

TAKE A LOOK AT THE FUTURE OF NATIVE

In just a few short years, native advertising has transformed from an industry buzzword into a vibrant marketing strategy employed by some of the world's most prestigious brands.

Business Insider reports that media spend on native is expected to grow to \$21 billion in 2018, rising from just \$4.7 billion in 2013 and steadily matching the investment in traditional display. The fact is, native will soon become the most common form of advertising online. As we move closer to a digital world with very little room for banners, native will be the only real opportunity for advertisers to engage consumers.

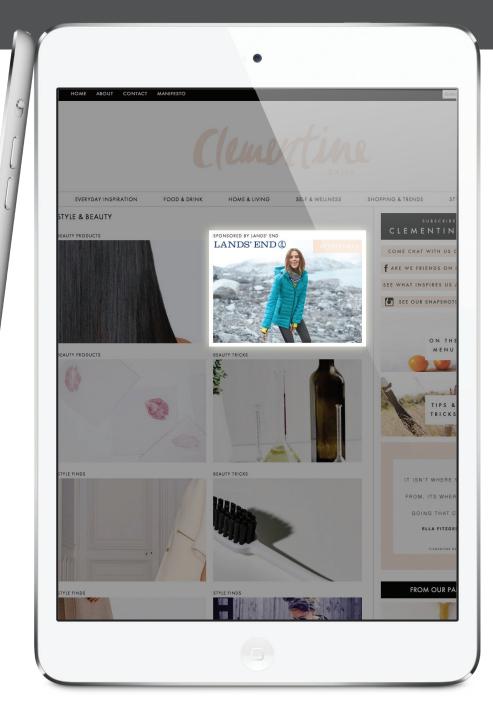
It is for this reason we are excited to present our first annual Look Book, featuring 10 carefully curated native advertising examples that we believe exemplify the best elements of what makes native such a beautiful and effective form of advertising.

From desktop to mobile, each of these distinct bodies of work shares the use of beautiful visuals to create meaningful consumer experiences. We believe the brands featured in the pages of our Look Book represents a glimpse into the future of native advertising, and we invite you to take a look and walk away with fresh ideas for your native advertising goals in 2015.

LANDS' END 🕭

RETAIL

Seasonally aligned images and timing with cold weather months to drive product awareness.



jetBlue

TRAVEL

Seeking to create interest in trips to Curacao, the airliner used beautiful imagery of beaches, nightlife, and daytime expeditions. digg HOME VIDEO READER



THEY KILLED ALL MEN Amazon Warriors Did Indeed Fight And Die Like Men 140 National Geographic - Histories

Archaeology shows that these fierce women also smoked pot, got tattoos, killed — and loved — men.



Meet A New Friend Sponsored by JetBlue Curaçao is considered a "Top 3 diving location" by the readers of Scuba Diving Magazine. Swim with dolphins where culture meets Caribbean, and discover something, or someone, new around every corner.



All The Best Videos That We Couldn't Fit On This Page

603 Digg - Video

If you're looking for something great to watch but don't want to sift through a bunch of garbage, may we humbly suggest Digg Video? We think you'll like what you see.



LIVE AS THEY SAY, NOT AS THEY DO Why Middle-Class Americans Can't Afford To Live In Liberal Cities

3,211 The Atlantic - Cities Blue America has a problem: Even after adjusting for income, left-leaning metros tend to have worse income inequality and less affordable housing.



EVERYONE IS FAMOUS FOR 15 MINUTES, TWICE Famous People Just Keep On Dying

154 Medium · Fame

Sixty years after the celebrity boom, nature is taking its course. It's time the news caught up.



WILL BE AN ARMY OF ONE FOR A WHILE Pentagon Will Quarantine U.S. Troops Returning From Ebola Mission, Won't Call It A Quarantine

94 Washington Post · Warfare

Defense Secretary Chuck Hagel ordered Wednesday that all U.S. troops who deploy to West Africa as part of the force assisting in the Ebola virus crisis be put in quarantine-like monitoring for 21 days, even though none are expected to treat patients directly.





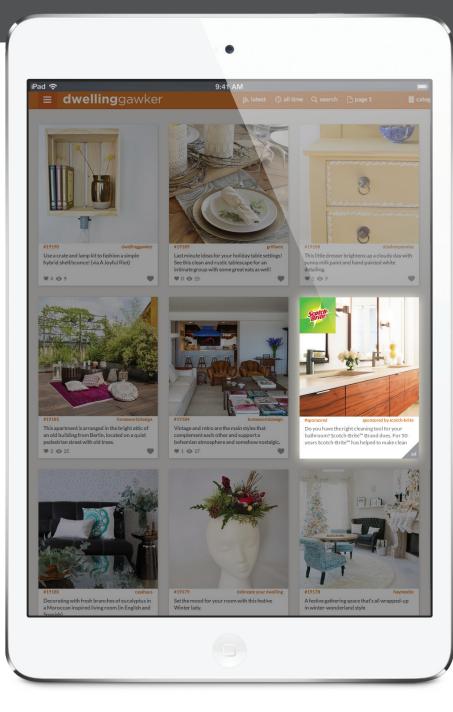


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An emphasis was put on showcasing bright lifestyle and environment images to create an interest in the product.





Reynolds[•])

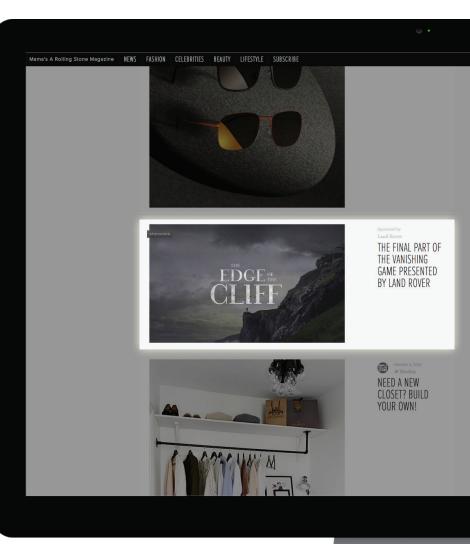
Delectable images of food were the focus of this campaign, whetting the appetite of buyers for the need of the product.







The luxury automaker looked to extoll the brand's adventure credentials via a British suspense narrative custom writen by an author and worked with TripleLift to deliver native ads that promoted the unique digital story.



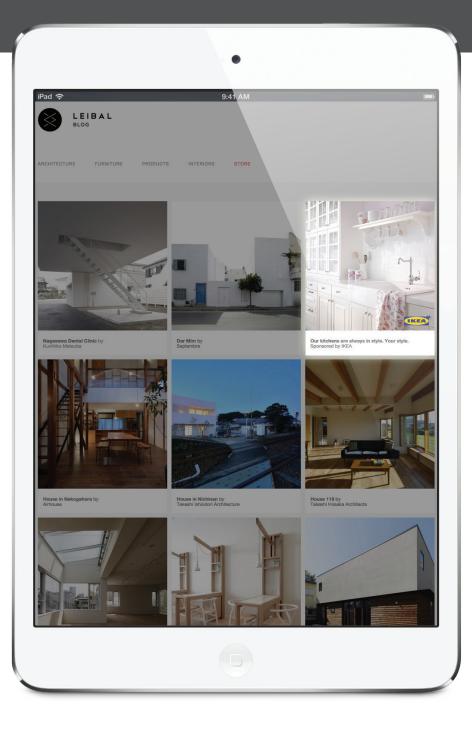
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Aligned images of beautiful modern kitchens with relevant content that engaged consumers.



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moto ×

TELECOM

Went beyond the standard content channels and into in-app environments to connect with millennials.



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GAP

Gap has employed frequent creative refreshes ranging from launching new images daily to rotating new images monthly. Gap is preventing creative wear out by incorporating new images on a regular cadence. This strategy also aligns with their blog content so that their market presence is consistent.

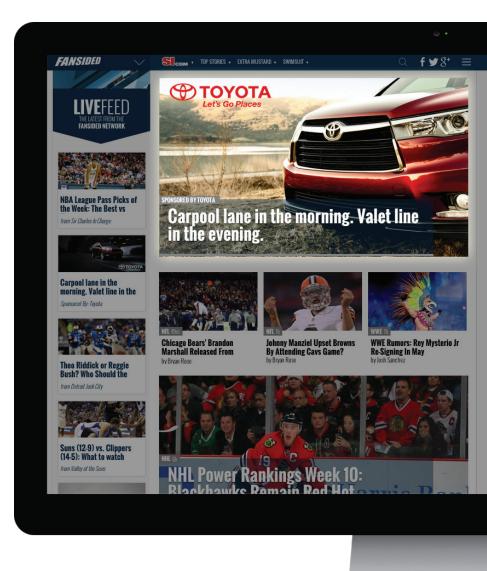


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Employed native geo-targeting to align campaign with specific dealerships.



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TECHNOLOGY

Here lies an example of the very first campaign bought programmatically, in real-time through a DSP.



iPad 奈



Kate and William in New York!

9:41 AM



Collaborate with Office Online



Style Steals: 6 Christmas

Sweaters Under \$40

8 Funny Holiday TV Moments



Timex: The Holiday Gift That Keeps on Ticking



'An Entrepreneur Should Never Be a Daredevil'





Cooking with Coffee



Encore Entrepreneurs: How Five Late Bloomers Turned Big Ideas





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TripleLift combines the beauty of native advertising with the efficiency of programmatic buying to deliver a truly scalable solution. Leveraging pioneering ad and computer vision technology, TripleLift seamlessly integrates a brand's most engaging images alongside contextually relevant content, across any device, at scale. Founded in 2012, TripleLift is credited with developing the first viable alternative to traditional banner advertising and introduced the industry's first programmatic exchange for premium native inventory. The use of big, beautiful imagery to tell brand stories has delivered meaningful interaction and engagement for many of the world's leading brands and publishers. TripleLift was named 212 NYC and The New York Times Ad Tech Startup of the Year, and was a finalist in AdWeek's Startup of the Year awards.