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La Vanguardia

Digital Solutions 2018/2019

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Introduction

01

LA VANGUARDIA

La Vanguardia in numbers

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3rd in Spain, 1st in Catalonia

56%
of users in Spain visit our site *La Vanguardia*

Leaders in growth

17,4M users (+32% vs 2017)
16,6M users mobile (+20% vs. 2017)

Evolution Unique Users

Most time per visit
Social networks with the highest engagement
among general newspapers

Source: comScore Mobile 2015-2018, comScore average 2018, Social Elephants, comScore june 2018

LV.com, across the country

The online edition of La Vanguardia has yielded a completely different user profile

A Spanish medium

#1 Catalonia
#4 North
#3 Center
#3 East

23% Catalonia - **77%** Rest of Spain

Source: EGM, comScore july 2018

Politics, Sport and Life add up to 33% of our pageviews

Our commitment with quality and rigorous information has been rewarded by our audience with maximum fidelity.

Politics

30 million
monthly pageviews

Sports

14 million
monthly pageviews

Life

7 million
monthly pageviews

Source: Analytics: Average last 6 months

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The key of leadership

02

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We know how to fit our readers' demands

Enhanced presence in RRSS:
We offer our clients the possibility to integrate into our networks through videos, stories and lives/streamings

Faster searches:
Leaders in AMP (Accelerated Mobile Pages), which allow faster load time in mobile devices

We adapt our content to user searches:
SEO optimisation of our web

Social networks

4,6 millions
followers in social networks

23% pageviews
coming from social networks in en 2017

Best content

+77% organic traffic
vs. 2017

Better searches and faster pages

Leader in AMP traffic
2017

Source: Social Elephants, Analytics, Google

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Endless possibilities

03

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1. Display: Advertising in quality environment

Our top priority is to create a **quality environment** to deliver ads in a **premium context**:

> Ads are seen for 17% more time than on average sites

> Ads generate 29% more engagement than other sites like YouTube or Facebook

Our content is Brand Safe and we do not have fraudulent traffic

Source: Newsworks and the Association for Online Publishing

Brand Safe

IAB standards

Multiple segmentation possibilities

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2. Innovative Display formats

Rich Media
Multimedia in-page and OOP formats to maximize notoriety

Native
Naturally integrated in our content

Parallax
This format appears when you scroll that's why get more attention from users

Survey
Integrated survey in the display ad that increases engagement and maximises viewability

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3. Video in-stream & out-stream

Our video offer includes:

> Formats integrated within the content or in the reading stream

> Highly visible formats in a Brand Safe environment

> Ability to generate + 210MM monthly views

> Possibility to segment by multiple criterion: interests, context, behavior, sociodemographic ...

In-Stream

Outstream

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4. Branded Content: onsite integrations

Editorial integrations
Journalistic content created by our editorial team for brands

Dedicated spaces
Brand spaces created within La Vanguardia's environment

AMP Stories
Contents similar to Instagram Stories created ad-hoc for brands. High-quality content that will remain in our site.

BRANDSLAB

MODA

Las zapatillas vanguardistas que arrasan en todo el mundo

La comodidad de una zapatilla y la elegancia de un zapato se unen en las Muroexe, un híbrido con sello español

Un híbrido entre zapatilla y zapato "para el humanoide de siglo XXI". Así son las Muroexe (Muroexe)

Más noticias

Mundial 2018 de Rusia: Lopetegui, Hierro y la ceremonia inaugural, en directo

Supervivientes: Así fue el esperado encuentro entre el Maestro Joao y Jorge Javier

De la traición a la

¿Funciona la

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LA ENERGÍA QUE ACTÚA

SURCANDO LOS MARES

Energía limpia hasta los rincones más remotos del planeta

por Elvira Urquart

El proyecto DirectLink LNG de Gas Natural Fenosa ha revolucionado el mercado del Gas Natural Licuado (GNL)

Imagina el desplegar de una plataforma energética de 20 metros de lado en el mar en cuestión de minutos para la realización de una descarga de GNL. No es únicamente una plataforma de acero flotando en la inmensidad del océano. Es una superficie que acerca el combustible fósil más respetuoso con el medio ambiente a los rincones más inhóspitos del planeta. El enlace (link) que viaja por los mares para abastecer de energía limpia al mundo.

Tiene nombre y apellidos: DirectLink LNG. Su denominación puede parecer complicada, pero responde a una realidad mucho más sencilla. La necesidad de una solución sostenible para el suministro energético gestionable que llegue a muchos más países. Sí, también a aquellos más recónditos y minúsculos. Así es como el proyecto a cargo de Gas Natural Fenosa consigue responder la cobertura del Gas Natural Licuado (GNL) y lo hace sin dejar al margen los mercados con necesidades de suministro a pequeña y mediana escala.

En el globo terrestre hay un total de 193 países reconocidos. Diez de ellos cuentan con una superficie inferior a 150 kilómetros cuadrados. Es decir, más pequeños que la ciudad de Las Vegas. De todos ellos, seis

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5. Branded Content: social integrations

Instagram Stories
Possibility to create and distribute content through Instagram Stories

Facebook Videos
Videos specially created for the brand and published in Facebook

Facebook Live
Live broadcast through our corporate channel

Twitter Moments
Sponsorship through Twitter Moments

Twitter Video
Video capsules consensuated with brands and with the La Vanguardia's quality seal.

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6. Programmatic & Data

> All available formats

> 17,4MM potential audience

> GDPR compliant

> Qualitative environment

> Rich user profiles
(1st party & 3rd party data)

Source: comScore 2018

Programmatic purchase

More transparent | More targeting | Best results

Open Exchange

Price: variable
Buyers: open
Volume: variable

Private Exchange

Private Auction

Price: variable
Buyers: selected
Volume: variable

Preferred Deal

Price: fixed
Buyers: single
Volume: variable

Guaranteed Deal

Price: fixed
Buyers: single
Volume: fixed

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8. Programmatic & Data

We use DATA with a single purpose: to offer our clients better results

Data policy

- **GDPR** compliant
- We know the **origin** of the data
- We work with **partners specialized** in the treatment of DATA
- We are flexible: we use **1st, 2nd y 3rd party DATA**

Type of segmentation

Basic:
Site, section, hour, device, IP, maximum frequency, ATF/BTF...

Contextual:
Based on keywords or topics

Sociodemographic or intention:
Through partners that allow us to meet our audience

Data to enhance campaign performance and obtain better results

Data policy

- **GDPR** compliant
- We prioritise **deterministic DATA**
- We know our **data sources**
- We work with **partners that are specialised** in data treatment
- We are flexible: we use **1st, 2nd and 3rd party DATA**

Segmentation types

Basic:
Site, section, hour, device, IP, maximum frequency, ATF/BTF...

Contextual:
Based on keywords or topics

Socio-demographic or Intent:
Through partners that help us to know our audience

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We are the best complement to your planning

In combination with El País we offer the largest national coverage

LA VANGUARDIA + EL PAÍS

25'6 millions users

Wider coverage in combination with other generalists

EL PAÍS + EL MUNDO

24,9 millions users

Less coverage than the other two great generalists at the national level

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Best Cases

04

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Seagram's

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Seagram's stays at The Corner Hotel in Barcelona

Goal:
To make known The Corner Hotel, where Seagrams has organised a Takeover

Strategy:
Combining display to generate awareness and content integration to explain the experience first-handed

Results:
- Branded Content: 54,000 page views
- Facebook Video: 502,000 views
- Instagram Story: 25,000 impressions
- Brand Day: CTR 5x above average

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movistar

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Descubrimos nuevos segmentos de audiencia con Movistar

Objective:
Increase registrations to Movistar during the month of July 2017

Strategy:
ROS campaign with three different segmentations: **exclusion** of a segment, **retargetting** and **prospecting** with own data based on interests

Results:
- 5,4 MM impressions served
- CTR global: 2x vs. average

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MAPFRE

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The most effective communication for Mapfre's pension plans

Objective:
Make pension plans understandable to the general public

Strategy:
Publication of 8 pieces of branded content with different approaches

Results:
-Average of 21,800 unique users and 26,600 pageviews per article.
- Average page time. 7.02 minutes

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Get in touch!

We can surely help you.

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