

BONNIER NEWS

Shop Locally - WAN IFRA



Privata Affärer

Privata Affärer PlaceringsGUDEN

DAGENS Samhälle

DAGENS MEDIA

Resumé

AH Aktuell Hållbarhet

Hälsoliv ALLT OM RESOR LEVA & BO vin Allt om BILAR Mitt kök

Damernas Lantliv mama tara mat GÅRD & TORP

STYLEBY skönhem M ALLT HEMMET Vi Föräldrar Söndag

topp HÄLSA

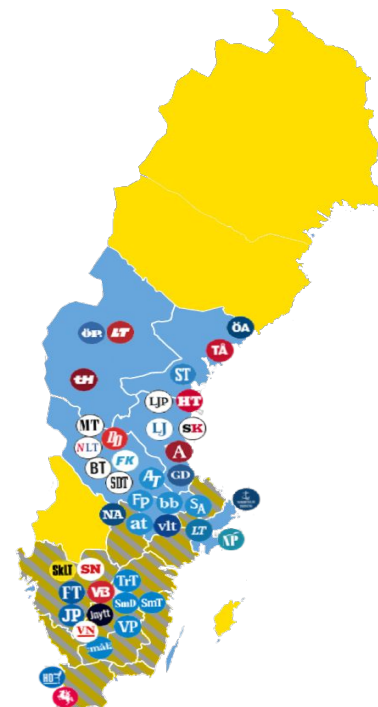
Hembakat

amelia

GÅRDAR

HEM & ANTIK

TRÄDGÅRD



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Today's presentation

- What is “shop locally”?
- Product benefits
- Key success factors for Bonnier News
- Development of the product
- Main challenges
- Learnings and takeaways
- Next steps

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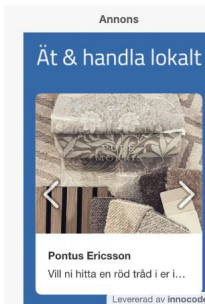
What is “Shop locally”?

- Enables customers to easily connect their social media account (*FB and Instagram*)
- Many of our local customers use social media to reach out with their message (*organic content*)
- The store/restaurant tag their content with **#shoplocally** and it will directly appear in the widget
- Customers pay a monthly fee and need to sign up for a 6 month or one year subscription



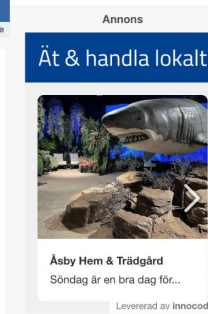
Tolv veckors bortavaro efter skadan – nu är Isak Mantler klar för spel igen

Ishockey Tolv veckor efter skadan är Isak Mantler redo för comeback i ÖIK:s mål.

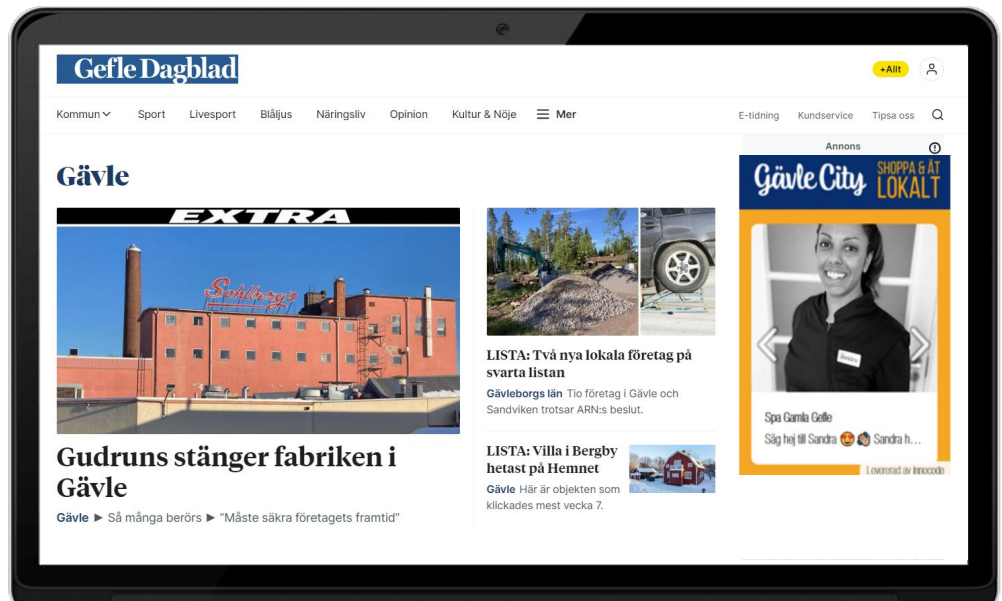


Då bärgas loket – och då blir det åter tågstopp

Tågurspårningen i Dingtuna Senaste nytt om det pågående arbetet med det urspårade röljoket vid Dingtuna.



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“A flexible advertising product that help our local stores and restaurants to reach out with their marketing messages and offers, in a cost-efficient way”

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Key success factors for Bonnier News

Context

Ability to reach the target group in a channel with high trust and in a local news context

Easy to use

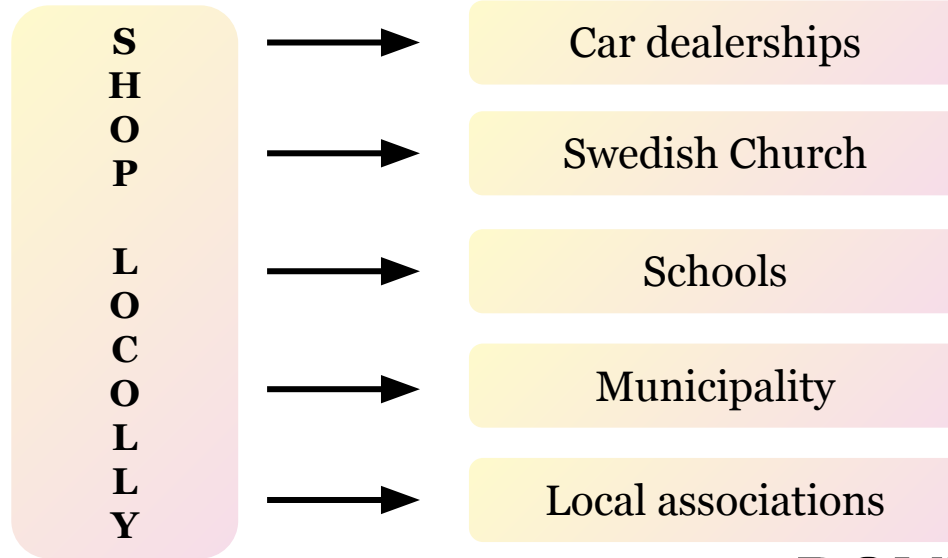
Easy to get started and the message reaches the customer immediately when a post is made on social media

Cost-efficient

Good for advertisers who don't want/can't invest large sums on advertising

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Development of the product



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Main challenges

- Small businesses do everything by themselves
- Getting customers to create more creative content
- Finding new ways to use the product
- Maintaining product revenue in a tough economic environment

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Learnings and takeaways

- Keep close contact with customers and give suggestions on what they can post
- What kind of content that creates more engagement
 - Offers, creative content, clear message
- Make the widget more visually appealing
- Be creative - the product solution can be used for more or less any customer!

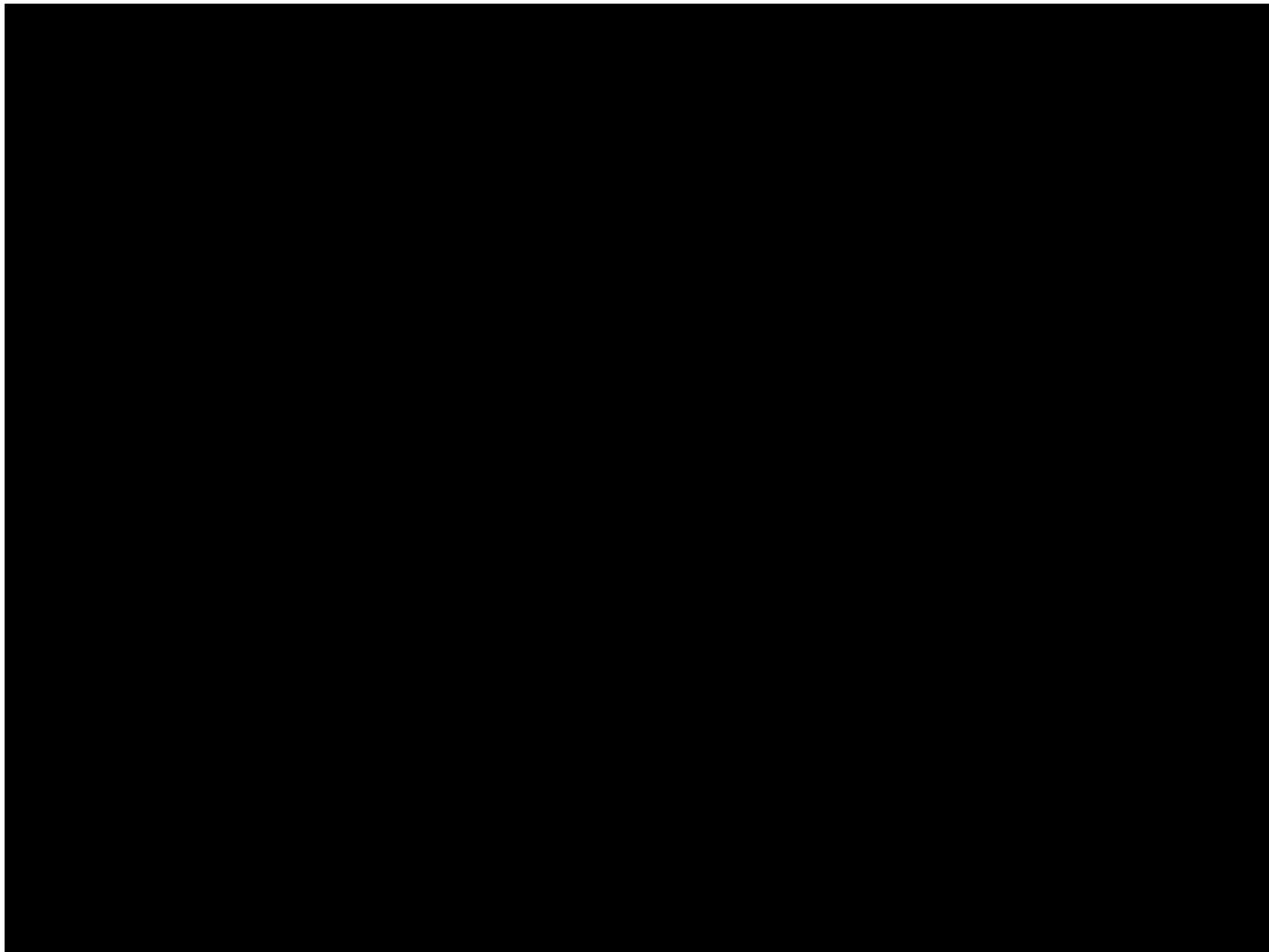
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Next steps

- Use for more industries
- Encourage more customized design of the widget
- Keep attracting more local customers across Sweden
- Experiment with different formats and maybe even moving content



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Questions?

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