

# INC. BRANDVIEW

- Content distribution platform
- Enables marketers to amplify their brand's content in the contextually relevant and targeted environment of Inc.com
- Showcases brand's content using the same promotional levers as Inc.com editorial
- Highly measured program allowing for optimization of content and amplification every step of the way.



\*Channels of distribution vary based on investment levels.

# Inc. BrandView: Promotion

- Headlines and a native tile unit will be created to push user to an article page
- Advertiser message will be built into a 500-word story on a separate html page
- Campaign will run over a determined period.

## Disney Institute:

<http://www.inc.com/disneyinstitute/be-your-employees-number-one-fan.html>

Impressions will be delivered as both headlines (example to the left) and as native tiles created by Inc. Both can run on the homepage and various Inc. channels. The impressions will be applied to the headline and tile.

### Highlights



**WIRE**  
**Zenefits Just Laid Off Nearly Half Its Staff. Here's the Email That Broke the News**

BY JILLIE BORT  
 IBM's Marissa Mayer Moment? Staff Told to Work in 1 of 6 Main Offices (or Else)

BY SUZANNE LUCAS  
**CARBONTEVIEW**  
 Small Business Storytellers: Liddabit Sweets

Women's Progress in the Boardroom Took a Hit in 2016  
 BY HANNEKE WIGDAL



**LEAD**  
**Read 200 Books This Year by Making This 1 Tiny Change to Your Routine**

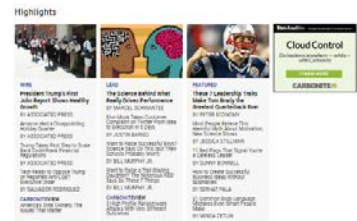
BY JESSICA STELLMAN  
 8 Things Exceptional Bosses Constantly Tell Their Employees  
 BY ELLE KAPLAN

The Science Behind What Really Drives Performance  
 BY MARCOLO SCHWARTZ

The Morning Rituals of Elon Musk, Richard Branson, and Jeff Bezos  
 BY ZOE HENRY

1 Useful Way to Instill a Strong Work Ethic in Millennials

1



1

2



2



# Inc. BrandView: Promotion

## Content Amplification

Inc. will promote, socialize, and optimize the content through various channels including Facebook, Outbrain, and Taboola.

Inc. @Inc · Nov 4  
New Study Finds Surprising Benefits in Pet-Friendly Workplaces  
on.inc.com/2fiiLlv (Sponsored by @Banfield)

**Pet-Friendly Workplaces Have Surprising Benefits for Employees**  
Banfield Pet Hospital's PAWrometer™ reveals the advantages of bringing pets to work  
inc.com

Inc. BrandView  
@inc.brandview

Home  
About  
Photos  
Likes  
Videos  
Posts  
Manage Tabs

Promote

1,452 people reached  
116 Views

Like Comment

Barry Abdul and 3.1K others  
185 Comments 1.9K Shares

Inc. @Inc · Nov 4

How can @HyattRegency make business trips better? Tweet #HyattRegencyContest for a chance to win. Rules: on.inc.com/2bKmhid (Sponsored)

**It's good not to be home.**  
Have you ever had an idea come to you while on a business trip that would make your hotel stay even better? If so, now's your chance to be rewarded...  
fastcompany.com

RETWEETS 29 LIKES 139

4:32 PM · 26 Aug 2016

# Inc. BrandView: Lander & Article Pages

- 728x90 ad unit and 300x250 ad unit will be included on article landing page

**Disney Institute:** <http://www.inc.com/disneyinstitute/be-your-employees-number-one-fan.html>

When headline or native tile are clicked, they will lead user to a landing page where the article will live. On that landing page we can accommodate a 728x90 ad unit (top of page) along with a 300x250 ad unit (right hand side of page).



The ad unit features the Disney Institute logo on the left. The main text reads "Disney's Approach to Employee Engagement" in a serif font. Below this is a red button with the text "Explore the Course". On the right side, there is a graphic of Mickey Mouse ears with the text "Earn your Ears." and another red button labeled "Explore the Course". At the bottom of the ad, there is a navigation bar for Inc. with links for "GROWCO REGISTER TODAY!", "Q SEARCH", "NEWSLETTERS", "FOLLOW", and "SUBSCRIBE".

## Be Your Employees Number-One Fan

Boosting employee engagement may lie in what you say--and how you say it.

Disney InstituteView Disney Institute

By Bruce Jones Senior Programming Director, Disney Institute



WRITE A COMMENT



Back in 2015, Inc. shared "10 Ways to Let Your Team Know You Love Them," highlighting actions any leader can implement in order to create a positive team environment. The author lists a number of practical tips that, when applied deliberately and consistently, demonstrate genuine care for individuals and for the team as a whole. Taking responsibility and holding ourselves accountable as leaders, being transparent, and empowering people can create a feeling that we are all in this together. Providing regular positive feedback and letting individuals express their feelings helps people feel special in ways that are important to them as individuals.

At Disney Institute, we believe that demonstration genuine care is a key component of



The ad unit features the text "The Disney Approach to Customer Experience" in a serif font. Below this is a red button with the text "Explore Courses". At the bottom, there is a graphic of Mickey Mouse ears with the text "Earn your Ears." and another red button labeled "Explore Courses". The Disney Institute logo is at the bottom.

Disney InstituteView

Be Your Employees Number-One Fan

What's the Secret to Successful Teamwork? Be Nice

Turbulent Times: A Leadership Playbook

Forget Free Vacations. This is What Employees Really Want

7 Questions to Help Set More Effective Team Goals

# Inc. BrandView

- We'd be able to accomplish this in about a 5-6 weeks' time. It all depends on the launch date.
- We'd have our editor/or writer speak to you on the topic you'd like to promote/ or be a leading expert in.
- After the interview our writer will craft the piece (roughly about 500 words with an image and headlines, as that's what the layout will hold). We'd send it to you for approval.
- After a round of approvals and everything is factually accurate, we will move to the layout portion.
- We always ask if you'd like submit any images for consideration (images have to be high res and meet approval), but we'd build the layout and send for your second approval.
- Once we have that, it will be ready for publishing.
- Native executions are created straight from the headlines and images on article pages.