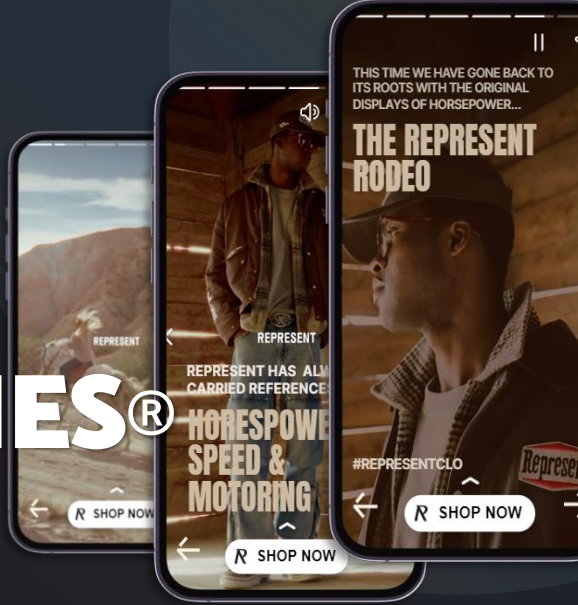NARITIVE
boldly different

INTRODUCING

AD STORIES®
Captivate
Connect
Convert

Social display redefined.
Like Instagram stories,
but...designed as an ad unit
for the open web.

PLAY
SHOWREEL ▶

THIS TIME WE HAVE GONE BACK TO
ITS ROOTS WITH THE ORIGINAL
DISPLAYS OF HORSEPOWER...

**THE REPRESENT
RODEO**

#REPRESENTCLO

R SHOP NOW

REPRESENT HAS ALL
CARRIED REFERENCE
**HORESPOWE
SPEED &
MOTORING**

R SHOP NOW

REPRESENT

R SHOP NOW

THE FUTURE OF PROGRAMATIC DISPLAY ADS.
Purpose driven ad experiences designed to tell your story and elevate results.

FEATURES

**TAP-TO-ACTION /
HOT SPOTS**

R SHOP NOW

POLL / QUIZ

Why choose Neat
Burger?

A BETTER FOR ANIMALS

B BETTER FOR EARTH

C BETTER FOR HEALTH

D ALL THE ABOVE

Order Now

SWIPE-TO-REVEAL

SWIPE AND LOOK
LEFT & RIGHT
TO REVEAL

◀ Lear

SLIDE-TO-REVEAL

Use the logo to
SCRATCH & REVEAL

CLICK A PHONE TO VIEW FEATURE

PERFORMANCE

CAPTURING ATTENTION ONLY MATTERS IF IT
TRANSLATES INTO INTERACTIVITY. PROMOTE ADS
THAT YOUR TARGET AUDIENCE SEE AS CONTENT.

Our performance benchmarks are measured against multiple media
objectives. Speak to your Naritive representative about how to design
your ad story to best serve your media optimisation.

0:50	6-10%	1-4%
AVG. STORY TIME	**ENGAGEMENT RATE**	**LINK CLICK RATE**

CONTENT NOT ADVERTS

OUR AD FORMAT TAKES THE SUCCESS
AND STICKINESS YOU GET WITH
SOCIAL MEDIA (INSTAGRAM STORIES AND
TIKTOK) AND TRANSFORMS THESE INTO
DISPLAY ADVERTS.

Unlike social media, we have built an
interactive ad unit, that is served on the
open web and, you can measure the
engagement.

CONTACT

www.naritive.co.uk 🔍