

Biokraft: How to make circular economy and sustainability relevant and valuable for local readers and business owners

(... and gain brand awareness for local bank)



Adresseavisen Brand Studio – Content marketing and native advertising division of Adresseavisen.

INMA Digital Awards 2021 – Best use of Native Advertising

The mission:

Visual storytelling to show SpareBank 1 SMNs existing and potential customers in our region why circular economy and sustainability is important

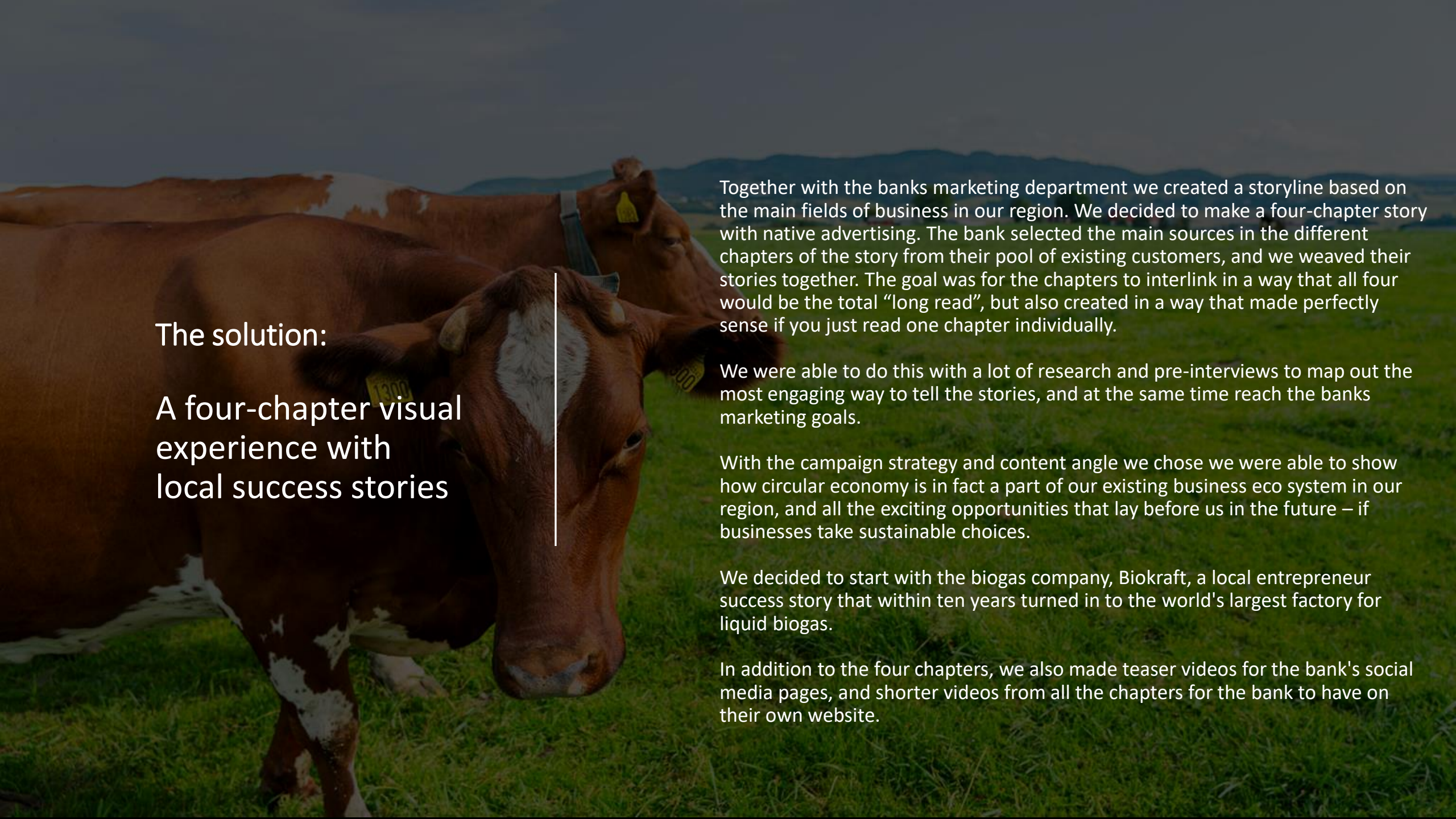
..and why it should be top of mind for all local businesses in all fields.

SpareBank 1 SMN is the biggest and most known local bank in the Norwegian region of Trøndelag. Their marketing division wanted a collaboration with us on a challenge, where their goal was to increase brand awareness and show that our region could play a big part for sustainable development and be one of Norway's main centers of innovation, technology and green growth.

They also wanted to show all consumers, both in the B2C and B2B market, how Sparebank 1 SMN value and works for the importance of a sustainable local society and growth.

SpareBank 1 SMNs experience was that thematic like sustainability was hard to show visually, and often also hard to break down for their target groups. How could we help make big words like sustainability and circular economy relevant?

We helped the bank with an effective and visual strategy within native advertising with instead of telling, rather showing, the importance of sustainability in all parts of the regional main business fields, such as industry, aquaculture, and agriculture.



The solution:

A four-chapter visual
experience with
local success stories

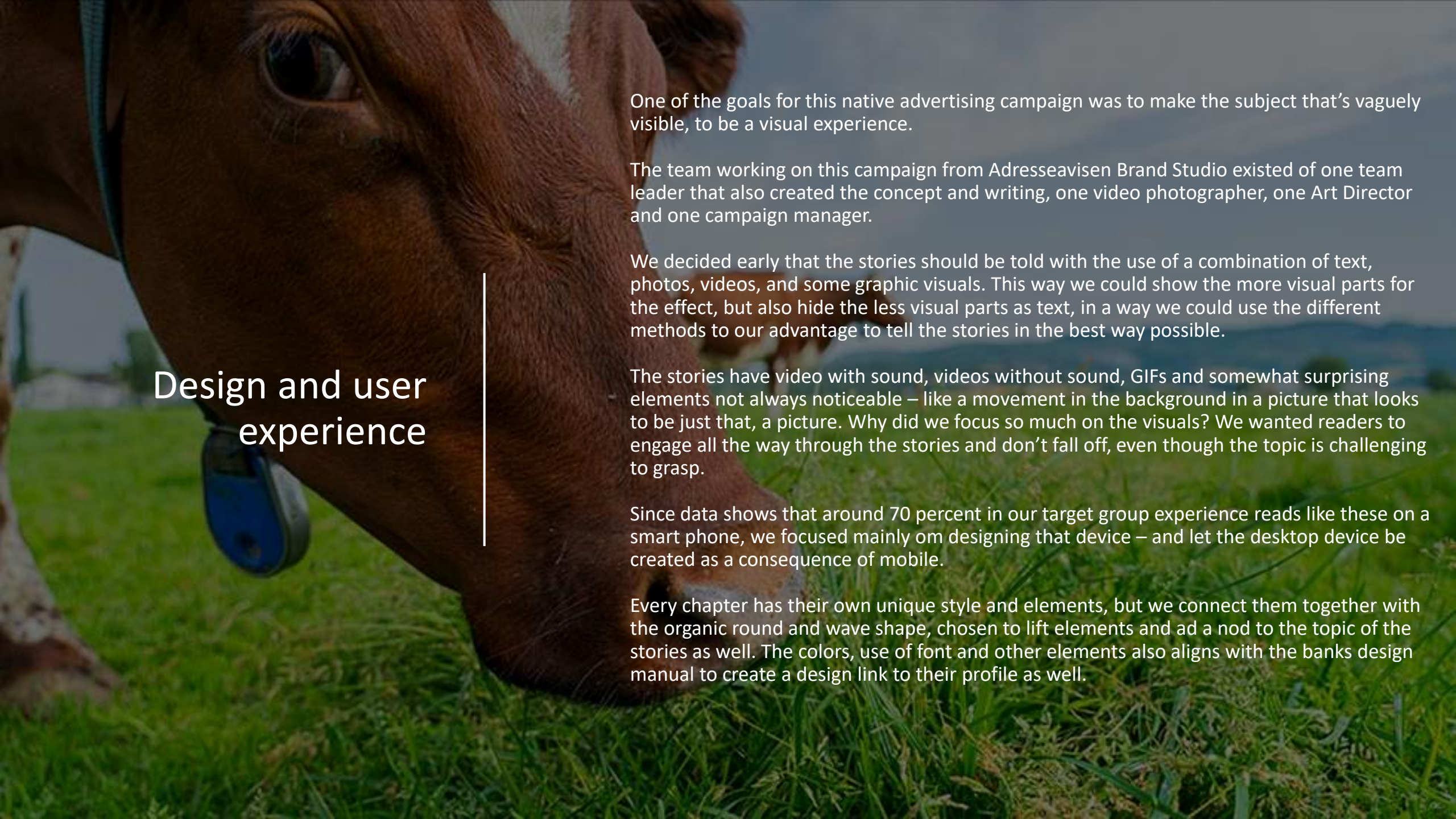
Together with the bank's marketing department we created a storyline based on the main fields of business in our region. We decided to make a four-chapter story with native advertising. The bank selected the main sources in the different chapters of the story from their pool of existing customers, and we weaved their stories together. The goal was for the chapters to interlink in a way that all four would be the total "long read", but also created in a way that made perfectly sense if you just read one chapter individually.

We were able to do this with a lot of research and pre-interviews to map out the most engaging way to tell the stories, and at the same time reach the bank's marketing goals.

With the campaign strategy and content angle we chose we were able to show how circular economy is in fact a part of our existing business eco system in our region, and all the exciting opportunities that lay before us in the future – if businesses take sustainable choices.

We decided to start with the biogas company, Biokraft, a local entrepreneur success story that within ten years turned in to the world's largest factory for liquid biogas.

In addition to the four chapters, we also made teaser videos for the bank's social media pages, and shorter videos from all the chapters for the bank to have on their own website.



Design and user experience

One of the goals for this native advertising campaign was to make the subject that's vaguely visible, to be a visual experience.

The team working on this campaign from Adresseavisen Brand Studio existed of one team leader that also created the concept and writing, one video photographer, one Art Director and one campaign manager.

We decided early that the stories should be told with the use of a combination of text, photos, videos, and some graphic visuals. This way we could show the more visual parts for the effect, but also hide the less visual parts as text, in a way we could use the different methods to our advantage to tell the stories in the best way possible.

The stories have video with sound, videos without sound, GIFs and somewhat surprising elements not always noticeable – like a movement in the background in a picture that looks to be just that, a picture. Why did we focus so much on the visuals? We wanted readers to engage all the way through the stories and don't fall off, even though the topic is challenging to grasp.

Since data shows that around 70 percent in our target group experience reads like these on a smart phone, we focused mainly on designing that device – and let the desktop device be created as a consequence of mobile.

Every chapter has their own unique style and elements, but we connect them together with the organic round and wave shape, chosen to lift elements and add a nod to the topic of the stories as well. The colors, use of font and other elements also aligns with the bank's design manual to create a design link to their profile as well.



Chapter #1:

“This local factory may have Norway's answer to the climate crisis”

The first story starts with an overall question that describes the intricate challenges we are facing with the climate crisis and sets the tone for what the reader will now get to learn and read.

After that we quickly go to the local angle where the two entrepreneurs of Biokraft get to tell why they started the company and what their goals are. The readers also learn why this gas can save us from enormous amount of CO2 emissions in the future.

In all the chapters the bank is represented by the same person, Erling, an executive bank manager, who goes along with the sources to explore their stories at the same time as the readers. That way he is a part of the experience without interfering the readers away from the main topic and theme.

In this chapter we let the sources tell the story on how Biokraft found out they could create climate friendly biogas from resources we already have swimming in our fjords – the Norwegian farmed salmon.

Read chapter one here:

<https://www.adressa.no/brandStudio/feature/v/sparebank1smn/i-trondelag-lages-gassen-som-kan-bli-norges-svar-pa-klimakrisen/>

Chapter #2:

“Fueled with sustainability from our fjords”

In the second chapter we dig deeper to understand how, and from what resources, biogas in the region of Trøndelag is made.

We visit another industry that is important to our region, the fish farms. In this chapter we learn how valuable the biogas industry is for them because they reuse what they earlier considered waste. Because of the biogas possibilities in our region, also this industry is more sustainable.

Read chapter two here:

<https://www.adressa.no/brandStudio/feature/v/sparebank1smn/med-havets-baerekraftige-gull-pa-tanken/>





Chapter #3:

“Collaboration is making our green industry even greener”

The third chapter focus on the agriculture in Trøndelag, a big part of our economic growth as we are one of the regions in Norway with the most cultivated land.

The main source in this chapter is actually the executive bank manager Erling, since he also is a local farmer. This chapter focuses on the other end of biogas, what happens after it is produced from fish waste.

Erling, and other local farmers, use some of the extract from the production of biogas as an extra fertilizer on their fields. That means less use of artificial fertilizer and a local and organic option.

Read chapter three here:

<https://www.adressa.no/brandStudio/feature/v/sparebank1smn/slik-samarbeider-tronderske-naringer-om-gronnere-landbruk/>

Chapter #4:

“Can our region hold the key to the climate crisis?”

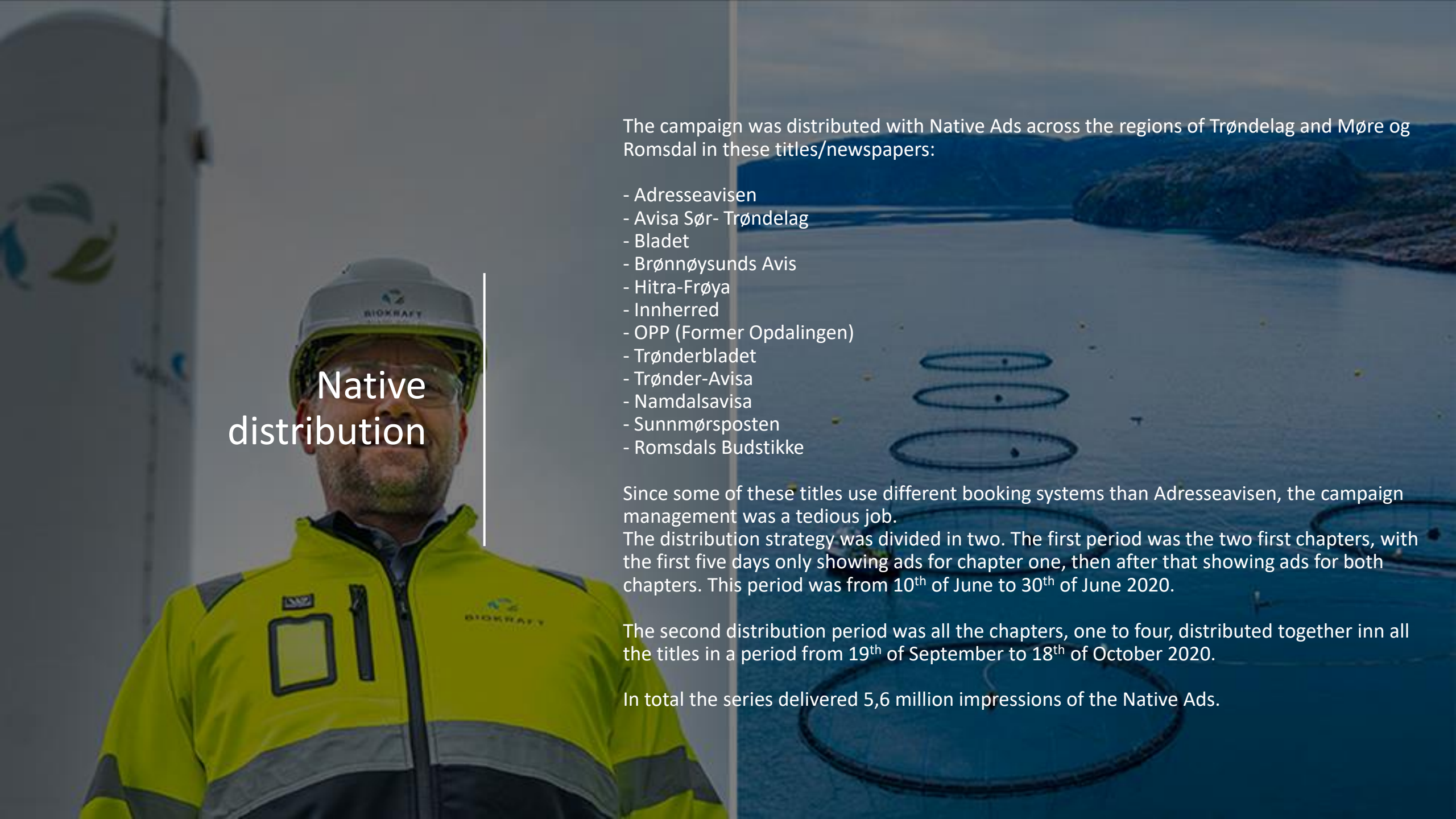
This fourth and final chapter sums up the previous three stories and adds an important question: is biogas production and the circular economy in our important industries the way of the future?

To answer these questions we asked regional politicians, the CEO of SpareBank1 SMN and the head of NHO (The Confederation of Norwegian Enterprise) and the founders of Biokraft. What is the future for our sustainable growth and are we going in the right direction?

Read chapter four here:

<https://www.adressa.no/brandStudio/feature/v/sparebank1smn/kan-midt-norge-bli-ledende-pa-baerekraftige-losninger/>





Native distribution

The campaign was distributed with Native Ads across the regions of Trøndelag and Møre og Romsdal in these titles/newspapers:

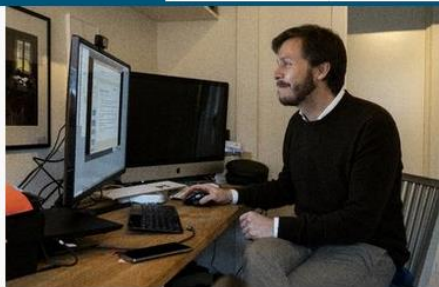
- Adresseavisen
- Avisa Sør- Trøndelag
- Bladet
- Brønnøysunds Avis
- Hitra-Frøya
- Innherred
- OPP (Former Opdalingen)
- Trønderbladet
- Trønder-Avisa
- Namdalsavisa
- Sunnmørsposten
- Romsdals Budstikke

Since some of these titles use different booking systems than Adresseavisen, the campaign management was a tedious job.

The distribution strategy was divided in two. The first period was the two first chapters, with the first five days only showing ads for chapter one, then after that showing ads for both chapters. This period was from 10th of June to 30th of June 2020.

The second distribution period was all the chapters, one to four, distributed together in all the titles in a period from 19th of September to 18th of October 2020.

In total the series delivered 5,6 million impressions of the Native Ads.



- Nå vet vi at sjefen ikke trenger å vite om du sitter på stolen +



69 naboer protesterte - nå kan de juble +



- Her var huseier borte i noen dager, og det er ikke mer som skal til +

ANNONSØRINNHold



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Denne midtnorske gründerbedriften kan hjelpe oss å bli klimanøytrale



The native Ads was displayed on premium placement, as well as smaller brand placements, within all the previously mentioned newspapers in the region the bank has domain. The title in the ads was also adjusted to the site it was displayed on, so that we could use local association as an advantage to get readers engaged.



Kommunen åpner trappene igjen+



Sterke reaksjoner mot forbud: - Meningsløst+

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Trøndersk samarbeid gir grønnere landbruk

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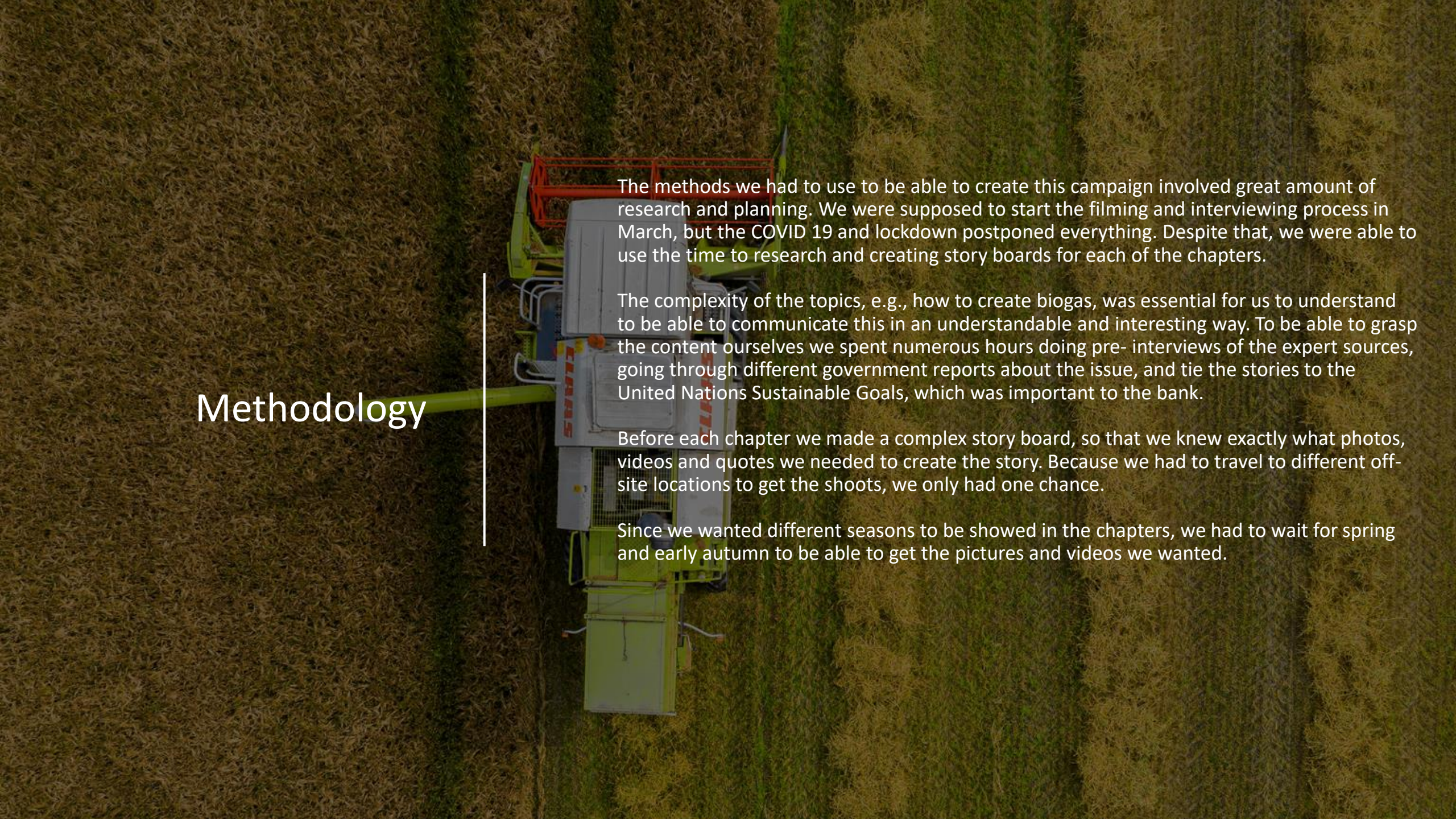


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Det midtnorske selskapet Biokraft gjør verden grønnere



Methodology

An aerial photograph of a combine harvester working in a field of tall, golden-brown grain. The harvester is white with green accents and is moving from left to right, leaving a trail of harvested grain behind it. The field is divided into rows by the harvester's path.

The methods we had to use to be able to create this campaign involved great amount of research and planning. We were supposed to start the filming and interviewing process in March, but the COVID 19 and lockdown postponed everything. Despite that, we were able to use the time to research and creating story boards for each of the chapters.

The complexity of the topics, e.g., how to create biogas, was essential for us to understand to be able to communicate this in an understandable and interesting way. To be able to grasp the content ourselves we spent numerous hours doing pre- interviews of the expert sources, going through different government reports about the issue, and tie the stories to the United Nations Sustainable Goals, which was important to the bank.

Before each chapter we made a complex story board, so that we knew exactly what photos, videos and quotes we needed to create the story. Because we had to travel to different off-site locations to get the shoots, we only had one chance.

Since we wanted different seasons to be showed in the chapters, we had to wait for spring and early autumn to be able to get the pictures and videos we wanted.

The results

Chapter one:

14 296 page views

9241 unique users

Reading time: 1 minute and 24 seconds

Chapter two:

11 116 page views

7768 unique users

Reading time: 1 minute 2 seconds

Chapter three:

10 591 page views

7494 unique users

Reading time: 48 seconds

Chapter four:

7294 page views

5637 unique readers

Reading time: 46 seconds

Key numbers for all chapters combined:

43 270 page views

30 139 unique users

Average reading time all articles: 1 minute

Numbers of total conversions/link clicks including clicks to other chapters: 322

Number of total conversions/link clicks to the bank's website: 56

The customers review

“As a big regional financial institution, we acknowledge that we are in a position that makes us able to make an impact on how our region is perceived. And how we, indirectly through this, is perceived. We can show, through the businesses and projects that we finance, that our region in Norway is both one of the most groundbreaking places for innovation and technology, and also a natural center for green a sustainable development in multiple areas. The story of Biokraft entails all these possibilities, if told detailed and correctly.

Wanting to make the most of such an enticing story, and to make sure it would be profiled in the best possible way, we turned to our long-term partner; Adresseavisen Brand Studio. Our past experiences working with a team lead by Michelle Bjellmo, had at this point felt flawless to us. And we did see that using their competence and ability to take a deep dive into the matter of a case, and thereafter deliver something that we could be proud of, and that got the results we needed, was excellent. However, working with them on the Biokraft-case took our cooperation to a new level, and the end-result was magic to us.

The end-result also made a definite strong nudge in people’s perception of our region as one that may take lead as the Norwegian capitol of sustainable development. And both in our own ranks with 1600 employees, and in our region, we have lifted SpareBank 1 SMN as a financial institution that pushes for green solutions, and that works with businesses that wants to advocate for the green change.”

Åse Marie Straume, content marketer and project lead from SpareBank 1 SMN

