

The Anatomy of a Native Advertisement

Native ads work best when they match both the style of the publication they appear in and the tastes of the target audience. Case in point: the Onion Lab's successful minute and a half long video ad campaign called "Loyalty Goes Both Ways" for Southwest Airlines.



• Presented as a fake news report on ONN, the video parodies Southwest's loyalty program and captures the brand's well-known sense of humor, but with the Onion's legendary satirical "fake news" bite.

• The reporter introducing the story says:

"For years Southwest Airlines has boasted having the most loyal customers in the industry; now the low-cost airline is calling on its most frequent customers to finally do something in return for the airline, after years of selflessly offering inexpensive flights ..."

And a member of Southwest's ground crew is shown saying,

"You said you wanted free checked bags, and we listened. Now you listen to us."

Parody of marketing message banners from airport

Typical b-roll (or background action) footage for news story about airlines



Authentic-looking show title

Recreation of the news ticker used by news channels

Parody of the CNN logo

Sources:
<http://labs.theonion.com>

http://www.cmo.com/articles/2013/10/21/15Stats_Native_Advertising.html

<http://www.sharethrough.com/portfolio-item/native-advertising-research-study-from-nielsen-and-sharethrough-shows-how-native-video-ads-beat-preroll>

Why native advertising works

101,463

Number of YouTube views of Southwest "Loyalty Goes Both Ways" advertisement, 5 months since posting.

90%

Percentage of U.S. publishers who have offered native ads or who plan to offer native ads on their websites.

38.9%

Percent of all paid social advertising on social media sites that is spent on native ads.

32%

The likelihood that a consumer will share a native ad with others.

19%

The likelihood that a consumer will share a conventional banner ad with others.

2.1%

Percentage of "brand lift" generated by viewers toward a brand after watching pre-roll ad.

82%

Percentage of "brand lift" generated by viewers toward a brand after watching native ad.

85%

Percentage of consumers who have never heard of native ads.

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