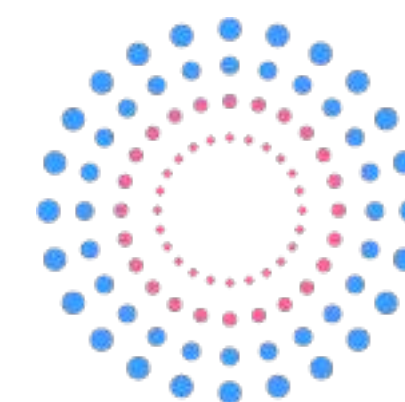


# NATIVE ADVERTISING SUCCESSFUL NATIVE ADS

VICTORINOX CAMPAIGN ANALYSIS 2014



UPFLUENCE  
content marketing powered by technology

Upfluence Inc. Runway, 1355 Market Street, San Francisco, CA 94103  
[upfluence.com](http://upfluence.com) | [reachr.io](http://reachr.io) | [publishr.io](http://publishr.io)



## Campaign Goals

# LAUNCH OF THE NEW VICTORINOX I.N.O.X WATCH



Create a Native Ad campaign to reach the targeted demographic in Blogs & Social media channels it already trusts.



### Target audience:

Men interested in menswear, trendy luxury lifestyle and men's gear



# R.O.I.

RETURN ON INVESTMENTS



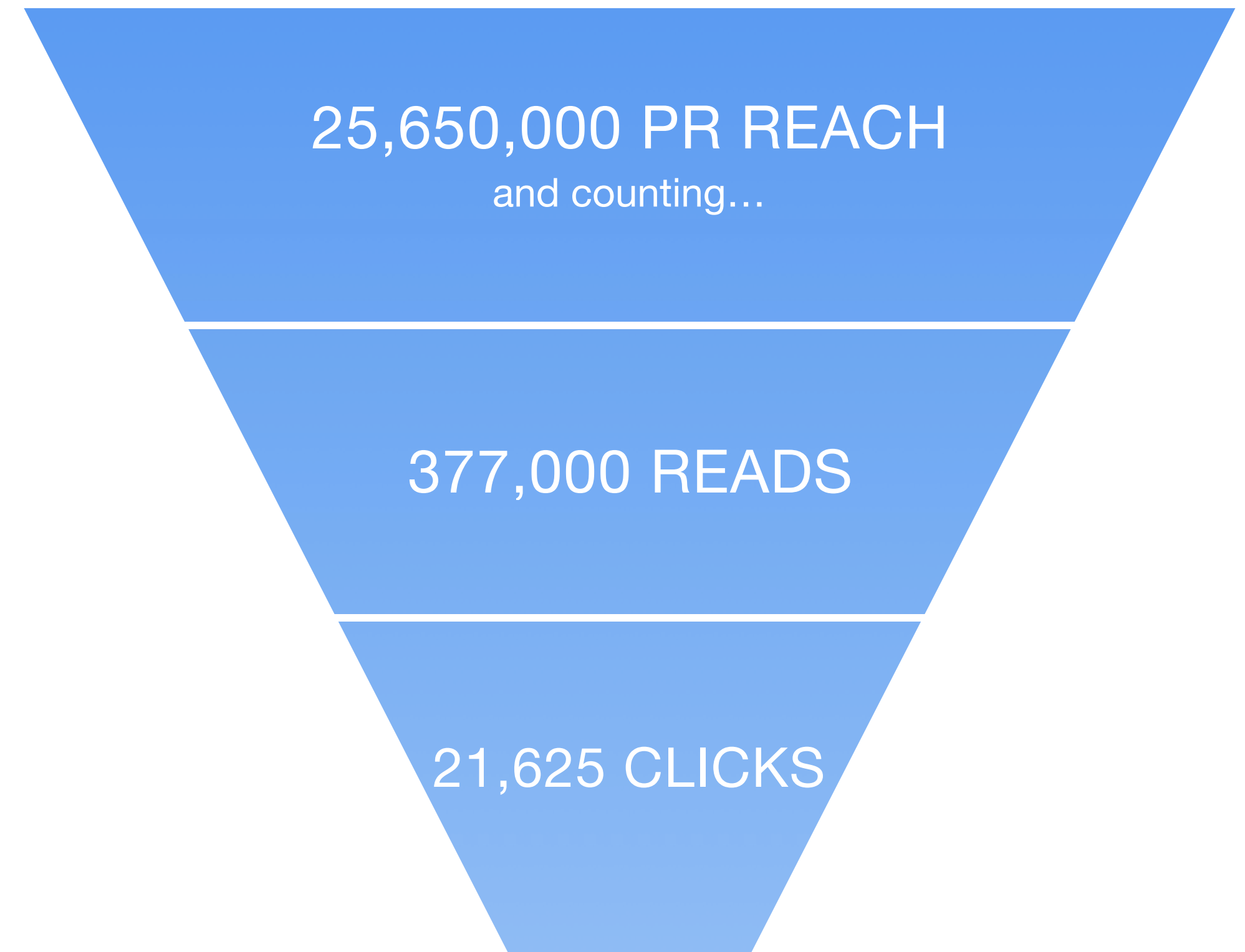
## Influencer Management & Reporting

125 Articles published in 35 days  
5 languages  
3 continents & 22 countries

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**REACH PR:**  
**25,650,600**

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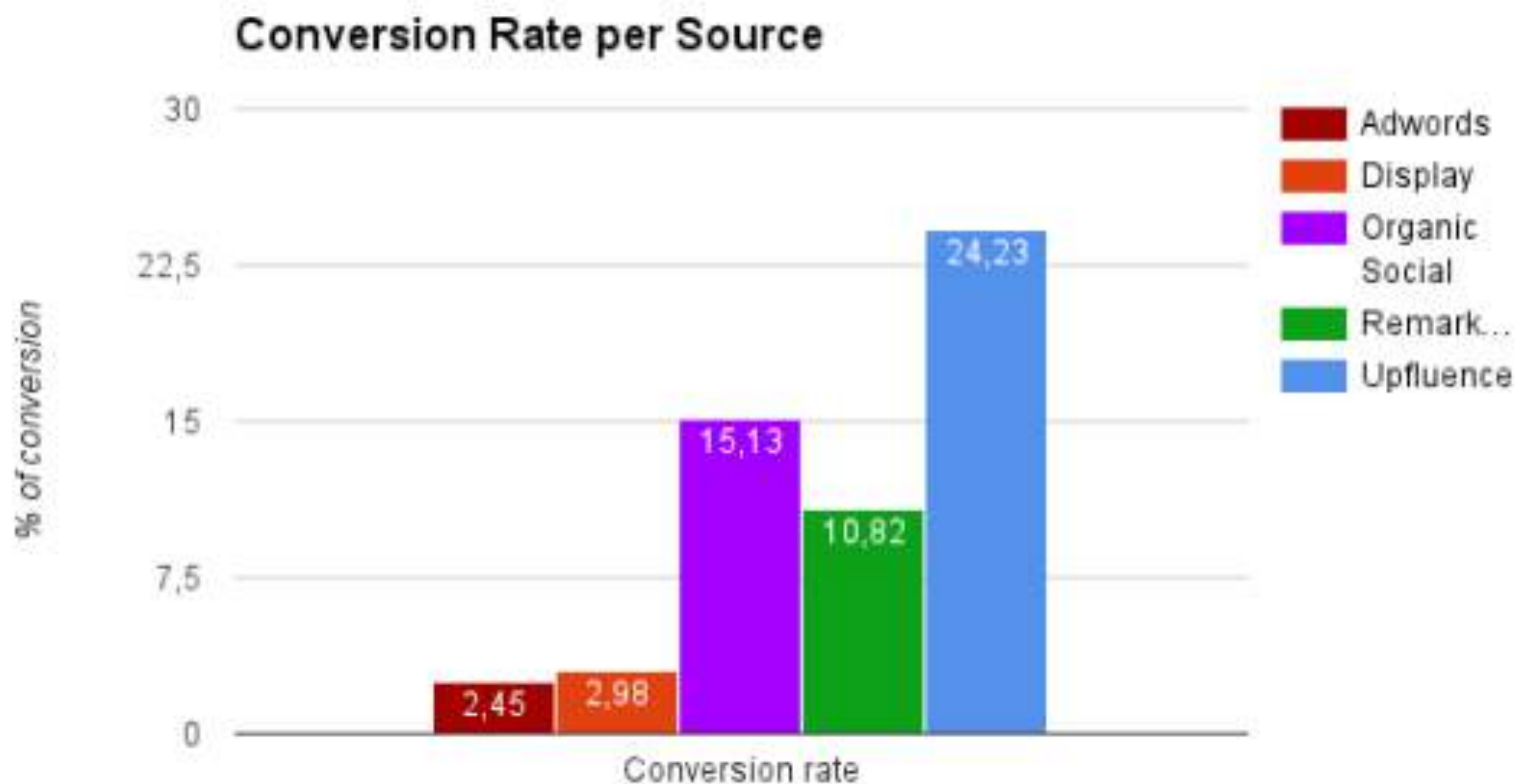
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**6,168 VISITES ON THE**  
**STORE LOCATOR**

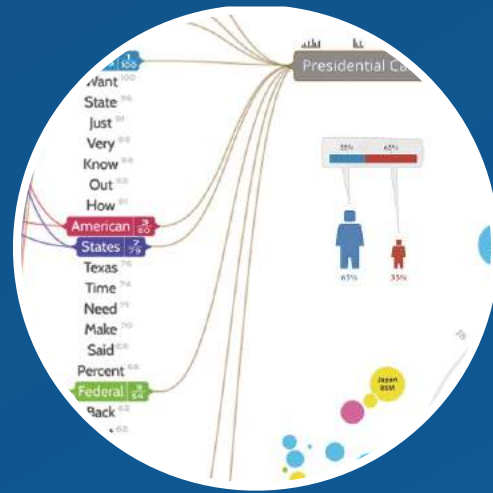
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# NATIVE ADVERTISING - RESULTS



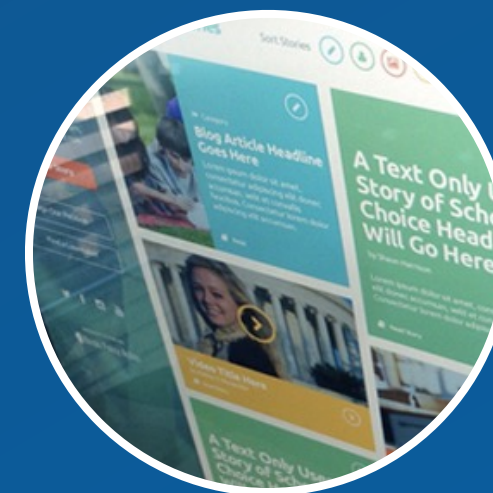
# CUSTOMISED NATIVE ADVERTISING STRATEGY



## CONTENT TECH

Outreach campaign

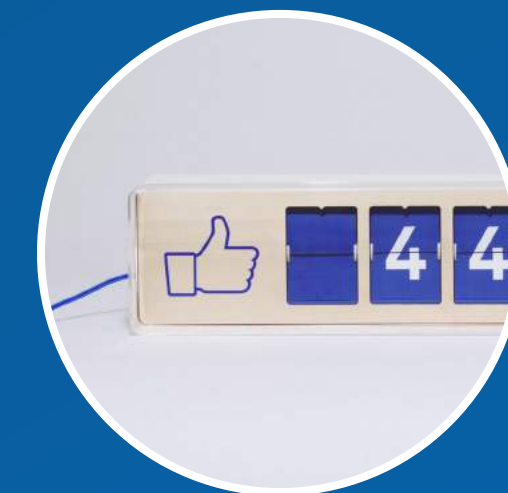
Maintaining hundreds of relationships with bloggers and controlling the content they produce is a daunting task. Upfluence uses Publishr.io, an proprietary software to manage all content production at once.



## ARTICLES

125 articles published

Once the brief has been issued, the brand starts to receive offers from Bloggers. Victorinox then approved 130 influencers to start working on an article about their new watch. In the end, 125 were green-lit.



## SOCIAL MEDIA

2,000 mentions

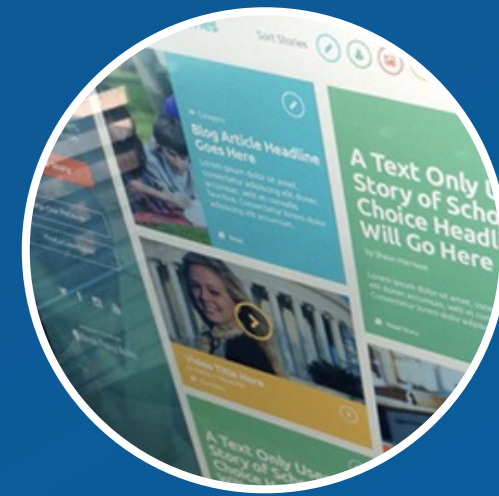
A Native advertising campaign doesn't stop at the published articles. The influencers are required to relay their articles on all existing social media for no additional cost. This results in thousands of mentions.

## LONG TERM IMPACT

Organic results are still strong, months after the articles were first published

320,003 READS... AND COUNTING





## PUBLISHED ARTICLES EXAMPLES



# New Victorinox Swiss Army INOX Watches Tortured To Illustrate Durability

BY SPONSOREDPOST

35 COMMENTS



## A BLOG TO WATCH

the world most trusted source  
for watch review



**18M+** annual visitors



**29K** fans



**34K** followers



**17,320** reads



**1,401** clicks



**\$2,000** per article + social networks





# THE MENSWEAR DOG

Prominent fashion blog in NYC



**6M+** annual visitors



**88K** fans



**146K** followers



**0.5M** followers



**67,473** reads



**1,731** clicks



**\$3,000** per article + social networks



# the REBEL CAVALIER

Monday, September 8, 2014

## THE EDIT: UPGRADED STAPLES



HOME

SHOP

ABOUT

CONTACT

DETAILS NETWORK



The Rebel Cavalier is  
menswear fashion an  
lifestyle blog by Talu  
Zeitoun. Feel free to en  
me at  
[talun@rebelcavalier.com](mailto:talun@rebelcavalier.com)  
follow me below. Enjc

Like 134 people like this.  
friends.

Follow

## REBEL CAVALIER

Multi-niche blog

15K annual visitors

2.5K followers

4,637 reads

357 clicks

\$350 per article + social networks






# SOCIAL MEDIA IMPACT EXAMPLES

(free of charge)







**menswear**  
6 months ago  
Punctual Pooch


Follow


For the... dry, Swiss watchmaker Victorinox invited MWD to review their newest timepiece, the I.N.O.X. and we jumped at the opportunity. Right out of the box, you can tell the boy is no joke; sturdy, hefty but not heavy, I.N.O.X. has been


luana\_smurf, ronnie.rad, \_kwangnam\_ and 4,977 others like this.


**the\_caruso**  
@aileneberry just look at this entire account


**naijaninja**  
@thetokie gimme

**thetokie**  
@naijaninja I got you boo.

**lizziedigs**  
@cari\_nation @chrisspappas007 @lisermac

**nongnuchplikhamin**  
Cool.

**rami.kanafani**  
@ahmed\_abdelrahim @sami\_mukalalati @shehab.yousef



# EXAMPLE

social media engagement



Over  
**5,000**  
people engaged with this post



**NO ADDITIONAL COST**



OTHER EXAMPLES - SOCIAL MEDIA ENGAGEMENT

Twitter Posts



**Andrew Villagomez**  
@VeeTravels



#Victorinox's Superman of #watches, the I.N.O.X. - see how tough this classy bad boy is: [veetravels.com/2014/09/19/vic...](http://veetravels.com/2014/09/19/vic...)

 Répondre  Retweeter  Favori ... Plus

 VictorinoxSwissArmy



Facebook Posts



**Peter Adrian**  
Now on the blog, wearing #victorinox @paladiumboots @pacsun

Like · Comment · Share · September 11

 2,148 people like this.

 3 shares



Like Comment

Album: Timeline Photo  
Shared with: Public

Open Photo Viewer  
Download



# EXAMPLE

social media engagement



Influencers are required by contract to push their article on every **social media** they use.



**hespokestyle**

Follow

3 weeks ago · 📍 Grand Central Terminal

Had a great time last night with @Victorinox. Full round up next week on [www.hespokestyle.com](http://www.hespokestyle.com). #victorinox

♥ littlebrother666, dzborek, hattan90 and 511 others like this.



**flutesar**

That's a beautiful watch



**rbjslimmfotolens**

The Watch, The Focus on the watch, The Bokeh in the background. Everything is perfect. Cheers!



Leave a comment...







« Glad to see Victorinox is stepping up a bit online. It was much needed. »

*Ariel Adams,  
founder at A blog to Watch*



« If only all advertising was this awesome! »

*@yegor.tes  
commenting on  
Mensweardog's article*



« Damn, the I.N.O.X is all over the blogosphere! I like that. A lot. »

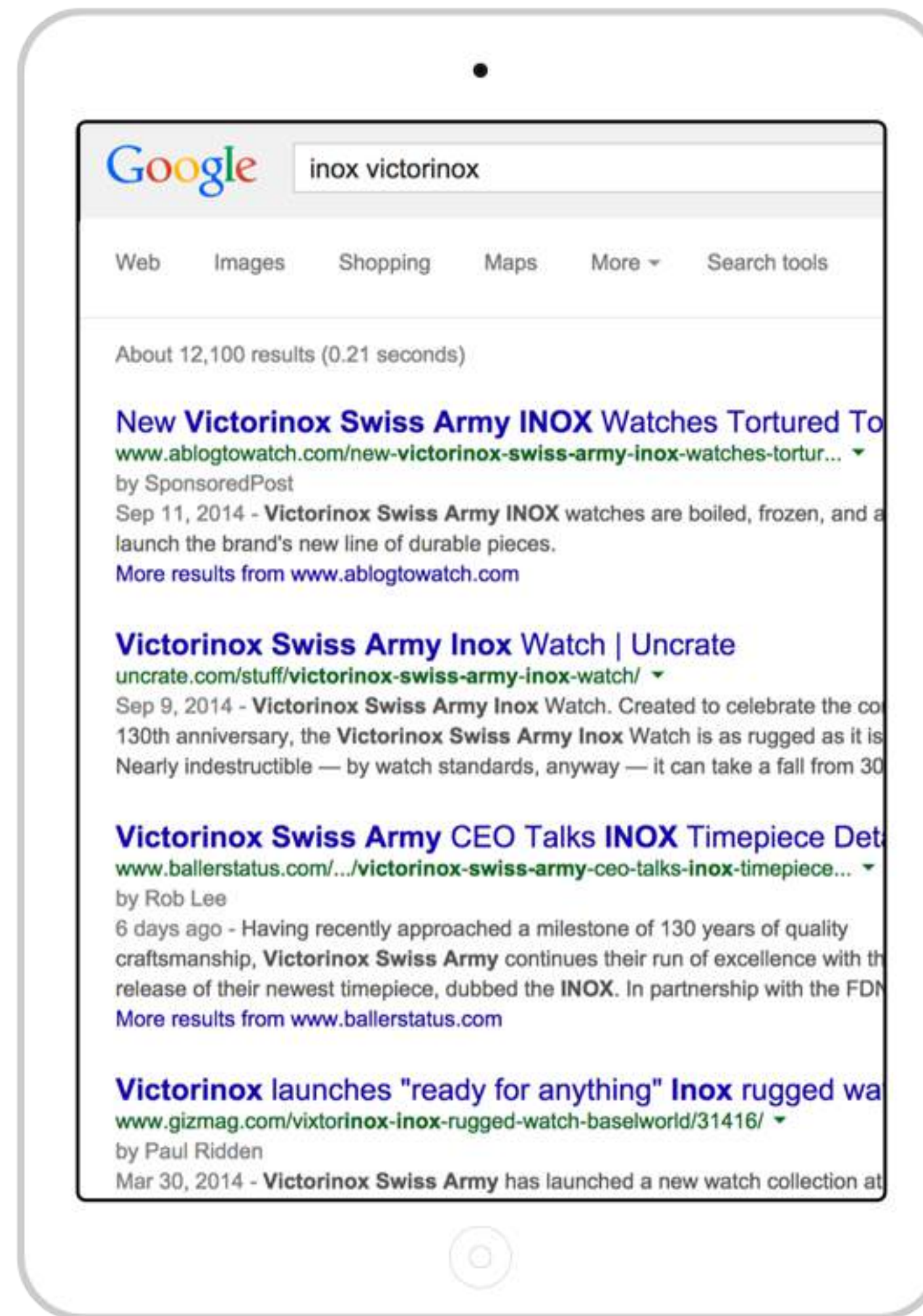
*Mustafa,  
founder at Astute Attire*



< COMMENTS & MENTIONS ON SOCIAL MEDIA />



RESULTS  
11 articles  
in *Top 20* search results  
for Brand keywords







**Kevin Creusy**  
**CEO**

kevin.creusy@upfluence.co  
+41 76 426 34 26



**Daniela Leone**  
**Senior Vice President Switzerland**  
daniela.leone@upfluence.com  
+41 79 7166181

- Upfluence Incorporated -  
Runway, 1355 Market Street, San Francisco, CA 94103