



**POLITECNICO
DI MILANO**



Market mix

Communication

1st December 2022

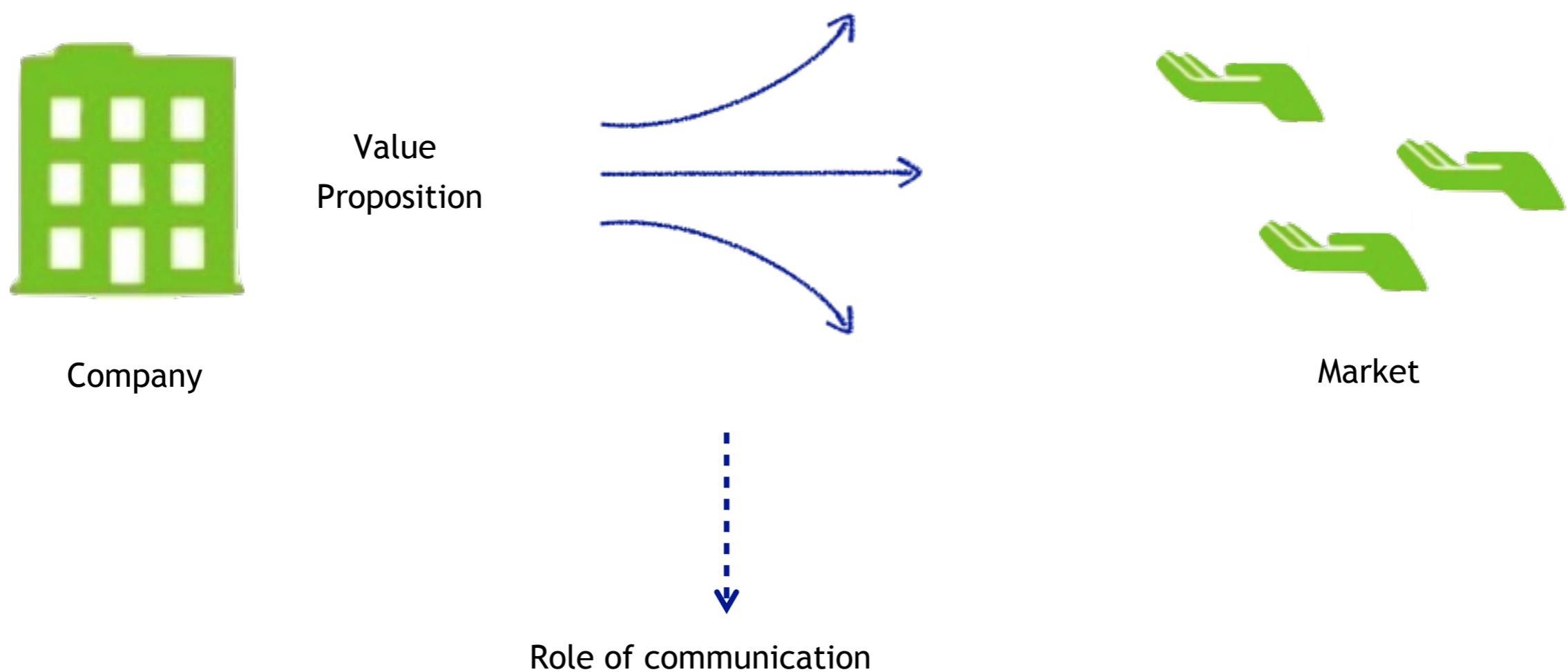
Prof. Alberto Cellini

- 1. Integrated Multichannel Communication**
- 2. Communication process**
- 3. Communication Mix**
- 4. The New Media Mix**



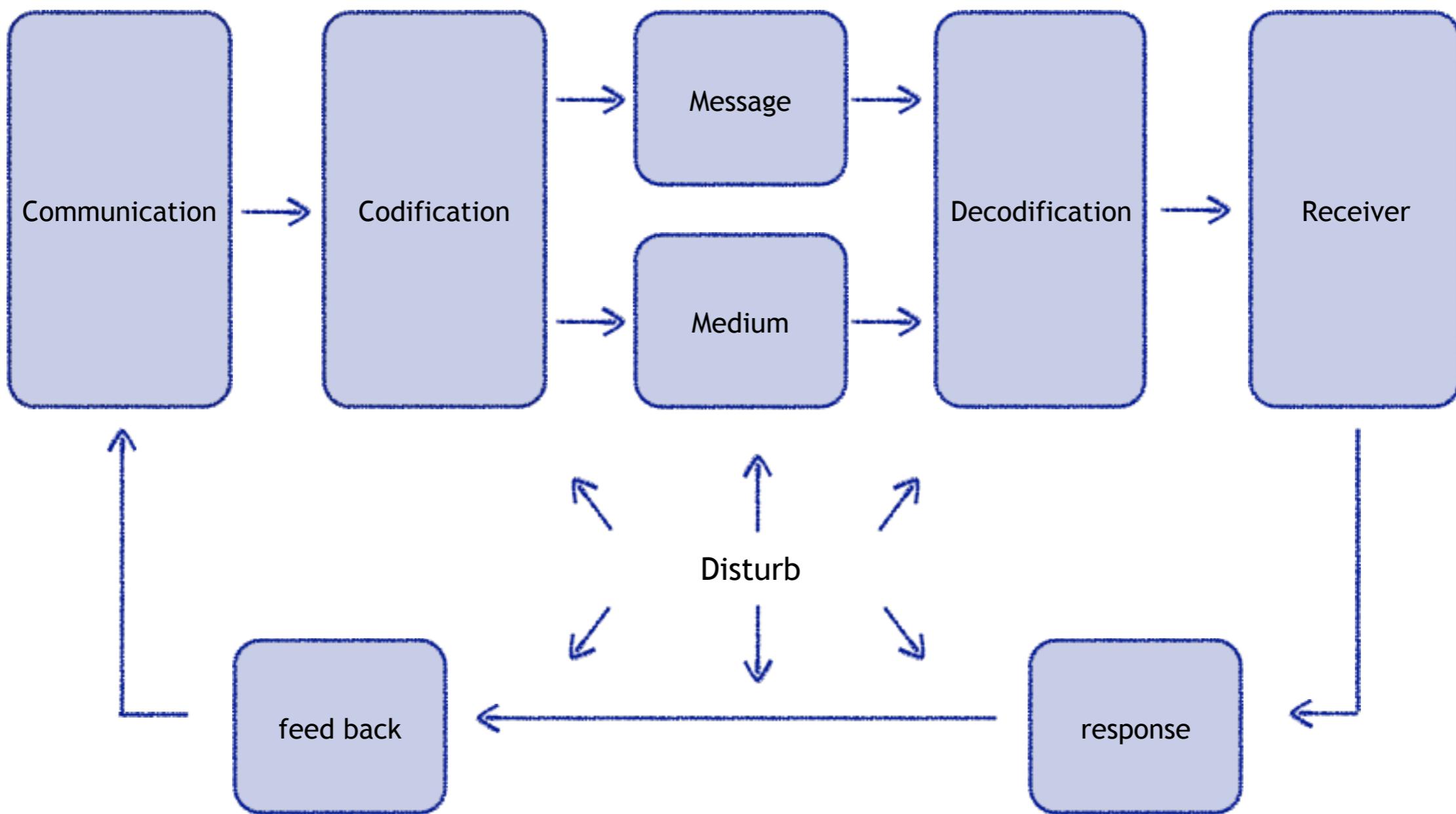
1. Integrated Multichannel Communication

Communication in marketing



*Mean through which the company **informs, persuades, and reminds consumers** - directly or indirectly - of its product and brands*

Phases of the communication process



Different targets and objectives → different communication

Institutional (corporate) communication

Building and managing company **image** towards:

- ◆ Public
- ◆ Market
- ◆ Stakeholders
- ◆ Policy makers
- ◆ Suppliers
- ◆ Governmental agencies
- ◆ ecc.

Different targets and objectives → different communication

1. Institutional (corporate) communication

2. Commercial communication

3. Internal communication

1. Institutional (corporate) communication

Building and managing company image towards:

- Public
- Market
- Stakeholders
- Policy makers
- Suppliers
- Governmental agencies
- etc.

2. Commercial communication

Oriented to markets in order to sell

3. Internal communication

Internally-oriented (directed to employees, labour unions, etc)

Integrated Communication

Integrated communication is a unified approach to communication offering to customers or users a unified experience across all the channels. Means through which the company **informs, persuades, and reminds consumers** - directly or indirectly - of its product and brands in a coordinated way across all the channels and along the phases.

1. Communication and its phases

Integrated communication along different touchpoints

AIDA Model: designing touchpoints and goals along the different phases of the relationship with customers along the communication funnel.

AIDA model was prevailing in the era of broadcast media (television advertising above all), where companies get the attention and then the interest of customers and sustain the creation of desires and turn the desire into action.

Attention: a product can't be sold if the market is not aware of its **existence**, the first step is to **attract** the **attention** of **potential** customers

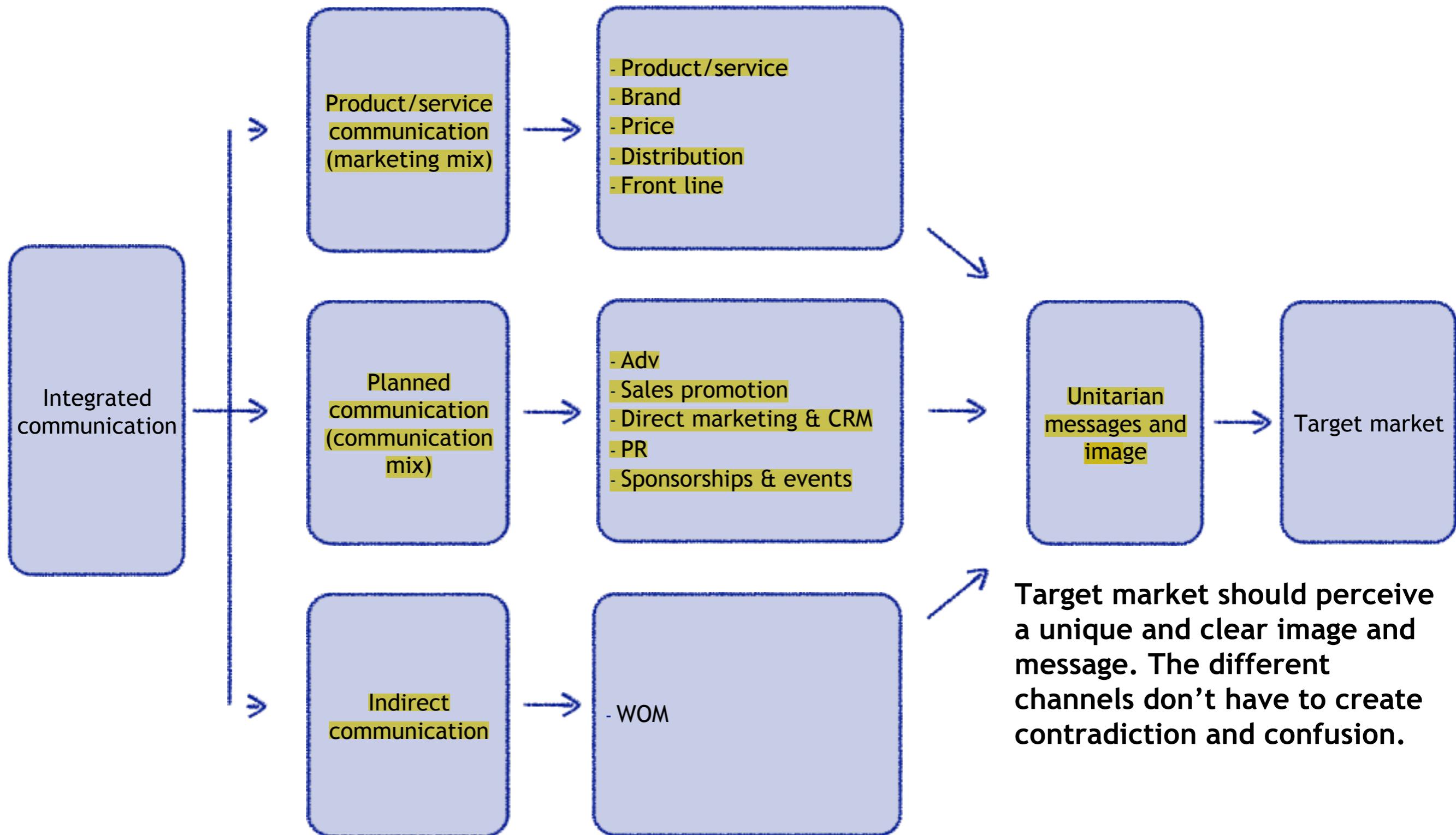
Interest: attention is not sufficient, companies need to **spark customers' interest** in the product by demonstrating its **features, uses, and benefits**

Desire: companies need to further **stimulate customers' desire** by convincing them with products' superiority and ability to satisfy specific needs

Action: after convincing the potential customers to buy the product, promotion then needs to **push them toward actual purchase**

1. Communication and its phases

Integrated communication schema





2. Communication process

- 1. Defining the target**
- 2. Defining objectives of the communication plan**
- 3. Developing the message to convey**
- 4. Selecting the channels**
- 5. Defining the communication budget**
- 6. Defining the communication mix**
- 7. Performance assessment**

Defining the target

- ◆ Prospects
- ◆ Current customers
- ◆ Deciders or influencers
- ◆ ecc.

The target influences...

- ◆ what to communicate
- ◆ how to communicate
- ◆ where to communicate
- ◆ when to communicate

Setting the objectives

The *learn-feel-do* model

Stages of customer response

Hierarchical models of response

Communication levels

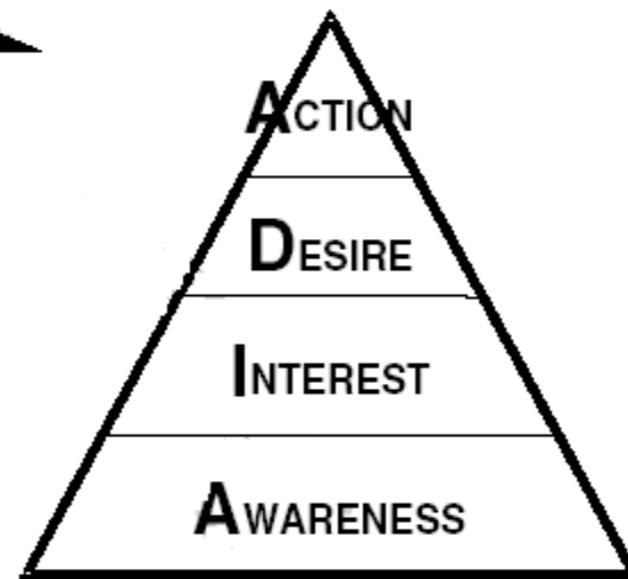
Do: Behavioral stage

Extended
Hierarchy of
Effects
Model

Traditional AIDA
Hierarchy of
Effects
Model

Feel: Emotional stage

Re-purchase
Purchase
Conviction
Preference
Liking
Knowledge
Awareness



Learn: Cognitive stage

Sales promotions

PR and advertising

Sponsorship, advertising

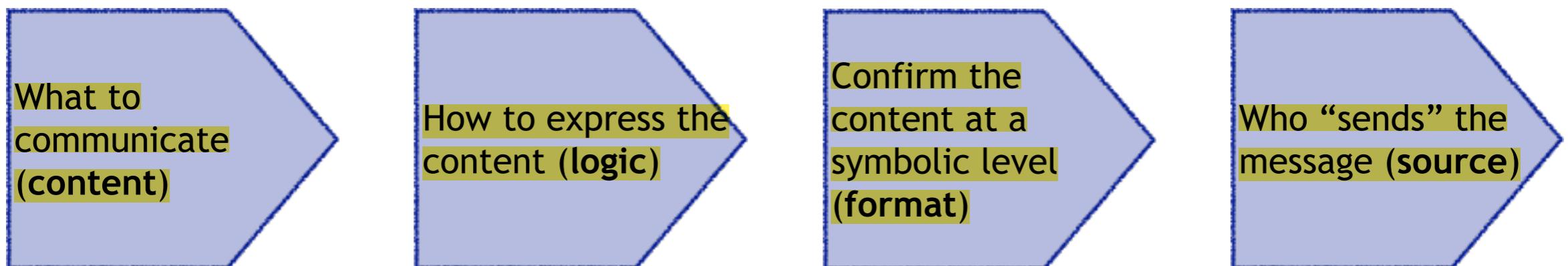
Defining objectives of the communication plan

Potential objectives could be:

- ◆ Sales
- ◆ Equity
- ◆ Influence on purchase process
- ◆ ecc.

Developing the message to convey

- ◆ Definition of the basic promise
- ◆ Definition of the content (creativity)



Selecting the channels

- ◆ Store
- ◆ Phone
- ◆ Web
- ◆ Mobile
- ◆ Catalogue
- ◆ Press
- ◆ ecc.

Defining the communication budget

Influential factors

- Product life cycle stage
- Desired market share
- General market dimension (to spread the message)
- Competition
- Product substitutability
- Investment in adv
- Relation between desired market share and advertising share

Example: According to Nielsen's researches, in 2002 you needed to reach 17% of the advertising share to obtain 10% as market share (thus the balance was $1,7 \div 1$)

Defining the communication mix

Communication levers:

- advertising
- Sales promotion
- PR
- direct marketing
- personal selling
- On-line (Seo/Sem, socials, ..)

Performance assessment

KPI definition on the basis of the initial objectives

- Sales
- Image
- Awareness
- Click per view
- ecc.

Performance assessment

Ex-ante

- ◆ Qualitative research methodologies

- ◆ Aim

- To choose the best solution for the target among different alternatives
 - To assess the potential impact of the communication strategy before being shown-off

Ex-post

- ◆ Qualitative and quantitative research methodologies

- ◆ Aim

- To detect potential qualitative problem regarding the product
 - To measure the initiative's key performance indicators
 - To track the initiative's impact



3. Communication Mix

2. Communication Mix

Communication levers

A. Advertising:

- ◆ spot
- ◆ press
- ◆ billboards
- ◆ Internet

Presentation of the commercial offering

B. Sales promotion:

- ◆ Contests
- ◆ Special offers
- ◆ Free samples
- ◆ Coupons
- ◆ Show-offs

Incentives for customers and intermediaries

2. Communication Mix Communication levers

C. Sponsorships and PR

- ◆ press releases, exhibitions
- ◆ conferences, seminars, congresses
- ◆ public relations

Inexpensive (?) press insertions

D. Direct marketing:

- ◆ telemarketing
- ◆ call center
- ◆ internet

Direct communication

E. Personal selling:

- ◆ sales force

Visits

Factors influencing the communication mix

- ◆ Type of customer
- ◆ Product lifecycle
- ◆ Customer awareness and ability to perceive
- ◆ Market positioning
- ◆ Competitors
- ◆ etc.

E.g.:

- ◆ Market leaders are more effective in adv
- ◆ New entrants → sales promotion

Factors influencing the communication mix

B2C customers

Producers are generally focused on:

- ◆ Sales promotions
- ◆ Advertising
- ◆ Public Relations
- ◆ Direct Marketing

Factors influencing the communication mix

B2B customers

Producers are generally focused on:

- ◆ Personal selling
- ◆ Sales promotions
- ◆ Public relations
- ◆ Direct marketing

Advertising weights less in B2B markets

This is due to the fact that in B2B markets a more direct and tailored relationship with the customer is required

Characteristics of the levers of the communication mix

Adv

- High number of contacts, partly far from the target
- Long-term effect
- High investment, but low cpc
- High control on communication

Personal Selling

- Low number of contacts
- Long term effects (but also long term...)
- High cpc
- Risk of disturbing the brand image

Sales promotion

- High number of contacts
- Short term effects (but also long term...)
- High cpc
- Risk of disturbing the brand image

Direct marketing

- High selectivity, efficiency
- Short term effect
- High cpc (but internet decreases costs)
- Risk of disturbing customers

PR

- Low number of contacts
- Long-term oriented
- Low investment, but low control

Sponsorships

- Potentially high number of contacts
- Risk for the brand image (low control)
- High investment to avoid that the brand is “hidden by the event”



4. The new Media Mix

Media Mix Evolution

Before: interruption media

Owned media

Paid media

+ display advertising

Now: interaction media

Owned media

Paid media

+

Earned media

+

Sold media

+

Hijacked media

+

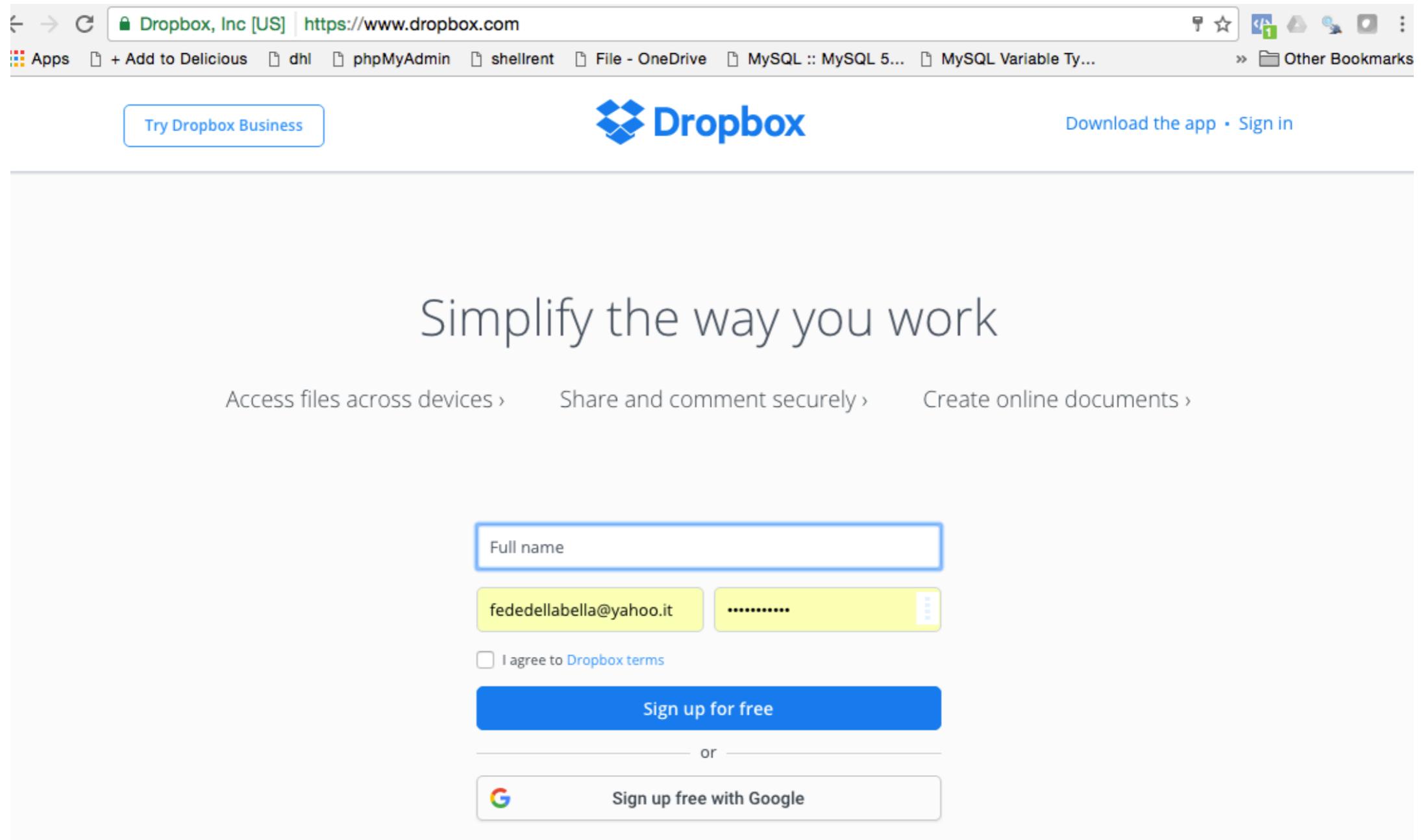
Native adv, content,
interaction,
and co-creation

Media Mix Types

Media type	Definition	Examples
Paid	The company pays a third party to get some space	Tvcommercials, magazine and newspaper ads, billboards, product placement, web banners, search engine mktgs
Owned	Company creates and uses its own media to advertise	Catalogs, web sites, social media fanpage, email databases, company owned stores
Earned	Consumers create or share content related with the company	Organic search placement, sharing and forwarding commercials to friends, ratings, reviews, comments, communities
Sold	The company sell space or invites third party to share content on its own media	E-commerce retailer sells space on its own site, a consumer marketer creating a community and selling adv space
Hijacked	The company campaign is taken hostage by those who oppose it	Consumers opposing to a company creating social media / mailing list campaigns, consumers creating negative versions of ads, etc.

1. Viral Marketing

Get Your Users Market for You



The screenshot shows the Dropbox sign-up page. At the top, the URL is https://www.dropbox.com. Below the URL, there are links for "Apps", "+ Add to Delicious", "dhl", "phpMyAdmin", "shellrent", "File - OneDrive", "MySQL :: MySQL 5...", "MySQL Variable Ty...", and "Other Bookmarks". On the left, there's a button for "Try Dropbox Business". In the center, the Dropbox logo is displayed with the text "Dropbox". To the right, there are links for "Download the app" and "Sign in". The main headline reads "Simplify the way you work". Below it, three bullet points are listed: "Access files across devices", "Share and comment securely", and "Create online documents". The sign-up form starts with a "Full name" input field containing "fededellabella@yahoo.it". Next to it is a password field with "....." and a "Show" button. Below the input fields is a checkbox for "I agree to Dropbox terms". A large blue "Sign up for free" button is centered. Below the button, a horizontal line with the word "or" is followed by a "Sign up free with Google" button featuring the Google "G" logo.

2. Digital Public Relations (Digital PR)

Get your brand out through traditional media, foster your relationships



SOCIAL MEDIA MARKETING MOBILE BUSINESS DIGITAL DESIGN MEDIA NINJA LIFE LAVORO NINJA ACADEMY

ninja CORSI IN HOUSE dai fuoco ai cervelli del tuo team! WORKSHOP DI AGGIORNAMENTO NELLA TUA AZIENDA! VOGLIO SAPERNE DI PIU' !

ADVERTISING

08 luglio 2015 | Valentina Missaglia aka Emiko
Guarda il suo profilo!

Wardroba, il laboratorio online dello stile made in Italy [INTERVISTA]

"Pensiamo che la chiave di successo sia collaborare con i talenti di oggi che saranno i grandi brand di domani" - Federico Della Bella, fondatore di Wardroba



CORSO ONLINE IN:
SEO & SEM STRATEGY
Come progettare campagne di Inbound Marketing

DOCENTI
Gianpaolo Lorusso
Fabio di Gaetano
Luca De Berardinis

BEST SELLER NUOVA EDIZIONE!
SETTEMBRE 2015
#SEOninjas

SCOPRI IL PROGRAMMA >

Il tuo brand qui? »

ALTRE STORIE



Master in Web Marketing e Social Media Communication + Digital Factory: aperte le iscrizioni alla 3° edizione

3. Unconventional PR

Make something extraordinary. People will talk about it



<https://www.youtube.com/watch?v=e01a4-ClcTs>

4. SEARCH & SEO

Search engine

Being found on search engines (Google) is fundamental to be reached by your customers. Optimization of content and structure of websites (set of rules and guidelines).

SEO / SEM optimization

Monitoring performances

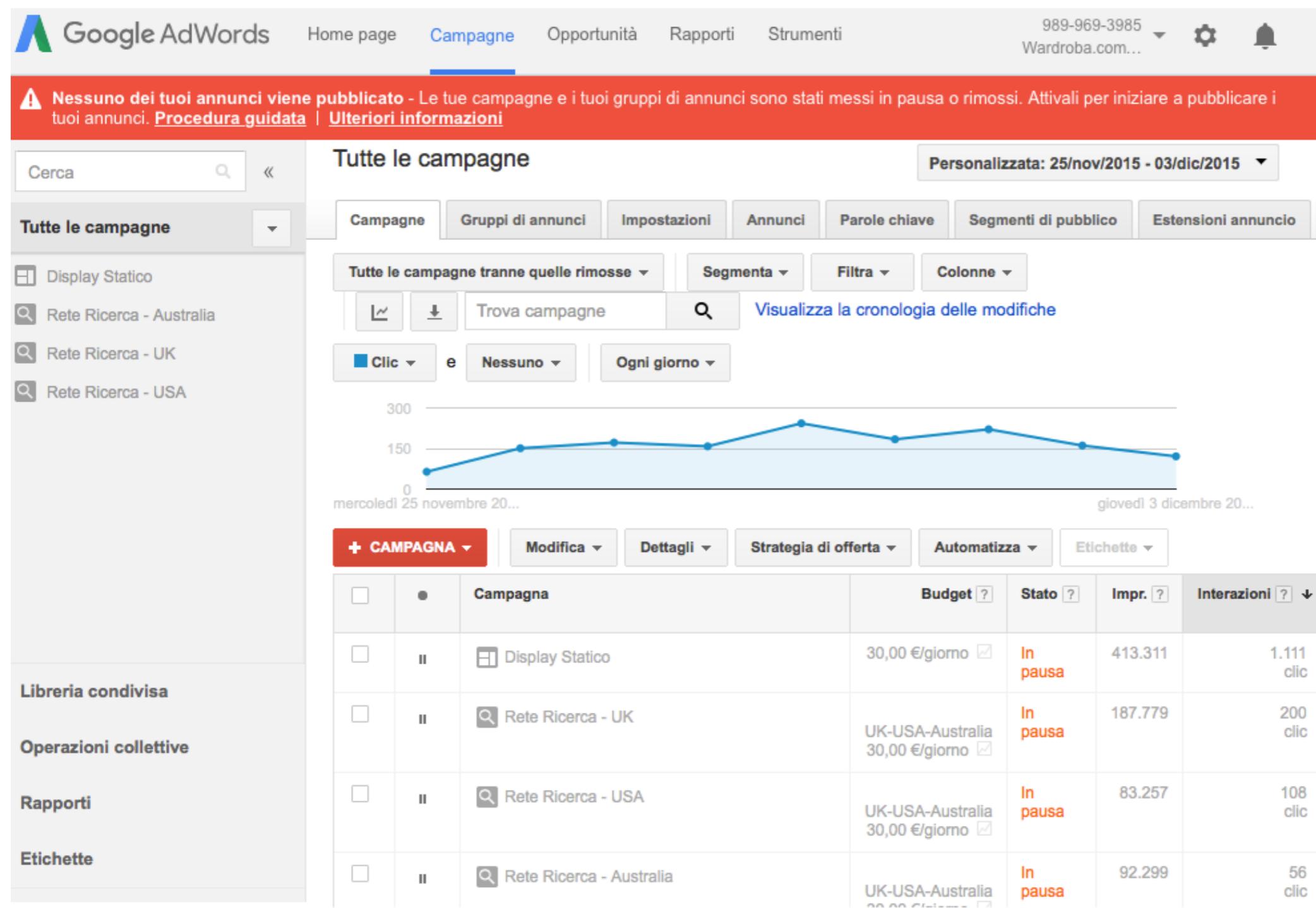
5. SEARCH Ads

Google Adwords

Advertising on Google means:

- Defining a target (geographical, behavioral)
- Defining category in which being inserted
- Defining a set of keywords
- Deciding the budget and thus the **REACH**
- Monitoring results, and thus: **nr of Impressions, CTR, CPM**

5. Search Ads: Google Adwords



The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home page, Campagne (Campaigns), Opportunità (Opportunities), Rapporti (Reports), and Strumenti (Tools). A phone number (989-969-3985) and a user account (Wardroba.com...) are also visible.

A red banner at the top states: "A Nessuno dei tuoi annunci viene pubblicato - Le tue campagne e i tuoi gruppi di annunci sono stati messi in pausa o rimossi. Attivali per iniziare a pubblicare i tuoi annunci. [Procedura guidata](#) | [Ulteriori informazioni](#)".

The main area is titled "Tutte le campagne" (All campaigns) and includes a date range selector "Personalizzata: 25/nov/2015 - 03/dic/2015". Below this are several tabs: Campagne, Gruppi di annunci, Impostazioni, Annunci, Parole chiave, Segmenti di pubblico, and Estensioni annuncio.

On the left, a sidebar lists categories like "Tutte le campagne", "Display Statico", "Rete Ricerca - Australia", "Rete Ricerca - UK", and "Rete Ricerca - USA".

The central part features a chart showing a line graph of campaign activity over time, with a peak around November 28th. Below the chart are buttons for "+ CAMPAGNA", "Modifica", "Dettagli", "Strategia di offerta", "Automatizza", and "Etichette".

The bottom section displays a table of campaigns:

		Campagna	Budget	Stato	Impr.	Interazioni
Libreria condivisa		Display Statico	30,00 €/giorno	In pausa	413.311	1.111 clic
Operazioni collettive		Rete Ricerca - UK	UK-USA-Australia 30,00 €/giorno	In pausa	187.779	200 clic
Rapporti		Rete Ricerca - USA	UK-USA-Australia 30,00 €/giorno	In pausa	83.257	108 clic
Etichette		Rete Ricerca - Australia	UK-USA-Australia 30,00 €/giorno	In pausa	92.299	56 clic

6. Display ads formats 1

Banner

The first adv tool used online, in 1994 by Hotwired.

Static banner: brand awareness

Animated banner: with dynamic content

Interactive banner: call to action

Strip

Strip (h:30 pix) below upper navigation bar

Masthead

Horizontal banner (h: 250 pix) below upper navigation bar

Display adv format source: <http://www.iab.com>

Microsite

A mini website developed on specific occasion by a company.
E.g.: for the launch of a new product, or a product line

6. Display ads formats 2

Overlay (or floating ad)

Animation 15 sec. long appearing over the page.

The user can close it earlier ending the video.

High attention and high CTR.

Pop-up

A variable size window appearing while the user performs specific actions, like entering a site, opening a new page, etc.

Very effective in getting attention, it is considered intrusive

Interstitial

A dynamic page with music and animation, opening while navigating through pages of a website.

Brand awareness

Considered as intrusive

6. Display ads Examples: Banner, Masthead



The New York Times homepage featuring two banner ads:

- Left Banner:** "THE SHAPE OF HARMONY" (circled in red)
- Right Banner:** Vacheron Constantin logo (circled in red)

Below the banners, the masthead "The New York Times" is displayed.

Banner



A large video advertisement overlaying the page content:

- Text:** "What happens when aesthetics meets technique? HARMONY. This is your brain on art."
- Call-to-action:** "TAKE A LOOK"
- Branding:** Vacheron Constantin logo at the bottom right

Masthead



News articles and masthead sections:

- Left Column:** "Defending Call to Bar Muslims, Trump Invokes World War II" by MAGGIE HABERMAN (2:53 PM ET)
- Middle Column:** "Racing criticism over his" (partially visible)
- Right Column:** "The Opinion Pages" section with an article about the 2016 election.

6. Display ads examples: Skin, Strip

Skin



Strip

6. Display ads examples: microsite

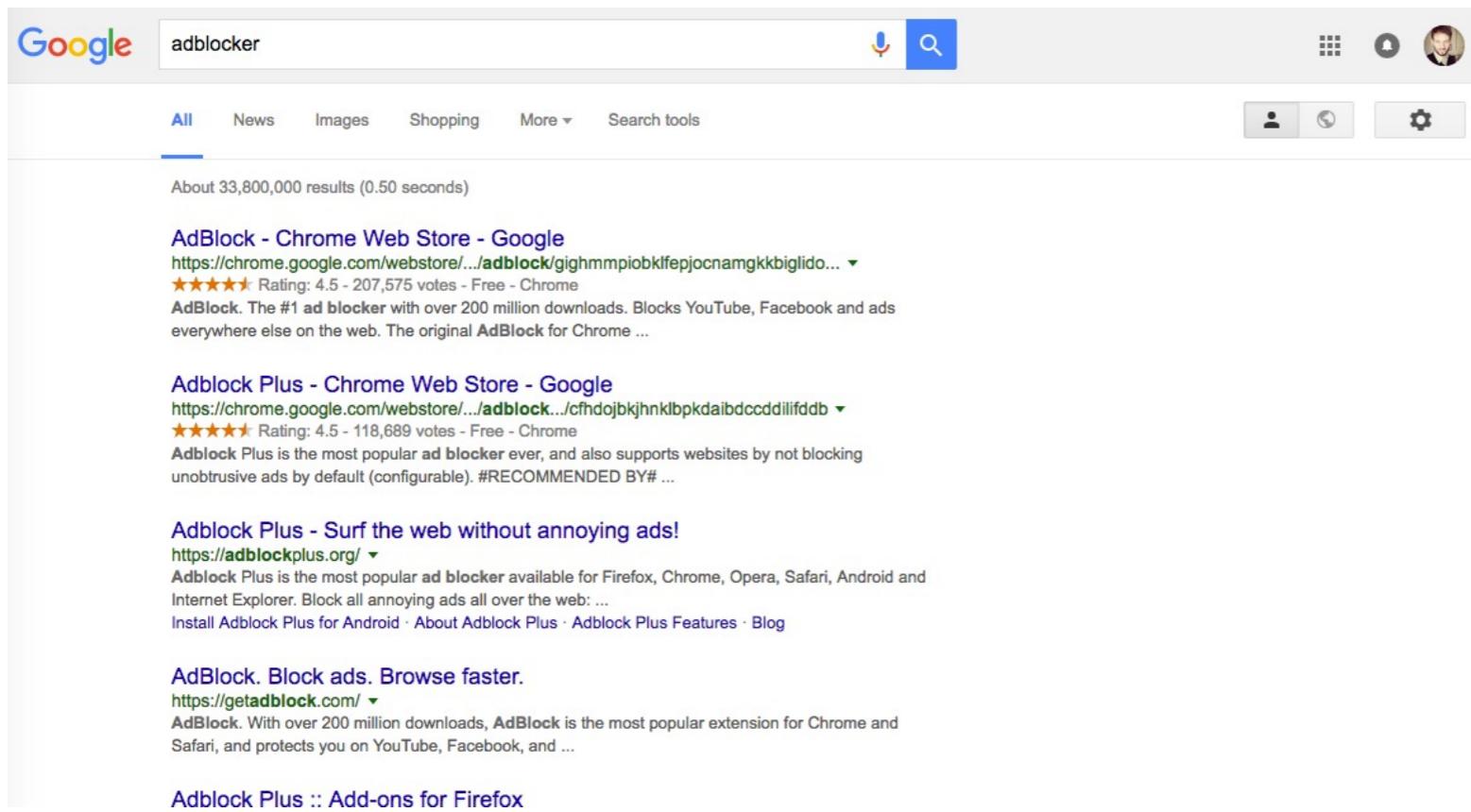
A mini website developed on specific occasion by a company.
E.g.: for the launch of a new product, or a product line



The screenshot shows the homepage of BEINGGIRL.COM. At the top, there's a banner with logos for brands like always, TAMPAX, Pantene, Olay Fresh Effects, Gillette Venus, and COVERGIRL. Below the banner is a navigation bar with links: MY PERIOD, MY BODY & WELLNESS, MY RELATIONSHIPS, MY LIFE, MY BEAUTY & STYLE, ASK THE EXPERTS, ENTERTAINMENT, PRODUCTS, and FREE STUFF. A search bar is also present. A message in French encourages users to visit the site in French: "Cliquez ici pour visiter notre site en français". The main content area features a large call-to-action button: "Connect with us on BeingGirl's YouTube channel!". It includes a note that the website will no longer be available at the end of the month but offers a YouTube channel instead. A "Watch our videos" button is provided. To the right, there's a thumbnail of a YouTube channel page. Below this, there are four main sections: "my period" (featuring a woman thinking), "MY beauty & style" (featuring a woman smiling), "COVERGIRL" (featuring a tube of nail polish), and "period diaries Q & A" (featuring a woman smiling). Each section has a "LEARN MORE" or "WATCH VIDEOS" button.

6. Display Ads: NEW ADVERTISERS’ PROBLEMS

- AD BLOCKERS (search Adblocker: 33 + M results)
- BANNER BLINDNESS



A screenshot of a Google search results page. The search query "adblocker" is entered in the search bar. The results show several links related to ad blockers:

- AdBlock - Chrome Web Store - Google**
[https://chrome.google.com/webstore/.../adblock/gighmmpioblkfepjocnamgkkbigld... ▾](https://chrome.google.com/webstore/.../adblock/gighmmpioblkfepjocnamgkkbigld...)
★★★★★ Rating: 4.5 - 207,575 votes - Free - Chrome
AdBlock. The #1 ad blocker with over 200 million downloads. Blocks YouTube, Facebook and ads everywhere else on the web. The original AdBlock for Chrome ...
- Adblock Plus - Chrome Web Store - Google**
[https://chrome.google.com/webstore/.../adblock.../cfhdojbkjhnkbpkdaibdccddilfddb... ▾](https://chrome.google.com/webstore/.../adblock.../cfhdojbkjhnkbpkdaibdccddilfddb...)
★★★★★ Rating: 4.5 - 118,689 votes - Free - Chrome
Adblock Plus is the most popular ad blocker ever, and also supports websites by not blocking unobtrusive ads by default (configurable). #RECOMMENDED BY# ...
- Adblock Plus - Surf the web without annoying ads!**
[https://adblockplus.org/ ▾](https://adblockplus.org/)
Adblock Plus is the most popular ad blocker available for Firefox, Chrome, Opera, Safari, Android and Internet Explorer. Block all annoying ads all over the web: ...
Install Adblock Plus for Android · About Adblock Plus · Adblock Plus Features · Blog
- AdBlock. Block ads. Browse faster.**
[https://getadblock.com/ ▾](https://getadblock.com/)
AdBlock. With over 200 million downloads, AdBlock is the most popular extension for Chrome and Safari, and protects you on YouTube, Facebook, and ...
- Adblock Plus :: Add-ons for Firefox**
[Adblock Plus :: Add-ons for Firefox](#)

7. Mobile Push Notifications Marketing

With the majority of internet access occurring from mobile, push notifications acquired importance and centrality.

2 reasons why send notifications, each with different types

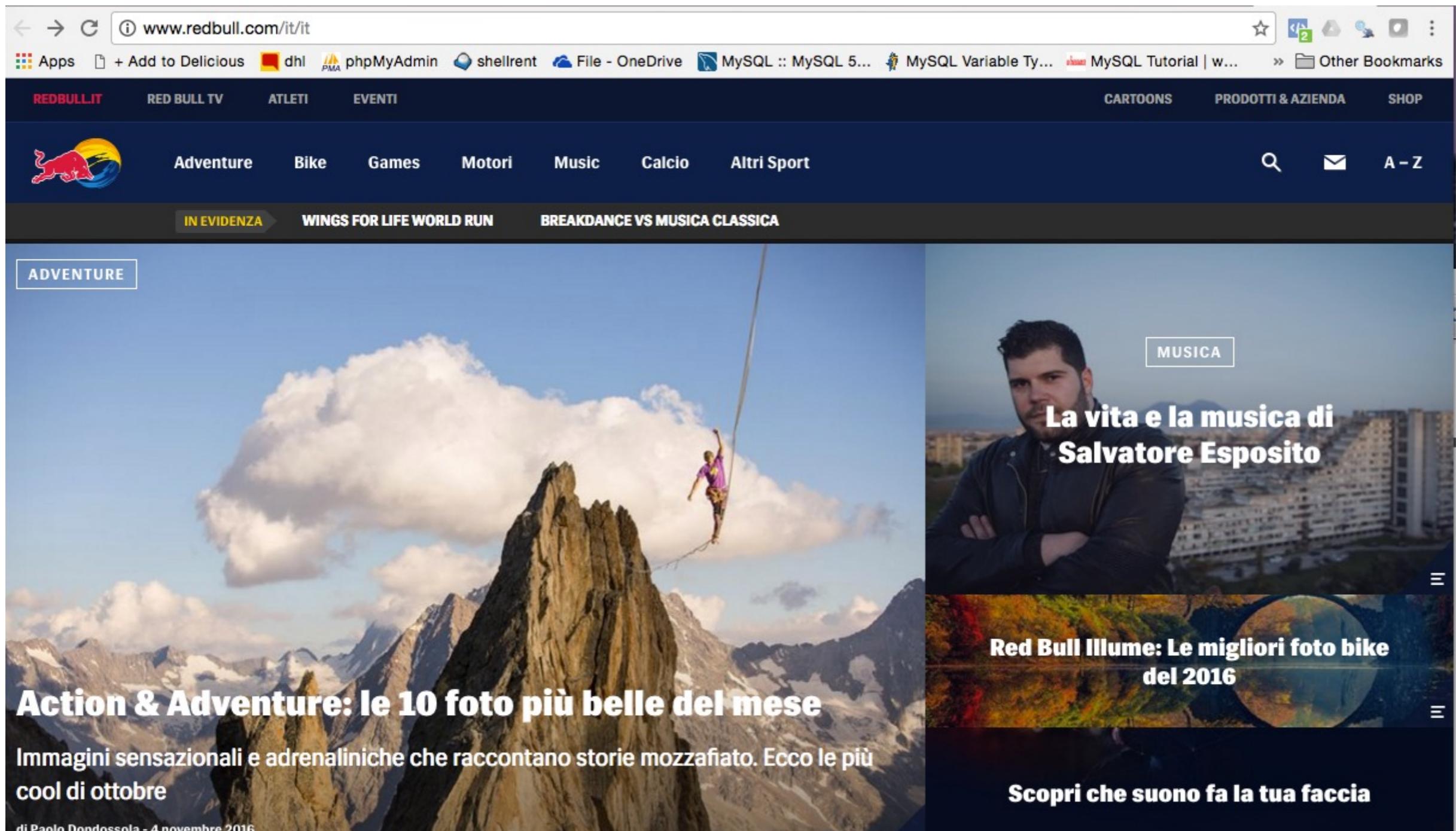
SEND SERVICE NOTIFICATIONS

- Warnings about the status of a process
- Customer care
- Reminders or alerts

MARKETING COMMUNICATIONS

- Call to action

8. Content Marketing (Every company is a media company)



The screenshot shows the Red Bull website homepage. At the top, there's a navigation bar with links like 'REDBULL.IT', 'RED BULL TV', 'ATLETI', 'EVENTI', 'CARTOONS', 'PRODOTTI & AZIENDA', and 'SHOP'. Below the navigation is a main menu with categories: 'Adventure', 'Bike', 'Games', 'Motori', 'Music', 'Calcio', and 'Altri Sport'. A search icon and an 'A - Z' link are also present. A banner at the top features a person slacklining between two mountains. Below the banner, a large headline reads 'Action & Adventure: le 10 foto più belle del mese' with a subtext 'Immagini sensazionali e adrenaliniche che raccontano storie mozzafiato. Ecco le più cool di ottobre' and a small note 'di Paolo Dondossola - 4 novembre 2016'. To the right, there's a section titled 'MUSICA' featuring Salvatore Esposito with the text 'La vita e la musica di Salvatore Esposito'. Another section below it is titled 'Red Bull Illume: Le migliori foto bike del 2016'. At the bottom right, there's a call-to-action 'Scopri che suono fa la tua faccia'.

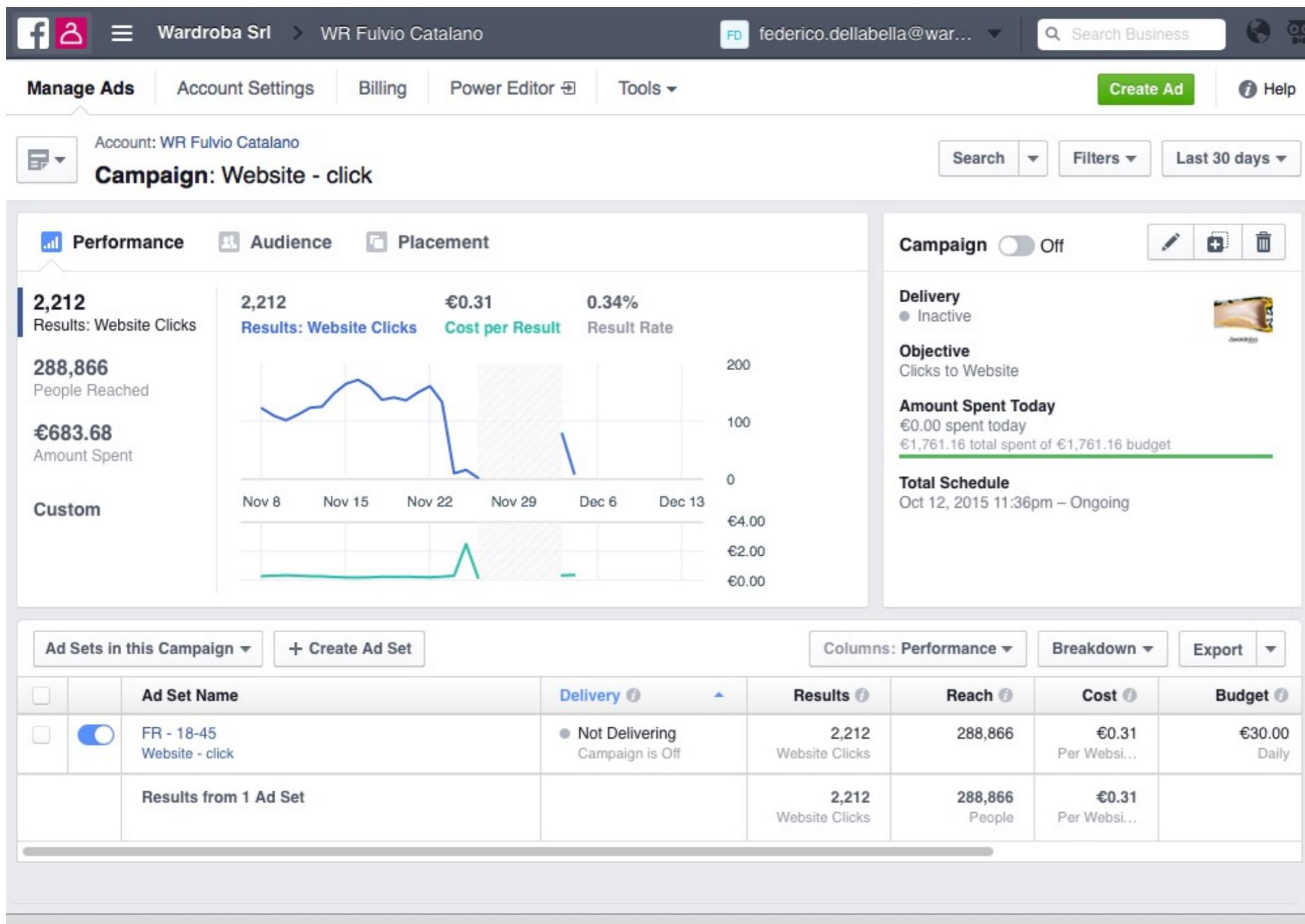
9. Social Media

Social Media Fanpages and Campaigns

Corporate pages on main social media to create and engage communities. Companies can:

- Nr of fan / like / follower
- Level of engagement (sharing, comments)
- Audience (**REACH**) of single posts or campaigns
- **CTR** and **CPM** of adv campaigns
- Behavioral Analysis / Sentiment Analysis
- Segmenting audience
- ...

9. Social Media: Facebook



The screenshot shows the Facebook Ads Manager interface for a campaign named "Website - click".

Performance Metrics:

- Results: Website Clicks: 2,212
- People Reached: 288,866
- Amount Spent: €683.68
- Custom

Graph: A line graph showing website clicks over time from Nov 8 to Dec 13. The y-axis represents the number of clicks (0 to 200), and the x-axis represents dates. The graph shows a significant dip starting around Nov 22.

Campaign Settings:

- Campaign:** Off (switch is off)
- Delivery:** Inactive
- Objective:** Clicks to Website
- Amount Spent Today:** €0.00 spent today
- Total Schedule:** Oct 12, 2015 11:36pm – Ongoing

Ad Sets:

- Ad Sets in this Campaign:** FR - 18-45 Website - click
- Results from 1 Ad Set:** 2,212 Website Clicks, 288,866 People, Cost per Result: €0.31

10. Email Marketing - DEM Mailing Campaigns

Mailing Campaigns

Company creates large databases of users, clients, leads and send them periodical newsletters, monitoring

- Audience (nr of people in the list)
- Bounce rate (hard and soft)
- Unsubscribe rate
- Open rate
- Click rate
- ...

10. Email Marketing - DEM TOOL Mailchimp


Help
Search

209 Recipients

List: BRANDS Delivered: Tue, 07 Jul 2015 09:48 am
 Subject: Wardroba: Parlano di noi - Rassegna stampa [View email](#) · [Download](#) · [Print](#) · [Share](#)

Open rate	52.5%	Click rate	10.5%
List average	35.5%	List average	3.6%
Industry average (eCommerce)	12.4%	Industry average (eCommerce)	1.8%

105 Opened	21 Clicked	9 Bounced	0 Unsubscribed
---------------	---------------	--------------	-------------------

Successful deliveries	200	95.7%	Clicks per unique opens	20.0%
Total opens	226		Total clicks	43
Last opened	9/10/15 7:53PM		Last clicked	1/8/15 11:44AM
Forwarded	0		Abuse reports	0

[Explain these metrics](#)

11. Affiliate Marketing

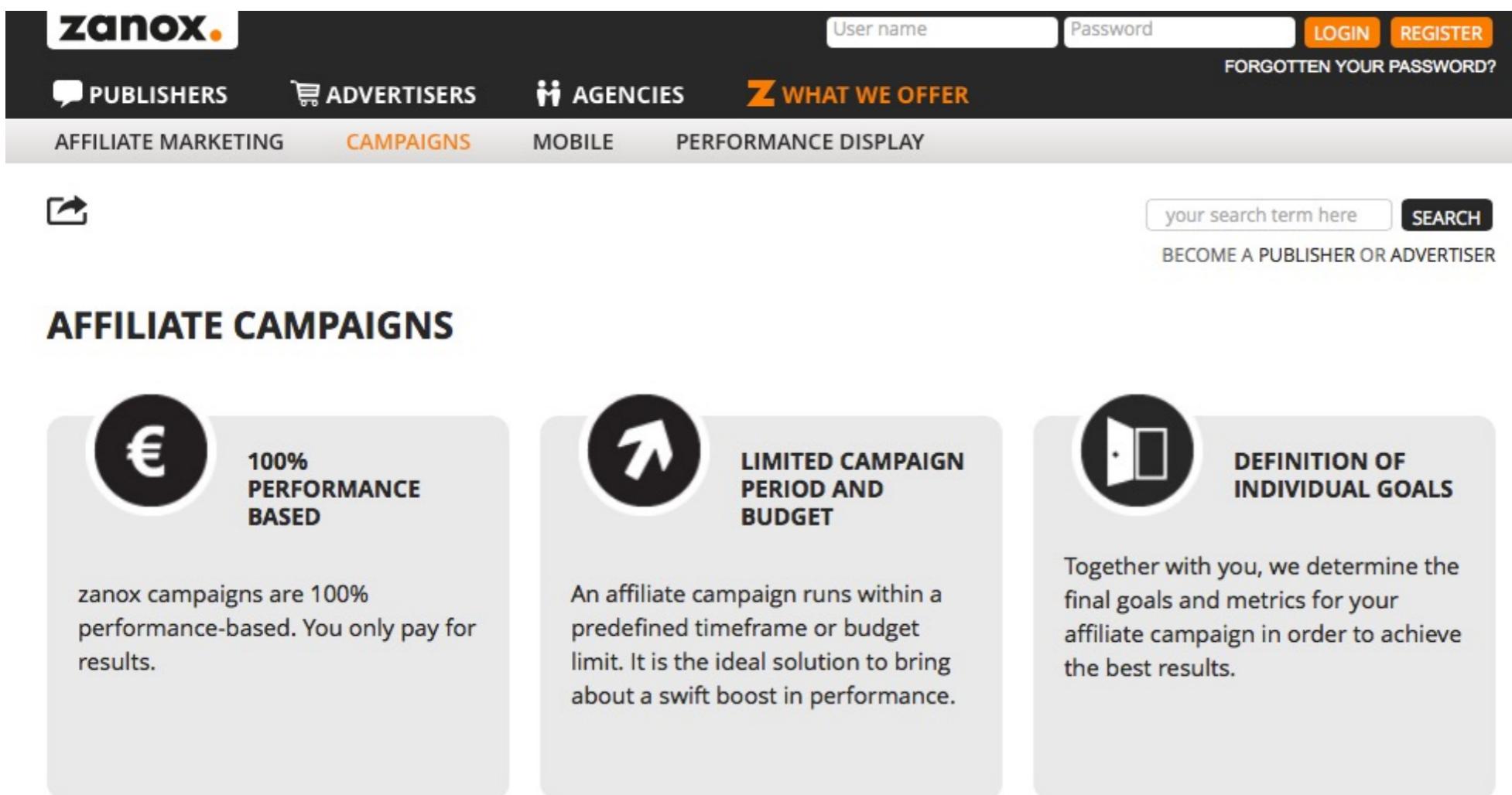
Affiliate Campaigns / Seeding Campaigns

A company that want to add / sell content to its own marketplace can create affiliation programs on both directions:

- to increase the offer of a marketplace
- to seed with content other platforms and receive traffic

In both cases, there is a revenue share mechanism

11. Affiliate Marketing - Tool



zanox.

User name Password **LOGIN** **REGISTER**
[FORGOTTEN YOUR PASSWORD?](#)

PUBLISHERS **ADVERTISERS** **AGENCIES** **WHAT WE OFFER**

AFFILIATE MARKETING **CAMPAIGNS** MOBILE PERFORMANCE DISPLAY

your search term here **SEARCH**

BECOME A PUBLISHER OR ADVERTISER

AFFILIATE CAMPAIGNS

- 100% PERFORMANCE BASED**
zanox campaigns are 100% performance-based. You only pay for results.
- LIMITED CAMPAIGN PERIOD AND BUDGET**
An affiliate campaign runs within a predefined timeframe or budget limit. It is the ideal solution to bring about a swift boost in performance.
- DEFINITION OF INDIVIDUAL GOALS**
Together with you, we determine the final goals and metrics for your affiliate campaign in order to achieve the best results.

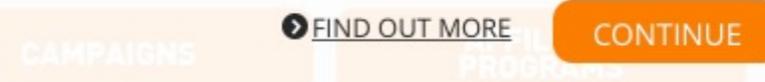
When to make use of campaigns

Our website makes use of cookies to ensure we give you the best experience on our website. Read more about our privacy policy or learn how to manage ... 

your cookie settings. By continuing browsing on our website you give your consent to our use of cookies.

Here is where lead campaigns make a difference:

 Competition

 **CAMPAIGNS**  **FIND OUT MORE**  **CONTINUE**

12. Community Building



WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
Wikidata item

Print/export

Main Page Talk

Read View source View history

Search Wikipedia



Not logged in Talk Contributions Create account Log in

Welcome to Wikipedia,

the free encyclopedia that anyone can edit.
5,292,110 articles in English

- Arts
- History
- Society
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

From today's featured article



Alben W. Barkley (November 24, 1877 – April 30, 1956) was the 35th Vice President of the United States, from 1949 to 1953. He was elected U.S. Representative from Kentucky's First District in 1912 as a liberal Democrat, supporting President Woodrow Wilson's New Freedom domestic agenda and foreign policy. In 1926 he entered the U.S. Senate, where he supported the New Deal, and was elected to succeed Senate Majority Leader Joseph T. Robinson upon Robinson's death in 1937. He resigned as majority leader after President Franklin D. Roosevelt ignored his advice and vetoed the Revenue Act of 1943, but the veto was overridden and he was unanimously re-elected to the position. Barkley had a better working relationship with Harry S. Truman, who ascended to the presidency after Roosevelt's death in 1945. At the 1948 Democratic National Convention, Barkley gave a keynote address that energized the delegates. Truman selected him as a running mate for the upcoming election and the Democratic ticket scored an upset victory.

In the news

- Jimmie Johnson (*pictured*) wins the **NASCAR Sprint Cup Series** championship, equaling the record of seven titles held by Richard Petty and Dale Earnhardt.
- A train derailment near **Kanpur**, India, kills more than 140 people.
- An **earthquake** with a magnitude of 7.8 strikes near **Kaikoura**, north of **Christchurch**, New Zealand, triggering tsunami warnings, causing widespread damage, and killing at least two people.
- Canadian singer, songwriter, and poet **Leonard Cohen** dies at the age of 82.
- A tram **derails** on the **Tramlink** in Croydon, London, killing seven people and injuring more than fifty others.



Jimmie Johnson

13. Native Advertising

- In - feed
- Paid Search
- Recommendation Widget
- Promoted Listing
- Customized

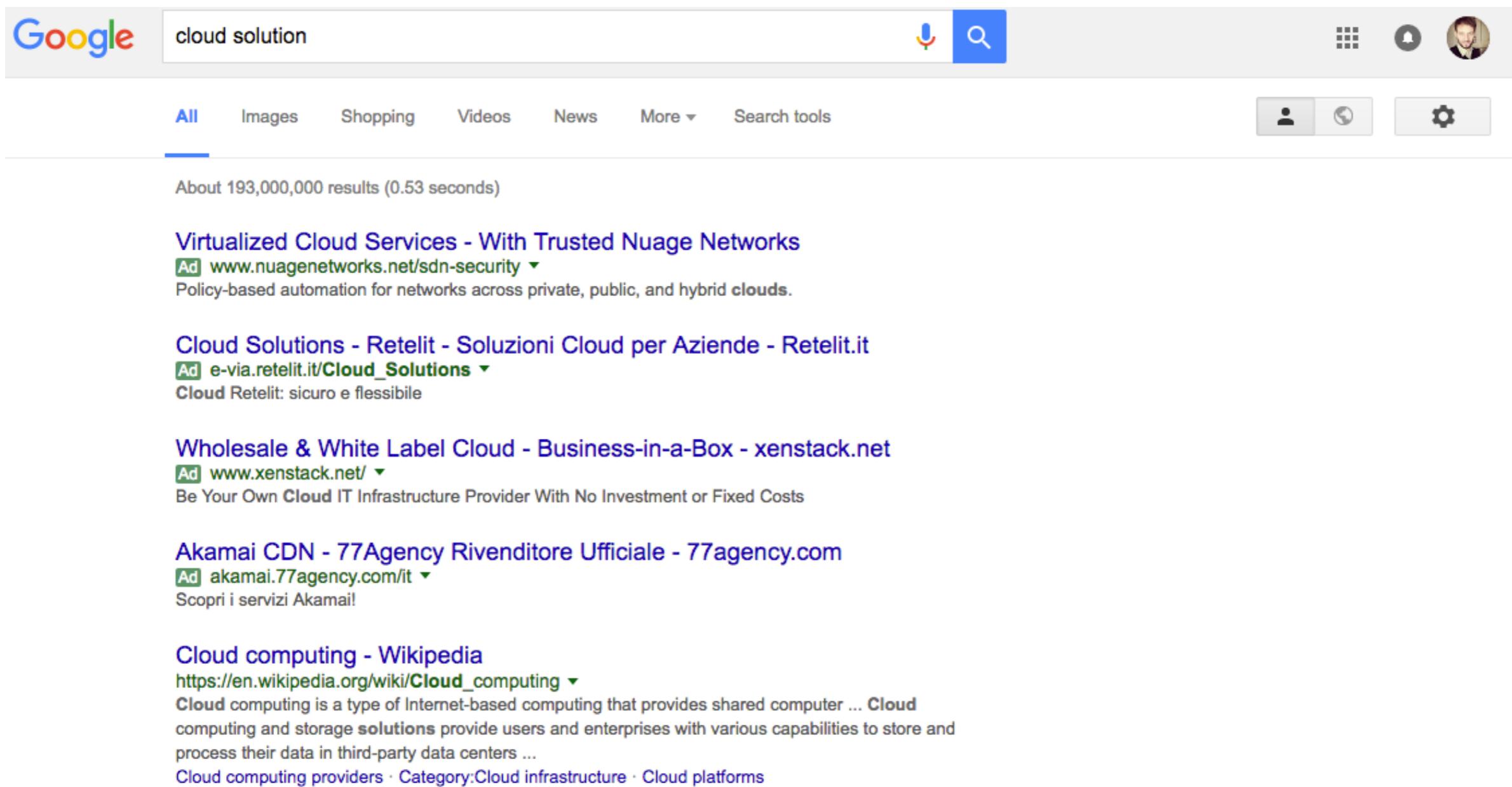
13. Native Advertising In-Feed

Content (video, audio, text) created specifically for a site, adopting the same editorial style. There must be a disclaimer stating it is a sponsored ads.



13. Native Advertising Paid Search

Results of a search on a search engine. They appear in the first places and have the disclaimer "Ad"

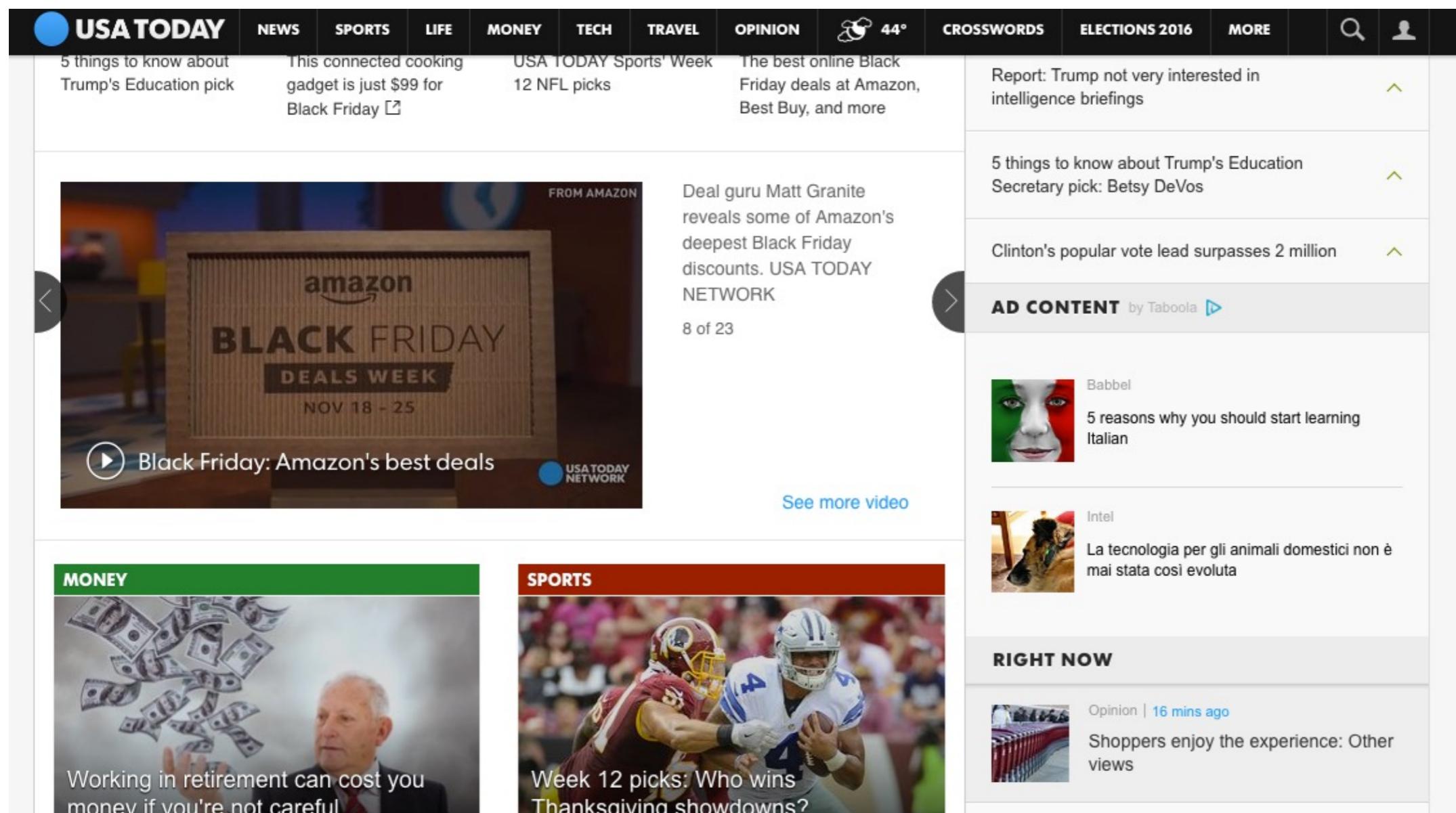


Google search results for "cloud solution". The search bar shows "cloud solution". The results page includes a header with Google logo, search bar, microphone icon, magnifying glass icon, and user profile. Below the header are filters for All, Images, Shopping, Videos, News, More, and Search tools. A message indicates "About 193,000,000 results (0.53 seconds)". The results list includes:

- Virtualized Cloud Services - With Trusted Nuage Networks**
Ad www.nuagenetworks.net/sdn-security ▾
Policy-based automation for networks across private, public, and hybrid clouds.
- Cloud Solutions - Retelit - Soluzioni Cloud per Aziende - Retelit.it**
Ad e-via.retelit.it/Cloud_Solutions ▾
Cloud Retelit: sicuro e flessibile
- Wholesale & White Label Cloud - Business-in-a-Box - xenstack.net**
Ad www.xenstack.net/ ▾
Be Your Own Cloud IT Infrastructure Provider With No Investment or Fixed Costs
- Akamai CDN - 77Agency Rivenditore Ufficiale - 77agency.com**
Ad akamai.77agency.com/it ▾
Scopri i servizi Akamai!
- Cloud computing - Wikipedia**
https://en.wikipedia.org/wiki/Cloud_computing ▾
Cloud computing is a type of Internet-based computing that provides shared computer ... Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in third-party data centers ...
Cloud computing providers · Category:Cloud infrastructure · Cloud platforms

13. Native Advertising: Recommendation Widget

Recommendation widgets are a form of native advertising where an ad or paid content link is delivered via a "widget."



The screenshot shows the USA Today homepage. At the top, there's a navigation bar with links for NEWS, SPORTS, LIFE, MONEY, TECH, TRAVEL, OPINION, a weather icon (44°), CROSSWORDS, ELECTIONS 2016, MORE, a search icon, and a user profile icon.

Below the navigation bar, there are several news articles and a video player. To the right of the video player is a recommendation widget titled "AD CONTENT by Taboola". This widget displays two ads:

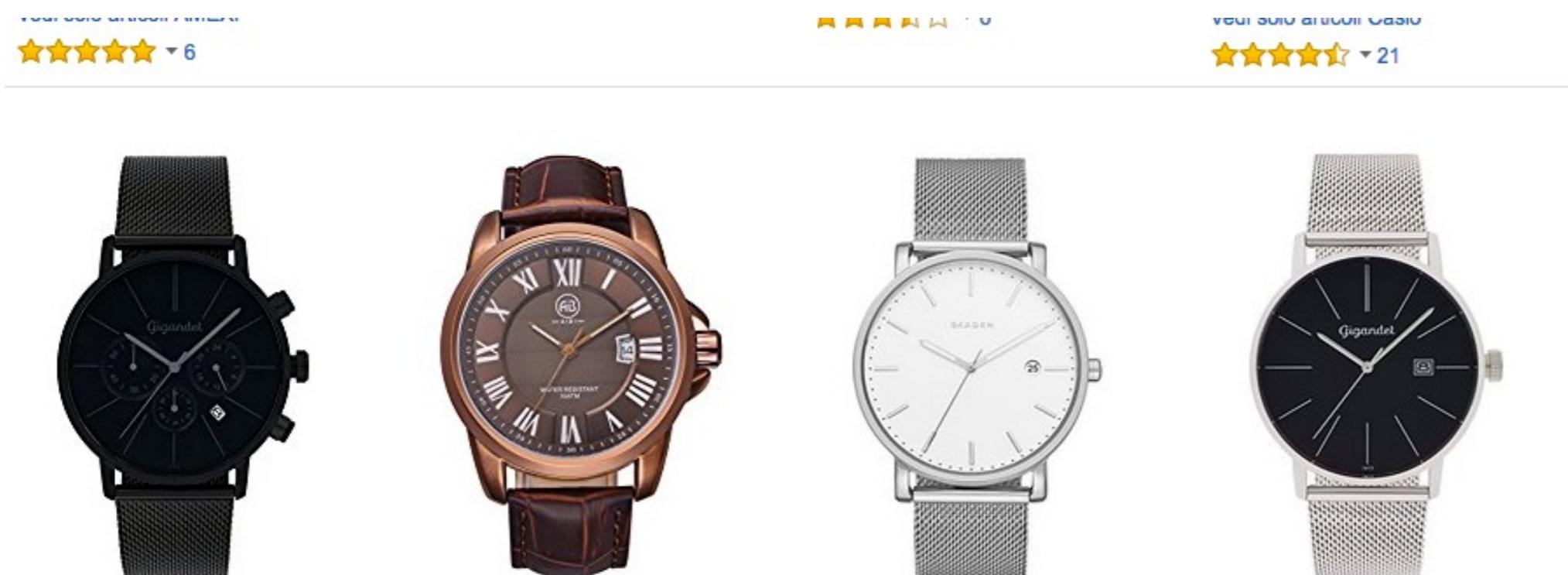
- Babbel**: "5 reasons why you should start learning Italian" (image of a person's face)
- Intel**: "La tecnologia per gli animali domestici non è mai stata così evoluta" (image of a dog wearing a collar)

At the bottom of the page, there are two more news cards:

- MONEY**: "Working in retirement can cost you money if you're not careful" (image of a man with floating dollar bills)
- SPORTS**: "Week 12 picks: Who wins Thanksgiving showdowns?" (image of two football players in action)

13. Native Advertising: Promoted Listing

Native content in website that don't have an editorial format. Like ecommerce, classified ads websites, etc.



The image shows four watches listed as sponsored items on a website. Each listing includes a small image of the watch, its brand name, a brief description, the original price, the discounted price, and the delivery information.

Watch Model	Brand	Description	Original Price	Discounted Price	Delivery Info
Gigandet Minimalism Orologio Uomo Cronografo Analogico Quartz Nero G32-008	Gigandet	Minimalism Orologio Uomo Cronografo Analogico Quartz Nero G32-008	EUR 209,00	EUR 86,31	Ricevilo entro giovedì 1 dicembre
AIBI da uomo impermeabile da rotondo da orologio analogico al quarzo Autowith confezione regalo	AIBI	da uomo impermeabile da rotondo da orologio analogico al quarzo Autowith confezione regalo	EUR 129,00	EUR 72,60	✓Prime
SKAGEN - Hagen Orologio di SKAGEN	SKAGEN	Hagen Orologio di SKAGEN	EUR 129,00	EUR 109,00	✓Prime Ricevilo entro giovedì 1 dicembre
Gigandet Orologio Uomo Quarzo Minimalism Analogico Bracciale Acciaio Milanese Argento Nero G42-006	Gigandet	Orologio Uomo Quarzo Minimalism Analogico Bracciale Acciaio Milanese Argento Nero G42-006	EUR 129,00	EUR 69,23	✓Prime Ricevilo entro giovedì 1 dicembre

◀ Pagina precedente

1 2 3 ... 400

Pagina successiva ▶

13. Native Advertising: Customized

All the others, like advertorials



STAY THIRSTY, my friends

*how to
be the MOST
INTERESTING
MAN in the
WORLD*

IN THE MODERN WORLD, THERE ARE TWO KINDS OF MEN: INTERESTING ONES, AND THE OTHERS. HERE'S HOW TO BE THE FORMER, DOS EQUIS STYLE...

BROUGHT TO YOU WITH **FHM HEROES** 2011

From the man

Who is the Dos Equis man? What makes him the most interesting man in the world? He is the life of parties he's never attended. His mother has a tattoo that reads "son". People hang on his every word – even the prepositions. He can speak French – in Russian. His organ donation card also lists his beard. He's a lover, not a fighter (but he's also a fighter, so don't get any ideas). He lives vicariously, through himself. And he doesn't always drink beer, but when he does, he drinks Dos Equis.

Worldly facts

An interesting man knows more than anyone. He knows, for example, how to insult people in their native tongue (see right). He also knows that the capital of Greenland is Nuuk, and that the governor of Upper Canada was bitten by his rabid pet fox and died in 1819, delaying the creation of the nation of Canada by half a century. To the untrained eye, he has no reason to know any of this information – but you can bet that one day he'll make love to a Greenlander model studying to be a vet in Vancouver.

CANNES, FRANCE
TRANSLATION: YOU'RE AS USEFUL AS A HANDBRAKE ON A CANOE

T'es aussi utile qu'un frein à main sur un canoë.

WARSAW, POLAND
TRANSLATION: YOU PIECE OF CEMETARY CLOTHES!

Ty gatgamie cmentarry!

Skills

Some men can build kitchen cabinets; others know how to clear a blocked drain. We call them "employees". An interesting man knows how to:

ARM WRESTLE: There's no more conclusive way to assert your superiority over an inferior member of the species. Step one: Build up one freakishly muscular arm, Rafael Nadal style. Step 2: Watch Stallone's *Over The Top* for tips on technique. Step 3: Bathe in adulation.

FISH: Any man can drop a line into the water; an interesting man hears the word "fish" and imagines fighting great whites in aquatic cage fighting tournaments. And winning. Comfortably.

BLOW DARTS: An interesting man possesses skills no other man has even considered mastering, just because he can.

Grooming

"Those who spend too much time shaving below the Adam's apple have too much time," an interesting man once said. And he was right. In fact, if you use the word "grooming", you're doing it wrong. Shave, don't shave – whatever. The point is, if you think about it for longer than half a second, you've already lost and you may as well pack yourself off to the salon for a mani/pedi.

The Charmer

Downunder

Beer facts

An interesting man knows beer. He knows that beer is 10,000 years older than Jesus Christ – and far more delicious. He knows that two billion hectolitres of beer are produced globally every year (and he can spell "hectolitres"). He knows that a person who collects beer bottles is called a "labeorphile" – and that person is also someone you should not be friends with. And he knows that Dos Equis was founded in 1884 and is the finest, most flavoursome, most interesting beer to ever emerge from Mexico.

STAY THIRSTY, my friends.

EXCLUSIVELY AVAILABLE AT SELECTED OUTLETS

BWS ...too easy **Dan Murphy's**  

WWW.DOSEQUISEBEER.COM.AU 

PROGRAMMATIC ADVERTISING

“Programmatic” ad buying typically refers to the use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs (Requests for Proposals), human negotiations and manual insertion orders. It’s using machines to buy ads, basically.

Before programmatic ad buying, digital ads were bought and sold by human ad buyers and salespeople, who can be expensive and unreliable. Programmatic advertising technology promises to make the ad buying system more efficient, and therefore cheaper, by removing humans from the process wherever possible. Humans get sick, need to sleep and come to work hungover. Machines do not.

REAL TIME BIDDING PLATFORM

RTB allows display inventory to be purchased by the individual impression through a bidding system that unfolds in the milliseconds before a webpage is loaded by a consumer. The targeting and cost efficiency opportunities presented by RTB are making it a revolutionary force in the online advertising landscape