

# Native Advertising & Social Engagement

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# Native Advertising



# NATIVE ADVERTISING



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## FTC Native Advertising Workshop on December 4, 2013 Will Explore the Blurring of Digital Ads With Digital Content

Interested parties can submit comments and requests to participate

The Federal Trade Commission will host a workshop on December 4, 2013 in Washington, DC to examine the practice of blending advertisements with news, entertainment, and other content in digital media, referred to as "native advertising" or "sponsored content."

Increasingly, advertisements that more closely resemble the content in which they are embedded are replacing banner advertisements – graphical images that typically are rectangular in shape – on publishers' websites and mobile applications. The workshop will bring together publishing and advertising industry representatives, consumer advocates, academics, and government regulators to explore changes in how paid messages are presented to consumers and consumers' recognition and understanding of these messages.

The workshop builds on previous Commission initiatives to help ensure that consumers can identify advertisements as advertising wherever they appear. This includes recent updates to the [Search Engine Advertising guidance](#), the [Dot Com Disclosures](#) guidance, and the [Endorsements and Testimonials Guides](#), as well as decades of law enforcement actions against infomercial producers and operators of fake news websites marketing products.

The FTC invites the public to submit original research, recommendations for topics of discussion, and requests to participate as panelists. The Commission also invites the submission of examples and mock-ups that can be used for illustration and discussion at the workshop. Topics the workshop may cover include:

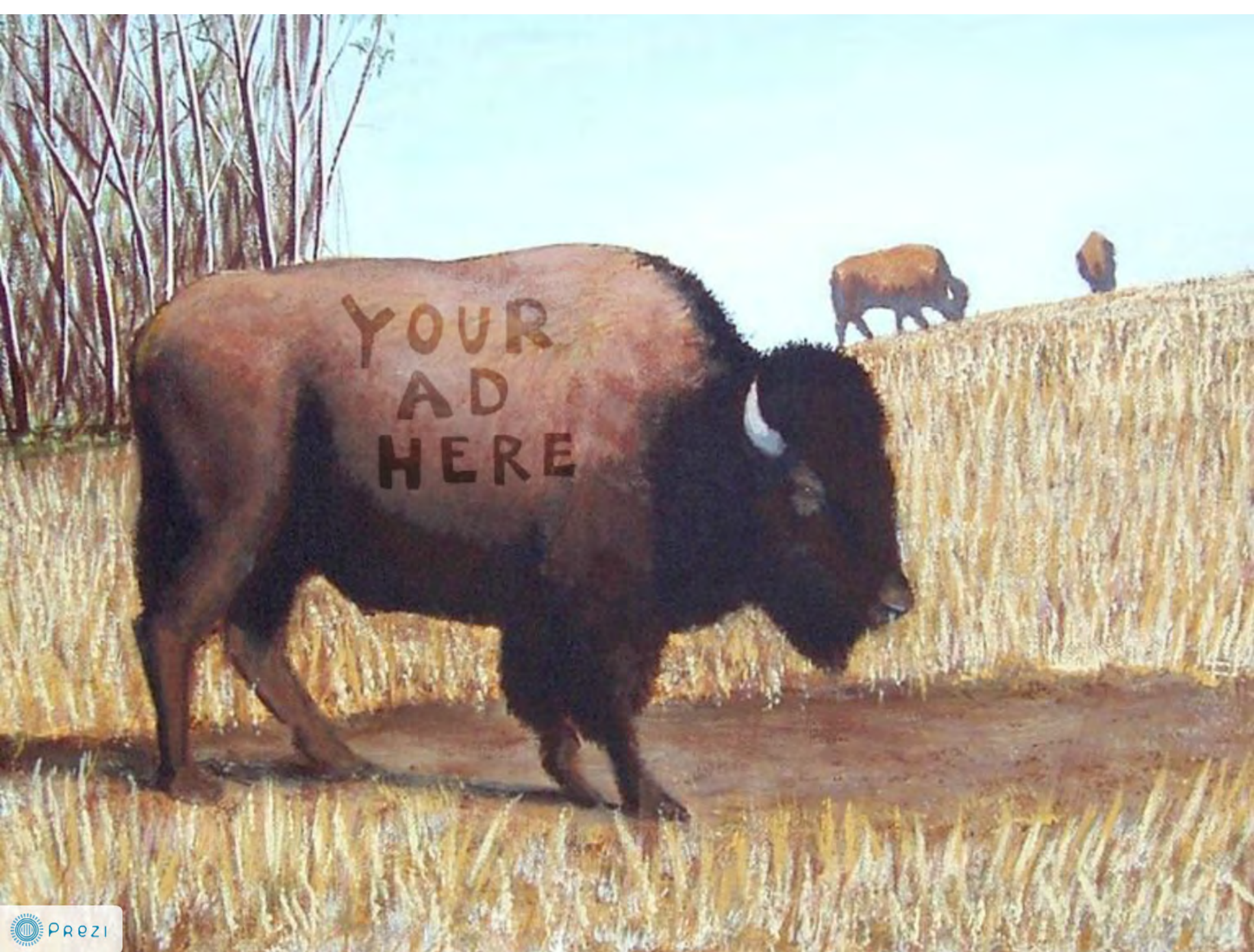
- What is the origin and purpose of the wall between regular content and advertising, and what challenges do publishers face in maintaining that wall in digital media, including in the mobile environment?

Topic 2

# NATIVE ADVERTISING IN CONTEXT



**NATIVE ADVERTISING** refers to a specific mode of monetization that aims to augment user experience by providing value through relevant content delivered in-stream.





**JUST ADVERTISE  
ON THE INTERNET**

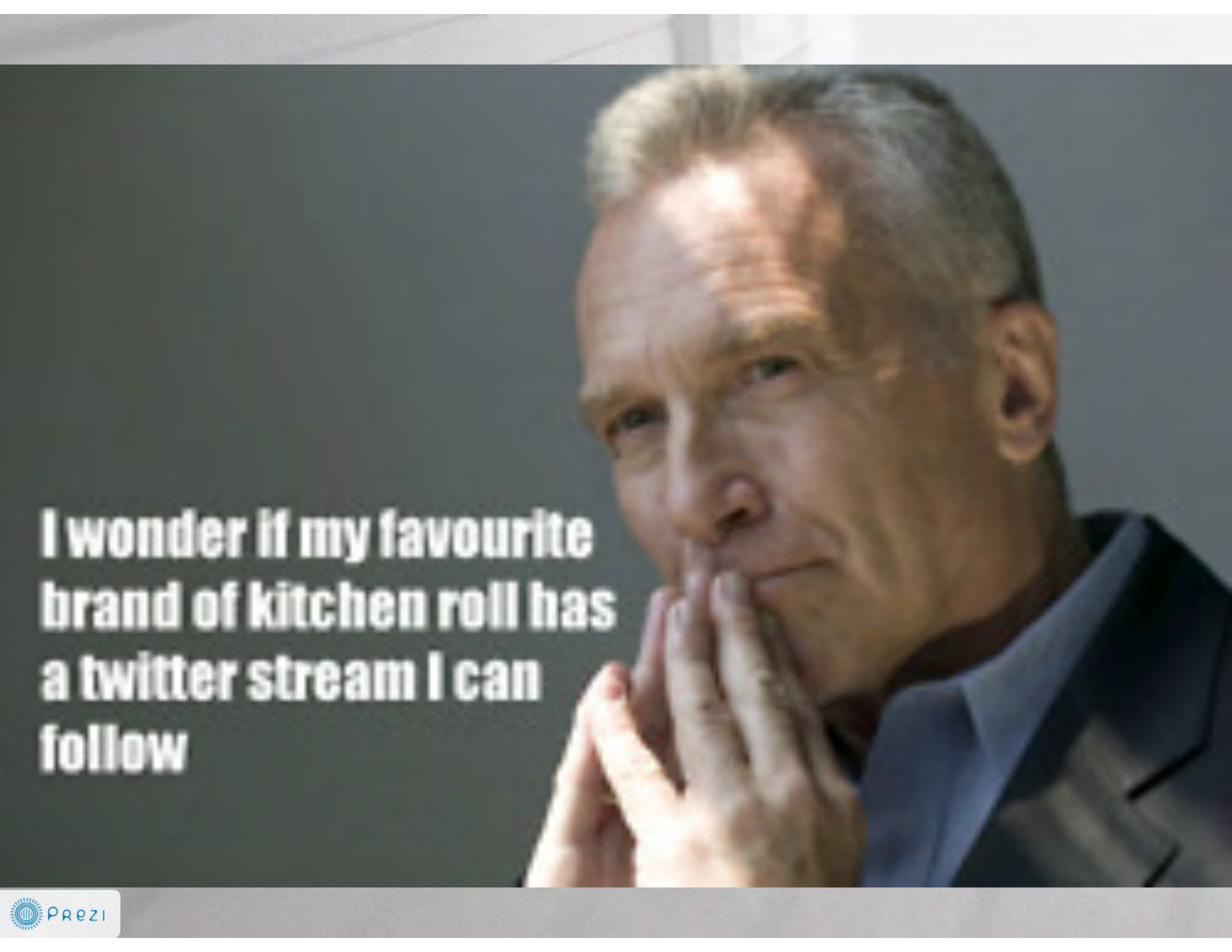
**Cool! A banner ad!**



“While click-through rates on display ads started out at around 9% in 2000, they now hover around 0.2% – which means 99.8% of banner ads are completely ignored.”

- Dan Greenberg, CEO of Sharethrough

\*source: [Techcrunch.com](http://Techcrunch.com)

A close-up photograph of a middle-aged man with grey hair, wearing a dark suit jacket over a light blue shirt. He has his right hand pressed against his mouth with his fingers spread, making a universal gesture for silence or secrecy. The background is a plain, light-colored wall.

**I wonder if my favourite  
brand of kitchen roll has  
a twitter stream I can  
follow**




NetApp

Go Further, Faster

+ Follow (83)

TECH | 9/10/2012 @ 7:03AM | 44,146 views

# New iPhone 5 Reportedly Has 4G LTE For Globetrotting Apple BYOD-Fans

 Richi Jennings, NetApp

+ Comment now

**The new iPhone 5 is expected to support 4G LTE; and not in just one or two countries, either.** Rumors from multiple sources indicate that [Apple](#) (NASDAQ:AAPL) will release a new smartphone with international fast networking features.

Unlike the 'new' iPad 3, which had LTE that only worked in a few places, the new smartphone will work in many more—but perhaps *not quite all*.

On the one hand, faster wireless networking is important to Apple's most rabid, early-adopter, cash-cow consumers, and will no doubt be useful for business travelers toting a company-issue or BYOD iPhone.

## Featured Video

Virtualization at Seven Corners



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Robots

'Sons of Apes  
and Pigs':  
Where Is the  
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Can Ohio  
Handle the  
Truth?

Why Social  
Media Matters for  
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What's This?

## David Miscavige Leads Scientology to Milestone Year

*Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.*

Recommend 1.8k



12:25 PM ET



### WRITERS



JEFFREY GOLDBERG | A Wonderful New Book About Scientology, By a...



JAMES FALLOWS | Security Tip: Disable Java Now



TA-NEHISI COATES | More Guns, Less Crime: The Switzerland Example



DEREK THOMPSON | How Low Are U.S. Taxes Compared to Other...



ALEXIS C. MADRIGAL | A Big Field Test for 'GeoPush' Ads That Pop Up on...



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### In Focus

THE BIGGEST STORY IN PHOTOS





ADVERTISEMENT

## TWIST & SHOUT

Get a look inspired by Shay Mitchell's romantic waves and stylish braid with this easy step-by-step guide:



## LOOK OF LOVE

Give a modern day twist to your Valentine's Day look with these foolproof tips and must-have products from Pantene. Whether preparing for a date or simply updating your look, Pantene puts your best tress forward by giving you options to make the healthy hair you love last and last.

**Get the look!** Visit [pantene.com/hairstyles](http://pantene.com/hairstyles) to sort through more hairstyles and how-to guides.



Give your hair the strength it needs to achieve the look you want and reveal your natural shine with Pantene Nature Fusion Smooth Vitality Shampoo and Conditioner.

1

2

Work Pantene Nature Fusion Smooth Crème through wet hair from root to tip, to help prevent humidity from penetrating the hair and keep frizz from forming.



3

To give your wavy hair relaxed definition, spray a light mist of Pantene Pro-V Curl Enhancing Spray Gel onto hair, and then work through from roots to tips. Blow-dry for waves that are light and bouncy, never stiff or sticky.



4

Finish the look with a wraparound braid, beginning on the left and working your way toward the right side of your head. Secure with a rubber band, then tuck in and fasten with a bobby-pin, leaving the ends hidden beneath your waves. Ensure hold with Pantene Medium-Thick Anti-Humidity Non-Aerosol Hairspray, leaving hair loaded with shine and soft to the touch.



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## OUR ACME FOOTWEAR FAVORITES

Your 9-5 may not allow for ripped jeans and nose rings, but you can bring a little attitude into your daily routine with these edgy accessories.



## 10 Photos From 2012 That Should've Never Been Shared

Some things are just meant to be kept to yourself, just like the new [Taco Bell Loaded Grillers](#), amazing appetizers you don't have to share.

posted about 6 days ago



**Taco Bell**

BuzzFeed Partner



**Not everything needs to be shared.**

99¢ Loaded Grillers from Taco Bell. Appetizers for one.

LET ME SHARE THIS!

Thanks! Now stay up to date with our daily email:

GO

# BuzzFeed



Politics Tech Entertainment Celeb Music Lifestyle Food Rewind LGBT Sports Animals More ▾

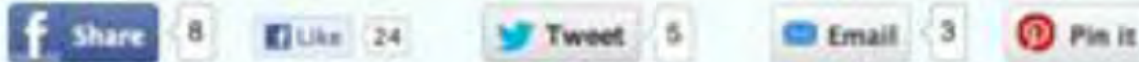
Sign In Sign Up

## 32 Instagrammers That You Should Totally Be Following

Wanna see some awesome photography? Check out these awesome instagrammers and find more awesome photographs taken with their [Samsung GALAXY Camera](#) on [Samsung's "Life's a Photo: Take It" contest](#).

posted about 3 hours ago

 **Samsung Galaxy Camera**  
BuzzFeed Partner



### 1. Sylvia Matzkowiak (Berlin)


An advertising exec who started with Instagram photography in November 2010. She sees the world in colours.

Follow Sylvia on Instagram: [@sylvia77](#)



#LIFESAPHOTO, Visit [tumblr](#) for More

Follow @samsungcamera 458K followers

 Samsung Camera  
**SamsungCamera**

SamsungCamera #Photo first, then eat. Why yes, you can have your cake & eat it too. #nom  
[pic.twitter.com/noagAoOI](#)  
18 hours ago · reply · retweet · favorite

SamsungCamera No matter how many times we see it,  
[photo album](#) [repost](#) [download](#) [share](#) [embed](#)

# The Rise of Mobile Shopping

1.6k  
SHARES

165

943

27

89

283

f Share

t Tweet

g+ +1

in

v



{:class=>"sponsored-info"}

BrandSpeak / Nov 26, 2012

This article is brought to you by [PayPal](#). PayPal is the faster, safer way to pay and get paid -- online, via mobile and in store. For more information about BrandSpeak, click [here](#).

First there was Black Friday, and shoppers rushed en masse to brick-and-mortar stores for early holiday deals. Then came Cyber Monday, allowing a simple point-and-click from your



LIFESTYLE

Study Says Twitter Can Help You Lose Weight

1.4K SHARES



TECH

Do You Really Need a Voice Plan With That Fancy Smartphone?

1.4K SHARES

@mail

Fast, feature-rich, and no clutter.  
Webmail. Email.  
Calendaring. Contacts

Online Demo







Monday March 25, 2013



62°F Clear | Houston Weather

# Chron

 Search

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## 2013 Shell Eco-marathon Americas

**SHELL ECO-MARATHON  
AMERICAS:  
CAN WE BEAT 2,188  
MILES PER GALLON?**

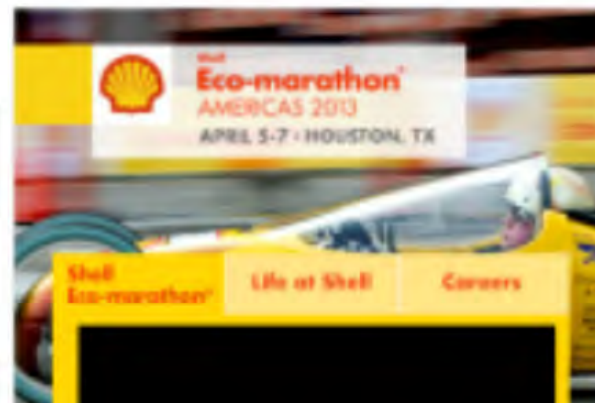


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fresh thinking on  
the energy  
challenges of the  
21st century

Fueling futures:  
How Shell Eco-  
marathon Americas  
inspires careers at  
Shell



Shell  
Eco-marathon

Life at Shell

Careers

PLAY WITH SOUND

YouTube



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More  
Videos

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miles per gallon?**

An insider's look at Shell's global  
student challenge to design, build,  
and test energy-efficient vehicles.

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SPONSORED BY



Episode 1: Glamping in Big-Sky Country

Home / Art / Saturday, August 31, 2013



Share: </> f t d p m c

LOVE

## Tara Subkoff x Milla Jovovich

The Cult Actress Tests the Limits of Hyperconnectivity at the Behest of the Artist and Designer

With only a laptop, tablet and smartphone at her disposal, Milla Jovovich is a wired, 21st-century alternative to sleeping beauty, concealed in a glass box in this excerpt from *Future/Perfect* by Tara Subkoff. Shot at the Palazzo Malipiero during this year's 55th Venice Biennale, the multimedia work serves up a witty take on the themes of consumerism and technology. The artist's longtime friend and collaborator Jovovich played the role of impulsive shopaholic who tweeted, facebooked and skyped in character for six hours while being simultaneously streamed live online. With *Malerie*

(Full Story)

### EDITORS CURATE



*Jonas Mekar: Guns of the Trees*

Reflections On Sixty Years Of Filmmaking Accompany...

### SECRET CITIES



*Secret Cities: Beijing*

Beijing Design Week Director Beatrice Leanza Casts a...

### MOST LOVED



*Marc Newson for Ikepod*

Director Philip Andelman Documents the Designer's...

Topic 5



## 13 Ways To Be "Tough"

England's annual [Tough Guy Challenge](#) involves an eight-mile run through fire, ice, barbed wire, and tunnels made of tires.

 Alanna Okun  15 minutes ago  3 responses



## 14 People Making The Best Of Bad Situations

When life gives you lemons, carve them in to tiny helmets for squirrels. Always remember to look on the bright side. Come on. Get happy.



PRESENTED BY  
**Volkswagen**

FEATURED PARTNER



## This Guy Saved A Freezing Baby's Life, NBD

And other morning links.

 Raymond Sultan  15 minutes ago  respond

# Native Advertising

Who to follow · Refresh · View all



**Tree Hut** @Tree\_Hut

Followed by HiggenbloomHoney...



Follow



Promoted



**Waleed Abobakr** Waleed2A



Follow



**Ian Huckabee** WeejeeMedia

Followed by Christine Green and ...



Follow

Popular accounts · Find friends

Trends · Change

#CopperTV Promoted

Lil Mama

Ace Hood

Trinidad James

#BETAwards

Menace II Society

Angela Simmons

Bow Wow

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About 229,000,000 results (0.22 seconds)

Ad related to **native advertising** ⓘ

**[What's Native Advertising](#)** - New report details best practices

[www.localmedia.org/nativeadsreport](#) ▾

\*13 Innovation Mission: Order Here

**[Native advertising](#)** - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Native\\_advertising](#) ▾

**Native advertising** is a web advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience.

**[Native Advertising](#)** - Mashable

[mashable.com/category/native-advertising/](#) ▾

**Native advertising** is at least some of these things. Top publishers and brands met in Washington, D.C., on Wednesday for an American Press Institute summit to ...

**[News for native advertising](#)**

**[Native Advertising Sweeps Industry Regulatory Landscape](#)**

[Mondaq News Alerts \(registration\)](#) - 1 hour ago

16 Oct 2013 - United States - Media, Telecoms, IT, Entertainment - **Native Advertising Sweeps Industry Regulatory Landscape** - Frankfurt Kurier ...

**[Airpush Acquires Hubbl For \\$15 Million To Bring Native Ads To Mobile](#)**

[TechCrunch](#) - by Sarah Perez - 5 days ago

**[Yahoo's Native Ads Have an Image Problem](#)**

[Digiday](#) - by Jack Marshall - 2 days ago

**[Native Advertising 101: Understanding the native continuum ...](#)**

[paidcontent.org/.../native-advertising-101-understanding-the-native-cont...](#) ▾

Dec 22, 2013. What are the different forms of native advertising, and how should

Ads ⓘ

**[Native Advertising](#)**

[www.sharethrough.com/](#) ▾

Sharethrough is the Distribution Platform for Brand Content

**[Native Ad Demo](#)**

[www.triplelift.com/](#) ▾

Use TripleLift's Nativiser to see how images can become native ads.

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Bring new visitors to your website. We'll help you get started - free.

**[Boost Your App Revenue](#)**

[www.nativex.com/Developers](#) ▾

Increase revenue by as much as 875% with native in-app advertising.

[See your ad here >](#)

**THE FIRST AMENDMENT**  
CONGRESS SHALL MAKE NO LAW RESPECT-  
ING AN ESTABLISHMENT OF RELIGION, OR  
PROHIBITING THE FREE EXERCISE THEREOF;  
OR ABRIDGING THE FREEDOM OF SPEECH, OR  
OF THE PRESS; OR THE RIGHT OF THE PEOPLE  
PEACEABLY TO ASSEMBLE, AND TO PETITION THE  
GOVERNMENT FOR A REDRESS OF GRIEVANCES.  
PROTECT THE FIRST AMENDMENT, SUPPORT THE CBLDF

*If others are using photographs of you on the Internet, **without your permission**, we can help you assert your rights under California law.*

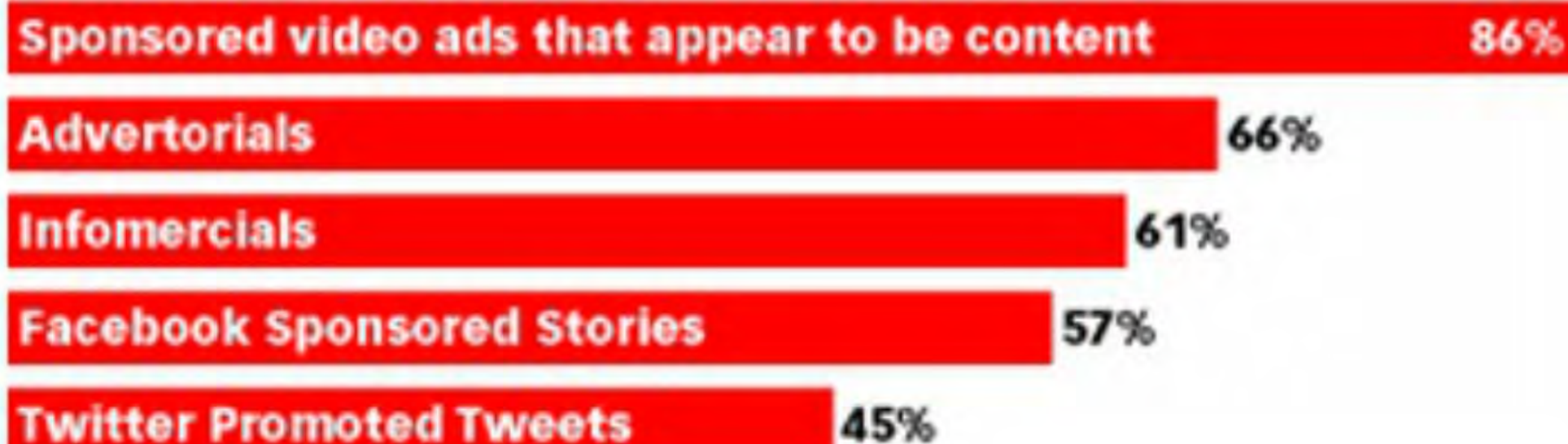




**Fantastic! My bank has thrown transmedia storytelling into the mix. Now, that's something I'm willing to pro-actively engage with.**

## US Internet Users Who Find Advertising that Appears as Content\* Misleading, by Ad Type, Oct 2012

% of respondents



Note: \*e.g., native ads

Source: MediaBrix as cited in press release, Nov 5, 2012

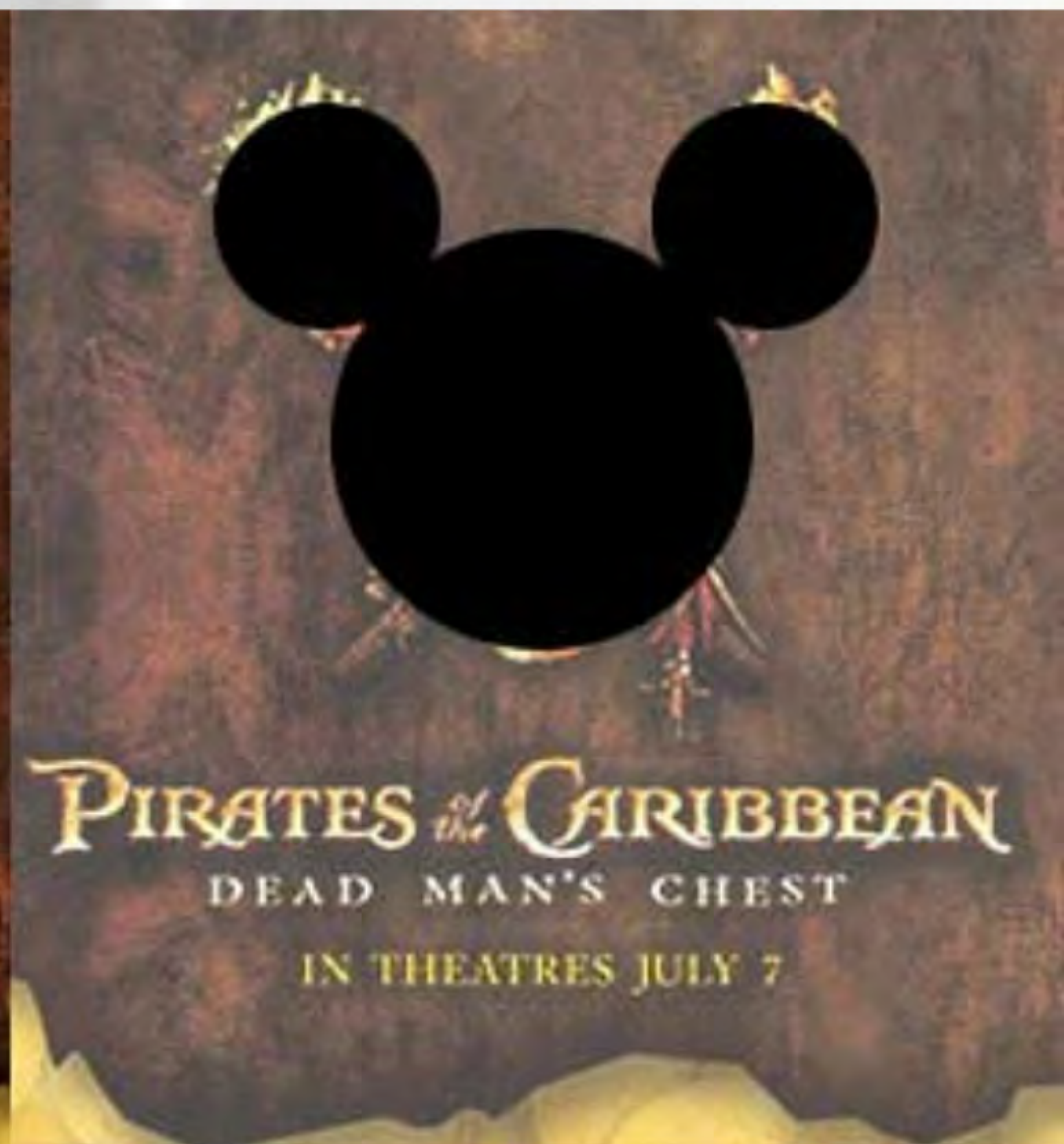
147187

[www.eMarketer.com](http://www.eMarketer.com)













ON AIR NOW

9a<sup>et</sup>

**America's Newsroom**  
 Bill Hemmer and Martha  
 MacCallum

On Air Personalities

11a<sup>et</sup>

**Happening Now**  
 Jon Scott and Jenna Lee

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Nutrition &amp; Fitness

Business of Health Care

# Raspberry Ultra Drops to Help Your Weight Drop

Written By Christine Meyer Published June 28, 2012 Health.com

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TOP HEALTH CENTERS

Back Pain	Digestive Health
Beauty & Skin	Heart Disease
Cancer	Nutrition
Cholesterol	Pain Management
Cold and Flu	Pregnancy
Depression	Sexual Health

HOT OFFER

**4 bottles**

Weight Loss  
 Average Range:  
**57-61 Pounds**



Christine Investigates Raspberry Ultra Drops to find out for herself if this diet aid works.



As part of a new series:  
**"Healthy Lifestyles: A look at  
 America's Top Diet Trends"**  
 we examine consumer tips for  
 dieting during a recession

Dietary options today can cost a health-conscious American thousands of dollars each year, and the results may be short-lived. And like you have probably already seen, they are all over the internet in blogs and success stories of people who have apparently used diet aids and lost a ton of weight. But we here at Fox News are a little skeptical and aren't sure that we've seen any real proof that these diet aids work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to conduct our own study?

SUMMARY

Christine Meyer, our Lifestyle reporter, recently put Raspberry Ultra to the test. After four weeks of testing the effects of America's newest diet aid, she was able to achieve pleasantly surprising results. She lost 25 lbs in 4 weeks. The benefits of



CHOPS  
HOTTER FOODS  
IN LESS THAN  
7 SECONDS





Complaint

111 F.T.C.

IN THE MATTER OF  
JS&A GROUP, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF  
SECS. 5 AND 12 OF THE FEDERAL TRADE COMMISSION ACT

*Docket C-3248. Complaint, Feb. 24, 1989—Decision, Feb. 24, 1989*

A. Misrepresenting, directly or indirectly, that such product has been independently investigated or evaluated.

B. Misrepresenting, directly or indirectly, that an advertisement is an independent consumer or news program and not a paid advertisement.



United States of America  
**FEDERAL TRADE COMMISSION**  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Division of Advertising Practices  
Bureau of Consumer Protection

Mary K. Engle  
Associate Director

June 24, 2013

[Name and Address]

[Name]:

In 2002, the staff of the Federal Trade Commission's Bureau of Consumer Protection published a letter ("2002 Search Engine Letter") advising search engines about the potential for consumers to be deceived, in violation of Section 5 of the FTC Act, unless search engines clearly and prominently distinguished advertising from natural search results.<sup>1</sup> After the 2002 Search Engine Letter was issued, search engines embraced the letter's guidance and distinguished any paid search results or other advertising on their websites. Since then, however, we have observed a decline in compliance with the letter's guidance.

Although the ways in which search engines retrieve and present results, and the devices on which consumers view these results, are constantly evolving, the principles underlying the 2002 Search Engine letter remain the same: consumers ordinarily expect that natural search results are included and ranked based on relevance to a search query, not based on payment from a third party.<sup>2</sup> Including or ranking a search result in whole or in part based on payment is a form of advertising. To avoid the potential for deception, consumers should be able to easily distinguish a natural search result from advertising that a search engine delivers.

## Distinguishing Sponsored Search Hits from Natural Search Hits

- 1) Disclose “Advertisement”
- 2) Luminosity or contrasting background or borders
- 3) Popping on different devices and different lighting conditions
- 4) Text cue in prominent font directly above or to the left of an ad

## FTC Dot.Com Guidance

- 1) Disclose the fact of sponsorship within the content or near to it
- 2) Discourage scrolling
- 3) Discourage hyperlinks for simple disclosure like sponsorship unless industry adopts a symbol that is recognized by consumers
- 4) Disclosure must be clear and conspicuous on all devices and platforms

## Testimonials and Endorsements

Must be truthful

Marketer cannot say through an endorsement what marketer could not say directly

Performance discussed must be typical of what an average user can expect or if not must disclose expected typical performance

Burden falls primarily on Marketer to make sure endorsements are appropriate and affiliations disclosed

Anytime it is not obvious that an endorser is being compensated, this must be disclosed

“If a social network were to stream recommended restaurants based on what a particular consumer’s social contacts have enjoyed, it should clearly distinguish as advertising any information feeds included or prioritized based in whole or in part on payments from a third party”



## Native Advertising Review: NAD Examines Qualcomm/Mashable Sponsored Series

*New York, NY – Sept. 30, 2013* – The National Advertising Division, in an examination of “native advertising” by Qualcomm, Inc., has determined that the company appropriately identified its sponsorship of a series of technology stories that ran at Mashable.com.

NAD is an investigative unit of the advertising industry’s system of self-regulation. It is administered by the Council of Better Business Bureaus.

As part of its routine monitoring program, NAD reviewed advertisements by Qualcomm, Inc. for the company’s Snapdragon Processors, microprocessors specifically designed for use in cell phones and tablets. The advertisements ran with Qualcomm-sponsored articles on a range of technology subjects at Mashable.com.

In response to NAD’s inquiry, Qualcomm noted that it had entered into a sponsorship agreement with Mashable.com for a series entitled “What’s Inside?”

The series included 20 articles that explored the technology behind products that included Tesla cars, MiniMoog music synthesizers, the Mars Curiosity Rover, Lytro cameras, electric guitars, and the Large Hadron collider. None of the articles, Qualcomm asserted, addressed mobile phones or devices that contained Snapdragon components.

Further, the company said, Mashable advised Qualcomm that it follows the Interactive Advertising Bureau’s standard practices regarding the start and end dates for an advertising campaign and Mashable removed the sponsor messaging when the campaign ended.

Qualcomm noted that it did not direct the creation or subject matter of the articles and that the articles did not address devices that contain Snapdragon or other Qualcomm products.

Further, the advertiser maintained that the articles existed independently, without mention of Qualcomm, before the series began and continue to exist on the Mashable website after the sponsorship period concluded. As a result, the advertiser contended there is no continuing obligation to indicate the articles are sponsored.

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Environmental



Social Media



Telecommunications



Website Privacy

### Blogroll

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- [ERSP Blog](#)

### Quick Search

Select Category

# The Tech That Makes the Pebble Watch Tick

1.4k  
SHARES



BY CHRISTINA  
WARREN

FEB 28, 2013

The [Pebble smart watch](#) is the most successful Kickstarter project in history, raising more than \$10 million from more than 69,000 backers.

At CES 2013, the company revealed [final details](#) of the device, and showed off the shipping device to the public.

**SEE ALSO:** [Hands On With Pebble, the Internet's Favorite Smart Watch](#)

Now that the [device is shipping](#) to Kickstarter backers, we have a much better idea of how the watch works from the inside out.

**Hooray! I've been exposed  
to this message enough to  
move from awareness to  
consideration!**





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AWARDS

## ASME INTERN BLOG

Follow ASME's Magazine Internship Program 2013 Summer Interns as they navigate the world of magazine interning

[Sara Gentzler: A Small-Town Girl Who Can Travel the World](#)

[The End](#)

[Never Underestimate the Power of a Woman ... or a Magazine](#)

## SOCIAL MEDIA

## Editorial Guidelines

### ASME Guidelines for Editors and Publishers Updated September 2013

The ASME Guidelines for Editors and Publishers codify longstanding practices governing the relationship between editorial and advertising content. The guidelines ensure that practices commonly used by editors and publishers to prevent or resolve editorial-advertising conflicts are clearly understood and consistently applied throughout the consumer-magazine industry.

In a rapidly changing media environment, no set of rules can anticipate every issue, but these are the basic principles behind the ASME Guidelines for Editors and Publishers:

- Every reader is entitled to fair and accurate news and information
- The value of magazines to advertisers depends on reader trust
- The difference between editorial content and marketing messages must be transparent
- Editorial integrity must not be compromised by advertiser influence

ASME believes that adherence to these principles enhances the value of print and digital publications for readers and advertisers and protects the independence of magazine media.

started with Instagram photography in November 2010. She

*Randallia77*

can have your cake & eat it too. #nom  
[pic.twitter.com/noagAoQI](https://pic.twitter.com/noagAoQI)  
18 hours ago · reply · retweet · favorite

SamsungCamera No matter how many times we see it,  
it's never the same.

## D2. Marketer-Provided Content and Native Advertising

- a. Marketer-provided content, including native advertising, should be prominently labeled as advertising, and the source of such content and the affiliation of the authors should be clearly acknowledged. The term “Sponsor Content,” already in use on some websites, can be used to label native advertising.
- b. Native advertising should include a prominent statement or “What’s This?” rollover at the top of the advertising unit explaining that the content has been created by a marketer and that the marketer has paid for its publication.
- c. Native advertising should not use type fonts and graphics resembling those used for editorial content and should be visually separated from editorial content.