

WHAT

- “ Credible and involved content in the same style and tone as the editorial environment.
- “ Content that could in principle be made by the media itself, but sponsored by an advertiser.
- “ Content that adds value for both advertiser, media and consumer.
- “ Content may be articles, videos, podcasts, etc.
- “ The content is developed and written by journalists from Berlingske's commercial editorial office.

ALL IS CONTENT...

... but with a slight difference

ADVERTORIALS

Content that is more clearly commercial and product-specific

NATIVE

Content that in principle could be made by the media itself, but is sponsored by an advertiser.

In native advertisement, there is no need for cars in the story, even though it is an ad paid by a car company.

” This content could as well be ours ”

The editors



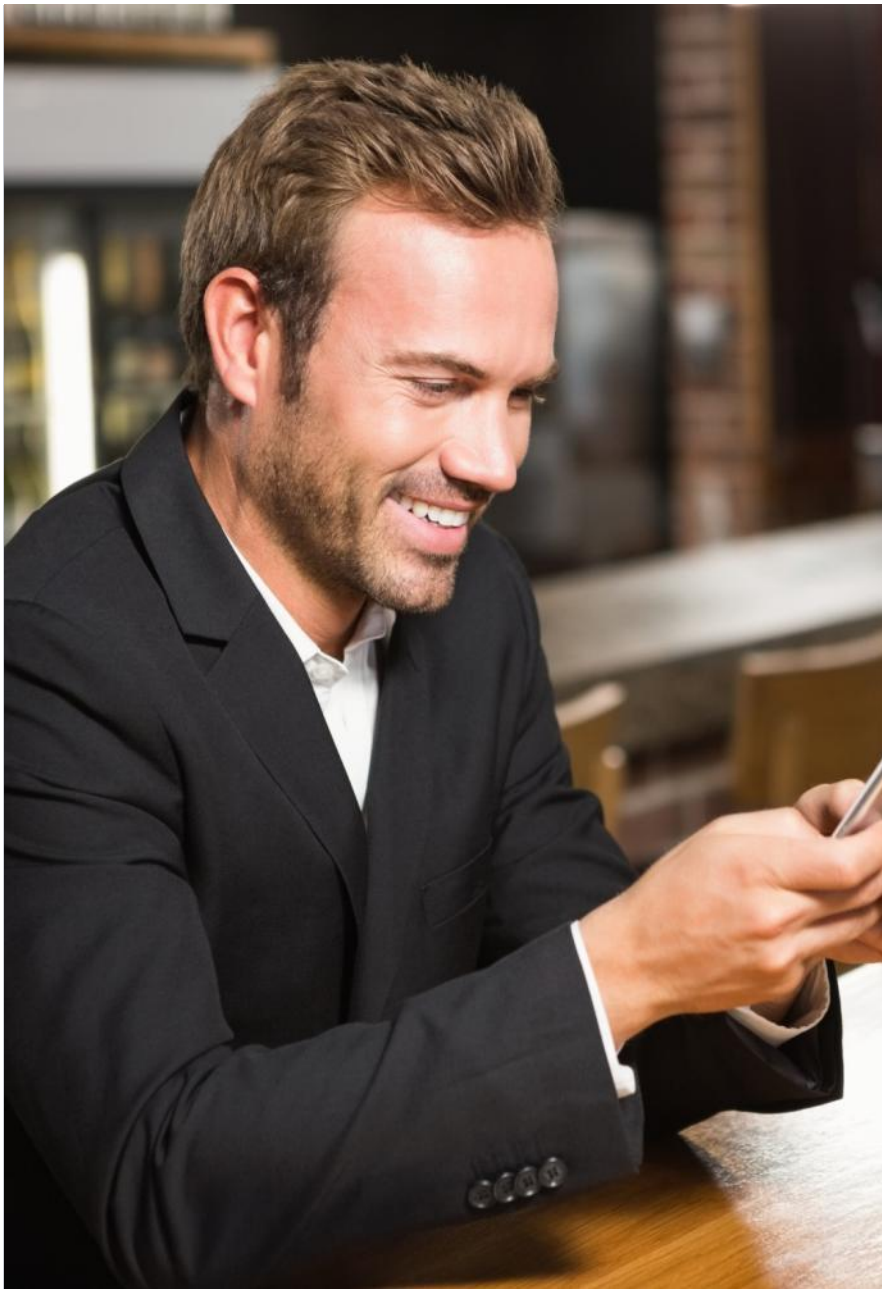
Commitment

Credibility

Memory

WHY

- “ We are constantly looking for new ways to communicate with consumers
- “ Traditional advertising is challenged
- “ Companies are even more media themselves and have a need to communicate values and expert knowledge
- “ The readers of Berlingske are always interested in relevant content from companies



WHEN

- When you as an advertiser wish more than the introduction of tactical offers valid from Saturday
- When your goal is to implement a campaign that has a long-term impact on the company's image, position in the market and degree of knowledge
- Obvious if a company wants to take ownership of a position/view/service, which for some time have filled in the public debate - or is expected to do so



WHO ARE WE?

We have established an independent department with 100% focus on development, implementation and evaluation of native campaigns in Berlingske Business:

- Commercial Editor
- Content Manager
- Creative Manager
- Affiliated freelance journalists

HOW WE WORK



WHERE ARE THE FRONT PAGE TEASERS PLACED?

DESKTOP



TABLET



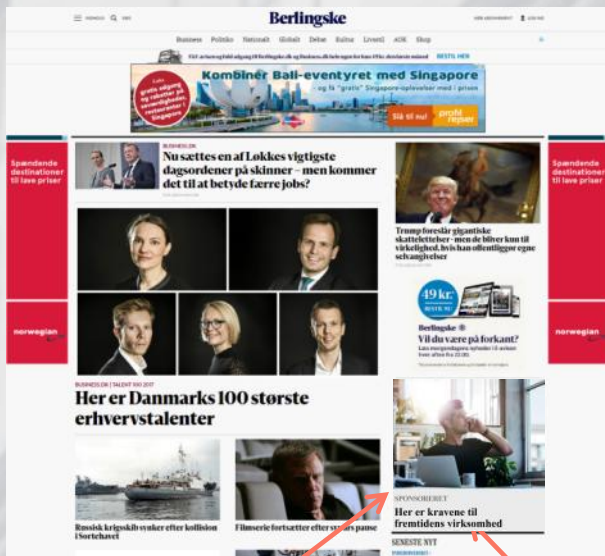
MOBILE



EXAMPLE OF SETUP

FRONT PAGE OF B.DK

VIEW OF ARTICLE

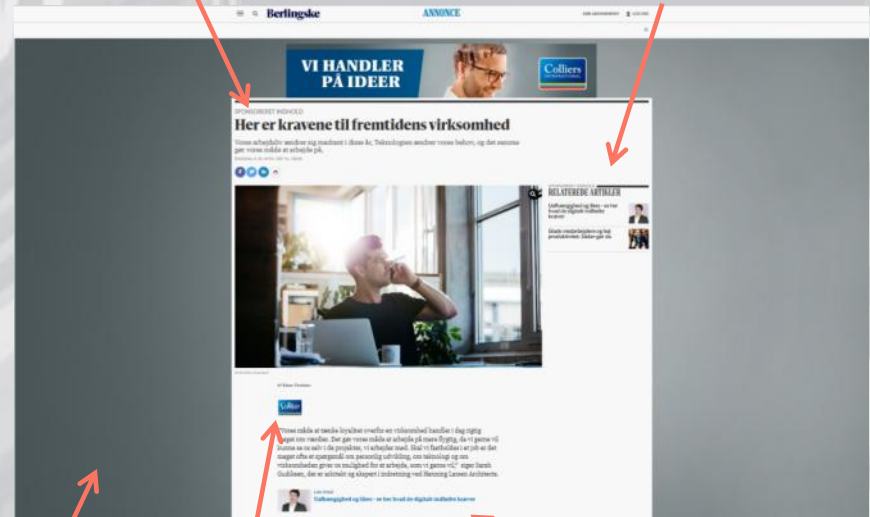


"Sponsored content" marked

Frontpage teaser

"Sponsored content" marked

Related article/s of brand



Brand's ownership

Brand logo

Text links to multiple articles or to webshop of brand



GUIDELINES

- Berlingske follows the current guidelines for sponsored content
- All content paid by advertisers is clearly marked visually according to Berlingske's guidelines and with 'sponsored' by.
- It is clearly marked who is the sender of the sponsored content.
- Sources that appear in the articles are always informed that they participate in sponsored content and who the advertiser is.
- The Commercial Editor of Berlingske may at any time reject content that does not comply with the guidelines.