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**Branded
Content
Guidelines**





COURAGEOUS

WINGS POINT, NY

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Brand Positioning.

Demarcation of ‘Church and State’

Courageous is a Branded Content Studio housed within the CNN/ Turner Ad Sales division of Turner Broadcasting.

Courageous is not connected to the News Divisions of CNN. Courageous was founded to collaborate with CNN advertisers so that Editorial can continue to preserve their independence at a time when the lines are being blurred at other news outlets.

The establishment of Courageous allows CNN to remain competitive, without compromising the company’s journalistic integrity and commitment to unbiased breaking news.

Newsworthy Work

Courageous is inspired by, and respectful of, CNN’s storied pedigree. We have a responsibility to produce high-quality work that will sit well alongside CNN content.

At Courageous we believe that branded content can also be great content. Our stories should hold relevance for the CNN audience while also meeting our advertisers’ marketing objectives.

Robust Oversight

The CNN Legal Department and/or the Standards and Practices Department will review Courageous Branded Content at key junctures such as the concept phase, script development, and final cut.

Both departments have the power to request changes to be made on work that denigrates the good name of CNN or could put the Networks in legal jeopardy.

Brand Values.

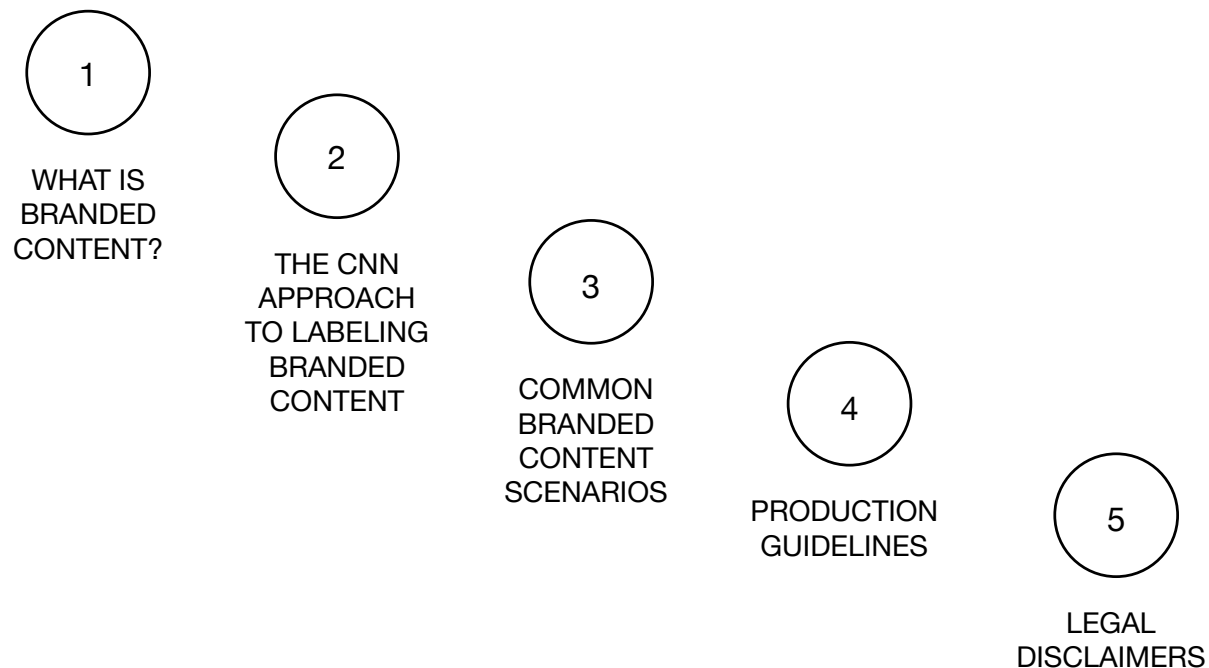
Artistry – Courageous equals creativity. Our work and our people must exhibit best-in-class originality, skill, and finish.

Bravery – Courageous work is bold work. We reject the commonplace and strive to educate our clients on the merits of telling audacious stories in daring ways.

Clarity - Courageous work is always clearly labeled to avoid any confusion by any constituency. It also characterized by a clearness of thought; a truth well told.

Branded Content Guidelines.

The following “rules of the road” for Courageous Branded Content detail our definitions and labeling rationale while also answering frequently asked questions about ownership and usage.



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What is Branded Content?

- “Branded Content” is defined as work produced in collaboration with an Advertiser. It should not be confused or used interchangeably with “Native Advertising” which is just one delivery mechanism for Branded Content.
- Courageous Branded Content can be influenced by the Advertiser, it can feature their products and people, and the Advertiser can be afforded certain Approval Rights.
- Importantly, Courageous is not an Advertising Agency in the traditional sense. Our goal is always to produce newsworthy content, as opposed to straight commercials.
- Turner retains ownership of Courageous Branded Content. Content can be licensed back to the Advertiser for use on their owned and earned platforms and channels (see Licensing Agreement separately).
- Branded Content is always clearly labeled so a visitor to CNN can quickly differentiate it from Editorial Content.

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The CNN Approach To Labeling: “CONTENT BY”

We propose CNN takes a leadership stance in the labeling of Branded Content. While many publishers choose to use the nondescript moniker “Sponsor Content” we would like to surpass this by openly naming the advertiser involved in the creation of the content.

Example:

CONTENT BY BMW.

In a few short words our proposed label clearly states that this content was not produced by the CNN Newsroom.

“CONTENT BY” also works well because Courageous is not a consumer-facing entity. Whether we produced it or an advertiser supplied the content is not an important distinction to the public. What is important is that our audience knows it was commissioned at some stage by a specific advertiser.

In keeping with our commitment to clarity and legibility the “CONTENT BY” label will typically appear in all caps.

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Three Other Common Branded Content Scenarios

1) Advertiser Supplied Content.

Advertisers are investing heavily in creating their own high-quality Branded Content, but many lack meaningful distribution.

On a case-by-case basis advertisers may bring their own Branded Content to us for review. If we feel this Branded Content is well produced and of value to the CNN audience we will distribute it through established advertising inventory and native channels.

2) Editorial Sponsorships.

To aid in the separation of “Church and State” Courageous can take on the responsibility of delivering advertiser-specific assets that are part of a larger sponsorship of an Editorial initiative.

For example we can produce a CEO message that runs before a feature presentation of a CNN documentary film.

In such instances Turner will retain ownership of this content and Courageous will make best efforts to ensure the Branded Content is in keeping with the spirit of the sponsored Editorial program.

3) CNN Archives.

Editorial content cannot be created explicitly for use by an advertiser. However, there are instances where we can dip into the CNN archives and carefully curate past stories or library footage.

To avoid any bias, this usage will be subject to S&P and/or Legal approval.

Any use of archival CNN stories must be clearly distinguished from Branded Content to ensure there is no confusion as to who authored the content.

Production Guidelines

Courageous producers and representatives must never represent themselves as a “CNN Employee” either verbally or in writing during the production process.

- Instead, they can refer to themselves as “A writer [or producer, or a filmmaker] working for Courageous” or as “A writer working for the Ad Sales Department of CNN.”
- When fact-gathering or conducting interviews writers and producers should clearly state their purpose: “we are creating sponsor content (sponsor videos) that will run in ad space across the CNN network properties.” The Writer/Producer should never communicate or misrepresent the content as “an article (video) being produced for CNN or CNN.com.”
- Also when fact gathering or conducting interviews, the writer / producer must clearly state who the advertiser upfront. Suggested language: “this piece will live in a sponsor content section” or “this will be distributed via native ad placements or in commercial time.”

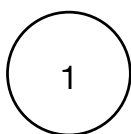
- **Legal Disclaimers**

- Courageous employees must make sure to receive the proper clearances from interviewee, people and places prior to publishing or airing content. (See talent, location & property releases)
- Journalist fair use of imagery is NOT transferable to commercial space so each piece of content needs to be evaluated against this measure. The proper indemnity agreements must be in place before any content is published.

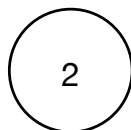
Branded Content Design System.

In the main each piece of Courageous Branded Content will be customized to reflect the look and feel of the advertiser and/or the tone of the specific creative concept.

However, there will be a consistent system of unchanging design cues that clearly label the work as Branded Content.



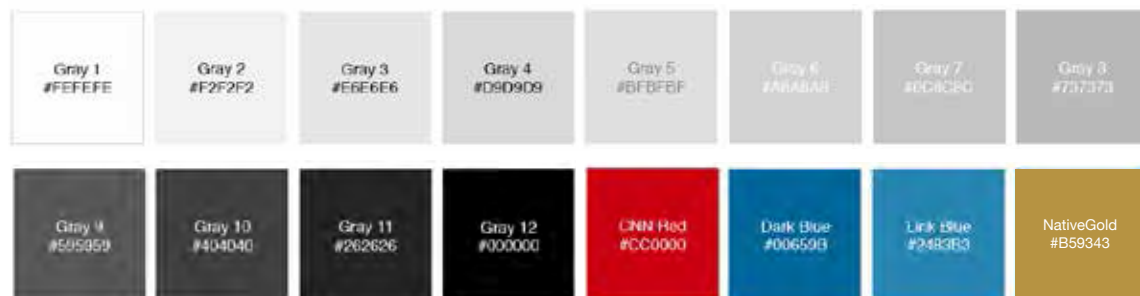
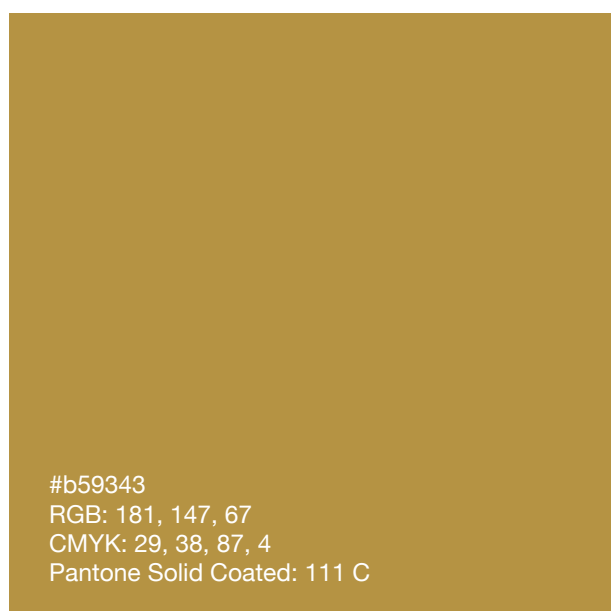
COLOR
PALETTE



APPROVED
FONT

Color Palette

To help differentiate Branded Content from Editorial, CNN's Design Department first conducted an audit and then created our signature "Native Gold" that deliberately contrasts with more widely used colors found in the CNN universe.



Exceptions are made on CNNmoney.com and CNNpolitics.com

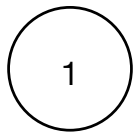
- Approved Font

The primary typeface for Branded Content is HELVETICA NEUE. This no-frills font is universally available and characterized by simplicity and legibility. It should be used in all native ads and custom webpages for labeling “CONTENT BY” an advertiser.

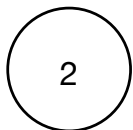
HELVETICA
NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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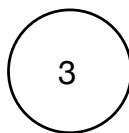
Branded Content Labeling By Channel.



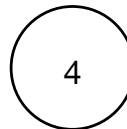
LINEAR TV
EXAMPLES



DIGITAL
EXAMPLES



SOCIAL MEDIA
EXAMPLES



TEXT ARTICLE
EXAMPLES

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Linear TV Branded Content Examples.

Courageous may produce video-led executions that can run on CNN linear television networks.

Unless special dispensation is made, Branded Content must live in commercial inventory or paid space.

It will always be clearly labeled as “CONTENT BY” to maintain audience trust and to differentiate it from Editorial output.

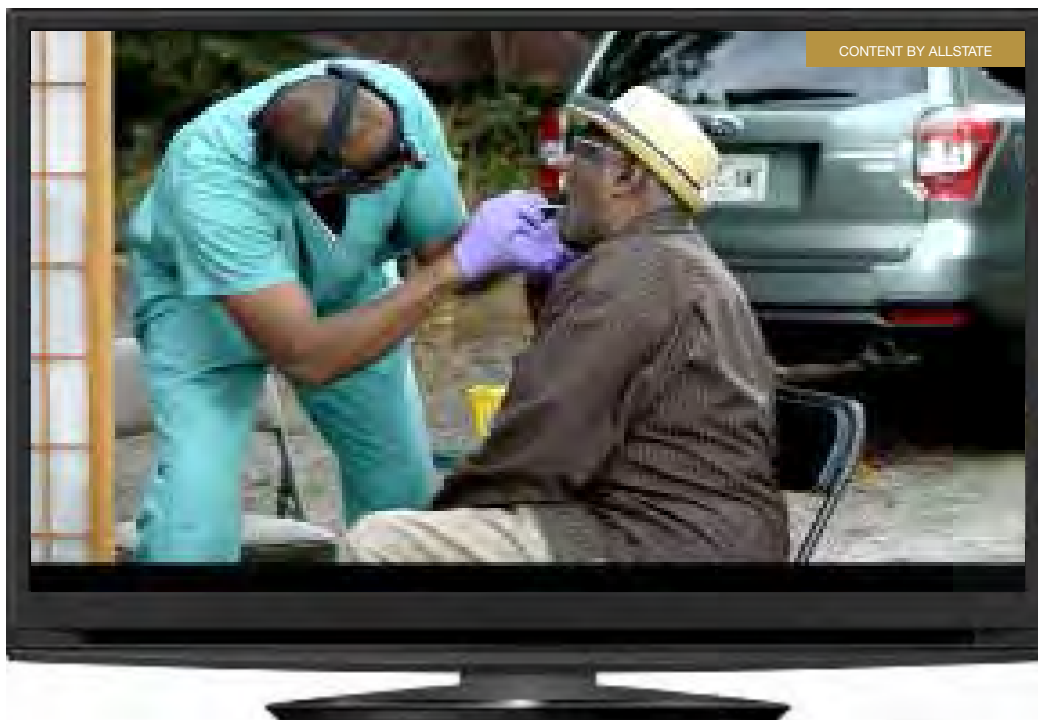
CNN Standards and Practices and Legal will vet Branded Content specifically intended for distribution on CNN’s linear television channels.

Courageous has also worked with CNN Standards and Practices and the Legal Department to build on existing labeling best practices. Chief amongst these is “the five second rule” which dictates that a “CONTENT BY” disclaimer must appear in the top right of picture for five seconds at the start of every minute of Branded Content.

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Branded Content in Advertising Inventory on Linear TV.

Gold label appears for five seconds at the beginning of every minute.



- **Editorial Sponsorship**
Gold Label appears
for five seconds at
the beginning of every
minute.



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Digital Examples.

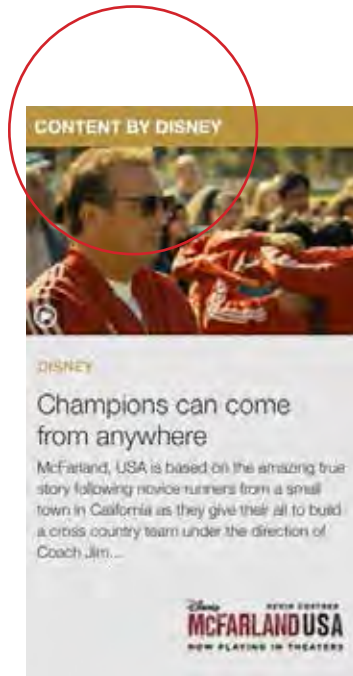
Courageous will develop video-led executions that may include other elements – for example text articles and infographics. These executions may run across all CNN Digital properties in commercial inventory, native ad space and on stand-alone webpages.

More elaborate, multimedia executions may live in custom designed “hubs” that be linked to from standard, high impact, and native advertising inventory on CNN.com and HLNtv.com as well as through social handles where applicable.

- Content By

Is the approved language for native ad placements as well as all other digital branded content executions. This label must be present at all times and stay within the gold bar.

Native Card

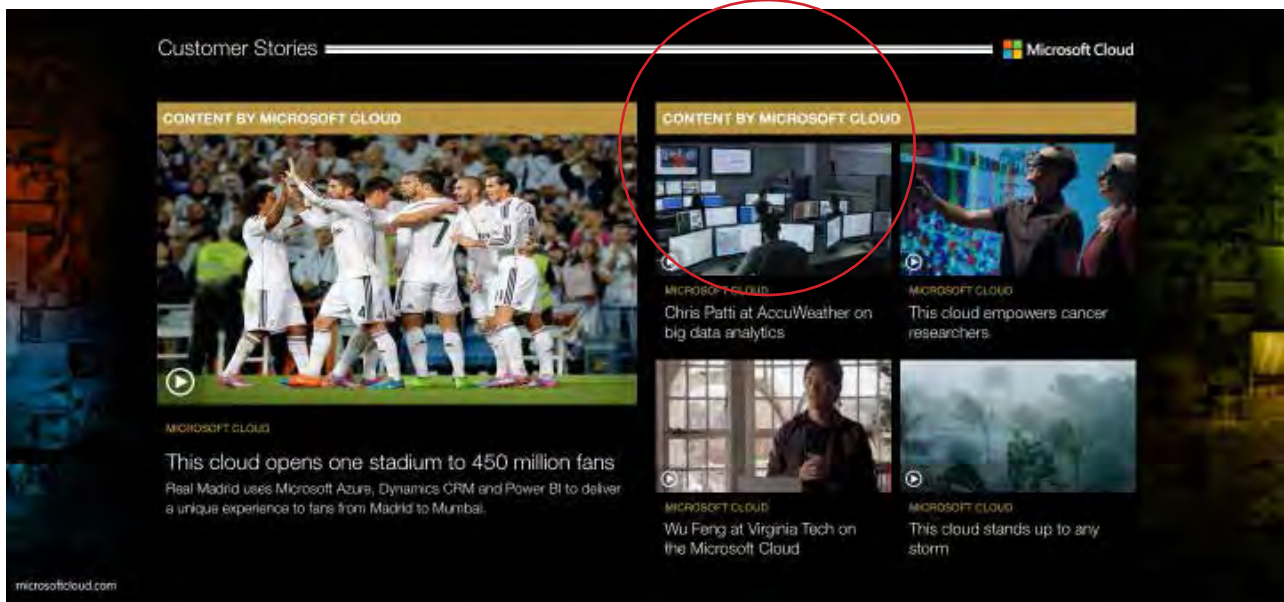
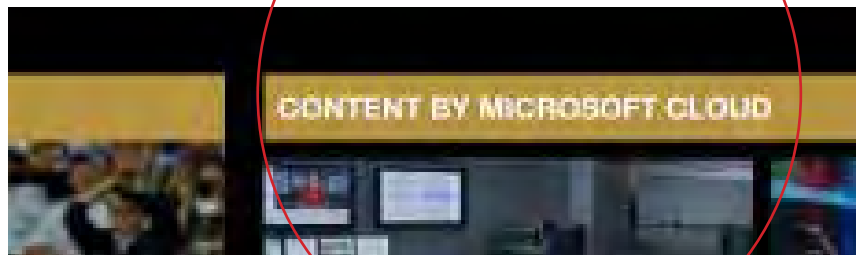


Branded Content Interactive Header

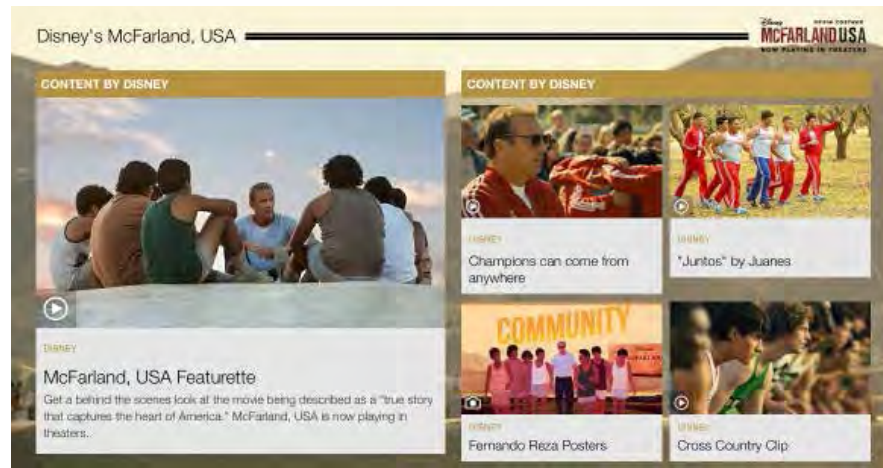


- Content By Continued

Super
Ad Zone



The Zone 100% Branded Content



The Zone 50% Branded Content



The Card



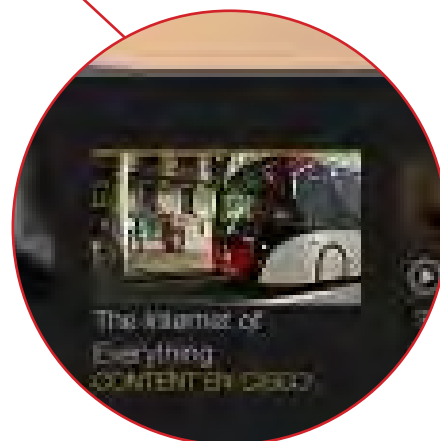
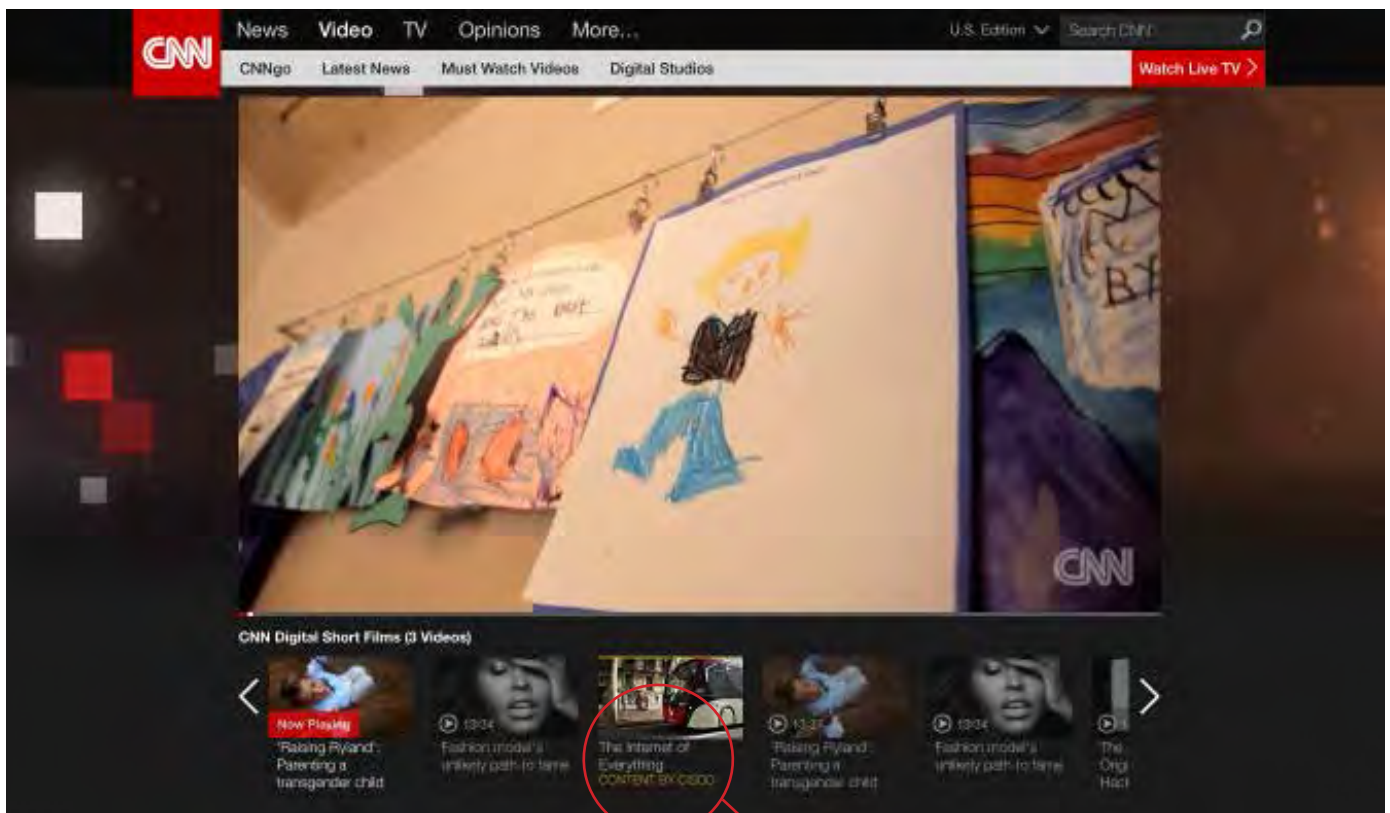
Disclaimer

No employees from the CNN Newsroom contributed to the production of this content.

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Branded Content in Video Carousel

The other videos are produced by CNN Editorial, so the Branded Content piece must be clearly label with a gold “CONTENT BY”.



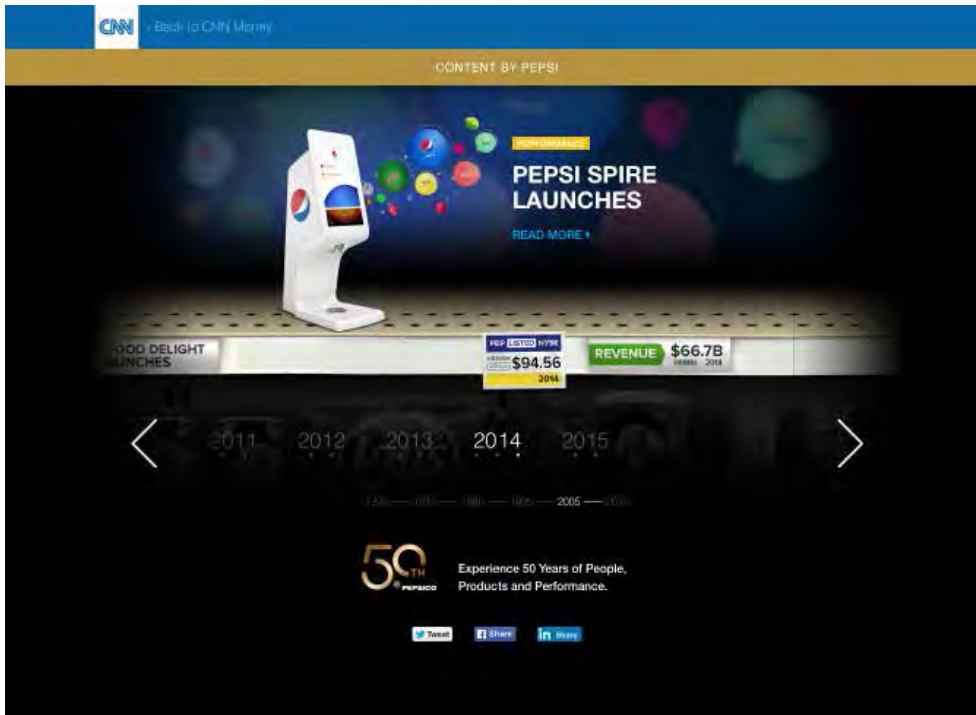
When Branded Content Plays within the Video Carousel.

Gold Label is on the screen for the first five seconds of every minute of the video.



Branded Content for Mobile

All webpages will be designed with a responsive design so that they will automatically format for mobile devices.



Desktop



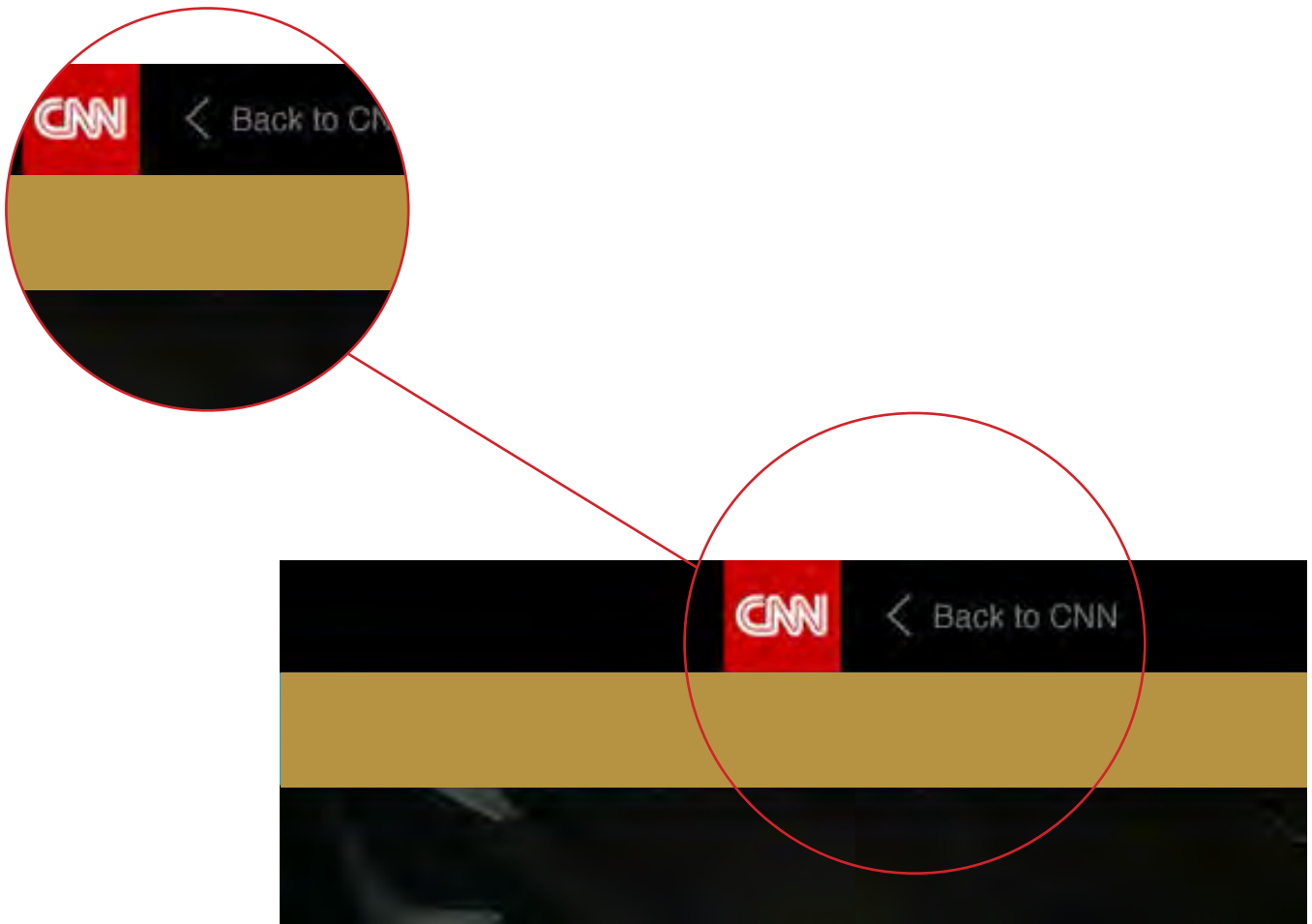
Phone

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Navigation

There will always be a global navigation bar at the top of every Branded Content webpage or hub. This nav bar will remain static and consistent as content scrolls. The back to CNN button will allow users to navigate back to the CNN homepage at any time during their experience and also serves to further differentiate the Branded Content from Editorial.



- **Social Media Examples.**

Courageous content can be distributed via any CNN social handle, so long as it carries the “CONTENT BY” label and falls within the current frequency guidelines (so as not to “overload” the CNN user with branded content posts).

Where applicable, we will always strive to use the most compelling image or headline when promoting Branded Content through social media channels. We will make best efforts not to give an advertiser’s logo overt prominence in the thumbnail image.

If so inclined and where appropriate, we may also use the social handles of Anchors and Contributors to distribute Branded Content. In such cases, the labeling guidelines remain in place.

Branded Content Text Label

“CONTENT BY” in blurb and on image.



Advertisers Content Video Label

“CONTENT BY” in blurb and on image.



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Text Articles

Some Courageous Branded Content will include text articles that could be written by Courageous employees, freelance journalists or copy editors.

Article pages will follow the approved Native Ad treatment guidelines.

Bylines can include the author's name but should always include the "CONTENT BY" label.

[Download PDF of the book](#)



1. **Introduction**

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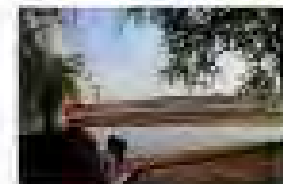
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COURAGEOUS

KINGS POINT, NY

Thank You!