

Refresh Story

A product of Axel Springer Brand Studios

THE BRAND STORY HAS AN IMPACT...

...THEREFORE OUR CUSTOMERS BOOK AGAIN!

Awareness

Brand awareness can be increased by up to **92%**.

Brand Image

On average, the image of the advertised brands improved by nearly **22%**.



Customer satisfaction

65%

of our customers book again!¹

Purchase activation

The sales potential has been increased by an average of **47%**.

Advertising recall

Advertising recall can be increased by up to **412%**. On average, **72%** of respondents remember the brand stories

REFRESH STORY

YOUR STORY DESERVES TO BE TOLD AGAIN!

A sustainable marketing strategy that allows you to use your successful brand or product story again?

With the Refresh Story, it is now possible to tell your successful story again and anchor the message more deeply!

Simply choose **one of the two options** and bring your story back to the big stage.

The best part?

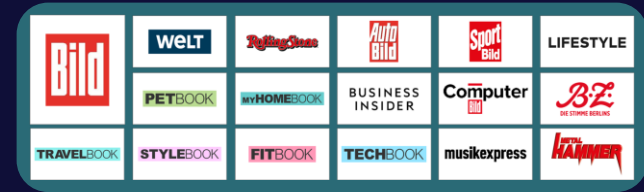
The Refresh Story is an environmentally friendly and effective marketing strategy with **reusable content ideas**. Your message stays relevant, your ecological footprint stays small!



BILD Brand Story

REFRESH STORY EASY & UPDATE

YOUR OPTIONS FOR A STORY WITHOUT MUCH EFFORT!



Your traffic package with the Refresh Story Easy⁴

Refresh Story Easy:

New traffic with little effort for your successful story!¹

Regular brand or product story package²

- Unchanged story, unchanged teasers
- Bookable on all available brands

Price according to booked views / booked product story package²
+ 1.500,00 € creation costs³



Your traffic package with the Refresh Story Update⁴

Refresh Story Update:

Your successful story is updated with new teasers² and fresh traffic.

Regular brand or product story package²

- Unchanged story, new teasers
- Bookable on all available brands

Price according to booked views / booked product story package²
+ 1.500,00 € Creation costs³

1) Your story is reused 1:1.

2) View volume / package size can be booked as required. See [Native Factsheet 2024](#).

3) Creation costs are not eligible for discount and agency commission.

4) [Example campaign for Almased](#).

BENEFIT NOW FROM THE ADVANTAGES OF THE REFRESH STORY

THAT'S WHY OUR REFRESH STORY WORKS SO WELL!



**Regular Brand-
or Product-
Story-package¹**



**Regular brand
or product
story-package¹**

Refresh Story Easy

RESOURCE EFFICIENCY: ●●●●●●
ADVERTISING UPDATE: ●●●●●●
VIEWABILITY: ●●●●●●

**Promote a successful story with
minimal effort.**

¹Bookable on all available brands.

Refresh Story Update

RESOURCE EFFICIENCY: ●●●●●●
ADVERTISING UPDATE: ●●●●●●
VIEWABILITY: ●●●●●●

**Promote a successful story with
new teasers.**

¹Bookable on all available brands.



¹ View volume / package size can be booked as required. See [Brand Story Factsheet 2024](#).
Sustainability evaluation criteria for Easy and Update options: Resource efficiency: Evaluation of the efficiency of reusing or adapting resources in relation to the same story. Advertising material update: degree of change to the original advertising material. Viewability: how prominently your story can be found on the website.

WE ARE LOOKING FORWARD TO THE EXCHANGE WITH YOU!

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