

Room:

Director Wendel

Manager at Bonnier News Brand Studio (SE)

Keys to Increasing Engagement in Native Advertising



Time: 09:45 - 10:15

A professional video studio setting. In the foreground, a person is seen from the side, operating a large professional video camera. The camera has a monitor attached to the top. The background is a bright blue studio backdrop. A person in a colorful, patterned outfit is standing in the background, possibly a performer or model. The scene is lit with blue and red lights, creating a dramatic atmosphere. A red light beam is visible in the upper left, and several vertical light tubes are on the floor.

The keys to increase Engagement in Native Advertising

- Victor Wendel, Bonnier News Brand Studio

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Victor Wendel

ENGAGEMENT



CONVERSION

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BRAND STUDIO



(THE VIDEO TEAM)





The Magic formula

How to make good TV-content on a modest budget

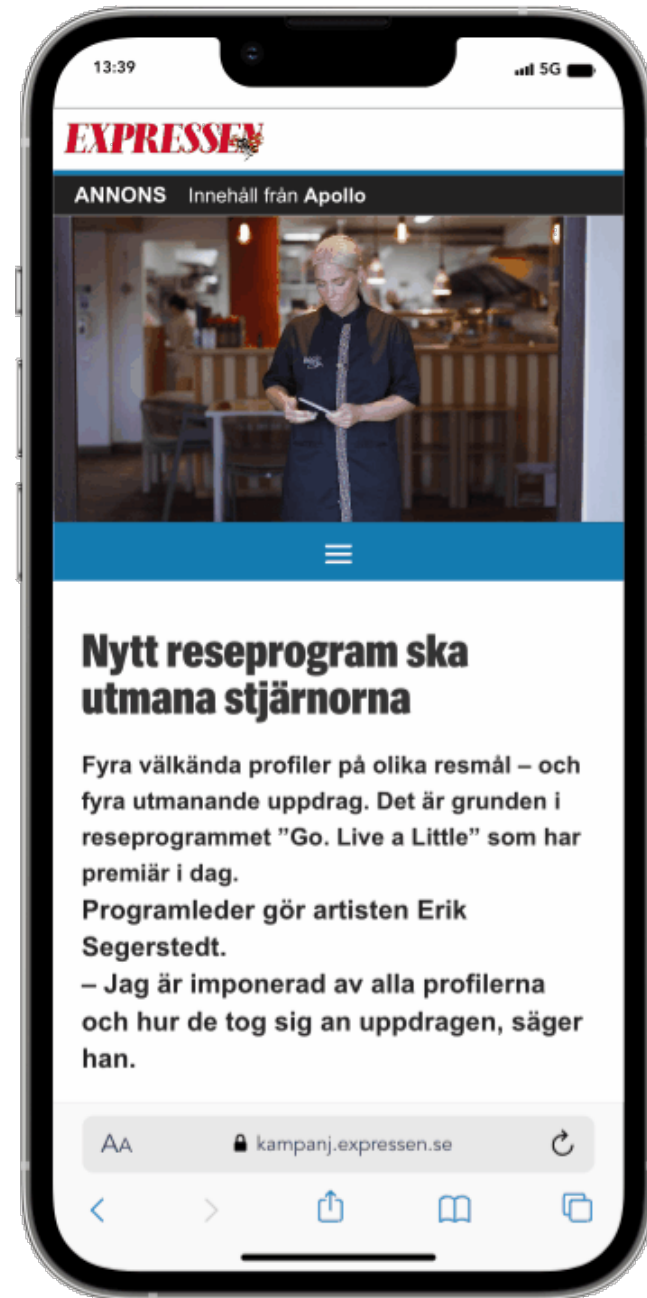
The keys to increase engagement
in Native Advertising

Why are we
so successful?

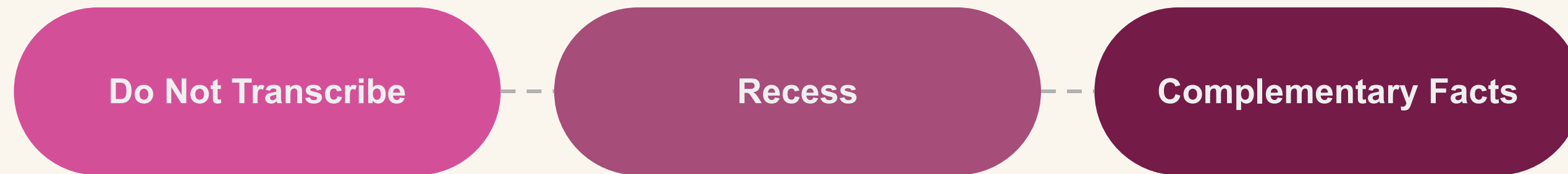
Engaging Native



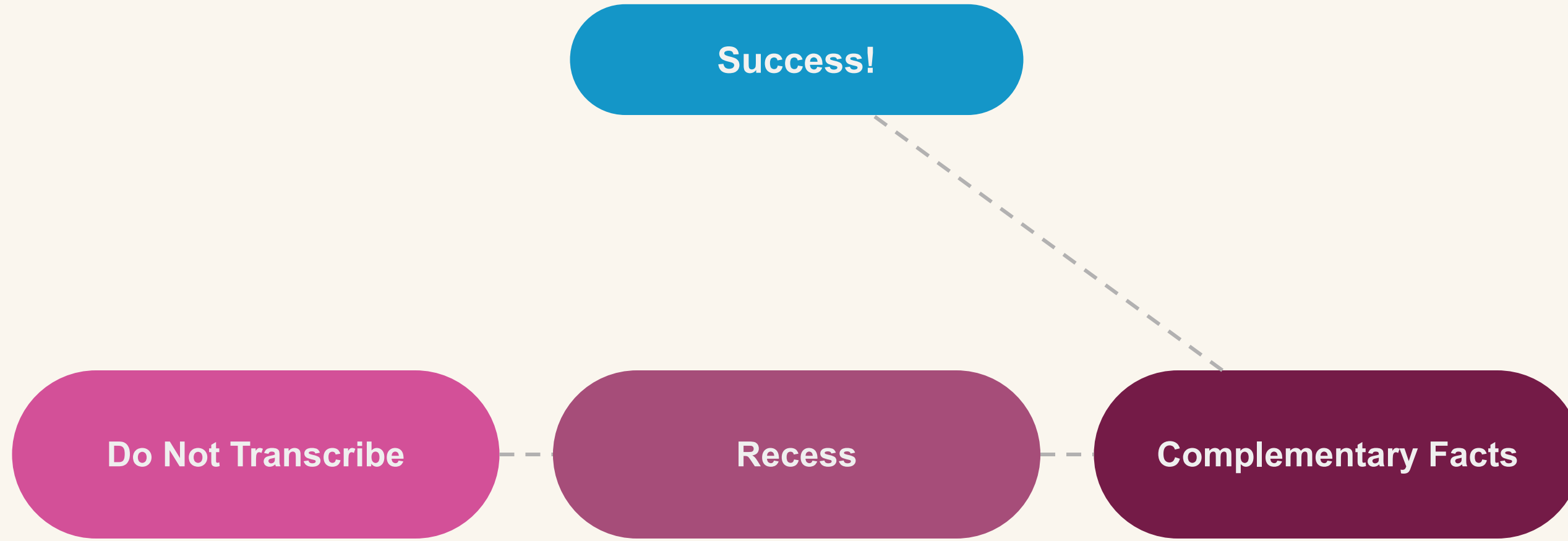
Engaging Native
How we use video

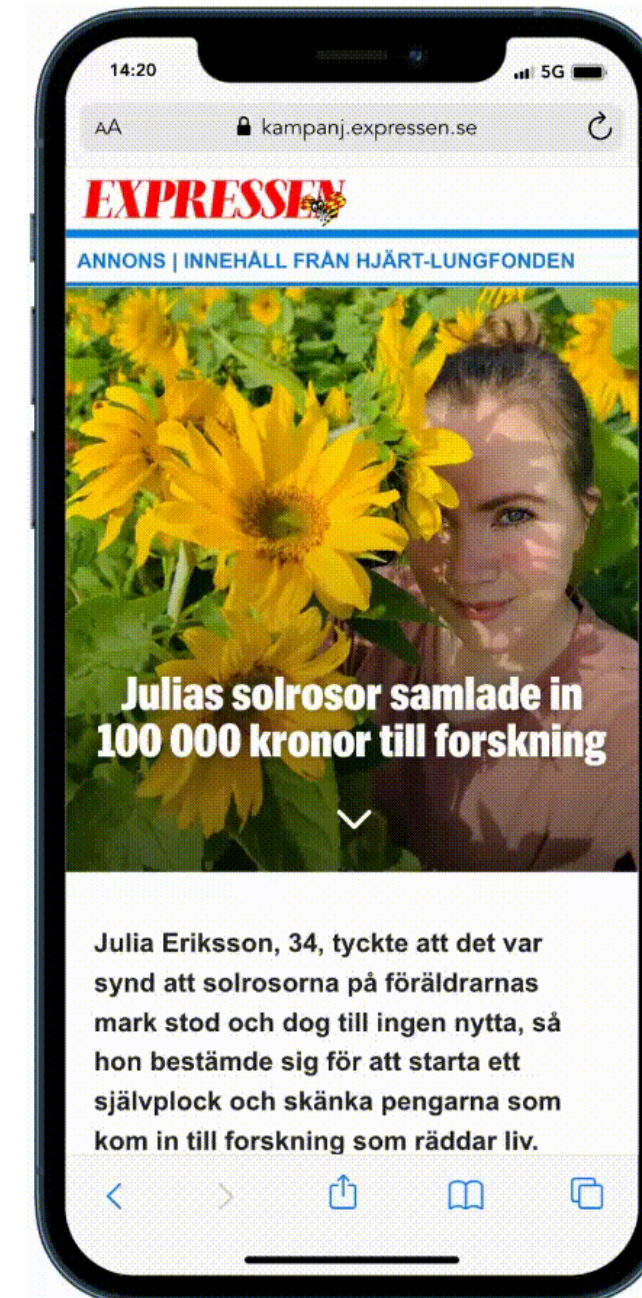
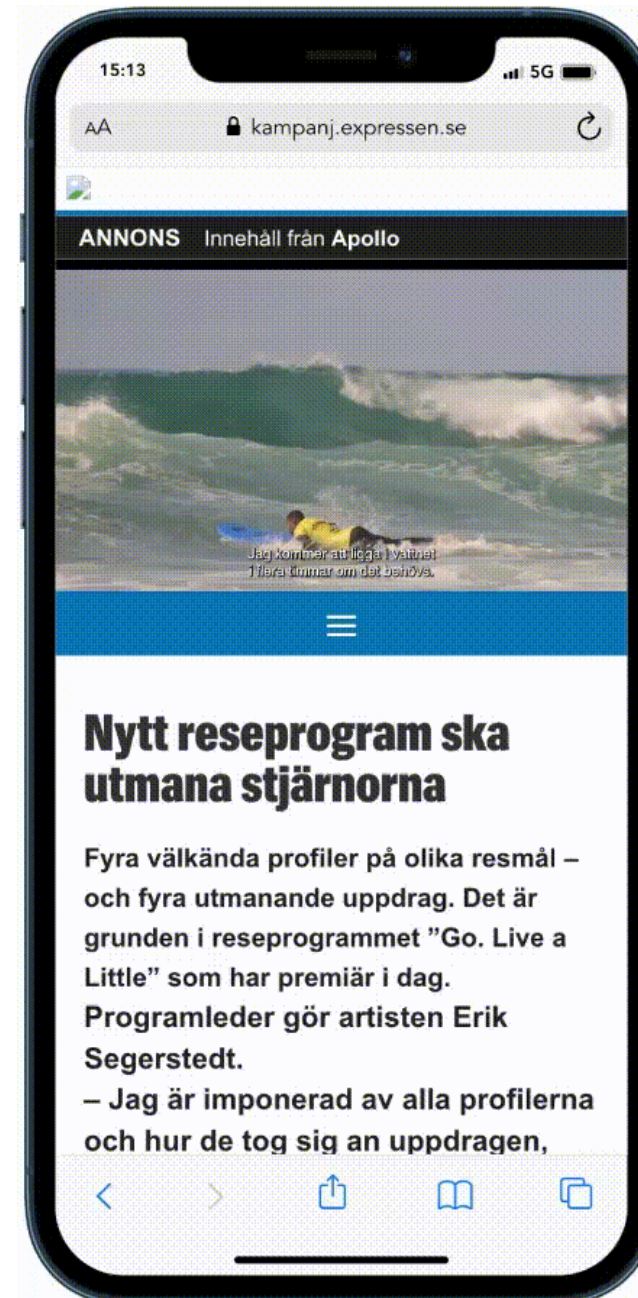


Engaging Native
Text provides deeper insight

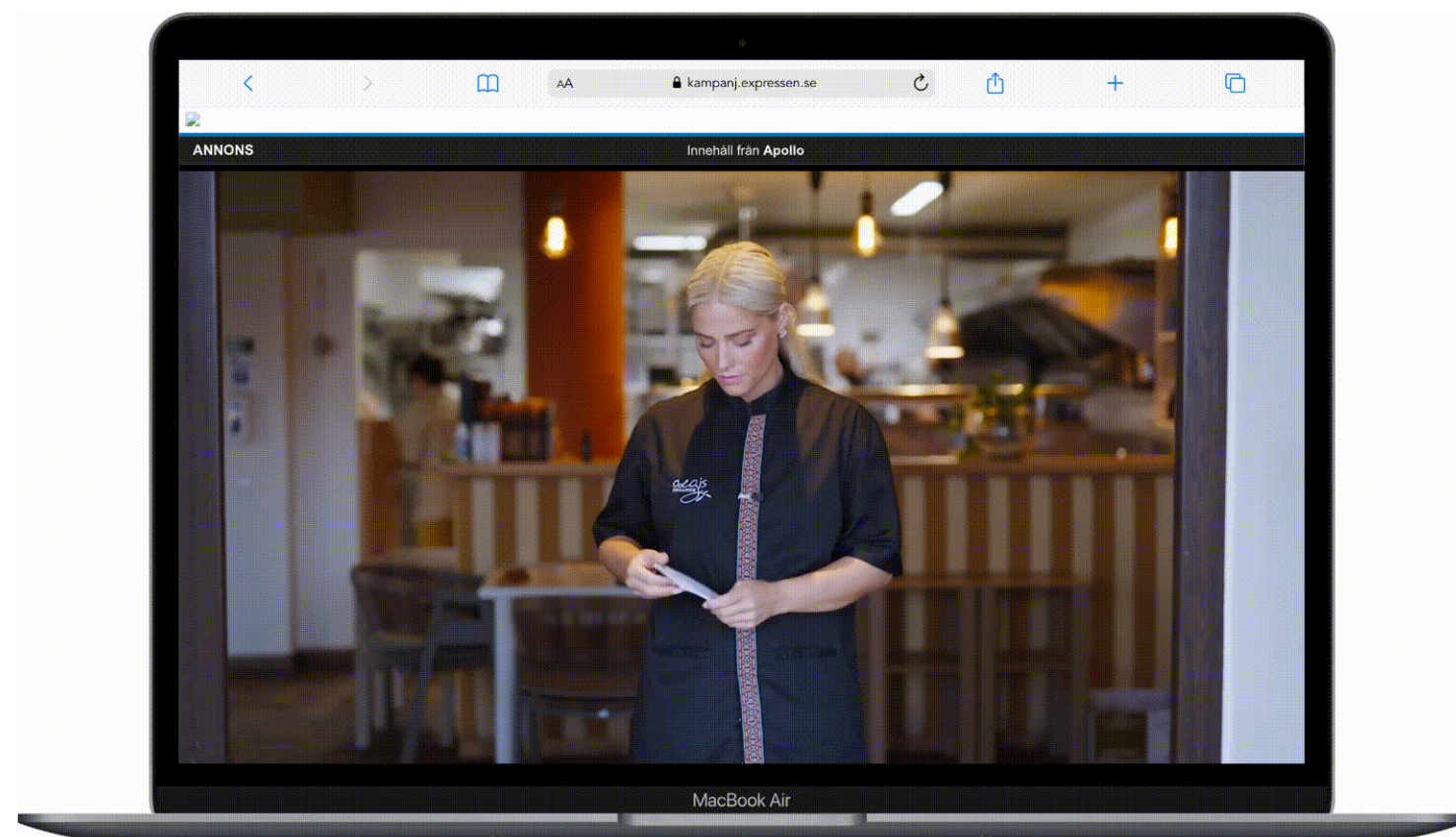


Engaging Native
Text provides deeper insight





Engaging Native
Interactivity





Conversion Cases



CONVERSION

apollo 

Destination

Content focus

Package travel

Consumer behaviour

Nordic Colab

Multi Market

100 % increased sales

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Why couldn't it happen to me?



 **Hjert-
Lungfonden**

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**Donation
Widget**

Action in Native,
new ground

**Heartwarming
stories**

Relatable content

**Open to
Creative ideas**

Make the “native”
box bigger



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**Does good
TV-content need
to be expensive?**

Of course
not...

Our road to success to keep expenses low



**That's all
from me!**

ENGAGEMENT



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**Any
Questions?**

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