Native Advertising and Content Marketing
- Almost all content is from this book
- Since this is a CS dept, I’m skipping cookies, big data, ad auctions, etc.
- **TL;DR** - It’s really hard to tell if something is an ad these days.
The Problems with Traditional Advertising

- DVR + cord cutting + online news = declining revenue
- Banner Blindness

The Solution

- **(Native Advertising)**
  Hide the ads within existing content environments

- **(Content Marketing)**
  Create advertising content that doesn’t look like advertising
Native Advertising

“Paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behaviour that the viewer simply feels that they belong”

- Think of **Product Placement** as a precursor
Just a friendly reminder here. Each Questival participant receives a Luzon 18L daypack with their registration. This is our most popular daypack and the perfect bag for any adventure - and you get it for free when you sign up for Questival Vancouver. So. Much. Awesome.

Sport Chek
Sponsored •

Soccer & Baseball Doorcrashers up to 50% off* our regular price. Select brands & styles. Details: https://goo.gl/U10BFz
Women Inmates: Why the Male Model Doesn’t Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs.

By Melanie Datzel

Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.

Today, some 15,000 are held in federal custody and an additional 100,000 are behind bars in local jails. That sustained growth has researchers, former inmates and prison reform advocates calling for women’s facilities that do more than replicate a system designed for men.

“These are invisible women,” says Dr. Stephanie Covington, a psychologist and co-director of the Center For Gender and Justice, an advocacy group based in La Jolla, Calif. “Every piece of the experience of being in the criminal justice system differs between men and women.”

At the most basic level, women often must make do with jump suits that are made from men’s designs rather than being cut for female bodies. And standard personal-care items often don’t account for different skin tones or hair types.

It’s not just vanity. What drives some prisoners to mix their own makeup or tailor their uniforms

PREVENTATIVE CARE

Promoted by Pure North

How a simple mathematical error puts the health of Canadians at risk

SPECIAL TO NATIONAL POST / March 20, 2015 | Last Updated: Mar 23 3:56 PM ET

The health and well-being of millions of Canadians is at risk, and billions of dollars in health-care funding is being wasted on preventable diseases, because of a statistical error.

Evidence has come to light that due to a miscalculation the Canadian government’s recommended daily allowance of vitamin D, a critical hormone for good health, is inadequate. Now, the Pure North S’Energy Foundation — a non-profit organization that focuses on preventative health — is calling on Canadians to sign a petition demanding urgent action from Health Canada to fix the problem.
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.

2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations—figures that represent a growth rate 20 times that of a decade ago.

The driving force behind this unparalleled era of growth is David Miscavige, ecclesiastical leader of the Scientology religion. Mr. Miscavige is unrelenting in his work for millions of
How would you die in GoT?

Which Barbie Doll are You?

12 Life Lessons We All Learned Our Freshman Year of College

15 Animal Vines That Perfectly Describe Your Mood Right Now

13 Things Every Early Cell Phone User Remembers
Content Marketing

- “A brand must give something valuable to get something valuable in return. Instead of the commercial, be the show. Instead of the banner ad, be the feature story”

- Provide valuable, relevant, and consistent content. Be in the customer’s mind when they go to make a purchase.
Earth, our favourite wild place.
It isn’t always obvious who the content creator is
We escaped! LimeSpot Vancouver Team is #smartypantz! 😮
📸 #limespot #spiesandlies

@enardsweetery thank you for such amazing cupcakes!!
Why Should You Care?

- Church and State separation: Publisher is at the whim of the advertiser (e.g. controlling comments section to quietly disappear negative feedback)
- Content producers are legally obligated to tell you when they are being paid to promote a product. They often don’t.
- Content marketing allows companies to SEO negative news away