

**IAB CANADA:
Business of Digital**

The Power of Publishing

The edge partnerships give advertisers

PRESENTED BY
GLOBE CONTENT STUDIO
globecontent.studio

The Globe and Mail
May 1, 2019

**Publishers balance needs
of advertisers with needs
of readers**

**Dates back to invention of
display ads in late
19th century**

**News without fear or
favour**

**Deliver audience to
advertisers**

THE BACKGROUND



'The mix' is always up for discussion

The birth of the Internet

Publishing put in the hands of the many

More choice, more technology, more data

THE BACKGROUND



THE BIG PICTURE



Companies taking more work in-house

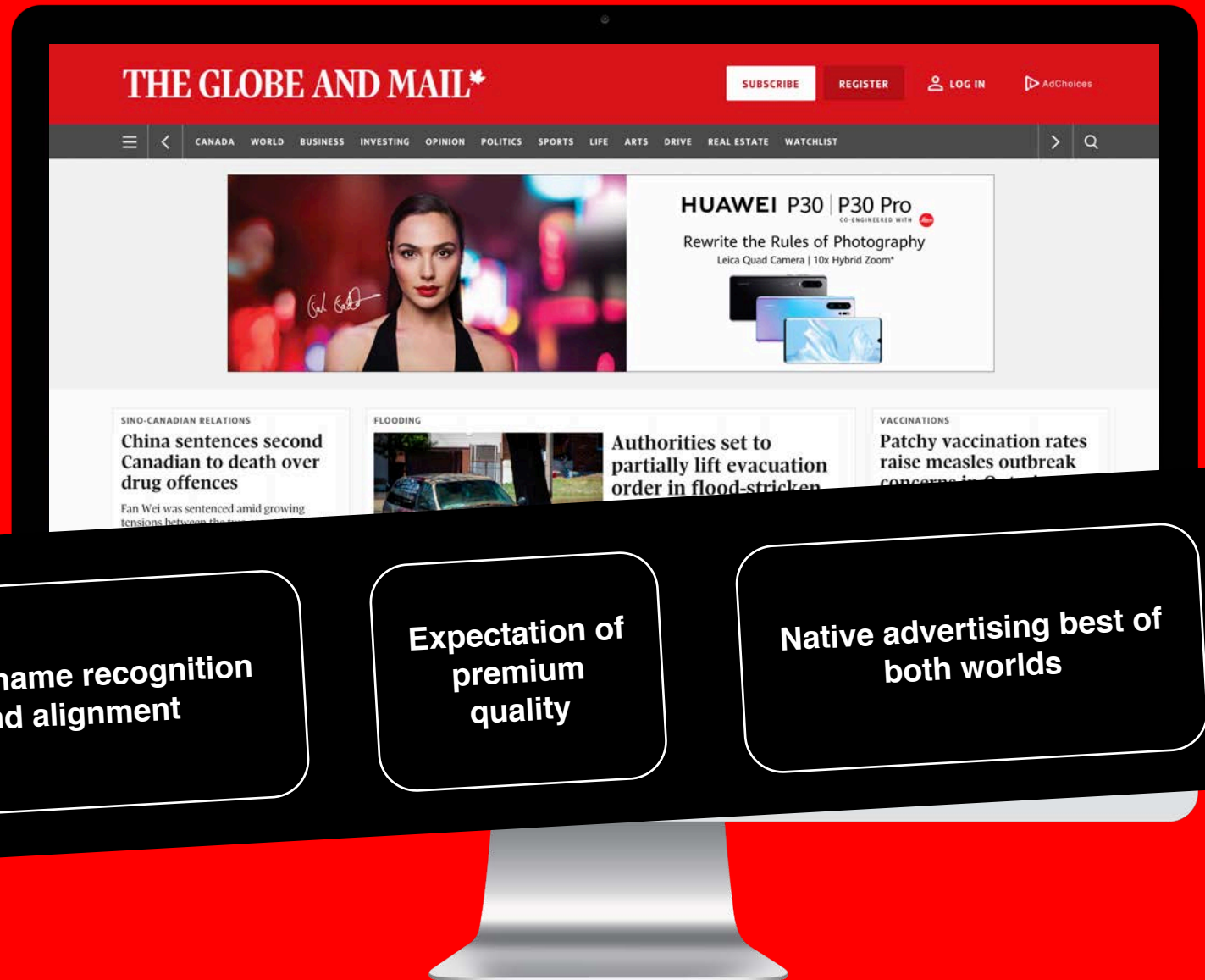
How to build road maps together

How to divvy up responsibilities

It's time for a reboot

WORKING WITH PUBLISHERS

PLATFORMS



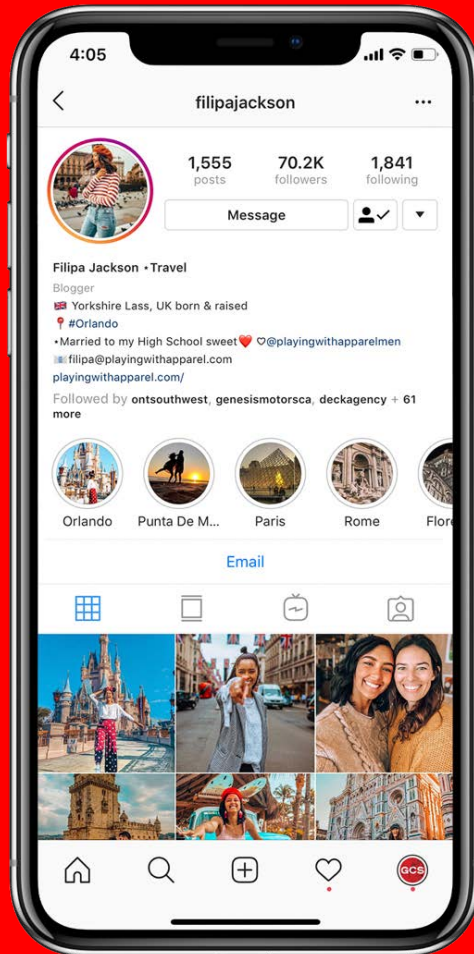
Trusted by their users

Brand name recognition
and alignment

Expectation of
premium
quality

Native advertising best of
both worlds

OFF-PLATFORM




**Organic combined with
paid social**

**Expertise improves
influencer content**

**Content can be licensed
or white labelled**

**Publisher ad networks
reduce fraud**

A man and a woman are looking at a tablet together. The woman is on the left, and the man is on the right. They are both looking down at the tablet. The background is a blurred indoor setting.

**Arrives specifically
to consume content**

**Hunger for
information and
recommendation**

**Subscriber models
deepen targeting**

**Newsletters and
other extensions**

AUDIENCE

DATA



First-party data informs content

Benchmarks across multiple topics

Optimization in real time

Shared metrics to apply to future campaigns

JOURNALISM

A stack of old, yellowed newspapers is shown. A blue cloth is rolled over the top of the stack. The word 'JOURNALISM' is written in large, white, bold letters across the middle of the image.

Content is the core competency

Dedication to research and accuracy

Content marketing a natural progression

How to weave effective storytelling with brand

Quick to ideate and speed to market

Ability to customize

Expertise across topics and sectors

Full transparency on fees

CUSTOMER SERVICE



QUESTIONS TO ASK

Do you have a value proposition?

How can you solve business problems with content?

Who is your target audience?

What are your KPIs?

WORKING WITH B2B BRANDS

Direct access to insiders

In-depth knowledge of business objectives

Full sightlines on both sides

Always-on versus campaign

WORKING WITH B2B BRANDS

Close collaboration in content development

Highly vested interests

Streamline approval process

Potential to share data

WORKING WITH B2B BRANDS

Have faith in the storytelling and
creative

Headlines and other display best
practices

Best to 'ditch the pitch' to engage
audience

Care more about the idea than
the money



Strong collaboration
start to finish

Year-long program

High-visibility and
frequency

Aim was to convey a
'brand story'



Exceeded targets on all fronts

One of the highest-performing native campaigns

Brand lift survey positive results

Renewed to extend campaigns

Emerging brand
establishing a market

Competitive space
with big players

First time working with
content

Lengthy discussions
on product and goals

brim

Reengineering loyalty

CONTENT FROM: BRIM FINANCIAL

PUBLISHED MARCH 26, 2019 | UPDATED APRIL 22, 2019



Brim's new Mastercard offers cardholders a flexible, convenient and valuable rewards system. SUPPLIED

Canadians are sitting on \$16 billion worth of unredeemed loyalty points, says Rasha Katabi, founder and chief executive officer of Brim Financial Inc., as reported in a 2017 report from Bond Brand Loyalty.

"It's not just that people don't redeem their points. It's the fact that they're simply not relevant or have been devalued to a fraction of what they once

STORIES FROM THE NEWSROOM

TRENDING

- 1 Jason Kenney sworn in as Alberta's 18th premier, names UCP cabinet
- 2 3% CIGs are fading away - here's where you can still find them [»](#)
- 3 For Quebec flood victims, life changed in a minute
- 4 Five important things to put on your résumé
ROY OSING
- 5 **OPINION**
With lives at stake, Canada's misguided vision of China demands a careful reboot
DAVID MULRONEY

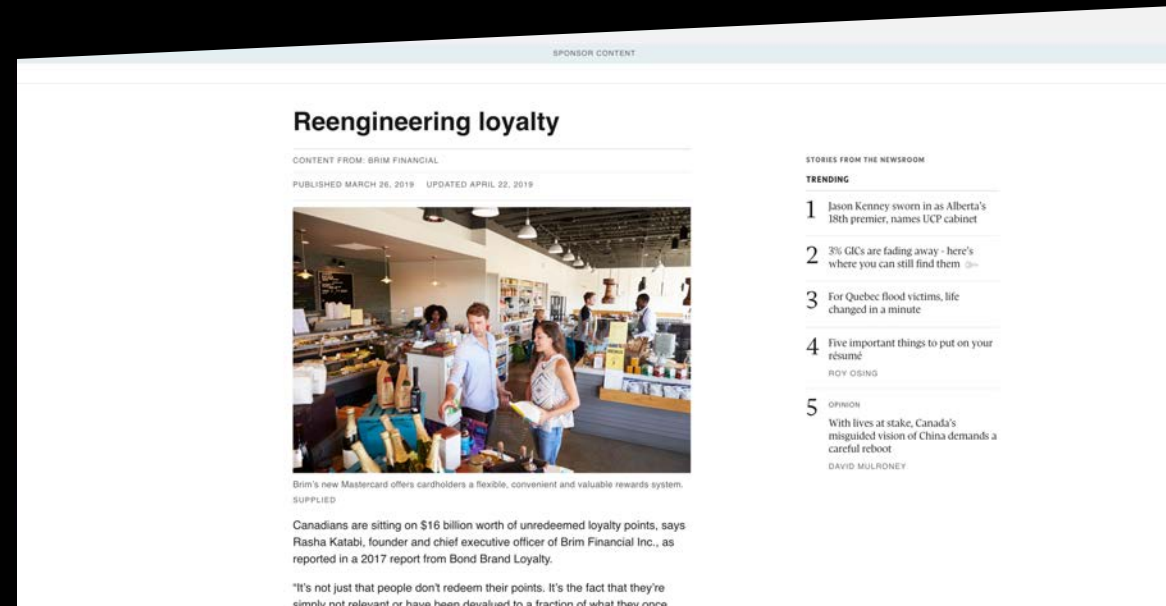
'Cashless Society'
sponsorship for
awareness

Sponsor Content to
boost consideration

Strategy shifted over
time

Learn as we go

brim



Reengineering loyalty

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WORKING WITH AGENCIES

Two centres of creativity are better than one

Ideation and brainstorming collaboration

Know your client and deliver knowledge

Be each other's champion

WORKING WITH AGENCIES

Here to make you look good

Audience and business expertise

Brand and access

Get all three parties together to sell through

WORKING WITH AGENCIES

Rethink concept of one-and-done

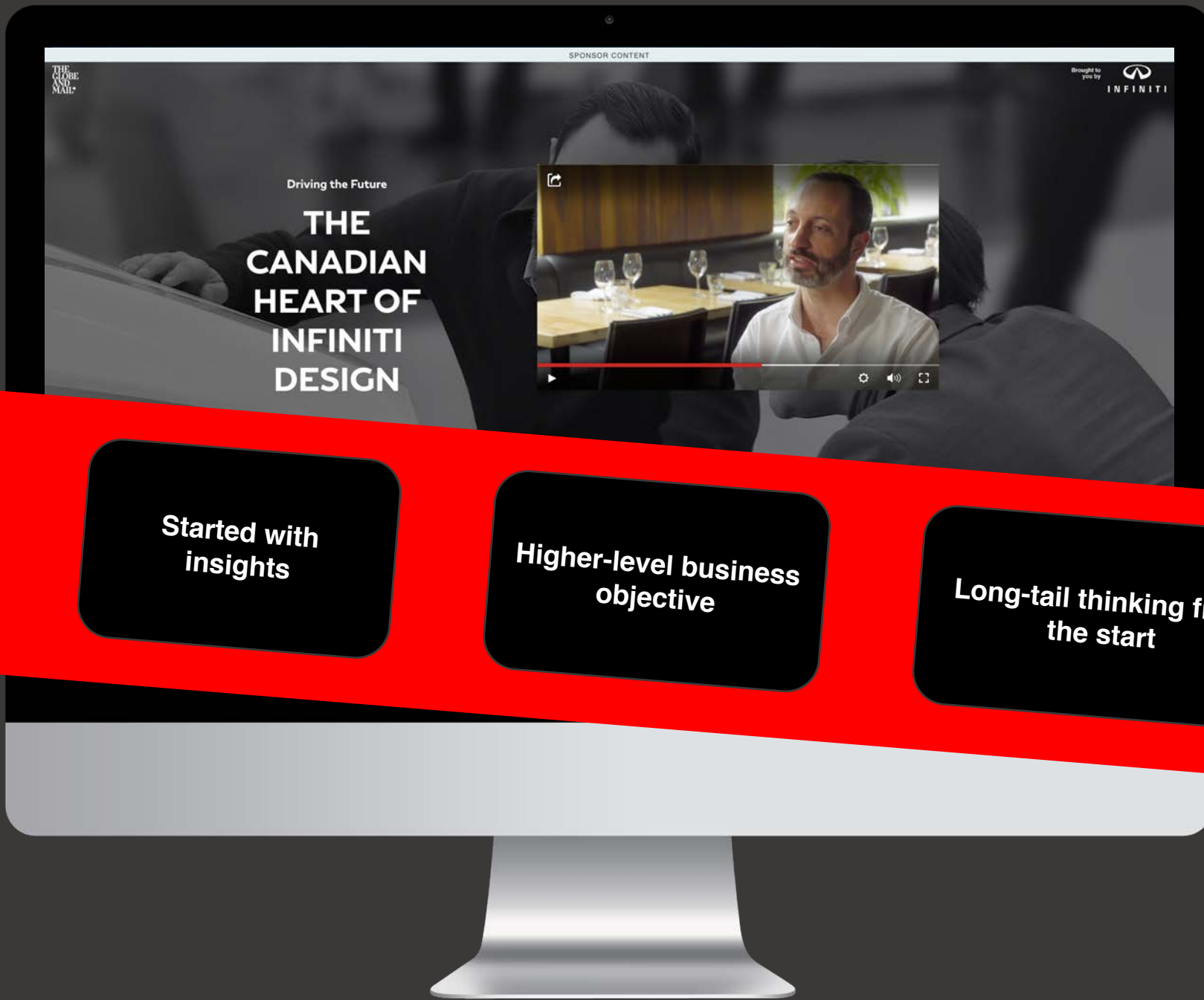
Rolling campaigns for maximum effect

Integrated communications planning

Data collection and optimization



INFINITI



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THE
GLOBE
AND
MAIL

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you by
INFINITI

Driving the Future

THE CANADIAN HEART OF INFINITI DESIGN



**Started with
insights**

**Higher-level business
objective**

**Long-tail thinking from
the start**

**Engaged client
after combined
planning**



INFINITI

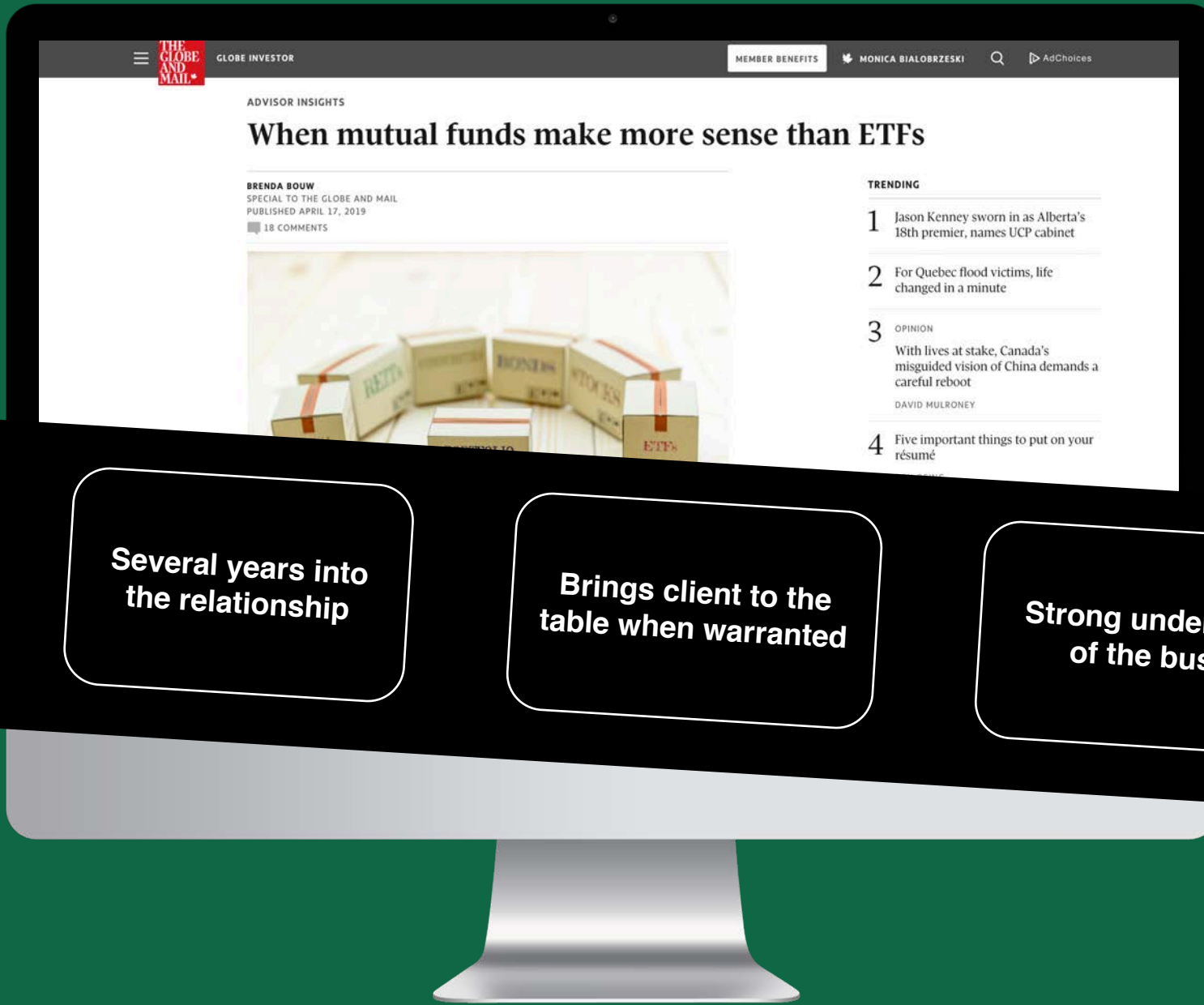


Content development in lockstep

Praise from top executives in Asia

Viewership benchmarks exceeded by 4X

Interest from Globe and social platforms

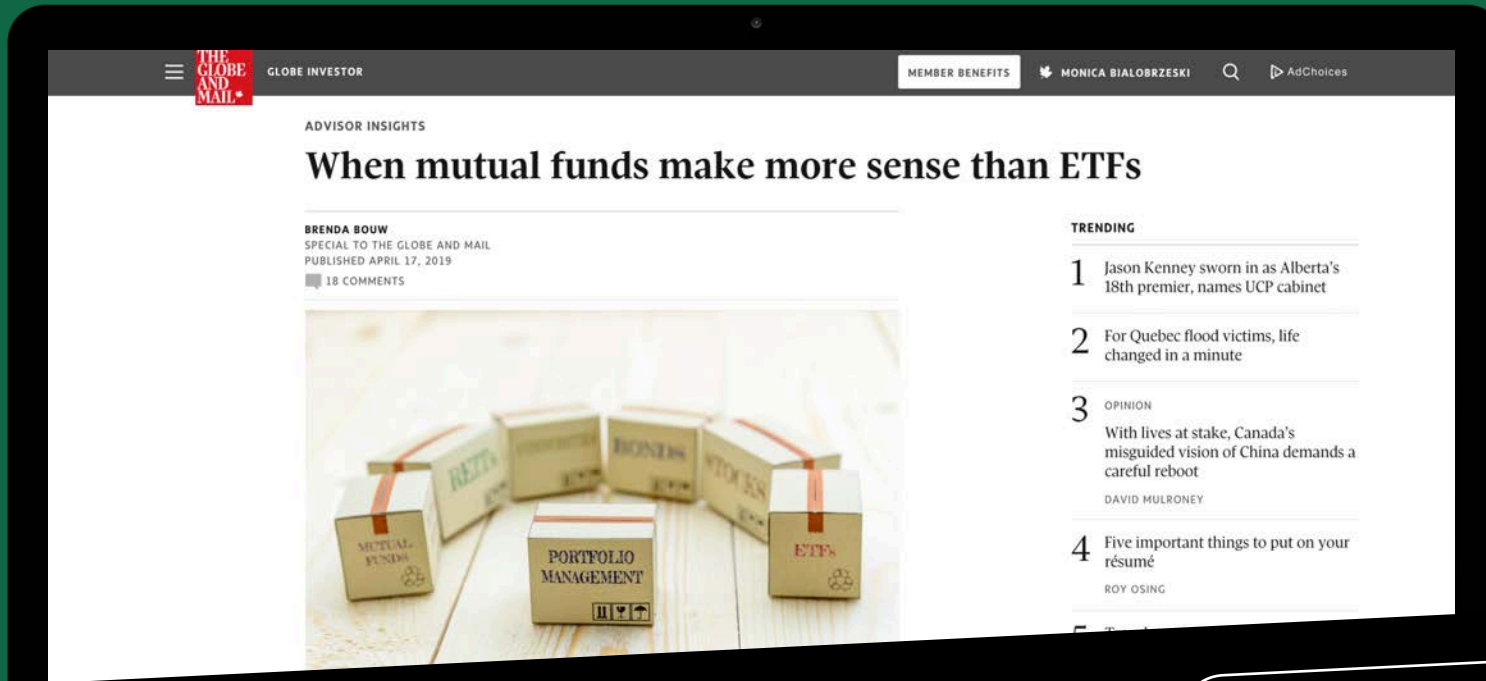


**Several years into
the relationship**

**Brings client to the
table when warranted**

**Strong understanding
of the business**

**Free and frank
discussions**



**Very collaborative
but lines in the
sand**

**Maintained
partnership that
could have eroded**

**Challenge us to keep
doing better**

**Fresh ideas and
new formats**

TRENDS

CONVERSATIONS ABOUT THE FUTURE

TREND #1

Brave and the Basic Attention Token (BAT)



[FASTER](#) [SAFER](#) [DEVS](#) [ABOUT](#) [BLOG](#) [DOWNLOAD](#)

Browse faster and safer with Brave.

The new Brave browser automatically blocks ads and trackers, making it faster and safer than your current browser.

Browser with nearly six million monthly users, Chrome around one billion

You can 'lower shields' for permissions to individual sites

Prioritizes speed and privacy

Supports Chrome extensions because it's based on Chromium

Built-in ad and tracker blocker

Users paid with crypto (BAT) to watch ads

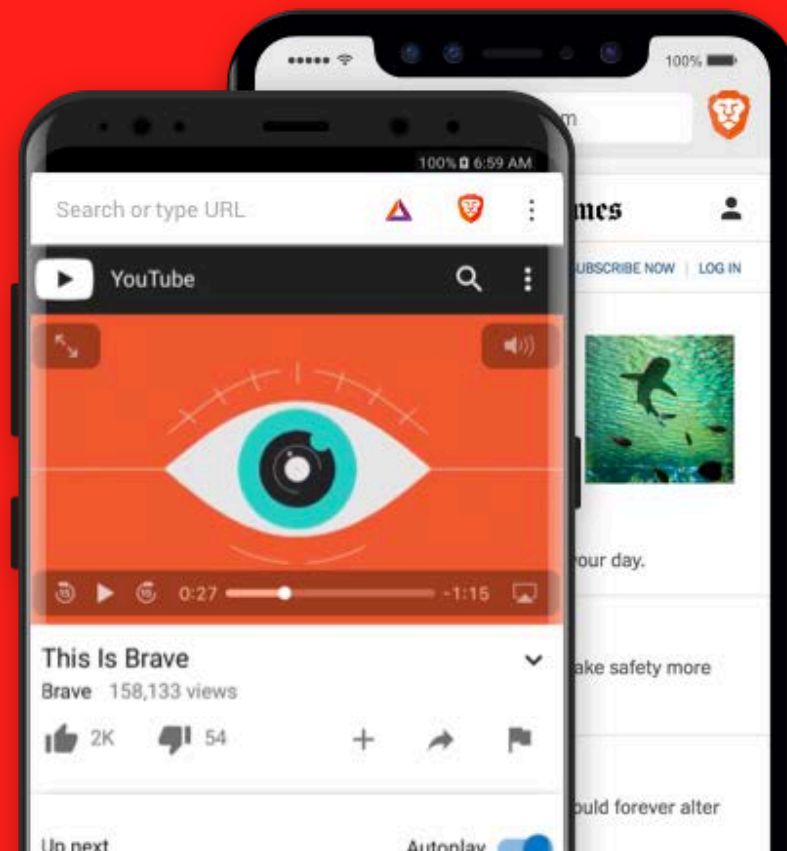
BAT also available on Coinbase for about 20-cents each (market cap near \$240-million)

Now: Pay publishers and creators for premium content

Coming: Rewards from the likes of Amazon, Nike, Uber and Starbucks

Changing relationship between advertisers and consumers

Why you need to pay attention



TREND #2

Long-term influencer relations

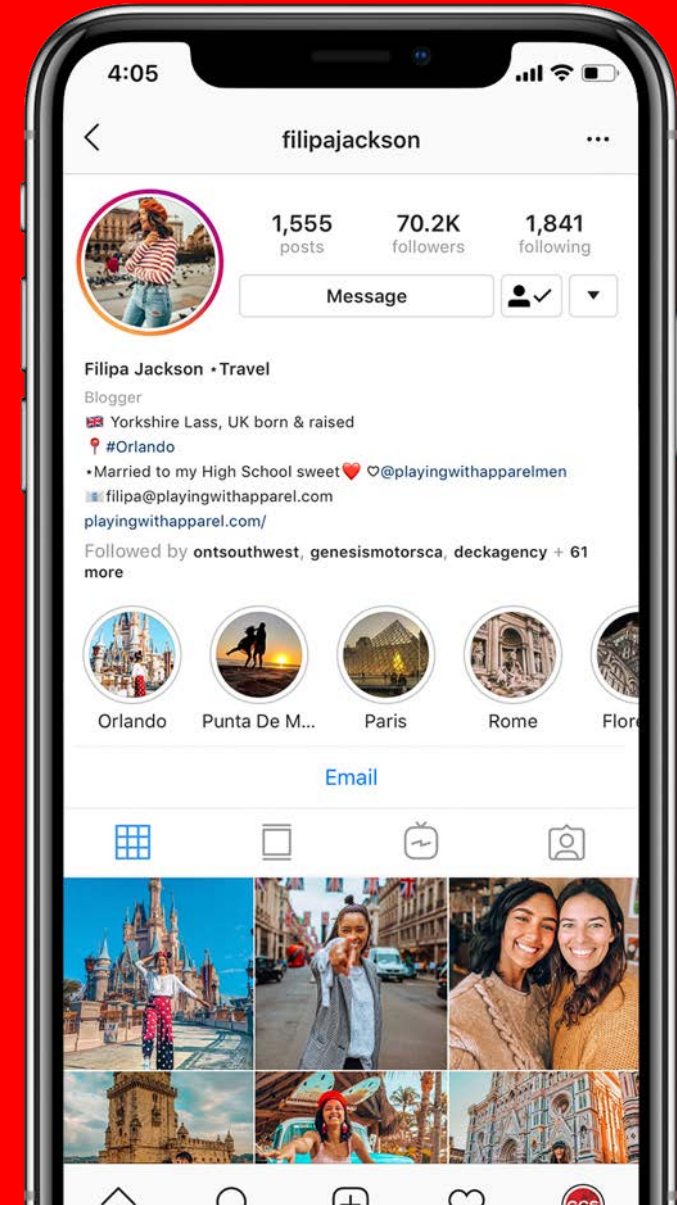
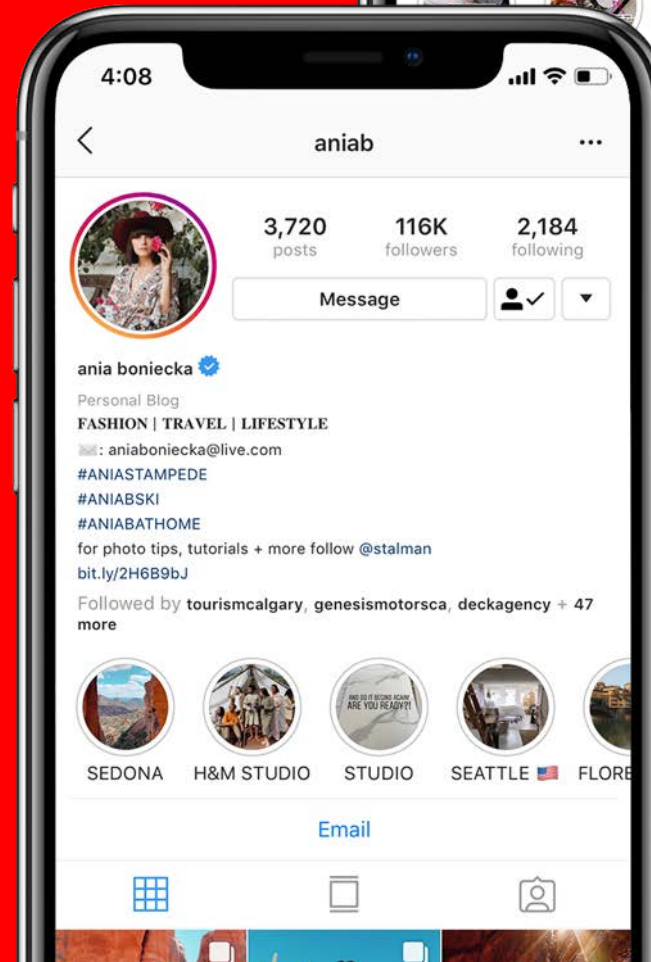
Extensions of a marketing team

Long-term relationships more rewarding (Tinder vs Match)

More trust for consumers than one-offs

Tie back to themes and goals of larger strategies

Reduces workload and uncertainty



Why you need to pay attention

A woman with dark hair, wearing a bright red dress and red sunglasses, is walking from left to right in front of a brick wall. The wall is made of dark red and brown bricks. The woman is looking back over her shoulder towards the camera. The overall scene is brightly lit, suggesting daytime.

**Influencers often deal
in exclusivity**

**Despite what you may
hear, influencer use is
growing**

**Average annual spends
in range of \$25k-\$100k
(Linqia)**

**Brands willing to give
more creative license**

**Continuity and
familiarity are habit
forming**

TREND #3

Voice search



Quick queries over personal (where is the nearest restaurant?)

Devices and smart speakers both have functionality

Early stages of change with high-speed growth

Fewer results

Shift in marketing mindset, like desktop to mobile

**Requires
changes to type-
based SEO**

**Basic business
information must be
up to date**

**Long-tail keywords
work best (phrases not
one or two words)**

**How would your
customers talk?**

**Optimize for
multiple platforms,
not just Google**



**Why you
need to pay
attention**

TREND #4

5G — a richer social web

Major brands like Samsung, Huawei and OnePlus are set to offer 5G devices but still in early stages

Significant increase in downloads, upload speeds and very low latency

Less time wasted on browsing social media = increased consumption of even richer media in more engaging ways

Making online and social video more enjoyable

Make social VR and AR a viable reality, which will appeal to Gen Z who look to drive adoption as technologies mature



Why you need to pay attention

Qualcomm
THE REAL
5G

In the age of 4G we unleashed
the potential of the smartphone.



Qualcomm
THE REAL
5G

In the age of 4G we unleashed
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Requires change in
content consumer
interactions and
experiences

Transmit data fast
enough to make this
entirely viable

Availability of data will
grow for marketers

Catalyst of innovation

Bring new opportunities
for social platforms —
more videos which
means more content

TREND #5

Creativity in accessible design



More than 1.85 mm people in Ontario and 4.4 mm people in Canada have a disability. This number is rising as our population ages (w3)

Design not for stereotypes but for the needs of all potential users (i.e. users with visual, motor, auditory, speech or cognitive disabilities)

Creating a web of equal access and equal opportunity

Addressing needs without undermining the quality of the content or creative



Why you need to pay attention

Accessibility is no longer an option — it's a necessity

Making work accessible brings a better experience to everyone

Upfront accessibility research can save on extra costs later

Accessible websites have better search results, they reach a bigger audience, they're SEO friendly, have faster download times, they encourage good coding practices, and they always have better usability (w3)

Creativity and accessibility go hand-in-hand

Thank you

Sean Stanleigh

Head of Globe Content Studio



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