

Native **Web** Brands: Branding Lessons From the Virtual Frontier



Julie Campbell
Lead, Marketing
Solutions



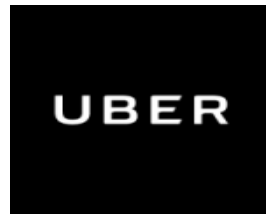
Nima Ramazan-Nia
Managing
Producer



Danielle Lepe
Head
Product Marketing
Advertising Prods.



Lucie Newcomb
President &
CEO/
Moderator



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How Web Brands Leverage Content to Build Their Brands



Julie Campbell

Marketing Solutions Lead



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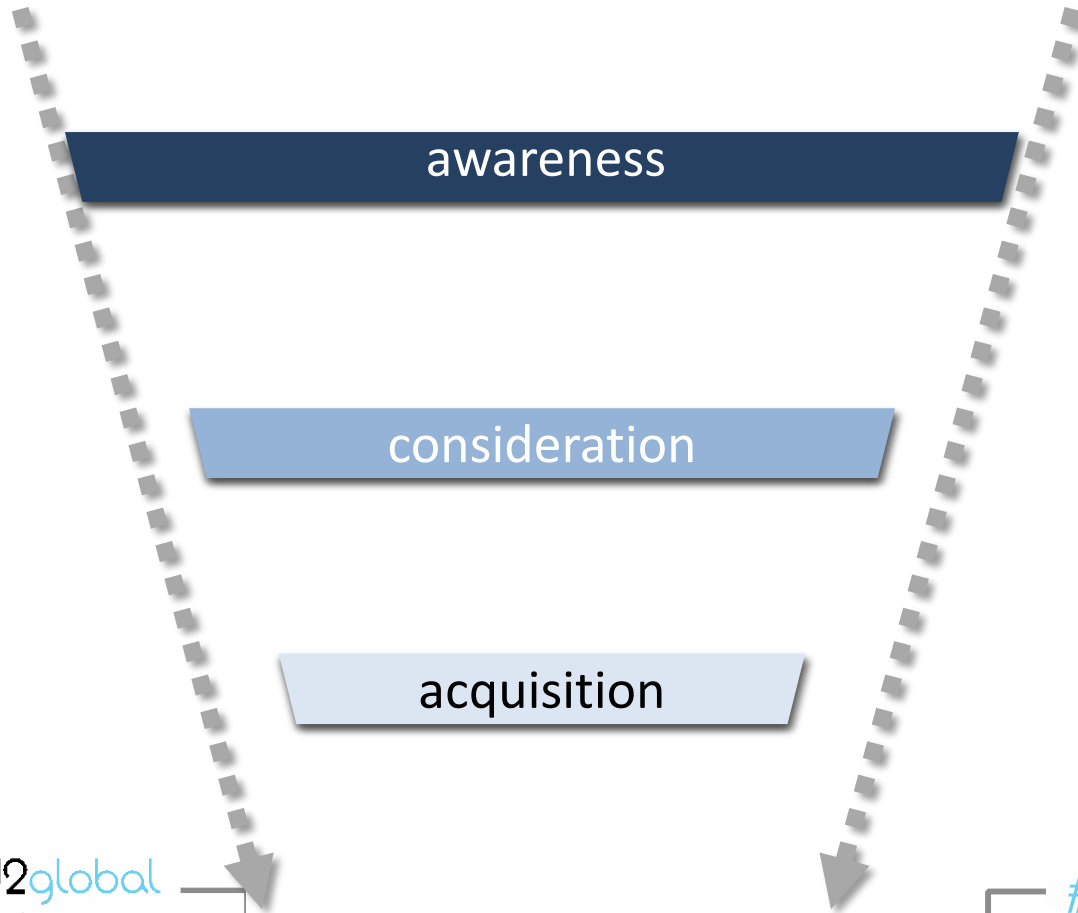
Our mission

Connect the world's professionals
to make them more productive
and successful

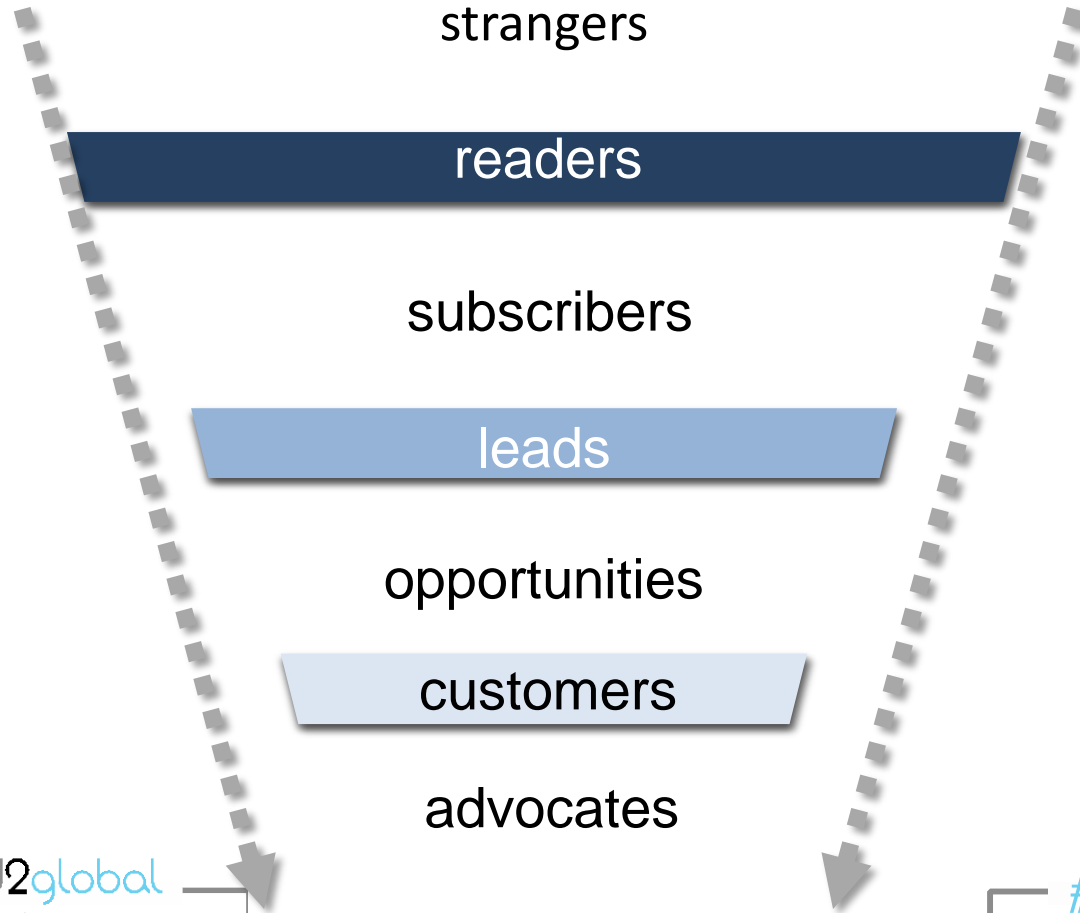


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The **traditional** marketing funnel



The **content** marketing funnel

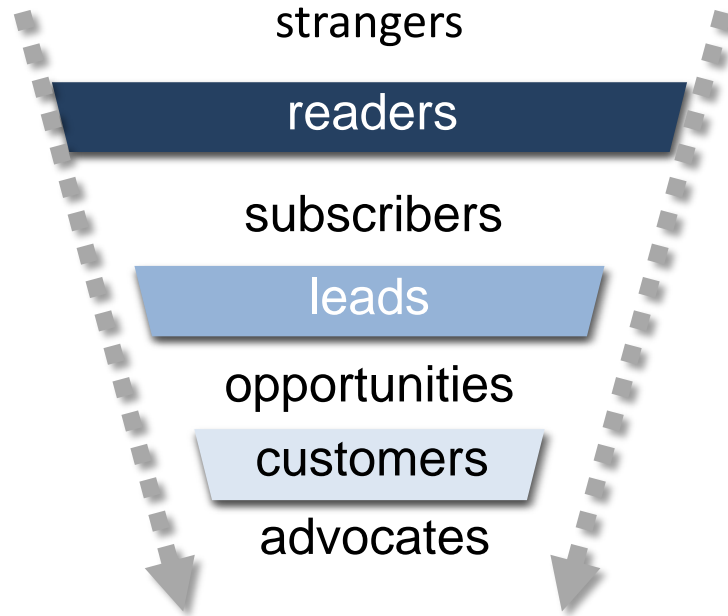


The goal is to deliver content across the buyer's journey

AUDIENCE MINDSET

- Unrecognized need
- Piqued interest, recognized need
- Ready to make a jump, now interested openings, culture

FUNNEL STAGE



CONTENT EXAMPLES: Hiring/Employer Brand

- *“15 Companies that are Redefining the Workplace”*
- *“5 Tips to Help you Build an Empowered and Open Office Culture”*
- *“9 Companies Committed to Equal Pay – Hiring Now!”*

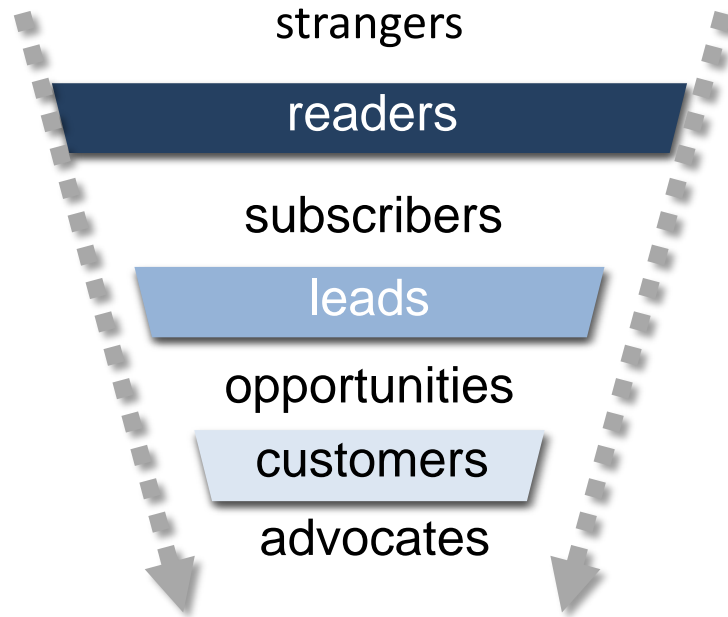


The goal is to deliver content across the buyer's journey

AUDIENCE MINDSET

- New to brand/category, unrecognized need
- Piqued interest, recognized need
- Ready to select a partner, now interested in features, pricing, offering

FUNNEL STAGE

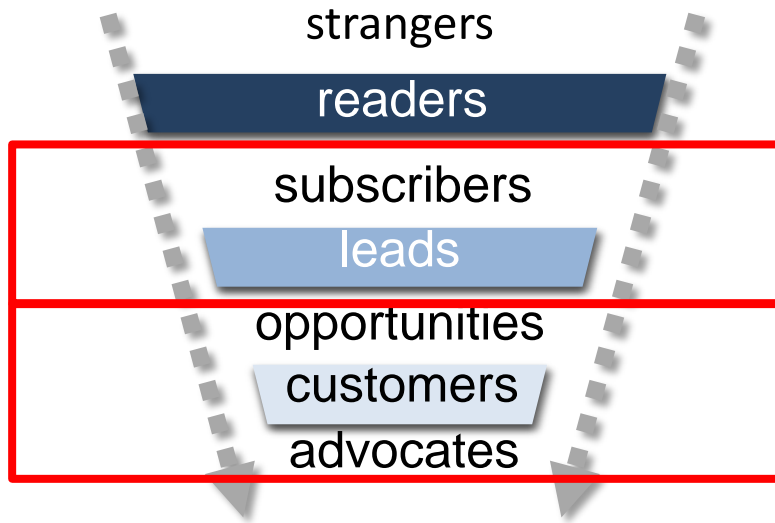


CONTENT EXAMPLES: Consumer/B2B Brand

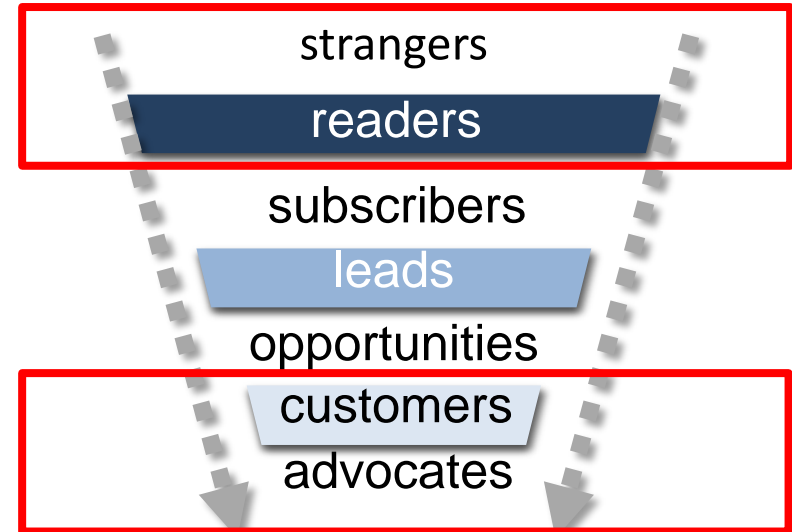
- *“We wanted to find the relationship between flexibility at work, collaboration tools and happiness. Read our global survey.”*
- *“The adidas Group implements Dropbox Enterprise to make it easier for their employees to work together”*
- *“Our domain management tools are now available to all Dropbox Business & Enterprise customers”*

Important to find the right mix

Organic



Paid



The Uber logo, consisting of the word "UBER" in white, uppercase, sans-serif font, centered within a solid black square.

UBER

Nima Ramazan-Nia
Managing Producer

“Global Branding for Local Relevance”

The Uber logo, consisting of the word "UBER" in white, uppercase, sans-serif font, centered within a solid black square.

Uber Overview

- Began life as a black car service for 100 friends in San Francisco
- Today, a transportation network spanning 450 cities in 70 countries.
- Everyone's private driver > a network that delivers food and packages, as well as people, all at the push of a button.
- uberX and uberPOOL services transform a luxury into an everyday transportation option for millions of people.



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UBER

Reflecting Who We Already Were

- “Celebrate Cities” = #1 cultural value.
- Brand identity system reflects our understanding of the differences between Charleston and Chendiou
- Common elements and brand association for local teams in 70+ countries



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The Uber logo, consisting of the word "UBER" in white, uppercase, sans-serif font, centered within a solid black square.

Brand =Technology Moving The Physical World

- New Uber brand system = primary and secondary components that tell the story of technology moving the physical world.
- Driving consistency across touchpoints to:
 1. Build brand recognition
 2. Flexibility to reach local markets
 3. Endless array, allowing our brand to adapt for the road ahead.



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YAHOO!

Danielle Lepe
Head, Product Marketing
Advertising Products

YAHOO! Advertising Brands

Yahoo Advertising encapsulates several brands including:

- BrightRoll (Nov 2014)
- Flurry (July 2014)
- Tumblr (May 2013)
- Polyvore (July 2015)

YAHOO!

BrightRoll
from YAHOO!

BrightRollDSP
from YAHOO!

YAHOO!
FOR PUBLISHERS



DATA | CONTENT | TECHNOLOGY

Yahoo drives results by leveraging technology and unique insights from our user's search, communications & content experiences.

1B^{people}
60+^{countries}

LEADING SITES ACROSS
NEWS, FINANCE & SPORTS

UNIQUE DATA INSIGHTS
FOR BETTER TARGETING,
BRAND IMPACT
& CONVERSION

Brand Campaign



The Complete Picture

The Insight

Programmatic is about people, who are complex and multifaceted. Bright Roll understands real people because we see more unique views of their real behavior online.

The Idea

Show how BrightRoll DSP creates a fuller picture by synthesizing all of Yahoo's diverse datasets.



MORE DATA SOURCES



MORE ACCURATE DATA SOURCES

- Direct from Yahoo, a trusted source
- Massive datasets, whose scale gives more accurate modeling and greater statistical value
- Data from real-world behavior, not declarations
- Represents audiences across multiple devices

SYNTHESIZED



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Julie Campbell
Lead, Marketing
Solutions
jcampbell@linkedin.
com



Nima Ramazan-Nia
Managing
Producer
nima@uber.com



Danielle Lepe
Head
Product Marketing
Advertising
Products
danielle.a.lopez@gmail.
com



Lucie Newcomb
President & CEO,
NewComm Global/
Moderator
hello@newcommglobal.
com



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