



# The Importance of Editorial Content

2019

- > Differentiate yourself in the sea of sameness.
- > Build trust by inspiring empathy with your consumers.
- > Trust drives revenue.



agenda



**01**

Introduction  
to editorial

**02**

Build a  
case for  
editorial

**03**

Why  
editorial  
works

**04**

How  
editorial  
shows up

**05**

Questions

If your messaging is only product-driven,  
that's all you'll ever be.

**You must build  
a brand that goes  
beyond the product,  
creating a meaningful  
relationship with  
consumers.**







**Red Bull**  
**> energy drinks**

Red Bull isn't selling you an energy drink. It's selling what happens *after you drink it.*



**AirBnB**  
**> a place to stay**

AirBnB isn't selling you a place to stay. It's selling you the experience of living like a local.



**Nike**  
**> athletic wear**

Nike isn't selling you shoes. It's selling you the ambition to be a better you.



redbull 4 days ago

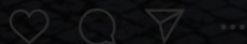


nike January 20

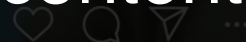


Consumers know what these brands stand for,  
because the message is constantly reinforced  
through the brands' editorial content.

771,592 views · 620 comments



233,421 views · 217 comments



^ Browse

A woman with long blonde hair styled in a braid is shown in profile, smiling as she looks at a smartphone. She is wearing a white top. The background is softly blurred, showing what appears to be a window with light-colored curtains. A vertical orange line is positioned to the left of the text.

# The case for editorial



A woman with dark hair in a bun, wearing glasses and a black top with a white apron, is smiling and eating a waffle. She is sitting at a table with a plate of waffles in front of her. The background is a blurred indoor setting with warm lighting.

**73%**

say that brands  
help them express  
their identity

Opportunity

**People are  
hungry to  
connect with  
brands.**

A group of four young people (three men and one woman) are gathered around a table, looking at a tablet. They are all smiling and appear to be engaged in a collaborative activity. The background is a blurred indoor setting with large windows.

**Top 3 influences**

**01**

**Friends  
/ Family**

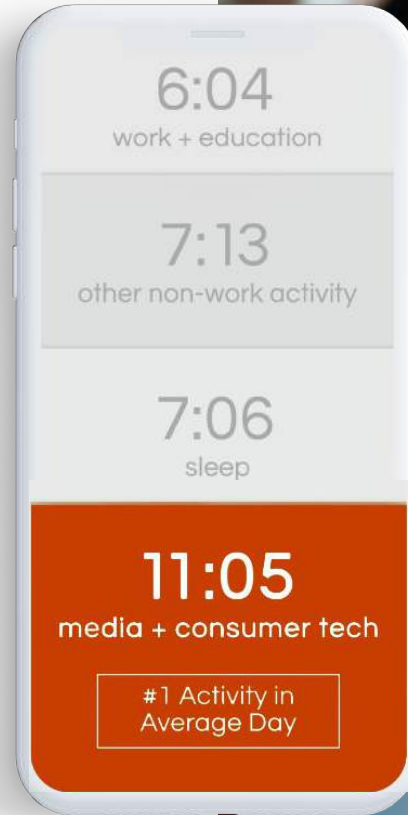
**02**

**Community**

**03**

**News  
/ Media**

**In order to become  
an influential brand,  
you need to be  
where people are.**



Sources: Bureau of Labor Statistics, The Telegraph, Edison Research, We Are Social, eMarketer, Nielsen, National Sleep Foundation, Deloitte, SNL Kagan, Sandvine, Ipsos, comScore, Global Web Index, OECD, Activate analysis. Behaviours averaged over seven days. Related travel time is included within timing reported for daily activities.



# In a sea of sameness, how can **your brand capture attention?**



## Delivery 1



## Delivery 2



## Delivery 3



## Delivery 4



## Delivery 5

In a time of peak  
media saturation,  
**your brand needs to  
be deeply original  
to get noticed—  
and get chosen.**

**Video (5:18)**

Audio (3:39)

Social Media (1:27)

Gaming (0:22)

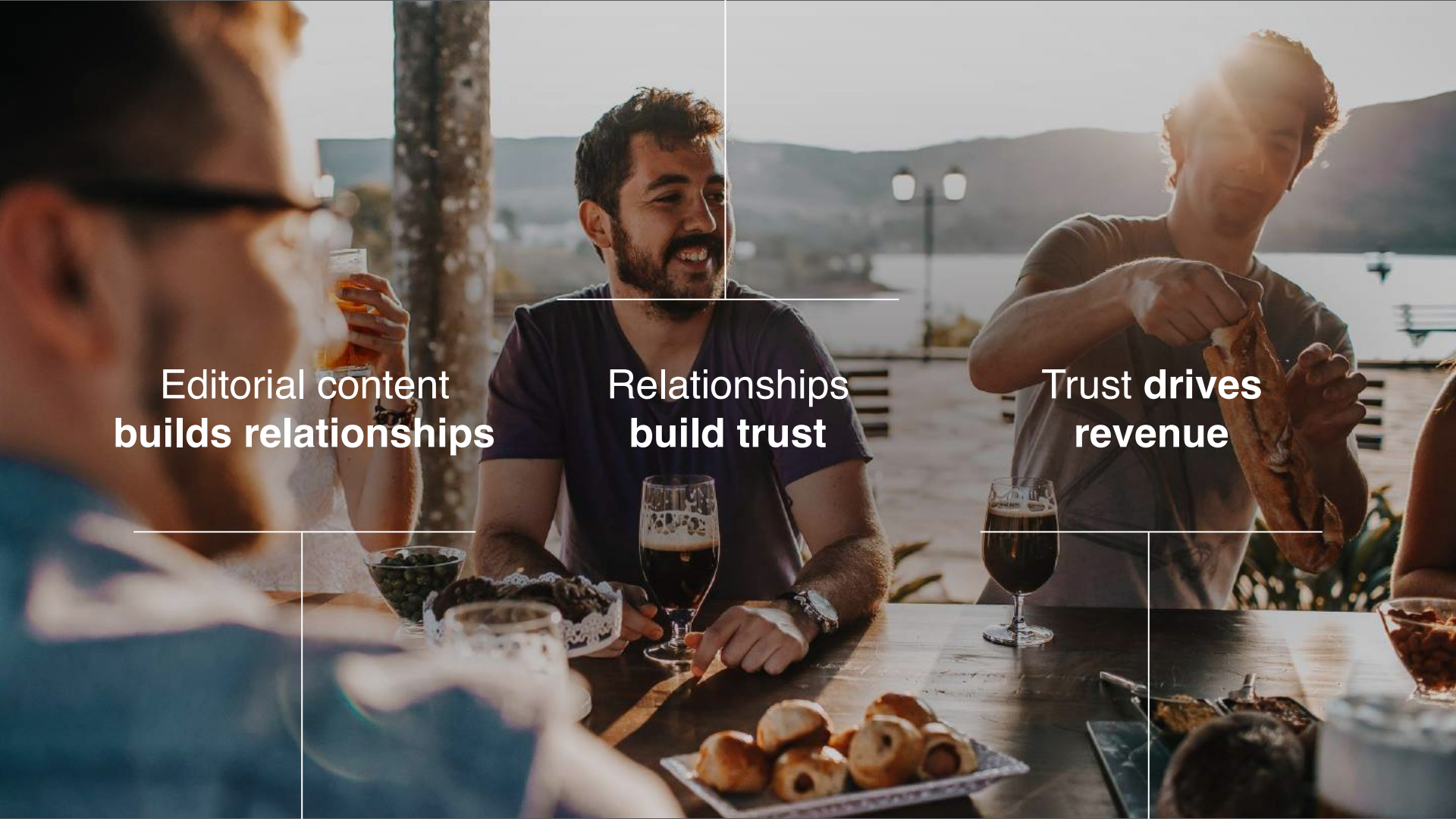
Reading (0:19)

Multiscreening

Multi-apping

Multitasking



A group of people are dining outdoors at a restaurant or cafe during sunset. The scene is warm and inviting, with golden light from the setting sun. In the foreground, a man with a beard and glasses is seen from the side, holding a glass of beer. In the center, a man with a beard is smiling and looking towards the right. On the right, another man is tearing apart a large piece of bread. The table is set with various dishes, including a bowl of green salad, a plate of bread, and glasses of beer. The background shows a scenic view of a body of water and distant hills.

**Editorial content  
builds relationships**

**Relationships  
build trust**

**Trust drives  
revenue**

There's a **huge opportunity to reach consumers through editorial.**

## Uber properties

Eats App  
**MAUs**

CRM  
**Targetable**

Web  
**MAUs**

Rides CRM  
**Targetable**

Blog  
**1M MAUs**

Rides app  
**MAUs**

## Social

**3.5BN active users**

Facebook

LinkedIn

Messaging apps

Instagram

Pinterest

YouTube

Snapchat

Twitter

Twitch

## External channels

Restaurant partner channels

PR/  
Earned media

Media content partnerships

Streaming  
Podcasting

Active editorial

Some experimentation

Actively investigating

No action yet

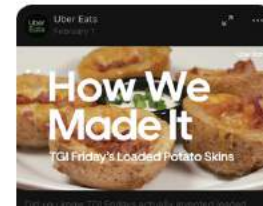
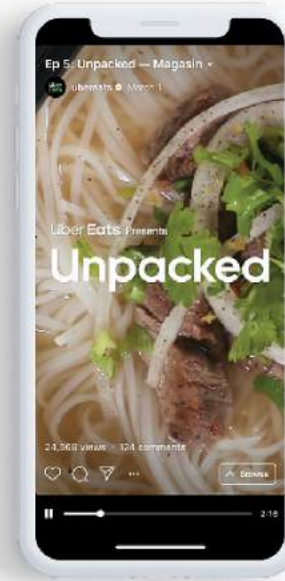


A photograph of a young Black man in a black and white striped shirt, looking up with his mouth open, reaching for a slice of pizza held above him. The background is a brick wall with a brown sign that reads "NO PARKING 24 HOURS TOWAWAY ZONE".

# Why editorial works

What is editorial?

**Editorial content is storytelling content published on any medium that shares our brand values and builds a relationship with our audiences by entertaining, engaging & informing**



Messages delivered as stories are

# 22X more memorable.

A story activates parts in the brain that allows the listener to turn the story into **their own ideas and experience**. This allows people to **see themselves in our brand**.

[OneSpot.com](https://www.onespot.com) 2017 Science of Storytelling







**131x**  
More likely to buy

**After engaging  
with a brand's  
editorial content.**



Purchase

[Source: Conductor study via Forbes](#)

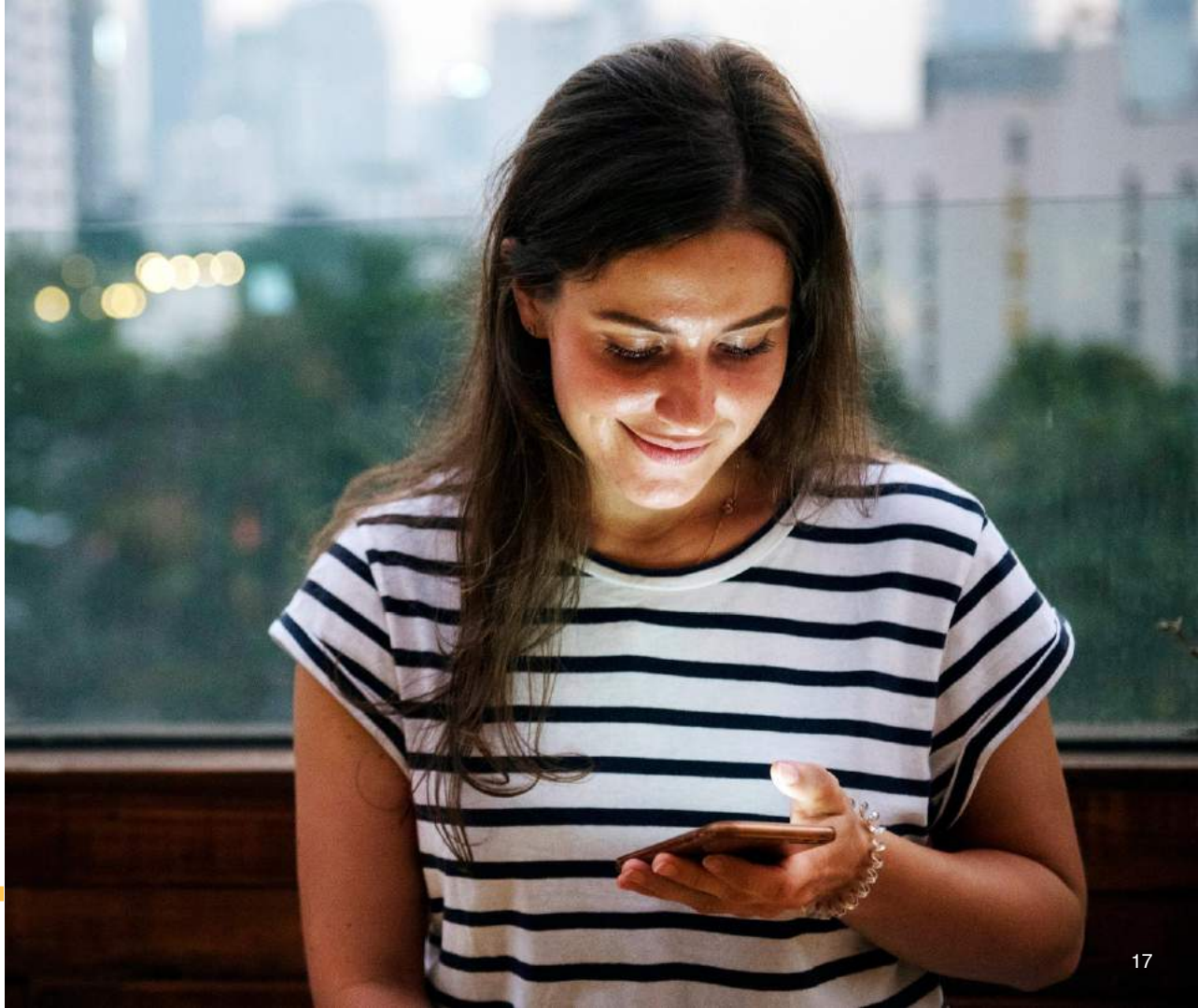




**Engaging with  
editorial leads to  
affinity and trust**

Consideration + Intent

Source: [Conductor study via Forbes](#)





**20x**

Value increase

**Affinity and trust  
lead to loyalty;  
loyal consumers  
spend more**

Loyalty

[Source: Digital Marketing Institute](#)



A hand holds a smartphone displaying a grid of food images. In the foreground, a cup of coffee is visible. The text 'How editorial shows up' is overlaid on the image.

# How editorial shows up



## Story- driven

---

Is there a narrative? Why is it interesting?

## Audience- centric

---

How does the content bring value to our community?

## Data- informed

---

What is the strategy?

Brand messaging,  
platform best practices,  
audience insights, etc.





Editorial Guiding Principles

# Quality over quantity: Ownable content franchises



emotional

The **authentic human stories** behind your product that help **build a sense of community**.



engaging

**Content so tasty and culturally relevant**, you can't look away.



informative

Thought leadership that solidifies your as the **culture and category shaper**.



distinct

Content that shows your brand values to **separate from competitors**.

Beyond the content

**Empower your team**

**Trust your team /**

**yourself**

**Be authentic to the**

**brand**


**Distribution plan**

**Measure the full funnel**





Thank you

 ryanpreynolds

Content  
:  
 vidya-rao-4565715