

NATIVE ADVERTISING

production process recommendation

Buyer and publisher perspectives



BRIEF

1.

BUYER'S PERSPECTIVE

Identification of the need: what kind of change is being sought?

Defining the goal of co-operation, campaign period and budget.

The role and effect of other buyer's actions on co-operation.

PUBLISHER'S PERSPECTIVE

The buyer's goals and challenges from the business point of view.

Defining the co-operation goals, campaign period and budget.

CONCEPT

2.

BUYER'S PERSPECTIVE

The publisher delivers a brief based proposal within the given schedule. A multichannel strategy supports reaching the native campaign goals.

PUBLISHER'S PERSPECTIVE

How do we reach the set goals? Define timetable, KPI's, traffic building and responsibilities.

PROPOSAL AND ORDER CONFIRMATION

3.

BUYER'S PERSPECTIVE

Reviewing the proposal and offer with the publisher. Comments and possible changes. Acceptance of the offer (= contract).

PUBLISHER'S PERSPECTIVE

Preparation and presentation of the brief based proposal.

The buyer accepts or wishes for changes, after which the necessary changes will be made.

PRODUCTION

4.

BUYER'S PERSPECTIVE

Production of materials according to the agreement. Answering potential questions / delivering materials within the agreed schedule and form.

PUBLISHER'S PERSPECTIVE

Content production according to the accepted proposal (=contract) and the production plan. Technical testing prior to publishing.

APPROVAL

5.

BUYER'S PERSPECTIVE

Approval of the finished materials. Possible modifications and final approval of the materials.

PUBLISHER'S PERSPECTIVE

Approval of the finished materials by buyer. Possible modifications and testing. Final approval of the materials.

CAMPAIGN/ACTION STARTS/IS PUBLISHED

6.

BUYER'S PERSPECTIVE

The buyer is recommended to monitor the impact of the campaign in own channels / sales and inform the publisher of relevant considerations. If necessary, the buyer comments on proposals for optimizing production.

PUBLISHER'S PERSPECTIVE

Campaign management and optimization start as planned in the production plan. The buyer is informed of the operations.

PROGRESS REPORT

7.

BUYER'S PERSPECTIVE

Receiving the progress report, possible additional questions and remarks from the remaining campaign period perspective together with the publisher.

PUBLISHER'S PERSPECTIVE

At least one progress report with agreed KPI's.

FINAL REPORT, ANALYSIS AND POSSIBLE FUTURE ACTIONS

8.

BUYER'S PERSPECTIVE

Campaign summary with agreed KPI's, publisher's remarks and analysis. Agreement on possible further marketing and other actions.

PUBLISHER'S PERSPECTIVE

Campaign summary, publisher's remarks and analysis. Agreement on possible further marketing and other actions.

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SOURCES

IAB Finland Native advertising task force

IAB Finland Native advertising guide 5/2017

DESIGNED BY:

