Native Advertising
A Guide from IAB Ireland's Native Council

2015

This document is designed to offer a definition and best practice guide for Native Advertising Online for the Irish market.

The objective of the guide is:

- to provide a set of clear and practical definitions
- to show examples
- to share best practice recommendations for Native Advertising online

There are different views as to what constitutes 'Native Advertising'. This area is constantly evolving. This document is designed to give an overview and be as inclusive as possible in its definition and the examples shown.

A DEFINITION OF NATIVE ADVERTISING:

> PAID-FOR CONTENT THAT IS RELEVANT TO THE CONSUMER EXPERIENCE, IS INTEGRATED INTO THE SURROUNDING CONTENT AND IS NOT INTERRUPTIVE

WHAT'S INCLUDED IN THE DEFINITION OF NATIVE?

1. **Discovery/Recommendation Units**
2. **In-feed - Publisher controlled:**
   a. Paid-for Content / Sponsored content
   b. Sponsored content area
3. **In-feed - Advertiser controlled**
4. **Custom Integration**

See visual illustrations below.

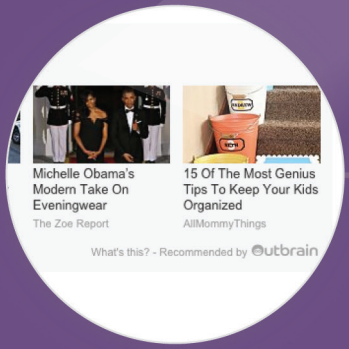
Features of each Native Ad Format

Ad formats	Discovery / Recommen-dation units	In-feed publisher controlled	In-feed advertiser controlled	Custom Integration
Integrated into web page	✓	✓	✓	✓
Mimic the appearance of surrounding content	✗	✓	✓	case by case
Stay on website / app	✗	✓	✗	case by case
Link to page off the site	✓	✗	✓	case by case

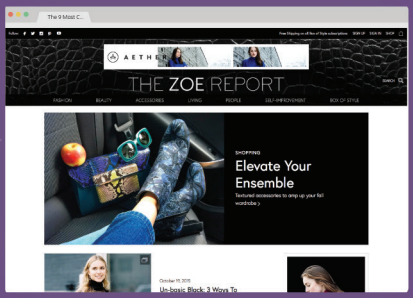
1. Discovery/Recommendation Units

These units are integrated into a web page but do not mimic the appearance of editorial content feed. They link to a page off the site.

Common disclosure language: 'Recommended by', 'Sponsored content by', 'You might also like', 'Recommended for you'



Link to page off the site



http://thezoereport.com/

2. In-feed - Publisher controlled:

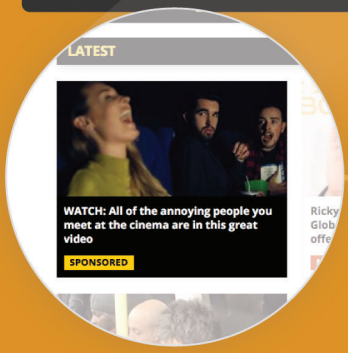
a. Paid-for Content / Sponsored content

This form of native advertising is written in partnership with the publisher, this content looks like surrounding editorial but is signed off by advertiser and has been sold with guaranteed placement.

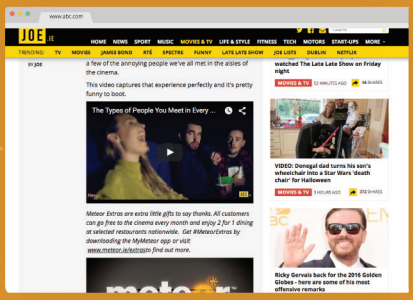
Common disclosure language: 'Sponsored'

Stay on website/app

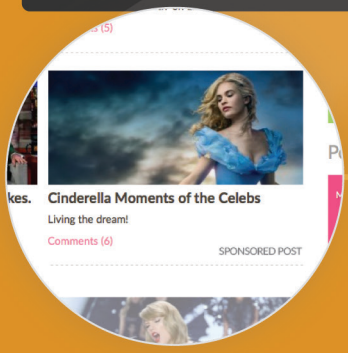
http://www.dailymail.co.uk/femail/article-id.html



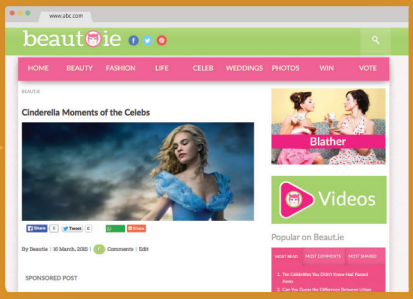
Stay on website/app



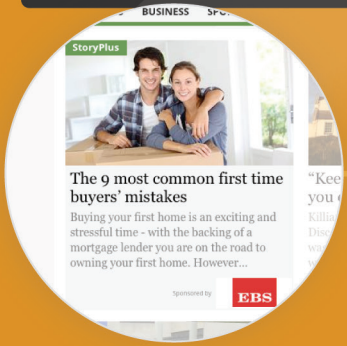
http://www.independent.ie/storyplus/article-id.html



Stay on website/app

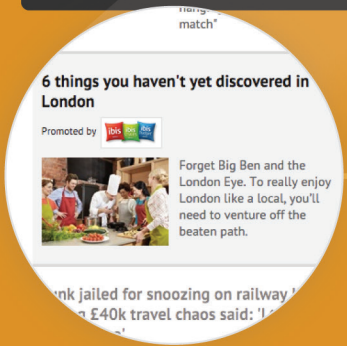


Stay on website/app



Stay on website/app

http://www.independent.ie/storyplus/article-id.html



Stay on website/app

Stay on website/app

2. In-feed - Publisher controlled:

b. Sponsored content area

Can be written by either the publisher or advertiser or in partnership - looks like surrounding editorial, sold with guaranteed placement

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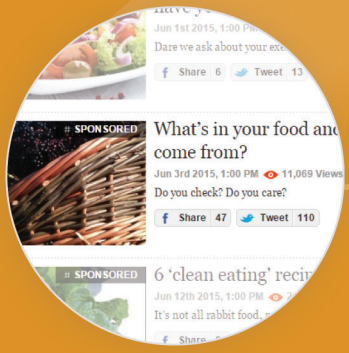
Common disclosure language: 'Sponsored'



Stay on website/app

Stay on website/app

3. In-feed - Advertiser controlled:

eg. Twitter, Facebook, Linkedin

Produced by the advertiser, this content looks like surround editorial in the feed but usually links off the site to content it is sold with guaranteed placement

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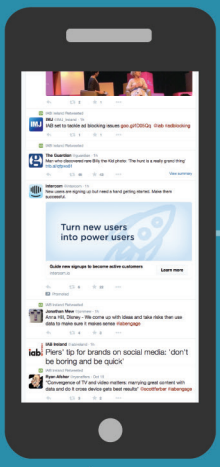
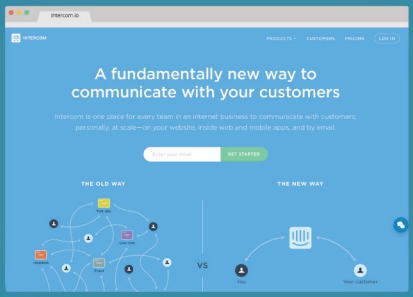
Common disclosure language: 'Sponsored'

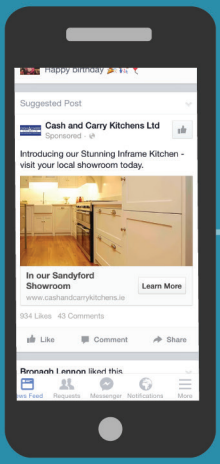


twitter.com

Link to page off the site

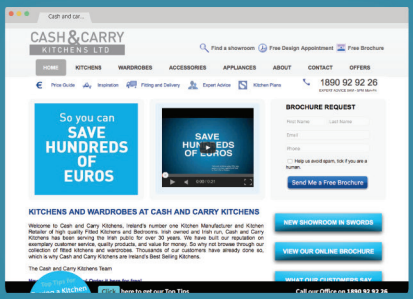


http://thezoereport.com/



facebook.com

Link to page off the site

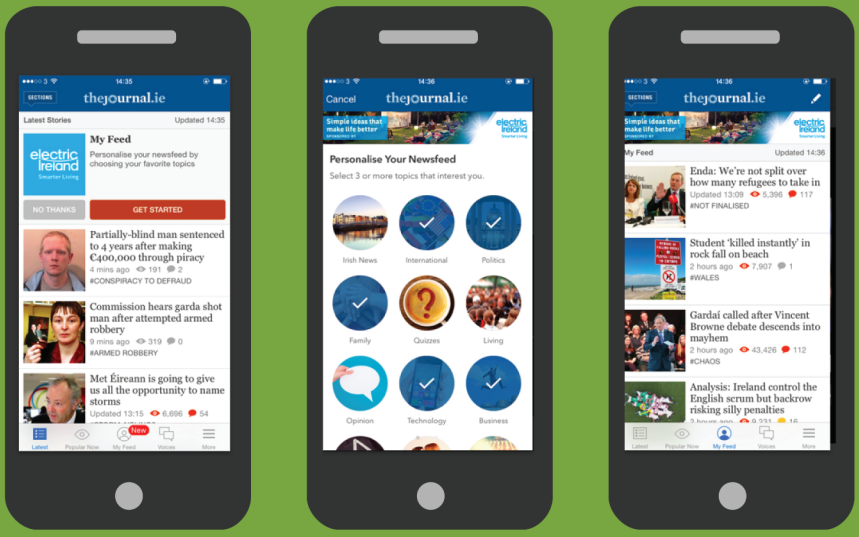


http://cashandcarrykitchens.ie

4. Custom Integration

eg. Content-rich publishers, Spotify, Pandora, Tumblr

This is a native format customized by collaboration between a publisher and advertiser – these ad units don't fit neatly into the other categories above, they may involve custom playlists or may be platform-specific.



RECOMMENDED IAB IRELAND NATIVE COUNCIL DISCLOSURE PRINCIPLES:

IAB Ireland is committed to providing clarity and transparency for consumers in respect of Native Advertising.

Regardless of the type of Native Advertising being used, IAB Ireland recommends the following:

> NATIVE ADVERTISING SHOULD BE CLEARLY AND PROMINENTLY LABELLED AND READILY RECOGNISABLE AS AN ADVERTISEMENT / PAID FOR CONTENT.
>
> THE IDENTITY OF THE ADVERTISER SHOULD BE APPARENT TO THE READER IN THE ADVERTISEMENT OR PAID FOR CONTENT.

This can be achieved by any or all of the following:

- Visual cues: including prominent brand logos around or within the content
- Label descriptions: such as sponsored, brought to you by etc.
- Clear visual demarcation: using different design by the publisher such as shading, which marks the content out as being different to other editorial.

The following IAB Ireland Publisher Members are committed to the above Native Disclosure Principles:

DMG Media, Entertainment Media, Independent News & Media, Journal Media, Maximum Media, Mirror Media, Pigsback, The Irish Times.

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