



Best of Native Advertising 2016

Results of the advertising efficiency studies
in the BurdaForward network



BurdaForward

Agenda

1 Key Learnings

2 Introduction and study design

3 Study results

3.1 Awareness

3.2 Likeability

3.3 Brand Lift

3.4 Purchase Intent

4 Benchmark

5 Results by industry

A photograph of three young people, two men and one woman, looking at a smartphone held by one of the men. They are all smiling and appear to be in a casual setting. The background is slightly blurred, suggesting an outdoor or semi-outdoor environment. A green rectangular box is overlaid on the left side of the image, containing the text 'Key Learnings'.

Key Learnings

Summary

- 1 Native advertising creates **awareness**. The popularity of a brand can be increased by an average of **32.9 percent**.
- 2 Native Advertising is particularly suitable for **branding**: brands are more **likeable** by Native (**+15.6 percent**) and can position themselves as **experts** in a certain field **+37.2 percent**.
- 3 The **image** uplift by Native Advertising is an average of **+11.4 percent**.
- 4 Native Advertising encourages users to **buy**. As a result of campaigns, the willingness to buy increased by an average of **+49.7 percent**.
- 5 **Activation** increases by an average of **+16.5** percent as a result of contact with native content.
- 6 An above-average increase in **brand likeability** was achieved with the campaigns in the areas of **finance**, **automotive** and **tourism**.
- 7 In terms of **activation**, the **finance**, **food** and **tourism** sectors are ahead.

A person wearing a white button-down shirt is sitting at a wooden desk, typing on a silver laptop. In the foreground, there is an open notebook with a black pen resting on it. The background is softly blurred, showing a window with light coming through. A green banner with white text is overlaid across the middle of the image.

Introduction and study design

Introduction: Best of Native Advertising

The **Best of Native Advertising** is a study about **all native advertising effectiveness campaigns** at BurdaForward.

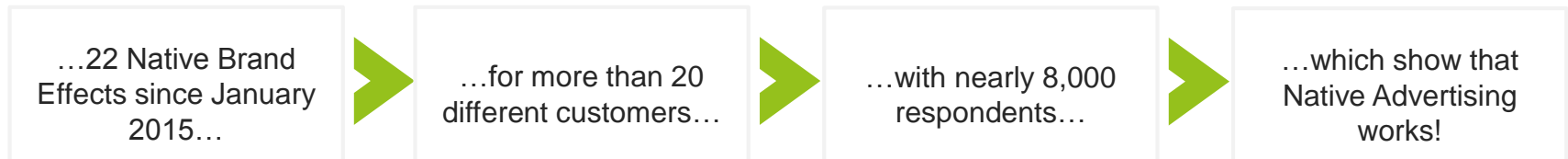
The results refer to the collected data from all Native Brand Effects studies **since January 2015**.

Currently, the database contains results from a total of **7,915 interviews**.

The data is periodically published by BurdaForward.

NEW in 2016: Evaluation of the results **by industry**

The Best of Native Advertising 2016 is based on ...



Study design

METHOD

Campaign accompanying on site survey inclusively control measurement.

SAMPLE SIZE

People with campaign exposure in the BurdaForward network.

SAMPLING PROCEDURE

Random sample

SAMPLE SIZE

Control and test group:
n=4,107 or n=3,808

FIELD TIME

January 2015 to November 2016

The background of the slide features several incandescent light bulbs hanging from thin red cords against a soft, out-of-focus blue sky. The bulbs are at various heights and positions, some in sharp focus and others blurred, creating a sense of depth and movement.

Study Results

Result subareas



Awareness

- ✓ **Attention** to the topic of the Native Advertising campaign
- ✓ **Brand Awareness** in relation to the subject



Likeability

- ✓ **General evaluations** of the Native Advertising campaign
- ✓ **Detailed campaign evaluation**



Brand Lift

- ✓ **Brand expertise**
- ✓ **Brand likeability**
- ✓ **Image**



Purchase Intent

- ✓ **Activation** (total)
- ✓ **Visit** the website
- ✓ **Search** for information
- ✓ **Purchase intent**
- ✓ Talk to others about it

NEW: Evaluation by industry

Awareness



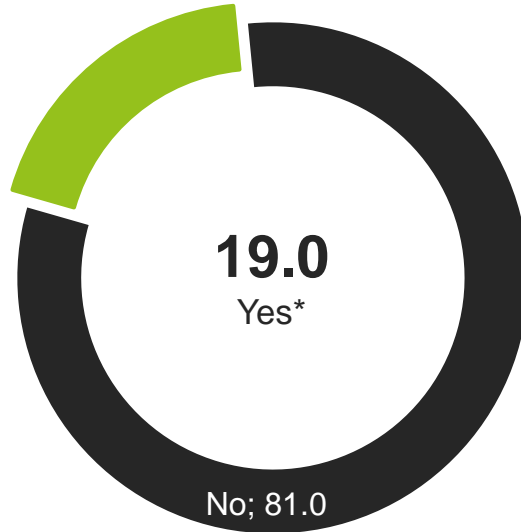
Topic Awareness



ATTENTION TOWARDS CAMPAIGN TOPIC

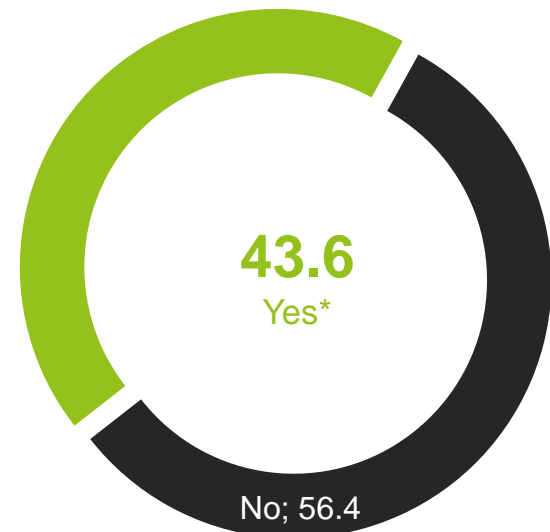
„Can you remember seeing or reading an article about X?“

Data in %



Control group

+129.0%



Test group

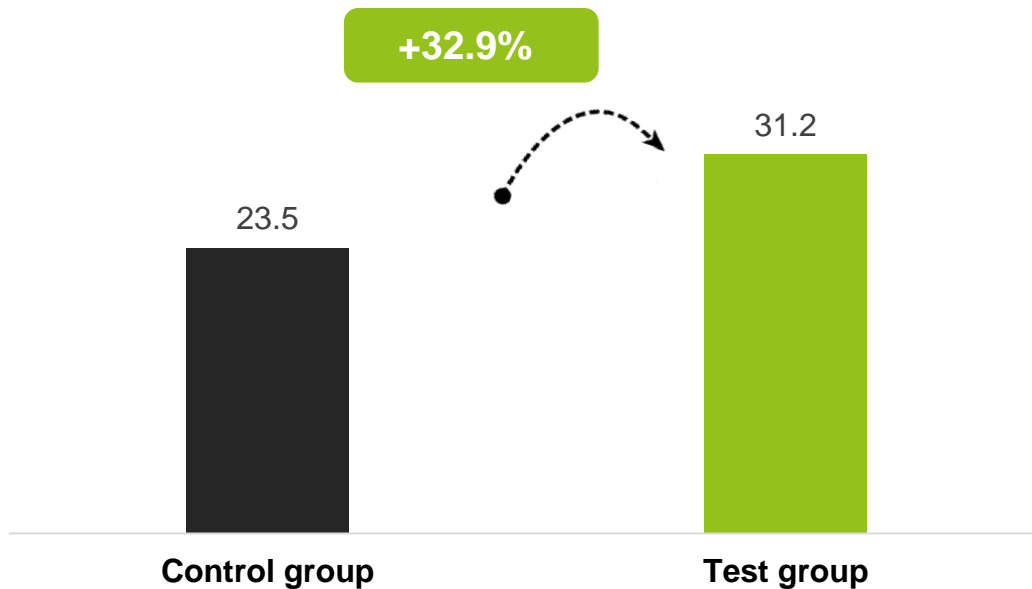
Basis: Control group n=4,107; Test group, n=3,808; Yes= „Yes, seen“ and „Yes, seen and read“

Brand Awareness



BRAND AWARENESS

„If you think about the subject X, which of the following brands comes to your mind?“
For brand X, Data in %



The **brand awareness** can be **significantly increased** by Native Advertising campaigns.

After campaign exposure **32.9 per cent more** respondents indicated that they know the advertised brand.

Basis: Control group n=4,107; Test group, n=3,808



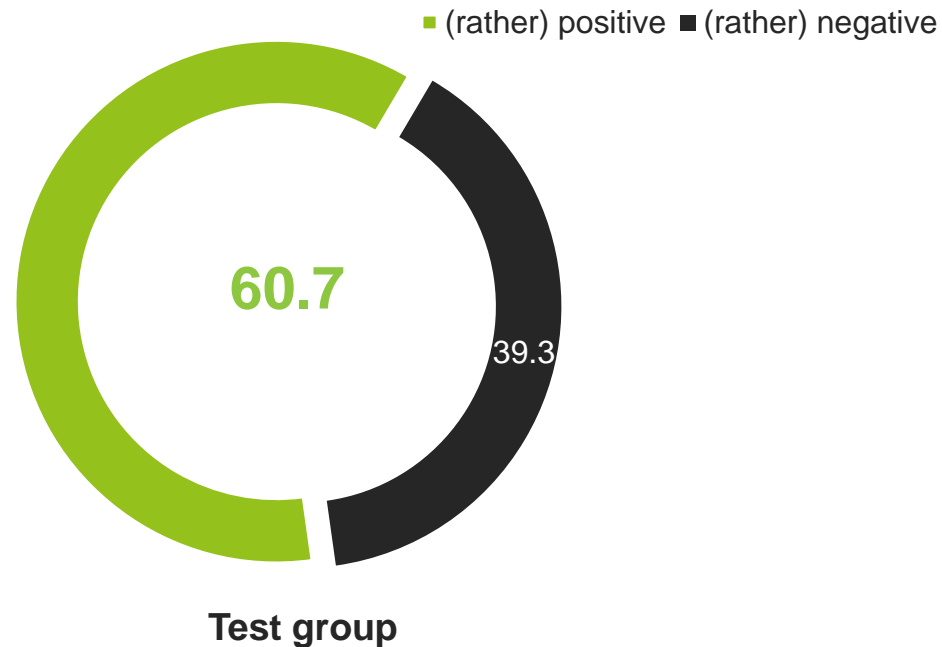
Likeability ♥

Ad Evaluation



GENERAL EVALUATION OF THE NATIVE ADVERTISING CAMPAIGN

„How do you generally evaluate the previously displayed form of advertising for the brand X?“
Data in %



Basis: Test group, n=3,808

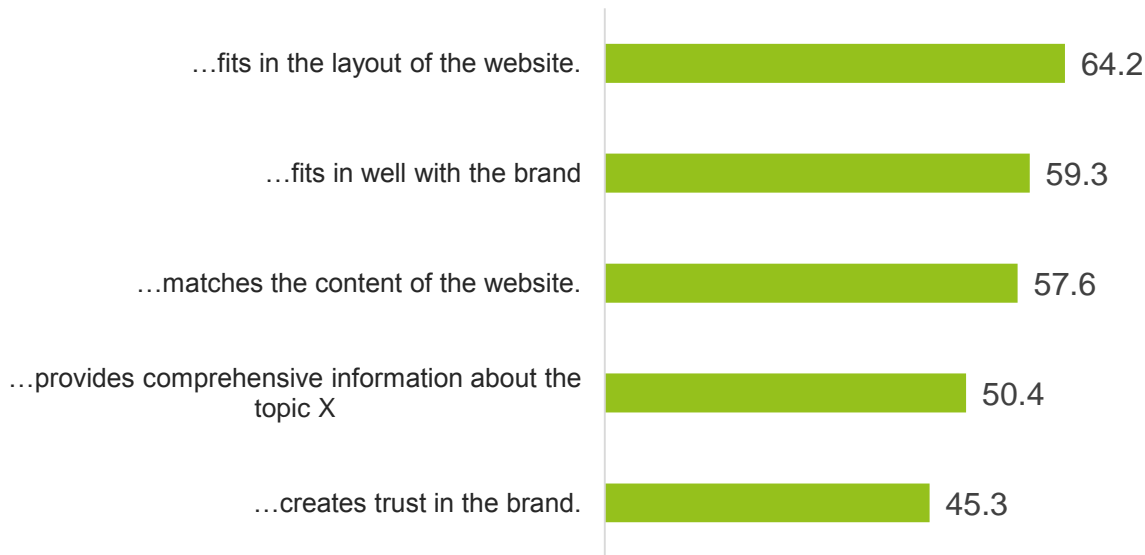
Ad Evaluation



DETAILED CAMPAIGN EVALUATION

„Please evaluate the information in the articles about [...]“
Top 2*, Data in %

The information in the articles...



The **native content** is **positively evaluated**.
They fit well into the **layout** and fit into the **content**.

Also the **contents** of the articles are evaluated as **suitable** for the brands.

Basis: Test group n=3,808; *4-step scale from "fully agree" to "do not agree at all"

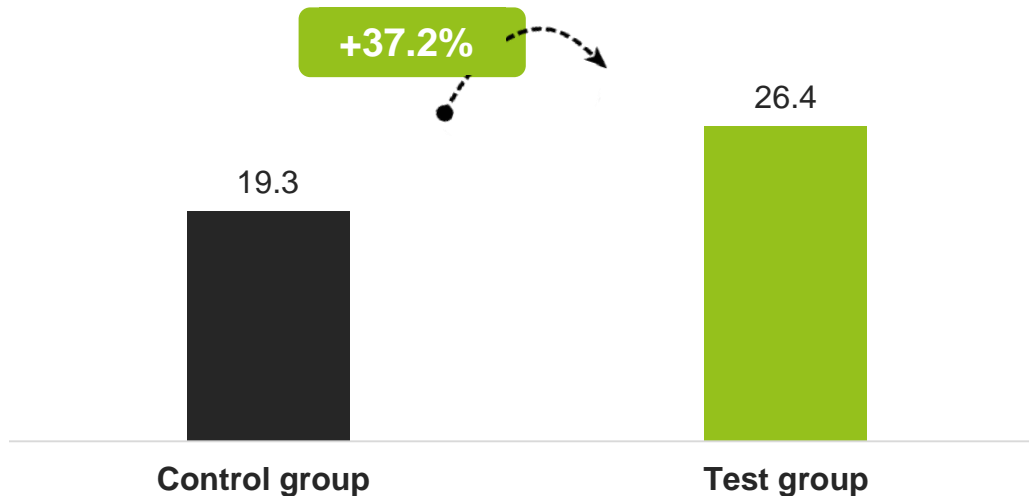
Brand Lift 

Positioning



BRAND EXPERTISE

„Which of the Brands you selected would you consider a expert in X?“
For brand X, Data in %



Brands can position themselves as an **expert** through **native advertising campaigns**.

The proportion of those who consider the advertised brand as an expert in the respective sector has **risen by almost 40 percent**.

Basis: Control group n=4,107; Test group, n=3,808; Filter: Brand Awareness, Number of cases: 2,244 or. 2,498

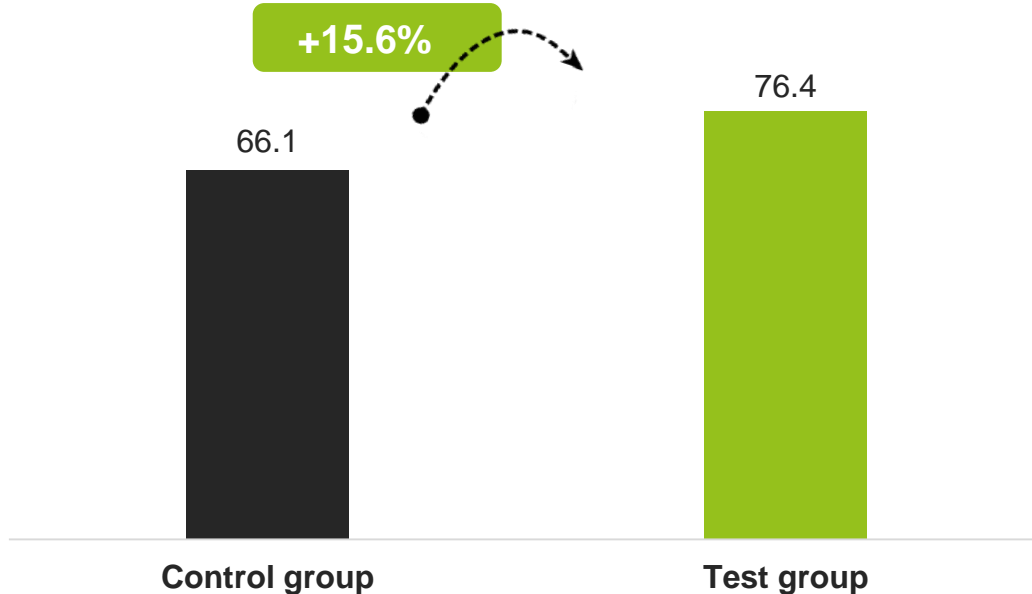
BurdaForward

Brand Likeability



BRAND LIKEABILITY

"Please tell us how likeable you think X is."
Top 2*, Data in %



Native advertising **increases** the **sympathy** of the advertised brand

The share of those who think that the advertised brand is **(very) sympathetic** has risen by **more than 15 percent**.

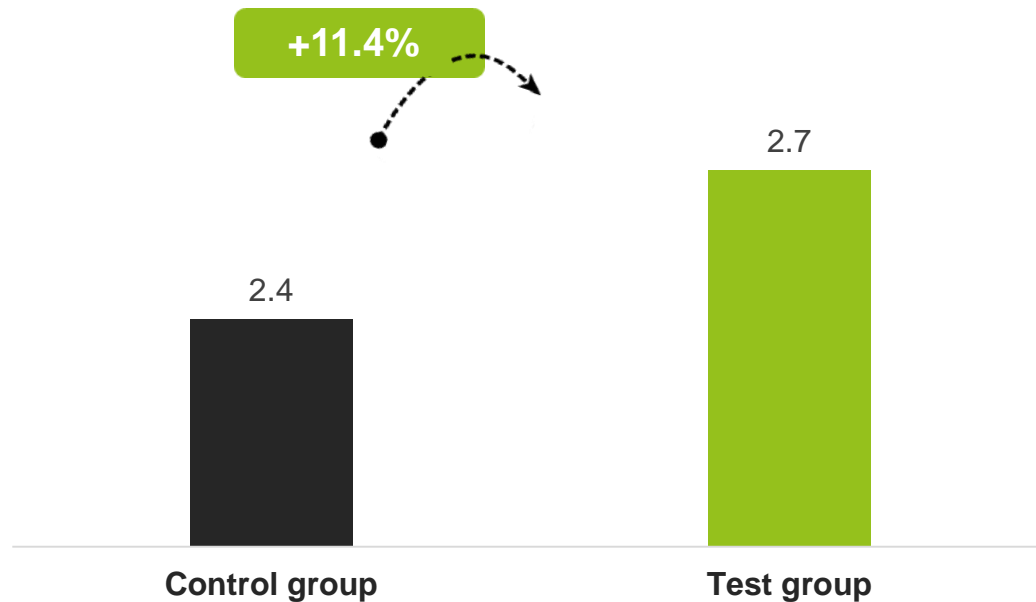
Basis: Control group n=4,107; Test group, n=3,808; Filter: Brand Awareness, Number of cases: 2,244 or. 2,498;
*4-step scale from "fully agree" to "do not agree at all"; Entries for "Can not judge" are not considered.

Brand Image



BRAND IMAGE

„How do you agree with the following statements?“
Mean value over all items*



The **brand image** is positively influenced by Native Advertising campaigns: on average the image of advertised brands **improve by 11.4 percent**

Basis: Control group n=4,107; Test group, n=3,808; Filter: Brand Awareness, Number of cases: 2,244 or. 2,498
*4-step scale from 4 = „fully agree“ to 1= „do not agree at all“

A close-up photograph of two young women with long hair, smiling and looking at each other. They are holding several shopping bags, including a large pink one and a floral patterned one. The background is bright and out of focus, suggesting an outdoor shopping environment.

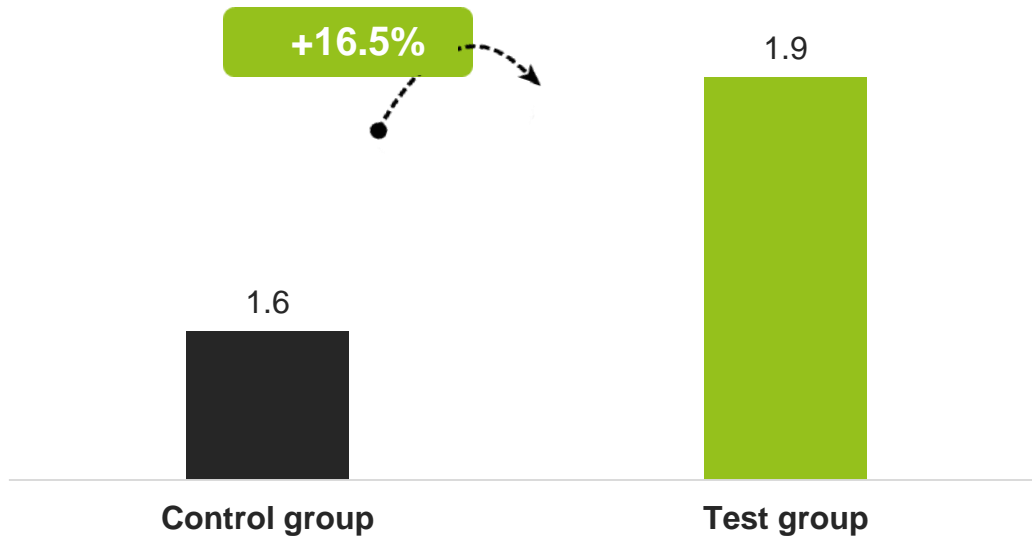
Purchase Intent 🛒

Activation



ACTIVATION TOTAL

„How likely is it that you perform the following actions?“
Mean value over all items*



Native Advertising **activates**
and **encourages further**
actions!

On average, the Native
Advertising campaign
increased the activation by
16.5 percent

Basis: Control group n=4,107; Test group, n=3,808; Number of cases: 3,351 or. 3,363;
*4-step scale from 4 = „fully agree“ to 1= „do not agree at all“

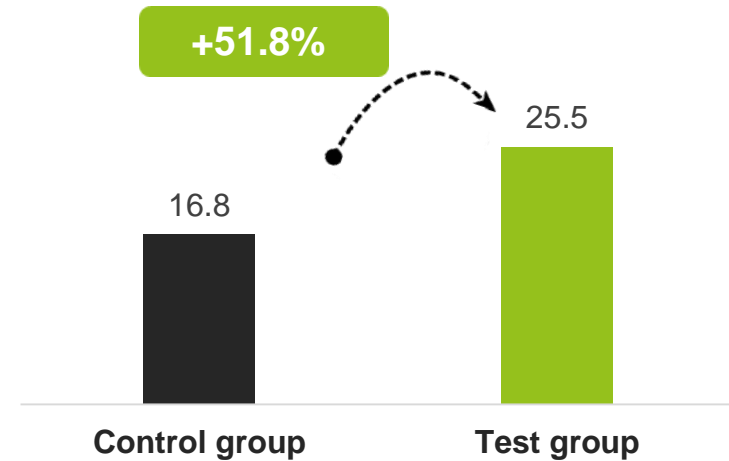
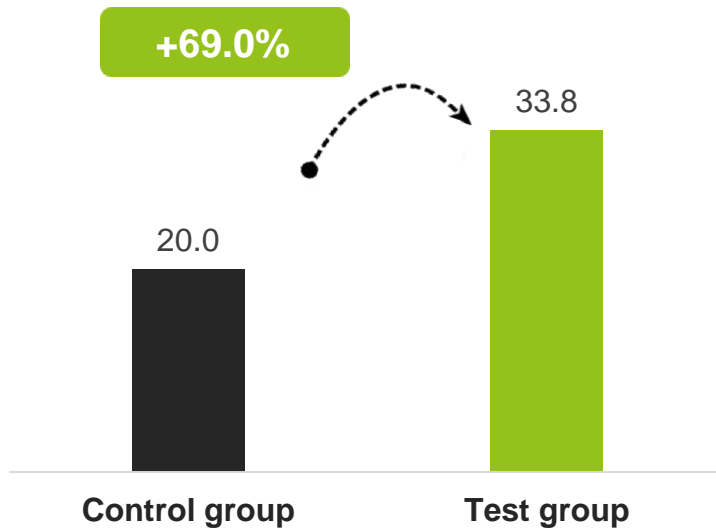
Activation



VISIT THE WEBSITE

SEARCH FOR FURTHER INFORMATION

„How likely is it that you perform the following actions?“
Top 2*, Data in %



Basis: Control group n=4,107; Test group, n=3,808; Numer of cases: 3,351 or. 3,363;
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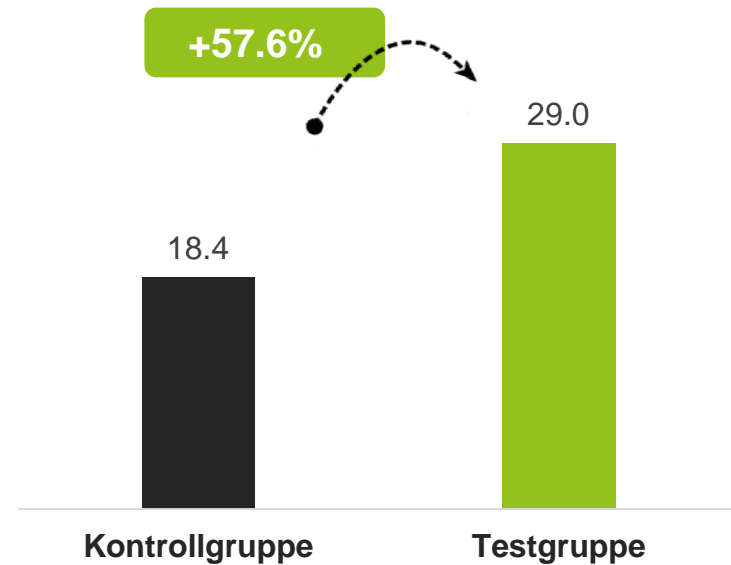
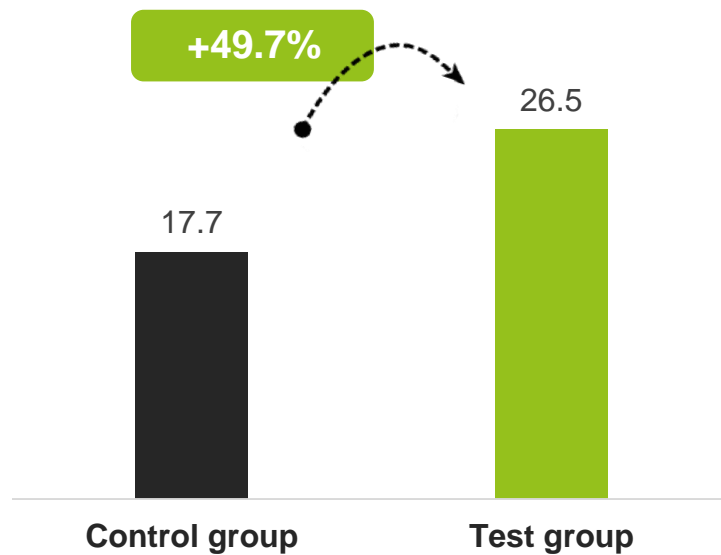
Activation



BUY

SPEAK ABOUT IT

„How likely is it that you perform the following actions?“
Top 2*, Data in %



Basis: Control group n=4,107; Test group, n=3,808; Numer of cases: 3,351 or. 3,363;
*4-step scale from 4 = „fully agree“ to 1= „do not agree at all“

A woman with long blonde hair is sitting on a wooden deck, viewed from the side. She is wearing a dark sleeveless top and dark pants, and is typing on a silver laptop. The laptop screen shows a landscape with a body of water and trees. The background is a bright, hazy sky over water, with a dark wooden structure above her. The sun is low in the sky, creating a warm, golden glow. A green banner is overlaid on the left side of the image.

Benchmark

Benchmark

Parameter	Best of Native (uplift test group)
Attention	+129.0% (43.6 percent)
Brand Awareness	+32.9% (31.2 percent)
Campaign Evaluation	60.7 percent
Brand Expertise	+37.2% (26.4 percent)
Likeability	+15.6% (76.4 percent)
Image	+11.4% (2.7 mean)
Willingness to buy	+49.7% (26.5 percent)
Total action	+16.5% (1.9 mean)

A warm, sunlit office scene where several people are gathered around a wooden table. One person is writing on a document with a pen, while others are looking at papers. A smartphone and a laptop are also visible on the table. The background shows a window with bright light.

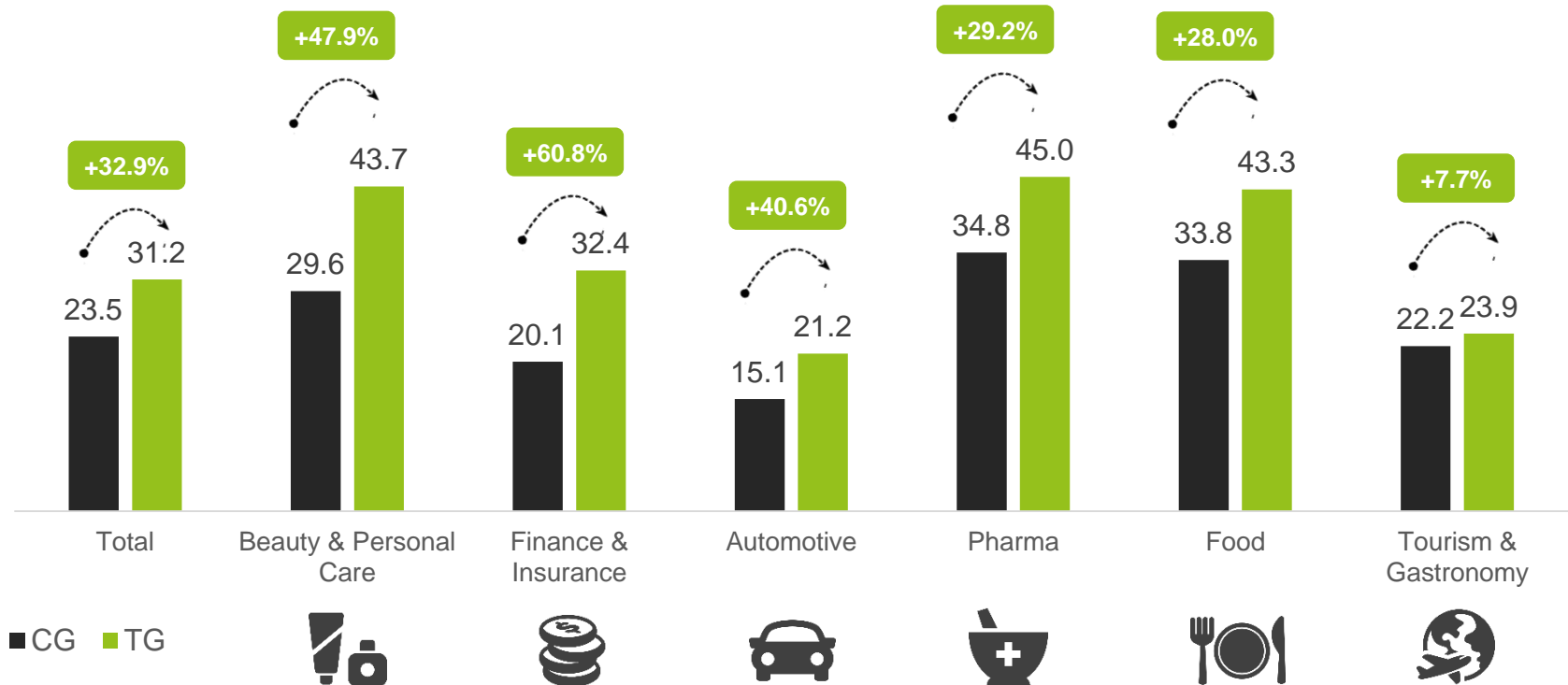
Evaluation by industry

Brand awareness



BRAND AWARENESS

„If you think about the subject X, which of the following brands comes to your mind?“
For brand X, Data in %



Basis: Control group n=4,107; Test group, n=3,808

Ad evaluation



GENERAL EVALUATION OF THE NATIVE ADVERTISING CAMPAIGN

„How do you generally evaluate the previously displayed form of advertising for the brand X?“
Data in %



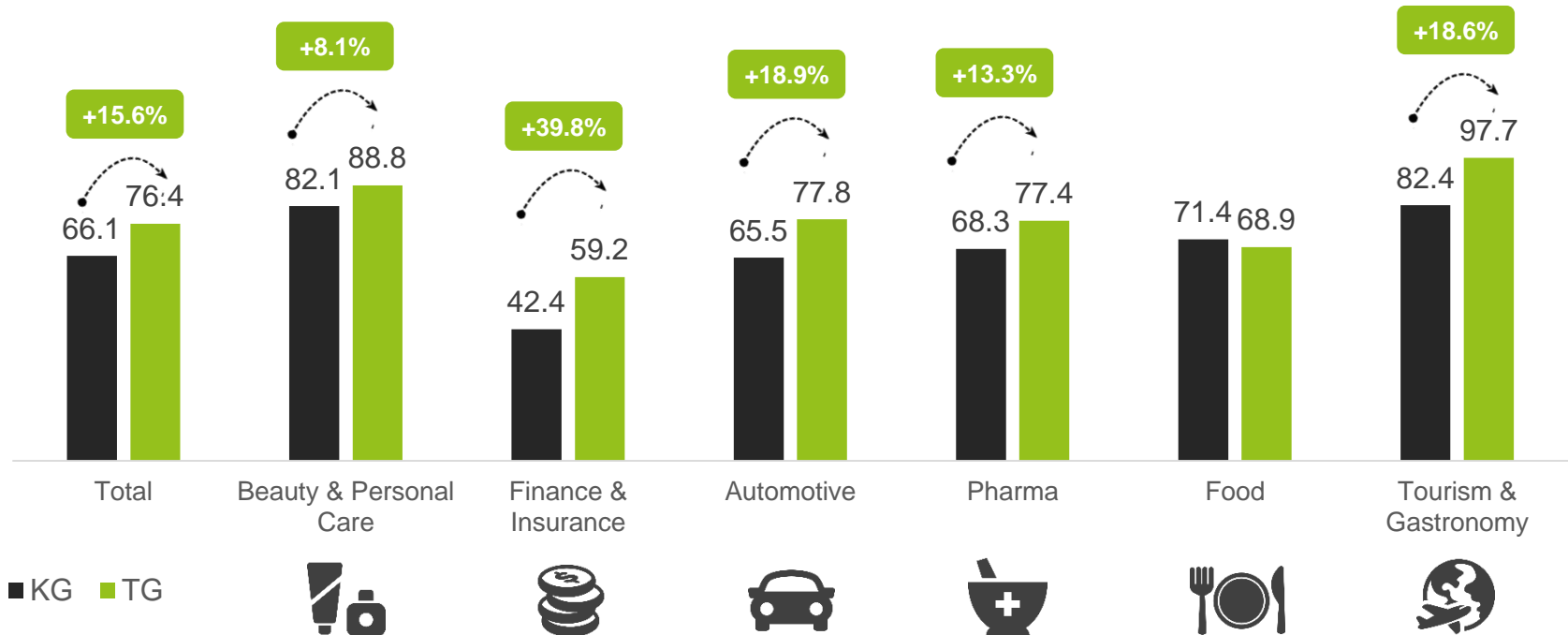
Basis: Test group, n=3,808

Brand likeability



BRAND LIKEABILITY

”Please tell us how likeable you think X is.“
Top 2*, Data in %



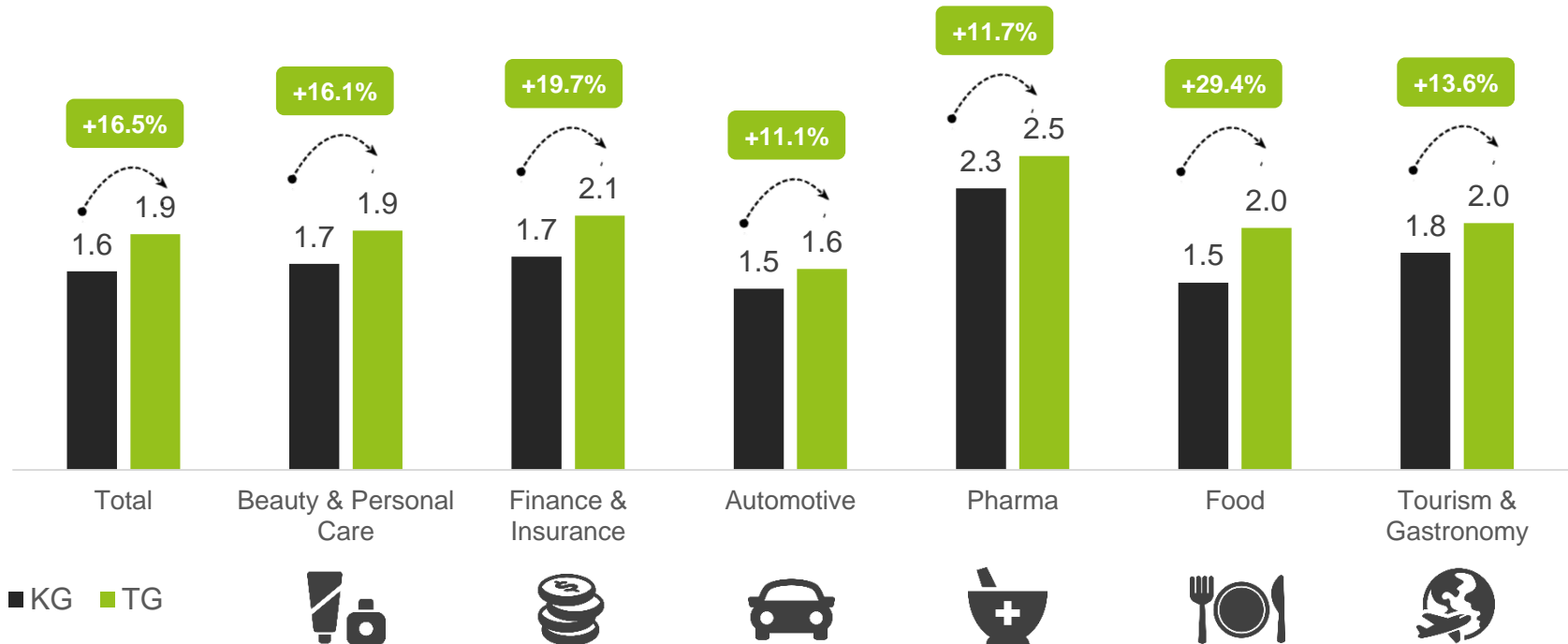
Basis: Control group n=4,107; Test group, n=3,808

Aktivierung



ACTIVATION TOTAL

„How likely is it that you perform the following actions?“
Mean value over all items*



Basis: Control group n=4,107; Test group, n=3,808; Number of cases: 3,351 or. 3,363;

* 4-step scale from 4 = „fully agree“ to 1 = „do not agree at all“

Benchmark by industry



Parameter	Best of Native Total	Beauty & Personal Care	Finance & Insurance	Automotive	Pharma	Food	Tourism & Gastronomy
Recognition	+129.0%	+123.7%	+61.7%	+99.5%	+190.6%	+205.5%	+310.4%
Brand Awareness	+32.9%	+47.9%	+60.8%	+40.6%	+29.2%	+28.0%	+7.7%
Ad evaluation	60.7%	60.5%	51.3%	62.1%	72.0%	59.3%	63.5%
Brand expertise	+37.2%	+64.4%	+138.7%	+40.8%	+19.2%	+0.1%	+93.0%
Brand likeability	+15.6%	+8.1%	+39.8%	+18.9%	+13.3%	-	+18.6%
Brand Image	+11.4%	+7.6%	+25.7%	+6.6%	+10.2%	+14.3%	-
Purchase intent	+49.7%	+77.4%	+24.8%	+48.1%	+20.0%	+93.4%	+17.3%
Activation total	+16.5%	+16.1%	+19.7%	+11.1%	+11.7%	+29.4%	+13.6%

Your contact persons in Market Research



Sonja Knab

Director Resarch & Marketing

Tel.: +49 89/92 50- 12 69

sonja.knab@burda-forward.de

BurdaForward Advertising GmbH
St.-Martin-Straße 66
81541 München



Smaranda Dancu

Senior Research Manager

Tel.: +49 89/92 50- 29 76

smaranda.dancu@burda-forward.de

BurdaForward Advertising GmbH
St.-Martin-Straße 66
81541 München

Appendix



Soziodemography*

Sex	Control group	Test group
Male	58.9	58.9
Female	41.1	41.1
Age		
to 19 years	8.6	8,4
20 to 29	17.5	17.1
30 to 39	17.2	17.8
40 to 49	19.9	19.4
50 to 59	19.2	19.7
60 years +	17.6	17.2
Education		
Secondary modern/primary school	11.8	7.8
Secondary school	24.1	21.5
General qualification for university entrance	23.9	22.7
University	40.2	47.7
Household net income		
To 1,500€	15.0	10.2
1,500 up to 2,500€	18.2	16.5
2,500 up to 3,500€	15.0	18.7
3,500€ +	23.7	24.3
n.a.	28.1	30.3

*weighted (age) on the basis of the online population according to digital facts 2016-8 (single month)

Industries in figures

Sector	Number of campaigns
Service sector	3
Beauty & Personal Care	3
Entertainment electronics	-
Computer	-
Fashion & Jewelry	1
Finance & Insurance	4
Automotive	4
Pharma	2
Tourism & Gastronomy	2
Food	3

A close-up photograph of a person's hands interacting with a tablet. The tablet screen displays a bar chart with several bars of varying heights. The person's right hand is touching the screen, while their left hand holds a white pen over a piece of paper. In the background, a laptop is visible on a wooden desk. The scene is lit with warm, soft light, suggesting an indoor office or workspace environment.

Thank you!