










IAB Hungary Lokalizált Natív Hirdetési Útmutató

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Mi az a natív hirdetés?

- **A tartalomhoz és az oldal designjához illeszkedő megjelenésű ill. funkcionalitású hirdetés**

Külön kiadói részlegek specializálódtak natív hirdetésekre

 <p>(WP BRANDCONNECT)</p>	 <p>Slate CUSTOM</p>	 <p>Forbes BrandVoice</p>	 <p>WSJ. CUSTOM STUDIOS</p>	 <p>HUFF POST PARTNER STUDIO</p>
The Washington Post Brand Connect	Slate Custom	Forbes BrandVoice	Wall Street Journal WSJ. Custom Studios	Huffington Post Partner Studio
 <p>facebook.</p>	 <p>BuzzFeed</p>		 <p>foursquare</p>	 <p>YAHOO!</p>
Facebook Sponsored Links	Buzzfeed Advertise	Twitter Promoted Tweets	Foursquare Ads	Yahoo Stream Ads and Yahoo Gemini

Példa: Forbes BrandVoice

The screenshot shows the Forbes BrandVoice interface. At the top, there are navigation tabs: 'Forbes -', 'New Posts' (+25 posts this hour), 'Popular' (Best Cover Letter Ever?), 'Lists' (30 Under 30), and 'Video' (You Need A Flu Shot). A search bar and a user profile icon are on the right. Below the navigation, the 'ForbesBrandVoice' header reads 'Connecting marketers to the Forbes audience. [What is this?](#)'. The main content area features a 'CapitalOneSparkVoice' section with the 'SPARK BUSINESS' logo and the tagline 'Achieve More'. A '+ Follow (27)' button is visible. Three article titles are listed: 'How The Evolution Of Video And Image Software Will Change Small Business' by Capital One Guest@CapitalOneSpark, 'How To Help Your Business' Videos Go Viral' by Capital One Guest@CapitalOneSpark, and 'If You Build It, They Might Not Come: Don't Create A Social Ghost Town' by Capital One Guest@CapitalOneSpark. A link 'More by Capital One Sparks' is at the bottom. On the right, a large blue advertisement for CapitalOne Spark Business is displayed, featuring the text 'ACHIEVE MORE' and two images of Spark Business credit cards.

Tartalommarketing és natív hirdetés

- **A content marketing stratégia része lehet a natív hirdetés**

BIGGEST CONTENT MARKETING CHALLENGE

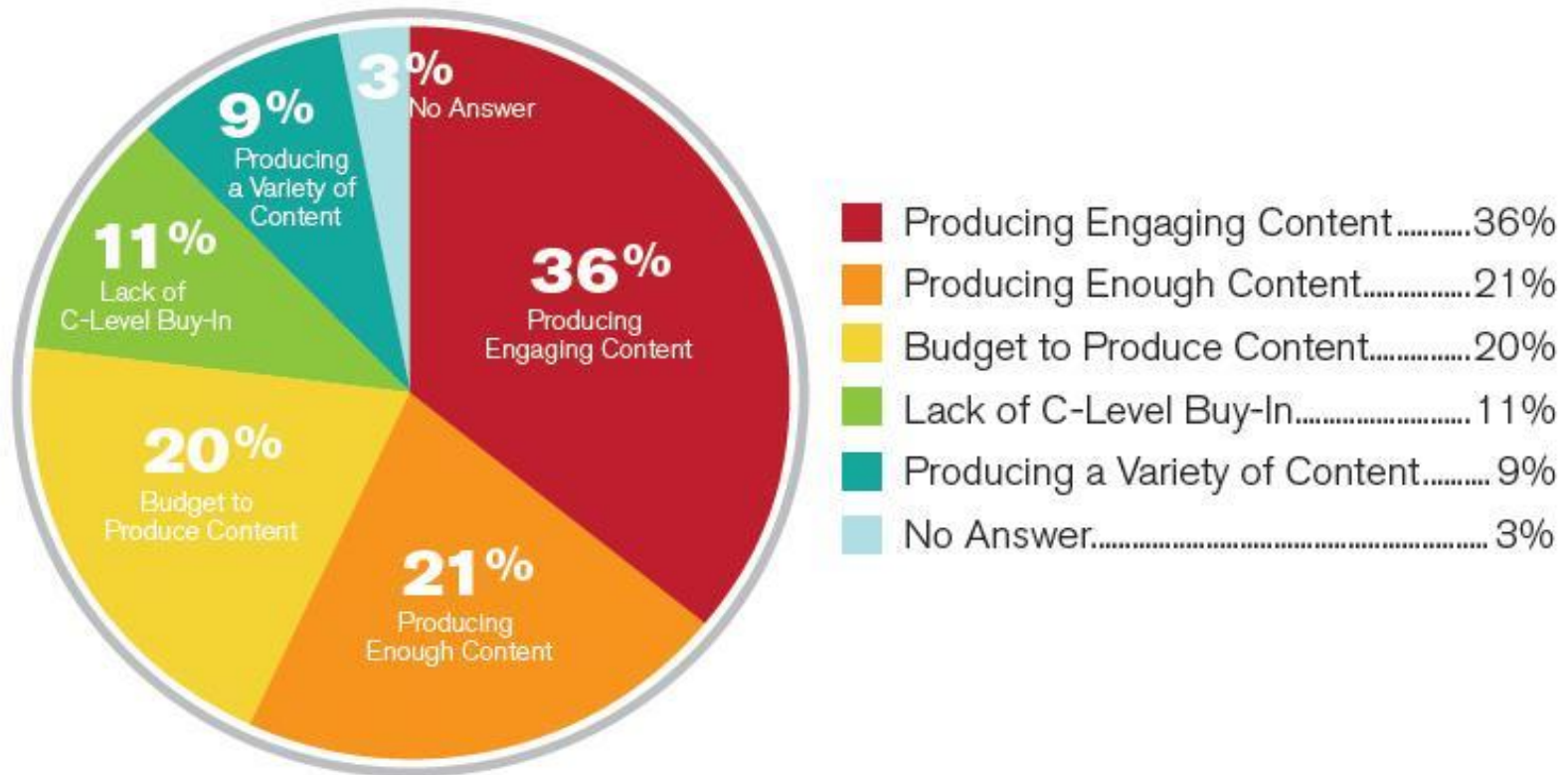
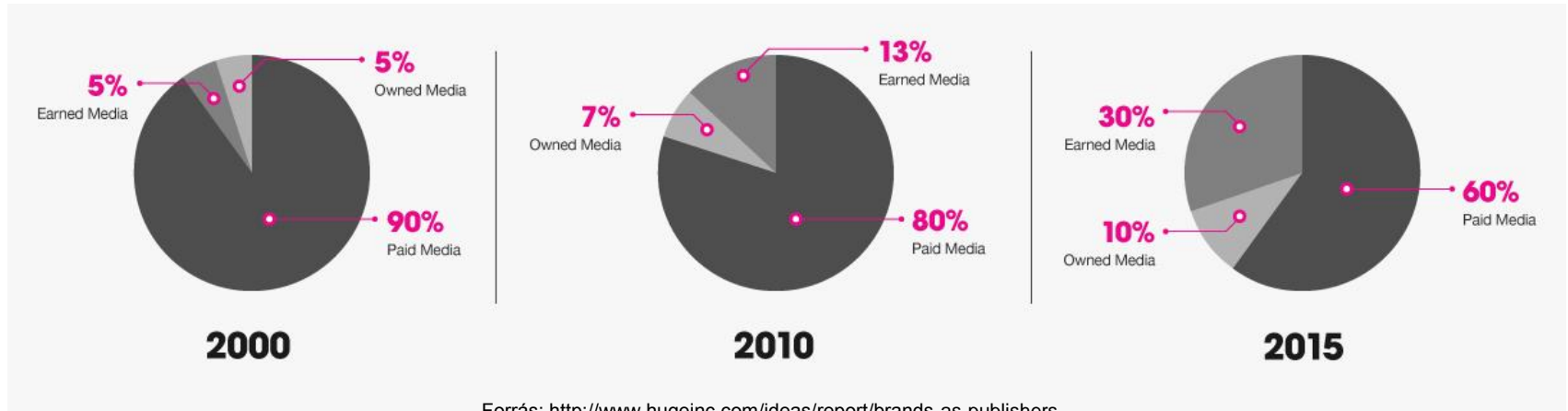


Figure 13

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends
MarketingPros/Junta42

Natív hirdetés



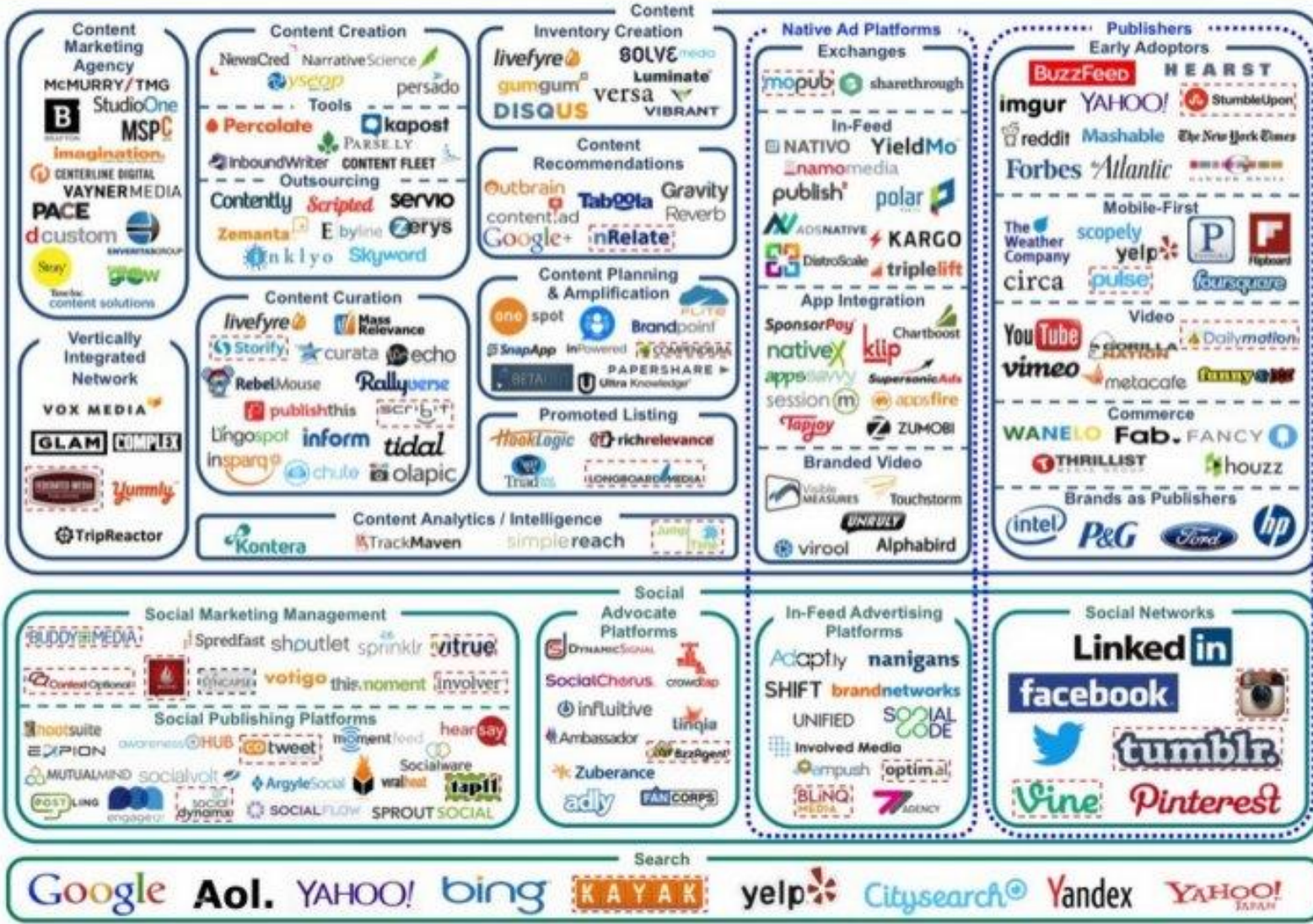
Forrás: <http://www.hugeinc.com/ideas/report/brands-as-publishers>

A saját és fizetett média határterülete

CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



Az IAB tevékenysége

- **Tisztázni a definíciós és egyéb alapvető kérdéseket a natív hirdetésekkel kapcsolatban**
- **2013: IAB US Native Advertising Playbook**
- **2014: IAB Hungary Natív Hirdetési Útmutató**

Köszönöm a figyelmet!

