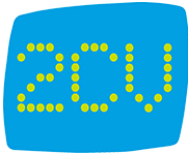




Internet
Advertising
Bureau
UK



Content and Native Consumer Research

Objectives

The IAB, on behalf of the Content and Native Working Group, wanted to explore consumer **attitudes** and levels of **understanding** about content marketing.

Attitudes &
comprehension

Labels &
transparency

Impact

Tolerance



The workshops contained 8 people per group and took place in 3 locations

2x Manchester

- 25-34, Young family, C1C2
- 35-44, Young family, ABC1

2x Birmingham

- 25-34, Pre-family, ABC1
- 35-44, Older family/empty nester, C1C2

2x London

- 18-24, Pre-family, C1C2
- 45-65, Older family/empty nester, ABC1



There are 3 key ingredients to getting it right:

Relevance



- Is this for me?
- Is this relevant to the brand?

Value



- Does it feel like other content I consume?
- What's in it for me?

Clarity



- Do I *feel* as though I am being tricked?
- Do I know who it's from?

Importance of clarity

- **Relevance** and **value** are key to the advertising being read and having a positive impact.
- **Clarity** is an essential ingredient, without it, consumers can feel tricked.

It can undermine the (media) brand if it's not clear that something that's been written isn't from them

**25-34, C1C2,
Manchester**

Basic ingredients for adding clarity

Visual cue



Label/description

Sponsored Content:

ADVERTISEMENT FEATURE

Brought to you by:



PRESENTED BY


PROMOTIONS




Clear visual demarcation

Suggested Post

 **Banana Republic** Sponsored · 

Like Page 

Free delivery on orders over £50



Belted Ponte Sheath, only £59.99

Banana Republic Womens clothing Our perfectly tailored sheath is fashioned from ponte knit for all day polish. Boat neck. Three quarter length sleeves. Exposed back zip. Tonal belt. Body length: Pe...

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Thanks!

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