

# Native Advertising in Video Blogs: Language and Genre Specificity

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**Abstract**—The article studies the formats of advertising integration into video blogs, the advantages of video blogging as a way for promotion of advertising information. Special attention is paid to verbal and non-verbal elements of speech behavior of video bloggers in the process of advertising integration. The relevance of studying the main formats of advertising integration into video blogs is due to a number of the following circumstances. Firstly, it is the growing popularity of advertising in video blogs: taking into account the popularity of video blogging, modern commercial companies turned their attention to communication with video bloggers in order to use the popular media resource for advertising and marketing purposes. At the same time, it should be noted that the communication resource of video blogging in Russia has been discovered relatively recently and it is quite a new object of research. Secondly, despite the popularity of video blogging, many companies still do not trust bloggers and do not have the technology to build effective communication with the audience. Moreover, correctly placed advertising can become quite effective: advertiser, who actively use this format of interaction, note the success of the implemented advertising integrations.

**Keywords**—native advertising, advertising integration, mass communication, Internet communication, video blog, YouTube

## I. INTRODUCTION

The modern period of development of advertising communication is characterized by a number of specific features, including the rapid obsolescence of marketing tools and the quick development of new channels for the transmission of advertising information. It is not a secret that every year society becomes less and less susceptible to advertising, researchers constantly pay attention to the problem of banner or more widely - advertising - blindness, which modern copywriters are forced to fight. In this regard, advertising specialists, marketing experts, etc. face new challenges to hold the attention of the audience.

In such conditions, a relatively new type of non-traditional advertising is developing more actively - native (or natural) advertising [1–6]. The main feature of this type of advertising tool is “mimicking” the content of the channel / resource through which the information about products is transmitted, thanks to which the advertisement unobtrusively penetrates the consciousness of recipients. “Native in the sense of appearing to be indigenous and natural – as opposed to invasive and out-

of-place – native advertising masquerades as content judged by journalists to be appropriate and acceptable” [7].

In recent years, advertising integration in the form of native advertising has become the subject of close attention of specialists in the field of marketing, advertising, public relations, linguistics, and psychology, both in Russia and abroad. The increased interest in the phenomenon of native advertising led even to the creation of an organization that specializes in the study of native advertising, namely the Native Advertising Institute.

At the same time, video advertising has been so far one of the most effective means of promoting goods and services. Thanks to verbal and non-verbal semiotic codes, the majority of human sensory receptors are activated, which helps to attract and retain attention, as well as for better memorization. For many advertisers, the Internet has become a popular platform for advertising, conducting efficient image events: video advertising on the Internet, which has accumulated all the advantages of other types of advertising and has become more efficient through the use of various digital technologies, surpasses all types of advertising in other mass media, including television.

## II. DESCRIPTION OF THE MATERIAL AND RESEARCH METHODS

The purpose of the research presented in this article is to in-depth study and describe the formats of advertising integrations in the content of video blogs. The material for this study is the video content of popular video bloggers' channels (over 100 videos of various formats and genres). A method of integrated linguistic description was used as fundamental, including the techniques of generalization, interpretation and classification of linguistic facts.

## III. PROBLEM STATEMENT

In recent years, the phenomenon of video blogging has invaded the Internet space - video blogging has become one of the trends in Internet communication due to its openness and accessibility compared to traditional media.

Thanks to interactive features, the ability to build a dialogue with the addressees of the channel, participation effect, trustful nature of communication, video blogging leave other media

behind in the possibilities of communication with real and potential consumers. In the works of Russian and foreign researchers, advertising integrations in video blogs are considered as a highly effective kind of guerrilla marketing [8–13], oriented mostly to a young consumer audience [14, 15].

As the most significant aspects affecting the decision to purchase Z. Bayazit, B. Durmuş, F. Yildirim [16] highlight trust that the recipient experience to a blogger, the WOM-character of communication (word-of-mouth (the so-called method of transmitting information in the process of personal communication). It allows obtaining the necessary information about the product straight from the horse's mouth, readiness to make purchases online; herewith, trusting a blogger often becomes the determining factor.

### Advertising Integration Formats.

We will rely on the classification of advertising integration formats proposed by the head of digital agency the Blueberry agency and Vlogster.ru, Gaik Mkrtchyan [17]. In turn, we will supplement this classification for the most comprehensive coverage of various advertising forms (Table 1).

TABLE I. ADVERTISING INTEGRATION FORMATS

Advertising Integration Format	Type(s) of Advertising Integration
Direct advertising	Drop-in commercial
Product Placement	
The announcement of the promotion of an advertising campaign	Event announcement
Participation in the promotion	
Participation in social actions, projects	1. Social communication when interacting with brands 2. Voluntary participation of a blogger in charity projects
Sponsoring Special Projects	1. Special edition 2. Advertising video (large-scale special project with the participation of several bloggers) 3. Video Clip 4. Sponsoring
Collaboration	

Let us consider each of the selected formats in more detail, focusing on the specifics of the integration of advertising information in the blog content.

1. **Direct advertising** – advertising that explicitly implements the task of stimulating the sale of goods / services.

*“In order to cut sashimi, we need very sharp knives, and, so simply and ideally I led to today's sponsor, this is my **general knife sponsor, “Samura”, here we have such number PRO-S AUS-8. We carry with us not only Samura knives (the video was filmed on Bali), but also grinding stones, links to all products are in the description box down below. I like the design, I like how it cuts. All the links and promo codes are in the description box. Many thanks to my general knife sponsor. If you see knives in my videos those are one hundred percent Samura knives, except when we have to crumble some bones, then we take rusty axes ”(Oblomoff Channel).***

The blogger using verbal constructions - “links are in the description box”, “promo codes are in the description box” - directs the addressee to the web-site for making a subsequent purchase. In addition, in one video there can be several integrations at once (“paid-for” and not), which correlate with each other.

**Drop-in commercial** is a type of the direct advertising with or without bloggers. This drop in is created by the advertiser and transferred to a blogger for placement into the video content while editing. As a rule, the author of the blog leads to the **drop-in commercial**: “we will continue, but for now” – or do without it at all, inserting a commercial into the intonation pause, the beginning of the video, etc.

2. **Product Placement** – format of implicit advertising, smoothly entwined with the plot of the video. Usually the advertised product / service, the logo are on camera along with the video blogger, but the blogger does not emphasize increased attention to the product therefore it is difficult for the advertising recipient to identify the integration.

For example, there is a Product Placement at the very beginning of the video “Space in movies and reality” on Yana Lapotkova’s channel “Topless”, which advertises the chocolate bar “Snickers”. The timing of advertising integration is 2 seconds: “There will be no Snickers soon, guys!”.

This PP combines both verbal and non-verbal elements of interaction with the brand, as well as motion-emotional (kinesthetic) through physical contact: in this case, the blogger eats a bar on camera. Moreover, the blogger uses a vocative sentence in order to motivate to action.

In the video on the “Oblomoff” channel “Lyulya-kebab. In a blender or chopped up with hatchets? Fat tail or onion? ” throughout the entire video, the Samura knives are present on camera, being in a special branded knife block on the table next to the blogger, in addition, the author uses them during the cooking process.

3. **The announcement of the promotion of an advertising campaign.** With this format, authors of video blogs inform users of YouTube channels about the start of a giveaway organized by a brand or bloggers themselves in order to promote their channel or to achieve other goals.

An example of the “announcement of the promotion”, where a blogger only informs the audience about the giveaway, can be found in a video of a popular blogger Maxim Golopolosov from AdamThomasMoran channel, known to many YouTube users as a “reviewer” of “viral videos”. “By the way, on the basis of this whole thing, **we (Beeline) announce a giveaway: post** a photo of the “**lame**” gift that you’ve ever been given with the hashtag #IwantZTE, and three winners will be able to win smartphone **ZTE Blade L4** unlike **the lame gifts** that they already have. Basically, **all the details are on the link in the description box.**”

In this advertising integration, the blogger uses several methods of speech influence on the addressee. Using the inclusive pronoun “we”, the author draws a parallel between the brand and the blogger himself, thereby increasing the loyalty and trust of the audience to the advertised product / action /

competition, and viewers intuitively make the blogger and the brand equal. The video blogger also uses the active action verb – “post”, pushing users to commit this active action. Besides, this text implements incentive constructions expressing the suggestive suggestion: “post a photo ... with the hashtag #IwantZTE”, for which explicators of the modality of desirability “I want” are characteristic, as well as explicators of potential opportunity - “able to win”.

Let us consider an example of “announcement of the promotion”, where a blogger is an active participant in communication. In this case, the mobile operator MTS advertises one of its services “MTS Music” on Ruslan Usachev’s channel. “**Maybe you also wanted** to have your own personal composer in some life situations? Maybe even some particular composer? Also I understood that this is the perfect moment to announce ... no, that will not do (clapping, pleasant music turns on). To announce: **I, together** with the music application “MTS Music”, **where you can find more than 20 million tracks for all life situations**, are launching super awesome promo. **I personally will** fly to 5 of you and hand over tickets to the concert of your favorite artist, and now the most interesting thing: all **you need to do** to participate in this magical giveaway is to click the link in the description box and **tell** what you are ready to do to meet your favorite artist: **fight a bear, rafting, well, show your imagination**”.

The blogger uses explicators of the modality of potential possibility: the introductory word “maybe” in order to set a topic for communication, and then explicators of the modality of desirability - the verb “liked”, as well as predicates with modal semantics “need”, they are all framed in interrogative-motivation syntactic construction that performs a suggestive function.

In order to make advertising integration more successful, the blogger, using verbal markers, associates himself with the brand, using the compatibility lexemes: “too, together”. In order to emphasize the youth focus of communication and to be perfect with the blogger's verbal behavior, slang expressions were used: “awesome”, “super”.

**4. Participation in the promotion** – the format is similar in its characteristics to the “announcement”, the difference is that authors of video blogs also participate in giveaways, thereby demonstrating to the audience by their example how this or that problem can be solved.

The “participation in the promotion” of the KitKat brand, which invited several top bloggers to its advertising campaign, among them was video blogger Ruslan Usachev, can serve as an example.

“... I hope you enjoyed my **creative break, I participate in the “KitKat Bloggers Battle”**, and my opponent is **Julia Pushman**, the link to her video **is in the description box**. The only way to win and get the main prize - two tickets to the famous comedy show - **is your support. You should post as many cool, interesting and inventive photos as you can with your creative breaks. I will follow them through the hashtags #Mybreak and #Usachevbreak and like them**, so do not **forget to put hashtags**, and the author of the best post **will get this KitKat box**, so, good luck.”

The author uses active voice verbs in the video — active action verbs “I participate”, “I will follow”, “I will like”, etc., thereby demonstrating his direct participation and involvement in the process.

#### **5. Participation in social actions, projects.**

To complement this classification, we have identified two types of social communication with the participation of video bloggers: social communication when interacting with brands, which also forms the image of a socially responsible company, and voluntary participation of bloggers in charity projects. As a rule, they consist of interaction of bloggers and non-profit organizations, and in most cases, they are implemented at the request of bloggers themselves or at the suggestion of non-profit organizations.

Amiran Sardarov’s vlog can serve as an example of such charitable advertising integration (the Khach Diary channel). The vlog consists of 2 parts, featuring the blogger along with other celebrities visiting a children's hospital, where there are some children waiting for organ transplantation, and stories of families with children who need costly and urgent treatment.

*“Mom: “This is Polina”. Ilya Kovalchuk: “Oh, hello.” Amiran: “Polinka needs something, right?” Mom: “Well, yes, we have a difficult diagnosis, survived, everything is fine, for the time being.” Intersound: sad music. Next, the girl's mother tells about the disease. Amiran: “Many thanks, Ilyukh.” Ilya Kovalchuk: “It’s always a pleasure to do a good deed, especially when you see the eyes of these children, who don’t realize much yet, but if it’s God’s will, the operation will go well and we will see their smiles.”*

The blogger left all details of charitable foundations in the description box where you can send donations to save sick children. It is worth noting the use of non-verbal elements of influence in this video aimed at enhancing the dramatic effect, such as music, shooting, editing, color correction of the video (black-and-white image of the conversation between Amiran and Ilya Kovalchuk to create the effect of “off camera” communication).

**6. Product review** – informing the YouTube audience in order to characterize the advertised product, demonstrate its advantages and special features. Such format of advertising integration can be inserted in several genres and formats of video blogging (video review, vlog, etc.). The main thing is to make sure that it looks perfectly in a particular video product. Most natively, the “product review” format will look in the “video review” genre, which is built on a review of various products, for example, beauty bloggers and techno-bloggers most often work in this genre.

For example, a popular techno-blogger Wylsacom conducts a mono review of the smartphone “Oneplus 6” in the video “The Best Android Smartphone 2018?”.

*“Is this a good phone? Let’s turn on and find out. Of course, they “stuffed” it with everything that we love, that we like: a dual camera, even faster unlocking by face recognition, there are all sorts of little things, they left a 3.5 mm mini-jack, by the way, for fans, please; they put a little **film** on display – right from the factory, so that you would not suffer, **everything is beautiful ...**”*

The blogger begins his review with a question-answer construction - a technique for dialogizing a text. To add an emotional coloration and organic “lively speech”, the author uses colloquial vocabulary: slangisms - “*stuffed*”, “*sorts of things*”, diminutive - “*a little film*”, “*sorts of little things*” At the end of the review, the blogger sums up, summarizing the important characteristics in short theses and provides links to the reviewed product.

**7. Sponsoring Special Projects** – large-scale advertising integration, implemented by a popular brand with a massive budget for advertising in video blogs. The main goal is to increase awareness and increase user loyalty to the brand.

As an example, we will provide a new category in the “rating” format on the Ruslan Usachev’s channel, created with the support of the energy drinks brand “E-On”.

*“Hi, I’m Ruslan Usachev and today I am presenting my new project, where I’ll share tips on how to get 100% from your life, even if it’s 100% of passing GTA5. And E-On drink helps to create this project - the first energy drink for the brain, not for the body, because additional energy may be needed not only in extreme sports. And we will start with brains: TOP-6 ways on how to level-up them”.*

The energy drink is positioned as a drink “for the brain, not for the body,” thus, tuning-out from competitors takes place. The customer chose this particular blogger not by chance: Ruslan Usachev positions his content as educational. At the beginning of the video, Ruslan says that this drink “helps to create” a new category for him, for this reason the loyal viewer of the video blogger will see in the product not only advertising integration, but also the possibility of creating content by his favorite blogger.

**8. Collaboration.** Collaboration is not only collaborative video among bloggers, but also the collaboration between brands and authors of YouTube channels to create a joint product inspired by video bloggers or created with the participation of video bloggers. In this integration format, the role of bloggers in creating a product is important – it will mean that bloggers become ambassadors of a brand or a specific product, since they “puts” their name on it. In this regard, the audience of “opinion leader” is more likely to buy exactly the product to the creation of which their idol “had a hand”. The brand, in turn, will receive a loyal audience, will strengthen its positioning in the market, will receive an additional opportunity to communicate with the consumer.

For example, well-known YouTube blogger Kate Clapp began working with the brand “Beautydrugs” to create her own perfume “Foggy by Kate Clapp”. Here is an example of a vlog with advertising integration: *“I knew that somewhere in the “Evropeisky” mall you can buy it, and we were just looking for it, but I didn’t know that it was in this particular store. I found it and bought it for myself, I was, **frankly, pleasantly shocked**. Not only did I buy it for myself, but I also poured Foggy on myself like from a bucket ... **Dear Muscovites and guests of the capital, or rather bitches, if you want to try my Foggy perfume and give it to yourselves, come to “Evropeisky”, first floor, “Beauty Level” store and there you will find it.**”*

This video is a vlog, which presupposes the presence of “lively speech”, so the blogger involuntarily uses the inversion technique: *“I was, frankly, pleasantly shocked”* – in order to convey her own emotions.

The blogger uses explicators of the modality of desirability – the verb “*you want to try*”, “*you want to give*”, uses the verbs of active action: “*come*”, “*find*” - in order to motivate the audience to purchase the advertised product. In addition, the girl, referring to subscribers, uses the stylistically labeled word “*bitches*”. That is how she calls her audience, which is not an insult, but serves as an ideological unity, denoting a microgroup – the audience of a particular blogger.

In the description box to the video, you can find a link to the website of the collaboration partner, the Beautydrugs brand, where you can purchase this fragrance.

#### IV. CONCLUSION

The development of modern Internet technologies is pushing advertisers to develop new channels of promoting advertising information, in particular, in the global network. Currently, popular video bloggers have a huge influence on their audience, being opinion leaders in certain areas of life.

People trust them, want to imitate them, because YouTube users for the most part are a combination of children and youth audience — the audience that is most active, technologically advanced, and at the same time easily manipulated. Native advertising becomes the most relevant tool when working with this type of audience due to its less persistence and more persuasiveness.

Video blogging can be considered the ideal platform for native advertising, because it provides a more accurate hit to the target audience and maximum natural communication: bloggers, in fact, speak with their audience in its language, taking into account its interests and needs.

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