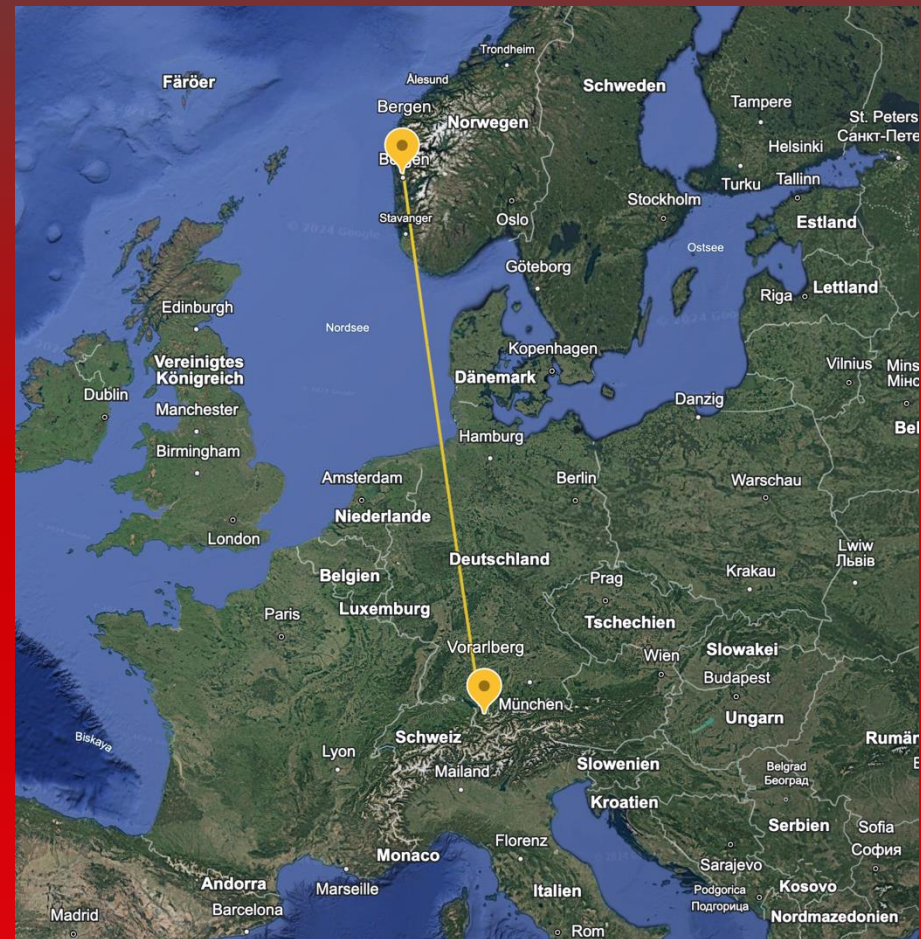




# Vårt Bergenske vekstprosjekt

What we learned through international exchange, what opened our eyes, and how we benefit from it in our region in the areas of subscription and advertising sales.





What we learnt in Bergen:

# The power of human touch storytelling in our newsroom

Isabel Russ, Editor-in-Chief @ VN,  
Managing Director @ Russmedia  
[isabel.russ@russmedia.com](mailto:isabel.russ@russmedia.com)

# People at the Center: Stories that Resonate

A kindergarten closes



# People at the Center: Stories that Resonate

The missing sheep herd



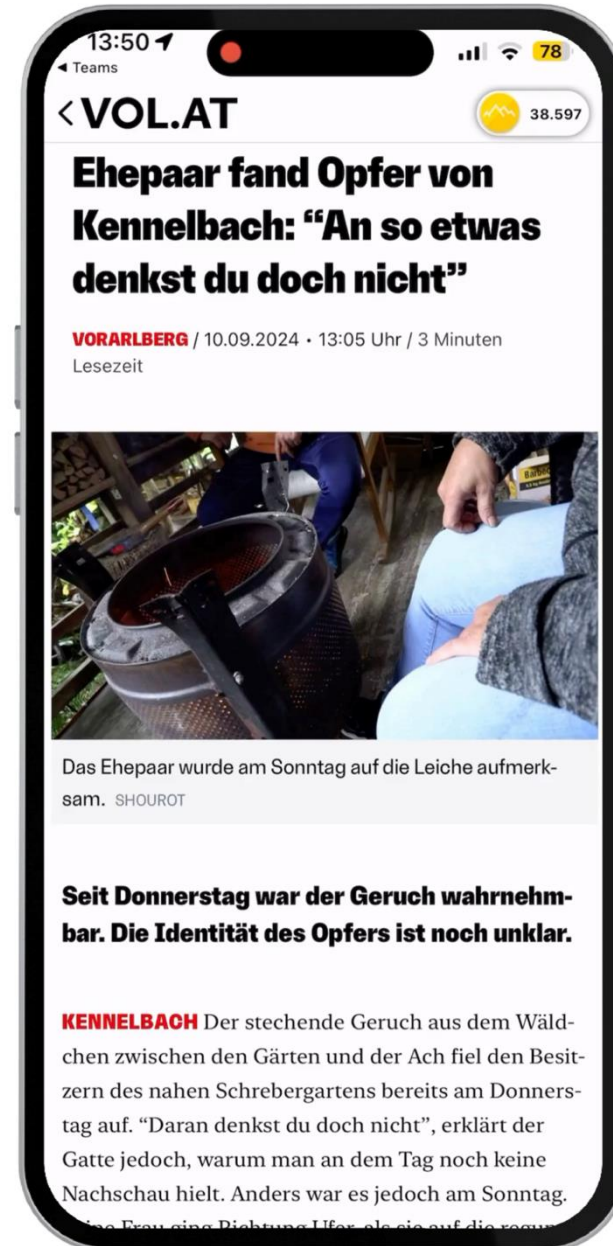
# Breaking News: The Power of Speed & Eyewitnesses

Body found in Kennelbach



# Breaking News: The Power of Speed & Eyewitnesses

Body found in Kennelbach





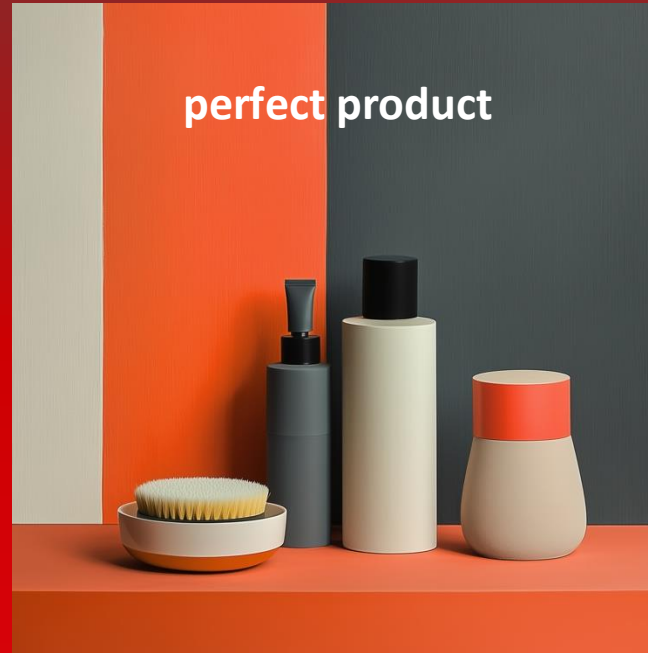
# Challenges & Opportunities



From familiar paths to real connections:

# What we have learned from the global exchange about the power of storytelling.

Georg Burtscher, Managing Director Russmedia  
[georg.burtscher@russmedia.com](mailto:georg.burtscher@russmedia.com)





read the story



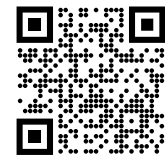
**rusmedia**  
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read the story



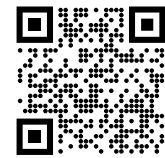
**russmedia**  
new. every day.



read the story



**rusmedia**  
new every day.

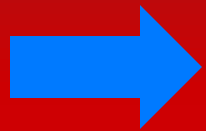


read the story

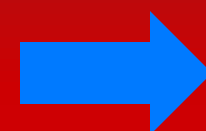


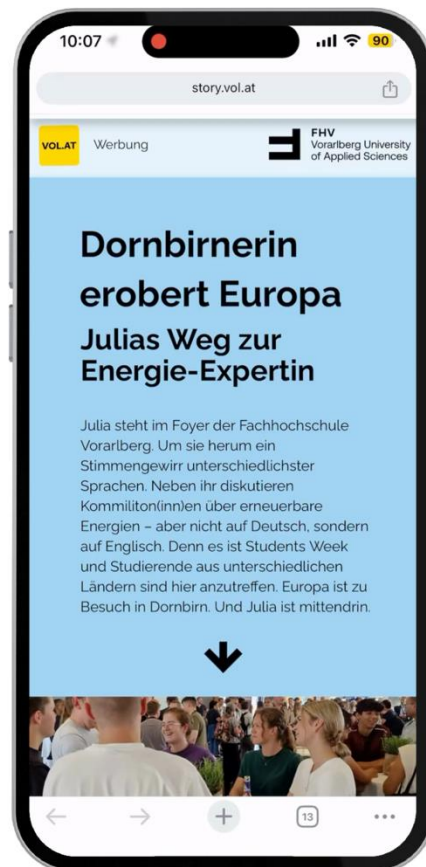


100% SOV



A/B testing 10x







	Advertorial	Sitelink	Premium Story
Content creation	-	-	X
Photos for content	-	-	X
Storytelling presentation	-	-	X
Premium teaser on the homepage	-	-	X
Design adaptation to customer branding	-	-	X
Storytelling presentation	-	-	X
A/B testing	-	X	X
100% share of voice	-	X	X
Placement in the top section	-	X	X
Additional ROS campaign for increased reach	-	X	X
Detailed reporting	-	-	X



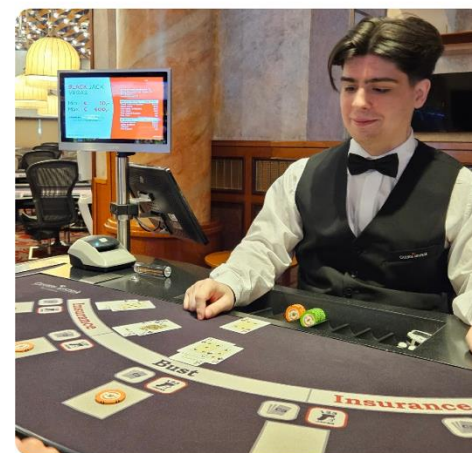
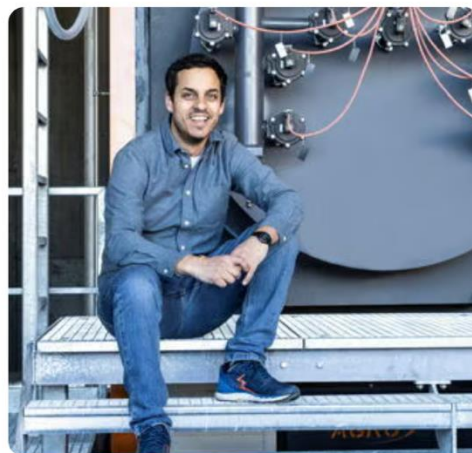
read the story



[read the story](#)



It accounts for 13% of total advertising revenue in digital.  
Nine months ago, it had a 0% share.



- **Premium Story** goes beyond traditional PR and advertising by creating **genuine emotional connections** with readers. Instead of idealized corporate messages, it tells **stories from the perspective of the people** who are directly impacted, which leads to more **lasting engagement**.
- As a **regional media company**, you have the unique advantage of a **strong platform** that reaches thousands of people in your **local community** every day. This **local identity** and connection are unbeatable when it comes to generating **real engagement**, something global platforms can't offer.
- **Proven storytelling techniques** are now backed by new **success data**. Premium Story drives up to **22 times more readers** than traditional PR or display advertising. On top of that, these readers spend up to **four minutes engaging** with the stories, resulting in **deeper and more sustainable** audience involvement.
- Instead of relying on standard corporate narratives, Premium Story focuses on **personalized stories** and **real-life experiences** that resonate with your audience, making the content more **relatable and impactful**.
- Although many may think they understand **storytelling**, they haven't implemented it the way it has been successfully applied in **Scandinavia**. By combining **local strength, emotional storytelling**, and the proven approach of **Premium Story**, this concept reaches new heights.

# Q&A