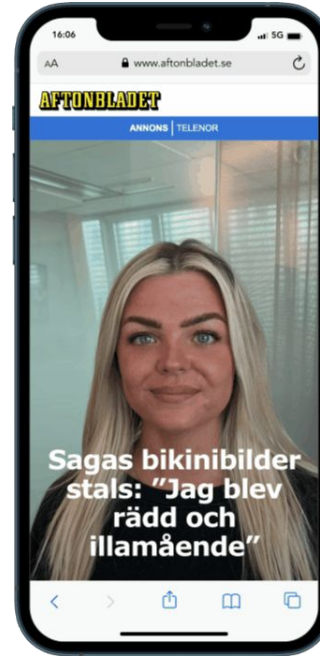
# Awareness, product

- Journalistic methods, with elements of creativity. Strong cases, real people.
- Native Podcast – series of 5 episodes.
- Tailor made articles.
- Editorial communication in teasers.

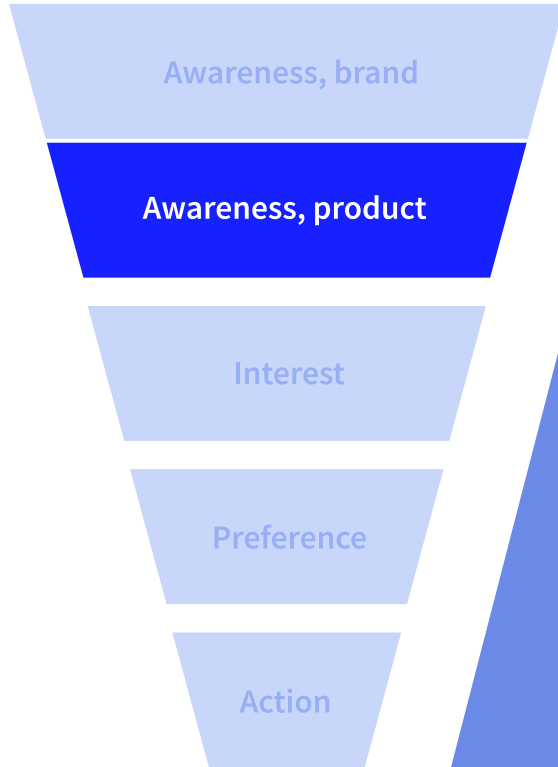
Challenge

Solution

Result



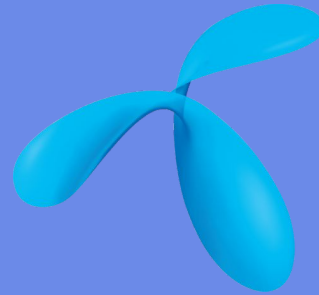
# KPI



Challenge

Solution

**Result**

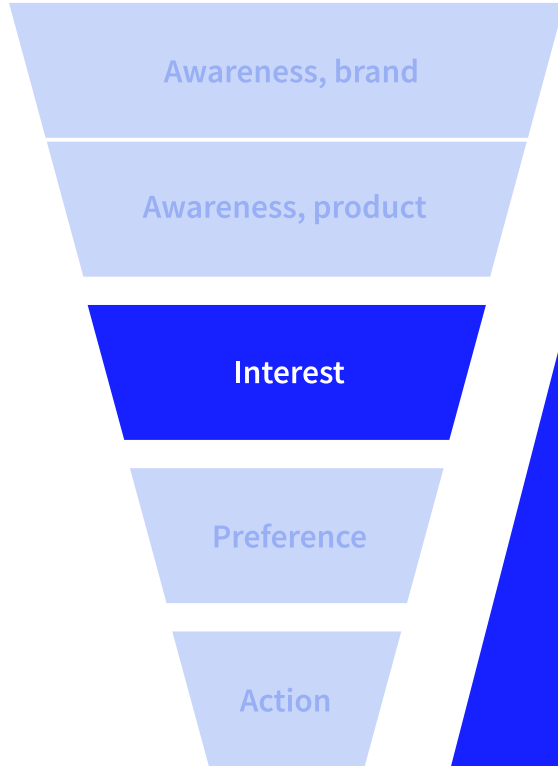


telenor

- Total brand lift of over **5%** – and Telenor considered as the no 1 telecom operator regarding security.
- Increased sales of Telenors premium security package.
- Nearly **630 000** total readers and listeners.
- The podcast episodes alone generated over **23 000** hours time spent.



# KPI



Challenge

Solution

Result



## FÖRSVARSMAKTEN

- Trustworthy communication regarding the Swedish Armed Forces as an attractive employer.
- Time spent on articles (primarily).
- Traffic to customer's Talent Acquisition site (secondary).

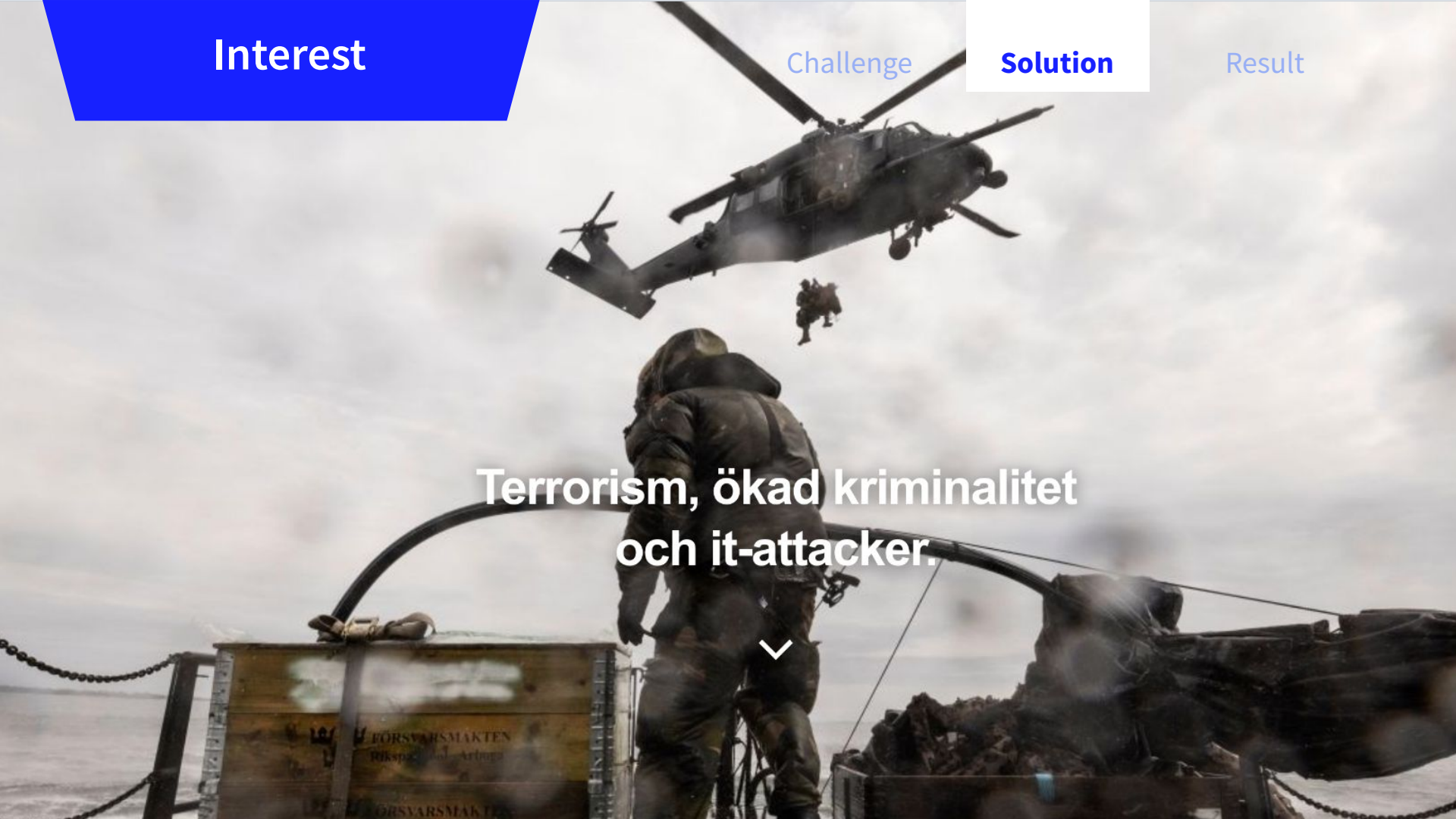
Interest

Challenge

**Solution**

Result

Terrorism, ökad kriminalitet  
och it-attacker.

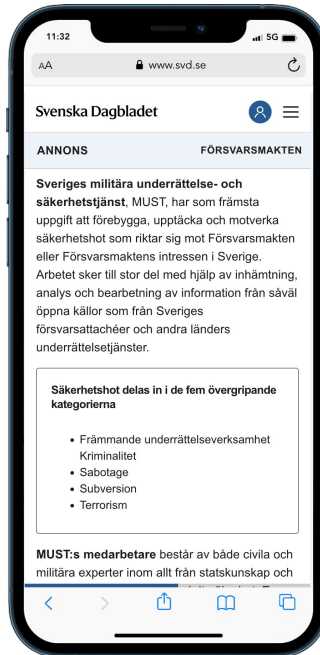
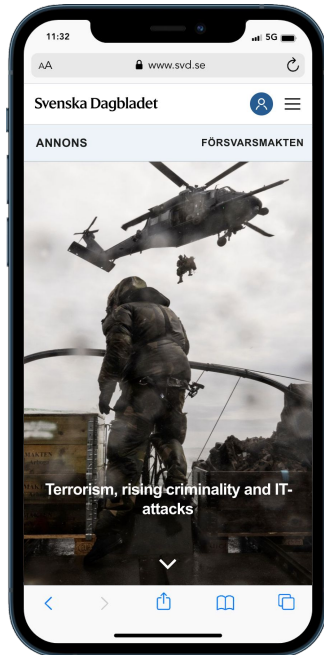
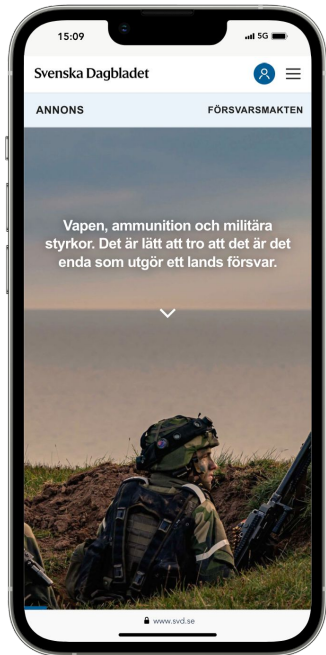


# Interest

Challenge

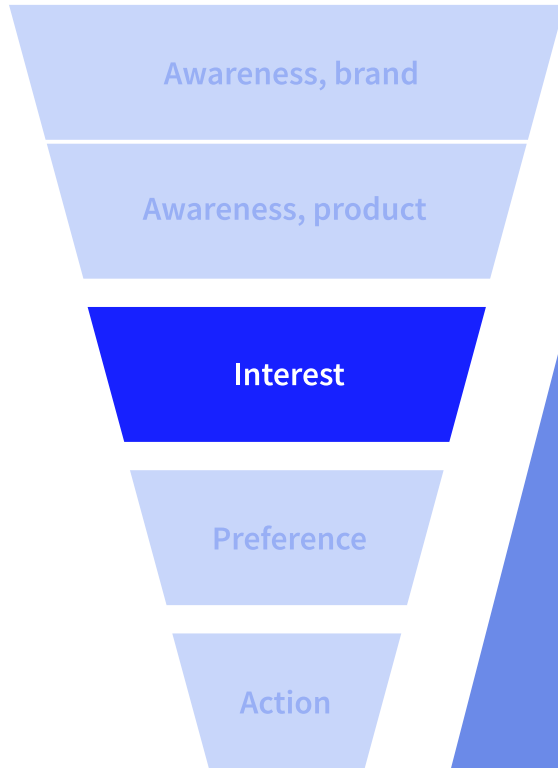
Solution

Result



- Informative native, adapted to the news agenda.
- Deep interviews with experts and trustworthy voices.
- Contextual placements and sober design in line with publishers look and feel.

# KPI



Challenge

Solution

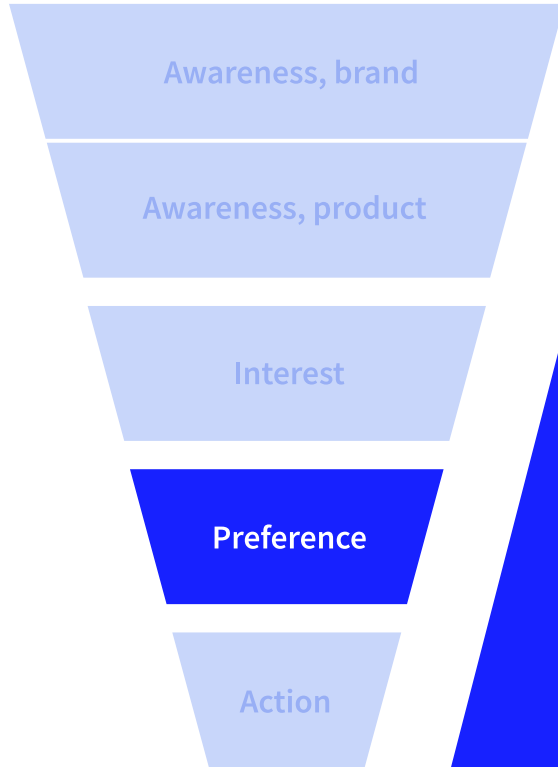
Result



## FÖRSVARSMAKTEN

- Time spent **150%** over bench on Aftonbladet.
- Time spent **200%** over bench on Omni.
- Time spent **140%** over bench on SvD.
- Exit links on par – with two articles overperforming bench with **300%** and **200%**.

# KPI



Challenge

Solution

Result



- Building preference for the new Google Pixel 7.
- Driving traffic to the preferred reseller Elgiganten.

Preference

Challenge

**Solution**

Result



**Brand new Pixel 7a put  
to the test**

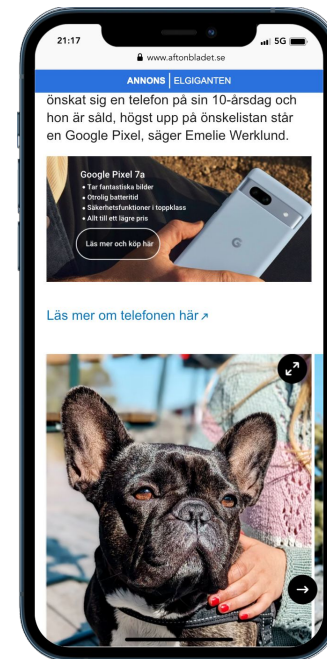
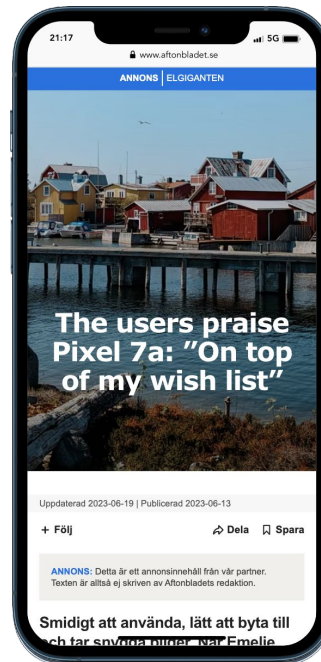
# Preference

- Tailor made articles, focusing on imagery created with the Google Pixel 7.
- Micro influencers who held the narrative by using the phone in their everyday life.
- More creative design and in-article solutions: Product integrations and creative CTA:s.

Challenge

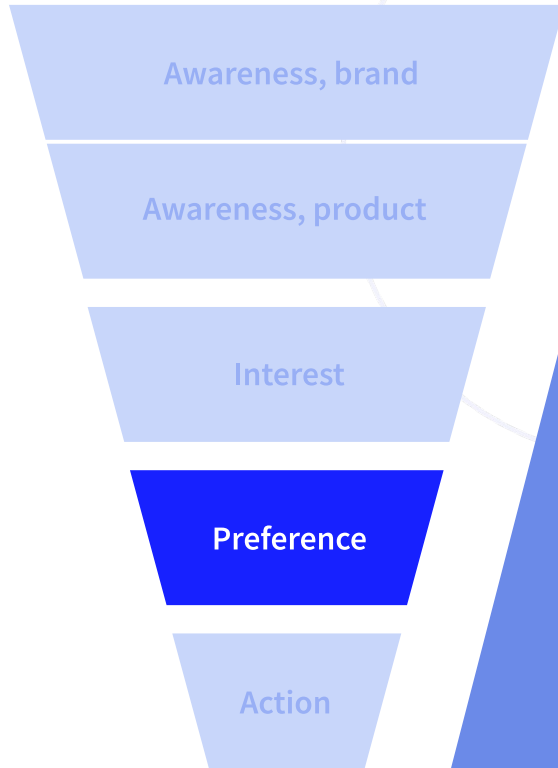
Solution

Result





# KPI



Challenge

Solution

**Result**



**ELGIGANTEN** 

- CTR to customer's page **500%** over bench.
- Best performing article on Aftonbladet: **21%** CTR.
- Traffic on articles exceeded estimate by **140%**.
- Best performing content: "The ambassadors":
  - Highest CTR to customer
  - Highest time spent on article
  - Deepest scroll depth

# KPI



Challenge

Solution

Result



- Generating new leads from articles to the lottery's landing page for sign ups.
- Levering on the FOMO prior to the next draw of the lottery.

Action

Challenge

Solution

Result



SVENSKA POSTKODLOTTERIET  
SOMMARIKAN  
**4 337 433 kr**  
Egen lösen 50 kr  
Mått 60 x 100 mm  
Svenska Postkodlotteriet

- Minute by minute-optimised teasers on Aftonbladet - headlines focused on conversion.
- Close dialogue and monitoring with client.

## ANNONS



# 1 000 SEK back if no win within 6 months\*

**POSTKODLOTTERIET** \*Conditions apply ✓ Valid offer until 31/1 ✓ 180 SEK per ticket  
✓ 1,5 billion SEK to be distributed during 2024

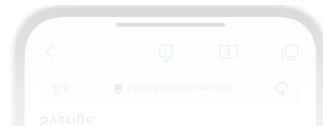
# Action

- Tailored articles with a consistent focus on conversion – curated CTA-elements.

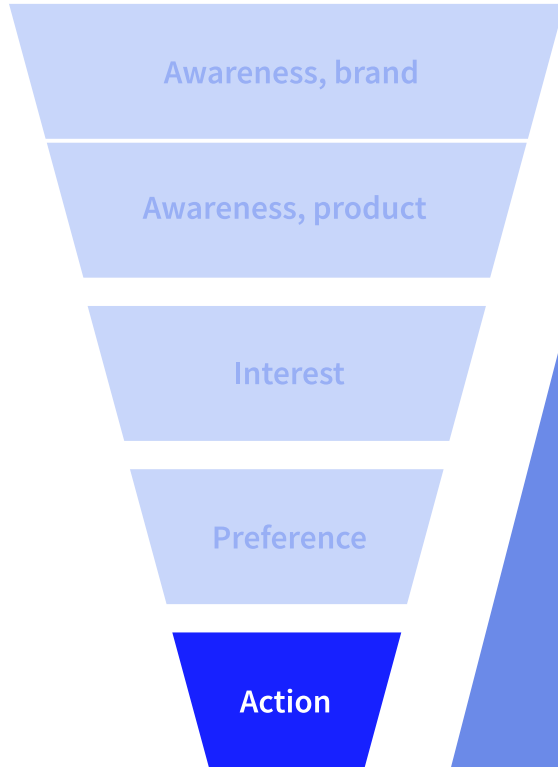
## Challenge

## Solution

## Result



# KPI



Challenge

Solution

Result



- CTR to customers landing page surpassing benchmark by **65%**.
- Best performing article during the 2023 campaign reached **490%** over bench.
- All in all; delivered on our high set goals in terms of sales.
- Investing more in native in 2024.



# OUR CONCLUSIONS

## Awareness, brand

- **Highly creative** solutions, less "journalistic"
- Focus on the **gut** rather than the brain – generate "scroll stoppers."
- **Wide distribution** of content

**HAIJPER**



## Awareness, product

- Informative and explaining communication.
- **Journalistic** method with **elements** of creativity.
- Targeting niche and local audiences.



*Redigens gift...*  
NORRTELJE BRENNERI

*Coca-Cola*



## Interest

- **Credible** and convincing communication.
- In line with the **latest news**, containing elements of **PR** and **debate** material.
- **Context/Design** and **target** audiences high priority.

**afa**  
FORSÄKRING



Länsstyrelsen  
Stockholm

## Preference

- Communication focusing on **guiding** consumers.
- Premium **creative** solutions and **product** focus
- SOV maximizing effect.



**BILTEMA**



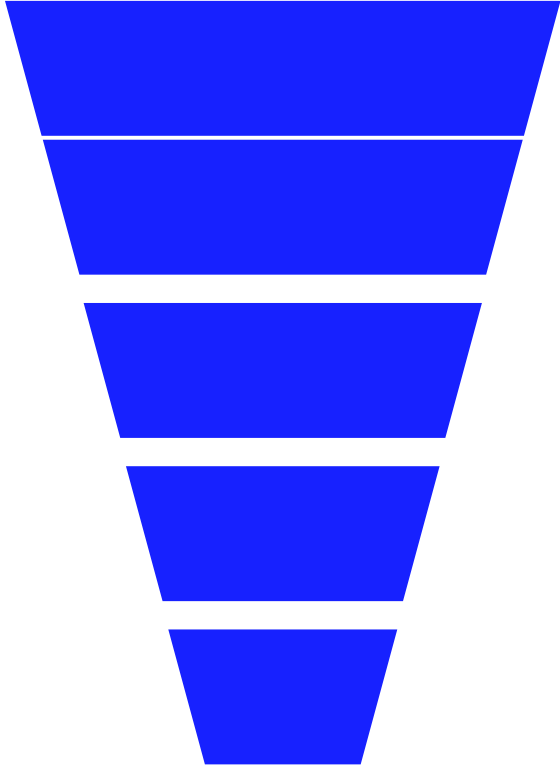
## Action

- **Teasers** as a sales tool – focus on CTA and FoMo
- Conversion focus and real time **optimization** of **teasers** and articles, including **retargeting**.
- Close **dialogue** with client's stakeholder when driving quality traffic

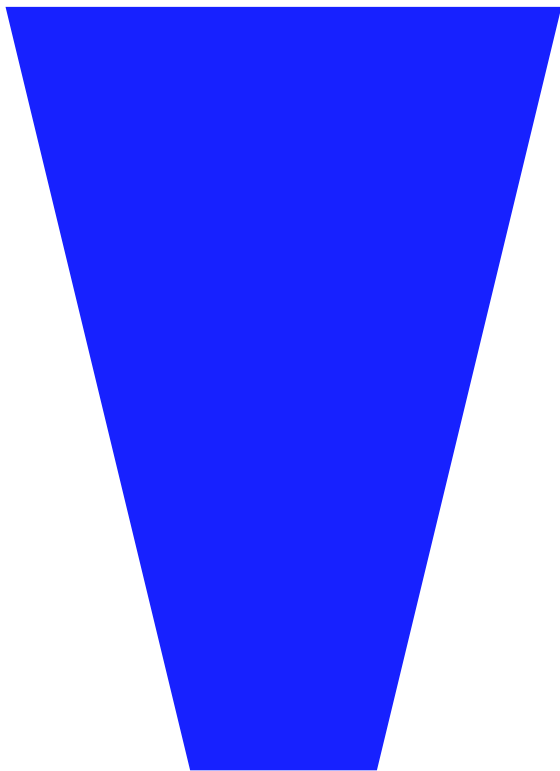


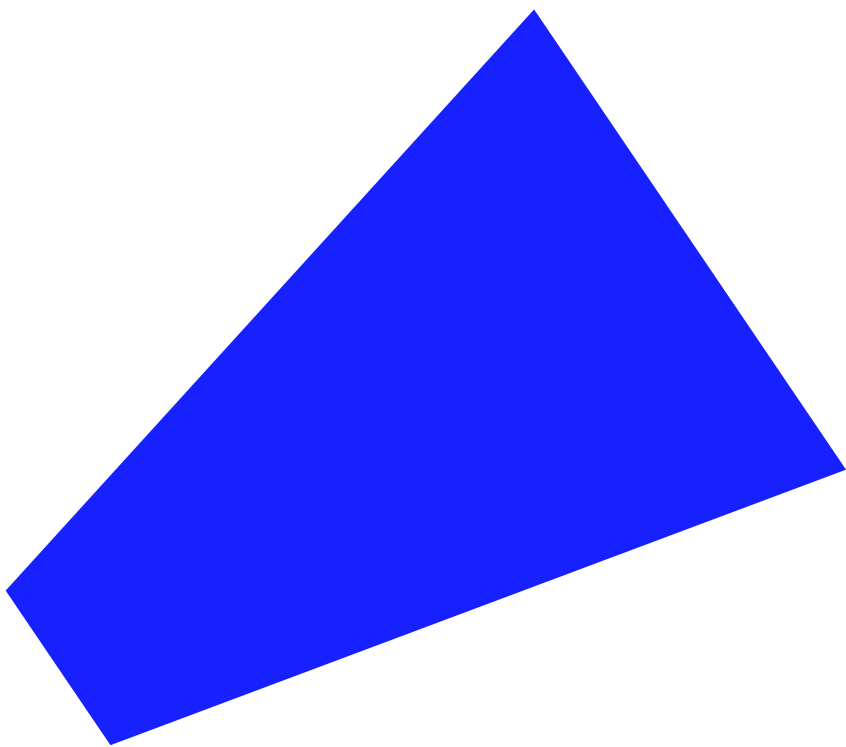
**ELGIGANTEN**













**BE  
BRAVE:  
NATIVE  
FTW!**

# THANK YOU!



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