

Native Advertising Defined

C&EN BrandLab's Term Sheet

What exactly is native advertising and the different types available? **C&EN BrandLab** created this handy cheat sheet that defines the different forms a native campaign can take, explains why you'd use one tactic over the other, and provides helpful links to examples.



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CONTENT SPONSORSHIP

With a content sponsorship, the advertiser pays to be listed as a sponsor of content that's created by the publisher. The editorial could be a one-off article or a series of articles, with a single sponsor or multiple sponsors. The topic might be related to your business, but it won't actively promote your company. The publisher is in control of the content and who writes it, meaning you won't have a say in what gets written.

Why You'd Do It

- You sign on as a sponsor to a general theme or topic, and your work is done.
- The publisher knows its readers and has more flexibility to focus the story on trending or engaging sub-topics.

Why You'd Choose Another Option

- While the publisher may involve your company in the story (maybe as a source, depending on how the story develops), you don't have control of the copy.
- You want the copy to be overtly promotional.

Example

- [Lab Hacks](#), *Chemical & Engineering News*

ADVERTORIAL

Advertorials are advertiser-created content that runs within or adjacent to regular editorial. They often aim to tell a story that corresponds in some way with the editorial in which it's placed. They can also be distributed by the publisher as supplemental, standalone publications with one or multiple advertisers providing the copy. The key here: The publisher is not involved in creating advertorial content, except to publish and distribute it.

Why You'd Do It

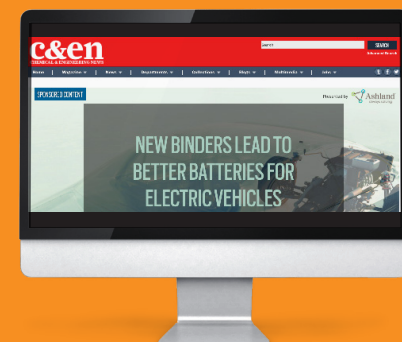
- You have full control of the content.
- You guarantee placement in an issue or around a theme in which your advertorial best fits.
- You can still leverage storytelling tactics.

Why You'd Choose Another Option

- You don't have the time or resources to create compelling content.
- You want to be an exclusive partner but don't have the budget.

Example

- [Ford Unveils New Diesel Oil Specification](#), *Motor Trend*



The four defined terms in this cheat sheet are the most common ways to describe the native advertising options that C&EN BrandLab offers, but below are some other terms you might hear when entering the native advertising world.

ADDITIONAL TERMS

SPONSORED CONTENT: This term is often used for labeling purposes. C&EN itself uses this to identify advertiser content for its readers.

CONTENT MARKETING: This term often relates to blogs, infographics and other content that a company publishes itself. Native advertising can be a part of a company's content marketing strategy.

BRAND JOURNALISM: Often used as a synonym for content marketing, this term refers to the use of journalism tactics—research, reporting, storytelling—in the service of promoting a brand. Often this is an internal strategy.

Through the power of storytelling, native advertising can help your company build brand awareness, establish thought leadership and demonstrate the value of your products. Whether you choose to create the content yourself, collaborate with the publisher or simply sign on to publisher-created content, native advertising offers your brand an exciting new way to engage an audience.

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BRANDED CONTENT

Similar to an advertorial, the advertiser creates branded content and it runs adjacent to regular editorial. However, branded content is reviewed by the publisher to ensure that it adheres to the editorial style and standards of the publication.

Why You'd Do It

- This is a great opportunity to tell your brand story.
- You have a lot of control over the content (though the publisher will review it).

Why You'd Choose Another Option

- You don't have the time or resources to create or collaborate on compelling content.
- You don't want any publisher input on the writing or design.

Example

- [Coupling Mass Detection with UV to Improve Method Sensitivity for Esters of Benzenesulfonic Acid in Analysis of Genotoxic Impurities](#), *Chemical & Engineering News*

CUSTOM CONTENT OR CONTENT MEDIA

Like a content sponsorship, the publisher creates the content. But with custom content, the advertiser is more involved, often providing sources and input along the way. These types of native ads tend to be part of larger campaigns in which the publisher is in charge of not only the writing and design, but also the media plan.

Why You'd Do It

- The content will be professionally written according to the publication's standards.
- You have more control over the final product than with a content sponsorship.
- You want a one-stop shop for your content marketing campaign.

Why You'd Choose Another Option

- You don't have full control over the content.
- You want the copy to be overtly promotional.
- Your campaign needs to go out the door ... tomorrow.

Example

- [Shaping the Future, One Molecule at a Time](#), *Chemical & Engineering News*

QUESTIONS? Connect with us anytime for a walk through of native advertising at cenmediagroup@acs.org.

