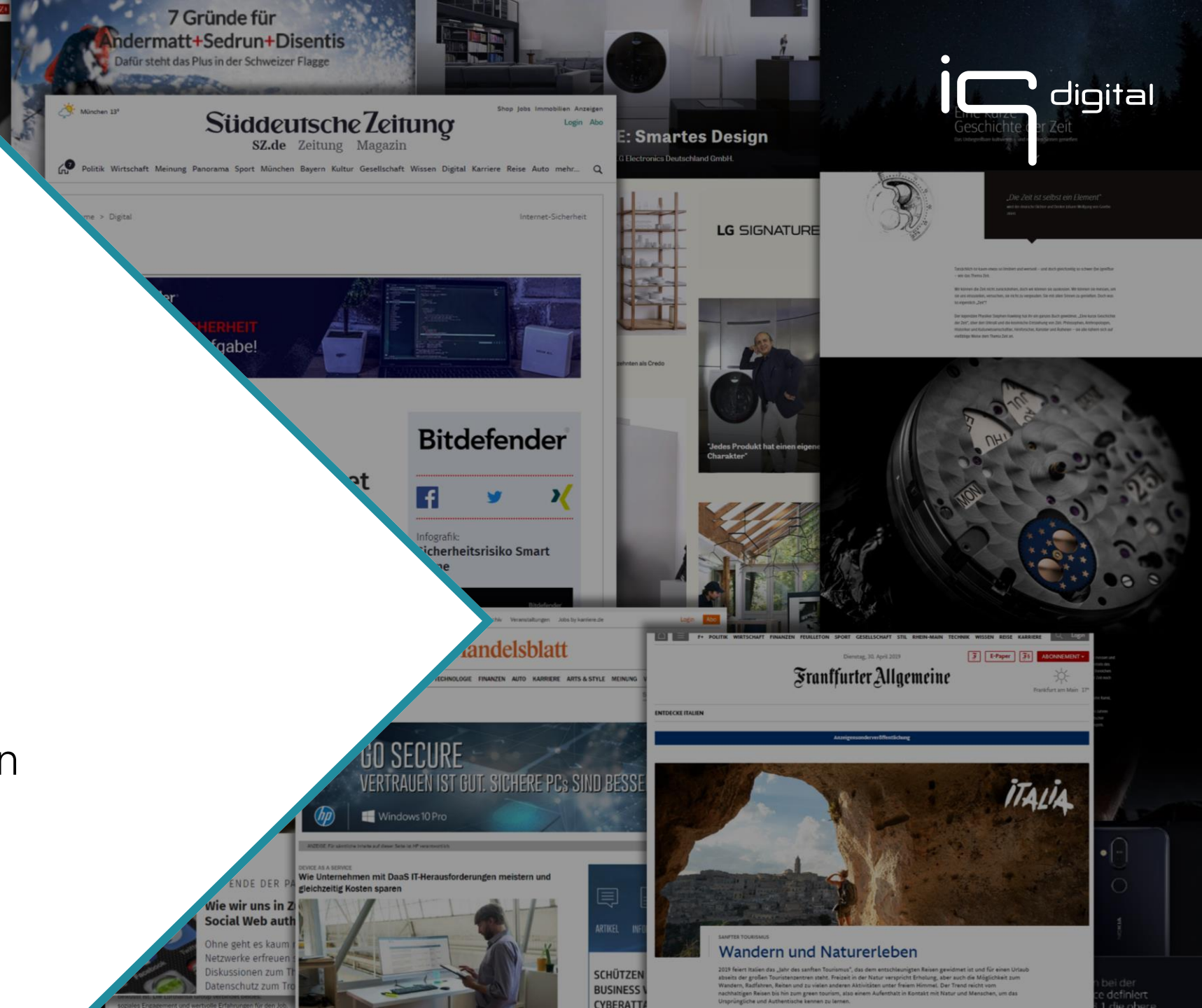# CONTENT MARKETING

Detail product information

01

BRAND STORY

YOUR PRODUCT SELECTION: BRAND STORY

Your contents and your message individually prepared in a design that corresponds to your message, permanently embedded within the client pages. We tell your story in a creative form and charge your brand emotionally.
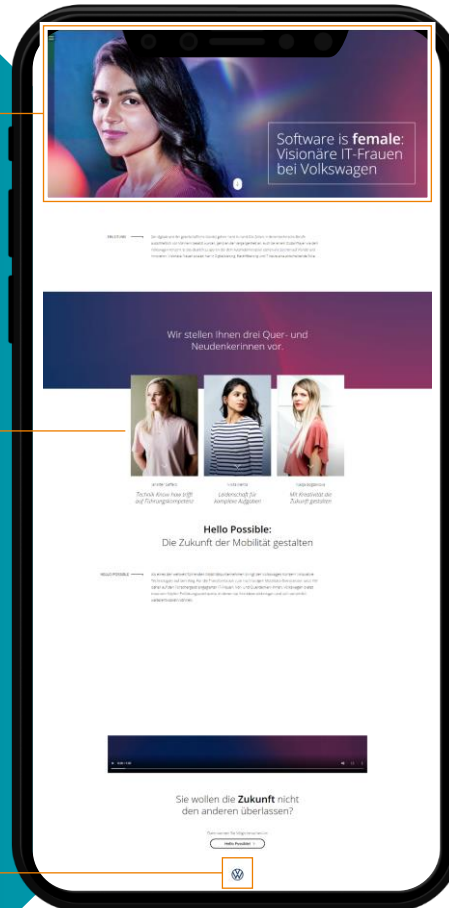
USP

- Your own story attached to a client page

- The design is completely customizable to your ideas and wishes

- The product is suitable for an emotional brand presentation

STRUCTURE BRAND STORY

Panoramic picture/Video

Individual Design

Click Out

Reader Feed
- Individual playout of advertising media within the iq digital portfolio, leading readers from editorial content to content integration

Articles from 3 – 5 paragraphs
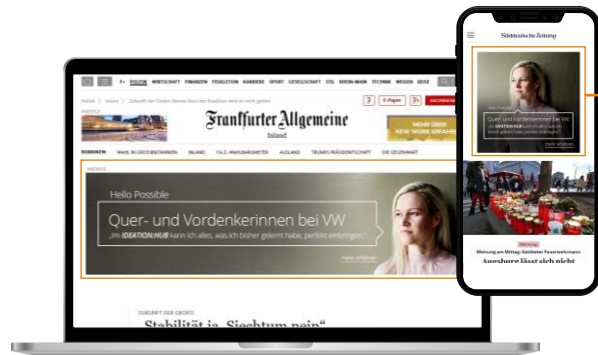- Character length: max. 2,000 (including spaces) per chapter
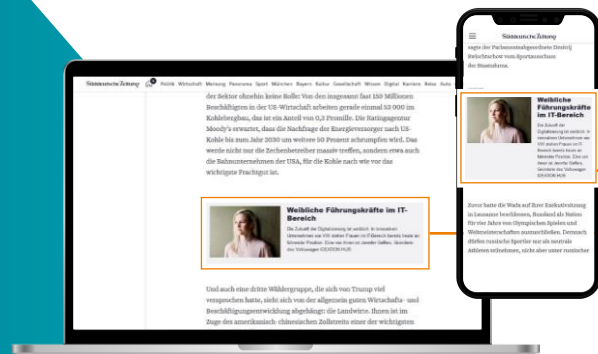
Images/videos
- 1 panorama image/video (mp4) per chapter Otherwise as many pictures as possible (landscape format, as .jpg/.png/.gif/72dpi,
- Highest possible resolution, at least 800 x 300 px)
- Copyright information about the pictures/videos
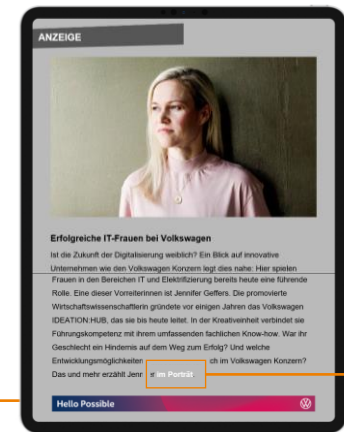
MECHANICS USING VOLKSWAGEN AS AN EXAMPLE
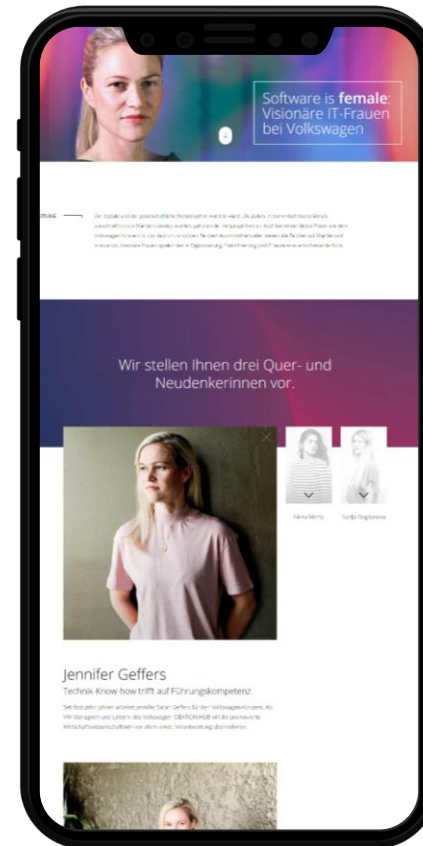

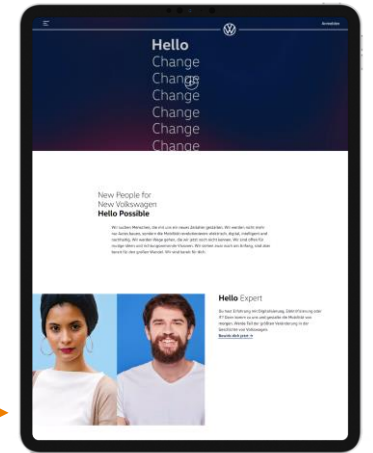Billboard and Mobile 1:1 Banner
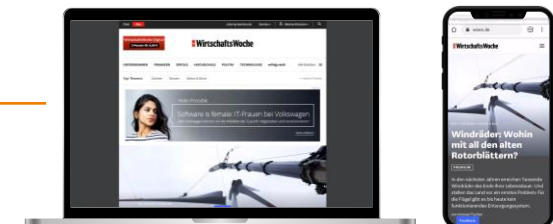
Nativer Teaser

Ada Newsletter

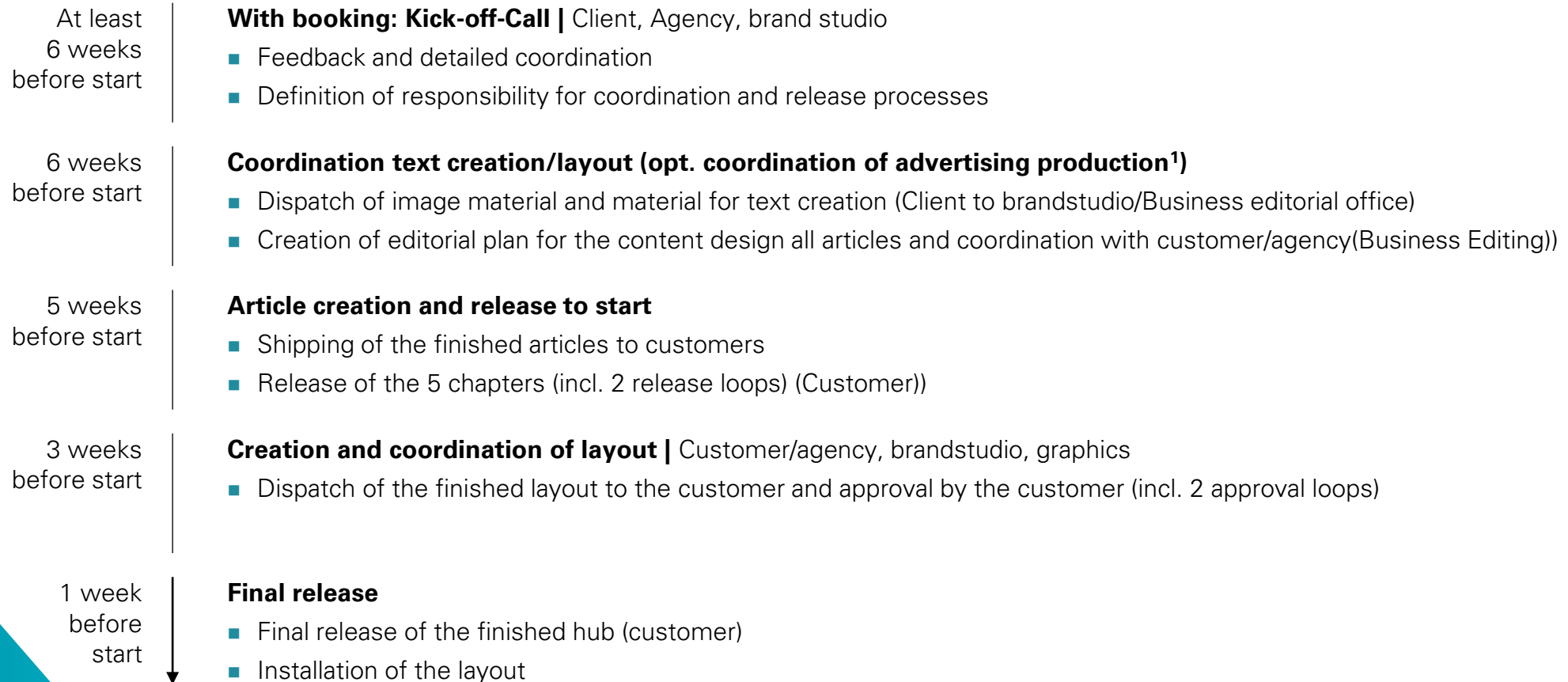Chapter level

VW Brandstory

Continuation to customer page

Homepage Takeover and Mobile Rollover Event

EXAMPLE FLOW CHART BRAND STORY PLUS

At least 6 weeks before start

With booking: Kick-off-Call | Client, Agency, brand studio
- Feedback and detailed coordination
- Definition of responsibility for coordination and release processes

6 weeks before start

Coordination text creation/layout (opt. coordination of advertising production[1])
- Dispatch of image material and material for text creation (Client to brandstudio/Business editorial office)
- Creation of editorial plan for the content design all articles and coordination with customer/agency(Business Editing))

5 weeks before start

Article creation and release to start
- Shipping of the finished articles to customers
- Release of the 5 chapters (incl. 2 release loops) (Customer))

3 weeks before start

Creation and coordination of layout | Customer/agency, brandstudio, graphics
- Dispatch of the finished layout to the customer and approval by the customer (incl. 2 approval loops)

1 week before start

Final release
- Final release of the finished hub (customer)
- Installation of the layout

[1] Ad production (optional) | Dispatch of material for production (client to brandstudio) | Coordination with graphic team and client (brandstudio) Production of ads, approval by client (incl. 2 approval loops) (graphic team/client) | N.B. If we do not produce the ads, the client must deliver the ads incl. tracking tools 5 working days before launch

RECOMMENDED MEDIA PACKAGE[1]

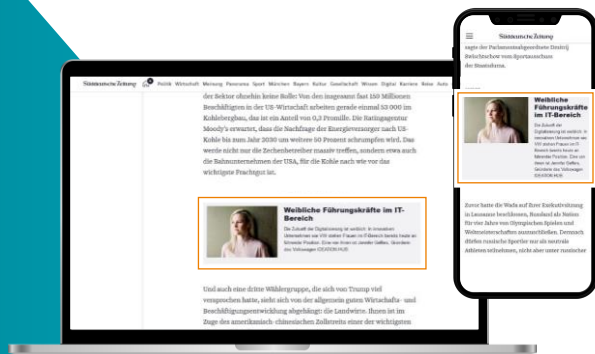▶ Billboard and Mobile 1:1 Banner

For a stringent reader guidance, we recommend banners in this format, which pick up the layout and visual language of the brand story. Native advertising media can also be used, but they differ greatly from the format of the brand story in terms of design.

Our recommendation is a media volume of 4,200,000 ad impressions to promote your brand story.

▶ Native Teaser

To achieve a good result, the web media should be played out in portal rotation or in the corresponding channel.

[1] Note: The recommended media package differs from the minimum booking package

02 BRAND GALLERY

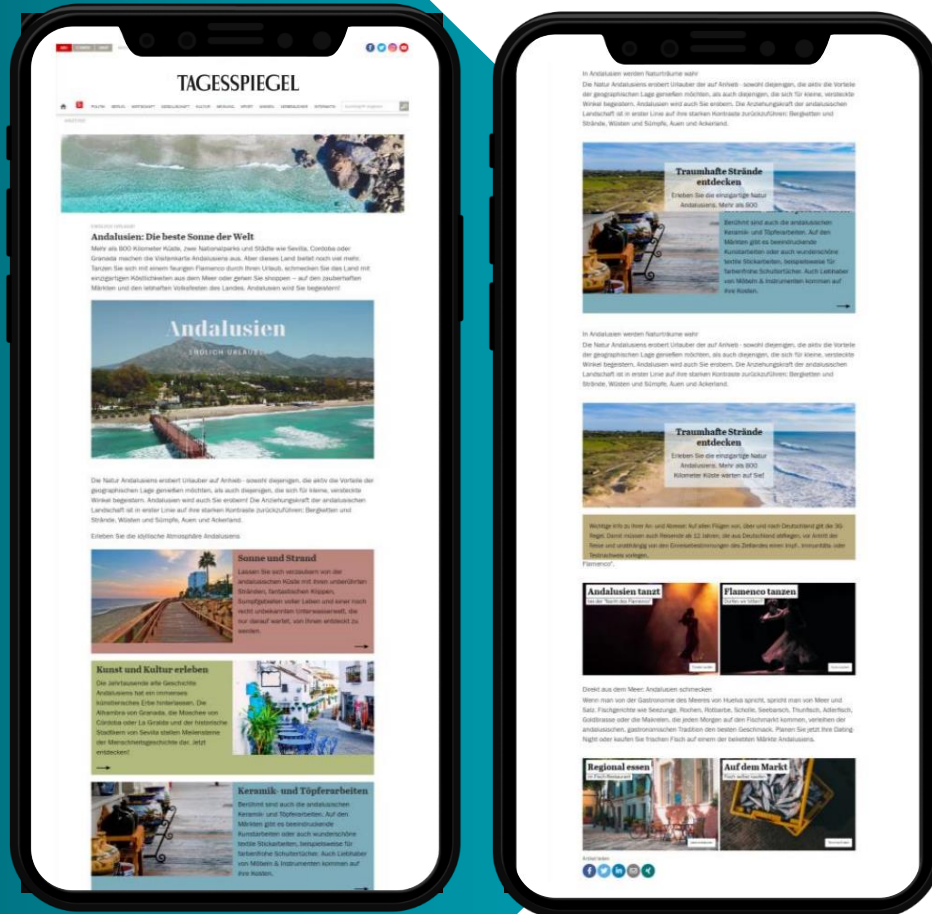iq digital

YOUR PRODUCT SELECTION: BRAND GALLERY

The Brand Gallery is the perfect way to showcase **your product emotionally.**

Whether it's an exciting travel destination, the latest fashion collection, an innovative e-car or important messages about your brand: anything is possible here!

Let **gripping images and videos do the talking**, while long, explanatory texts tend to fade into the background. We make your product even more vivid, arouse the interest of users and redirect them directly to your website and content.

Emotion meets engagement: that's our brand gallery!

ASSEMBLING BRAND GALLERY

Reader Feed
- Individual playout of advertising media (banners, native teasers) within the iq digital portfolio, leading readers from editorial content to content integration

Content
- Header in 960 x 200 and 400 x 255 px
- 1 article page: several images with short intermediate texts (they provide at least 10 images)

Mögliche Platzierung von
- Videos (mp4)
- In-Text Links
  (e.g. "Further Information", "Downloads")
- Podcast/Audio file (mp3)

Reporting und Tracking
- Clicks, ad impressions, CTR, dwell time, page views
- Optional: dwell time and visits
- In-Text linking can be tracked
- Near-time-dashboard available on request

ASSEMBLING OF THE PRODUCTS

Header-Image

Short intertexts

Large image integration
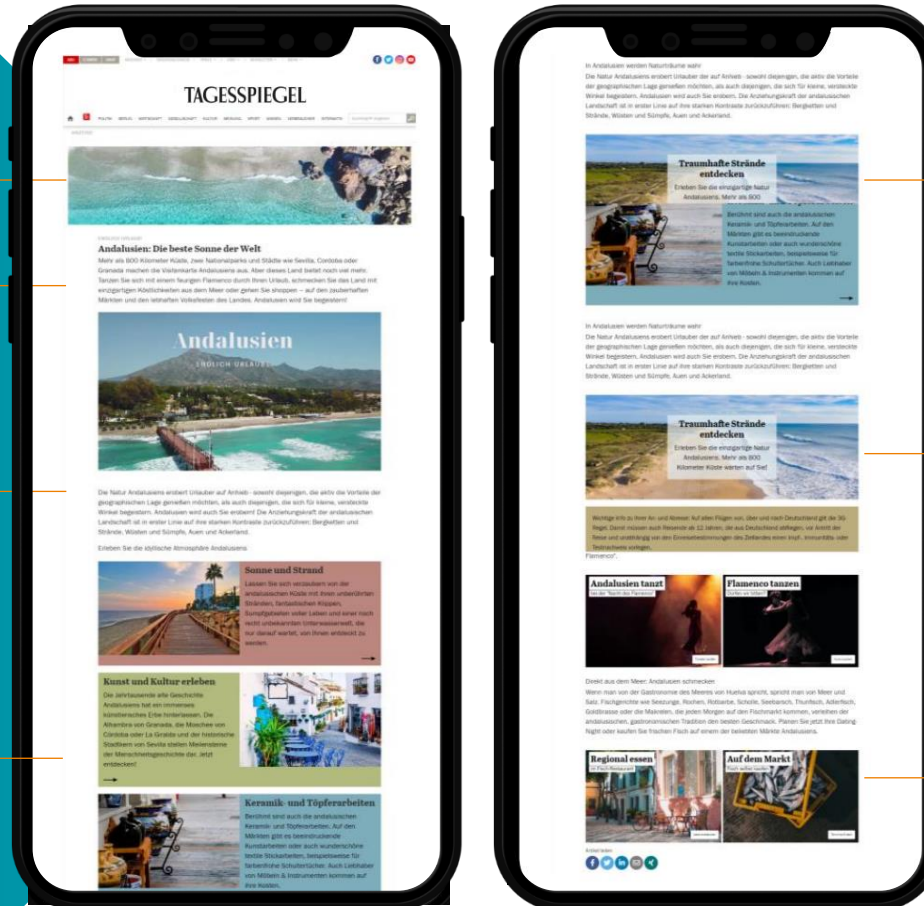
Boxes

e.g. in your corporate design

Image Boy with text

Image-text combo. Arrangement, font, color and textbos color freely selectable. Link to customer page can be integrated.

Zoombanner

Large photos perfecty set in scene. Text with or without background color freely selectable, centered or more discreet bottom left

Multi-image box

Two images of the same size next to each other, lettering placed at the top left, font color selectable, optionally colored underlay or not. Call-to-action bottom right.

EMPFOHLENES MEDIAPAKET[1]

▶ Billboard and MHIA
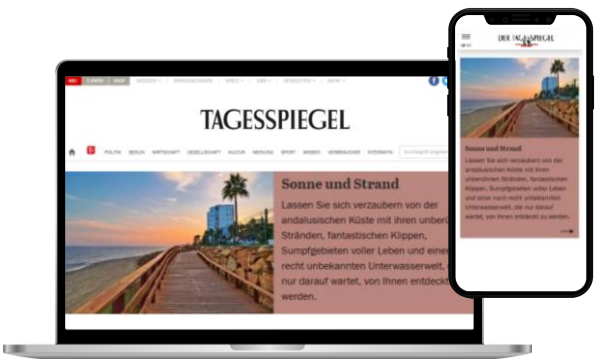
For a stringent reader guidance, we recommend using banners in this format that pick up on the layout and the emotionalizing visual language of the Brand Gallery. Native advertising media can be used as a supplement, but their design differs from that of the Brand Gallery. .

Our recommendation is a media volume of 4,200,000 ad impressions to promote your brand story

▶ Native Teaser
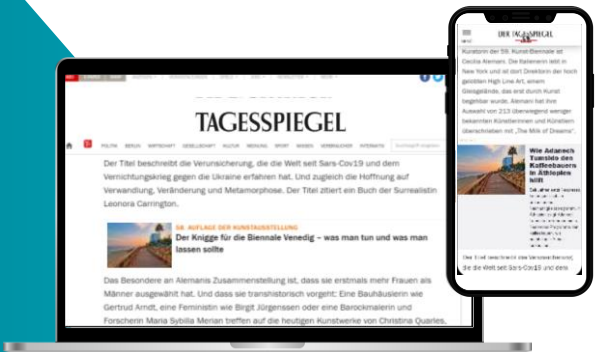
To achieve a good result, the web media should be played out in portal rotation or in the corresponding channel.

1Note: The recommended media package differs from the minimum booking package

BEISPIEL ABLAUFPLAN NATIVE ARTICLE PLUS

At least 15 working days before start

With booking: Kick-off-Call | Client, Agency, brandstudio
- Feedback and detailed coordination
- Definition of responsibility for coordination and release processes

15 working days before start

Delivery of the final texts including pictures and videos
- Shipping of text and image material (customer to brandstudio)

14-3 days before start

Article creation and release to start
- Shipping of the finished articles to customers
- Release of the article (incl.2 release loops) (customer)

1 week before start

Delivery of the clickouts and installation of the banners
- Dispatch of the clickouts (customer to brandstudio)
- ■ Installation of the banners (iq digital)

3 working days before start

Final release and live broadcast
- Live connection 3 working days after final release

03 NATIVE ARTICLE

YOUR PRODUCT SELECTION: NATIVE ARTICLE

Your content and your message natively integrated into the editorial environment of the iq digital portfolio. Together we focus on the **informative preparation of your communication target** and position you as an expert in your specific field.

USP

- Your message with an editorial look & feel
- Product is suitable for short-term communication

STRUCTURE OF THE PRODUCT

Top line and title

Cover picture
(more pictures within
the article are possible)

In-Text Links

**Social Media
Sharing Buttons**

Readers feed
- Individual playout of advertising media (banners, native teasers) within the iq digital portfolio, leading readers from editorial content to content integration

Content
- 1 article page: Article text with images (1 – 3 images per article) Article character length: approx. 3,000, top line <30, title <55,teaser <220
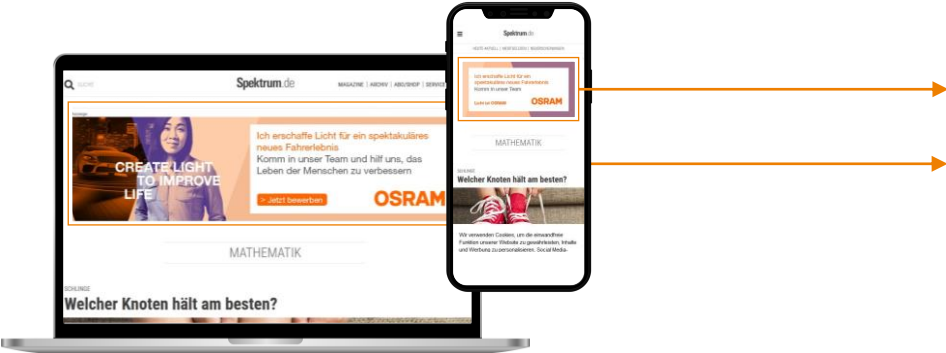
Possible placement of
- Social Media Sharing Buttons
- Videos (mp4)
- In-Text Links (e.g. "Further Information", "Downloads")
- Podcast/Audio file (mp3)
- Download of White Papers/Studies

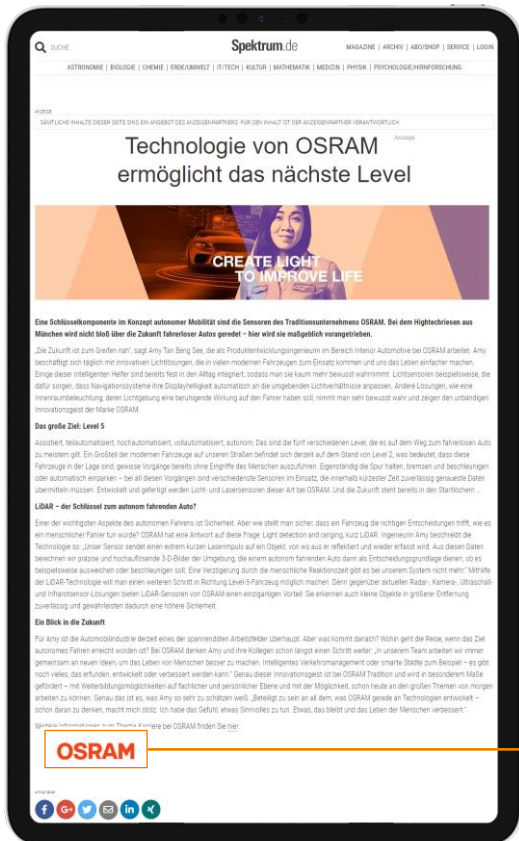# MECHANICS USING THE EXAMPLE OF OSRAM

▶ Billboard and Mobile 2:1 Banner

▶ Native Article Basic

▶ Forward to the customer side

▶ Native Teaser

RECOMMENDED MEDIA PACKAGE[1]

We recommend a media combination of native teasers and native designed banners.

Our recommendation is a media volume of 720,000 ad impressions for the promotion of a native article.

To achieve a good result, the web media should be played out in portal rotation or in the corresponding channel.

[1] Note: The recommended media package differs from the minimum booking package.

EXAMPLE FLOWCHART NATIVE ARTICLE PLUS

At least
10 working days
before takeoff

With booking: Kick-off-Call | Client, Agency, brandstudio
- Feedback and detailed coordination
- Definition of responsibility for coordination and release processes

1 week
before takeoff

Delivery of the final texts including pictures and videos
- Shipping of text and image material (customer to brandstudio)

5 working days
Before takeoff

Delivery of Click Outs and creation of Click Commands
- Sending the Click Outs (customer to brandstudio)
- Creation of Click Commands

2 working
days before
takeoff

Final release and live broadcast
- Live connection 2 working days after final release

04

NATIVE HUB

YOUR PRODUCT SELECTION: NATIVE HUB

Your content and your message natively integrated into the editorial environment of the iq digital portfolio. Together we focus on **the informative preparation of your communication target** and position you as an expert in your specific field.

USP

- Your message with an editorial look & feel

- The product is suitable for a comprehensive communication target. Several articles on the same topic can be published over a longer period of time

STRUCTURE NATIVE HUB
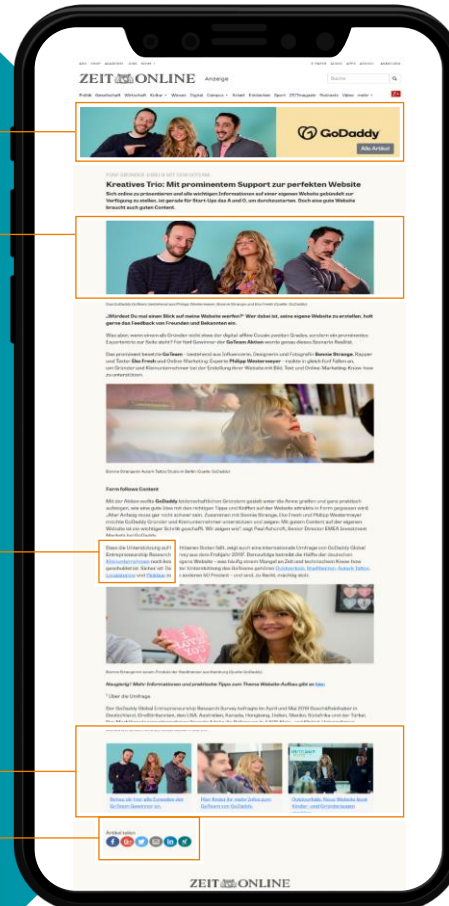
Header

Cover picture
(more pictures within
the article are possible)

In-Text Links

ClickOuts
(studies can also be placed here)

Social Media Sharing Button

Readers's feed
- Individual playout of advertising media (banner, native teasers) within the iq digital portfolio, leading readers from editorial content to content integration

Content
- Overview page: Entry; overview of all existing articles
- Article page (2 – 5 articles): Article text with images (1 – 3 images per article)
- Article Character length: approx. 3,000, roof line <30, title <55, teaser <220
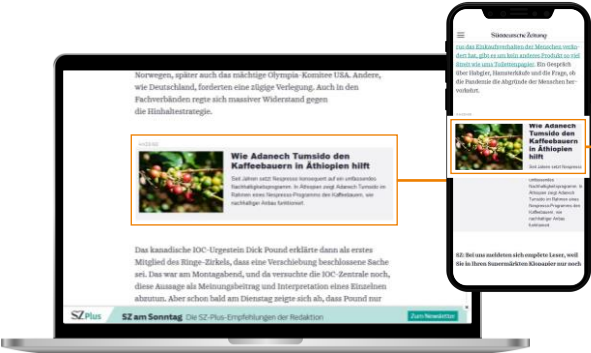- Header in: 960 x 200 and 400 x 255 px

Possible placement of
- Social media sharing button
- Videos (mp4)
- In-Text Links (e.g. "Further Information", "Downloads")
- Podcast/Audio file (mp3)
- Studies for download

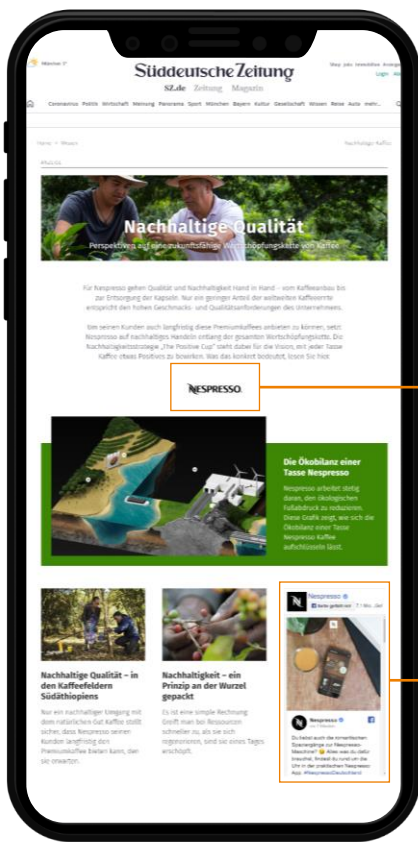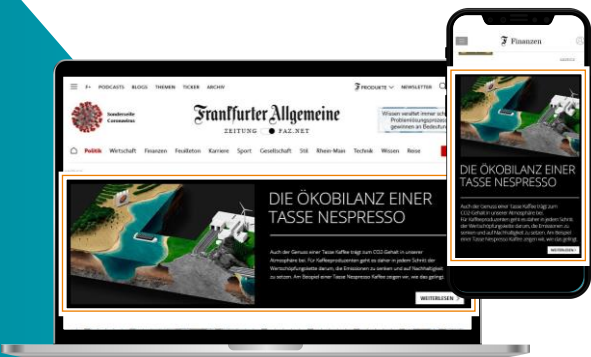# MECHANICS USING THE EXAMPLE OF NESPRESSO

▶ Nativer Teaser

▶ Article page

▶ Overview page

▶ Forward to the customer side

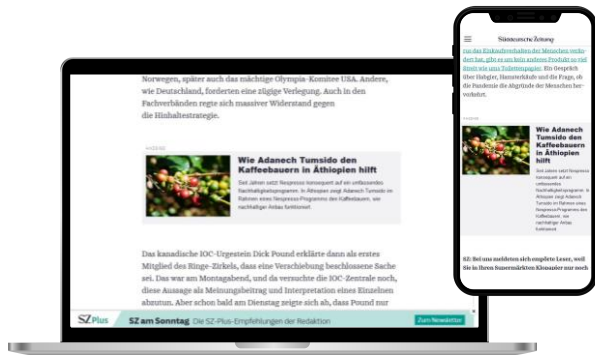▶ Billboard and MHIA

▶ Nespresso Info graphic

▶ Forward to Social Media

RECOMMENDED MEDIA PACKAGE

▶ Nativer Teaser

We recommend a media combination of native teasers and native designed banners.

Our recommendation is a media volume of 2,700,000 ad impressions to promote the hub, distributed over the respective articles.

▶ Billboard and MHIA

To achieve a good result, the web media should be played out in portal rotation or in the corresponding channel.

[1] Note: The recommended media package differs from the minimum booking package.

EXAMPLE SCHEDULE NATIVE HUB PLUS

At least 6 weeks before start

With booking: Kick-off-Call | Client, Agency, brandstudio
- Feedback and detailed coordination
- Definition of responsibility for coordination and release processes

6 weeks before start

Coordination text creation/layout (+ opt. coordination advertising production[1])
- Dispatch of image material and material for text creation (customer to brandstudio/Business Editorial office)
- Creation of an editorial plan for the content design

of all articles and coordination with customer/agency(Business Editorial office))

5 weeks before start

Article creation and release to start
- Delivery of the finished articles to customers
- Release of the 5 chapters (incl. 2 release loops) (client))

5 working days before start

Final release
- Final release of the finished hub (client)

[1] Ad production (optional) | Dispatch of material for production (client to brandstudio) | Coordination with graphic team and client (brandstudio) Production of ads, approval by client (incl. 2 approval loops) (graphic team/client) | N.B. If we do not produce the ads, the client must deliver the ads incl. tracking tools 5 working days before launch

05

IQD-GUARANTEE

TOPIC PLACEMENT & POSITIONING AS AN EXPERT

Content Marketing with performance guarantee

- Use our native content marketing products for topic placement and expert positioning

- Our special content editors create the content

- Native traffic feed in the natural reading flow of users

- Guaranteed views on the content in the premium environment

- Billing through fixed package price incl. creation
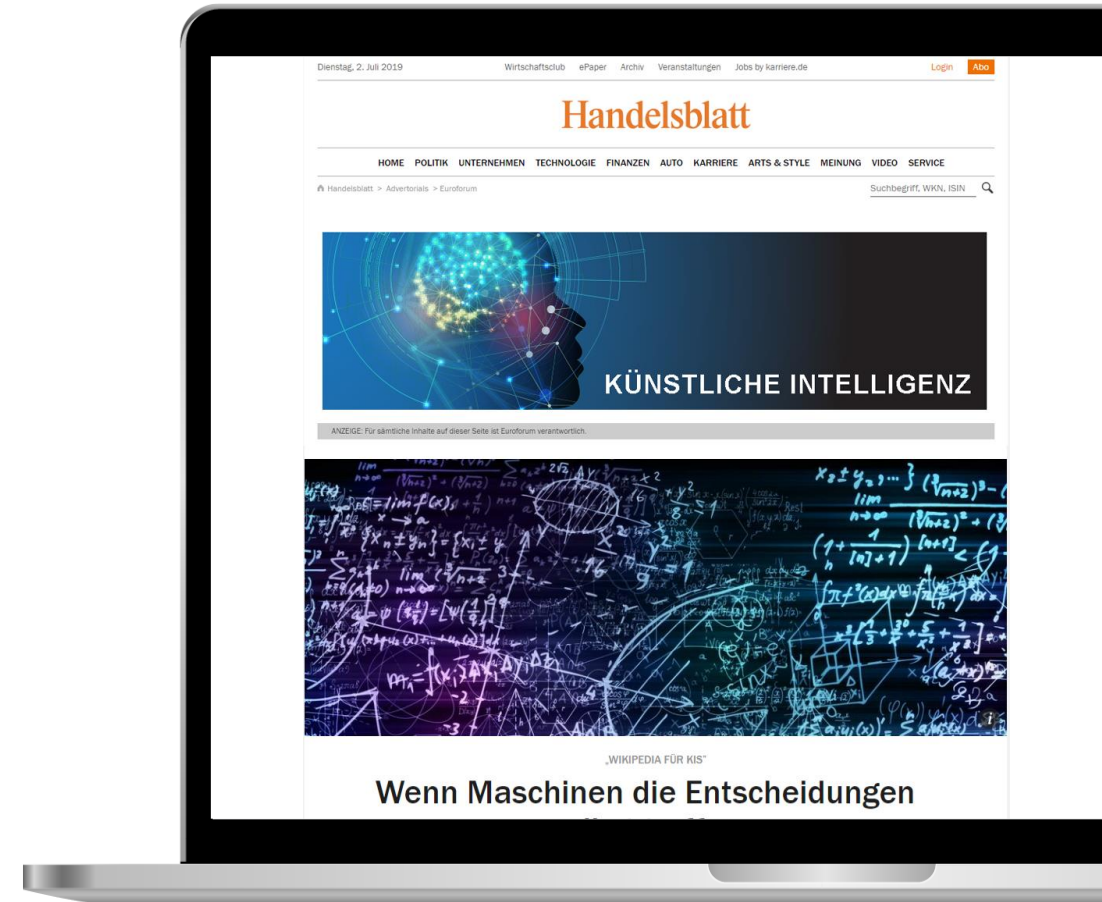
FOUR SOLUTIONS FOR YOUR REQUIREMENT

From a short statement to longer-term positioning
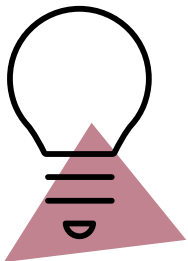
Range packages can also be calculated individually

XS

4,000 views

1 article

1 month

19,250 €[1]

SMALL

14,000 views

5 articles
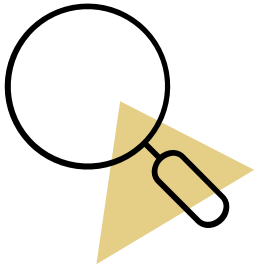
2 months

40,500 €[1]

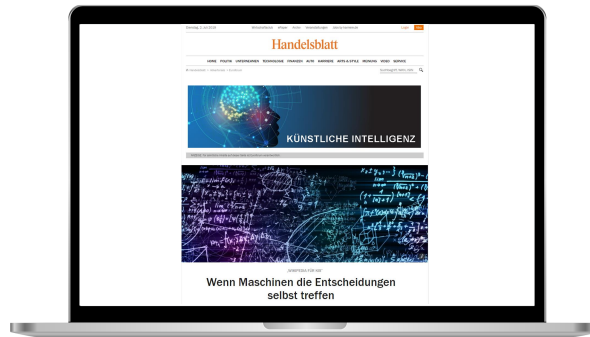**MEDIUM**

50,000 views

10 articles

3 months

224,437.50 €[1]

*If a channel only consists of HBO and WiWo, we reserve the right to extend the term for campaigns that are only to run on these two platforms. As soon as one of the other clients is included, the duration specified in the table applies. Individual calculations are possible from xx views.

PUBLISHING

ONE WEBSITE

- Strong digital partnership with one of our premium websites which leads to spin-off effects from the media brand to the client brand

VARIOUS WEBSITES

- Positioning on individually selected premium websites to extend reach and target audience

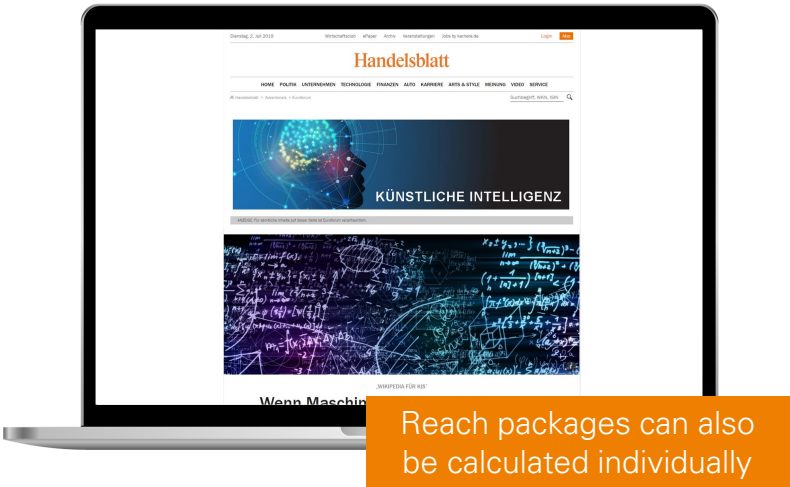## IQ DIGITAL CHANNEL

Handelsblatt

ZEIT ONLINE

Wirtschafts Woche

ze.tt

- Topic related release in the whole iq digital portfolio with a focus on a full scale match of client message and user interest on premium websites

OVERVIEW OF THE PACKAGES

Our content products with performance guarantee

Reach packages can also be calculated individually

XS

Guaranteed:
4.000 views
Content:
1 article
Runtime:
4 weeks
Pricing:
19.250€ n/n

SMALL

Guaramteed:
14.000 views
Content:
5 articles
Runtine:
2 months
Pricing:
40.500€ n/n

MEDIUM

Guaranteed:
50.000 views
Content:
10 articles
Runtime:
3 months
Pricing:
224.437,50€ n/n

Features	Native Hub Plus		
Communication goal	Nativ, informative		
Service level	Plus		
Playout	One anchor ✓	Many achors ✓	Channel ✓
Settlement	CPM with Advertising media selection		Package price with view guarantee ✓
Number of articles	From 1		
Content creaktion	Branded content editorial office		
Creation of advertising material	iq digital (native teaser)		
Runtime	From a month		