



# Three reasons to rethink

Vanessa Clifford

CEO, Newsworks







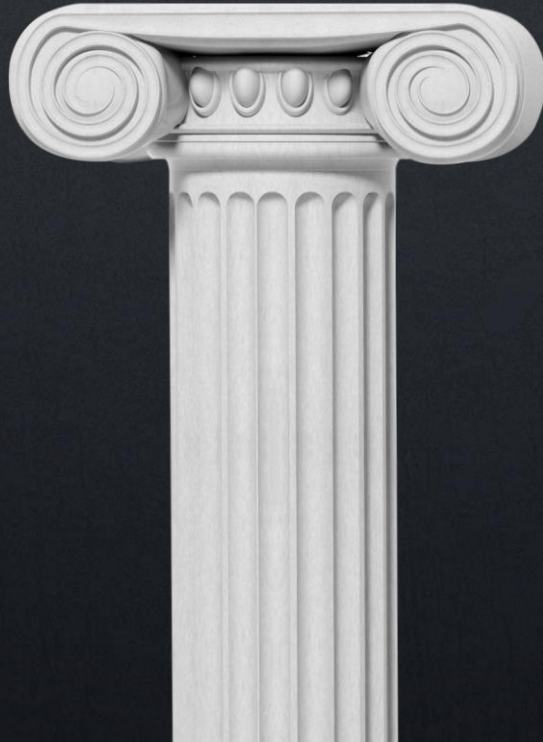




**ROI**



**CONTEXT**



**INFLUENCE**





Newsbrand  
**ACTIVENESS**  
atatabank study 2017



GENERATION  
**NEWS**

Digital newsbrands  
deliver a measurable  
return on investment



Getting closer to the  
**Great British Public**

**Planning  
for Profit**



newsworks  
**RAM**  
Research and Analysis of Media



**The battle for  
ATTENTION**

**N**  
Be smart about  
smartphones



Canon  
Amplifying Your Sales

**POP  
GOES THE  
FILTER  
BUBBLE**

**the guardian**  
The Mobile Influencer

**How people buy**  
MediaWeek  
Gold2016

**THE  
IPA DATABANK  
STUDY**

**Is the medium  
still the message?**

**THE  
MULTI-PLAT  
STUDY**



**THE  
ROI**

**Simple  
of  
one**



**The company  
you keep**  
engagement + context  
= more advertising value



**Touch  
belie**



A silhouette of a cowboy on a horse herding a group of longhorn cattle in a dusty field, with the word "Influence" overlaid in white text. The scene is set against a bright red background, creating a high-contrast, dramatic effect. The cowboy is on the right, facing left, wearing a wide-brimmed hat and riding a dark horse. A herd of longhorn cattle is moving from left to right in the center, kicking up dust. The word "Influence" is written in a bold, white, sans-serif font across the middle of the image.

**Influence**



# Trust in context

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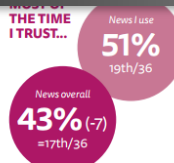
# What's the fuss around trust?

A view from David Wheldon

## After trust took a hit in 2017, let's make 2018 the year of transparency, says WI president

In a new year's address, the World Federation of Advertisers president David Wheldon has called on its members to invest in building lasting relationships.

There has been significant fall in those who agree that the news can be trusted (from 50% to 43% in the past 12 months) with under 35s particularly distrustful. Much of this may be related to the use of social media where only 18% say that social media can be trusted to separate fact from fiction, compared with 41% for news brands.



Reuters Institute Digital News Report 2017



## Public trust in media at all time low, research shows

People favour friends and contacts as sources of news



## YouTube announces measures to earn back trust of advertisers and agencies

In an effort to assure advertisers and agencies on brand safety, Google has announced requirements for video creators that intend to join the YouTube Partner Program.



## Why don't people trust the news and social media? A new report lets them explain in their own words

"Building trust and solving these problems will require the collaboration of publishers, platformers, and consumers over 'longer periods'."



...the social media and users would like to see go by the annual Edelman Trust Barometer.

...about in New York and Chris Giles in London. JANUARY 10, 2017

## Trust in traditional media has fallen to an all-time low as people in traditional media grows but UK now 'a nation of news-avoiders'

...public's trust in traditional media has rebounded significantly as trust in social media as a news source in Britain becomes "a nation of news-skimmers and news-avoiders."



## 2018 Edelman Trust Barometer

### WHEN TRUST FALLS DOWN

How brands got here and what they need to do about it

## as fake news' fears grow, survey finds



2018 EDELMAN TRUST BAROMETER



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# Looking outside our media world for inspiration

**Onora O'Neill**

- Emeritus Professor of Philosophy at the University of Cambridge
- Member of the House of Lords

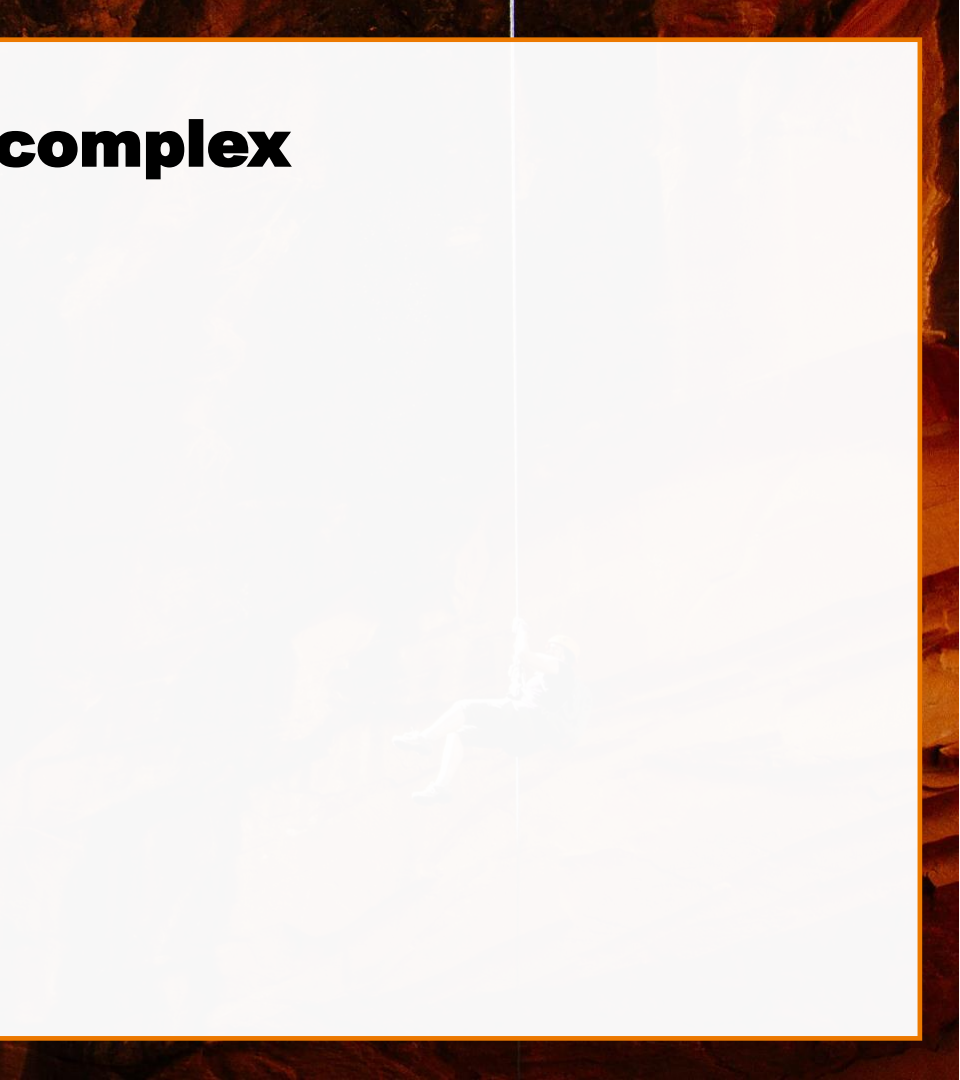


# Trust is complex



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**Personal relationship**



# The personal relationship people have with newsbrands engenders trust



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*'Do you trust newspapers?'*

**44%**



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*'Do you trust the newspaper you read?'*

**69%**



# Trust is complex



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**Personal relationship**

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**Multi-dimensional**



# Trust in newsbrands is multi-dimensional



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**Honesty**



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**Accuracy**



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**Reliability**



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**Competence**



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**Empathy**

# Trust is multi-dimensional and needs a context



**Breaking news**



**Sports news**



**National news**



**Lifestyle news**

# Trust is complex



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**Personal relationship**

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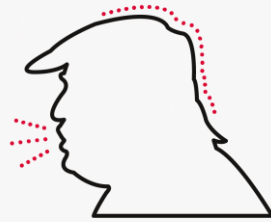
**Multi-dimensional**

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**Needs context**







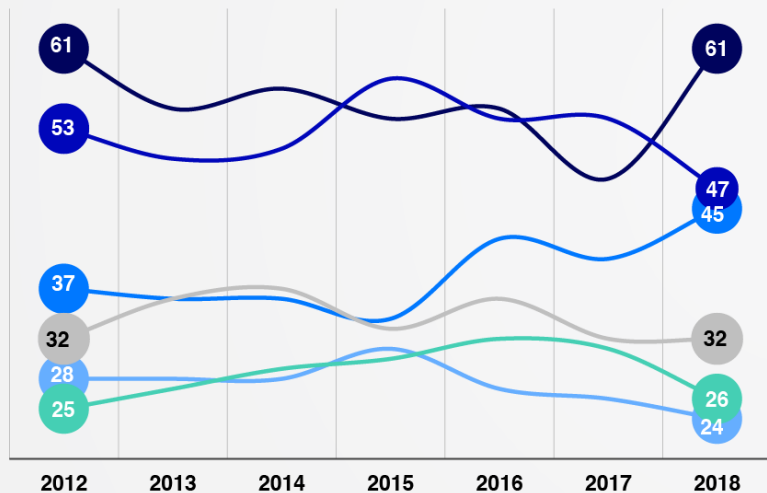
**Seen in a coffee shop  
in New Orleans!**





# Established media are enjoying a trust resurgence

Per cent trust in each source for general news and information



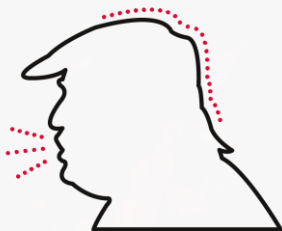
	2017	2018	Change, 2017 - 2018
Traditional media	48	61	+13
Search engines	54	47	-7
Online-only media	40	45	+5
Owned media	31	26	-5
Social media	26	24	-2
Media as an institution	32	32	0

Traditional media up 13 points

Source: 2018 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust) General Population, United Kingdom, question asked of half the sample

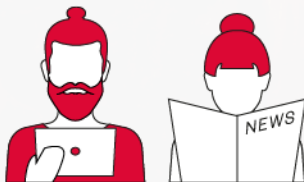
# Trusted newsbrands are vital in an uncertain world

*'Since the rise of fake news, I rely more on established newspaper brands'*



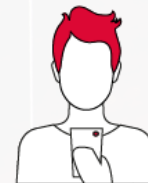
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**6** in **10** agree



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**65%** of under  
**35's** agree

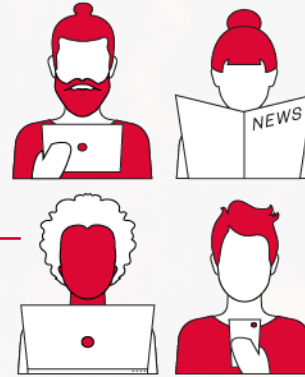


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**75%** of  
**Londoners**  
agree

# Newsbrands infer relevance and a sense of 'rightness' onto brands

If they recommend something, then I know there's a good chance I'll like it



**84%** of readers **agree**

# Newsbrands are the place to be for brands with important messages

Mirror Friday, February 23, 2018

**WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

50p Friday, February 23, 2018

**TOO CURL FOR SCHOOL**  
Teachers ban '80s hairstyle

**MEET US AT McDONALDS**  
The prospect of the high school work trial and error

**FOOTIE MILL RIVA**

**Sick wife 'love' kill**

**HARITYALE ENDING**

**dit's MAMMOTH WINTER SALE**  
NOW ONLY £649 SAVE £20

**EARLY MEN**

## Fake news is not our friend.

We're committed to reducing its spread; so we're working with more fact-checkers globally, improving our technology, and giving you background information on the articles in your News Feed.

Find out more: [fb.me/fbchangesUK](http://fb.me/fbchangesUK)

facebook

NEWS

13

**ANCIENT FIGURINE TO STAR IN LGBTQ+ TRAVELLING SHOW**

**Yes-haw! Carrie Underwood set for country fest**

**RSPCA rescues 82 Chihuahuas from 'chaotic' house**

**The five-clue Cryptic Crossword**

**Guy Barter**  
Gardening tips for the weekend, from bird care to balancing your fruit trees

**Solution, page 45**

### ANCIENT FIGURINE TO STAR IN LGBTQ+ TRAVELLING SHOW

By Steve Cook

The British Museum is to exhibit a 10,000-year-old figurine of a woman, which is thought to be the earliest known representation of a female figure. The figurine, which is made of a dark, reddish-brown material, is thought to be a representation of a female figure. It is the earliest known representation of a female figure. The figurine is thought to be a representation of a female figure. It is the earliest known representation of a female figure.



### Yes-haw! Carrie Underwood set for country fest

By Lucy Knapton

Carrie Underwood is set to headline the 2018 Country Music Association Awards in Nashville, Tennessee. She will perform her hit single "Before He Cheats" and her new album "Cry Pretty". Underwood is one of the most successful female country artists in the world. She has won multiple Grammy Awards and is a member of the Country Music Hall of Fame.

By Steve Cook

The RSPCA has rescued 82 Chihuahuas from a chaotic house in London. The dogs were found in a state of neglect and were taken to the RSPCA's kennels. The rescue was a major operation and involved the help of several volunteers. The dogs are now being cared for and some have been rehomed.



The RSPCA rescued 82 Chihuahuas from a chaotic house in London.

**The five-clue Cryptic Crossword**

**No. 1207**

**Solution, page 45**



**Guy Barter**  
Gardening tips for the weekend, from bird care to balancing your fruit trees



# Trust is complex



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**Personal relationship**



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**Multi-dimensional**



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**Needs context**

A pair of hands is shown holding several ripe, red tomatoes. The hands are cupped together, and the tomatoes are piled in the center. The entire image is bathed in a deep red light, creating a monochromatic effect. The text 'ROI' is overlaid in the center of the image in a bold, white, sans-serif font.

**ROI**





**The effectiveness  
of print and digital  
newsbrands**





**A focus on profit**

# **Wider market coverage than any other study**

**86% of categories**

**90%+ of advertised brands**





# Econometrics

Identifying and assigning a weight to the ingredients driving sales and profit

- Advertising x medium and message
- PR, Media mentions, Buzz
- Pricing vs competitors
- Store universe changes
- Product/Range changes
- Brand awareness/perceptions
- Competitor marketing
- Competitor routes to market
- Technological change
- Seasonality
- Economic change



**A meta-analysis of 684  
econometric models  
from 2011 to 2017**



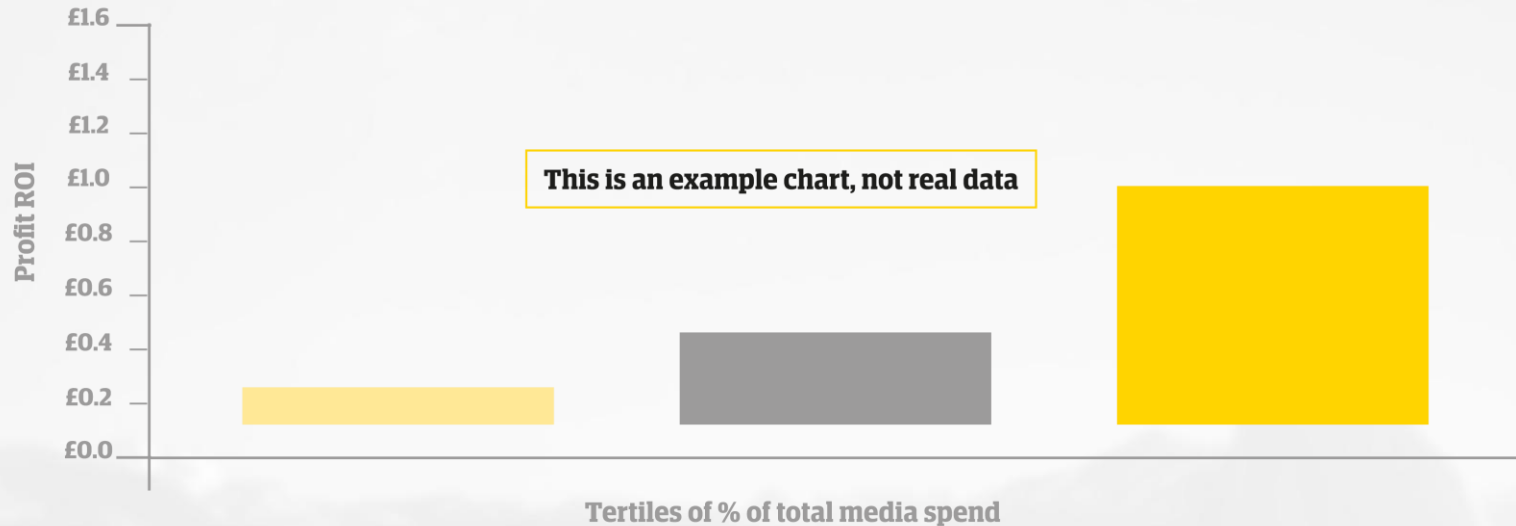


# Campaign profit return on investment (PROI)

$$\text{PROI} = \frac{\text{sales revenue} \times \text{profit margin \%}}{\text{media investment}}$$

£100,000  
10% = £10,000  
£5,000  
2.0

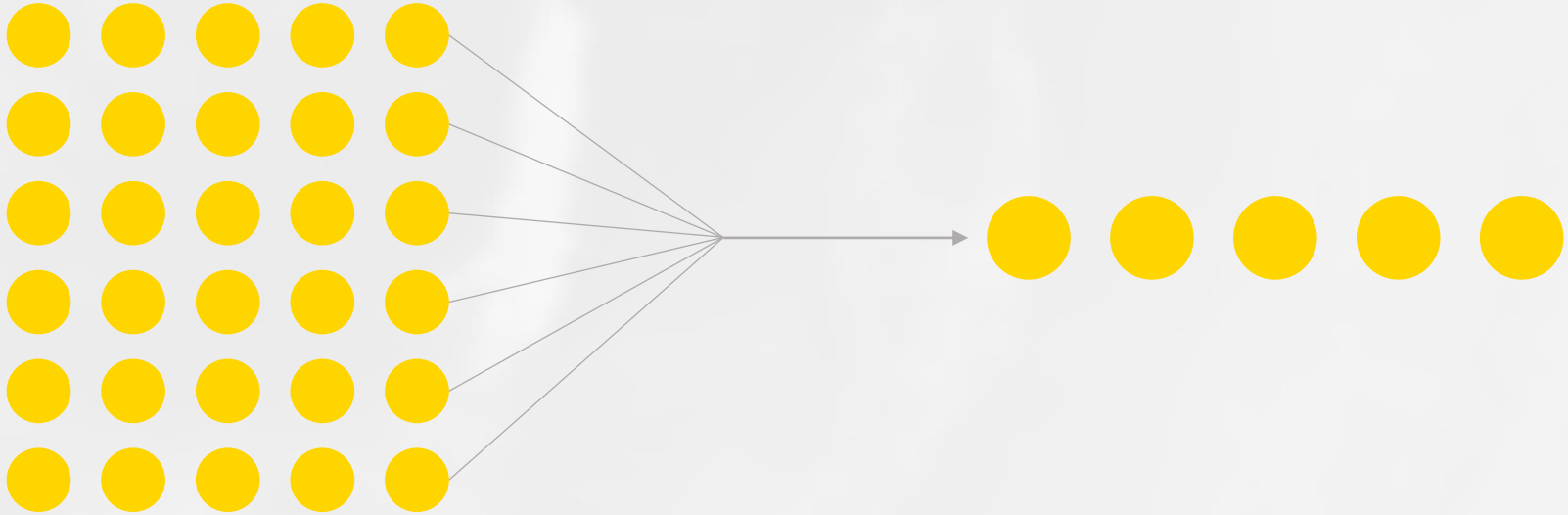
# Creating tertile groups of cases shows the profit return for low, medium and high spend levels



An aerial, black and white photograph of a coastline. The left side shows dark, turbulent water with white foam from breaking waves. The right side shows a wide, sandy beach with intricate patterns of sand and small pools of water. A yellow rectangular box is overlaid on the left side, containing the text.

**Introducing the  
super-categories**

## Benchmarking have created a five sector segmentation from thirty categories



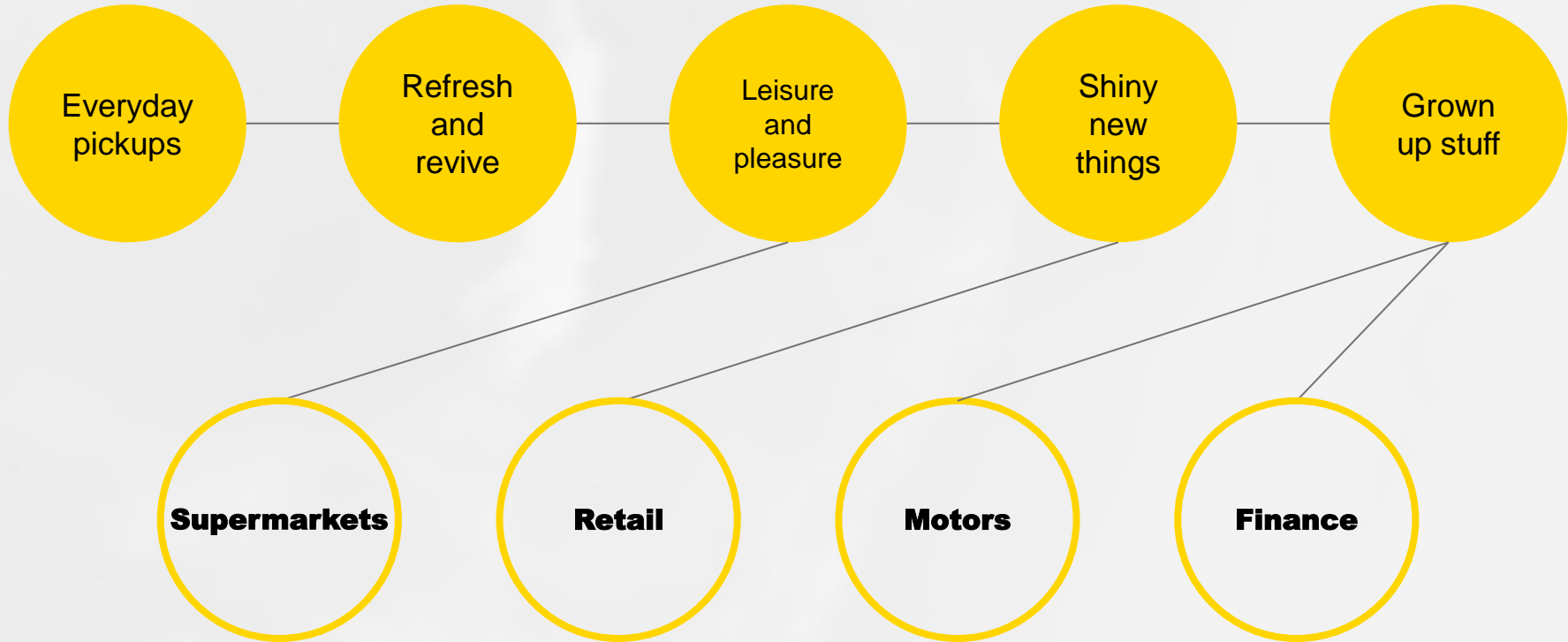
**30 categories**

**5 segments**

We also include ROI's and Adstocks by category into the analysis to achieve our 5 segments of similar categories

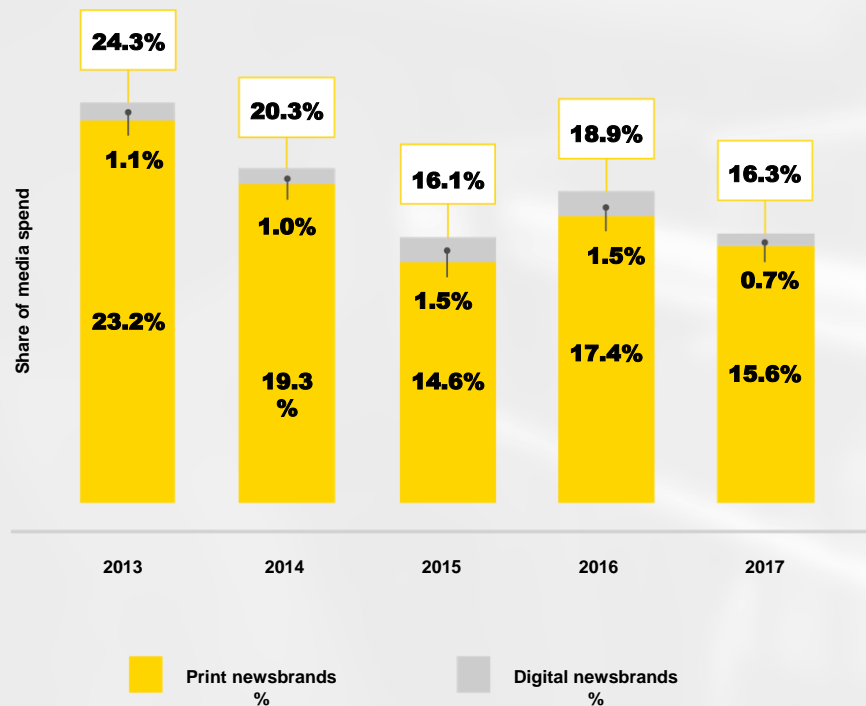


## Benchmarking have created a five sector segmentation from thirty categories

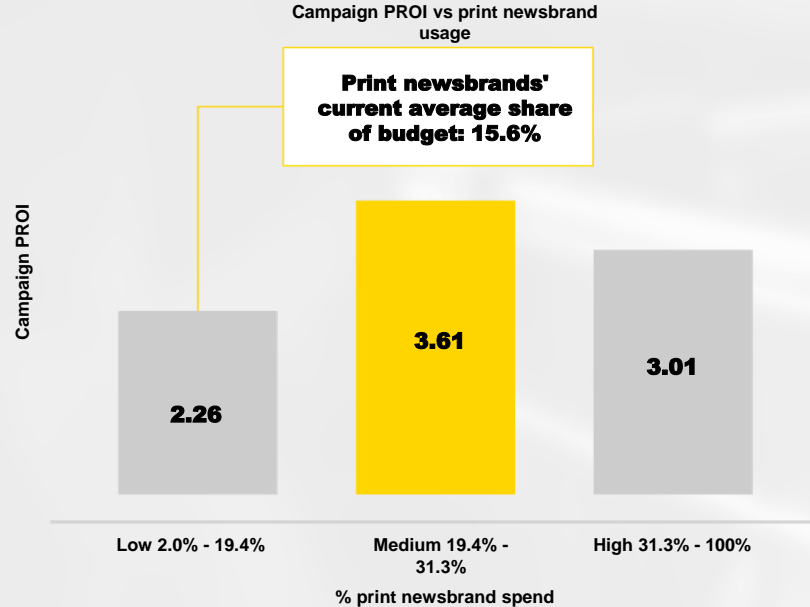


# Supermarkets

## Newsbrands' share of total SUPERMARKETS media budget strengthened in 2016, but fell back a little in 2017

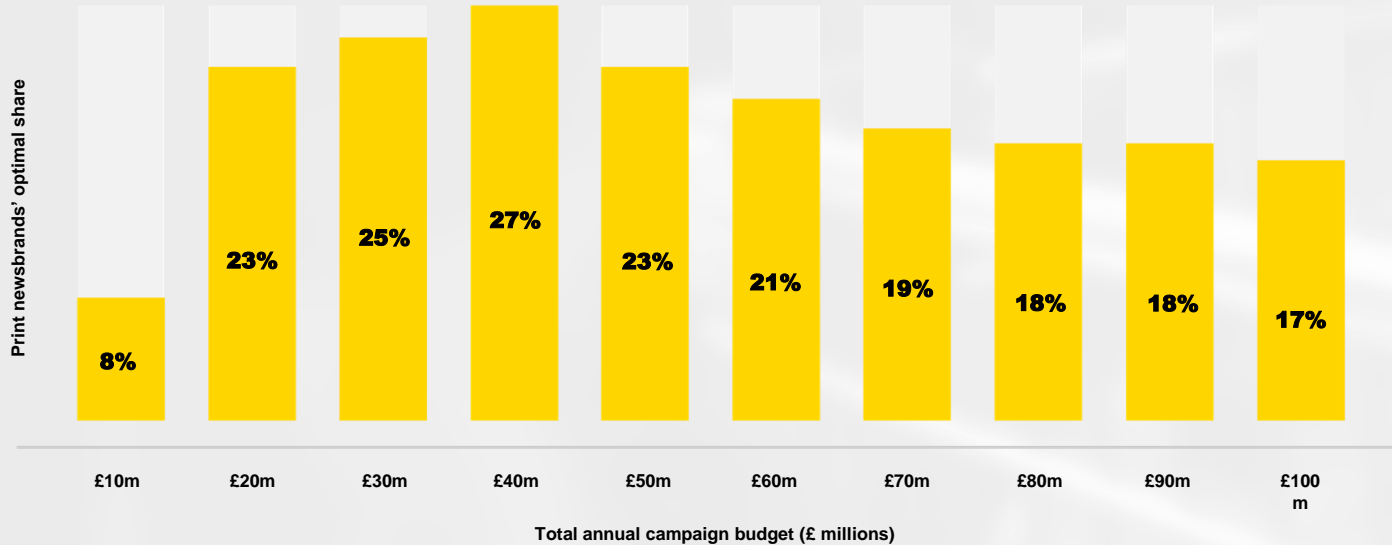


# The peak level of campaign profit return on investment for the SUPERMARKETS category occurs when print newsbrand investment is between 19.4% and 31.3% of the total media budget





## SUPERMARKETS: Recommended % spend in print newsbrands





## PROI optimiser

How to maximise your campaign profit return on investment (PROI)

We know that delivering the best possible PROI from advertising is top of everyone's agenda, as profit is fundamental for the success of any business.

We've created a tool to help media planners find the optimum level of investment for both print and digital newsbrands, as a proportion of the total annual media budget, for a range of categories and budget levels.

Calculate



Notes: The total campaign budget covers all media as follows: TV, cinema, radio, print newsbrands, print magazines, OOH, digital newsbrands, digital video, digital display and search. The budget level increments are different by category to account for the variation in spend levels.

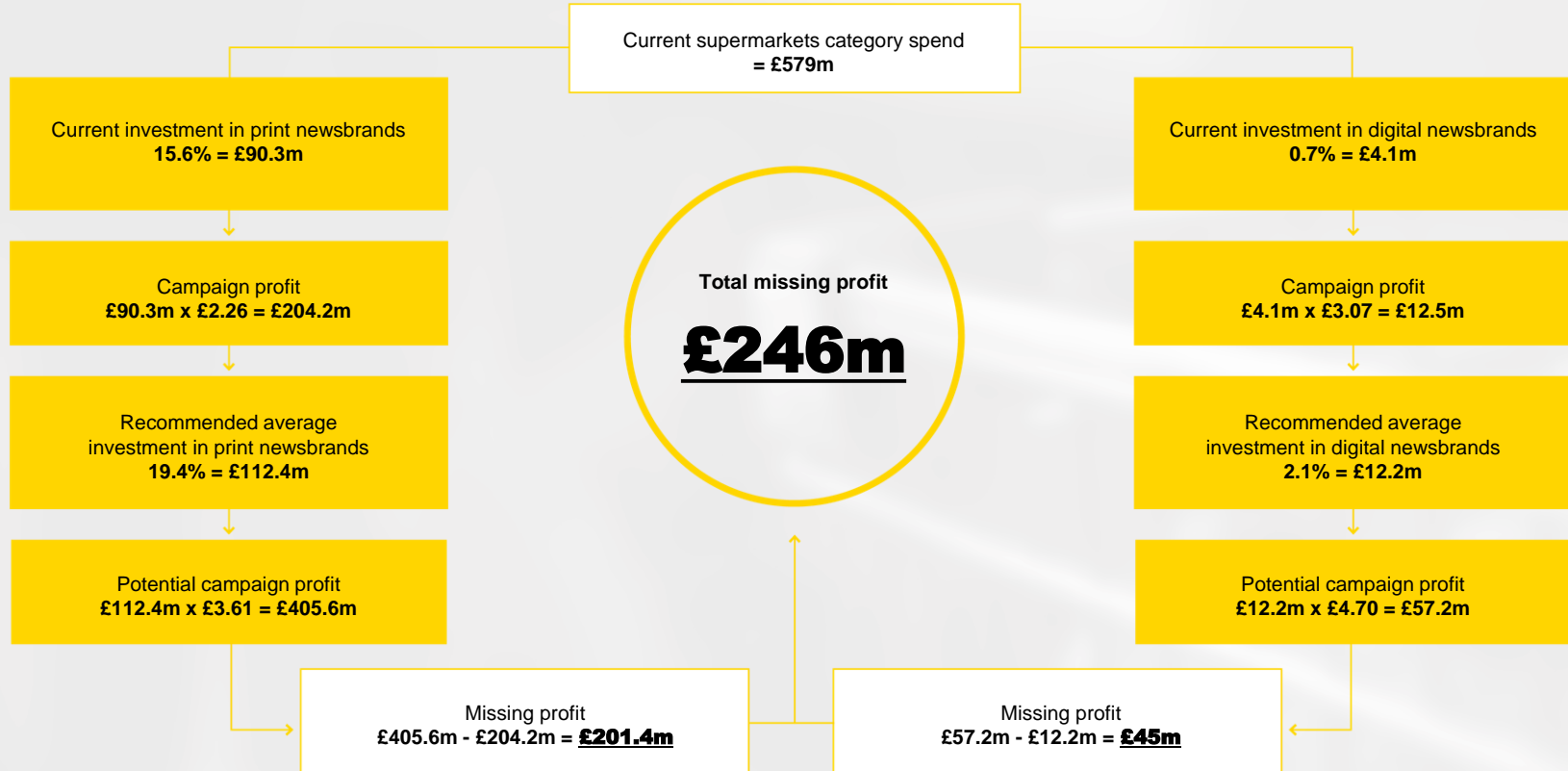
**Planning for Profit**



**Mind the  
(profit) gap**



## Brands are missing out on potential profit of £246 million in the SUPERMARKETS category by underinvesting in newsbrands



# Planning for Profit

Super-category

Profit gap

## Everyday pickups

Frequent, habit-driven purchases. Impulse treats, such as chocolate and magazines, bought from a shortlist of favourite brands. Household essentials, like loo paper, where we don't ponder each purchase.

£15.8m

## Refresh and revive

Things that prepare us for the day, perk us up, help us recharge our batteries. Generally affordable, frequently bought items from repertoire of favourite brands. New brands add spark to the routine.

£27m

## Leisure and pleasure

Items we buy regularly, that (mostly) give us enjoyment in life, inside and outside the home. From trips to the cinema, to alcoholic drinks, to products we hope will change our future, such as National Lottery tickets.

£1.24bn

## Shiny new things

Bigger, more expensive and less frequently bought treats that feed our passions and keep us up with the latest trends – such as the new smartphone or that must have handbag.

£1.4bn

## Grown up stuff

The fundamentals and necessities you'd associate with adult life. It includes tickets for trains and planes, utility providers and other services such as breakdown cover or online delivery.

£318m

Super-category

Profit gap

Brands are  
missing out on

**£3bn**

of campaign  
profit



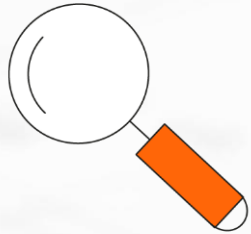


**Context**





# Objectives



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## Identify

factors of brand campaigns having a positive effect on performance



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## Quantify

effect of each factor



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## Demonstrate

these factors more prevalent in premium inventory than open exchange



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## Test

like for like client comparison

# Value of Quality – Methodology overview

Secondary  
perception  
recommendation



9  
months

400m  
exposures



Primary  
brand  
awareness  
ad recall

£500k  
value



28,549  
surveys



All  
categories



84  
clients

# Value of Quality – Detailed methodology

- Partnered with **Meetrics** to capture viewability and user engagement data for campaigns running in premium environment
- Partnered with **Cint** to distribute brand tracking surveys to all of their panellists who were exposed to these campaigns
- These two datasets are joined to enable us to tie distinct brand tracking responses with the types of exposures the individual respondents received
- Campaigns also run on the open exchange. These campaigns are also tracked as above, and the results used to form a benchmark dataset to compare against the premium campaigns



# Value of Quality – Detailed methodology

Completed campaigns

**84**

Total exposures

**398,497,177**

Filtered survey responses

**28,549**

Primary metrics

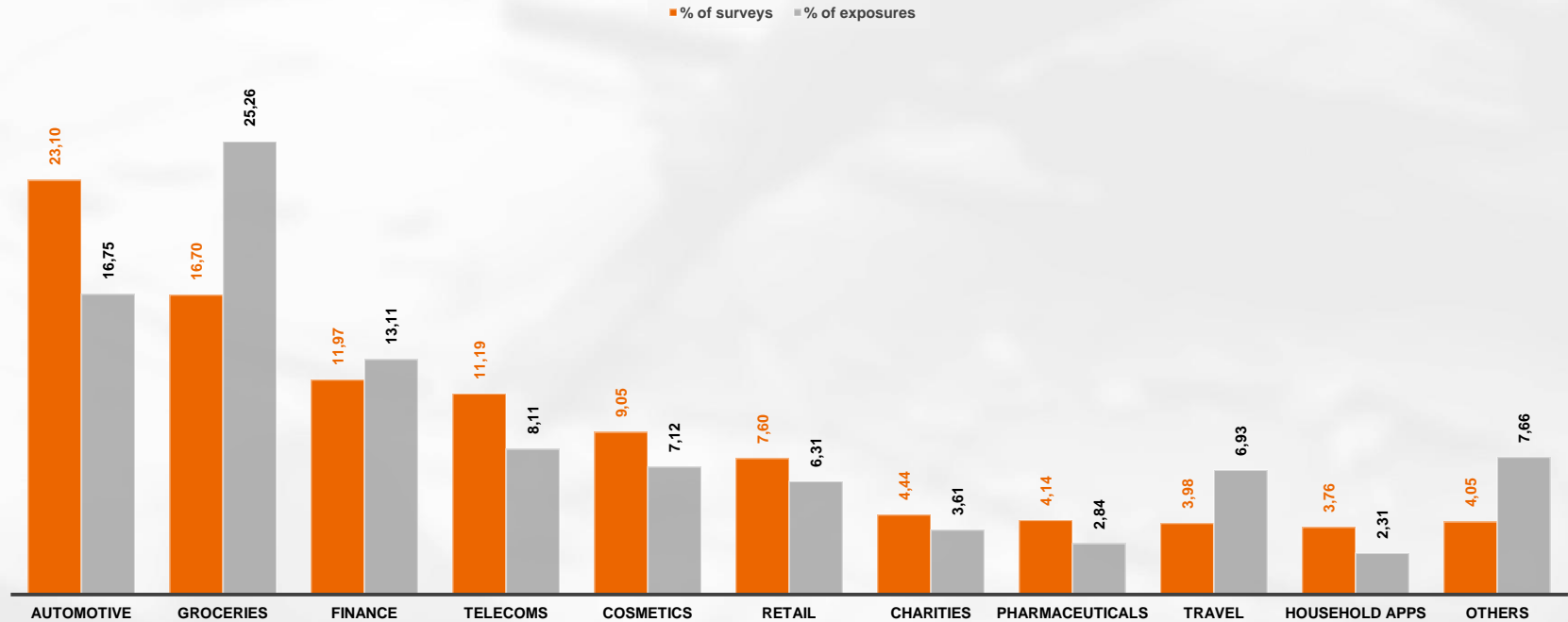
- Brand awareness
- Ad recall

Secondary metrics

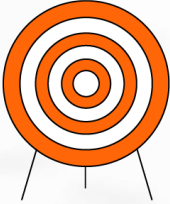
- Brand perception
- Ad recall



# Value of Quality – detailed methodology



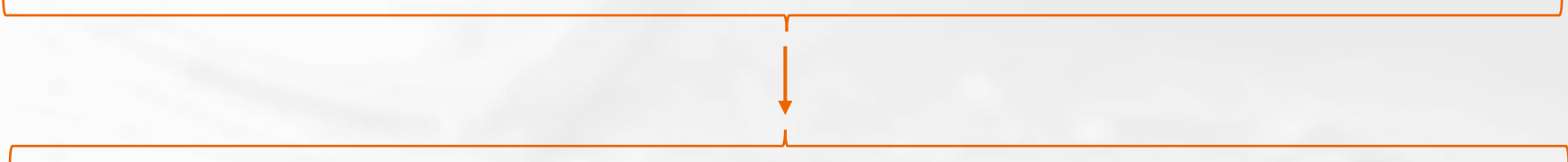
# What we were looking for



**Define**  
Quality of Delivery



**Measure**  
Quality of Environment



**Brand  
safe exchange**



**Premium publishers,  
including Newsworks**

# Quality exposures are both measurable and seen

Was the ad measurable?

Quality

**82%**

Exchange

**72%**

Could any of the ad be seen?

**82%**

**52%**

Ad both measurable and could a part could be seen

**67%**

**37%**

Half of ads on the open exchange cannot be seen at all!

Only just over a third of open exchange ads can be measured and seen!

# Quality inventory means higher viewability



Was the ad fully in view?

**+42%**

Was the ad 50% in view?

**+63%**

Was the ad in view for 5 seconds plus?

**+58%**

Was the ad delivered above the fold?

**+98%**

Was the ad brought into view?

**+165%**



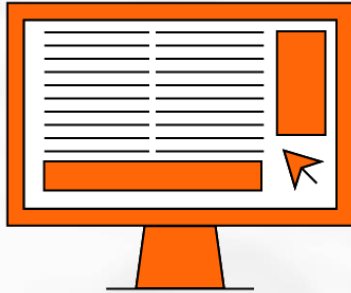
# Does viewability matter?

- Fully in view ads on average delivered a **7%** uplift in brand awareness scores and an **8%** uplift in ad recall
- Ads fully in view for 5 seconds or longer delivered plus **6%** uplift in brand awareness scores and **8%** uplift in ad recall
- Ads delivered above the fold on delivered a **5%** uplift in brand awareness and **14%** uplift in ad recall
- Ads delivered on a page that was in view for 30 seconds or more delivered a **6%** uplift in brand awareness and a **5%** uplift in ad recall



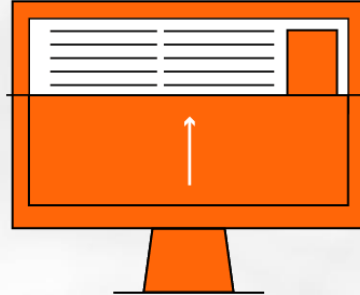
# Does viewability matter?

100% in view for  
over 5 seconds



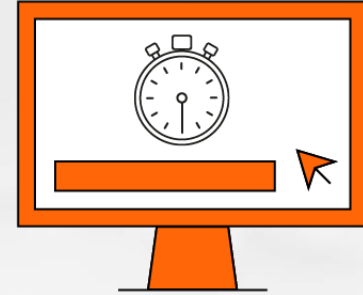
👁️ 100% ⌚ 5 second

Delivered above the fold



👁️ Above the fold ⌚ any time

Page in view for  
over 30 seconds



👁️ In view ⌚ 30 second

# Is premium worth the price?

100% in view for  
over 5 seconds

Placement  
(above the fold)

Dwell time

Engagement

**+42%**  
vs open exchange

# Premium inventory wins all categories

Premium inventory average uplifts greater by:



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Ad recall  
**19.2%**



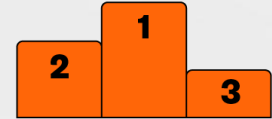
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Brand awareness  
**10.5%**



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Recommendations intent  
**10.3%**



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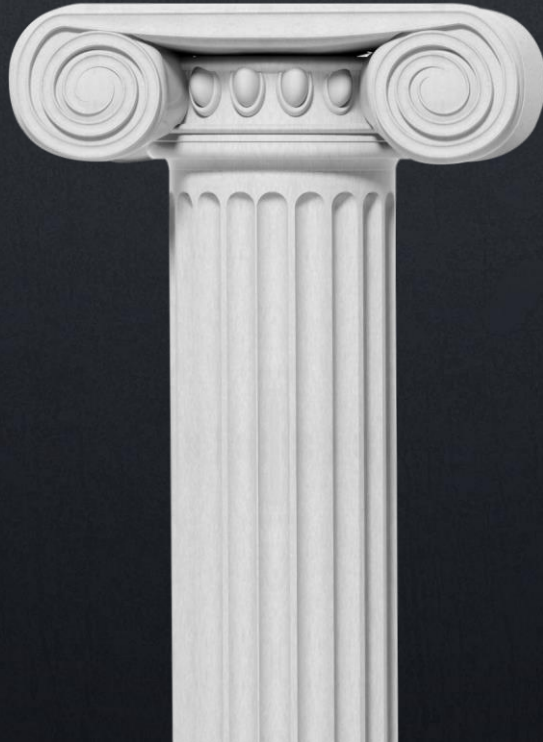
Brand perception  
**9.7%**



**ROI**



**CONTEXT**



**INFLUENCE**

