



L I G A T U S

Native Revolution

The paradigm of quality



*Native advertising grows and
will grow
more and more
+50% YoY**

70% of individuals want to learn about products through content rather than through traditional advertising

(Contently, 2016)

Consumers interact with native ads 20% to 60% more than they do with standard banner ads

(Native Insider, 2016)



77% of news media publishers think native advertising adds value for readers and viewers

(Native advertising institute, 2016)

Sinergy is the key



Content is


King

but
Context is
Queen



BRAND



A piece of white paper with the text "What's your Story?" is inserted into a tear in a brown cardboard surface. The text is written in a black, typewriter-style font. The cardboard is a textured, light brown color, and the tear is irregular and jagged. The white paper is rectangular and fits snugly into the opening.

What's your
Story ?

- World's biggest privately owned cruise line
- 4th largest by capacity
- A fleet of 12 elegant and technologically advanced ships
- Present in 45 countries
- 16.000 employees and growing
- Geneva-based MSC Group employs globally more than 60K people and is a member of Economie Suisse



Goals



- Push on new contents
- Coverage cross country
- Synergy cross device - channel

Results



- $\approx 90\%$ Ligatus traffic comes from new users
- IT Bounce rate -15% vs other display formats
- +5% contacts to the call center
- Additional + 25% clicks VS media plan



New evolution of in-feed formats

From static images to videos

Focus on storytelling

Grazie