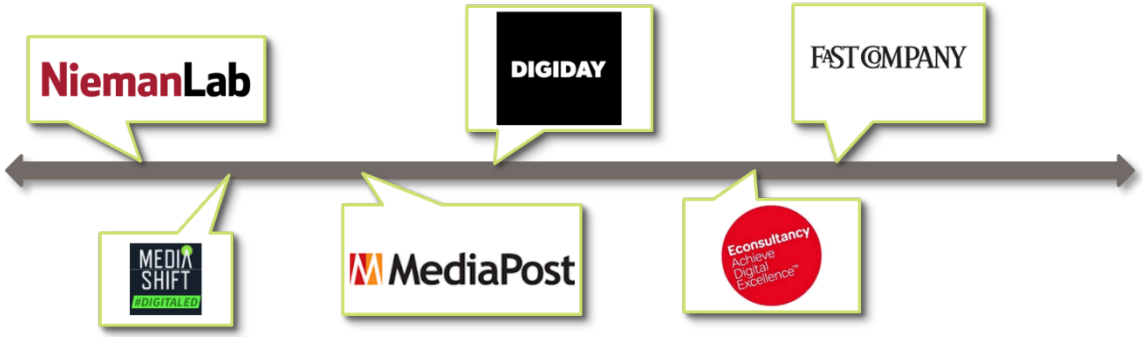
radius Case Study: Educating for the Common Good

Contently is working to ensure their clients and the greater media and marketing community can break out of traditional advertising and marketing efforts and utilize effective **content programs** that help brands build meaningful differentiation. The goal of the research was to help evolve native advertising/content marketing and help eliminate the current confusion which is negatively impacting brand, publishers, consumer and journalists.

Through focus group studies and a survey of 1,212 adults who regularly access the internet, we found:

- **54 percent** of respondents have felt deceived by native advertising in the past.
- **77 percent** of respondents did not interpret native ads as advertising.
- **44 percent** were not able to correctly identify the sponsor of the native ad they read.
- When a trusted publisher features native advertising for an untrustworthy brand, **43 percent of consumers lose trust** in that publisher.
- Conversely, when a trusted publisher features native advertising for a trustworthy brand, **41 percent of consumers gain trust** in that publisher.
- "Sponsored" is the clearest label for native advertising to consumers.
- Consumers have a much easier time recognizing native advertising on Facebook than on publisher sites.
- Recommendations suggested to FTC guidelines

Media Pick up in more than 325 outlets including NeimanLab, Digiday and MediaPost.