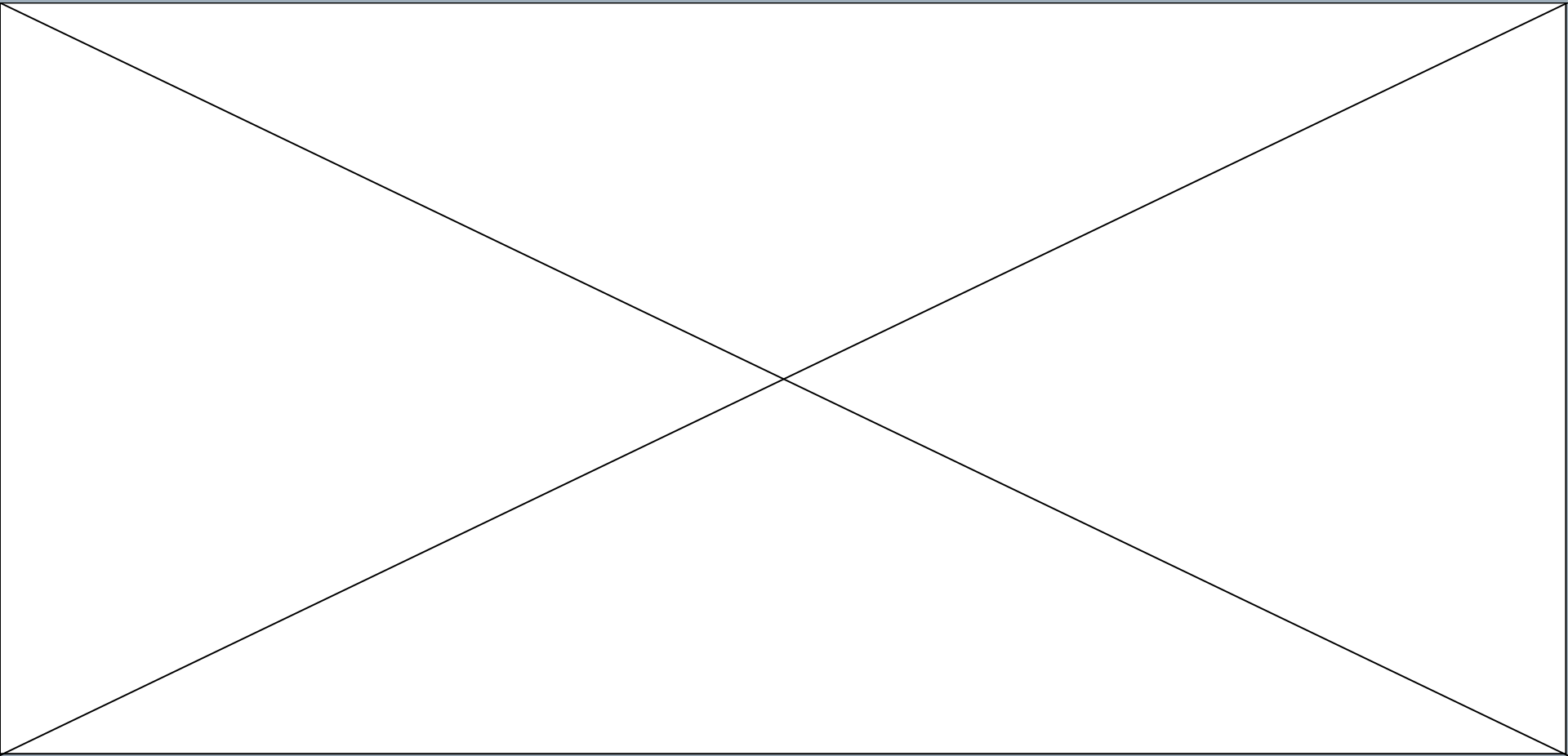


theguardian

Adam Foley
Commercial strategy director,
the Guardian



What is native advertising?



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The formula

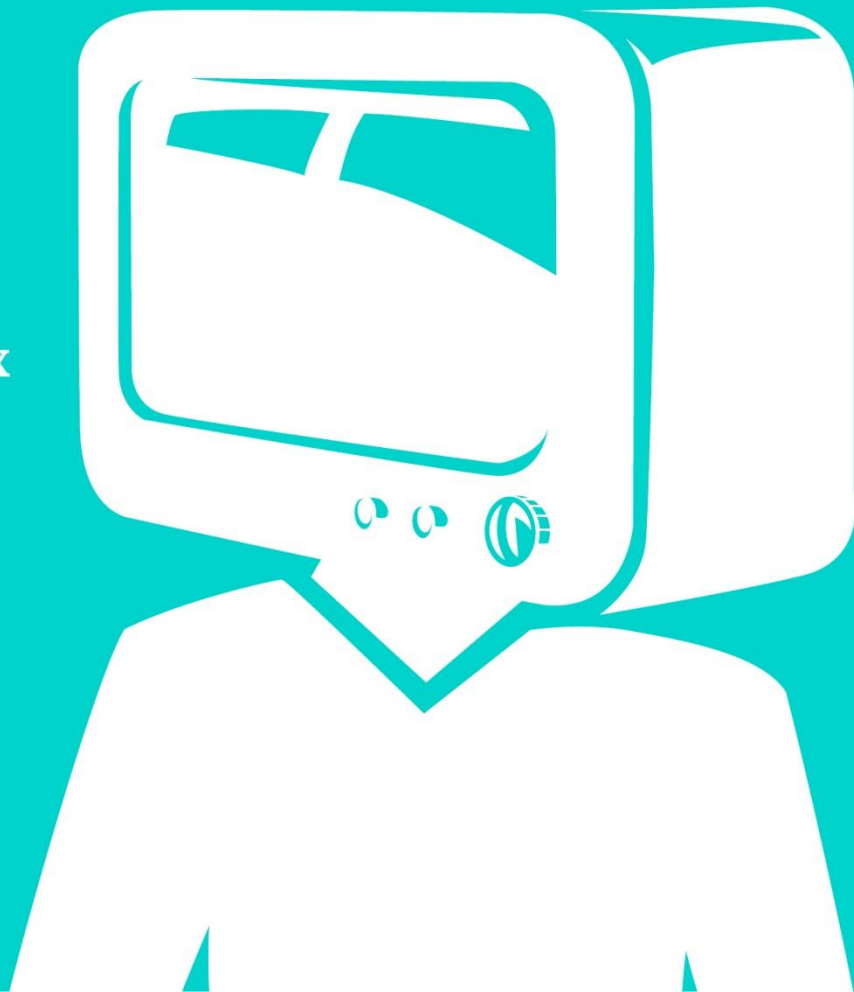
massive scale
+ great work

“

I am hoping for a very protracted deathbed in which I can watch **Breaking Bad** and all the other box sets people keep talking about.

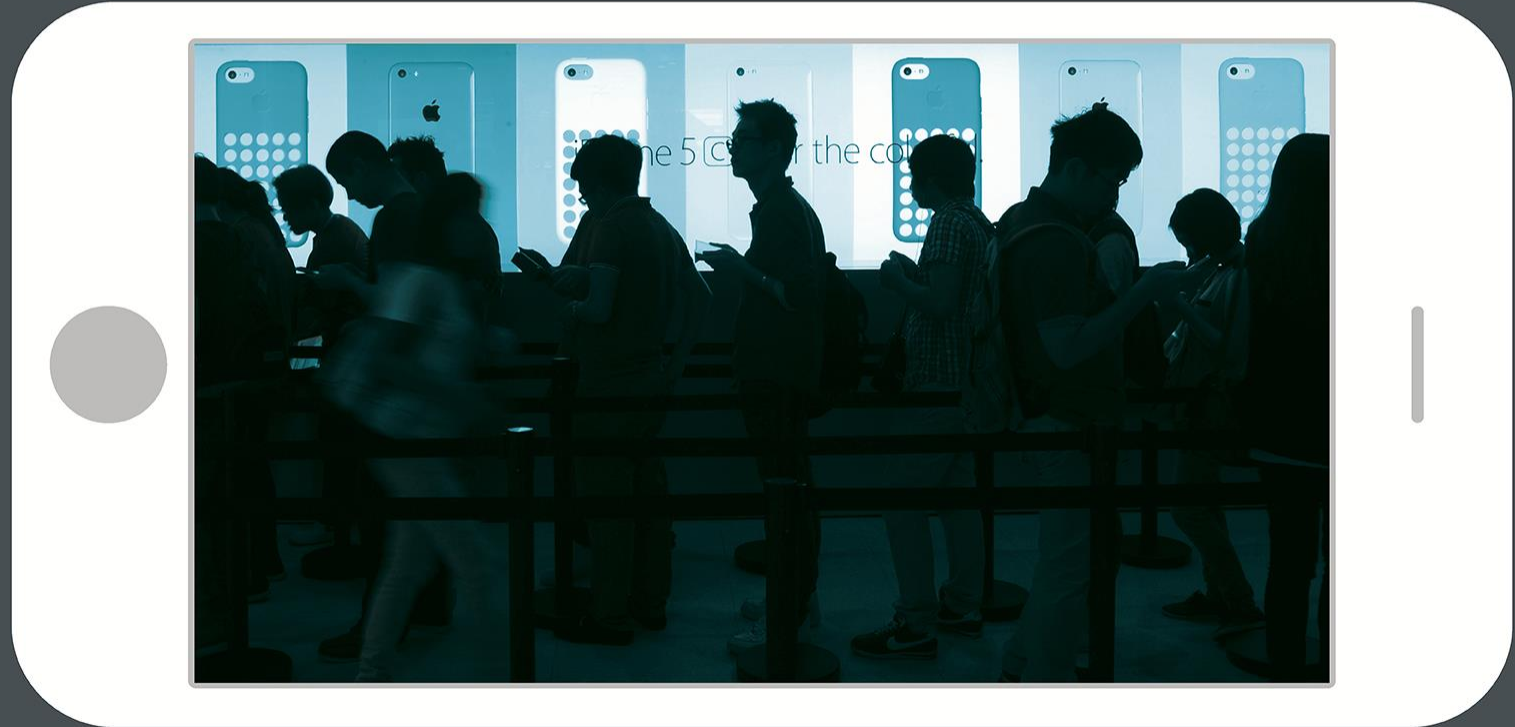
Tom Stoppard

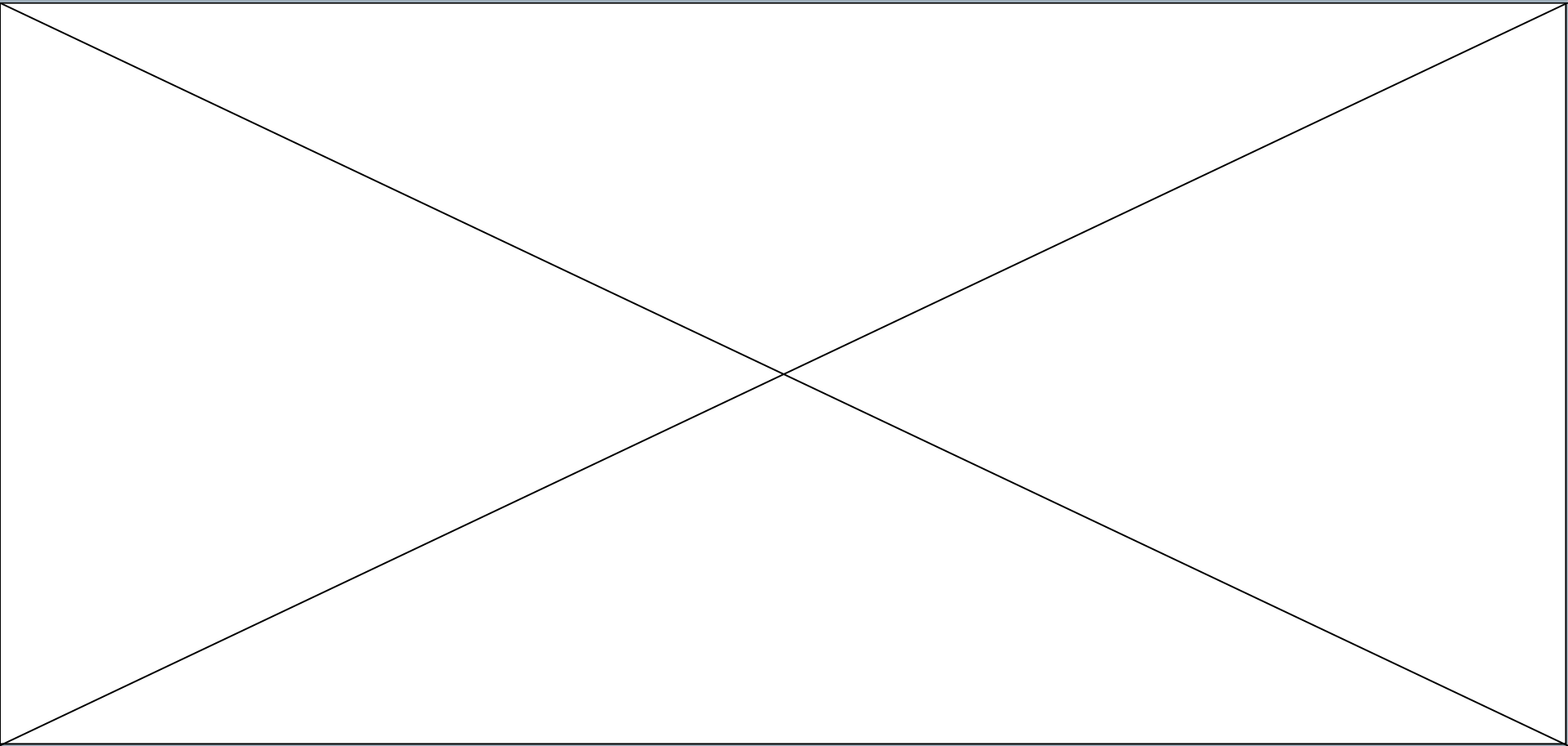
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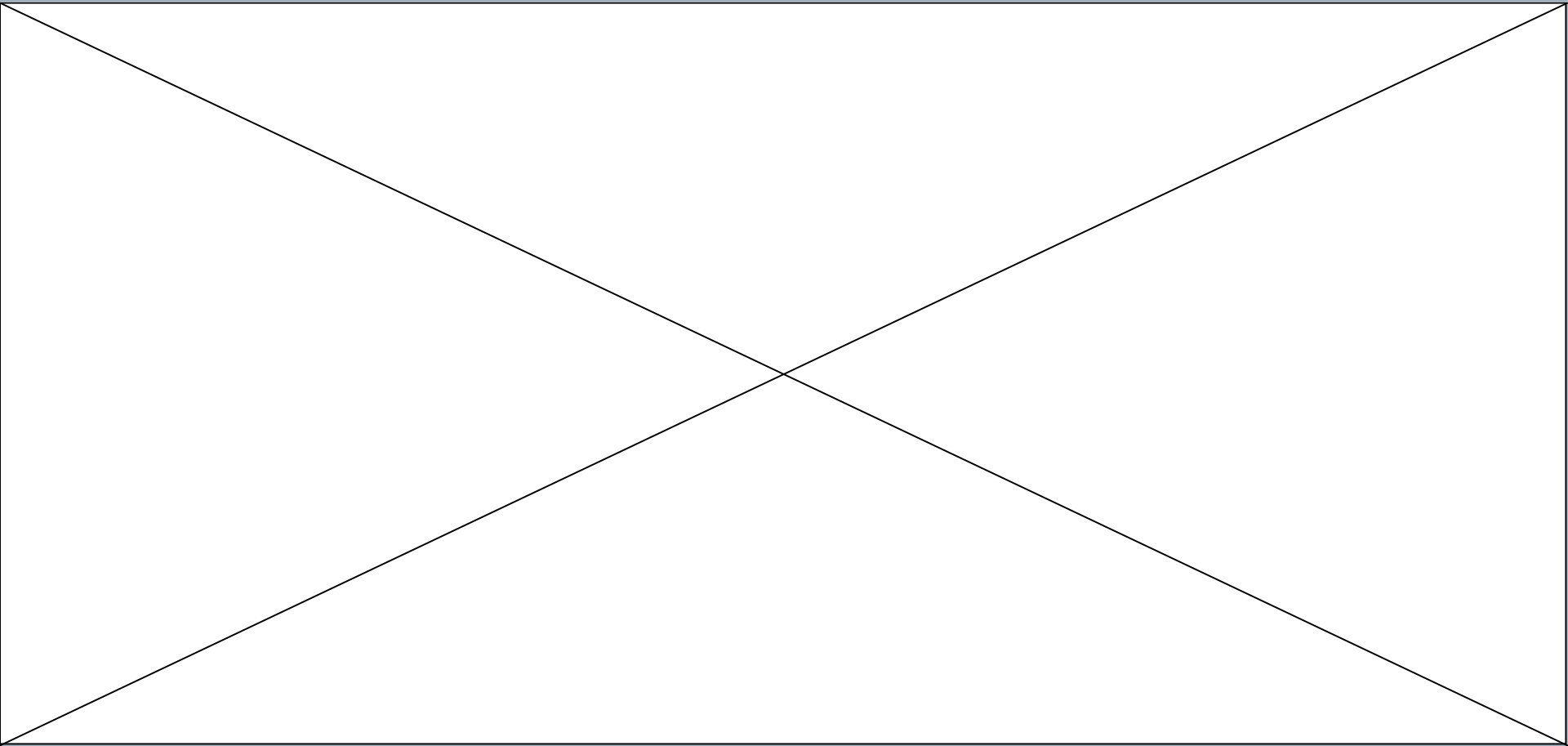


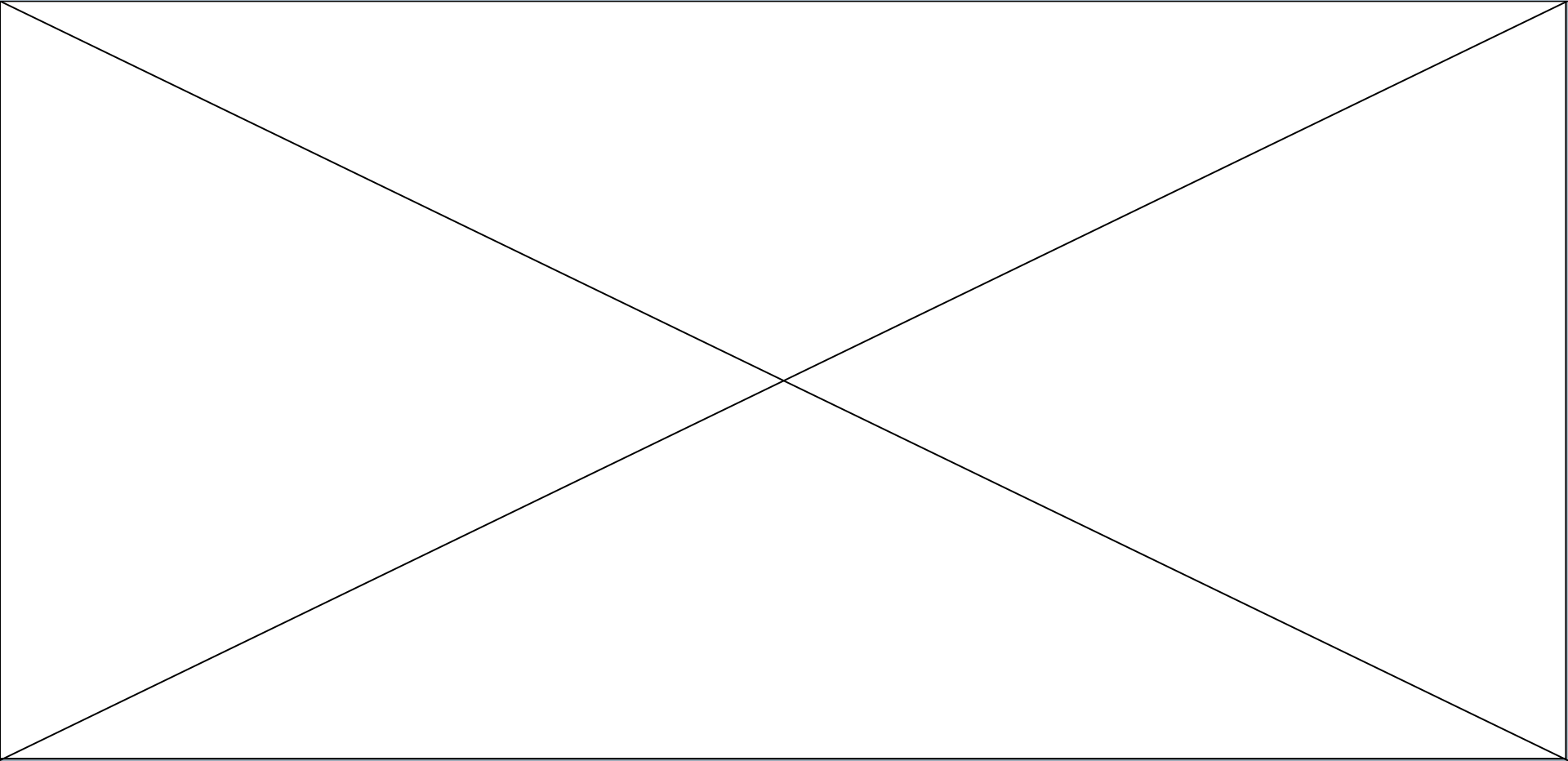


And to top it all, we need
to change behaviour











Online advertising done properly is:

- » As entertaining as anything else on the internet
- » Seen by millions
- » Clear enough to change behaviour

