

FEATURED CONTENT GUIDELINES

Featured Content is SmartBrief’s most “native” campaign option. The format and appearance of Featured Content is specifically designed to mirror that of a SmartBrief news summary and to provide advertisers with the ideal vehicle to share valuable news and information with their target audience.

To guarantee a positive reader experience to SmartBrief’s subscriber base, content that is syndicated via Featured Content should adhere to the below guidelines.

At SmartBrief, Featured Content is...



Clearly Labeled

Easy for a reader to distinguish from editorial content



Valuable to the Reader Experience

Seeks to inform, educate and address reader needs, not purely to promote a product



Consistently Matches the User Experience

Follows SmartBrief editorial standards, brand values and design



Open Access

Does not require an exchange of information to view (ungated – no form page)

Featured Content – Headline Format


- Sponsored section may include up to 5 headlines each time it is served
- Sponsor may supply more than 5 headlines to be used in rotation
- **NOTE:** SmartBrief can connect to an active RSS feed to pull in new headlines as they are published

A-s SmartBrief

News for the advertising, media, and marcom industries SIGN UP - SHARE

TOP STORY

Martin Agency, Buffalo Wild Wings tap rappers for parody




Buffalo Wild Wings, with The Martin Agency, released a behind-the-scenes parody video starring rap group Bone Thugs-N-Harmony that tells the story of an argument between its members over whether they should change their name to Boneless Thugs-N-Harmony because some of them love boneless wings so much. Layzle Bone refuses to be won over, despite sampling the boneless wings and declaring them to be "actually pretty good" but adding, "they ain't change-your-name good." **Full Story:** [Ad Age](#) (tiered subscription model) (2/19)

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CREATIVE


OKRP, Chili's want America to "Go out to 'ITA'"



O'Keefe Reinhard & Paul's campaign for Chili's includes a 30-second spot that urges people to have more fun when they dine out, as a waitress says, "Hey America, don't go out to eat. Go out to 'ITA,'" — which is pronounced "EAT-ah!" — and the push is running across TV, paid social and search, and radio with ads that feature sounds of the brand's restaurants. "[W]e wanted to create a campaign that captures the sensory and emotional experience of dining out at Chili's ... a celebration of food, fun and togetherness," says O'Keefe Reinhard & Paul's Amy Rogers. **Full Story:** [MediaPost Communications](#) (2/18)

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BETC, Sephora explore beauty across a lifetime



BETC Paris' short film for Sephora tells the story of a woman's complicated relationship with her looks, from a little girl in 2001 to a mature woman in 2053, and is set to Kelsey Lu's version of "I'm Not In Love." BETC's Remi Babinet says the campaign relays "a real message about self-identity and self-building, all without imposing standards to adhere to." **Full Story:** [Muse by Clio](#) (2/18), [Ad Age](#) (tiered subscription model) (2/18), [The Drum](#) (free registration) (2/18), [Campaign US](#) (tiered subscription model) (2/18)

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AGENCY INSIDER

Creatives share their favorite inspirational places

Creatives talk about the places and things that most inspire their work. R/GA London's Dayoung Yun describes how being at the beach clears her mind of the world's distractions, and Vine Creatives' Nene Parsotam explains how comic book stores prompt her "to focus on how I come up with new concepts for a brief, which is to blend unrelated things together, subvert them or take a different perspective to create something new." **Full Story:** [Campaign US](#) (tiered subscription model) (2/18)

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MILLENNIAL & GEN Z MARKETING

Sponsored content from Snapchat

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Featured Content – Summary Format


- Sponsored section may include up to 2 summaries each time it is served
- Sponsor may supply more than two content summaries to be used in rotation

LEADING EDGE SmartBrief
NATIONAL ASSOCIATION OF MANUFACTURERS
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News that powers innovation in manufacturing
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TRENDS & TECHNOLOGY

NASCAR driver's factory runs on technology



NASCAR driver Brad Keselowski owns Keselowski Advanced Manufacturing, which provides hybrid additive and subtractive services. The company's factory relies heavily on engineering simulation technology and software.
Full Story: [The Fabricator online](#) (2/18)
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N.C. manufacturer has businesses serve each other

North Carolina businessman Steve McDaniel owns a manufacturer, a staffing company and one of its former vendors, all in the name of expansion. On-time delivery drives the combined companies' operations rather than price, he says.
Full Story: [The Business Journals](#) (tiered subscription model) (2/18)
in t f

Laser demand boosted by semiconductor manufacturing

Semiconductor manufacturing continues to support the demand for lasers. Industry observers say. Shipments of mask aligners used in manufacturing will buoy demand, although the use of lasers in optical communications and 3D printing is likely to be limited due to the coronavirus outbreak. **Full Story:** [DigiTimes](#) (2/18)
in t f

CYBERSECURITY

GM promotes cybersecurity throughout manufacturing

"Cyber is everywhere" at General Motors, says Kevin Tierney vice president of global cybersecurity, including requirements for the parts provided by suppliers and how autonomous manufacturing processes are protected. "As the original equipment manufacturer (OEM), we need to make sure consumers feel safe and secure," he says.
Full Story: [Deloitte Insights](#) (2/17)
in t f

SUPPLY CHAIN


5 ways to prepare for coronavirus' supply chain impact

The coronavirus outbreak could have longer-lasting effects on global supply chains than earlier crises, so manufacturers need to be prepared, writes Yossi Shefi, director of MIT's Center for Transportation and Logistics. He recommends five steps, including reviewing suppliers and focusing on cash flow rather than profit.
Full Story: [The Wall Street Journal](#) (tiered subscription model) (2/18)
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FEATURED CONTENT


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Staying one step ahead of consumer expectations



To remain ahead, many retailers must make a difficult choice on what to offer and how to make sense of it, profitability-wise. This means there's a necessary conversation around tough tradeoffs—what really matters to the consumers, and what must companies have internally before going after the shiny new object? [Find out in Deloitte's new report.](#)
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Deloitte's 2020 Retail Industry Outlook



Convenience matters—now more than ever. And forward-thinking retailers are setting high expectations for rest of the industry. In the 2020 retail trends outlook, Deloitte explores convenience, what it means today, and how retailers can position themselves to become part of consumers' everyday lives. [Read the industry outlook.](#)
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HEALTH ADVANTAGES OF OTC BENEFITS
Sponsored content from Convey Health Solutions

OTC products benefit chronically ill enrollees



Not only do poorly managed diseases mean significantly worse health outcomes for patients, they also bring financial consequences for health plans in the form of higher care costs. Plans can now help stem those costs and improve member health and self-management by offering an OTC benefit personalized to specific conditions. [Read more in this blog.](#)
in t f

Making the most of the OTC benefit to hit strategic goals




Many Medicare Advantage plans have an OTC benefit simply to check a box, but they are missing an opportunity to use this benefit to achieve strategic business goals. OTC benefits can help increase ratings and member satisfaction, grow the plan, lower care costs, optimize processes and address social determinants of health. [Learn more.](#)
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Featured Content – Big Image Format

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Consumer Brands Association **SmartBrief**





CONSUMER BRANDS ASSOCIATION


News from the industry whose products power every day SIGN UP - SHARE


COMPANY WATCH

P&G brands take home 7 Product of the Year awards
 Procter & Gamble brands were named Product of the Year in seven categories by an annual survey of 40,000 consumers conducted by Kantar. The P&G products include Mr. Clean Magic Eraser Sheets in the surface wipes category, Tide Pods 2.0 for laundry pacs and Crest Gum and Sensitivity for toothpaste.
Full Story: The Business Journals (tiered subscription model)/Cincinnati (2/11)



Tom's of Maine grows brand with prebiotics

(Joshua Blanchard/Getty Images)
 Colgate-Palmolive hopes to boost North American sales by debuting 16 products with prebiotics for the Tom's of Maine brand, writes Emma Sandler. The company's shift to premium, functional natural brands reflects changes in consumer preferences, said Nathan Richter, Wakefield Research senior partner.
Full Story: Glossy (tiered subscription model) (2/12)


TRENDS


C-store candy sales increased in 2019
 All candy categories saw increased sales at convenience stores last year, according to the National Confectioners Association, with large-format Reese's and Snickers and peg candies such as Haribo performing well, according to chain managers. While Nielsen reports chocolate sales increased 2.4%, millennials are opting for chewy, non-chocolate items featuring extreme flavors, says Carly Schillohaus, NCA public affairs manager.
Full Story: Convenience Store Decisions (2/10)


CPG companies' accelerator programs ignite innovation
 Legacy food and beverage companies are innovating by investing in business incubators or creating their own, such as General Mills' 301 INC and SnackFutures from Mondelez, writes Karlee Renkoski. Kraft Heinz's Springboard program has scaled startups such as Origin Almond cold-press juice and dairy-free yogurt brand Tiny Giants Food.
Full Story: Baking Business (free registration) (2/10)


SMART BRIEF ORIGINALS


The diverse definitions of plant-based dining
 Demand for plant-based foods is surging as consumers look beyond meat and dairy for new ways of eating and, as with other eating styles, the term "plant-based" means different things to different people. Hartman Group CEO Laurie Demeritt writes, "It can mean highly processed foods or something straight out of the ground. It can mean fields of GMO corn or an organic backyard tomato," she writes. **Full Story:** SmartBrief/Food & Travel (2/12)


FEATURED CONTENT
 Sponsored content from the Almond Board of California



Almond Forms for Every Function
 Did you know that almonds are available in the form of more than 15 ingredient variations? Roasted or unroasted, natural or blanched, learn the various applications for everything from almond butter to almond flour and almond milk in this [almond forms infographic](#).

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When is It Time to Upgrade?
 Your old commercial dishwasher could be wasting a lot of time, money, and resources. Read more on the Hobart Blog about the signals for when it's time to upgrade to a new dish machine and the advances in technology that can better serve the needs of your K-12 dishroom operation. [Read more.](#)