

Journalism matters

To the nation, to people, to brands

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Journalism matters
to the **nation**



70%

of people think a world
without journalism
would **harm**
democracy





Daily Mail readers donate over £250k in just one day to Ukraine refugee appeal

News Politics Opinion Culture Money Sport Lifestyle Features Puzzles

News

Fastest-ever newspaper fundraising campaign shows generosity of public

The money will be distributed to charities already on the ground giving aid to the men, women and children fleeing war



The Sun creates Ukraine Fund to help women and children suffering from war



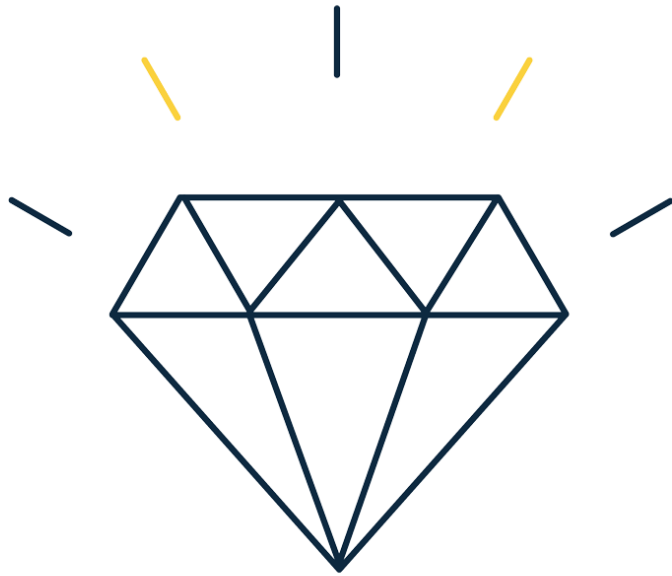
The Independent campaign calls on government to be at forefront of international Ukraine aid effort

61%

agree that news brands play a significant role in making campaigns better known and more popular

Journalism matters
to people





News brand readership helps us to **define and test our values**

Adding news brand readership to a predictive model of people's attitudes to politics, risk and success makes it **1.8x** as effective as using demographics only

People read news brands in every greater numbers



24m

Adults daily



40m

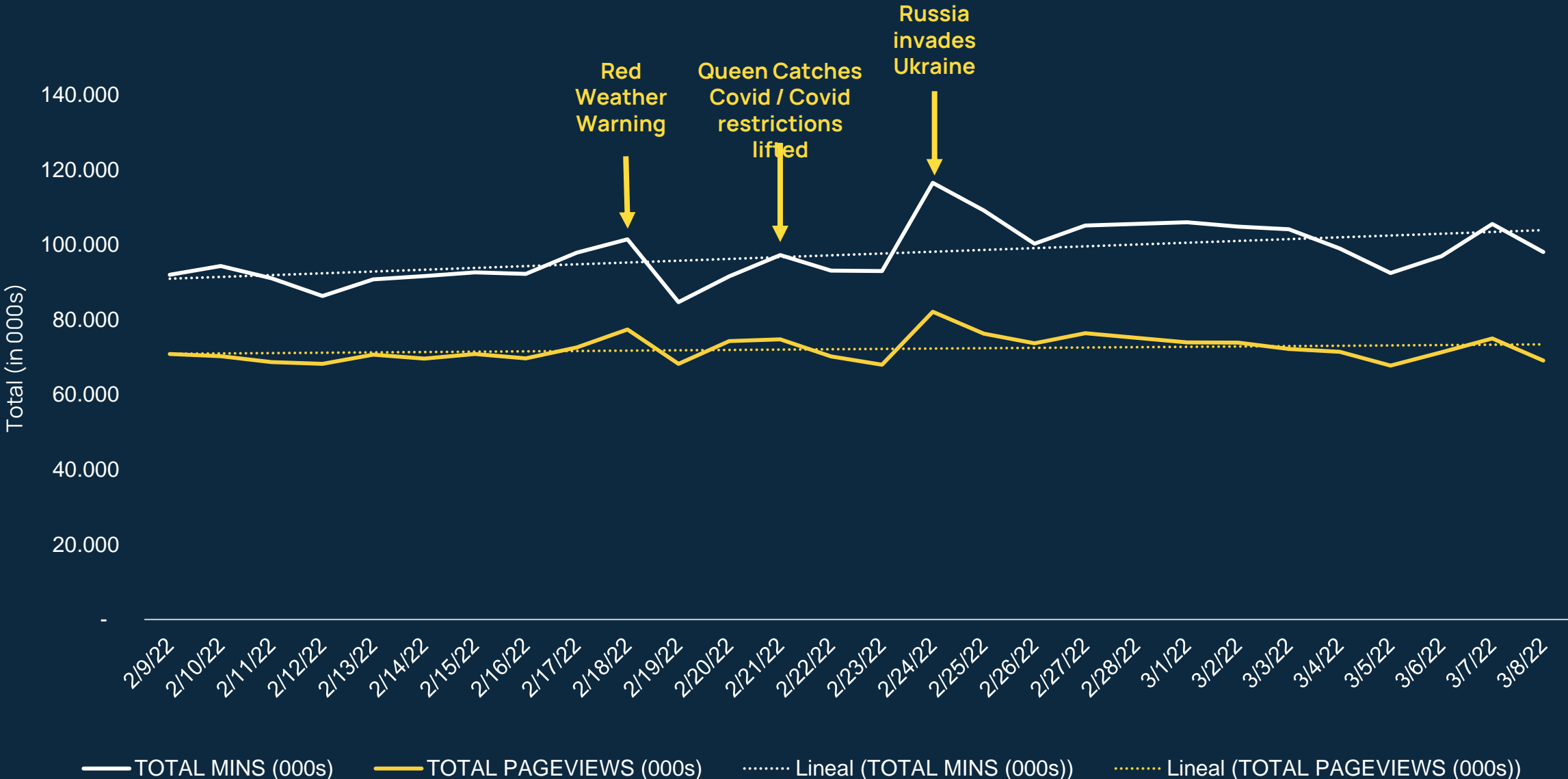
Adults weekly



46m

Adults monthly

People turn to news brands in time of crisis

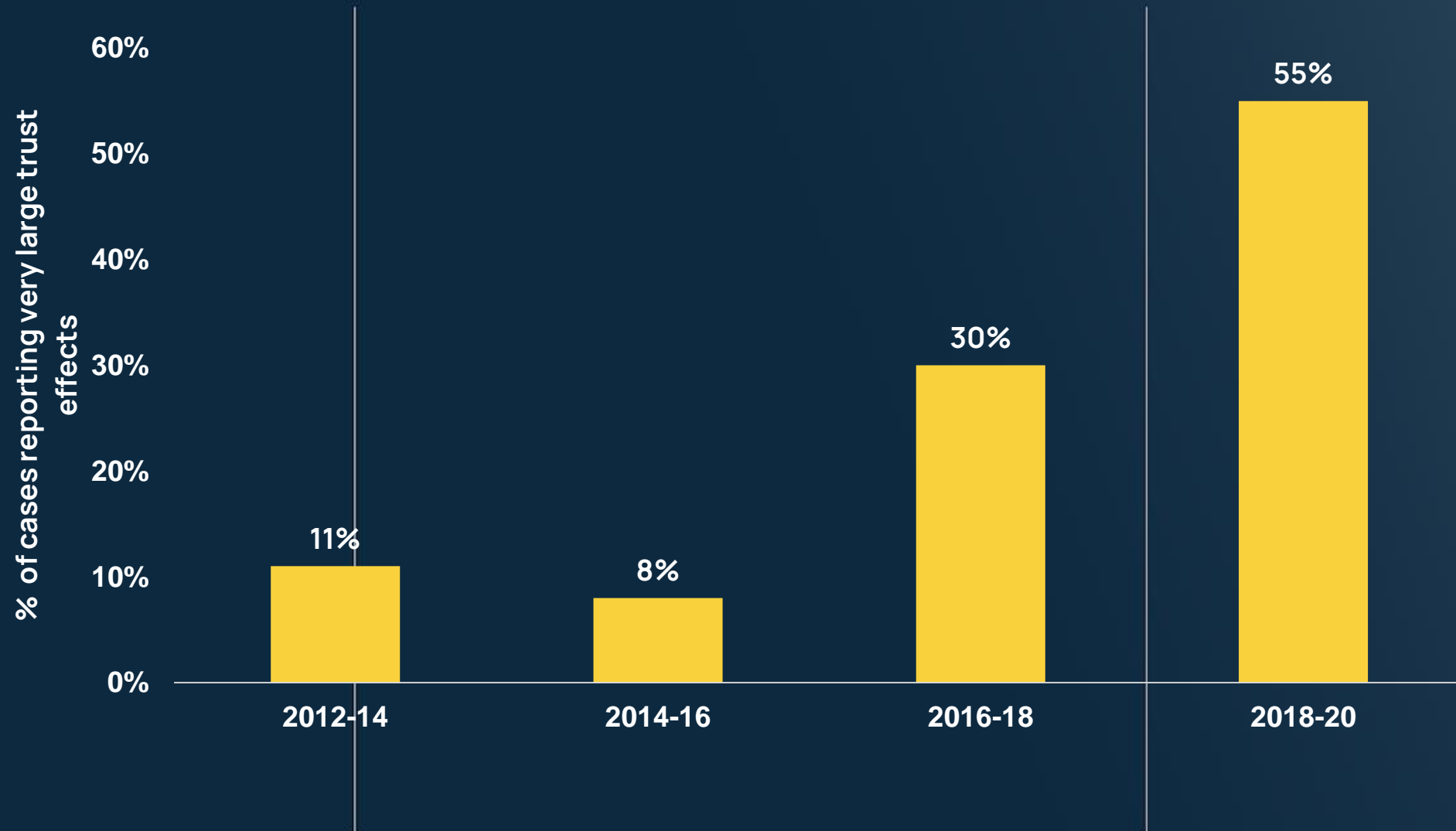


*Compared to the day before. | Source: Ipsos Iris Data 7th March 2022

Journalism matters to brands



News brands are a trusted place for brands

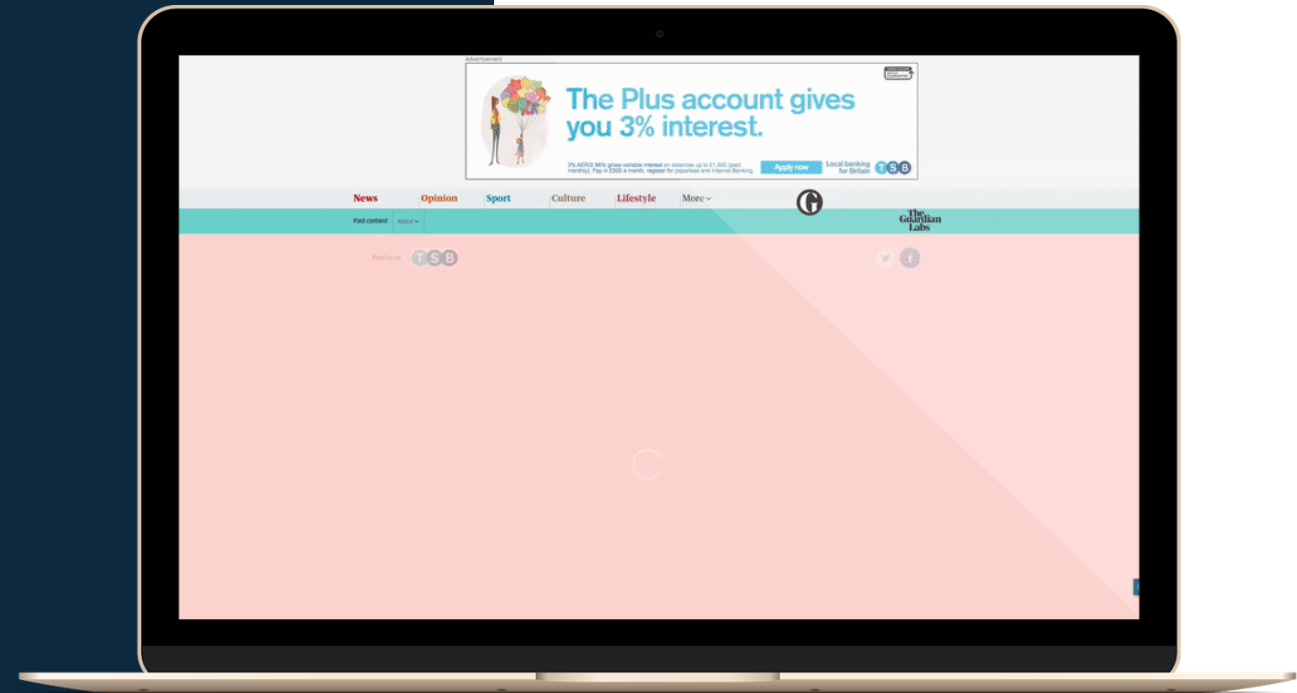


Campaigns using news brands increase key business effects

74% more likely to deliver market share growth

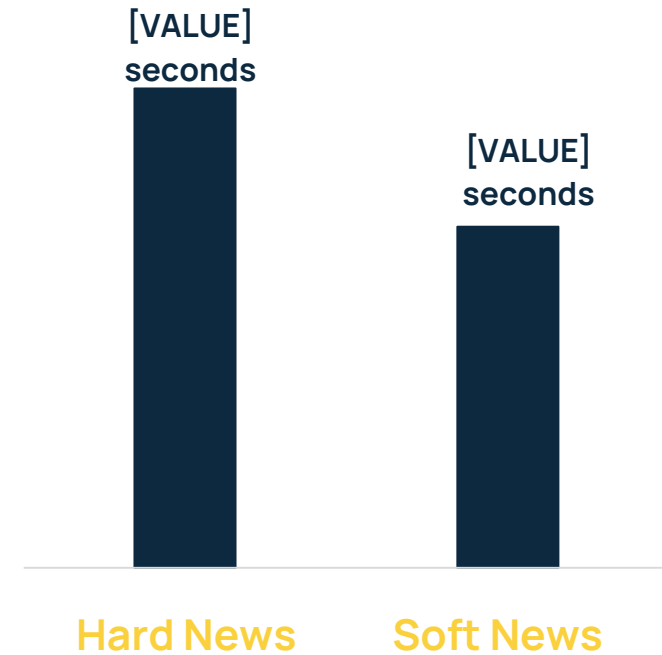
Much more likely to deliver a reduction in price sensitivity

58% more likely to deliver profit



Neuroscience research shows that hard news does not damage advertiser brands

Average time ads are in view

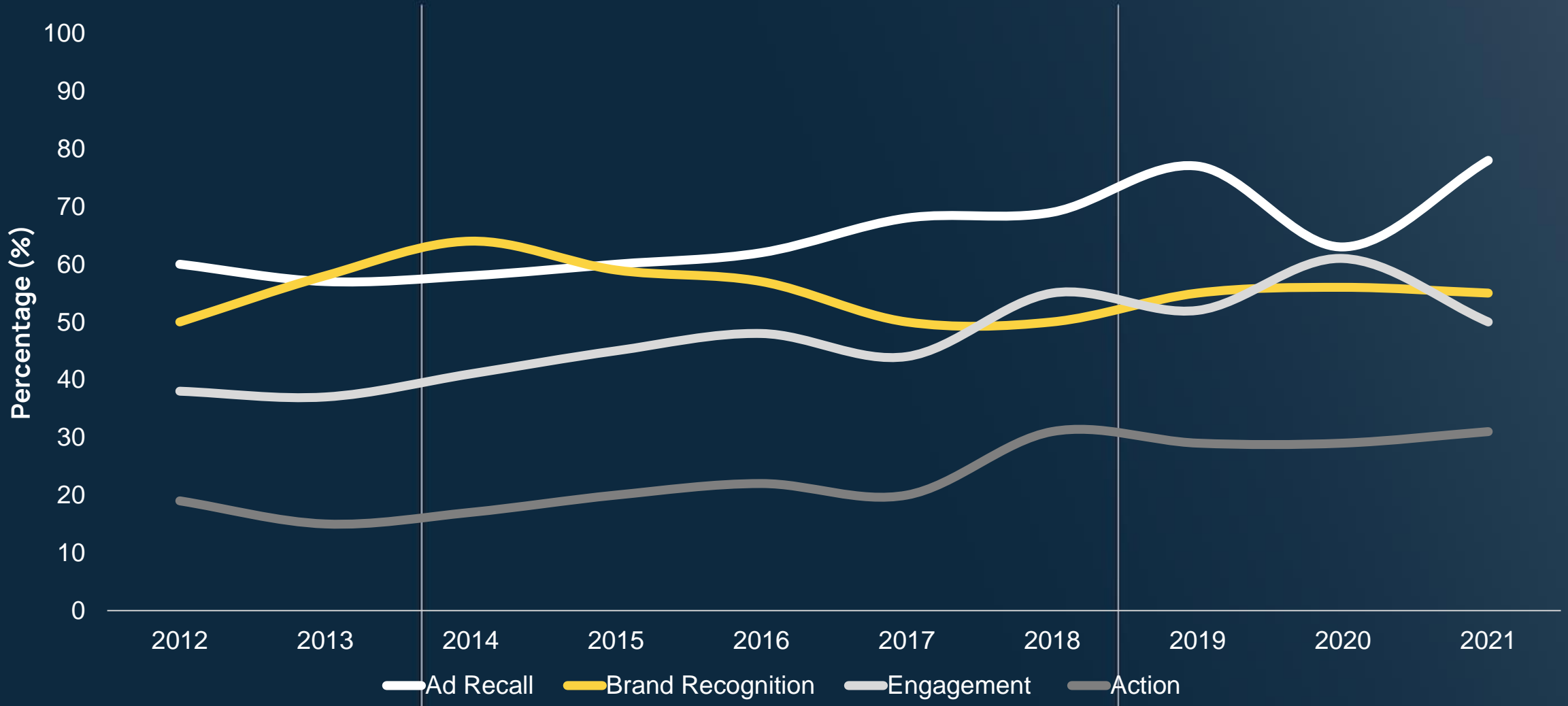


1.4x

Dwell time for ads in hard news

And effectiveness is increasing

RAMetrics for 2012 - 2021





**Three years ago,
we launched the
biggest ever
effectiveness project
for news brands.**

We uncovered that not investing enough in news brands was having negative results for advertisers.

£3 BILLION.



**There's been a lot of water
under the bridge since then**

...not least a global pandemic.

WE SET OUT TO DISCOVER:

1.

If some of that missing profit had been found

2.

The potential for future profit

3.

Whether investment in news brands is still effective for advertisers

And finally, examples of brands that are **getting it right.**

OUR VOYAGE OF DISCOVERY

1. A decade of effectiveness data covering 2011-2020

2. A meta-analysis of 1,012 econometric models

3. Bespoke learnings for 90% of advertised brands across multiple categories

4. Results for both print and digital news brands

The key measure: Profit Return on Investment

Sales revenue

_____ **x** _____

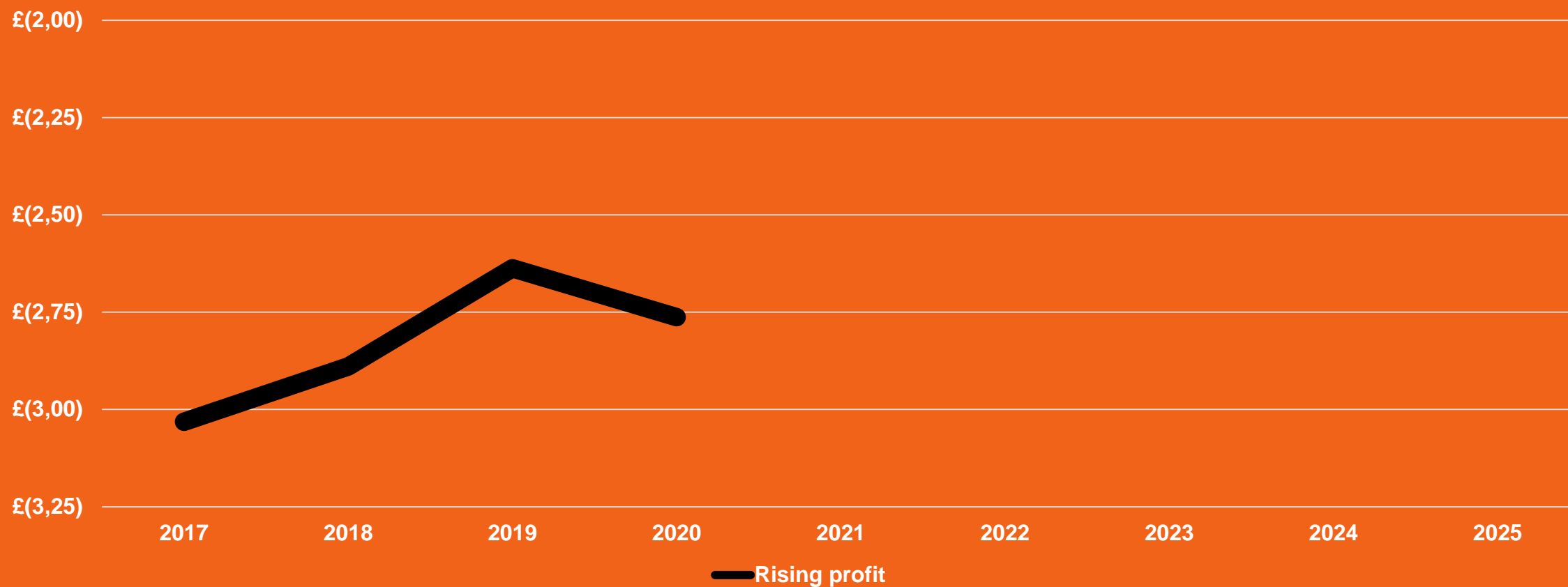
PROI = Profit margin %

_____ **÷** _____

Media investment

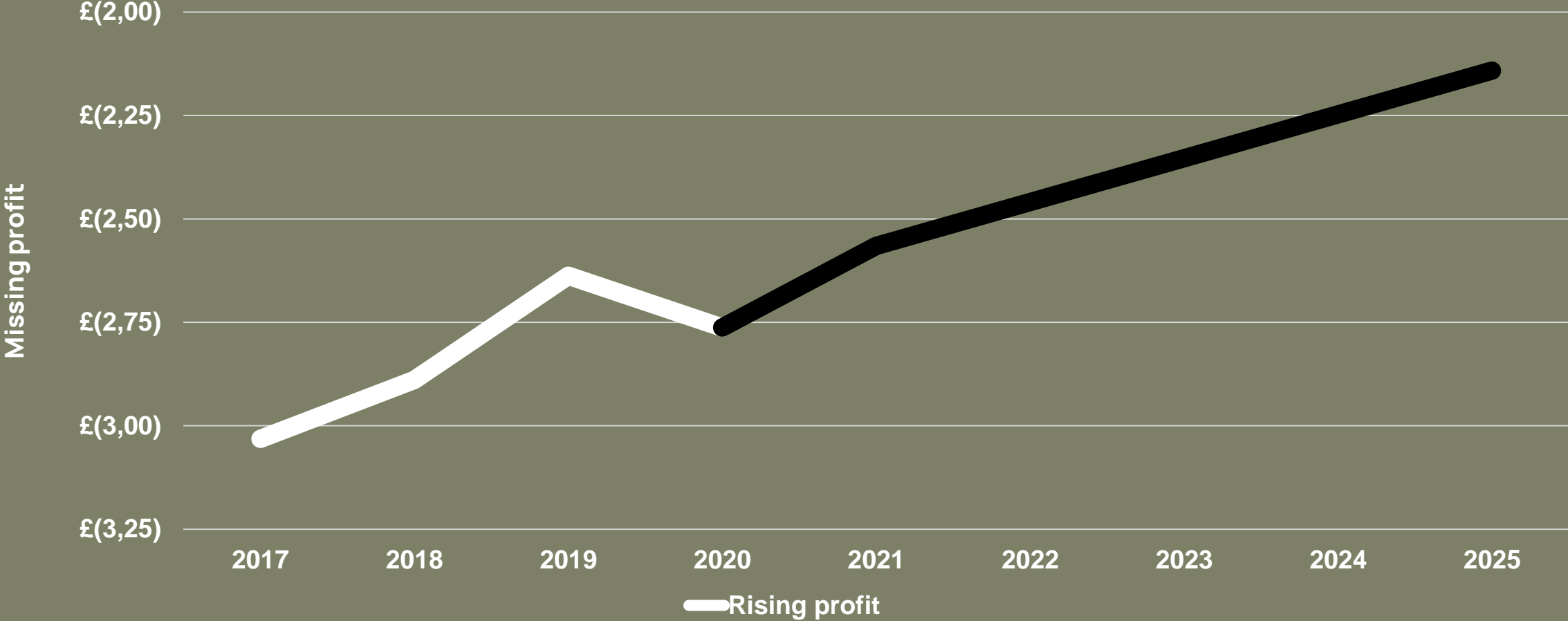
WHAT WE FOUND:

1. Over the last three years brands have enjoyed a 10% profit boost by investing in news brands
2. The future is bright, with profit from news brand investment forecast to rise by up to £1bn by 2025
3. Increasing investment in news brands from low levels delivers better gains than doing the same all other channels



Across 2018 and 2019 as investment in news brands increased, advertisers benefited from a 10% increase in profits – despite the pandemic

As spend bounces back, there is the potential for rising profit – up to £1bn by 2025



**BRANDS
THAT ARE**————— **GETTING IT
RIGHT**

Method of preventing
fraud: ace for example,
and cool! (4,6)



Turn to the weather page to see the answer

With our Mobile Banking
app, you can freeze and
unfreeze your card if you've
temporarily misplaced it.



By your side

LLOYDS BANK

Lloyds bank ——— Crossword Clues

For some, staying at home isn't over.

Your best friends are going to miss
having you around.

To cheer them up, we're offering 20% off
all our pet toys with Clubcard Prices.

Because right now, every little helps.

TESCO
Every little helps



Available in larger stores. Ends 14/03. Clubcard app required. Delivery charges may apply. Please treat your pets responsibly.

Throw it our way.

Recycle your salad bags,
crisp packets and more

Find our soft plastics
recycling point in all our
large stores



TESCO
Every little helps

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Billy Mail, Monday, April 12, 2020

Pop to your local if you can.

Pubs have had it tough this year.

That's why, for once,
instead of telling you
about our fantastic deals,
we're using this space to ask
you to support them instead
(as long as you feel
safe to do so).

Because right now,
every little helps.

TESCO
Every little helps

See us here: drink.tesco.co.uk every responsibility. We please follow latest government guidance. Excludes Scotland, NI and Wales.

Tesco

Advertisers can **benefit** from
backing journalism



Back British journalism

Because journalism matters



Newsworks