

**How is Sanoma Media Netherlands B.V.
improving their Customer Engagement
by using Online Native Advertising?**

A study on the effect of native advertising on customer engagement.



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1. Executive Summary

The purpose of this dissertation is to find out how Sanoma Media Netherlands B.V. is improving their customer engagement by using online native advertising.

There are several measuring methods on how to examine the degree of customer engagement. The methods are based on the purpose of the advertisement. The most popular measuring methods are: the amount of views on an article, the duration of the visit of a customer and the Click Through Rate (CTR). CTR outlines a number of customers who actually redirect himself or herself to the company's website after reading a native advertisement.

Nevertheless, through literature review is found that studies have been conducted before on how to measure the effectiveness of native advertising on customer engagement, though no one knows specifically. The conduction of interviews with two Sanoma marketers and an expert affirm this fact. The outcomes of these interviews show that to measure the effect of native advertising on customers more effectively, the privacy legislations concerning data collection should be less strict. These statements were presented to a focus group, including seven customers of Sanoma. The outcomes of this focus group show that customers are not willing to relinquish more privacy than the already do. They stated to be anxious about what marketers are doing with their personal information.

Heretofore, no expert, previously conveyed research or marketer could give the answer to how effectiveness can be measured. Nevertheless, when investigating the international use of native advertising, one company stood out: BuzzFeed. BuzzFeed is an American company, famed for its use of online native advertising. BuzzFeed creates native advertising with the purpose for it to be shared by readers on their social media platforms and measures the engagement by counting the amount of shared articles. The reasons why they do so are: firstly, because sharing content on social media is an effective way of word of mouth. Secondly, customers who are willing to share your native content are feeling engaged with the brand. Studies show that an engaged customer buys more products, more often and less concerned about pricing.

Therefore, the recommendation for Sanoma based on these findings would be for them to increase the shareability of their article. By doing so, they will get a more specific answer to how engaged customers are without breaking the Dutch law.

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2. Preface

If one would have told me seven years ago that today is the day that I, Jamie Lee Balek, would hand in my bachelor thesis, I would never believe it. I developed from an average Lower General Secondary Education student, to a very proud (almost graduated) University of Professional Education student. I can barely express how surprised, proud and happy I am when looking back on the writing process of this thesis. Nevertheless, I could have never done this alone. Therefore, I would like to take this opportunity to express my appreciation for people who have contributed to this thesis directly as well as indirectly: Mr. Schröder for being so patient with me, Ms. Schagen for her motivating words and my mother for her everlasting support. Also, I am very thankful for the input of the interviewees, Annelies van Riel, Jill Eekhart and Phileas Fox, and the participants of the Focus Group.

I can proudly say that by finishing this chapter,
a new chapter in my life begins.

I hope one will enjoy reading this thesis, as much as I enjoyed writing it.

Jamie Lee Balek,

Wassenaar, June 13, 2016

3. Introduction

In the first chapter of this thesis the problem is discussed. Furthermore, an explanation is offered about why, and for whom, this particular problem exists.

3.1 Background

In today's fast growing market, with an extensive range of products and services of every kind, it is impossible to attain a notable market position without strong advertising. The large range of sales channels makes the implementation of advertising more complex than ever before. As technology continues to develop, so does advertising.

One particularly interesting medium for advertising is the World Wide Web. When sending out the first spam email in 1978, and putting up the first online banner in 1993, internet and advertising professionals could have never imagined that the online advertising environment would have changed so drastically over the past 38 years (Oberoi, The History of Online Advertising, 2013).

Presently, online advertisers must cope with so much more than just spam filters. One very common problem is so-called Banner Blindness. This term refers to a phenomenon whereby website users consciously or unconsciously ignore or skip banner advertisements or information presented in a banner-like fashion. Bright colors and large fonts do not seem to attract customer attention anymore because customers block out the content that does not match the information they are browsing for (Oberoi, Banner Blindness, 2013).

A form of advertising that does not impose upon the browsing experience of the customer, although still attracts consumers, is called 'native advertising'. The essential definition of native advertising is that the advertisement perfectly matches and blends in with the medium in which the advertisement appears (Jatani, 2016). For these ads, the same format, and look and feel, are used as for the rest of the medium. This means that customers are mostly unaware of the fact that they are actually reading an advertisement instead of an objective article.

3.2 Problem Discussion

The usage of native advertising, however, has not been trouble-free since it was first implemented. Customers find it very hard to distinguish a paid advertisement from a non-paid advertisement because native advertising is very well disguised. Therefore, the main issue concerning native

advertising is that many customers feel misinformed (Hanington, Native Advertising: Effective or Deceptive?, 2013).

In September 2015, *Contently* released a report showing outcomes concerning consumer viewpoints on native advertising, based on a study they conducted with 509 respondents. More than half of the respondents did not trust sponsored content regardless of who the sponsor is (Lazauskas, 2015). Hence, it can be stated that marketers need to be aware of the fact that consumers question the marketers and their use of this disguised form of advertising.

Native advertising is a very smart and effective way of marketing when used properly (Hanington, Native Advertising: Effective or Deceptive?, 2013). Nevertheless, judging from opinions of not only consumers but also of critics who have raised objections, when native advertising is used inaccurately the results run counter to the anticipated outcomes. Bob Garfield, a columnist for *The Guardian*, referred to native advertising as ‘‘the pollution of the media’’ (Garfield, 2014).

Native advertising has not been around for too long, therefore, for now, the damage remains minimal. To prevent consumers from losing trust in certain brands and companies, however, the actual effect of native advertising needs to be researched. Not only will the outcome of such research be of help to marketers to strengthen customer engagement, it will also determine whether marketers have been investing their capital in a meaningful way. If results show that customer engagement is not influenced by native advertising in any way, this would suggest canceling any future investment in the use of this form of advertisement. To obtain a solid overview on how native advertising affects the trust and confidence the customer has in a company, and if this form of advertisement is profitable, a study should be made of its impact on customer engagement. Based on the results, the use of native advertising could then be adjusted or maintained.

The aim of this thesis is to research how native advertising is influencing the customer engagement of Sanoma by referring to criteria named in the theoretical framework. The outcomes of this research will show how marketers can use native advertising to positively influence customer engagement.

For this research, a company was chosen to act as a case study. The company that corresponds best with the context is Sanoma Media Netherlands B.V.. The findings obtained via field research are analyzed to demonstrate the measuring methods for customer engagement. Sanoma is one of the largest media companies active in the Dutch market (Hafkamp, 2016). They are well developed in the field of advertising, both online and offline, and were one of the forerunners of native advertising (Salesteam Sanoma Media Netherlands B.V., 2016). Native advertising usage within Sanoma is the case study for this thesis.

3.3 Research Questions

The central research question answered in the outcome of this thesis is: *“How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?”*

The answer to the central research question is established by the results of the following sub questions:

- I. *What is the definition of online native advertising and what are the different forms?*
- II. *What are the laws of the Dutch government and European Union on online advertising?*
- III. *How is online native advertising internationally applied to enlarge customer engagement?*
- IV. *How does Sanoma currently use online native advertising and how does their customer engagement benefit from that?*
- V. *What strategies could be copied from international competitors and applied at Sanoma without contravening Dutch advertising laws?*

3.4 Structure

This thesis consists of six sections, namely: Introduction, Theoretical framework, Methodology, Empirical Data, Results and analysis, Conclusion and recommendation.



Figure 1. The Structure

Figure 1 gives an overview of the structure of this thesis. In the introduction, the background of native advertising and the problem are more specifically analyzed. From this viewpoint, the motivation and purpose of this thesis are presented. The theoretical framework provides a highly detailed overview of native advertising and customer engagement through primary data conceived via field research. In this section of the thesis the foundation is discussed. The Methodology section provides a highly structured outline of the approaches taken that led to the outcome of this thesis. The fourth section, the Results chapter, contains all the outcomes from the interviews and

the panel discussion. In Analysis, the results are discussed. In the last chapter, Conclusion and Recommendation an advice is formulated based on the outcomes presented in the previous chapter.

4. Theoretical Framework

This chapter provides a structured overview of all the references used to form the primary data. The first subchapter discusses a more specific explanation of native advertising and the second offers more depth on customer engagement.

4.1 Native Advertising

In the first section of the theoretical framework, a more in-depth explanation about native advertising and its characteristics is discussed.

4.1.1 Online Marketing

Native advertising is a form of online marketing. Online marketing consists of all the paid or unpaid advertising carried out on the World Wide Web. Currently, online marketing is a fast growing trend, especially because ever more people use the internet every day (WebFinance, Inc., 2016). Using the internet to carry out a marketing campaign is a frequently used form of advertising because the internet provides high exposure to browsers. The internet can be accessed by anyone, anywhere, at any time, providing consumers have a device that can be connected to the internet.

In addition, online marketing is relatively low in costs in comparison with offline marketing, yet it has the highest potential to incite consumers to action (Long, 2015). The rapid growth in popularity and accessibility of the internet has caused some radical changes in the world of advertising. Advertisement campaigns have become more personal and narrowly targeted, which led to the development of many new techniques in the field of marketing.

4.1.2 Branded Content

The precursor of native advertising is called branded content and to be able to offer a clear explanation of what native advertising as an online strategy really is, one needs to examine the forerunner of this new trend.

First, one confusing matter should be clarified. For many years, native advertising and branded content were regarded as the exact same thing. Nevertheless, there are a few major differences. Branded content is most easily explained as advertising that aims to build up a long-term customer relationship. The main goal is to build a trustworthy relationship between distributor and customer by providing them with relevant, interesting and, above all, useful information. The preferred outcome is, of course, to generate sales. This is part of a longer sales funnel, however. (Pulizzi, Native Advertising is not Content Marketing, 2015).

Branded content can be easily recognized because writers usually refer to companies by thanking them or placing a little side note above the article such as “SPONS”, which refers to sponsored, or “ADV”, which is short for advertisement. In the Netherlands this is even obligatory by law (Stichting Reclame Code, 2016). The article is openly acknowledged as an article that both the company and the distributor of the article gain a certain profit from. In comparison, native advertising is much better disguised.

To conclude, branded content provides value in itself and does not seek an immediate response, but to build a long-term customer relationship (Pulizzi, Native Advertising is not Content Marketing, 2015).

4.1.3 Native Advertising

The definition utilized in this dissertation concerning native advertising is as following: native advertising is online advertising published with the same look and feel as the medium that is carrying the advertisement. This results in an advertisement that perfectly blends in with the publishing website (Jatani, 2016).

The main reason why customers feel misled by native advertisements is because the advertisement appears to be valuable and objective and is very difficult to distinguish from a nonbiased article. In the Netherlands, it is obligatory by law to post a reference to the company that is sponsoring an article. This is done by the publishers adding a “SPONS” or “ADV” tag in the header of an article

(Stichting Reclame Code, 2016). This also applies to native advertising, but with these advertisements it is done even more subtly.

The primary purpose of native advertising is to sell a product or service. A very popular way to compose a native advert is for the writer to raise an issue for which they can offer the perfect solution. The article itself does not have any deep-seated value without the customer purchasing the pushed product (Pulizzi, Native Advertising is not Content Marketing, 2015).

One of the best native ads has to be an article written in The New York Times called “Women Inmates: Why the Male Model Doesn’t Work”, seen in Figure 2 (Deziel, 2014). The article discusses female inmates in the United States of America and how scientists believe they should be treated differently. The visuals supporting the article, such as charts and videos in which ex-convicts speak about their experiences, turns it into a very informative piece.



Figure 2 – Netflix Advertisement. Retrieved from: <http://paidpost.nytimes.com/netflix/women-inmates-separate-but-not-equal.html>

This example is a classic case of customers failing to recognize the difference between an objective article and a paid article. Close examination of the top bar of the article reveals a small reference to Netflix and the series, *Orange is the New Black*. Without realizing it, readers just read one of the biggest disguised adverts ever produced for a Netflix series.

4.1.4 Characteristics of Native Advertising

When talking about native advertising there are two pillars that form its basis. Firstly, native advertising is ‘pay to play’ (Pulizzi, Native Advertising Is Not Content Marketing, 2015). Brands pay the external medium to place their content, which can be easily explained as ‘renting’ a certain section of the website. Secondly, the content that is placed is targeted at a very specific audience, namely those who are searching for certain information. Therefore, brands need to be acquainted with the medium displaying their advertisement (Hanington, Native Advertising: Effective or Deceptive?, 2013).

Nevertheless, the content should not push a brand or product aggressively upon the customer, since this can affect the customer in a contrary matter. In other words, the user experience should not be interrupted when browsing the internet; it should assimilate with the user’s natural internet usage (Pulizzi, Native Advertising is not Content Marketing, 2015) .

4.1.5 Different Forms of Native Advertising

There are many different forms of native advertising. The most common ones are listed below (Agius, 2015).

- **In Feed Ad Units**

These are native ads that appear in the website’s content area. These could be sponsored articles or videos in which a certain product or service plays the lead in a problem-solution or explanatory article.

- **Search Ads**

The most popular are Google AdWords and Bing ads. Search ads are search related outcome that appears at the top of the website.

- **Recommendation Widgets**

If, for example, you are reading an article about a demonstration held a few days ago against the testing of makeup products on animals, you may find a small section next to the content about a brand that does not approve of the use of animals to test their products. By screening what a customer is interested in, products or services are simply preselected for you.

- **Promoted Listings**

These are products that usually appear on bigger e-commerce websites such as Wehkmap,

Zalando, eBay and so on. The products that can be found at the top of the search results are those that are, in the main, paid for to appear at the top of the page.

- **In-Ad**

These are probably the least discrete advertisements when it comes to native advertising. For instance, when reading the article about a demonstration against makeup being tested on animals, numerous ads for lipsticks, eyeliners and eyeshadows produced by companies that do not support animal testing appear in the sidebar.

4.1.6 Summary

Native advertising is one of the best disguised advertisement methods on the internet (Jatain, 2016). Many customers find it hard to distinguish a native advertisement from regular content even though slight reference is always made to the paying company. As stated above, proper native advertisement meets a certain set of criteria. The first criterion is that the advertisement should have the same look and feel as the medium on which the advertisement is published.

The main purpose of the advertisement is to sell or promote a specific product or service, which results in a call for action. Nevertheless, this encouragement should not be too bold or aggressive since the user experience should not be interrupted. Therefore, the advertisement should perfectly blend in with the surf environment of the customer. This criterion can only be reached when the advertisement is published on a medium targeted exactly at a specific group of consumers. This means that specific studies are needed to make the best match concerning the target market and the relevant mediums.

Native advertisement has existed for several years. Nevertheless, most current consumers, and even the companies themselves, are still not correctly informed about this phenomenon. Many people tend to misinterpret this advertisement strategy even though they are associated with it on a daily basis (Lazauskas, 2015).

4.2 Customer Engagement

This section of the theoretical framework explains the exact definition of customer engagement as used in this thesis. Later, several ways to measure the strength of customer engagement are presented.

4.2.1 What is Customer Engagement?

Approaches to customer engagement have much changed over the past years. In today's rapidly expanding market the choice concerning solutions, services and products for customers is enormous. Consequently, customer's expectations have also risen. Therefore, brands need to find a way to personally attach customers to a certain product (Boler, 2015). They can do this by targeting their marketing toward customers in a more personal manner, such as suggesting products based on previous search actions.

The definition of customer engagement used in this thesis is comparable to the definition Carter uses, namely: customer engagement is the depth of the relationship that a customer has with a brand (Carter, 2015). Or, as Paul Greenberg calls it in a recent interview: “the *ongoing interactions between a company and the customer, offered by the company, chosen by the customer*” (Hussain, 2014). More and more businesses are realizing that the loyalty of their customers is heavily dependent on the engagement that their brands offer. To ensure that a brand becomes “top of mind” for the customer, engagement should be one of the main focuses of a business (Carter, 2015).

The loyalty a customer feels for a brand is highly mutable. Customer engagement is built up as easily as it is destroyed. Nevertheless, to build up engagement, many forms of direct brand interaction can be used. For example, sending an email to previous customers with a discount code; or reading a blog about someone's buying experience (Carter, 2015). Following the technological development that allows marketers accessibility to a customer's search history and preferences via cookies, customer engagement can be made even more personal. For instance, when a customer purchases a certain product that needs to be replaced every few months, an email notification can be send out to provide this option to the customer, which they in turn can ignore or accept and make a new purchase (Ward, 2015). This is how Paul Greenberg explained customer engagement: it is offered by the company, but chosen by the customer. Nevertheless, brand interaction is also made via a very simple though effective way, namely word of mouth. Each of these interactions can be of value for building a solid customer engagement.

4.2.2 What are the Aspects of Customer Engagement?

The perfect customer engagement consists of a few aspects. All of these are discussed and explained in depth in the following subchapter – starting with aspects conceived through research done by Gallup, and followed by the Six Elements of Customer Engagement by Razorfish.

When a brand tries to set up a valuable customer engagement network, they need to be aware of four different levels. If all these levels are well balanced and equally meaningful, a solid customer engagement can be built up. Gallup, an American research company specializing in customer engagement, designed the “Levels of Customer Engagement” matrix, as seen in Figure 2 (Gallup Inc, 2016).

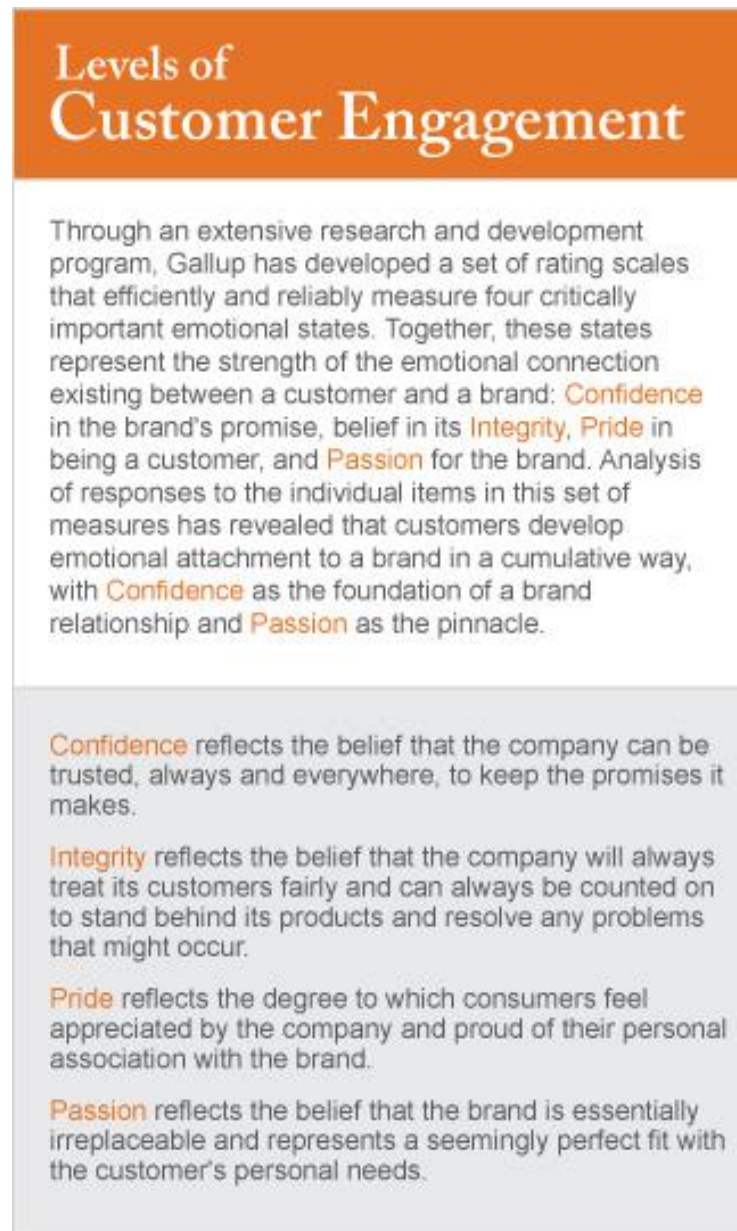


Figure 3. Levels of Customer Engagement. Retrieved from <http://www.gallup.com/businessjournal/165389/b2bs-win-building-relationships-not-selling-price.aspx>

In Figure 3 the four levels of customer engagement are explained. All these levels are designed to respond to the emotions of the customers. The first level, confidence, reflects the confidence a customer has in a company, and that it meets the promises the company has made. Integrity, the second level, stands for the trust that the customer has in the brand and that they always guarantee the quality of their product. The third level shows the pride that a customer feels for a brand. The last mentioned level is passion, which stands for the feeling the customer has toward the brand in the sense of being irreplaceable and fitting perfectly to their needs and wants.

Gallup defines customer engagement as: “the emotional connection between your customers and your company”. They have conducted several researches that showed that customer engagement is not built up solely on rational believes. Their research shows that customers develop very strong emotions toward a brand or company based on their experiences with the people who were present online and offline when purchasing a certain product. These emotions influence not only whether they purchase a specific brand, but also how frequent, how much they purchase at one time, and how aware they are of the price. Furthermore, engaged customers are more likely to spread positive feedback about a company online and offline (Gallup Inc, 2016).

Many studies have also been conducted to discover the perfect mix of the elements that form the basis for customer engagement. Razorfish has written a report entitled *Liminal* that identifies six elements instead of just four, as Gallup has (Zell, J., 2011).

In the report by Razorfish, they arrived at a combination of these elements not by looking from a marketer’s viewpoint, but instead by taking the consumers viewpoint. They conducted this research for a client of theirs, but the relevance and interesting outcomes are objective and applicable to any form of customer engagement because they did not ask the respondents about specific brands. Razorfish conducted 5,600 surveys and examined social media data from 100,000 internet users (Zell, J., 2011). This resulted in a comprehensive understanding of how customers engage with brands. The six elements that Razorfish chose as the most important are shown in Figure 4. These elements should be the starting point of every interaction a brand has with its customers. Even though they are listed from most meaningful to less meaningful, all of them should be deployed

synergistically (Zell, J., 2011).

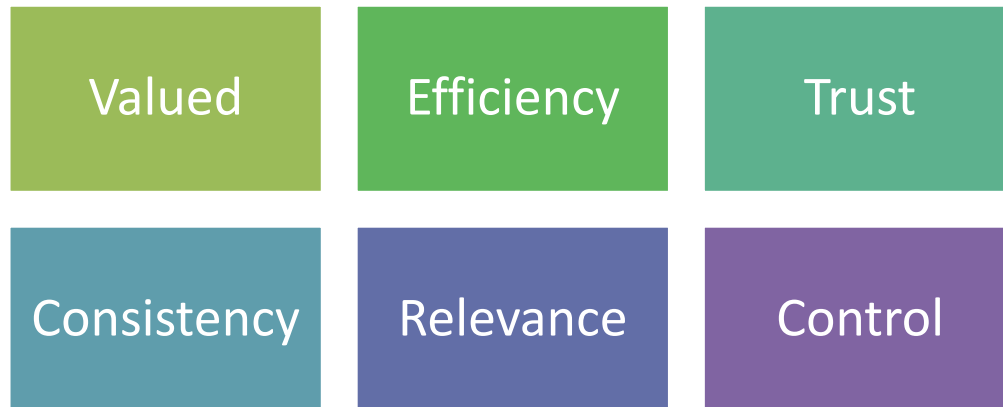


Figure 4. Six Elements of Customer Engagement

The first element is Valued, which stands for the feeling a customer has when a company supports the needs of a customer and values the products carried by the brand. The feeling of being valued is enhanced by the personal touch and what became apparent during the interviews Razorfish conducted was having the perception that someone is ‘working on your behalf’.

The second most important element is Efficiency. A customer wants to feel like a company respects their time and energy by responding to it on a personal level. For instance, when traveling, some airlines offer self-check-in options instead of standing in line to check in with an airline representative. By providing multiple options a customer can choose which suits his time and energy best.

The third element, Trust, stands for the confidence a customer has in the company. This depends on credibility, honesty and transparency. Razorfish refer to a statement made by Martin Reidy, President of Meredith Integrated Marketing. From an article on Direct Marketing News (Reidy, 2010) he states: *“Marketers must show their customers respect while earning their trust. This means understanding what truly interests them and not simply inundating them with material that you know is just advertising in disguise.”*

To gain value from Consistency, the fourth element, a company should never waive things such as their policy, attitude or communication. When promising one thing, a company is not expected to do another. This will damage the image of the company.

The fourth element, Relevance, can only be of value when the way a company reaches out to their customers is seen as relevant and applicable to their needs. As mentioned above, when, for example, sending an email about a previously purchased item to a customer, warning them that the product soon needs to be replaced, it is seen as relevant. Sending emails to customers about products they have never shown any interest for, however, is regarded as irrelevant.

The last and least valued element according to Razorfish, is Control. By Control they refer to the possibility for customers to decide when and how they want to be reached out to by a company.

4.2.3 Building Customer Engagement

In the previous subchapter, the elements that encourage customer engagement were discussed. To examine what customers experience when selecting a brand and buying a product, the customer journey model was designed.

Essentially, to build customer engagement a customer experiences five different stages from the point that they acknowledge the need for a certain product or service until the actual purchase. These stages are all part of the customer journey (Ursem, 2008). The five stages can be found in the Figure 5.

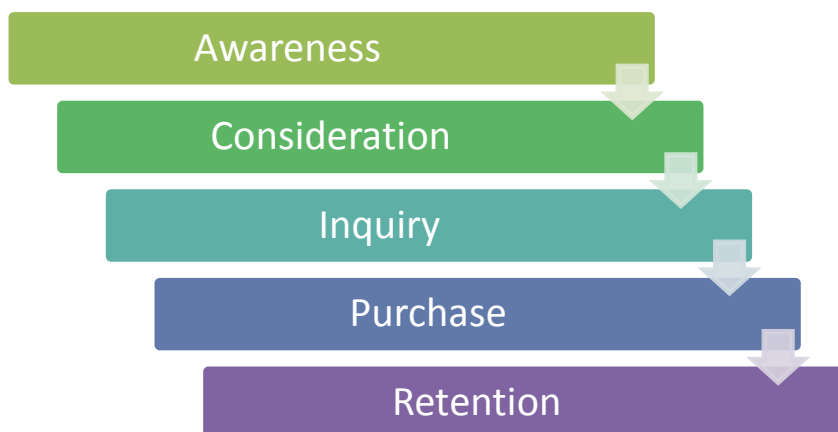


Figure 5 – The Five Stages of Building Customer Engagement

The first stage is called “Awareness”. The customer becomes aware of a certain problem that can be solved by a product or service. The second stage, “Consideration”, is when customers decide for themselves what the product or service should have to offer and in what price range they will search for it. In the “Inquiry” stage, the customer starts comparing one product with another to

come to the best fit. In “Purchase”, the customer comes to the point at which they make the actual purchase. The last stage, “Retention”, is completely determined by the satisfaction of the customer. In this stage the decision is made to maintain the relationship with the company or to pursue the search for a better product or service.

When applying this model to offline communication between a company and a seller, there are not many other influences than the company itself and people who have had previous experiences. Nevertheless, when these stages are applied to the online world of marketing, there are many more factors involved, such as online advertisers and marketers.

4.2.4 Customer Engagement and Online Advertising

Customer engagement online differs somewhat from offline. Online advertisement makes the customer journey more interactive because the customer is not only influenced by the company itself but also by people who have already experienced certain products, and perhaps written a sponsored article about it. Therefore, online customer engagement is qualitatively different from offline engagement because the interaction experience is markedly different. Online advertising aims to create, stimulate and influence customers during these five levels, and when this is done correctly it can generate newsletter sign ups, bookmarking, tagging, rating, more page views, registrations and content sharing. A commonly used method for this is native advertising.

Bearing the differences between online and offline engagement in mind, Mark Ghuneim designed the “Typology of Online Customer Engagement”. This system contains four levels into which customers can be divided based on their level of engagement to a brand. The first level is the least involved customer and the fourth group displays the most committed customer. All levels are displayed in Figure 6.

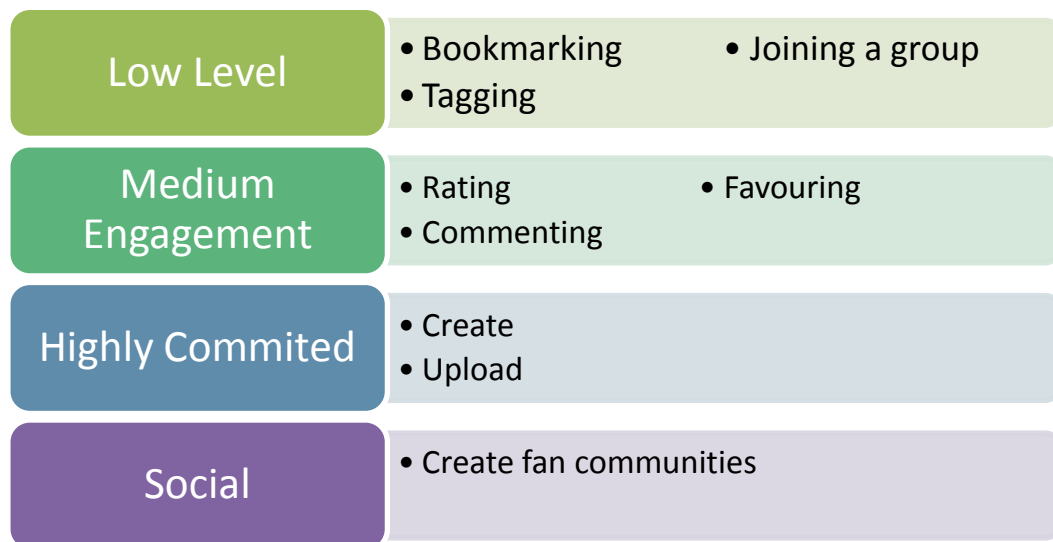


Figure 6 - Typology of Online Customer Engagement

The first level is Low Level. These are the consumers that adopt content from websites by, for example, bookmarking a page, but are not too actively involved. The second level is Medium Engagement. This group of customers performs basic activities on a website, such as commenting on certain posts. A customer who would fit in with the Highly Committed level would be referred to as a content creator. This refers to writing blogs or articles. The most committed level is called Social. These customers are those who create the communities which the other customers bookmark or comment on.

4.2.5 What Methods can be used to Measure Customer Engagement with the Effect of Native Advertising?

There are many different methods that can be used to measure the impact of native advertising on customer engagement. To find the method that correctly matches the campaign one needs to first establish the goals of the campaign, and then determine how to measure its effectiveness. According to AdWeek, the top three measurement methods are the Click-through rate, Social shares and creating awareness for a brand through the use of native advertising (Today's Eggspert, 2016). Magento, a company that is very experienced in developing tools to measure and improve customer engagement, says there is more. They provide tools to marketers that they can use to heighten user engagement and generate conversion rates and revenue (SunTecIndia, 2016).

According to Magento, this are the ways of measuring online customer engagement on websites (Magento, 2013):

- **Duration of visit**

The duration of the visit can be examined by analyzing how much time a customer spends on the website. This can be done anonymously, but is more effective when a customer is logged on to the website. In this way, one can track customer personal usage. (Magento, 2013)

- **Frequency of visit / number of repeated visits**

This method can also be called: Measuring Visitor Recency. This is a more personal way to analyze whether a customer feels engaged with a certain brand or company. To measure Visitor Recency, one examines the amount of returns of one customer to a website. This can be done by Google Analytics or other programs that keep track of quantities concerning a website (Lewenstein, J., 2011). When a customer returns to a website weekly, or even daily, a certain positive pattern can be seen because the website becomes a regular part of their life and, in this way, the level of engagement can be measured. To make this measurement even more specific, one can examine the time a customer spends on a website.

- **Depth of visit (% of site visited)**

Analyzing how much of the website the customer visits and reads before leaving the website.

- **Click-Through Rates**

One measurement method that applies to every online campaign is analyzing the number of clicks, which is called the Click-through rate. By examining how many customers navigated themselves from the article to the website of a brand where products can be purchased, one can determine if the article was of any influence (Siegel, 2015). Nevertheless, this method lacks depth and, certainly when it comes to native advertising, marketers need to find a more complex and in-depth measurement method.

- **Sales**

The amount of sales that lead from an article on a certain website.

Nevertheless, previously conducted research shows that these measuring methods guarantee little to no specific results. Experts indicate that a lot of knowledge about measuring the effect of native advertising is still missing (Sonderman, 2013).

4.3 Online Privacy Laws

Since the invention of cookies and data storing, certain laws have been implemented to protect customers on the internet.

4.3.1 The Safe Harbor Agreement

In 1998, the European Commission established a new regulation system concerning the data flow collected from European citizens. This regulation prohibits the transfer of personal data to a country outside of the European Union proposing inadequate protection. This is measured by EU standards and the United States of America was one of the countries that did not offer adequate protection. In order to still be able to transfer personal data to the US, the European Commission concluded an agreement with the US in 2000, called the Safe Harbor agreement (Justitia , 2016).

4.3.3 The European Cookie Law

In May 2011, with the rising popularity of the internet, the European Union adopted a new directive. This directive informed European citizens about the collection of online data. From that point on, European citizens were offered the choice to accept or refuse the use of cookies on websites. Cookies are data files that are collected from customer visits by website owners. In general, The Cookie Law requires websites to obtain approval from visitors to store any personal information of this visitor. This information contains search history, purchase history, and demographic or social information inserted on the internet via a computer, tablet or smartphone. The law was introduced to protect online privacy by making website visitors aware of the storage of information about their internet activities. Cookies are used by websites to identify visitors and to remember user custom preferences. By making visitors aware, they can choose to accept or refuse this collection (European Commission, 2016). These warnings look like the one shown in Figure 7. Upon adoption of the new regulations, all the member states ensured their national laws complied with supranational directive (European Commission, 2016).

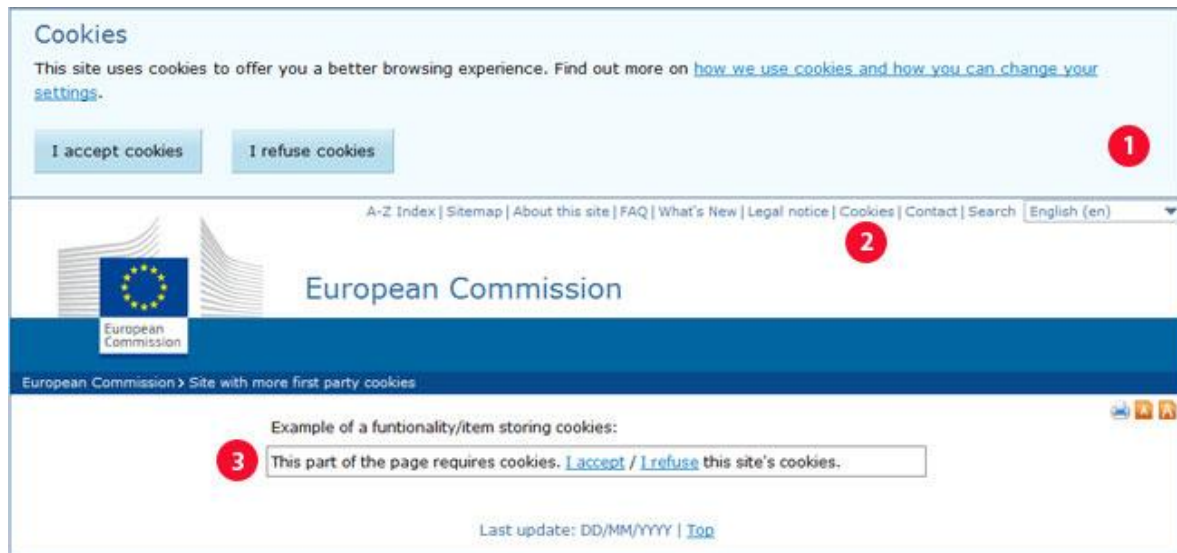


Figure 7 – Cookie Pop Up. Retrieved from http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm

4.3.4 Privacy Shield

Nevertheless, the revelation brought by Edward Snowden in 2013, left Europe in confusion. Barack Obama revealed that European data was transmitted to American companies such as Google and Facebook. Meaning, that European citizens were only protected within Europe. Anything that happened outside of the European Union, was not covered by these laws. The laws stated that online privacy of European internet users was promised within Europe. Therefore, outside of the European Union a third party, in this case the United States of America, could undertake whatever is desired with the European collected data (Alonso, 2013).

After the leak in the European law system was brought to light, the European Commission presented the EU – VS Privacy Shield. The new regulation implies three key factors. Firstly, strong obligations are established for American companies on handling EU citizen's data. The second regulation consists of transparency obligations for U.S. government agencies. Lastly, a new redress and complaint mechanism is established for European citizens (European Commission, 2016).

Over the years, the European privacy laws have adjusted and made stricter several times. As a result of the Cookie Law, personal information can only be collected with the consumer's permission. Nowadays, companies that process customer data, are obliged to register their activities with the government. Furthermore, personal data may only be transferred over borders when the data subject is acknowledged. All these regulations stem from the laws established in

1998. From that point on, regulations have been added and adjusted to protect European citizens (Sullivan, 2006).

5. Methodology

In this chapter, the research methodology of and methodological decisions made during this study are explained. First, the different approaches that were used to obtain information are discussed. Second, the case study is presented, which in this case is Sanoma. At the end of this chapter, the limitations to this research is explained.

The methodology of this qualitative research consists of primary and secondary sources. The goal of this research was to gain in-depth information about and new insight into how Sanoma can ameliorate their customer engagement with the use of native advertising. The research question for this dissertation is: *“How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?”* The research question has an open nature, and to obtain the most effective data, this research question was answered by qualitative means. In order to do this, a descriptive research design was applied to provide an overview of in-depth insights that were gained during this study.

The structure of this research contains of multiple steps. The first step was to obtain general information through literature review to build a solid base of knowledge from which the interview question for Sanoma was established. The second step involved conducting an interview with Sanoma. The purpose of this interview was to identify the main target that Sanoma is trying to reach by using native advertising, and whether this goal has been reached. The second step involved conducting semi-structured interviews (Flyvbjerg, 2006). The next step was to research the outcomes of the interview with Sanoma on their customers. There are two ways that this information could have been obtained. The first way is through a quantitative approach, which involves the collection of data through questionnaires. The second option is a qualitative approach to obtaining information from the customer; this approach involves the organization of focus group sessions. Due to lack of time and the desire to question the customers on a deeper level and create an interactive discussion, the choice was made to invite several customers for a focus group.

At this point, the only view that was missing was the opinion of an expert. Therefore, the acquired information from both the interview with Sanoma and the focus group was used to guide the interview that was held with the expert. The questions that were asked during this interview focused on general native advertising, and specifically on outstanding aspects that were obtained during the interview with Sanoma and the focus group. The answers that were given during the interviews and the focus group were analyzed in two steps. The first step was to divide the questions and answers in three categories. These categories were: Native Advertising, Customer Engagement and Laws. The second step was to branch these outcomes in three subcategories based

on findings during the literature review. These subcategories were: Similarities, Differences and New & Remarkable. On the basis of this lay-out, the results were gathered.

To gain information on the international components of Sanoma, a best practices chapter has been established. In this chapter the focus is on BuzzFeed, which is an American advertising company. By means of the collected data concerning this company, an image can be depicted of native advertisement outside of the Netherlands.

The answer to the research question will not be based on figures, but on perceptions and opinions from Sanoma insiders. Nevertheless, to enhance the validity of this research, the outcomes based on judgements from Sanoma employees are considered with reference to an expert in the field of native advertising. In consideration of this study evolving around the effect on customers, there was a desire to involve respondents who are familiar with native advertising and investigate their insight.

5.1 Literature review

The foundation for this research was provided by literature review. This method of research consists of the collection of secondary research through e-books, scientific papers, professional websites, and previously conducted research. Literature consists of information that already exists and provides the researcher with important data to form the foundation of a dissertation (Marketing Donut, n.d.).

The theoretical framework of this dissertation was structured by reference of literature review. The subjects covered in this chapter are native advertising, customer engagement, and the national and international online privacy laws. The content conceived from these topics solely focuses on answering the first three sub questions, which were:

- I. What is the definition of online native advertising and what are the different forms?*
- II. What are the laws of the Dutch government and European Union on online advertising?*
- III. How is online native advertising internationally applied to enlarge customer engagement?*

The databases that were used to obtain the information for the theoretical framework are Google and Google Scholar. To fill in the first two subchapters, native advertising and customer engagement, existing theories about measuring customer engagement were compared, examined, and chosen. Many measuring models for the effectiveness of online and offline advertisement have

been criticized, though native advertising is such a unique branch that none of these models fit. Therefore, a set of methods to measure online customer engagement was chosen as the criterion.

For the third subchapter of the theoretical framework the research was mainly aimed at national governmental and supranational documents to find the most qualified sources of laws and legislations. To gather the most reliable sources and theories, certain aspects were considered. These aspects include the reliability of the website, as in the target audience or the website domain, and by looking at the authority, such as the author, year of publication, and subjectivity (Feist, 2016).

5.2 Field Research

The field research for this dissertation was completed using two different approaches. One approach was the conduction of interviews and the other was a focus group. Both are methods which result in qualitative results.

5.2.1 Interviews

In-depth insight into Sanoma was obtained through semi-structured interviews. Not structuring the interview completely left an opportunity for the interviewees to freely express their beliefs and it provided an opportunity for the interviewer to ask additional questions (Jamshed, 2014). By this interview the fourth sub question was answered, namely:

IV. How does Sanoma currently use online native advertising and how does their customer engagement benefit from that?

To gain outcomes with high validity for this research during the interviews, the interview questions were based on information that was obtained from the literature review and processed into the theoretical framework. The layout for the operationalization can be found in Appendix 1.

To obtain optimal insight into the usage of native advertising within Sanoma Media Netherlands BV, an interview was conducted with two relevant marketers who were both engaged with native advertising. Since these relevant people did not have a significant amount of time available, both of the interviewees from Sanoma were interviewed at the same time. This was limitation was necessary in order to interview suited candidates. The first interviewee was Jill Eekhart; she is currently working as a product manager for native advertising and video advertising in the sales

department at Sanoma. The second participant was Annelies van Riel. Her role within Sanoma is the Senior Business to Business Marketer and her specialization is the marketing of new products through native advertising. The interviewees were met at the Beurs van Berlage café on Thursday the 26th of May. The interview was recorded and transcribed onto paper afterwards (See Appendix 2).

The last interview was held with Philleas Fox, who is the co-founder of AdFactor. This interview was established to form an answer for the last subquestion, namely:

V. What strategies could be copied from international competitors and applied at Sanoma without contravening Dutch advertising laws?

Again, in order to interview the co-founder of such a busy company, concessions had to be made. Mr. Fox did not have time to conduct the interview in person, though was helpful by answering the questions through email. AdFactor is a company that specializes in content marketing and native advertising and how these two fields can be used to a maximum extent. For this interview the outcomes of the interview conducted with Sanoma were used to examine the validity. In addition, some results that stood out during the discussion in the focus group were used in the interview with Mr. Fox. This interview can be found in Appendix 3.

5.2.2 Focus group

An experiment done in 2012 by Karolina Tutaj and Eva Reijmersdal called “Effects of Online Advertising Format and Persuasion Knowledge on Audience Reactions”, examines the influence of online advertising. A total of 99 consumers were asked about their perception on online advertising, sponsored content and banner ads. In addition, the influence of persuasive advertisement is investigated. Outcomes of this experiment show that the banner ad is found most irritating. On the other hand, sponsored content is found informative and amusing. Nevertheless, consumers tend to recognize and understand the persuasive intent of banner ads easier than for sponsored content (Tutaj, 2015).

As a result of the relevant outcomes of the investigation done by Tutaj and Reijmersdal, the idea to organize a focus group originated. The focus group was established after the results from the interviews with the Sanoma marketers were obtained. Based on these results, the questions and discussion topics were picked. These topics can be found in Appendix 4. The reason that a focus group discussion was established is because it is a useful method to measure the reaction of customers to a company’s strategy. They provide insight into the current position of the company in the mind of the customer (Writing, n.d.).

During the interview with Sanoma, they brought some campaigns to support their case. The most important campaign that they showed was the Love Beer campaign, which they said generated the most attention and sales. This is the campaign that was chosen to show and discuss during the focus group. Therefore, the participants of the focus group were recruited at the University of Amsterdam and in the city center of Amsterdam based on the target group for that campaign. The target group were women between the age of 25 and 35. Even though Sanoma is an internationally operating company, the research is solely on the Dutch branch of the company and therefore all participants were Dutch.

The first participant was Lonneke de Boer. She is an intern at Hill & Knowlton and is 20 years old. The second participant was Louise Secreve, she works as a stewardess and is 26 years old. Her younger sister Vivian Secreve, 23 years old, owns a popular Dutch lifestyle website. The fourth participant was Nikki Burgers. She studies at Hotelschool Amsterdam and is 22 years old. Emily Huberts was the fifth participant; she is 20 years old and studies at the Artemis Academy in Amsterdam and works as a stylist. The fifth participant was Lisanne Gerretse who is 26, studies human resources, and works at Tata. The last participant was Nanda van Zeijderfeld who is 35 years old. She works at the Lloyd Hotel in Amsterdam and works as a podiatrist.

The campaign was introduced by handing out two articles that were part of the Love Beer campaign. One article was published on www.Grazia.nl and the other was on www.Styletoday.nl; they can be found in Appendices 5 and 6. Later in the discussion, another native advertisement that was published on www.Libelle.nl was shown. This was an article in collaboration with Bol.com and it can be found in Appendix 7. All of the native advertisements that were discussed during the focus group were designed and published by Sanoma. Again, this discussion was recorded and transcribed. The full discussion from this focus group can be found in Appendix 8.

5.3 Sanoma

Sanoma was chosen as the main perspective for this research. The research question in this study referred to improving Sanoma's customer engagement through the usage of native advertising.

Sanoma is a large opponent on the Dutch advertisement market and a large medium for native advertising (De Voogt, 2016). Their online environment differs from magazine websites to news webpages and all on which online advertisement is actively published. Because of this large diversity and their international background, Sanoma was the perfect selection as a case study.

Before making a definite decision about using Sanoma as the focal point for this dissertation, research was conducted. Initially, the websites of some of their most popular brands were examined for usage of native advertising. The websites that were tested for this are:

- www.NU.nl
- www.Libelle.nl
- www.Grazia.nl
- www.Beaumonde.nl

Furthermore, this decision had to be based on solid figures that demonstrated that Sanoma is a key player in the Dutch advertisement environment, though also internationally. Sanoma is originally a Finnish company, established in 1889, and employs over 6000 people through Finland, Belgium, Sweden, Poland, and the Netherlands. As stated on the general website of the company, Sanoma has a net sales of more than 1.7 billion euro in 2015. They serve as an inspiring, relevant, and trusted consumer media and learning company. (Sanoma, n.d.). The market in which they are most widely active is the Netherlands, and approximately 45% of their earnings are derived from the Dutch branch of the company (De Voogt, 2016).

Additionally, Sanoma is listed as the market leader in magazine publishing (Media Monitor, 2014). Sanoma operates on a cross-media and cross-device level, which implies that their articles are published not only in print but also digitally (Sanoma Sales, 2014). Consequently, advertisement articles are also published online in the form of native advertising. As a result of these aspects, it can be determined that Sanoma is a large player in the Dutch online marketing world. Nonetheless, Sanoma is also

5.4 Best Practice Buzzfeed

Research was conducted to gain information about the implementation of native advertising internationally. During the interview with Mr. Fox, he pointed out that a suitable company to take a closer look at, is Buzzfeed. After examining various articles he was indeed right. Buzzfeed is a very prosperous American company, publishing native advertising on a daily basis. Literature review was conducted to see how they implement native advertising and measure the effect on customers. To give a judgement if these methods could also be used on the Dutch market, the American privacy regulations were inspected. On behalf of a profitable outcome and the opportunity to receive in-depth insight, the investigation of a case study was considered useful (Flyvbjerg, 2006).

5.5 Limitations

The limitations that were encountered during the collection of information for this dissertation consist of various matters. To collect specific insight into the usage of native advertising within Sanoma, interviews were conducted with two marketers. Unfortunately, the interviewees had limited time, and therefore the two marketers were interviewed together. On one hand, the two interviewees complemented each other, though on the other hand, they were influenced by each other's answers. Moreover, the results that came from this interview were biased in favor of Sanoma. Therefore, if this research was examined even deeper, the interviewees would have been interviewed apart from each other.

Even though much valuable information was derived from the focus group, this part of the dissertation could have been further exploited if there were suitable resources and time. One way to achieve this would be to introduce the focus group to a new brand or product. Right after this introduction, the customers should freely provide their opinions about this brand or product. In addition, the focus group should have been actively targeted by native advertising with the purpose to promote this certain brand or product, and afterwards research should be done to determine whether this campaign changed anything about the brand image in the customers' opinions. By doing this, one could apply different measurement methods to every participant and identify a specific answer about the impact of native advertisement.

A limitation that was derived from the interview with Mr. Fox was the fact that the interview was done by email. By conducting an interview in this way, the questions are structured and it provides little space for the interviewee or interviewer to add any information. If this research was done by a professional research team, several relevant people in the native advertising world should have been interviewed face to face to gain more information. By doing this, the validity of the outcomes would have been higher.

6. Results

6.1 Interview with Sanoma Marketers

6.1.1 Sanoma's Perspective of Native Advertising

The first interview was conducted with Annelies van Riel and Jill Eekhart together. They are both Sanoma marketers who are directly connected to the native advertisement actions within Sanoma, which is according to them, the largest cross-media company in the Netherlands. First, the interviewees were asked to provide the definition of native advertising that is used within Sanoma. Their definition of native advertising according to Jill Eekhart and Annelies van Riel, is that native advertising is the act of publishing commercial content on an online medium in such a way that the content is not to be distinguished from the content which is published by the website.

An aspect that came forward as the most important factor for the implementation of a successful native advertisement campaign was a fitting look and feel. Jill Eekhart stated that the content of native advertising should blend perfectly with the surroundings of the medium on which it is published. The call to action that they mentioned during the interview is to direct the reader to the website of the customer. They believe that a sympathetic call to action has a stronger influence than trying to lead a customer to a purchase. Van Riel states that a native advertising campaign should not need to have a direct call-to-action. When asked if they believe that the content should match the medium target group-wise, they agreed. They referred to a native advertisement that they showed on their laptop, comprising a campaign on the website of Libelle about garden equipment for small gardens. The main goal for this article was to make customers aware of the new line of products that Bol.com is offering.

When asked what standards a successful native advertisement should abide by, both of the interviewees stated that to make a profitable advertisement it should address multiple areas. Customers want to read about a topic with high news value. Annelies van Riel stated that the three focal points are to inspire, emphasize, and sympathize. Thus, when an article is interesting, newsworthy, and appeals to these three points, the advertisement has a high chance of being profitable because visitors will not see this kind of advertising as an interruption to their browsing experience. Another one of their most profitable native advertisement campaigns that they showed was called Love Beer. This is a campaign that was published to influence women to drink beer. According to van Riel and Eekhart, this campaign addresses all the requirements stated above.

The interviewees also stated that, from their perspective, native advertising is transparent enough for customers to recognize. There are guidelines that an advertisement should abide by such as mentioning a sponsored article and as long as this is done right, a customer should not be surprised. Van Riel mentioned that as long as the content is interesting and relevant, and the quality of the advertisement is high, a customer should not have a negative view towards a brand after reading a native advertisement.

6.1.2 Customer engagement and measurement

The first question in the interview with Annelies van Riel and Jill Eekhart was about which definition of customer engagement they use within the Sanoma marketing environment. Jill Eekhart stated that they define customer engagement as the interaction between the customer and the brand. The amount of engagement, she continued, depends on the amount of articles that are read.

The next question was about the customer journey. Five phases that the customer journey consists of were presented. Phase 1 is awareness, Phase 2 is consideration, Phase 3 is inquiry, Phase 4 is the purchase, and Phase 5 is retention. A question was asked about in which phase they believe that native advertising is the most profitable. Jill Eekhart answered that this depends on how a company wants to position itself in the market. For instance, a start-up brand would want to generate attention; this goal can be reached with the use of inspiring native advertisement and would be most effective during the first phase, the phase of awareness. Even for an existing brand that wants to present a new product, native advertising could be used in the first phase. Both of the interviewees agreed that native advertising is the most effective during the first two phases and would not be of any help during the fourth phase, the phase in which the customer purchases a product.

They believe that advertisement in the future will become more personal to the customer; for example, one customer getting to see an advertisement which is interesting to them and another customer will be targeted with a different advertisement. This may occur in five or six years, according to Eekhart. Even though, to be able to make advertisement more personal, the European privacy laws should be adjusted and technology should be in a further stadium. Customers should also be willing to renounce more privacy in return. Nevertheless, they do believe that there is strong market demand for this type of personal advertising.

To introduce the following question, a set of aspects were introduced, including confidence, integrity, pride and passion. The interviewees were asked about with which of these aspects native

advertising connects. Van Riel thought this would be passion and pride; she said that it is of significant value for customers to speak about a company's product and become involved with their content. She continued that trust could be triggered by publishing content on a well-known and trusted medium, such as the website of a popular magazine. In this way, the brand could piggyback on the popularity and status of the website. Furthermore, both of the interviewees agreed that interesting content would have a positive effect on customer engagement and when an article is not appealing, it would have a negative influence. When asked whether this effect is measurable, they answered that it is possible to measure it, though Sanoma is not yet doing this. Eekhart said that this would require research being conducted in parallel with the advertisement campaign to obtain a good overview.

After all of the questions were asked about the basics of customer engagement and native advertising, questions about measuring the impact of native advertising on customer engagement were asked. Sanoma's main purpose of the use for native advertising is to create awareness for new brands and generate sales. Jill Eekhart stated that ideally one wants to know the amount of people who read an article or visited a website. The next step would be to measure how much the customer has read during his visit, though this is not yet a possibility and Sanoma is still designing a measuring method to measure the depth of the visit.

The measurement method that is used to gain insight into the effectiveness of native advertisement on customer engagement differs based on the main goal of the advertisement according to Eekhart. The interviewees choose their measuring methods based on Sanoma's main goals through native advertising. Namely, whether the advertising aims to create awareness, in this case they would measure engagement based on the amount of customers who read the article, or if the advertisement is aimed at performance related goals such as sales then they would measure engagement using the click through rate. Nevertheless, it is difficult to measure the effectiveness of native advertising Eekhart concludes.

According to both van Riel and Eekhart, the measurement of engagement between the customer and the brand is still relatively in its infancy. They would like to take the measurement to a deeper level, but until now they were not able to do this for technical reasons. When asked if the effect of native advertising on customer engagement is measurable yet, Eekhart answered by saying that to measure the exact effect of native advertising on customer engagement is a step further than what they are doing right now because marketers should measure the brand interpretation of a customer before a native campaign and after.

Because of the European cookie laws and legislations concerning online anonymity Sanoma is not yet able to track customers personally. They are allowed to register customers anonymously, though when closing the web browser all cookies about that visit will disappear. This could only be measured if people are specifically asked to volunteer in a study. A downside to this would be that visitors would already be biased when reading an article.

Concluding, if native advertisement is applied properly, it is expected to have a good effect on customers, though this is not measurable yet. Van Riel and Eekhart stated that they think native advertising is best applied in the first two phases of the customer journey. Both the interviewees believe that the future of native advertising will involve customers being more personally tracked than they are now.

6.2 Focus Group

6.2.1 Customers' Perspectives of Native Advertising

Before giving the focus group members a clear explanation of native advertising and the goal of the research, two articles were handed out for them to read. One article was published on the website of glossy magazine Grazia and the other on an online magazine StyleToday. Both articles were part of the campaign Love Beer. This is a campaign with which Sanoma and the Dutch Brewery Community tried to influence women to drink beer. Sanoma pointed out that this native advertisement was effective. Therefore, the first question was directed at all the members of the focus group and was about whether they recognized this campaign. Few participants recognized the campaign and only one participant could point out that this campaign was also published on Nu.nl. When asked if they could identify the purpose of the advertisement one of the participants who owns a lifestyle website mentioned that she immediately saw that the main focus was to promote beer. She believed that the articles had a deeper consideration than only to entertain readers. When asked who they thought was the initiator of the article, the group stated that it must have been a beer brand. Although one out of the seven participants did not think this at the first instant.

Subsequently, the participants were informed about the definition and use of native advertising. When this was clearly explained, the participants realized that they are in direct contact with native advertising every single day, though they had not recognized it before. The Love Beer campaign, aimed at women in their 20s and 30s, was received by the focus group as interesting and entertaining. They found the articles informative and none of them found them misleading,

considering that there were no direct purchases foisted. Nevertheless, they were all of the opinion that a sponsored article should be indicated clearly. As long as the article is noticeably indicated as sponsored, they believe that it is the customers fault if they feel misled.

When asked about their opinion on tracking their search history and credentials saved by the use of cookies after a website visit they all reacted negatively, except one participant who explained that she liked personal advertisement because it has helped her find certain products before.

Furthermore, the participants were asked if they were willing to give up more online privacy to receive more personal advertisement which would be tailored to fit their preferences; they were all strongly against this. Two of the participants considered it a scary idea, because they cannot know what companies are doing with their information. Moreover, they found it a bizarre idea that companies would know about everything you do on the internet, such as booking a flight.

Subsequently, a set of measuring methods were discussed. The methods include:

- The duration of the visit of a customer on a website
- The frequency of visits by a customer
- The depth of the visit in order to see how much a customer has read
- The click through rate (CTR) to see if a customer redirected himself or herself to the advertiser's webpage
- The amount of sales that lead from an article

Starting with the duration of the visit, the participants were asked what they think would have an effect on how long they would stay on one webpage. They answered that this depends on the level of interesting content that is served to the reader; this would be the same for the frequency of visits and the click through rate. One participant pointed out the value of reliable information and trustworthiness. If there are no links to references where the author found his or her data, the article would be seen as misleading and harmful for the image of the company. One participant stated that she would find it damaging to a brand or company if they used information, such as percentages, and if she later found out that this was not true. Lonneke, a participant who is doing her internship at a large PR company in Amsterdam, said that companies would not do that because it could backfire.

An article that was shown to the group was on the website of the magazine Libelle. This was an article in which six tips and tricks were revealed about how to maintain a small garden. This article was sponsored by Bol.com. One of the participants immediately saw the line in which it said that

this article was published in collaboration with Bol.com. The rest of the group stated that they would not have seen this, though they would have not find it damaging for the image of Bol.com if they would not have seen the indication that the article was sponsored and then stumbled upon the sales widget at the end. The main reason for this answer was that the article was interesting and fun to read. Though, if the article had not been interesting, relevant, and based on real thoughts, they would have considered it a negative influence on the brand.

6.2.2 Customer Engagement

To introduce customer engagement, the definition was explained. Next, the aspects that customers say that they find the most valuable were introduced. These aspects were:

- Customers want to feel valued
- Customers want the article to be sufficient for their time and energy
- Customers want to trust the company and want it to be consistent with promises
- Customers want to receive advertisements that are relevant to them
- Customers want to be in control of how and when this advertisement is shown to them

The question that emerged from these aspects was about which of these aspects the participants thought that native advertising would affect. They thought that native advertising would have a negative effect on the aspect value, since the advertisement is still secretly very subjective. Other participants also thought that it would have a negative effect on trust, because the trust in the company is being damaged, and relevance because not all advertisement is considered relevant. Control, the last aspect, was voted as the most important because the participants want to choose when and how advertisements are being aimed at them.

To obtain an overview of how actively engaged the participants were with online advertisement, they were asked to subdivide themselves into one of the four levels of customer engagement. The four levels were:

- Low engagement
- Medium engagement
- Highly committed
- Social

Out of the seven participants, five classified themselves as 'low engagement'. The other two participants, one of them owns a website and the other is doing her internship at a PR company, saw themselves as all four of the levels depending in what environment they are in. When it comes to their personal environment they are medium engaged, though when it comes to their work they are engaged on the highest level, namely social.

At the end of the conversation, a small recapitulation was made to see if everything was clearly communicated. The outcomes of the focus group were that they recognized native advertising as something that they are involved with on a daily basis. They do not believe that native advertising could damage a brand image as long as the information is relevant, interesting, and based on true facts. Nonetheless, when asked if they would be willing to give up privacy to get more personal advertisement they said that they would be against it.

6.3 Interview with AdFactor

This interview was conducted with the co-founder of AdFactor, which is a large Dutch company that is situated in The Hague and specializes in creating online advertising and specific native advertising. Their connection to Sanoma is that they have sold native advertising campaigns to their women's magazines before.

First, the definition of native advertising that is used within AdFactor was addressed. Mr. Fox said that within their company, native advertising is a form of advertising that seamlessly fits in with the design and content of the website on which it is published. Mr. Fox believes that native advertising is a trend that will stay in the future and will not fade away over time. Despite the bright future that he foresees for native advertising, he is aware that the effect of native advertising is not yet measurable in a specific way.

Next, the different measuring methods that were identified through desk research on international websites were introduced. These measurement methods were the same as those presented during the interview with Sanoma and the focus group:

- Click through rate
- Duration of visit
- Frequency of visit
- Depth of visit
- Sales

After introducing these methods, it was addressed that Sanoma only looks at the click through rate and the amount of times an article has been read. Mr. Fox was asked if he knew why Sanoma does not measure this in more depth. His answer to this question was that these are all quantitative measurement methods and it would not be realistic to try and measure the amount of read articles per visitor. The main reason for this is because Mr. Fox stated that chances are slim that a customer will read several native advertisement articles in a short amount of time. A more reasonable way to measure, he mentioned, is to look at it from the perspective of the article instead of the customer and examine how many times an article is read and how much time is spent on average reading an article.

Regarding international native advertising competitors and their measurement methods, Mr. Fox mentioned looking at BuzzFeed or AOL and how they operate native advertising, though he is not aware of their measurement tools.

During the focus group, discussion of a strong negative opinion about giving up privacy to receive personalized advertisements emerged. Mr. Fox was asked if he could see a way of making advertisement more personal in the near future if customers were not willing to give up more privacy. Mr. Fox stated that this is already happening through display advertisement; namely, through banners that are targeted at what website a customer has clicked on before. Though, for native advertising this is difficult to establish. Without the realization of a profile per customer based on preferences and search history, this will be challenging. He continued that the consumer should recognize the benefits of this sacrifice in order to receive more personalized advertisement. They are already establishing a similar method on Nu.nl in which editorial content, which is in no way advertisement, will be personalized. So when a visitor only reads the content about soccer, these articles will be pushed more than the rest of the articles. Mr. Fox thinks that once this is established, the advertisement part of websites will follow.

6.4 Best Practice

6.4.1 BuzzFeed General Information

When searching for media companies that are using native advertising in foreign countries, many search results point towards BuzzFeed. The American media company started out in 2006 and can currently be seen as one of the fastest growing media businesses worldwide (Heaton, 2014). Their primary business model consists of native advertising and their biggest earnings come from selling native advertisements such as posts, videos, and quizzes with a reference to current news topics and other kinds of content that match the media environment that the content is posted on

(Elkin, 2016). They have transformed from a content aggregator into a profitable advertisement publisher (Heaton, 2014), and they played a large role in raising the popularity of native advertising (Elkin, 2016).

In November 2013, BuzzFeed increased their unique visitor number by 350% since they first started, which resulted in 130 million unique visitors. This success is also reflected in the post views; thirty of their posts received more than one million views. Thus, more people visited the BuzzFeed website in one month than in their existence up until then (Heaton, 2014). Because of all of the positive effects that native advertising has on BuzzFeed, this company will be used as a comparison method to determine whether Sanoma Netherlands Media BV could adopt some of BuzzFeed's native advertising methods.

6.4.2 The Use of Native Advertising by BuzzFeed

In an interview Tobi Elkin that was held with the executive creative producer of BuzzFeed, Summeranne Burton, some interesting things were said (Elkin, 2016). The definition that BuzzFeed uses for native advertising is as follows: native advertising is content that fits with what is already on the website. Burton (2016) says that this content should be transparent and should engage with customers in a meaningful way. The main goal for BuzzFeed concerning native advertising should be to deliver a fun experience within the browsing experience, without tricking customers. In this way, they are able to create a pleasurable experience for the reader. Burton does point out that there should be more education about how people engage with a brand and how to compare metrics on various online platforms, such as a website, Facebook, and Twitter.

6.4.3 The Success of BuzzFeed using Native Advertising

According to Jonah Perreti, the CEO of BuzzFeed, sharing is the biggest metric. Each of BuzzFeed's staff members is instructed on producing content for clicks, and on making content that is worthy of sharing. Philip Bryne, the company's creative director, states that half of the time spent on producing an advertisement is spent on creating; the other half is spent on coming up with ways to make the content shareable. Their main goal is to produce content that engages readers and is personal enough for them to share on social media. There are requirements that BuzzFeed believes every native advertisement should meet, including keeping the advertisement short, ensuring the content of a relatable aspect, and giving the reader a chance to react (George, 2015).

The website's main goal is to engage shares of its content. According to Byrne, branded content, the umbrella term under which native advertising is listed, requires certain elements to make the content interesting for the visitors of the website. To fully engage visitors, one should make content that a customer can attach to and wants to share actively on their social platforms (Haggerty, 2014). They have changed all traditional engagement methods and discovered the most effective way of engaging customers; namely, by evoking an emotion more than delivering interesting content (Connolly, 2015).

Statistics show that 75% of BuzzFeed's customer activity is directed from social media. The company has studied every social media platform there is and makes sure that it is active on all of them. Their main goal is to make their content active outside of their own website. They found a balance between producing news and adding native advertising to it (George, 2015). Once BuzzFeed realized the importance of social media they found a way to make newsworthy content that is entertaining and worth sharing by the readers. To create newsworthy content, they started researching online trends by keeping track of Google's top search terms. By doing this, BuzzFeed always publishes content that is newsworthy and in this way advertisement can be added without bothering the customers.

6.4.4 The Measurement of Customer Engagement

When speaking about pitfalls for native advertising publishers, Burton (2016) mentions the struggle they face when trying to measure the impact of native advertising on different platforms. There is not yet one number that can be used to measure the impact on customers of all the different platforms. What they care about most is the impact since they are a data driven company. Nonetheless, to measure this impact it all depends on the type of advertising that is used, the goal, and the specific brand. When the first measurements were made of the impact of native advertising, the only method that was used was the number of shares. Currently, the subscribers' time spent on a website or article, impact, and experience are much more meaningful, though harder to measure (Elkin, 2016). BuzzFeed explores some of these points by organizing focus groups. Although, every online platform requires a different form of measurement, in the end, Burton (2016) states that there will not be one perfect metric for measuring the impact. Rather, there will be a wide variety of them.

6.4.5 American Legislation on Online Privacy

Since BuzzFeed is an American company, this subchapter focusses on the American online privacy regulations. In the United States of America, one national law about online privacy does not exist. Instead, regulations on online privacy and data collection are regulated as state laws. This means that some laws might overlap, and some might completely contradict each other (Jolly, 2016). There are umbrella laws that are applicable within any state, though every state government may implement these laws as strict or loosely as they desire. Currently, only forty-seven of the fifty states have passed several different forms of online privacy legislation (Duncan, 2014). Nonetheless, there are many governmental agencies which do not have the force of law, though did design guidelines. These guidelines are in turn enforced by the Federal Trade Commission. Therefore, the American online privacy regulation consists of a maze of laws. Because of the fast growing online popularity, the internet privacy branch of laws is the fastest expanding of all the laws in the United States law system (Jolly, 2016).

Section 5 of the Federal Trade Commission Act serves as the federal privacy policy. Companies which do not obey these regulations are denounced in accordance with Section 5. The regulations that are captured in this section do not require a company to disclose a privacy law, though when disclosed it must comply with its laws (Jolly, 2016). State regulations mostly inform visitors about the cookies and data collection that are active on a website that they are or have been visiting. In some states, implementing an onscreen pop-up about the cookies on a website is required, though in other states it is possible to only refer to it in a far corner of the page (Duncan, 2014).

7. Analysis

Marketing is a tool that serves a specific goal that is defined a priori and securely measured along the way. With today's wide variety of marketing tools available, native advertising is a new phenomenon that promise to have a large impact. For most marketers and companies, the main goal of marketing is to sell their products or at least generate awareness and traffic of their website. For that reason, it is important that the basics of native advertising are set. By means of expectation management, the possible results are determined; though to see if these results are accomplished, one should find a way to measure them.

This analysis is written in a structure that is based on the sub-questions, which were:

- I. What is the definition of online native advertising and what are the different forms?*
- II. What are the laws of the Dutch government and European Union on online advertising?*
- III. How is online native advertising internationally applied to enlarge customer engagement?*
- IV. How does Sanoma currently use online native advertising and how does their customer engagement benefit from that?*
- V. What strategies could be copied from international competitors and applied at Sanoma without contravening Dutch advertising laws?*

First, native advertising is discussed in the broadest way, concerning the definition, the laws of internet privacy, and then the effect that native advertising has on customer engagement. Through the information that was obtained from the interviews and focus group, in-depth insight has been collected on the usage of native advertising by Sanoma. A best practice chapter has also been established to act as a tool to reflect on Sanoma. In this chapter, the data gained through this research is compared and correlated, such that the outcome will provide an answer to the research question.

7.1 Native Advertising and the Different Forms

The first steps of this dissertation was to create an image of the usage of native advertising. First, the definition to native advertising was researched and set through literature review: native advertising is an advertisement that perfectly matches and blends with the medium that the advertisement appears on. The definition found for the theoretical framework appears to be a standard that is accepted and used within all of the companies that were explored for this research.

This definition emerged during the interviews with Sanoma marketers Annelies van Riel and Jill Eekhart, co-founder of AdFactor Phileas Fox, and the research done on BuzzFeed as a best practice.

Among the various forms of native advertising that were found, Sanoma referred to native advertising mostly through the form of an article. On the other hand, when looking at BuzzFeed, it can be seen that the use of a new form can be successful as well. BuzzFeed uses native advertising as articles as well as in the form of online quizzes with references to latest news.

In the theoretical framework, aspects are mentioned that are the requirements for an effective native advertising campaign. These aspects are to have a matching look and feel, a call to action, and a specifically chosen medium that matches the target group and does not interrupt the browsing experience of the customer. During the interview with the two Sanoma marketers, the one requirement that they stated should always be obtained to publish a successful campaign is the matching look and feel. This is equal to what was found during the literature review phase. They believe that a sympathetic call to action has a better influence on the customer than trying to lead a customer to a purchase; this links to the aspect of not publishing an article that is too bold or aggressive and interrupts the customer during their browser experience.

Although Sanoma is taking the feelings of the customers into account, the call to action that they are trying to provoke is too soft. During the literature review a previous research was found which stated that the native advertisement content does not have a deep-seated value without the customer purchasing the pushed product. Therefore, it can be concluded that Sanoma is compromising when it comes to the actual goal of the advertisement.

A call to action can be done in several ways, though it should somehow engage the customer. Higher engagement indirectly leads to more sales and this is the main purpose of native advertising. As stated by Jonah Perreti, the founder of BuzzFeed, their call to action is to enthruse readers to share their content on social media platforms. This was not addressed by Sanoma as one of their purposes for native advertising that would eventually lead to more sales. Therefrom, this gives a new vision on adding a call to action to an article. Enlarging the shareability of an article can be seen as a way to engage people and to make sure that customers find a personal touch to the content. As is found in previously conducted research during the literature review: an engaged customer buys more products, more often and is less concerned about pricing. Until now, native advertising marketers have found a way to engage customers with their native content, though they have not yet found a way to generate sales. However, engaging customers eventually leads to higher sales.

There were a few aspects that Sanoma added to the list of requirements for successful native advertising. First, they stated that the article should have a certain news value and should be interesting to read, which implies that it should add information and should not be focused on a cliché subject. Second, the article should inspire, emphasize, and sympathize. When all of this is addressed then a profitable campaign can be established, according to the Sanoma marketers. This also implies for BuzzFeed,. Nevertheless, a few additional requirements were found during the research on BuzzFeed. Namely, BuzzFeed believes an advertisement should be short, ensured of a relatable aspect and should give the reader a chance to react. All of the aspects referred to by BuzzFeed, can be found in how they serve their native advertising. They do not only publish native articles, though also design quizzes related to popular topics, to engage customers. Their strategy is to keep track of Google trending search topics and what is popular on social media and aim their articles at these subjects. By doing this, they are sure to address their articles to the most popular online subjects.

Concluding, there are a lot of similarities between Sanoma and BuzzFeed, such as the fact that a native advertisement should be newsworthy and interesting. Though BuzzFeed takes this requirement to a new level by keeping track of trending topics on Google and social media.

7.2 Native Advertising Internal and External Analysis

Once more, the definition that is used for customer engagement matches the way that Sanoma defines it. The definition that is used is: customer engagement is the depth of the relationship that a customer has with a brand. Sanoma mentioned that to gain customer engagement through the use of native advertising, it should be implemented in the first two phases of the customer journey, which are awareness and consideration. Sanoma also mentioned that the precise measurement of the effectiveness of native advertisement is difficult to achieve. Both Fox from AdFactor and Perreti from BuzzFeed, state the same. Until now, Sanoma has only measured effectiveness by keeping track of the amount of times an article has been read. BuzzFeed uses an innovative way of measuring customer engagement by counting the amount of times that native advertisement is shared on social media platforms. Sharing certain content on personal pages can be seen as a form of word of mouth. Sanoma and BuzzFeed both focus their measurement on the popularity of online articles. Yet, where Sanoma only counts the number of times that an article is read, which basically does not imply anything about engagement, BuzzFeed goes a step further. Unfortunately, outcomes of the focus group have shown that customers are not enthused enough to share Sanoma's native content on their personal pages. This can be determined from the fact that during the focus group, five out of seven participants saw themselves as being low level engaged, which is the lowest level of engagement and indicates that they only like a certain post or tag friends and family in it. Only

two out of seven participants saw themselves as medium engaged, the second level of engagement, and would share posts on their personal social media platforms. Therefore, Sanoma should find a way to make their content more attractive to share.

Again there is not yet one specific number or metric that can be used to provide a definite, factual measurement outcome, though creating awareness and popularity by being shared on various social media platforms seems to be a way that will eventually lead to more sales. As can be read in the theoretical framework, native advertising is about being top of mind for the customers. The method that BuzzFeed is using for measuring the effect is equal to what Fox mentioned during the interview. Mr. Fox believes that it would not be realistic to try and measure the effect on every specific reader, though a better way would be to look at it from the perspective of the article. Meaning, one should measure the times that an article is read and what could be the specific reason for this popularity.

7.3 Dutch Laws on Online Privacy

To protect the customers and their online privacy, a set of laws and obligations are established for the companies to follow. First, the laws within the European Union were investigated. From the data that was found, it can be inferred that European citizens are well protected concerning online privacy and data collection. Also, transfer of personal data outside of the borders of the European Union is not allowed anymore, unless approved by the subject of data, and monitored strictly. Whenever a website is collecting and saving cookies, the website visitor is well informed and given the choice to accept or refuse this. In contrast, in the United States of America, laws are not as strict when it comes to internet privacy; the states are allowed to determine their own regulations and it can therefore be stated that protection of privacy is not assured through the whole country. This also results in little to no awareness among customers that their preferences and cookies are saved.

Sanoma believes that native advertising is generally a transparent form of advertising. They believe that customers are aware of the purpose of the article that they are reading. BuzzFeed is on the same page as Sanoma when it comes to transparency. Nevertheless, when discussing the topic of transparency within the focus group, six out of seven participants stated that they do not feel comfortable about being tracked and their personal preferences being saved via cookies.

Both the Sanoma marketers and Phileas Fox stated during the interviews that the future of native advertising foresees more personal tracking of customers and their preferences. The European privacy laws should be adjusted. Mr. Fox added that there is a strong market demand for this more

specific way of customer tracking. Though, when examined within the focus group whether the participants would be willing to give up more privacy for more personally targeted advertisement they were all against this. This outcome contradicts the predictions of van Riel, Eekhart and Fox.

8. Conclusion and Recommendation

When applied properly, native advertising can be a powerful marketing tool. To establish this, the advertisement should consist of a non-aggressive call to action, the right look and feel, and a medium that is targeted at suitable customers. The main purpose of native advertising is to generate sales and online customer engagement to indirectly stimulate this. This is, however, difficult to measure. In order to reach the right target group and measure the impact of the advertisement, more specific tracking and data collection of customers would help, though this solution is complicated since the law prohibits doing this and customers are reluctant.

When focusing on the non-aggressive call to action, increasing the level of shareability of an article and measuring the amount of shares would not be prohibited by law. In addition, sharing an article means a customer is more engaged on a personal level than when they only read an article; unconsciously, they become brand ambassadors. To motivate customers to do this, Sanoma should stay on close track with what is popular on social media and direct their advertisement by reference to this data. When customers share the articles on their social media platforms it can be seen as a form of word of mouth. Chances are also great that friends or followers of this customer have similar interests and therefore, marketers will reach an even bigger part of their target group. An addition to publishing native advertising through the use of newsworthy articles could be to publish quizzes that attract people.

The popularity of social media is rising and increasingly more people can be reached through the online environment every day. Therefore, instead of trying to profile customers, companies should profile articles. There is much information that can be derived from the amount of shares. For example, marketers could try to post articles, quizzes, or idents (short videos) with a similar subject on different days and dayparts. This way it can be more specifically measured when which article is most popular without arguing the Dutch laws and without offending customer privacy. By means of these outcomes, the strategy is revised and the brand and their product will become top of mind for customers because their advertisement will be broadly spread.

Therefore, the recommendation for Sanoma to improve their customer engagement by the use of native advertising, would be to enlarge the shareability of the content. By doing so, customers will get more engaged to a brand, which will eventually lead to more sales.

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10. Appendices

Appendix 1. Student Ethics Form

E54 Guide for Final Project and Dissertation: 2015-2016

Appendix 6.3 – Student Ethics Form

European Studies

Student Ethics Form

Your name: Jamie Lee Balek

Supervisor: Mr. J. Schröder

Instructions/checklist

Before completing this form you should read the APA Ethics Code (<http://www.apa.org/ethics/code/index.aspx>). If you are planning research with human subjects you should also look at the sample consent form available in the Final Project and Dissertation Guide.

- a. ☒ Read section 3 that your supervisor will have to sign. Make sure that you cover all these issues in section 1.
- b. ☒ Complete sections 1 and, if you are using human subjects, section 2, of this form, and sign it.
- c. ☒ Ask your project supervisor to read these sections (and the draft consent form if you have one) and sign the form.
- d. ☒ Append this signed form as an appendix to your dissertation.

Section 1. Project Outline (to be completed by student)

(i) Title of Project: How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?

(ii) Aims of project: The aim of this thesis is to research how native advertising is influencing the customer engagement of Sanoma. The outcomes of this research will show how marketers can use native advertising to positively influence customer engagement.

(iii) Will you involve other people in your project – e.g. via formal or informal interviews, group discussions, questionnaires, internet surveys etc. (Note: if you are using data that has already been collected by another researcher – e.g. recordings or transcripts of conversations given to you by your supervisor, you should answer 'NO' to this question.)

YES / NO

If no: you should now sign the statement below and return the form to your supervisor. You have completed this form.

This project is not designed to include research with human subjects. I understand that I do not have ethical clearance to interview people (formally or informally) about the topic of my research, to carry out internet research (e.g. on chat rooms or discussion boards) or in any other way to use people as subjects in my research.

Student's signature _____ date 11-06-2016

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If yes: you should complete the rest of this form.

Section 2 Complete this section only if you answered YES to question (iii) above.

(i) What will the participants have to do? (v. brief outline of procedure):

The participants will be asked to answer questions through the form of interviews and a focus group.

(ii) What sort of people will the participants be and how will they be recruited?

The participants will differ from Sanoma marketers, to an expert on native advertising. The focus group will be recruited on basis of the target group of the campaign used.

(iii) What sort stimuli or materials will your participants be exposed to, tick the appropriate boxes and then state what they are in the space below?

Questionnaires[]; Pictures[]; Sounds []; Words[X]; Other[].

(iv) Consent: Informed consent must be obtained for all participants before they take part in your project. Either verbally or by means of an informed consent form you should state what participants will be doing, drawing attention to anything they could conceivably object to subsequently. You should also state how they can withdraw from the study at any time and the measures you are taking to ensure the confidentiality of data. A standard informed consent form is available in the Dissertation Manual.

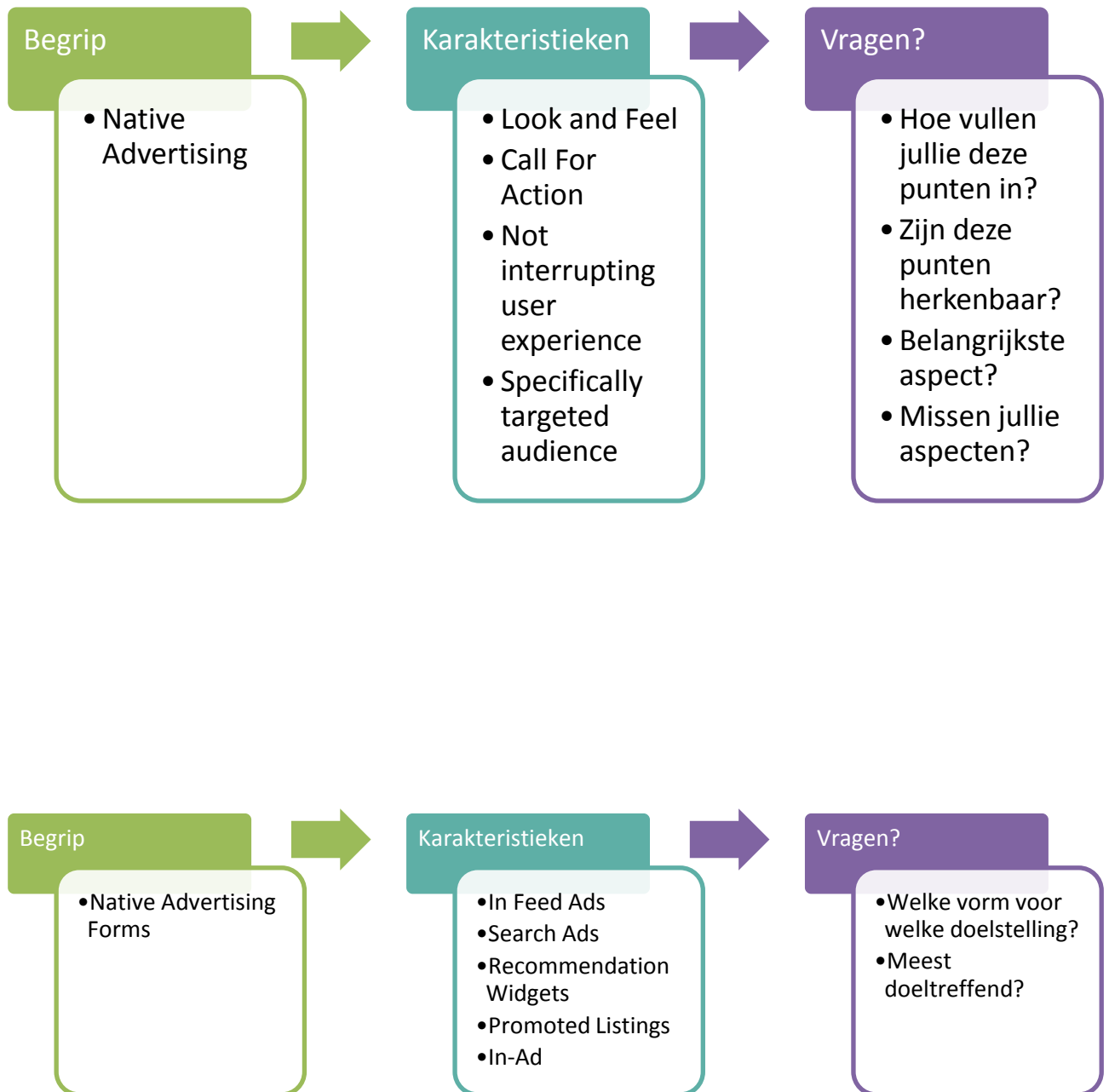
(v) What procedures will you follow in order to guarantee the confidentiality of participants' data? Personal data (name, addresses etc.) should not be stored in such a way that they can be associated with the participant's data.

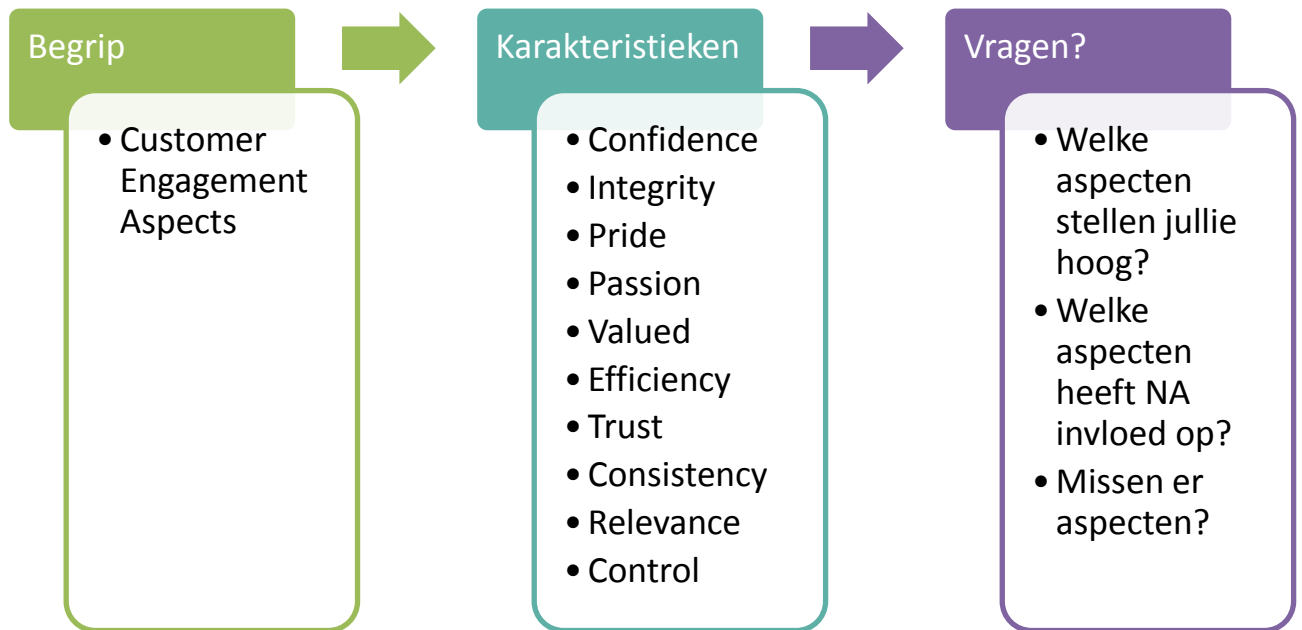
Participants have been acknowledged about the fact that personal information will not be used for anything other this dissertation.

Student's signature: date: 11-06-2016

Supervisor's signature (if satisfied with the proposed procedures): date: 12-6-'16

Appendix 2. Sanoma Interview Operationalization





Appendix 3. Interview Transcript Sanoma Jill Eekhart and Annelies van Riel

JL: Zouden jullie willen beginnen met je even voor te stellen en je functie te noemen?

JE: Jill Eekhart, ik werk sinds ruim een jaar als Product Manager voor native advertising en video advertising bij Sanoma. Dus in die hoedanigheid probeer ik nieuwe producten te ontwikkelen voor onze sales mensen, waarmee we goede native campagnes kunnen neerzetten.

AR: Mijn naam is Annelies van Riel, ik ben Senior Business to Business marketeer en wat ik eigenlijk doe is het te ver-markten, dus onder andere de producten van native advertising waar we de focus op leggen om die beter in de markt te zetten. Om te laten zien dat we voorloper zijn en dat we daar heel erg mee bezig zijn om het anders te adverteren dan alleen platte advertenties.

JL: Ja want jullie zijn op de Nederlandse markt best voorloper wat betreft native advertising?

JE: Nou ja er zijn natuurlijk ook wel concurrenten. Ik denk dat het een beetje afhangt van hoe je naar native advertising kijkt, maar waar Sanoma traditioneel gezien al voorloper in geweest is, is heel lang display advertising waarin ze ook echt hun eigen inkoopplatform hebben op gezet en dergelijke en daar zijn we nu ook voor na echt wel naar aan het kijken naar hoe we daar een bepaalde schaal achter kunnen zetten. Dus voor mij heb je wel echt twee vormen van native advertising; echt custom native waarbij je het echt hebt over de branded content concepten zoals de samenwerking met de New York Times en Netflix voor ‘Orange is the New Black’. Dat is echt een heel erg custom made product wat New York Times heel specifiek met allemaal reportages met achtergrondonderzoek heeft gedaan voor Netflix om daar over te kunnen schrijven. Aan de andere kant heb je een trend die we nu zien ontwikkelen een soort custom display waarbij je dus probeert display uitingen zo goed mogelijk te laten passen bij de plek waar zo’n uiting vertoont wordt en daarvoor hebben wij ook ons eigen product ontwikkeld en dat doet het erg goed op de markt. Dus dat zijn twee verschillende vormen.

JL: Noem dan eens een voorbeeld van custom display.

AR: We hebben wat voorbeelden mee, maar een makkelijk voorbeeld is NU.nl daarvoor hebben we een smarticle ontwikkeld en dat gaat gewoon hartstikke goed, want de content wordt opgemaakt door de redactie en de content wordt ook geschreven door de redactie en dit wordt binnen de look & feel van NU.nl geplaatst. Er staat altijd wel bij in samenwerking met of gesponsord door, maar het is zulke sympathieke content dat het ook ontzettend goed werkt voor de bezoeker.

JE: Dus hoe zo’n samenwerking dan vaak gaat is dat best wel veel bedrijven hun persberichten uit sturen en die hopen natuurlijk dat zoveel mogelijk geplaatst wordt op NU.nl, maar NU.nl is

natuurlijk vooral een nieuwssite dus iets moet wel echt nieuwswaarde hebben wil je het zonder advertising (notificatie) op een website als NU.nl zetten, maar dit wil niet zeggen dat er soms relevante ontwikkelingen binnen een bedrijven zijn die meer naar een advertentie neigen als je kijkt naar de content die toch ook wel interessant zijn voor de lezers van NU.nl. Dus wat er dan eigenlijk vaak gebeurd is dat er een samenwerking gestart wordt met zo'n bedrijf om dan specifiek over het onderwerp dat ze hebben aangedragen een smarticle te schrijven. Dus dat is dan een van onze meest succesvolle componenten.

(JL: Oh daar ging die Deep-Dive toen over, dat was het inderdaad.)

JE: Natuurlijk zijn er concurrenten. Sanoma is natuurlijk niet de enige uitgever, dat is nou eenmaal de markt.

AR: Je hebt ook kleine bureaus die zich echt alleen specifiek op branded content focussen.

JL: Zoals een Adfactor?

JE: Ja precies of een VICE.

AR: En wij zijn natuurlijk wel het grootste cross-mediale media huis dus we moeten absoluut daar in blijven innoveren maar soms moet je ook een focus hebben.

JL: Dat is zeker waar! Om even de algemene vragen te behandelen; wat is binnen Sanoma jullie precieze definitie van native advertising? Dan kunnen we kijken of die een beetje matcht (met wat ik gevonden heb).

JE: Wij hanteren zeg maar binnen product en development eigenlijk de definitie dat native advertising het plaatsen van een boodschap is van de adverteerder binnen de content van, in ons geval meestal een online medium, zodanig dat de betaalde commerciële content niet te onderscheiden is van de content die door de uitgever is geproduceerd. En dat laatste stukje kan of zitten in look & feel dan heb je het meer over custom display, maar dat zijn dan meer aanjagers naar de website van een adverteerder dus dan bemoeien wij ons verder niet met de content maar zorgen er wel voor dat wij eigenlijk onze bezoekers naar de website van een adverteerder leiden.

JL: Dat er dus een link in zit dat ze kunnen doorklikken.

JE: Precies. Maar de aanjaging, dus de banner eigenlijk is wel volledig in de look & feel van onze titels.

JL: Dus de schrijfstijl, lettertypes..

JE: Met name lettertypes, huisstijl, dus echt look & feel. Niet inhoud.

JL: Puur op het plaatje dan dus zeg maar.

JE: Bij display en branded content, daarbij laat je eigenlijk de redactie van een titel echt schrijven, dus uiteraard past dat dan volledig binnen eigen content.

AR: Eigenlijk bestaat branded content al heel lang in print, dus eigenlijk het containerbegrip is content marketing, maar omdat online toen zo'n enorme vlucht heeft genomen en in Amerika zijn ze er al heel ver mee, daar is native ontstaan, waardoor het heel belangrijk is geworden.

JL: Native advertising is voornamelijk online toch?

AR: Ja met name wel.

JE: Ja in print noemen we dit al heel lang branded content en de term native heeft heel erg met online stuk te maken. En omdat het inderdaad in Amerika min of meer begonnen is gebruiken we er ook relatief veel Engelse termen voor.

JL: Ik denk dan dat wat ik gevonden heb (qua termen in het Engels) wel matcht.

AR: Sowieso in de wereld zijn er ontzettend veel woorden en benaming, zeker in display en advertisement wereld, dus we moeten wel zorgen dat we dat bewaken en niet heel veel termen door elkaar gebruiken, daarom kunnen we het best onder het containerbegrip content marketing en branded content en native vallen daar onder samen.

JL: Nu gesproken over customer engagement welke definitie gebruiken jullie daarvoor binnen Sanoma?

JE: Engagement zou ik puur beschrijven als de interactie met content en dat zit hem dan in hoeveel gelezen artikelen zijn er op een branded content artikel (NA) al dan niet hoelang is een gebruiker op de website.

JL: Wat zijn dan de meetmethodes die jullie gebruiken?

AR: Het zijn meer de elementen die in zo'n native advertising uiting worden toegevoegd. Om de interactie of engagement aan te gaan.

JE: Idealiter gaat het er om hoeveel mensen er überhaupt op de pagina komen, vervolgens wil je dan eigenlijk ook weten hoeveel leest zo iemand dan? Wat we nu aan het ontwikkelen zijn is een eigen meet methode om te kunnen meten: scrolt iemand tot de helft van een artikel en hoelang doet die daar dan over? Dat zijn wel dingen die interessant zijn voor een adverteerder, maar in de markt wordt engagement vooral gedefinieerd aan de hand van het aantal gelezen artikelen. Persoonlijk

denk ik dat we nog wel verder gaan ontwikkelen naar gemiddelde van hoelang zit iemand op een website, leest diegene het artikel voor een kwart of helemaal uit?

JL: Ik heb hier gevonden over bijvoorbeeld hoe het gemeten kan worden is de Click Through Rate; klikken lezers echt door naar de pagina van de adverteerder?

JE: Dat hangt ook wel af van de doelstelling van de adverteerder. Voor mij zijn het twee verschillende dingen. Als je echt een verhaal wilt vertellen wil je echt dat iemand jouw boodschap leest en de vraag is: werkt dat beter op jouw bedrijfspagina of via een merk zoals een Libelle?

AR: Dat als betrouwbaar wordt gezien.

JE: Als de doelstelling is een boodschap over te brengen zou ik niet adviseren om op basis van CTR te kijken naar hoeveel bezoek er naar de adverteerders pagina doorgaat. Dan zou ik kijken naar hoeveel mensen lezen mijn artikel dat op de Libelle website staat en is geschreven door die redactie.

JL: Dus per verschillende doelstelling gebruiken jullie ook een andere meetmethodes?

JE: Ja idealiter wel.

JL: En waar letten jullie dan op? Qua welke meetmethode waarbij past?

JE: Als je echt op de branding of awareness kant zit dan is dat heel erg op het lezen van artikelen, maar als je echt performance-achtige doelstelling hebt dan zou het veel meer zitten op de CTR van ons netwerk naar een adverteerders pagina, dat custom display product, wij noemen dat onze commercial post, dat is eigenlijk een display uiting in de look & feel van titel en als je er op klikt ga je naar een adverteerders pagina, maar als je echt wilt dat.. (verwijst naar meegebracht beeld van Bol.com over tuinieren dmv een artikel over 6 tips voor het opleuken van een kleine tuin) – in dit geval is het een case van Bol.com die hebben destijds geïntroduceerd dat je ook voor je tuinproducten terecht kunt op hun website dan heb je hier een artikel met 6 tips om van een kleine tuin iets moois te maken waarin vervolgens een aantal producten onder de aandacht worden gebracht die bij Bol.com te koop zijn. Dus zorg je dan dat die boodschap over komt dat consumenten die denken: ‘‘Goh Bol.com heeft tuinproducten’’, dan neem ik aan dat onderaan ergens nog wel een Call to Action staat met koop hier product XYZ. Dus het kan ook een bundeling zijn van. Ik denk dat deze (de campagne die wordt laten zien van Bol.com op Libelle.nl) heel sterk is gericht op Libelle maar je kunt natuurlijk ook op VTWonen, dat je op dat soort titel overschrijdende manieren ook probeert vanuit verschillende merken je boodschap over te brengen en dat is ook een van de sterke punten van Sanoma dat je die keuzen hebt als adverteerder. Dat betekent alleen wel dat daar steeds weer custom content voor moet worden geschreven en dat is

wel een heel groot spanningsveld tussen.. Aan de ene kant is het heel mooi dat je daar heel creatief mee kunt zijn, maar daar zit wel een prijskaartje aan en daar hebben adverteerders soms wel moeite mee en dan kom je weer terug bij hoe meet je dat dan? Want vanuit de display advertising (banners) zijn we heel erg gewend dat je precies kon meten ik heb zoveel impressies gehad en zoveel clicks. Daar heb ik zoveel voor betaald en dat heeft me zoveel ROI (Return on Investment) opgeleverd. Maar dat is met native advertising veel moeilijker.

AR: Er wordt niet altijd een inschatting gemaakt dus voor hetzelfde geld doet je artikel het zo goed, van heb je meer views gekregen, daar zou je eigenlijk met de adverteerder mee moeten zitten van je artikel heeft het zo goed gedaan we willen eigenlijk wel wat meer budget.

JE: Maar het mes snijdt aan twee kanten, want als jij als adverteerder een slecht verhaal hebt kun je nog zo goed proberen het in de markt te zetten en een goede merkkoppeling te maken, maar als het gewoon niet interessant is wordt het ook niet gelezen. Bij ons merk je dat commerciële redacteurs zich wel beseffen dit is tof ik kan hier laten zien wat ik kan, maar aan de andere kant zie je dat adverteerders gaan nadenken van wat wil ik nou vertellen en wat is nou echt boeiend? En ik denk dat als je dat samenbrengt dan kun je hele succesvolle campagnes doen.

AR: En ik denk dat ze in de toekomst gaan naar een ideaal dashboard waarin je kunt optimaliseren van misschien moeten we nog social toevoegen, of nog een audience campagne er bij om continu te kunnen sturen en optimaliseren. We zien dat dit artikel goed werkt dus daar gaan we mee verder..

JL: Dat je de campagne ook uitbreidt naar verschillende kanalen?

AR: Ja of meerder elementen inzetten, zoals video. Ik denk dat dat de ideale wereld gaat worden, waarbij je op één dashboard waaraan je aan de knopjes draait..

JE: Maar dat is in onze gevallen soms nog lastig want als je echt branded content achtige artikelen hebt serveer je die via een content management systeem en het is nu nog heel moeilijk om dat te combineren met audience targeting, want ik kan nu nog niet op een website komen als bezoeker en een artikel zien dat voor mij wel interessant is en dat ik het dan wel te zien krijg en iemand anders niet. Dat zou de ideale wereld zijn maar je kunt alles via een adserver serveren ook al zijn het geen ads, maar mensen met een ad blocker zullen dat dan niet te zien krijgen. Er zijn qua techniek nog wel een paar uitdagingen, ook qua meetmethodes; wat is waar?

JL: Wat bedoel je met wat is waar?

AR: Qua standaard in de markt.

JE: Precies. Zoals jij vraagt van wat is engagement; voor mij is engagement op dit moment het aantal gelezen artikelen maar ik denk dat het over een jaar is het een gemiddelde Time on Site van 30 seconden. Maar dat is nu nog A bijna niet meetbaar en B als het meetbaar is hebben we nu nog geen inzichten, de benchmark is er nog niet. Het is nog heel erg in ontwikkeling. Een andere partij zal daar weer een andere definitie voor handteren. Dat maakt het ook lastig om met adverteerders heel veel afspraken over maken.

JL: Maar eigenlijk wil je dus zeggen dat de definitie van engagement af hangt van de markt op dat moment of van hoe native advertising ingezet wordt. Je zegt dat nu de band tussen het merk en customer nu een grote rol speelt, maar dat dat over een tijdje weer kan zijn hoelang ze op een site zitten.

JE: Ik denk dat het altijd gaat om de relatie tussen customer en merk alleen dat we nu nog een relatief in de kinderschoenen staan in hoe we dat marktconform kunnen meten. Het is nu echt nog iets wat we weten, we weten hoeveel mensen het lezen qua hoeveel mensen het lezen, maar we willen nog veel dieper. Dat kunnen we technisch gezien nog niet.

JL: Dus het precieze effect dat native advertising op customer engagement heeft is eigenlijk nog niet helemaal duidelijk?

JE: Dat is nog een stap verder want dan ga je echt meten van wat is de merkbeleving van een klant voor en na een campagne, maar dat doen we niet voor elke campagne.

AR: Dan zou je eigenlijk nog een onderzoek ernaast moeten laten lopen, dat kan ook. De 0 meting dat je ook nog onderzoek gaat koppelen.

JL: Precies. En dat zou je dan misschien kunnen doen met, een meetmethode die ik ook weer gevonden heb, hoe frequent een klant terug komt op de site.

JE: Ja, alleen dan heb je ook nog een aantal juridische en technische beperkingen. Want dat mag je niet zomaar meten. Ik mag wel als anonieme bezoeker geregistreerd worden, maar als ik mijn browser afsluit zijn mijn cookies weg, dus hoe meet je dat dan? Dat kan je alleen achterhalen als je mensen heel duidelijk vraagt wil je mee doen aan een onderzoek. Maar dan ben je al 'biased' want je weet dat je mee doet aan een onderzoek.

JL: Dus dat is in strijd met de Nederlandse wetgeving?

JE: Ik kan me dat voorstellen met cookiewetgeving en privacy en dat dat niet zomaar mag. Tenzij iemand altijd toestemming geeft om je te tracken en te tracen.

JL: Maar dat doet niemand toch?

JE: Dat is een aanname, maar dat denk ik niet.

JL: Nog een punt dat ik graag zou willen behandelen. De aspecten waar een goede native advertising aan moet voldoen. Ik heb een aantal aspecten gevonden: 1 Zelfde look & feel. Wat ik ook vond is dat de main goal is een Call to Action. Het is niet alleen maar om te informeren zoals branded content en alleen te enthousiasmeren, maar dat het echt aanzet tot een aankoop.

AR: Of dat ze het actief delen. Je wilt dat de content zo goed is dat de gene die het leest denkt ‘‘hé dit is interessant’’.

JE: Redbull is daar heel sterk in, die zijn heel creatief in het maken van content. Die maken zulke mooie filmpjes dat mensen dat leuk vinden om te delen en onbewust delen ze dan het merk Red Bull, terwijl het de consument meer gaat om de inhoud van het filmpje. In mijn perceptie als wij branded content campagnes hebben dan hoeft het niet zo te zijn dat er gelijk een actie aan vast zit.

AR: Een sympathieke Call to Action. Meer dan echt een keiharde sale of lead.

JE: Ik zou native nooit inzetten voor een performance campagne.

AR: Als je kijkt naar het voorbeeld van Bol.com die zetten het heel sympathiek neer en je kunt de producten op Bol.com bekijken. Het word niet echt gepusht.

JL: Wat er ook bijkomt is dat de user experience niet mag worden onderbroken, dat mensen daar door banner blindness niet op reageren. En het medium waarop het gepubliceerd wordt dat dat heel specifiek gekozen moet worden en goed moet aansluiten op de doelgroep. Dt daar een research achter zit om een campagne precies aan te sluiten.

JE: Ik denk dat een campagne succesvoller is als je aansluit met het omveld.

JL: Als je bijvoorbeeld dit artikel over tuinieren in de Autoweek zet, heb je er alsnog niks aan en dan kan het nog zo’n goed artikel zijn.

JE: Ik denk dat daarom branded content zich heel goed leent voor niche marketing. Een Ouders van Nu is een merk waarvan weinig andere partijen zijn in de markt die heel specifiek op die doelgroep content schrijven dus nogal wieses dat je zoals Bugaboo om aandacht te krijgen voor jouw merk. Dat versterkt alleen maar.

AR: Aan de andere kant zijn er genoeg producten te vinden die voor een massa publiek en met een groter bereik zijn. Zolang het maar relevant en sympathiek is; tips of redenen, dat werkt gewoon goed.

JE: Een mooi voorbeeld dat wij heel breedschalig hebben ingezet en misschien heb je die ook nog wel gezien toen je bij Sanoma zat is die LOVE BEER campagne. Hoe krijgen we vrouwen aan het bier?

JL: Daar heb ik idd een keer een Floor is Yours over gezien.

JE: Waarbij je op NU.nl en vrouwen titels..

AR: Ze wilden vrouwen aan het bier brengen toen hebben ze eerst een soort testrondes gedaan om te kijken wie reageert. Echt onderzoek gerichte vragen gesteld via het Testpanel en aan de hand van die resultaten hebben ze de campagne verder doen uitrollen. Mobile first strategie en vanuit de onderzoeksstrategie hebben ze dat daarna verder uitgerold. En dan zit je heel gericht binnen de juiste doelgroep. Dat heeft ontzettend goed uitgepakt.

JE: In deze campagne is ook wat goed heeft uitgepakt is de cross-mediale inzet. Het is gewoon content geschreven voor een in app, maar ook in print.

AR: Ze hebben allerlei verschillende medium types ingezet.

JE: En influencers. Weet niet of je daar wat in je onderzoek aan hebt geweid?

JL: Zoals bloggers via social media?

AR: Ja dat zijn ambassadeurs die een bepaalde invloed uitoefenen op een branche of doelgroep.

JL: Dus je stuurt iemand die op social media populair is die stuur je iets toe of nodig je uit?

JE: En zo iemand kijkt natuurlijk: ‘past dit bij mij?’.

AR: Dus het heeft geen zin om een food blogger iets toe te sturen over verzekeringen.

JL: Dus dat is eigenlijk ook weer die link met look & feel!

AR: Ja, alles pas je steeds aan aan de boodschap en het medium, dus anders dat een hele platte advertentie.

JE: En uiteindelijk hebben ze hier uiteindelijk zo’n ident (kort filmpje) tussen de reclame blokken, over bier. Echt het cross-mediale hebben ze echt in deze campagne gehouden. Zoals in app, print en influencers.

JL: En zo kun je als Sanoma natuurlijk via SBS (zusterbedrijf) weer alle tv kanalen gebruiken.

AR: Ja dat hebben ze ook gedaan.

JE: Dit is een hele sterke campagne geweest,

JL: Over customer engagement nog even terugkomen: ik heb een hele specifieke Customer Journey gevonden. 5 stappen die klanten doorlopen voordat het product echt aanschaffen – namelijk: 1 awareness 2 consideration 3 inquiry 4 purchase 5 retention - tijdens welke van deze vijf fases denken jullie dat native advertising het meest doeltreffend is of zal per fase een hele andere vorm aanslaan?

JE: Het hangt er ook van af hoe je jezelf als merk in de markt wilt zetten. Als je een nieuw merk bent bijvoorbeeld dan wil je gewoon bekendheid genereren, dan wil je gewoon awareness. En daar kan branded content zich heel goed voor lenen door er meer over te vertellen. Als je iemand antwoord wilt bieden op ‘‘wat wil ik?’’ fase: 1, dan kan je inspireren daar kun je ook je native advertising boodschap mee kwijt.

JL: Zo’n artikel van Bol.com zou een goed voorbeeld zijn?

AR: Ja dat is een bekende klant maar soms willen ze iets nieuws vertellen en dat leent zich goed voor native advertising. Bewustwording.

JE: Qua aankoop uiteindelijk daar zou ik geen native voor inzetten.

AR: Maar het behoud weer wel, want je wilt bijvoorbeeld jonge klanten binden. Dat zie je al vroeg als je een bakrekening wilt openen, je blijft de rest van je leven bij dezelfde bank. Of een klein boodschappen karretje van Albert Heijn als klein kind. Je wordt onbewust al vroeg blootgesteld.

JL: Dus tijdens retention welke vorm gebruik je dan? Ik heb gelezen over een man die iedere zoveel maanden een mailtje kreeg wanneer hij een bepaald product moest vervangen.

AR: Ja zelfde als Nespresso.

JL: Maar is dat dan ook native advertising?

JE: Nee niet echt.

AR: Dat is meer onderhoud van de klant.

JL: Dus na de aankoop is er geen sprake meer van native advertising?

JE: Niet specifiek op die klant.

AR: De eerste twee fases lenen zich uitstekend voor native advertising. En kopen dan moet er een Call to Action in staan.

JE: En bij retention weet je bijvoorbeeld dat mensen een bepaald product gekocht hebben en je verbeterd dit product dan kun je wel weer heel goed onder de aandacht brengen, maar dan kom je

weer meer uit bij die awareness. Dat is wel een vorm van behoud. Omdat je wilt dat je top of mind blijft. Maar dat staat los van native advertising.

AR: Stel dat je met influencers gaat werken dan kies je voor bepaalde ambassadeurs. Dat past weer onder retention. Je verbind een persoon aan jouw merk.

JL: Naar influencers heb ik nog niet echt gekeken omdat ik dacht dat dat meer te maken had met social media ipv native advertising.

AR: Ja beide.

JE: Ik weet niet of je het per sé nog wilt toevoegen, maar dat je het aankaart. Want dit is wel een ontwikkeling.

JL: Ik ken inderdaad heel veel meisjes die heel goed gaan op Instagram. Maar voor het opbouwen voor customer engagement aantal aspecten vanuit het oogpunt marketeer. Namelijk: Confidence, integrity, pride en passion. Waarvan denken jullie dit is ook een bepaald punt waarvan jullie denken dit aspect daar sluit native advertising heel goed op aan?

AR: Passion en pride. Je wilt dat mensen erover praten, mensen gaan echt aan de haal met jouw content. Dat is heel belangrijk.

JL: Als trigger bedoel je? Het heeft dus geen invloed over hoe de klant vertrouwen heeft in een bedrijf?

JE: Ik denk dat het stukje vertrouwen dat je dat extra kunt versterken door inderdaad een doelgroep aan te spreken via een Linda of een Margriet. Je lift dan echt mee op de band dat zo'n merk heeft met de consument.

JL: Is het ook niet zo dat het bijna gevaarlijk is om native advertising? Bij heel veel klanten wordt het vertrouwen beschadigd en voelen zich om de tuin geleid. Zoals een Dr. Oetker reclame die ik een keer bij Sanoma zag, een artikel waarin ze een taart bakken en dat je overal het taartpak en benodigdheden van het merk zag terug komen en dat onderaan het artikel een link staat waar je deze producten van Dr. Oetker kan aanschaffen. Dat het merk uiteindelijk alsnog gepusht wordt dat ze zich daardoor om de tuin geleid voelen.

AR: Ja dat was dan geen goede native campagne.

JE: Ik vind dat dubbel. Ik zag bijvoorbeeld ING op de persgroep en ik vond dat een hele mooie campagne, maar overal stond het logo op. Ik vond het overtrokken. Dus dat is een kwestie van perceptie.

JL: Dus jullie vinden native advertising transparant genoeg?

JE: Ja als gebruikers er over struikelen dan blijkbaar niet, maar er zijn bepaalde standaarden voor en ik denk dat die wel duidelijk zijn.

JE: Als er in het artikel staat ‘‘dit is een commerciële samenwerking’’ of de naam van het label of adv of spons en de naam van de adverteerder. Ik vind dat het dan geen verrassing kan zijn.

AR: Zolang de kwaliteit van content heel goed is.

JE: Dan dachten mensen van leuke content, maar wat heb ik hier aan?

JL: Maar dan was dus gewoon de content niet interessant genoeg?

JE: Die vervolg vraag is niet gesteld in gebruikersperceptie. Dus dat is een aanname, maar ik denk dat als het een interessant artikel was geweest dat mensen daar niet over zouden struikelen.

JL: Dus zolang de kwaliteit van artikel hoog is zou het niet een valkuil moeten zijn?

JE: Dan is je boodschap niet relevant genoeg.

AR: De boodschap moet continue boeiend zijn.

JE: De analogie is makkelijk te betrekken naar film. Kijk naar James Bond met Heineken of Aston Martin. Daar vallen we niet over want de content accepteren we omdat het interessant is. Maar vervolgens zit tussen de film een reclame blok en dan zappen we weg, want dat is irritant.

JL: Dus zolang de verpakking interessant is..

JE: 1 op 1 kun je dat door vertalen in print en online media op gebied van native advertising. Eigenlijk is het niets nieuws. Dat soort vormen van reclame zijn al jaren op tv te zien en we hebben nog nooit gezegd we stoppen allemaal met tv kijken door de reclame.

AR: Als ze dat van Dr. Oetker anders hadden gedaan hadden customers misschien meer sympathie en empathie gehad.

AR: Het gaat om inspireren, empathie, sympathie om dat bij de bezoeker (consument) los te maken.

JL: Best moeilijk.

JE: Het is niet plat. Het is ook niet in 1 vorm te gieten.

AR: En niet alle native campagnes zijn even succesvol. Maar ook met een viral video weet je ook niet hoe het zal gaan. Mensen moeten denken: dit vind ik gaaf om te delen, maar dat is lastig van

tevoeren in te schatten. Hangt ook aan andere factoren samen. Is het het juiste moment, juiste omveld?

JL: Wat denken jullie dat de trends van de toekomst zijn? Gaat na marketing versterken of compleet overnemen? Denken jullie dat native uitgroeit tot..

JE: Ja denk ik wel en dat er meer samenwerking komt tussen native en video. Veel meer product placement. En dat het steeds meer om de experience gaat zoals virtual reality. Dat gaat ook om creatieve content. En als de adverteerder daar iets gaafs van maakt is de ervaring echt tof.

AR: Content en creatie zijn echt key.

JL: Dus als content en creatie interessant zijn en sterk zijn dan heeft het een hele positieve uiting op customer engagement? Zolang het artikel te plat is en niet triggert of past bij medium heeft het een slechte invloed op customer engagement?

JE: Ja dat denk ik wel.

AR: Ja ja ja, als er niks mee gedaan wordt of gedeeld wordt of het krijgt negatieve reacties dat kan ook.

JL: Maar eigenlijk kan dat nog niet gemeten worden.

JE: Ik denk dat het wel kan maar we het nog niet doen. Dan zou je daar parallel nog een heel ander onderzoek naast moet leggen.

AR: Ik denk dat de customer ook steeds meer betrokken wordt, dat ze steeds meer de bezoeker ambassadeur maken. Op die manier krijg je ook al een soort nieuwe vorm van native.

JL: Dus in de toekomst wordt het steeds persoonlijker?

AR: Ja.

JL: Dus zoals die ene customer die een advertentie wel ziet en de andere niet?

JE: Niet in de nabije toekomst, maar misschien over 5 of 6 jaar.

JL: Maar dat zou nu nog in strijd zijn met de wetten?

JE: Technisch gezien en qua privacy zijn nog een belangrijk topic en dat dat nog niet zo ver is. Maar ik denk dat de markt daar steeds meer om zou gaan vragen, want als gebruiker irriteer je je nu al dood als je ge-re-target wordt door een boeking op Booking.com die later voorbij komt met een lagere prijs. Voor Booking.com doet dat afbreuk aan het merk en de customer engagement en als consument voel je je benadeeld. Dus de markt gaat een keer bij elkaar komen en dan zal daar

qua privacy en dergelijke zal een consument aangeven van als het voor mij relevant is dan accepteer ik dat. Dat ik daar privacy voor op moet geven, maar technisch gezien zijn we nu nog niet zo ver.

JL: Dat zou de toekomst kunnen zijn?

JE: Ja als gebruiker zou dat echt ideaal zijn, maar ik weet nog niet of en wanneer dat mogelijk gemaakt kan worden.

JL: Zijn er nog vragen geweest die ik nog niet gesteld heb?

AR: Ja qua social amplification.

JL : Ja, daar zal ik nog naar kijken. Dankjewel!

Appendix 3.1 Informed Consent Form Jill Eekhart

ES4 Guide for Final Project and Dissertation | 2015-2016

Appendix 6.4 – Informed Consent Form

Informed Consent Form

- 1) Project Title
- 2) Project Description (1 paragraph)

If you agree to take part in this study please read the following statement and sign this form.

I am 16 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I agree to the audio recording of my interview with the researcher.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it.

Recordings will be accessible only by the researcher. Unless otherwise agreed, anonymity will be ensured at all times. Pseudonyms will be used in the transcriptions.

I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Signed: Jill Eekhart Date: 26-05-2016

Appendix 3.2 Informed Consent Form Annelies van Riel

ES4 Guide for Final Project and Dissertation | 2015-2016

Appendix 6.4 – Informed Consent Form

Informed Consent Form

- 1) Project Title
- 2) Project Description (1 paragraph)

If you agree to take part in this study please read the following statement and sign this form.

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I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Signed:  Date: 26-05-2016

Appendix 4. Interview Transcript AdFactor Philleas Fox

Introductie

Het doel van mijn scriptie is om te onderzoeken hoe Sanoma aan de hand van Native Advertising de Customer Engagement zou kunnen versterken. Ik heb erg veel verschillende artikelen gelezen over consumenten die volledig achter Native Advertising staan, maar heb daarentegen ook genoeg gevonden over het feit dat Native Advertising als misleidend wordt beschouwd, omdat betaalde content bijna niet meer is te onderscheiden van niet betaalde content.

De vragen die hier onder volgen bestaan uit algemene vragen, maar ook uit vragen die voortkomen uit resultaten van het interview dat ik heb gevoerd met twee medewerkers van Sanoma en het panelgesprek dat ik met 7 vrouwelijke consumenten tussen de 20 en 35 jaar heb gehouden.

Algemeen

- Welke definitie gebruikt u binnen AdFactor voor Native Advertising (NA) en is dit de standaard definitie?

Native advertising is de advertentievorm die naadloos wordt opgenomen in het design en de context van de website. Hieronder valt zowel de productie als integratie van branded content. Check ook ons blog en zoek op native advertising voor de blog artikelen die wij hierover geschreven hebben.

- Welke definitie gebruikt u binnen AdFactor voor Customer Engagement (CE)? En is ook deze standaard in de marketing wereld? *Deze term is voor ons niet gangbaar.*

- Wat is de relatie die AdFactor heeft ten opzichte van Native Advertising?
Wij zijn gespecialiseerd in de verkoop van native advertising op blogs (www.adfactor.nl/websites) aan adverteerders.

- Wat is de relatie die AdFactor heeft ten opzichte van Sanoma?

Sanoma is een publisher partner van Adfactor, wij verkopen een de native advertising op vrouwentitels van sanoma.

- Denkt u dat NA van groot belang is voor het opbouwen van CE, klantbinding? En hoe weet u dat?

Hier heb ik niet direct een antwoord op.

- Wat is uw visie op NA in de toekomst? Denkt u dat NA een trend is die over een tijdje weer zal afnemen of denkt u dat NA over een tijdje de leidende vorm van online advertisement zal zijn?

Wij zijn ervan overtuigd dat native advertising blijft.

Sanoma

- Tijdens mijn interview met Sanoma zijn mij een aantal dingen opgevallen. Hetgeen dat er voor mij het meeste uitsprong was het antwoord dat ik kreeg op de vraag: ‘‘Hoe meten jullie het effect van NA op jullie CE?’’. Een samenvatting van het antwoord dat ik hierop ontving kwam neer op het feit dat zij dachten dat het wel kon, maar Sanoma dat nog niet doet. Denkt u dat Sanoma de enige is die dit nog niet doet? Om welke redenen denkt u dat dit het geval is?

Er is inderdaad nog te weinig kwalitatief onderzoek naar gedaan, in Nederland zouwieso niet. Ik denk dat het lastig meetbaar is.

- Daarnaast heb ik zelf een aantal meetmethodes gevonden, zoals de *Click Through Rate (CTR)*, *Duration of Visit*, *Frequency of Visit*, *Depth of Visit* en *Sales*. Sanoma gaf in het interview aan dat zij zelf de effectiviteit van NA toetsen doormiddel van de CTR en het aantal keer dat een artikel gelezen is. Dit doen zij alleen globaal en doen/kunnen dit niet specifiek per websitebezoeker doen. Over de rest van de meetmethodes zeiden zij dat dit niet mogelijk was op technisch en juridisch vlak. Wat denkt u dat hiervoor de technische redenen zijn? En met juridische kwesties doelen zij op de Europese Cookie wetgeving of zijn er nog meer punten waar ik niet van op de hoogte ben?

Wat wij kwantitatief meten is vergelijkbaar met wat je hier noemt. Het is niet realistisch om per bezoeker het aantal native advertising artikelen te meten; de kans dat dezelfde bezoeker er meerdere leest in korte tijd is niet groot. Het zegt ook niets over de kwaliteit ervan. Wel kan je andersom van een native advertising campagne van alles meten: dus time spent, aantal bezoekers.

- Doordat ik bovengenoemde meetmethodes wel een aantal keer ben tegen gekomen als veelgebruikte maatstaven, kan ik stellen dat ze wel degelijk toegepast worden. Bent u ervan op de

hoogte of dit in Nederland gebeurt? Zo ja, bij welke bedrijven en hoe kunnen zij op technisch en juridisch vlak wel in staat zijn deze meetmethodes toe te passen?

NVT

- Bent u op de hoogte van internationale concurrenten van Sanoma (bijvoorbeeld Amerikaanse) die ook gebruik maken van NA? En welke meetmethodes gebruiken zij dan om het effect van NA op CE te toetsen? Dezelfde die ik hierboven noemde? Zo ja, waarom gebruiken zij die dan wel? Bijvoorbeeld door andere online privacy wetgevingen?

Bijvoorbeeld Huffington Post, Buzzfeed, Say Media, AOL. Ik heb geen extra informatie helaas over methodieken. Misschien levert Google wat op, mogelijk dat Buzzfeed of AOL hier wel iets over heeft.

Panelgesprek

Voor het panelgesprek heb ik zeven vrouwelijke consumenten uitgenodigd tussen de 20 en 35 jaar. Een aantal studeerde nog, maar het merendeel van de kandidaten werkte fulltime. Zo zat aan tafel een blogger die zelf veel met advertising te maken heeft en ook iemand die stage loopt bij Hill & Knowlton en dus bekend was met het fenomeen Native Advertising. Ik heb voor deze kandidaten gekozen omdat ik met hen een NA campagne van Sanoma heb behandeld van welke de doelgroep in diezelfde leeftijdscategorie lag. De campagne die ik heb gebruikt werd door Sanoma zelf tijdens het interview aangehaald en als case gebruikt om verschillende voorbeelden uit te noemen. Het gaat hier om de Love Beer campagne die is uitgevoerd door Het Testpanel en is gepubliceerd op oa Nu.nl, Grazia en Style Today. Ik zal in de bijlage de links plaats naar deze artikelen.

- Tijdens het interview met Sanoma werd er gesproken over het persoonlijker maken van advertisement. In een ideale toekomst zien zij het voor zich dat de ene customer een bepaalde advertisement wel ziet en een andere niet, gebaseerd op verzamelde informatie uit zoekgeschiedenis en voorkeuren. Dit zou betekenen dat klanten nog meer ‘getracked’ zullen worden dan dat nu al wordt gedaan. Toen ik aan de zeven aanwezige consumenten voorlegde dat doormiddel van het inleveren van meer privacy, advertisement nog beter ge-target kan worden en men nog relevantere en persoonlijker content zou ontvangen, was iedereen hier op tegen. De consumenten waren niet bereidt privacy op te geven voor interessantere advertisement. Als zij hier op tegen zijn, is er dan een andere manier om in de toekomst advertisement persoonlijker te maken en op deze manier de customer engagement te versterken?

Doel je hier op native advertising? Want met display (banner) advertisements gebeurt al wat je hierboven beschrijft. Met native advertising minder of nog niet.

Zonder op een of andere manier een profiel te kunnen maken die de smaak van een consument registreert en op basis hiervan weer nieuwe content geeft lijkt mij het heel lastig om te personaliseren. De consument zal het voordeel ervan in moeten zien om gepersonaliseerde content te krijgen. Dit gaat gebeuren met redactionele content (bijvoorbeeld Nu.nl gepersonaliseerd) en dan gaat de advertising ervan zelf in mee is mijn verwachting.

Mocht u vragen missen en antwoorden op vragen hebben die ik niet heb gesteld, dan zie ik die met veel enthousiasme tegemoet!

Dankuwel voor het voltooien van deze vragenlijst. Ik ben er van overtuigd dat uw antwoorden weer een stukje dichterbij een geslaagd eindresultaat zullen brengen!

Heel veel succes!

Bijlage

Sanoma Case Love Beer

<http://www.sanoma.nl/pagina/case/women-love-beer/>

Artikel Love Beer Grazia

<http://www.grazia.nl/aangeboden/diner-schenk-er-bier-bij>

Artikel Love Beer Style Today

<http://www.styletoday.nl/lifestyle-2/6-x-redenen-om-als-vrouw-wel-bier-te-drinken/>

NU.nl Love Beer

<http://www.nu.nl/advertorial/advertorial-love-beer>

Appendix 4.1 Informed Consent Form Phileas Fox

ES4 Guide for Final Project and Dissertation 2015-2016

Appendix 6.4 – Informed Consent Form

Informed Consent Form

1) Project Title

How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?

2) Project Description (1 paragraph)

The aim of this thesis is to research how native advertising is influencing the customer engagement of Sanoma. The outcomes of this research will show how marketers can use native advertising to positively influence customer engagement.

If you agree to take part in this study please read the following statement and sign this form.

I am 16 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I agree to the audio recording of my interview with the researcher.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it.

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I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Signed: _____



Date: _____



Appendix 5. Focus Group Topic List

Artikelen

- Denken jullie dat dit artikel is geschreven om alleen te informeren of dat er nog een dieperliggende reden voor het schrijven van dit artikel is? En wat dan?
- Zou je dat ergens aan kunnen herkennen? Spons / Adv / In samenwerking met
- Herkennen jullie deze campagne? Wat hebben jullie ervan meegekregen?
- Wat spreekt jullie erin aan? Zou het jullie anders naar bier doen kijken?

Uitleggen Native Advertising

- Zijn jullie ermee bekend?
- Voelen jullie je aangesproken door native advertising?
- Misleid of betrouwbaar?
- Effectiviteitsmeting? Beïnvloed dit jullie actie?

NA

- Look & feel moet aansluiten op medium dat advertentie publiceert
- Verkopen/promoten → Call for action
- User-experience niet onderbreken
- Specifiek uitgekozen medium dat aansluit op de doelgroep

Customer Journey

- Awareness - bewustwording
- Consideration – wat wil ik?
- Inquiry – welke wil ik?
- Purchase - kopen
- Retention – behoud

Aspects van marketeers oogpunt

- Confidence – vertrouwen in het bedrijf
- Integrity – nakomen van beloftes
- Pride – trots voor bedrijf en product
- Passion – passie voor product wat zorgt voor word-of-mouth etc

Aspects vanuit customer oogpunt

- Valued – geschat op waarde
- Efficiency – aangepast op klant zijn tijd en energie – intens betrokken
- Trust – hebben ze vertrouwen in het bedrijf
- Consistency – houdt het bedrijf zich aan de beloftes
- Relevance – hoe relevant is de info die zij ontvangen
- Control – wanneer en hoe willen zij info ontvangen

Meet methodes

- Duration of visit
- Frequency of visit/ Number of repeated visits
- Depth of visit (% of site visited)
- Click Through Rates
- Sales

Typology of Online Customer Engagement

- Low Level – Bookmarken, taggen of groep joinen
- Medium Engagement – Raten, commenten, favourising
- Highly Committed – Creëren van content, uploaden
- Social – Fan communities creëren

Appendix 6. Love Beer Campaign on Grazia

Diner? Schenk er bier bij!

Door Lise op 4 August 2015

Deel dit artikel:



Ben jij ook druk bezig met de voorbereidingen voor een chic diner thuis? Of heb je plannen om eens een leuk etentje te organiseren? Maak je vooral niet druk om de bijpassende wijn, want: wijn is uit!

Bier is het nieuwe wijn

Het klinkt gek en we hadden niet gedacht het óóit te zeggen, maar wijn is uit! Het is namelijk nu helemaal *hip & happening* om tijdens het diner bier te schenken.* BIER. Ja écht. Met al haar variërende smaken - witbier, fruitbier, amber, bockbier, blond bier, donker bier, trappistenbier, abdij bier, radler bier of gewoon alcoholvrijbier - kun je voor elke moment en gerecht het juiste bier uitkiezen. Bier past vaak zelfs nóg beter bij de smaak galore dan wijn, dus het is zeker het proberen waard. Wijn kent de smaken zoet en zuur, bier heeft nog een derde dimensie: bitter. Dat maakt bier extra spannend aan tafel of om in de keuken mee te experimenteren.

Bitter

Laat je trouwens niet afschrikken door het woord bitter, want dat vrouwen bier vaak té bitter vinden is een fabel. Bierexpert Fiona de Lange zegt hierover; "De enige reden waarom vrouwen denken dat bier bitter is, is omdat ze dit gehoord hebben. Hierdoor is mogelijk een vooroordeel ontstaan en een placebo effect gecreëerd. Kwalitatief onderzoek heeft uitgewezen dat als men vooraf niet weet wat men gaat drinken de ervaring absoluut niet bitter is. Volg je eigen smaak." Doe ons maar een Radler!

**Onderzoek is uitgevoerd door hettestpanel.nl onder 2.740 mannen en vrouwen (juni 2015)*



Bron: Love Beer, Beeld: Sanoma Beeldbank

Appendix 7. Love Beer Campaign on StyleToday

6 X REDENEN OM ALS VROUW WÉL BIER TE DRINKEN



BY JULIE LIFESTYLE 18 JUNI 2015



Vrouwen en bier, het lijkt soms een eindeloze discussie te zijn. Zo zou het niet “classy” zijn als een vrouw bier drinkt en zouden mannen het niet aantrekkelijk vinden als een vrouw bier drinkt. Het wordt eens tijd om alle mythes te ontcrachten, want vrouwen moeten zich niet laten belemmeren door wat gepast is of niet.

Vrouwen en bier, dat is een gouden combinatie. Wij zetten zes redenen op een rijtje waarom je deze zomer wél een glaasje mee moet drinken.

1. DOE WAT JE WILT

Bier drinken niet vrouwelijk? Nee hoor, uit onderzoek blijkt dat 70% van de ondervraagden het hier niet mee eens is. Volgens 85% van de ondervraagden zijn vrouwen die bier drinken lekker zichzelf. Dus ladies, als je trek hebt in een biertje: doe gewoon wat je wilt.

2. GEZELLIGHEID KENT GEEN TIJD

Wist je dat mannen het juist gezellig vinden als vrouwen een glas bier mee drinken? Het beeld dat bier drinken niet vrouwelijk is leeft eigenlijk alleen onder de vrouwen zelf. Geloof ons, je vriend of date zal verrast zijn als je bier met hem drinkt. Nu nog een lekkere pizza erbij en jullie avondje bankhangen is compleet.

3. LEKKERE SMAKEN

Tegenwoordig hebben we de keuze uit zoveel soorten en smaken bier. Vrouwen denken vaak dat bier bitter is. Dit is een fabel, kwalitatief onderzoek heeft uitgewezen dat als men vooraf niet weet wat men gaat drinken de ervaring absoluut niet bitter is.

Mocht je niet zo dol zijn op de smaak van bier, probeer dan eens rosé bier uit of bier met een lager alcoholpercentage. Keuze zat!



4. LAAG IN CALORIEËN

Wist je dat een standaard glas bier evenveel calorieën heeft als een standaard glas wijn? In één standaard glas bier of in een standaard glas wijn zitten 100 calorieën. Het veel gehoorde verhaal dat een glas bier gelijk staat aan een boterham met kaas klopt niet. Een boterham met kaas bevat al snel 160 calorieën.

5. BIER KENT VEEL GEZONDHEIDSVOORDELEN

Net als wijn kent bier ook gezondheidsvoordelen mits je het met mate drinkt natuurlijk. Zo kan matige regelmatige consumptie, zonder pieken, een gunstig effect hebben op hart- en vaatziekten, ouderdomssuiker ziekte en dementie. Een belangrijke reden voor vrouwen: bier zorgt voor mooi haar. Een bierspoeling laat je haar glanzen als nooit te voren.

6. BIER KAN ALTIJD

Voor vrouwen is de locatie of de gelegenheid (70%) van grotere invloed op de keuze voor een alcoholische drank dan met wie ze drinken (49%). Bij mannen speelt het gezelschap waarin ze verkeren een grotere rol (58%).

Veel vrouwen vinden het niet gepast om op de eerste date een glas bier te bestellen. Wist je dat een man zijn drankkeuze bepaalt aan de hand van jouw keuze? Hij drinkt het liefst bier, dus je scoort juist extra punten als je een glas bestelt. Op een zomerse dag of tijdens een barbecue kan een gas bier natuurlijk prima, maar ook tijdens de wekelijkse vrijdagmiddag borrel.

Ladies, laat je niet meer gek maken door mythes of vooroordelen. Als je van bier houdt is het prima om een glaasje mee te drinken met de mannen of alleen met je vriendinnen.

We love beer!



**Onderzoek is uitgevoerd door hettestpanel.nl onder 2.740 mannen en vrouwen (juni 2015)*

Appendix 8. Bol.com Campaign on Libelle Website



6 tips om van een kleine tuin iets moois te maken

DOOR [ONZE COMMERCIËLE REDACTIE](#)

Ook als er buiten niet veel ruimte is, kan er best een gezellig hoekje worden gemaakt. Met deze tips heb je alles om van een stadstuintje of een balkon een groene oase te maken.

Libelle samen met [Bol.com](#)

Samen met de Libelle-stylist hebben wij een paar handige tips op een rij gezet. Zo heb jij deze zomer een prachtige tuin of indrukwekkend fleurig balkon.

Goede voorbereiding is het halve werk

Beslis van tevoren wat je plan van aanpak wordt: wat vind je mooi en wat is je budget. Wordt het een zonneparadijs of een wilderige tuin met planten her en der? Is een bergruimte een absolute *must*, moet de tuin kindvriendelijk zijn of ga je zelf de handen uit de mouwen steken en flink tuinieren. Het zijn allemaal dingen die invloed hebben op de indeling van je tuin.

Tip van de Libelle-stylist: ga voor één kleurenpalet

Kies niet te veel kleuren maar ga voor één kleurenpalet. Groen zorgt voor rust in de tuin. Kies planten en/of bloemen die in verschillende seizoenen bloeien. Zo staat de tuin er het hele seizoen mooi bij.

Geen tuin maar een balkon

Ook een balkon kun je transformeren tot een heerlijk plekje. Kies tuinmeubels die inklapbaar zijn. Wil je een andere indeling? Je verplaatst ze zo weer. Plaats niet te veel verschillende potten maar ga voor 2 grote. Dat trucje zorgt ervoor dat je balkon ruimtelijker lijkt.

KLEIN MAAR FIJN, DE KNUSSE STADSTUIN

Tip van de Libelle stylist: creëer een groene oase

Zet voor een mooi oase-effect grote potten bij elkaar en zorg voor hoogteverschil, bij de potten én de planten. Zorg ook voor groenblijvers, zodat de tuin er 's winters nog steeds mooi bijligt.

Een fijn plekje

Iedere tuin zou een plekje moeten hebben waar je he-le-maal tot rust kunt komen. En ook al is de tuin nog zo klein, met een mooie tuinset breng je sfeer en stijl in de tuin.

Tip van de Libelle-stylist: werk in de hoogte

In een kleine stadstuin kun je prima verticaal tuinieren: met potjes aan de muur, een klimplantenrek of door een groene wand te creëren. Ideaal bij ruimtegebrek en een groenwens. Ook is een verticale tuin isolerend en geluiddempend en de saaie muur of schutting wordt er meteen een stuk vrolijker van. Klimop is altijd een mooie oplossing, deze plant doet het trouwens ook prima in een pot.

De tuinwinkel van [Bol.com](https://www.bol.com)

Met deze items kun je gelijk aan de slag en tover je jouw stadstuin om tot een waar paradijs.



GARDENA - SPIRAALSLANGSET - 10 METER 49,90

[BESTEL](#)

RANEX CLASSICO BUITENLAMP € 19,99

[BESTEL](#)

CABI NATURE POT BOL RIB IVOOR 24,95

[BESTEL](#)

DIPLADENIA SUNDAVILLE € 29,95

[BESTEL](#)

TAFELSET VAN GREENWARE MET 2 STOELN € 145,-

[BESTEL](#)

MICA DECORATIONS € 27,99

[BESTEL](#)

Van planten tot tuinset

Midden in de stad een groen paradijs, dat klinkt toch heerlijk? In de tuinwinkel van bol.com vind je alles voor in en om de tuin. Van tuinmeubels en bloemen en planten tot het juiste gereedschap. Want met een leuke tuinset en mooie planten wordt een kleine stadstuin of een balkon een hele fijne plek om te vertoeven. Met een mooie gevellamp erbij kun je er genieten tot in de kleine uurtjes.

Verkrijgbaar bij **bol.com**

Appendix 9. Focus Group Transcript

JL: Hallo allemaal! Jullie zijn hier uitgenodigd om mee te doen aan een panelgesprek voor mijn scriptie. Jullie zijn allemaal consumenten van native advertising en daarom heb ik jullie uitgenodigd. Zouden jullie je allemaal even voor willen stellen? Zodat het logisch is dat jullie hier allemaal zitten.

Lonneke: Ik ben Lonneke. Ik loop stage bij Hill & Knowlton, dat is een PR bureau. En dat is het verder wel, want verder bestaat m'n leven uit niet zoveel.

Louise: Ik ben Louise Secrève en ik ben stewardess.

Vivian: Ik ben Vivian Secrève, zusje van, en ik heb een eigen website.

Nikki: Hi, ik ben Nikki Burgers en ik studeer aan de Hotelschool.

Emily: Hi ik ben Emily Huberts, ik doe academie Artemis en daarnaast ben ik freelance stylist.

Lisanne: Ik ben Lisanne Gerretse en ik ben student HRM.

Nanda: Hi ik ben Nanda van Zijderveld en ik werk bij het Lloyd hotel in Amsterdam en daarnaast heb ik m'n eigen pedicure.

JL: Ik heb jullie net twee artikelen laten lezen, eentje van *Grazia* en eentje van *StyleToday*. Hier worden beiden bier aangeprezen. Hebben jullie deze campagne en het filmpje van *Net 5* voorbij zien komen?

Groep: Ja/Muah.

Louise: Op *Nu.nl*

Lonneke: Ja op *Nu.nl* inderdaad, dan moest je swipen.

JL: Ja! Dus jij bent er bekend mee! Wat denken jullie dat het uiteindelijke doel van deze artikelen waren? Denken jullie dat dit puur was om te informeren of dat er ook nog een dieperliggende reden achter zit om te plaatsen?

Vivian: Ik denk dat er wel een dieperliggende gedachte achter zit. Ik heb zelf een website dus ik weet hoe dat in zijn werking gaat en het is gewoon een soort van sluikreclame om een manier te vinden om het aantrekkelijk vinden om meer bier te drinken. En dat doet ze dan op zo'n manier zodat vrouwen zich er beter mee kunnen identificeren.

JL: Dus je denkt dat dit is om bier te promoten?

Vivian: Ja vrouwen drinken geen bier, maar tegenwoordig wel en door dat te positioneren op deze manier denken vrouwen ook: ik kan lekker een biertje drinken/

JL: Dus vanuit wie denken jullie dan dat het geschreven is? Vanuit de bladen of een biermerk?

Allen: Duidelijk biermerk.

Lisanne: Ik zou dat in eerste instantie niet door hebben.

Emily: Nou ja om er onbewust op in te spelen.

JL: Wat is dan een punt dat jullie dit doorhebben?

Lonneke: omdat er heel groot bier Love Beer staat.

Louise: Ik zou denken dat het voor *Grazia* is.

JL: Dus omdat het een artikel op *Grazia* is, denken jullie die schijven hier normaal gesproken niet over..

Nanda: Het gaat ook echt over verschillende soort bier.

Vivian: Het is ook niet echt informatief over waarom je bier moet drinken, het is meer een beetje zo'n reclame artikel.

Nanda: Er worden ook merken aangegeven.

JL: Je zult het niet gelijk zien, want er is geen SPONS of ADV boven geplaatst. Dit is dus een perfect voorbeeld van NA. NA is namelijk een vorm van reclame maken waarbij niet precies wordt aangegeven dat het een advertisement is. Dit is dus een perfect voorbeeld. Dit is geschreven van uit een brouwersgemeenschap. Zij hebben aan *Grazia* en *StyleToday* info gestuurd en zij hebben dat in hun look en feel geplaatst. Waardoor je niet gelijk doorhebt dat het om een campagne gaat. Maar omdat het bijvoorbeeld op beide websites staat in dezelfde periode en het staat op *Nu.nl*, kun je zien dat het een campagne is zonder dat dat precies wordt aangegeven. Hadden jullie het kunnen herkennen aan bepaalde punten?

Allen: Nee niet echt.

Vivian: Ik wel, omdat ik de strategie herken.

JL: Als je zon campagne ziet, zou het je dan aanspreken?

Lisanne: Ik zou hier volledig intrappen.

Vivian: Als ik het niet zou weten; ja!

Lisanne: Je denkt leuk artikel!

Vivian: Het is lekker luchtig geschreven.

Emily: Vaak titels die je triggeren en dan lees je het.

Vivian: Het zal je na een paar keer wel opvallen aan bepaalde woorden.

Nikki: Het trekt wel aan met de tekst ‘Love Beer, doe mij nog maar een Radler’!

JL: Precies, een bepaalde call to action! Maar nu jullie weten dat dit een advertisement is, denken jullie dan goh wat informatief of denk je dan misschien is het op een bepaalde wel misleidend, omdat er toch wel een product gepusht wordt?

Nanda: Ik vind het ook informatief.

Lisanne: Ik had het niet eens door, dus heb niet het gevoel dat ik gepusht wordt.

JL: Denken jullie dat je in het dagelijks leven vaak in aanraking komt met NA?

Allen: enthousiaste JA's!

Louise: Ja sowieso, maar tot nu toe had je het niet door!

Vivian: Ja dat weet ik wel zeker, want ik doe er zelf ook aan mee. Voor de lezer gaat het om gratis content, maar bedrijven en websites hebben ook hun inkomsten nodig, maar wel zodat het voor de lezer niet opvalt, want anders haakt de lezer af.

Lisanne: Als ik er nu oplet, is het best misleidend.

Vivian: Maar bedrijven die gratis content aanbieden is nodig.

Lisanne: Ja maar nu ik

JL: Maar de bedrijven die de content opleveren betalen er heel veel geld voor. Maar dus eigenlijk nu je weet dat er zoveel artikelen geschreven worden die eigenlijk niet echt neutraal geschreven worden, vind je het dan oké of denk je dit is niet helemaal zoals het hoort?

Vivian: Ik vind dat er sowieso ergens moet staan dat het een gesponsord artikel is.

Nanda: Anders is het niet een subjectieve mening van de schrijver.

Lisanne: Zolang erbij staat dat het een advertentie is, is het prima.

Vivian: Ik zet het er altijd wel bij.

Lisanne: Het is misleidend, maar het is je eigen schuld dat je het niet door hebt.

JL: Als het niet goed wordt aangegeven.. Ik heb een aantal aspecten gevonden waarvan consumenten aangeven dat het voor hen hele belangrijke aspecten zijn om een goede customer engagement op te bouwen. Deze aspecten vinden zij van waarde. Consumenten willen zich graag valued voelen, op waarde geschat. Ze willen dat de advertisement wordt aangepast op hun mate van tijd en energie. Ze willen vertrouwen hebben in het bedrijf en willen dat het bedrijf consistent is met beloftes. Relevance staat voor het feit dat ze alleen maar relevante info willen ontvangen en control staat voor hoe en wanneer zij die info willen ontvangen. Op welk aspect denken jullie dat NA de meeste invloed kan uitoefenen? En op welk punt positief of negatief?

Allen: Door elkaar, onverstaanbaar.

JL: Valued? En hoezo?

Nanda: Negatief. Omdat het stiekem gedaan wordt.

Vivian: Het is hele duidelijke product placement.

Lisanne: Ik denk dat eerder met trust. Dat je vertrouwen wordt geschaad.

Emily: Ligt ook aan wat voor content er instaat. Dat je reclame ziet die voor jou helemaal niet relevant is.

JL: NA is bijvoorbeeld ook als jij naar een rode gala jurk hebt gezocht, krijg je de volgende dag allemaal pop-ups van de grote merken met rode gala jurken.

Lisanne: Ik heb daar wel eens gebruik van gemaakt.

JL: Vind je dat dan niet schading van privacy?

Lonneke: Maar het is soms ook wel weer handig!

Lisanne: Als je een vlucht probeert te boeken.

Louise: Ja maar ze tracken je wel echt te veel. Dat vind ik naar.

Lisanne: Dat schaadt dan het vertrouwen in het bedrijf.

JL: NA kan persoonlijker gepusht worden, per persoon kan andere content aangeboden worden, maar daarvoor moet wel een stukje privacy opgegeven worden. Dat betekent dat er nog meer data van jouw search history wordt opgeslagen. Maar stel Vivian jij zoekt naar die gala jurken en Lisanne jij zoekt naar dierentestvrije make up, dan krijg jij Vivian, die jurken te zien en Lisanne jij niet. Maar jullie zouden dat niet willen?

Louise: Ja, maar het is wel inbreuk op je privacy. Stel je boekt een vlucht.

Lisanne: Het is e blijft wel je privacy, je weet niet wat er nog meer mee gedaan wordt.

Emily: Of je klikt op iets stoms en je blijft dat maar zien.

JL: Ik heb ook verschillende meetmethodes gevonden. Ze zeggen namelijk dat de invloed van NA op een aantal manieren te meten is. Ze denken dat deze vijf punten de meest effectieve meetmethodes zijn. Dus ze kijken hoelang een customer op een site is, maar ook hoe frequent. Dit kunnen ze alleen nog niet op persoonlijk level zien, omdat consumenten niet bereidt zijn om mee privacy op te geven. Ze kunnen nog niet per persoon zien wie wanneer terug komt.

Lisanne: Hoe kan het dan dat ik soms wel dezelfde advertenties tergekrijg?

JL: Dat komt door de cookies die worden opgeslagen van jouw bezoek.

Lisanne: Weer wat geleerd!

JL: Maar zodra je je browser geschiedenis wist, wis je die cookies ook. Dus dan komen die vluchten niet terug.

Vivian: Ja of je installeert een ad blocker.

JL: Ja wat ik ent ook liet zien, van *StyleToday*, van *What to Wear* is gesponsord door *Peugeot*, maar als je je ad blocker aan hebt staan, zie je de naam in dat hele stuk niet voorbij komen. Zodra je hem uit zet zie je ineens Peugeot staan.

Lisanne: Maar eigenlijk is het dus heel lullig om een ad blocker aan te zetten.

JL: Ja marketeers zijn er tegen, maar je wordt dood gegooid met reclame als je het niet aan hebt staan.

Vivian: Je ziet op heel veel sites zo'n cookie melding erin zetten, staat er ook wel vaak staan zet je ad blocker niet aan.

Lonneke: Ja inderdaad!

Lisanne: Ja ik heb ook weer niet zoveel last van de ads, dus ach waarom zou ik hem dan aanzetten.

JL: Denken jullie dat bepaalde interessante artikelen invloed heeft op deze 5 punten? Bijvoorbeeld de duration of the visit, waar denken jullie dat het aan ligt dat je langer op een site blijft?

Nanda: Aan interessante informatie.

JL: En hoe vaak je terug zou komen?

Nanda: Ook interessante info.

JL: Wat triggert jullie bijvoorbeeld om door te klikken naar de site van de adverteerder?

Nanda: Ja waar of het interessant is!

Nikki: De relevantie ook. Ik wil goede informatie krijgen en reliable informatie, want anders is het misleidend.

JL: Hoe zou je toetsen of het reliable is of niet?

Louise: Als er een referentie onder staat.

JL: Maar als het er niet onder staat zoals bij Love Beer? Want in jullie perceptie, schaadt het het merk?

Vivian: Voor alsnog klik je op het artikel omdat het je interessant lijkt, nog voordat je je bewust bent of het gaat om native of niet.

Lisanne: Ik zou het wel schadelijk vinden voor het merk op het moment dat het niet waar is.

Lonneke: Info moet relevant zijn. Een merk moet adverteren, of het nou op een website is of op straat.

Lisanne: Ja maar zodra er in zoals dat bier artikel daar staan bepaalde percentages in, maar zodra ik er achter zou komen dat dat niet waar is en dan zou ik dat vreemd vinden.

Lonneke: Een merk zou dat risico nemen.

Vivian: Ik denk dat het wel op feiten gebaseerd wordt.

JL: Maar meer betrouwbaarheid qua als je erachter komt dat het eigenlijk gewoon een advertentie is.

Lisanne: Dat vindt ik niet zo erg. Mits de info waar is.

JL: Op Libelle vind je bijvoorbeeld om van een kleine tuin iets leuks kunt maken. Dit is een leuk artikel, spreekt iedereen aan.

Vivian: Ik zie nu al staan in samenwerking met *Bol.com*.

Lisanne: Ik zou er overheen lezen.

JL: Precies, het is een ander lettertype en kleiner. Dus heel veel mensen zouden hier over heen lezen en zouden onderaan het artikel zien dat deze artikelen tegenwoordig ook allemaal bij *Bol.com* te koop zijn. Stel dat jij van tevoren niet had gezien dat dit een in samenwerking was geweest met *Bol.com* en je komt onderaan uit bij de widget. Zou dit een beschadiging zijn voor *Bol.com*?

Lonneke: Nee juist niet, want het zijn leuke producten.

Vivian: Ik vind juist een artikel dat zo is ingevuld handig is.

Lisanne: Je wilt gewoon gelijk kunnen beginnen.

Nanda: Juist handig die link.

JL: Dus wat jullie zeggen is: zolang de content interessant, relevant en gebaseerd is op echte feiten, maakt het niet uit dat het een gepusht product is?

Vivian: Nu wordt er bijvoorbeeld een shopping geplaatst, maar als dat alleen op *Bol.com* gericht is.

Louise: Ja dan hoeft je niet meer verder te zoeken.

Nanda: Ze maken het de consument alleen maar makkelijker, maar wel in een gestuurde richting.

JL: Inderdaad, het is wel biased. Geef dan is een voorbeeld van hoe jullie het vervelend zouden vinden.

Nanda: Als er reclame inkomt waar je niet zelf voor kiest.

Louise: Zo'n pop up die in je scherm naar voren komt.

Emily: Dat je de Libelle site opent en er zo'n schermpje op popt waar je aantal seconde op moet wachten voordat je op "Skip this ad" kunt drukken.

JL: Dus op terug te komen op die vijf aspecten; de laatste is control – dat je zelf bepaald hoe en wanneer de info gepusht wordt. Is heel belangrijk?

Allen: Ja, precies.

JL: Hier zijn een paar levels van Engagement weergegeven. De definitie van customer engagement is de relatie tussen het merk en de consument. Je hebt: Low level engagement – alleen maar taggen, of iets leuk vindt. Medium engagement – reactie achter laten of delen op je wall. Je hebt highly committed – dat je zelf content creëert en uploadt. En je hebt social – dat je zelf de creator bent van de fan communities en zelf groepen opzet of op bepaalde media content post in de vorm van NA. Bij welke groep denken jullie dat je hoort?

Louise: Low want ik post niet echt iets op mijn wall. Ik zal geen artikels delen. Ik zou vrienden taggen, maar daar blijft het bij.

Lisanne: Low.

Vivian: Ik ben ze eigenlijk alle vier, maar dat verschilt of ik werk voor mijn website of persoonlijk.

JL: En jij Lonneke? Hoe zie jij jezelf? Je werkt op een PR bureau dus je bent veel meer engaged.

Lonneke: Ik zie mijzelf als persoon als medium, maar voor merken zie ik mijzelf als high.

Emily: Low

Nikki: Low

Nanda: Low

JL: Dus als kleine recapitulation; als ik het zo laat zien van dit is native, dan zeggen jullie dat je native advertising vaker voorbij ziet komen in het dagelijks leven en zou je het kunnen herkennen.

Allen: Ja, je bent je er vanaf nu bewuster van.

JL: Jullie vinden het ook niet storend en denken niet dat het de brand image slecht beïnvloedt, zolang het gevraagd is en de waarheid is.

Lisanne: En dat je privacy niet te erg schaadt

JL: Dus als ik zou zeggen dat je meer privacy moet inleveren, maar beter ge-target-e advertising zou zien; zou je dat dan doen of niet?

Lisanne: Nee dat niet.

JL: Dan ben ik helemaal blij met de antwoorden! Dankjewel.

Appendix 9.1 Informed Consent Form Lonneke de Boer

ES4 Guide for Final Project and Dissertation 2015-2016

Appendix 6.4 – Informed Consent Form

Informed Consent Form

1) Project Title

How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?

2) Project Description (1 paragraph)

The aim of this thesis is to research how native advertising is influencing the customer engagement of Sanoma. The outcomes of this research will show how marketers can use native advertising to positively influence customer engagement.

If you agree to take part in this study please read the following statement and sign this form.

I am 16 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I agree to the audio recording of my interview with the researcher.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it.

Recordings will be accessible only by the researcher. Unless otherwise agreed, anonymity will be ensured at all times. Pseudonyms will be used in the transcriptions.

I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Signed: L. de Boer Date: 31-06-2016

Appendix 9.2 Informed Consent Form Louise Secreve

ES4 Guide for Final Project and Dissertation 2015-2016

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Signed:  Date: 31-06-2016

Appendix 9.3 Informed Consent Form Vivian Secrete

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Signed: _____



Date: 31-06-2016

Appendix 9.4 Informed Consent Form Nikki Burgers

ES4 Guide for Final Project and Dissertation 2015-2016

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I consent to take part in the research on the basis of the guarantees outlined above.

Signed: NB Date: 31-06-2016

Appendix 9.5 Informed Consent Form Emily Huberts

ES4 Guide for Final Project and Dissertation 2015-2016

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2) Project Description (1 paragraph)

The aim of this thesis is to research how native advertising is influencing the customer engagement of Sanoma. The outcomes of this research will show how marketers can use native advertising to positively influence customer engagement.

If you agree to take part in this study please read the following statement and sign this form.

I am 16 years of age or older.

I can confirm that I have read and understood the description and aims of this research. The researcher has answered all the questions that I had to my satisfaction.

I agree to the audio recording of my interview with the researcher.

I understand that the researcher offers me the following guarantees:

All information will be treated in the strictest confidence. My name will not be used in the study unless I give permission for it.

Recordings will be accessible only by the researcher. Unless otherwise agreed, anonymity will be ensured at all times. Pseudonyms will be used in the transcriptions.

I can ask for the recording to be stopped at any time and anything to be deleted from it.

I consent to take part in the research on the basis of the guarantees outlined above.

Signed:



Date: 31-06-2016

Appendix 9.6 Informed Consent Form Lisanne Gerretse

ES4 Guide for Final Project and Dissertation 2015-2016

Appendix 6.4 – Informed Consent Form

Informed Consent Form

1) Project Title

How is Sanoma Media Netherlands B.V. improving their customer engagement by using online native advertising?

2) Project Description (1 paragraph)

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Appendix 9.7 Informed Consent Form Nanda van Zijderveld

ES4 Guide for Final Project and Dissertation 2015-2016

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