

VOGUE

DIGITAL ♥ BY SYMBIO

MKPR, 25/11/2019

Petr Šupolík
Performance & Media Strategist



SYMBIO *is* ...

1. Unique combination of digital agency + strategy + media consultancy.
2. Large team (60+) = deadline, availability and response time guarantee.
3. All competencies in-house. We do not trust in outsourcing.
4. Cherry-picked team with 20 years experience.
5. Top class execution from a bunch of detailists.
6. Fashion and media experts on board.
7. Innovative technologies for content management, content monetization and mobile experience.

DIGITAL-SAVVY & HIGHLY VISUAL

Target audience

Apart from print readers, digital Vogue reach broader spectrum of younger fashion, beauty & lifestyle audience. They are highly active on social. They strive to see and consume up-to-date content and shop online.

PERSONALIZATION & LEADERSHIP

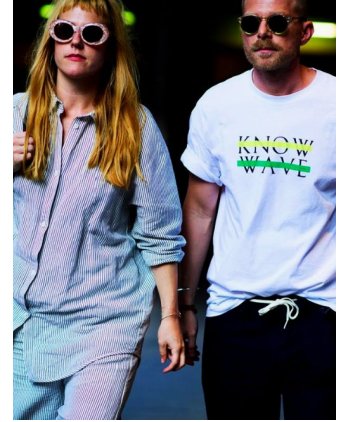
Our vision

Next to business goals, we need to look at the experience and added value Vogue digital brings to audience, because that's how we think ahead and build a viable product.

TARGET AUDIENCE

Fashion makers

Local trendsetters, opinion leaders, and fashion professionals. Individuals with buying power. Attending fashion events and wish to be a part of Vogue.



TARGET AUDIENCE

Fashion devotees

Trend followers, fashion dreamers and beauty seekers. Individuals who like to feel fashionable and in the loop through social media.



“ A tailored experience
that helps you edit
your style.

ALL THE ROADS LEAD TO THE WEBSITE

Digital ecosystem

Is really not just the website. Ecosystem consists of all the ins and outs of the site, all the tools that plug in, all the channels that feed it, and the strategy that sits above all of that. At SYMBIO we design for these, not just for a screen canvas.

VOGUE Traffic Ecosystem

PAID

NON PAID

- SEARCH
- SOCIAL
- REFERRAL / DIGITAL PR
- E-MAILING
- OTHER

- Paid search
- Paid
- Web ● Influencers
- Social ● PR
- (Self-promotional campaign)

W
E
B

- Organic & Brand search
- Organic
- Web ● Influencers
- Social ● PR
- Newsletter
- Podcast ● Events

THE BACKBONE OF FUTURE PROMISES

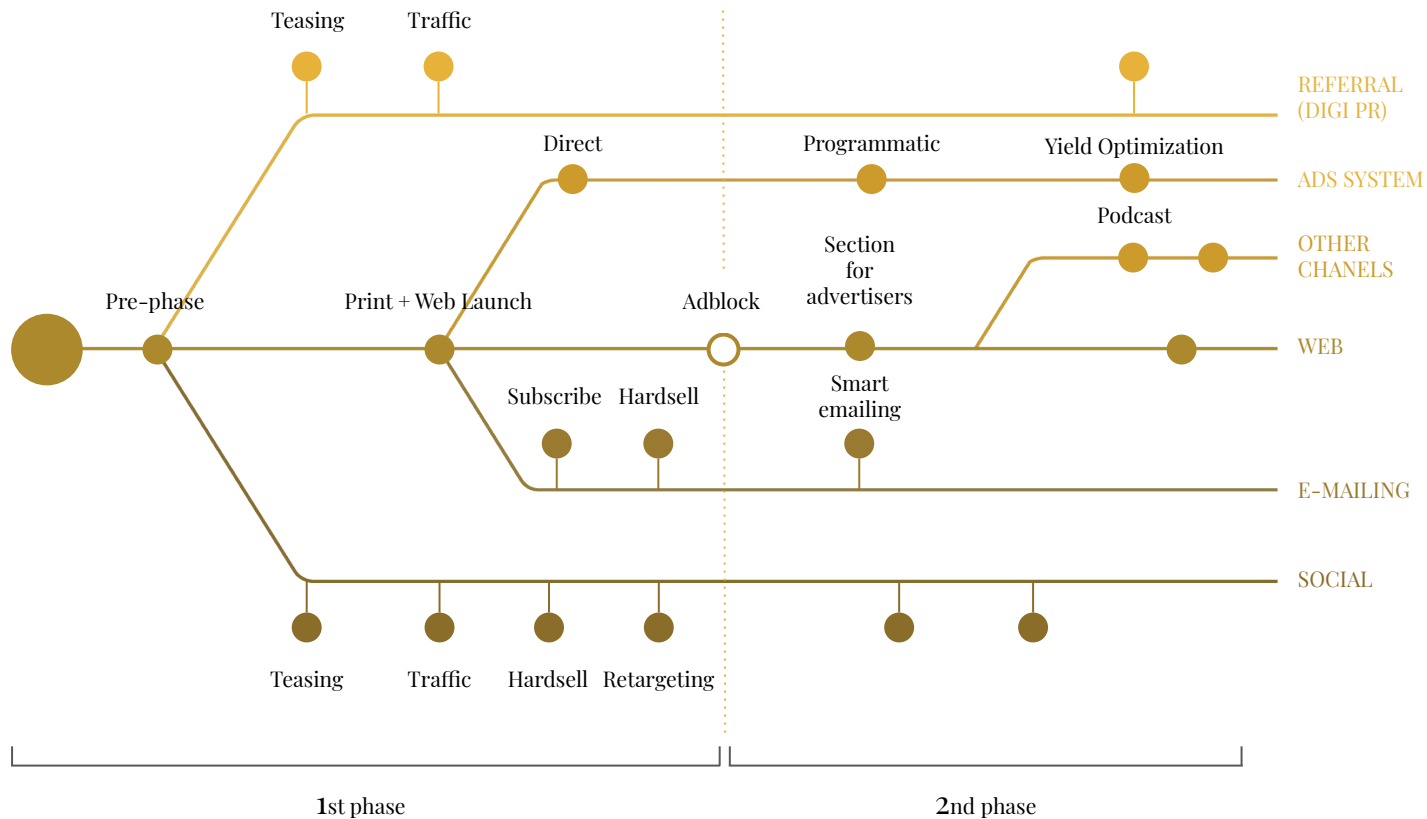
Website

Is the hub, the business vehicle that drives your digital revenue and print revenue. If you look at it from a distance though, you might even say it accelerates business, and not just yours. It is the centerpoint of everything.

Goals

1. Get high level of **traffic** for advertisers (**maximum amount of impressions** for your ad units)
2. **Quality content** that delivers "loyal visitors", meaning visitors that come back 4× or more (**retention**).
3. **Get subscriptions** to the print edition.

VOGUE



Recipe

1. **Healthy combination of paid and non-paid** traffic generates new site visitors fueling advertising income from selling their ad impressions.
2. In all areas possible we look for ways to shift general visitors to "**loyal visitors**", meaning visitors that come back and ideally without our incentive, they stay longer, and even spread the word to others.
3. Once obtained we aim to **smartly surface subscription** to the print edition and aim to convert them.

HOLISTIC

(UX) Design

Process of creating products that provide meaningful and personally relevant experiences. This involves the careful design of both a product's usability and the pleasure consumers will derive from using it.

MORE THAN USABLE

Responsiveness

The extent to which a site can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use. Regardless of platform, device or its size.

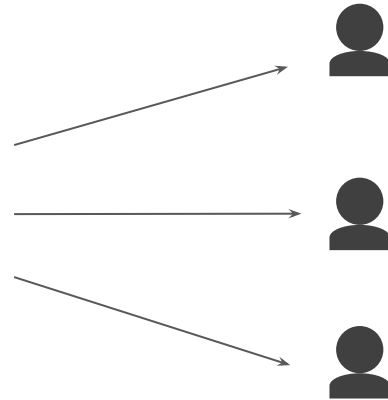
Usability is our goal. **Even for advertising formats.**

BRAINIAC SMART

Tech solution

Omni-channel future-proof solution for content management, that achieves maximum performance and freedom to build anything.

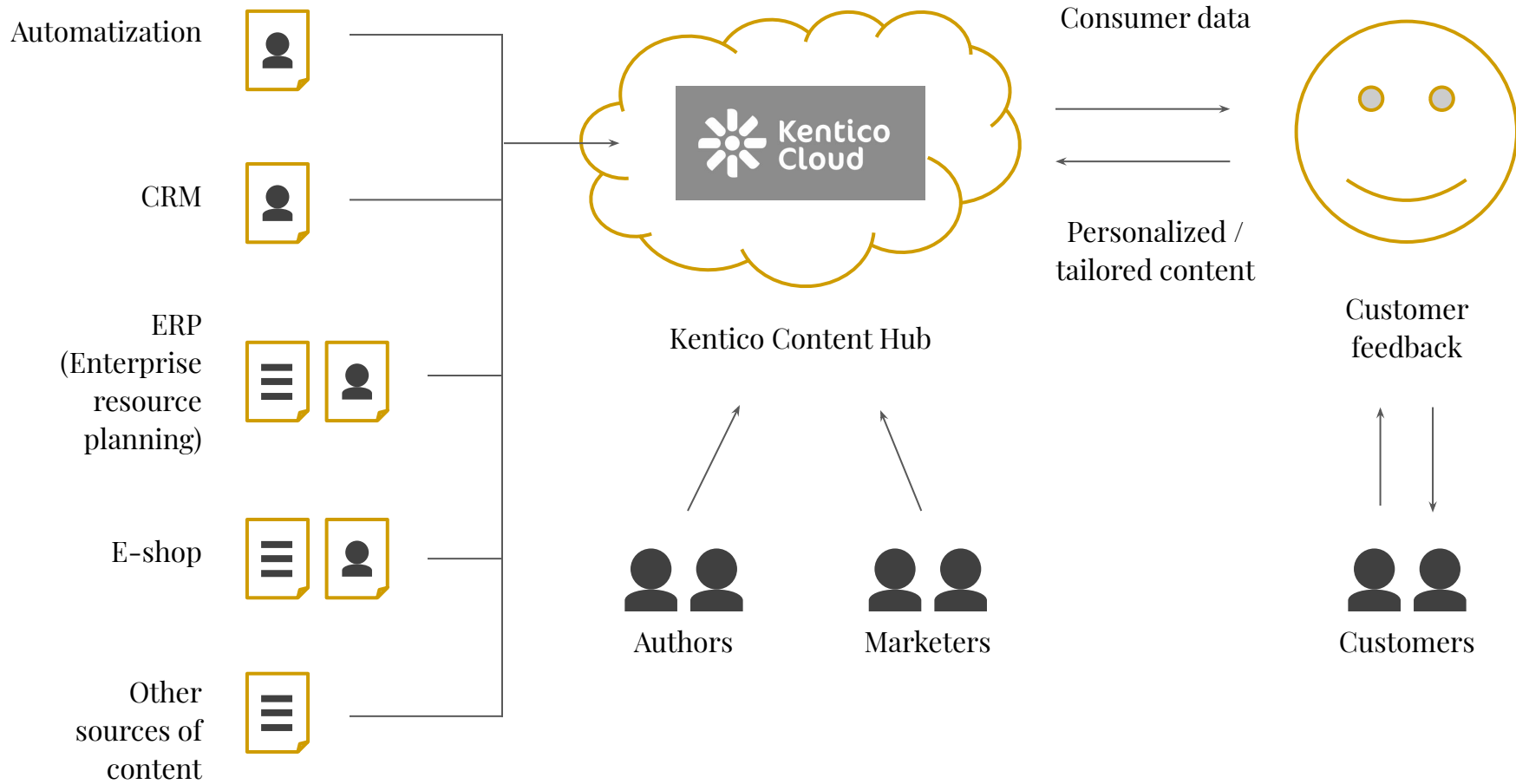
FRAMEWORK



CHANNEL NEUTRAL CONTENT

Content Hub

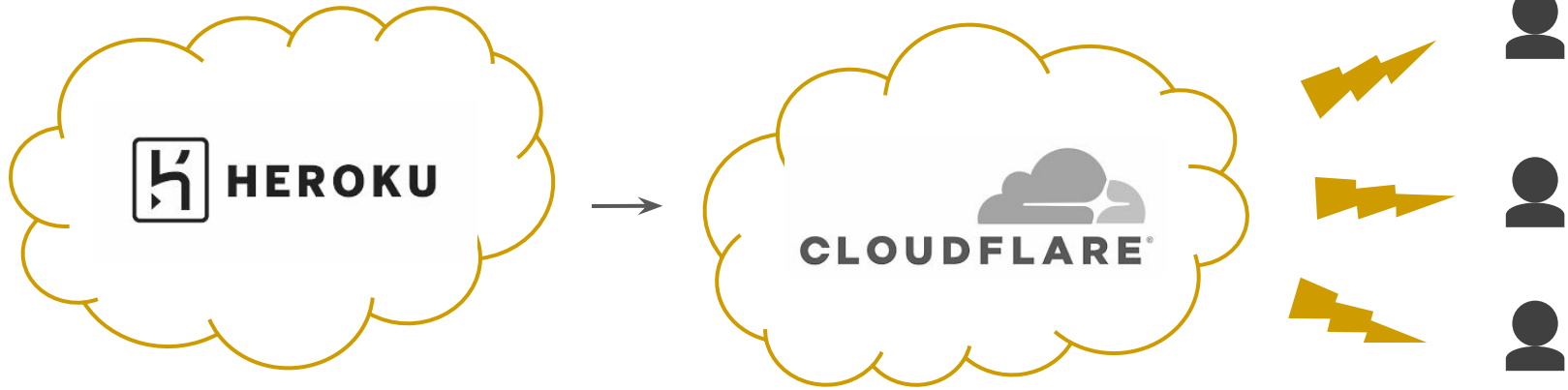
Content stored in one place, fully accessible. A cloud repository enables any number of people to create and manage content simultaneously. Content is ready for upload to any channel.

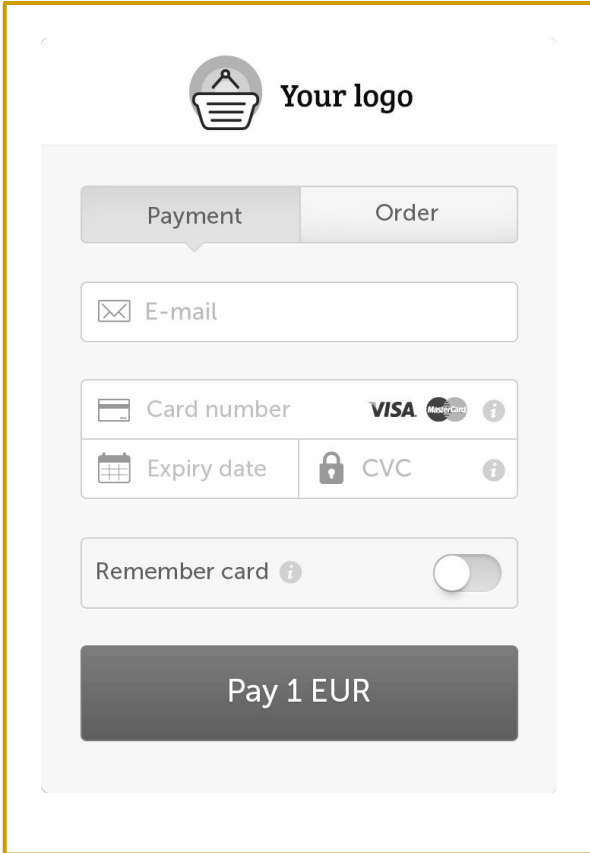



MAXIMUM SPEED & UNLIMITED SCALABILITY

Hosting


Powerful solution that enables local optimisation.













 Your logo

Payment Order

 E-mail

 Card number   

 Expiry date  CVC 

Remember card  ☐

Pay 1 EUR

CLICK FOR FASHION

E-commerce

- GoPay gateway offers best-in-region secure payment services.
- Card and bank payments are included. GoPay can do all online payment methods such as bitcoin.
- GoPay gateway remembers your customer so payments can be made with just a single click.

PageSpeed Insights

http://vogue.com/



Mobile



Desktop

Speed

Average

1,3s FCP 3,1s DCL

Optimization

Medium

73 / 100

FRictionless

Site speed

Thanks to our framework, each page load is optimized according to Google PageSpeed (data size & speed). We can use Accelerated Mobile Pages as well to ensure usability at max speed. Speed is vital to ad revenues.

EASY TO FIND

Search engine optimization

Bringing it all at maximum speed, with content focused on-site factors, contextual sitewide interlinking, SEO-friendly site structure.

Future-proofing SEO

On-site factors

Code will include proper content meta-tagging, ability to set alt texts for images in CMS (both via training), and mostly focus on page speed as strong ranking factor.

Mobile & security

Single responsive website will avoid duplication, on mobile we can employ “Accelerated Mobile Pages”. Website will run completely on https.

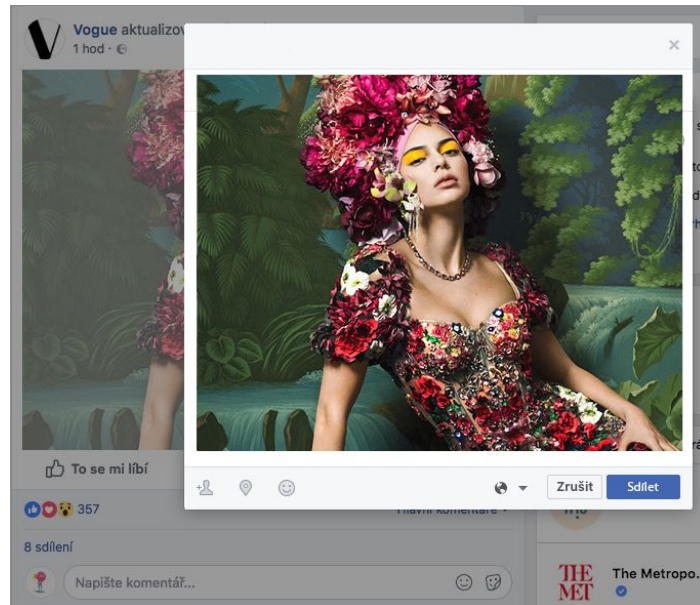
Interlinking

Content tagging system should allow for large number of SEO-friendly topical landing pages, that will serve to user searches (keyword analysis desirable).

TAILORED

Open graph

Every page will have proper open graph meta tags. Site is image centered so we can achieve best performance when sharing on social media.



DIVERSIFIED

Monetization

Monetizing premium inventory through technology and innovations.

Minimum viable product resolves the basic needs during the establishment period but also prepares ground for the future product at the same time.

Monetization

Traditional adverts

Display, Video

Native adverts

Articles, Sponsored
Content, Product
Promotion

Innovative adverts

Shoppable,
Affiliate/Referral

Diversification

Traditional adverts

Large volumes, buy and
serve, one-off interactions
w/brands.

Native adverts

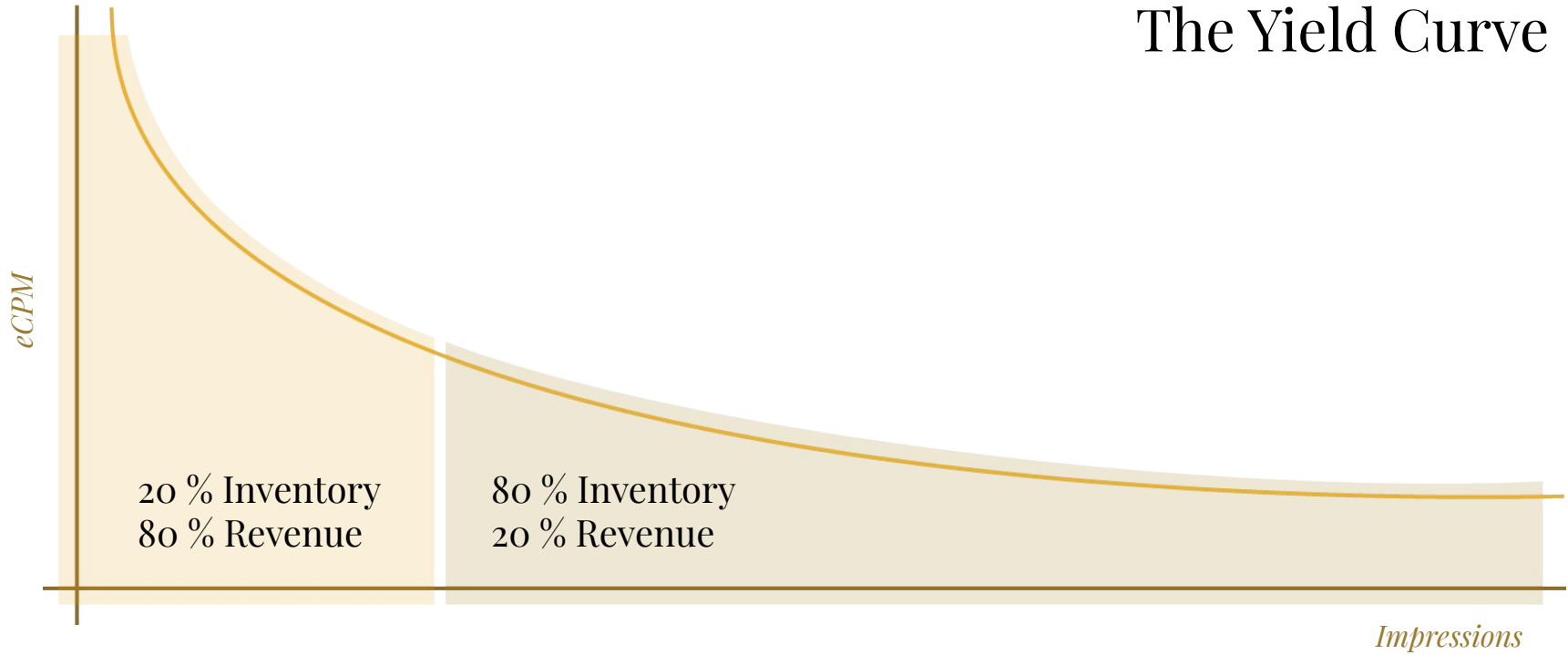
Mid volumes, close
cooperation, repetitive
interactions and building
relationships w/brands.

Innovative adverts

Smaller volume but
always-on, permanent
partnership w/brands.

“ Pareto rule says 20 % of your inventory will make up for 80 % of your revenue.

The Yield Curve

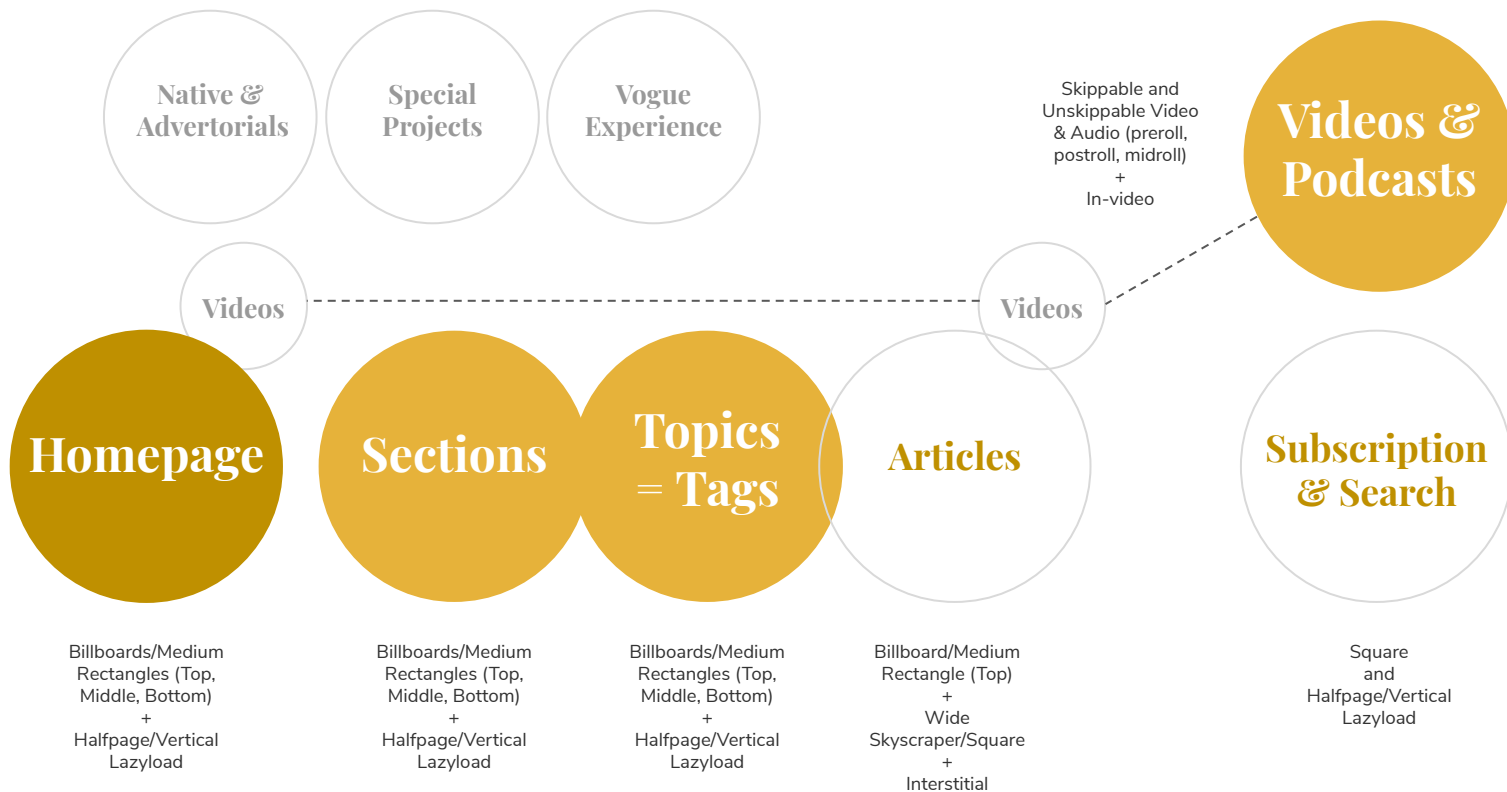


Direct Campaigns - Phase 1

- 1 Advertiser - 1 Publisher.
- Premium Inventory
- Fixed or custom prices
- Possible custom formats, native ads, innovative ads, 100% SoV, brand safety etc.

Networks - Phase 2

- >1 Advertisers - 1 Publisher.
- Programmatic selling, even direct, but possibly RTB, price floors, advertiser pre-approval
- Non-Guaranteed delivery of campaign.
- Mainly standardized formats.



MODERN

Ad Technology

Forging money-making machine that saves everyone's time and improves workflow by mitigating human errors, provides transparency to advertisers, and taps into widely accepted industry-standard.

Market Options

Ad-server

Taking care of basic
ad-serving needs.

Ad-server & SSP

Adds the ability to open up
inventory to various forms of
programmatic.

Publisher Full Stack

Brings full-featured yield
management and
monetization cascade.

Providers

**Publisher
Edge / Adform**

adform

**DoubleClick for
Publishers /
Google**



**Others /
PubMatic,
Rubicon,
AppNexus,
SAS...**

FINE-TUNED

Ad-formats

Finding a balance between content and ads is the key to success, viewable and contextually fluid units show highest RPMs, diversification adds desirable variability and provides to different advertisers needs and pains.

DIGITAL ADVERTISEMENT

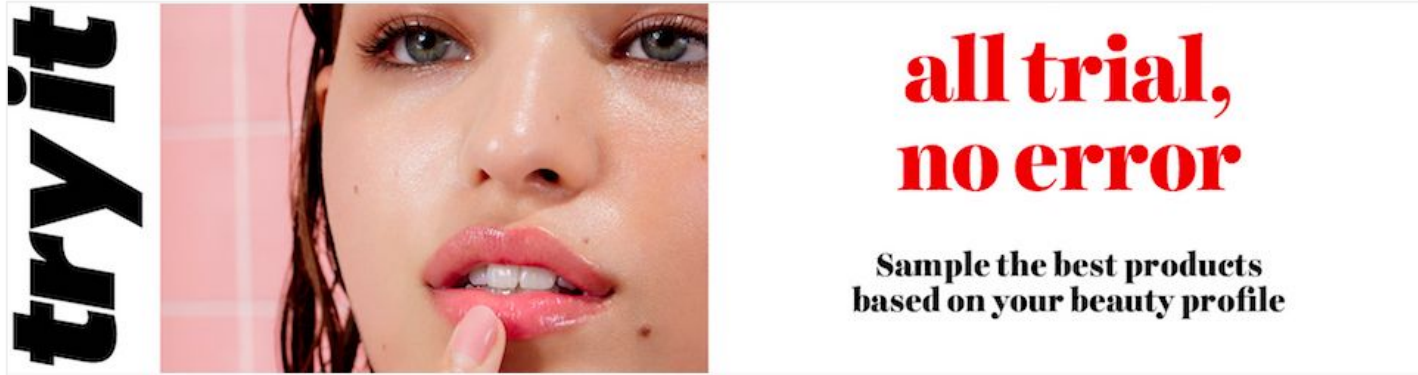
Creative possibilities & KPI's

- to understand the differences between creatives (image, gif, html5, 3rd party creative, video banner ads, video ads, rich media ads, branding)
- to understand what pros and cons have each in a relationship to finding best possible solutions for advertisers, performance vs. branding, awareness vs. engagement etc.
- creative examples (iab standardized, rich media, dynamic ads, native ads etc.)



STRAIGHTFORWARD

Image



Pros: Most simple to process, industry standards, cheap production, fast turnaround and easy to scale, light, good for awareness / branding / promotion

Cons: Click as the only engagement, provides limited area to deliver message



APPEALING

Gif formats

Pros: essentially all that applies to image, besides production being harder, plus better in storytelling, showing multiple information at once

Cons: Same as for image, can create some design disruption, therefore should be limited to 30s and then static





INTERACTIVE

HTML 5

Pros: Act as a small webpage, therefore almost no limits on creativity, provide engagement, production reflects scope and functions, usually better ratio weight/quality.

Cons: More things to watch for on QA, could have serving issues, harder to traffic, track performance, usually hosted by 3rd party.



[Click to view](#)



[Click to view](#)



INTERACTIVE

3rd party creative

Pros: QA does not lie on your shoulders, therefore easier to implement, no need to upload creatives.

Cons: More complicated tracking, needs to apply macros





IMMERSIVE

Video banner ads (expandable)



Pros: Very immersive, great for branding and awareness, also engagement, can be cheaper than full video ads, production same as any other HTML5

Cons: More complicated tracking, needs to apply macros, if expandable (which we should not be doing unless really needed) need extra development work on publisher side, that should be reflected in price

[Click to view](#)[Click to view](#)

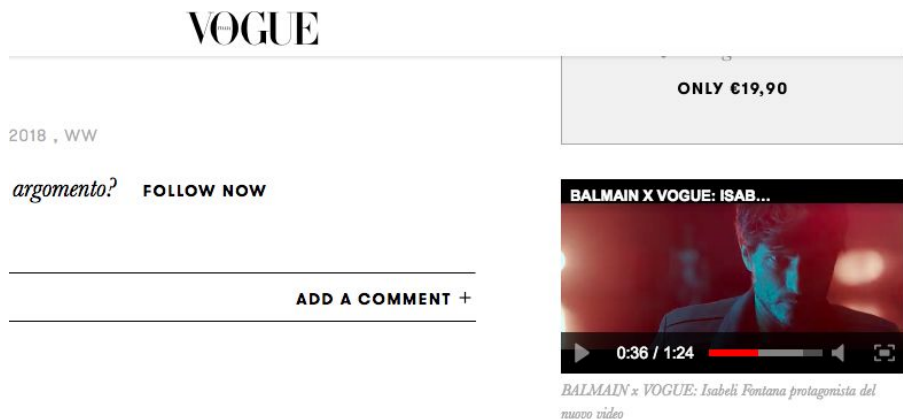


IMMERSIVE

Video ads

Pros: Industry standard, more immersive than any other banner, easy to implement, can be made skippable non-skippable, relatively easy to produce/package and implement, all uses possible

Cons: Longer interaction, lean in and interest needed to consume the message, more limited inventory and can more easily displeas user experience than banners if done badly.



[Click to view](#)

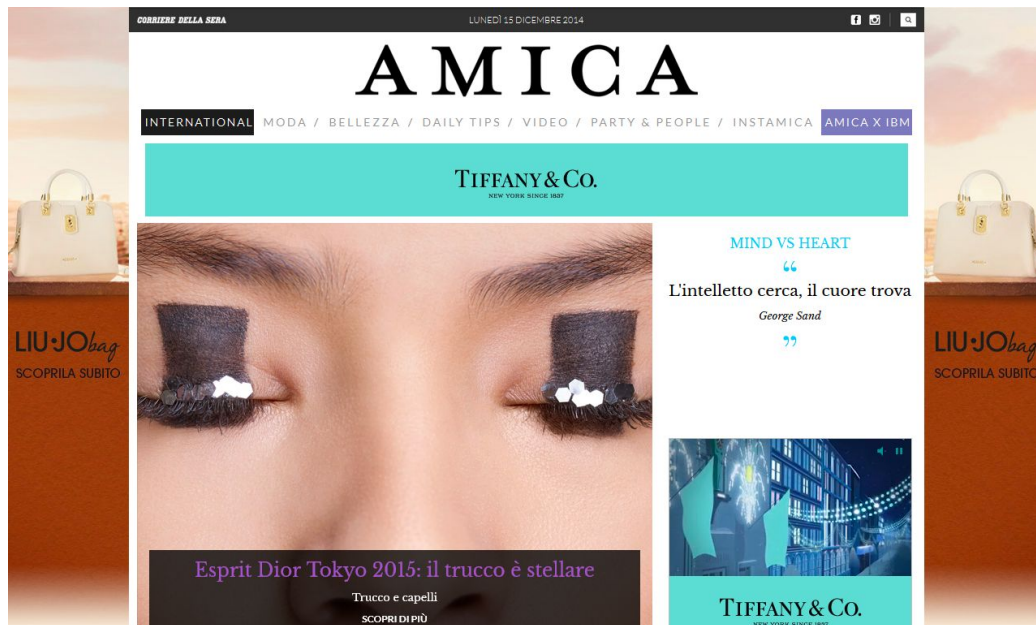


FULL-FLEDGED

Branding

Pros: Very strong branding, strong affiliation from the first seconds, can become topical

Cons: Needs to be done adhoc and programmed basically, high impact on UX and your own brand, so a watch out what to partner with. Not as engaging as one could think.



[Click to view
Another example](#)

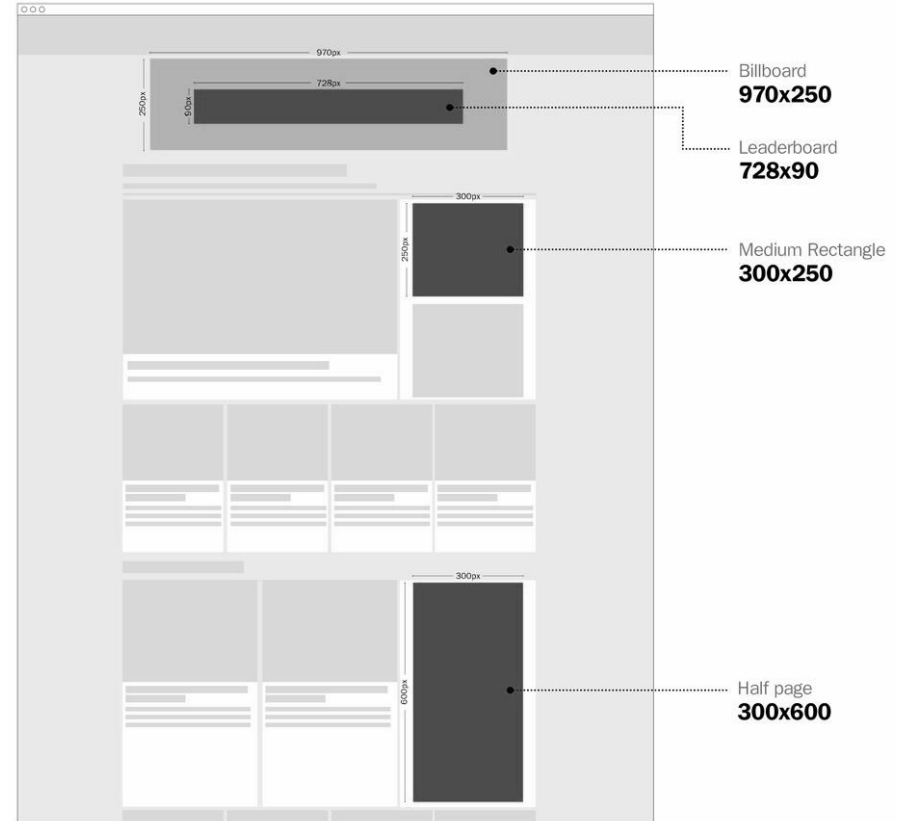


ALWAYS RELEVANT WORLDWIDE

IAB standardized

Pros: Trust

Cons: Limits





HOT & RELEVANT

Rich media

Pros: Holy grail in the ability to tell more and customization, can combine many elements, usually expandable per engagement with it, good all around purpose-wise,

Cons: Heavy production-wise, often not mobile friendly, need extra coding on your side most likely, harder to track, take a lot of time to test, QA and so on

The advertisement is a rich media unit for M&S London Fashion Week. It features a central video player with a play button, showing a woman in a white top. To the left of the video, a text box reads 'TREND 5: STYLISH STAPLES' and 'FAILSAFE PIECES TO MAKE SURE YOUR WARDROBE IS FIGHTING FIT'. To the right, a woman is shown in a brown suit and hat. Below the video, five product thumbnails are displayed, each with a 'BUY NOW' button: red trousers, a tan coat, a dark skirt, grey trousers, and a red top. A 'SHOP THE TREND' button is at the bottom center.

[Click to view CS](#)



HOT & RELEVANT

Dynamic ads



Pros: Essentially can be simple as any other HTML5, however allow for user centric customization on the go, so no need to provide many creative variants, banner adapts itself to user, usually much better CTRs and little churn over time

Cons: Might need some data connections that can prove demanding, better to plan ahead for developer might be needed as well.

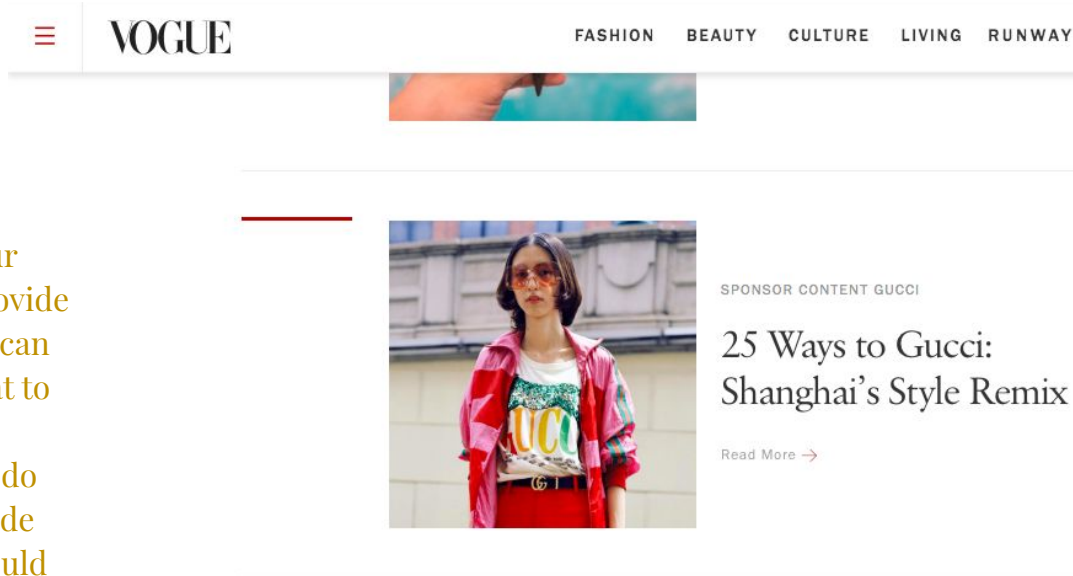


HOT & RELEVANT

Native ads

Pros: User do not differentiate it from your content, can be very simple to use, but provide great value in the possibility to influence, can be tracked in DFP as well, and can be great to engage users

Cons: Need editorial take and you cannot do whatever with them since you could provide poor VOGUE experience, visually they should fully respect VOGUE design and practice, otherwise they would not be “native”, must be always marked as ads eventhough they do not appear so everywhere.





MEASURE RIGHT NUMBERS

KPI's

**Branding &
awareness
campaign**

**Engagement
campaigns**

**Performance
campaigns**

THE VOGUE APPROACH

Consultancy over Commodity

- to be able to plan ahead and fill the inventory strategically, to understand how brands plan their campaigns, how brand metrics affect the ways in which advertisers campaign, and spend their media money, involving the understanding of key stakeholders in the process
- to understand the benefits of a sales model based on becoming a consultant rather than being a commodity in publishing business (examples of how large media players like facebook, amazon, google, spotify are successful digital media houses)



CLIENT FIRST APPROACH

Consultancy

“My job is more about helping people tell their stories in ever more interesting ways.”

*Eva Chen, Director of Fashion partnerships,
Instagram*





Audiences Ad Experiences Me

We know our fans. Like, really them.

That time you skipped Britney to hear The Beatles. That time you played "Young
times in a row. That time you made a Road Trip playlist with your friends. Every s
and shuffle tells us a story about our audience.

Our fans put Spotify at the cer
their lives.

Spotify

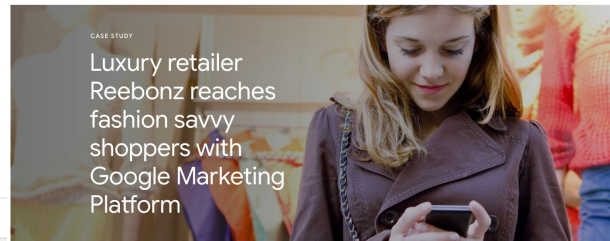
Keep Discovering

In 2017, you listened to
5,265 different songs and
5 different genres. Along
the way, you discovered
428 new artists.

f
t
d



[Spotify for Brands](#)



FEATURED SUCCESS STORY

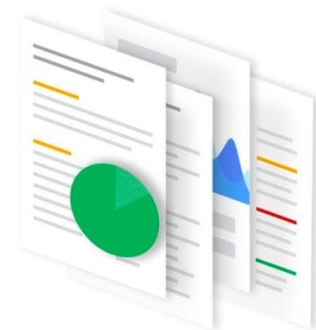
Tags: Analytics 360

adidas brings teams together around insights with Google Marketing Platform

adidas uses audience insights from Google Marketing Platform to collaborate across brand and e-commerce, deliver more relevant messages across channels, and learn from campaign results in real time.

[Read more](#)

[See all Success Stories](#)



FEATURED INSIGHT

[Google Marketing Platform](#)



facebook IQ

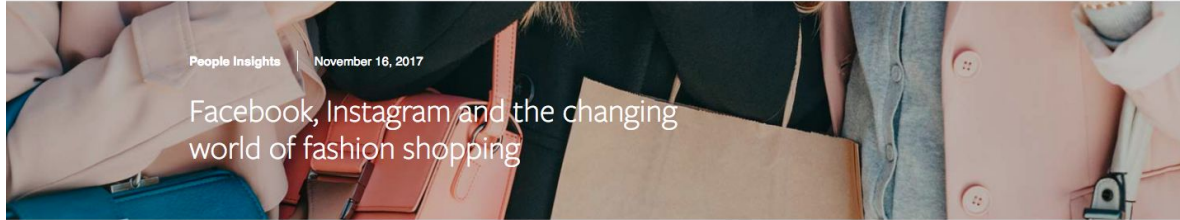
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Facebook, Instagram and the changing world of fashion shopping



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CONTENTS

- 1 [Instagram is number one for fashion discovery](#)
- 2 [Style advisers come in all shapes and sizes](#)
- 3 [The move to mobile fashion shopping](#)

Fashion inspiration used to come from the catwalk, or perhaps from a monthly magazine, and it took what felt like ages to filter through to the clothes us mere mortals could actually buy. Now, thanks to more efficient supply-chains and the immediacy of online, social and mobile, we have a wealth of fashion inspiration and products at our finger tips.

[Facebook for Business](#)

THE ECOSYSTEM AND TRENDS

Digital publishing and advertisement trends

AMP project, Instant articles, Coalition for Better Ads, shift to Native Advertising, influencer marketing and affiliate advertising, publishing traffic acquisition, real-time bidding



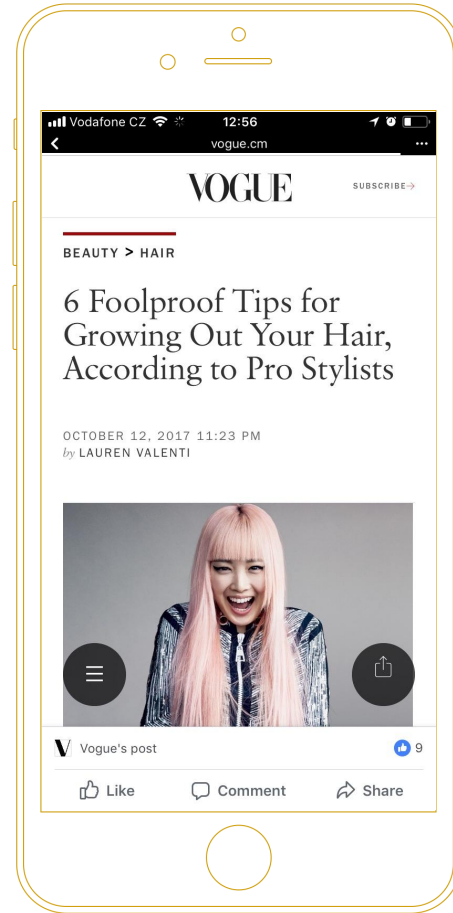
MOBILE SEARCH

AMP project

why CONDE NAST uses it and how?

READY TO READ

Instant articles





BEHAVE YOURSELF

Coalition for Better Ads



REVOLUTION

Real-time bidding

Optimizing the advertising flows
by removing redundant parties,
while providing complete
transparency, single point
management, and removing
barriers.





HOT & RELEVANT

Shift to native advertising

Closing the gap between content and advertising by providing advertising in a native content-like situations. Avoiding all the troubles of advertisement blindness, adblocks etc.



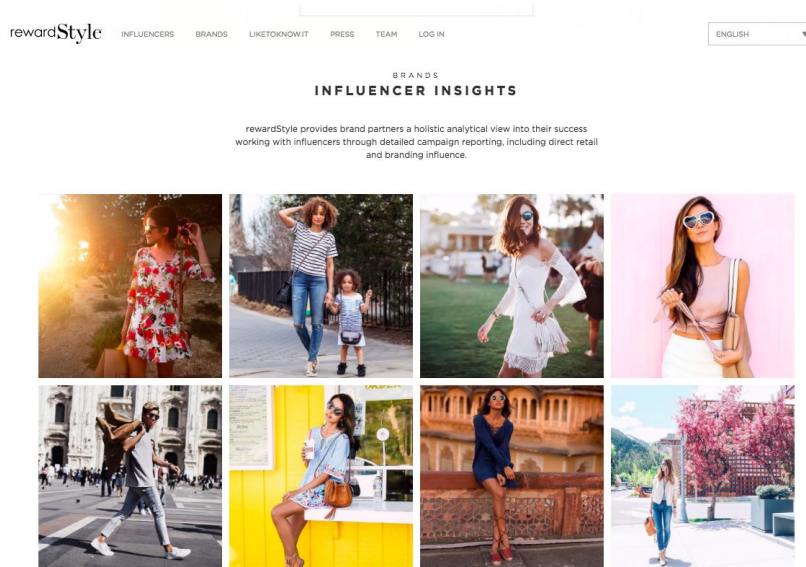
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HOT & RELEVANT

Affiliate marketing

Creating content while getting paid for the influence on purchase decisions provided through it.



[RewardStyle](https://www.rewardstyle.com)



FENTIFUL

Influencer marketing

Authentic maybe, effective for sure, the WOM of today.



[Case study](#)
[\(p.17-18\)](#)



STILL STRONG

Influencer marketing

Do it right and benefit from unbeatable ration between cost/effect.

SINCERELY JULES

COLLABS COLLAGES LIFESTYLE SHOP SJ LATEST THING HELLO (

MY STYLE

Revolve in the Hamptons

· HAMPTONS, JULY 24, 2017

p



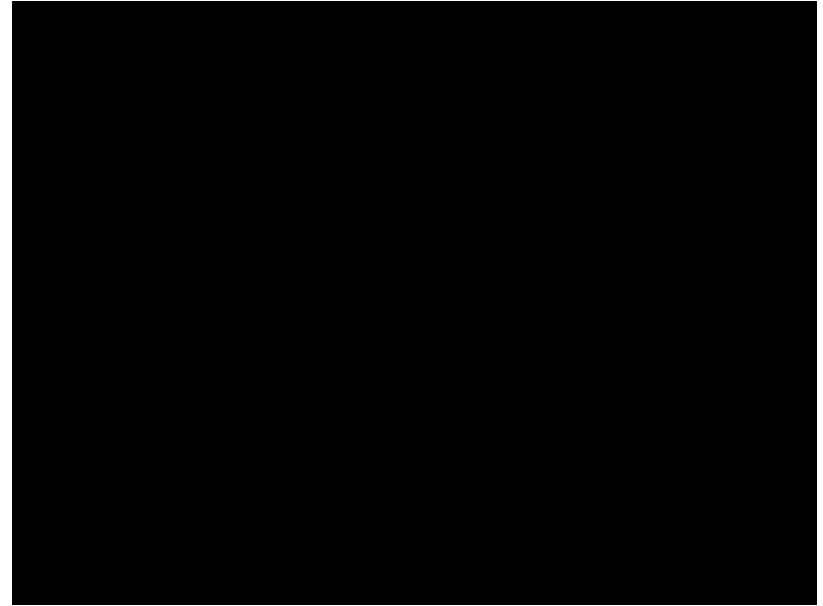
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INTERACTIVE

Shoppable content

Transforming content into user
action triggers.



[MikMak](#)



CRAFTY

Shift to collaboration

Responds to huge trend of video
creation.



[Click to view](#)



[Click to view](#)



“ Brands are coming to Vogue to help them create their advertising campaigns and their custom content. We’re starting to become a creative agency.”

Pamela Drucker Mann,
Chief Marketing Officer
Condé Nast

LIVE

Data & Analytics

Being aware of what is happening at all time on-site is crucial to growth, these tools will help us see under the hood, and possibly measure anything that is important.

Data Measurement

Google Analytics & Tag Manager

Site-centric measurement
and tag-management, if with
DFP than integrated publisher
view

Publishing measurement & DMP

Provided by chosen
ad-tech, if SSP usually
combined with some form
of DMP

NetMonitor & AIMmonitor

Locally relevant audited
publisher performance
tracking

Social Analytics

Facebook Pixel & Google Analytics

Traffic measurement and remarketing.

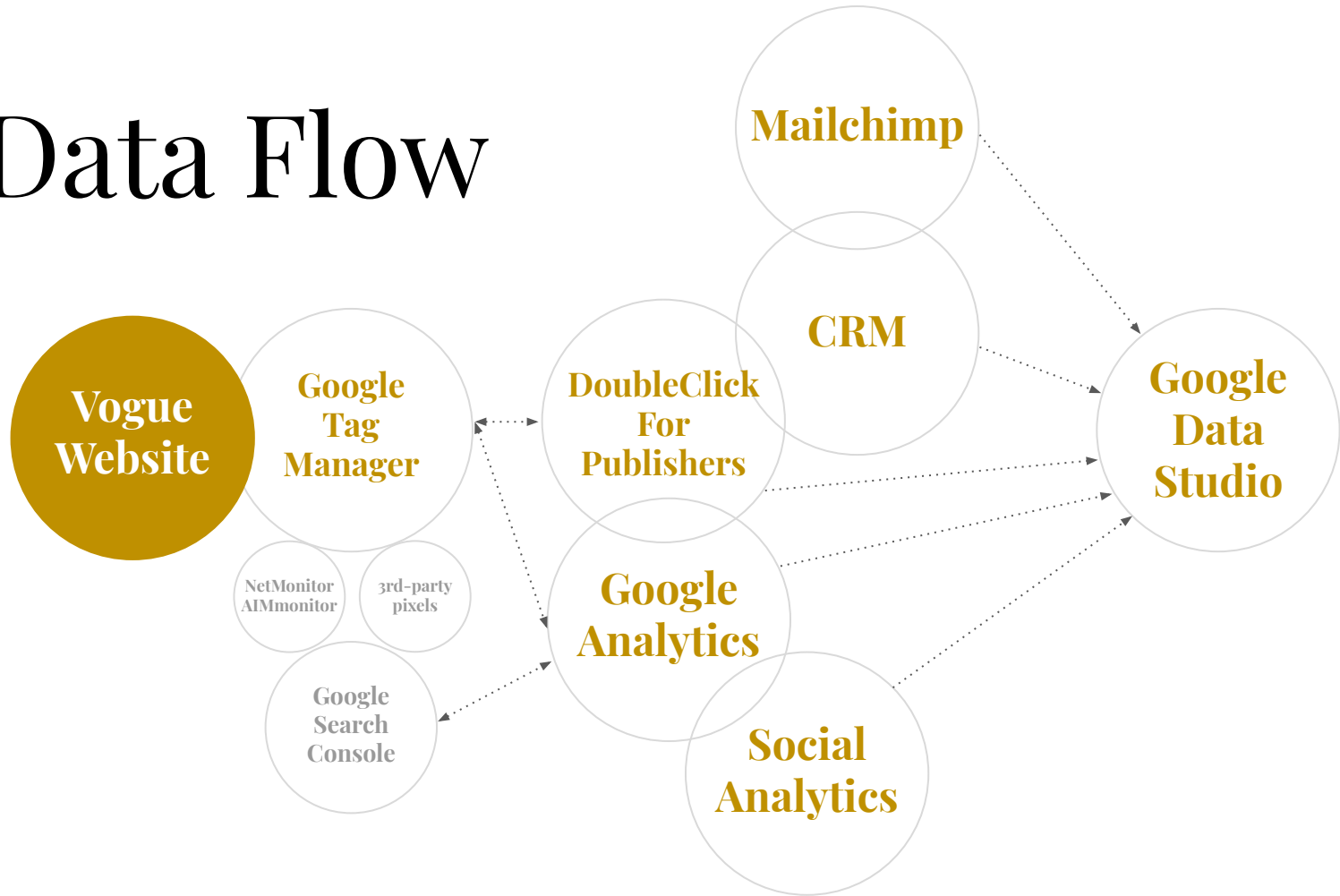
Socialbakers / Zoomsphere & Insights

Tracking of social media activities combined with social media listening.

Leaders

Tool for managing and analyzing influencer marketing.

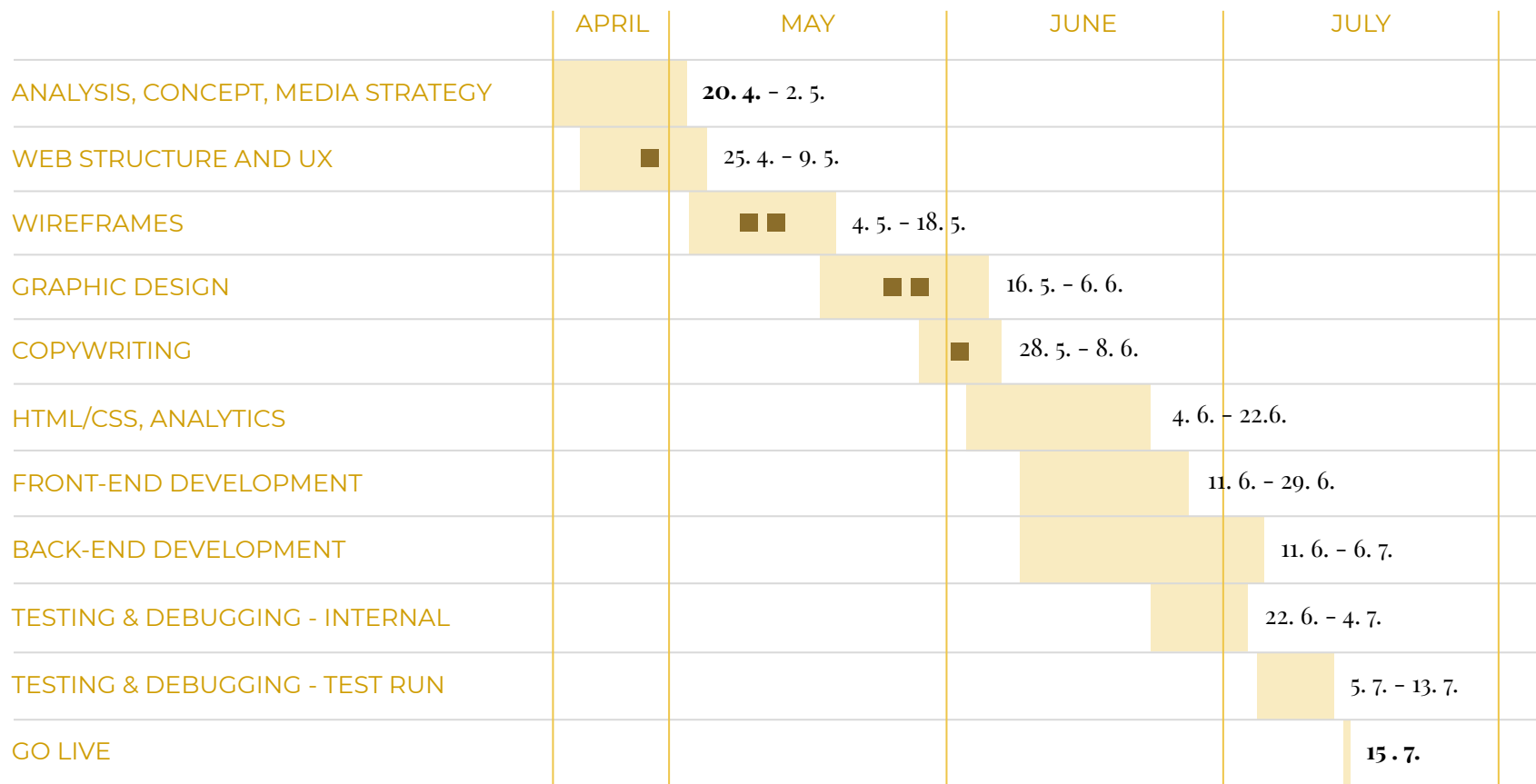
Data Flow



STAGE ONE

Timing & Deadline

The following schedule reflects the scope
for the stage one with deadline on July 15th.



■ 1 round of feedback

■ ■ 2 rounds of feedback

THE LATEST START OF PRODUCTION

April 20th

WEBSITE LAUNCH

August 17th



“ 17/8 we have started together a fashion revolution in Czechoslovakia.





Where passion meets
reliability

symbio.agency