



STEP-BY-STEP PLAN
BRANDED CONTENT

Ads & Data

BRANDED CONTENT | STEP-BY-STEP PLAN

You have booked a branded content campaign with Ads & Data/Mediahuis. Thank you. We will follow the **next step-by-step plan**.

START-UP PHASE

Our Brand Studio Follow-up Team will provide you with::

- **A purchase order** summarizing the campaign, including the correct start and end dates, an overview of costs, the number of reads or impressions to achieve, possible extensions with display or online video, and links to the general terms and conditions.
- An overview of **the technical specifications** for any material you need to provide (if applicable).
- **A backplanning** document with a clear timeline and specific deadlines for the various phases of the production process.

CONTENT CREATION

Step 1 - Initial contact

- Our content team will contact you to discuss the article content. This consultation is conducted by our content coordinators and/or the specific editor who will develop the campaign. A clear and concise briefing is essential. You will also provide the necessary source materials to the content team.
- Based on this initial consultation and the supplied source materials, our content team will create a concrete content proposal. This will be fine-tuned in consultation until it meets your expectations.

Step 2 - Production phase

- The editor creates the text based on interviews, research, and supplied source materials.
- Feedback and revisions are conducted until the article is finalized. Typically, two feedback rounds are provided, depending on the timeline.
- Collection of visual materials and consultation on the Call to Action(s), promotional titles, disclaimers, text links, etc. (more details in the guidelines).

Step 3 - Finalization and approval

- Design phase: The approved article is formatted in a tailored layout and presented to the client for feedback.
- After final approval, promotional banners (consisting of a title and an image) are created. These are placed on the homepages of newspaper titles to generate traffic to the branded content articles.

Step 4 - Final links

Our Brand Studio Follow-up Team provides the final links and a few examples of the promotional banners.

CAMPAIGN LIVE

Our Ads & Data expert team launches the campaign on the scheduled start date and monitors the results throughout to optimize where possible.

REPORTING

After the campaign ends, **an evaluation report** is provided. The report includes insights into user reading behavior, including audience insights.

EXTRAS

Digital Banners and Online Video

To generate additional reach, you can also use display and/or retargeting banners or online video in various formats. This material is typically provided by you. Always include a strong CTA.