

# The power of context

# Solving the context crisis

Imagine Beyoncé opening her world tour at The Half Moon pub in Putney. Neymar kicking-off the new season at Grimsby Town. Or Miranda Hart popping up on Celebrity Love Island. It's just not going to happen. Yet some of the world's most famous brands seem content to behave in an equivalent fashion; ignoring the importance of context and appearing in environments that are entirely inappropriate and harmful to their fortunes.

The growth of programmatic and audience implementation has, for many agencies and advertisers, downgraded the importance of context.

Instead of prioritising where an ad appears, the focus has shifted to buying audience exposures at the lowest possible cost, in the fastest possible time, irrespective of where that may be.

This flies in the face of a whole range of research that demonstrates a quality environment remains vitally important to advertisers.

As we saw with The Times' "Big brands fund terror through online adverts" headlines earlier this year, the issues of brand safety and viewability have reached crisis points. And responsible brands are taking action.

Procter & Gamble has cut more than \$100 million in a quarter from digital ad budgets to avoid sites built on fake traffic from bots and those carrying offensive content.

It's a given that advertisers want to reach as many of the right people as possible, as efficiently as possible (while simultaneously cultivating a level of uniqueness), but removing context from the equation is a damaging decision.

Context is powerful. It influences how the message is understood and received. It creates an openness to advertising and, perhaps most importantly, it impacts brand health and perceptions and drives sales. There is increasing evidence that the old adage, "it's where you're seen that counts", is even more vital to brand health in today's fragmented media ecosystem.

Demand for the quality content produced by published media is growing across platforms, while also offering advertisers high attention in a relevant environment. This delivers not just reach but engaged reach. In this paper we will draw evidence from multiple studies, from industry research as well as our own organisations, to demonstrate that published media brands offer a powerful opportunity for advertisers – long-term brand building, quality contexts and meaningful emotional connections with audiences.

As marketing budgets come under increased pressure and face closer scrutiny, and competition for audience attention intensifies, it's time to reassess the building blocks of media planning and review industry preconceptions about published media. This paper challenges us to evaluate the evidence so that brands, publishers and agencies can work together to solve the context crisis.

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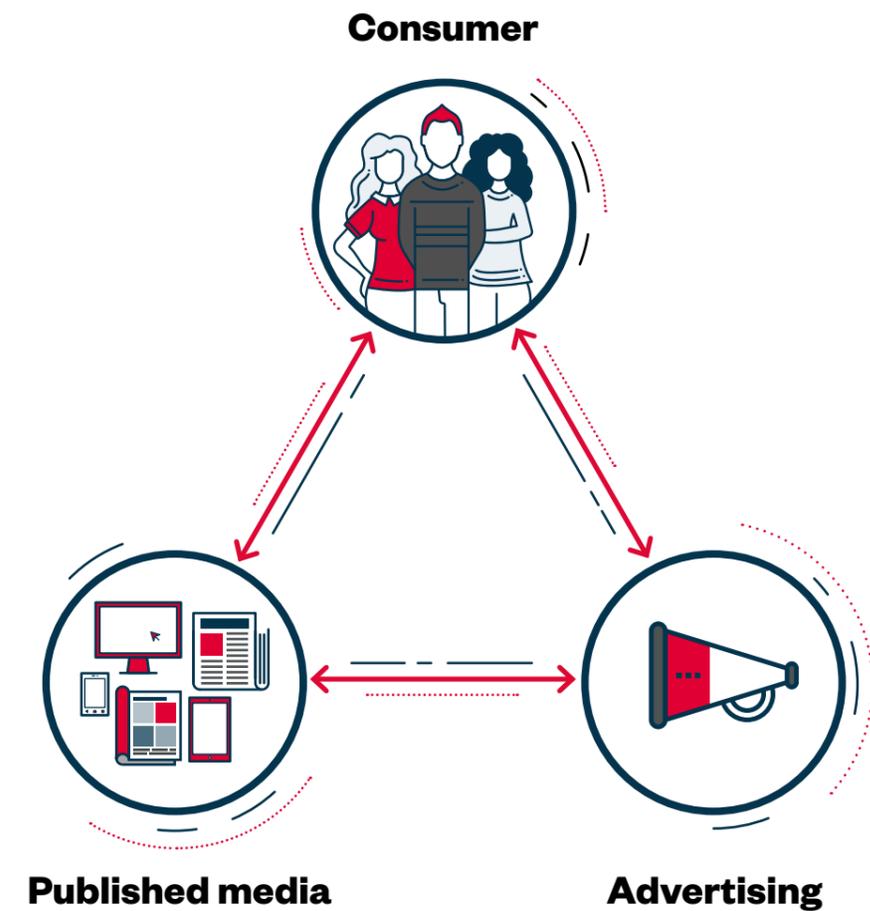
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# Context

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**1. the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.**

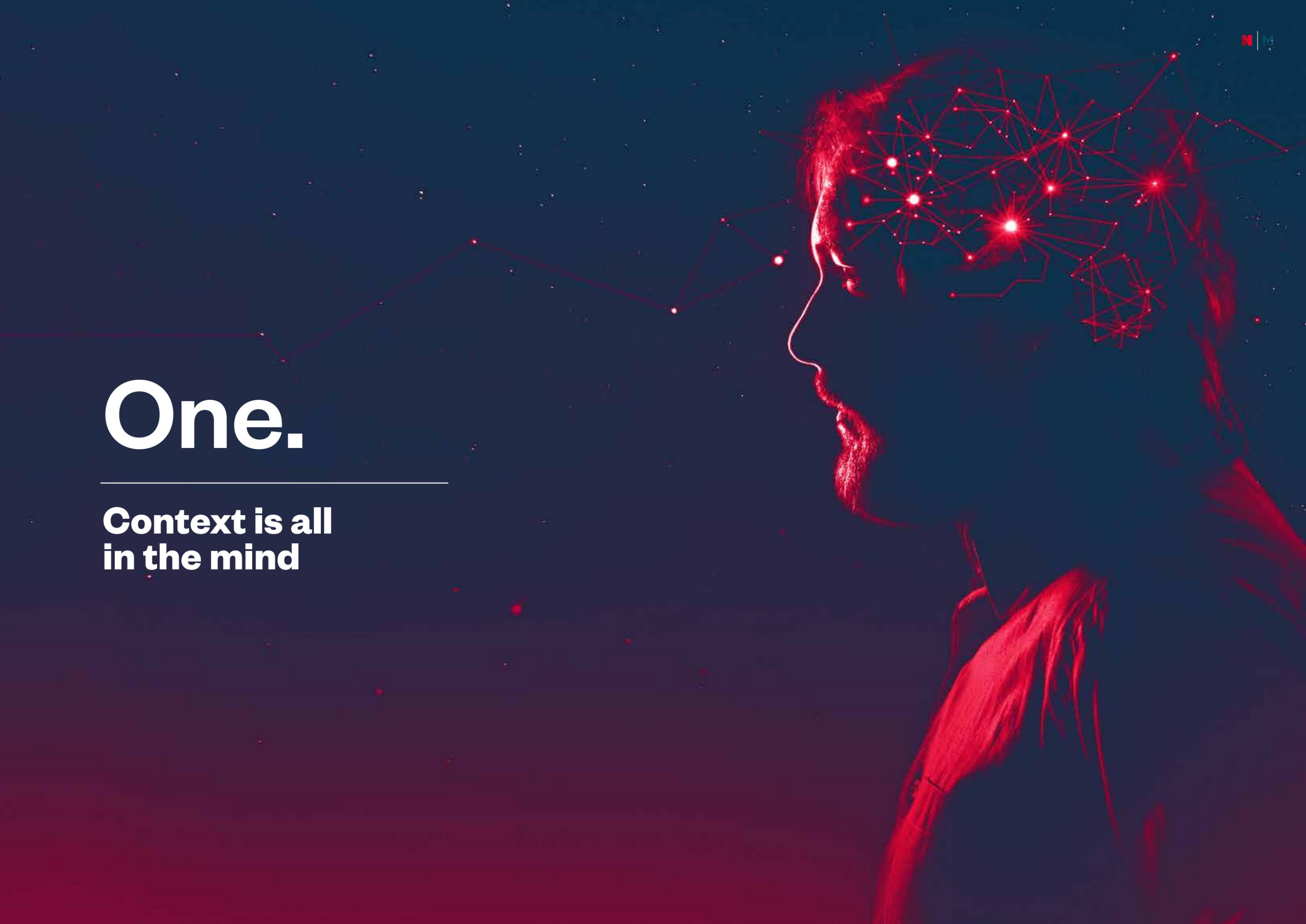
Context is multi-layered, it is not just about where advertising is placed. The relationship consumers have with published media results in a distinctive mindset, which influences how advertising is consumed. Equally the dynamic that exists between published media and the advertising that is placed there provides a unique setting for advertising. In an advertising environment hindered by adblocking, this context provides a compelling opportunity for advertisers who want to meaningfully connect with consumers.



# One.

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**Context is all  
in the mind**



# What is the effect of the relationship between people and published media?

Consumers today have a dizzying array of options in terms of media consumption. Access to content has never been easier and has resulted in an explosion of media interactions. According to IPA TouchPoints 2017 data, the average time spent with media sits at 7 hours and 56 minutes per day. This is a 9% increase on 2016 and a 13% increase on 2005.

Multiple media consumption at any one time also continues to grow, with 92% of adults consuming two or more media in the same half hour at some point during the week. In terms of time, adults spend 2 hours and 7 minutes a day media multi-tasking.

In this context, the relationship between consumer and media channel has become more complicated and increasingly competitive. Media content is

in a battle for attention because alternatives are easily to hand and present continuous distraction. There are emerging arguments that the increased consumption of digital media has led to an evolution in our attention. According to a study by Microsoft Canada, the average human attention span decreased from 12 seconds in 2000 to eight seconds in 2013, making it shorter than that of a goldfish, which are believed to have an attention span of nine seconds.

It's certainly true that in a digital age solus attention is now at a premium. University of Aberdeen attention researcher Søren K. Andersen says that it's vital to distinguish between what people choose to do when there's no reason for them to focus, and what they're capable of doing when they choose to give something all or most of their attention. Solus media attention has positive

consequences for advertising, as advertisers have a better chance of cutting through in this context. The optimum time for consumers to switch their attention to another form of content on another channel or device is when advertising interrupts. The more interruptive the advertising, the more the risk. A study by Newsworks and PwC, 'The battle for attention' shows that published media do particularly well at delivering solus attention, with 60% of newspaper readers and 58% of magazine readers not consuming any other media at the same time.

Significantly, these high levels of attention strongly correlate with advertising effectiveness metrics such as 'ads give me ideas about brands' and 'ads encourage me to consider purchase'.

The study also reveals that consumers find the content in published media incredibly valuable. In a world where content is increasingly freely available, almost half of readers of magazines and newspapers agree that these channels offer them something that they can't get elsewhere. Even more importantly, they are willing to part with cash, with 65% of magazine and 62% of newspaper readers agreeing that the content is worth paying for.

An example of consumer desire for content is seen via FreeWall® from tech company Rezonence. It works by granting users access to quality content in return for a brief

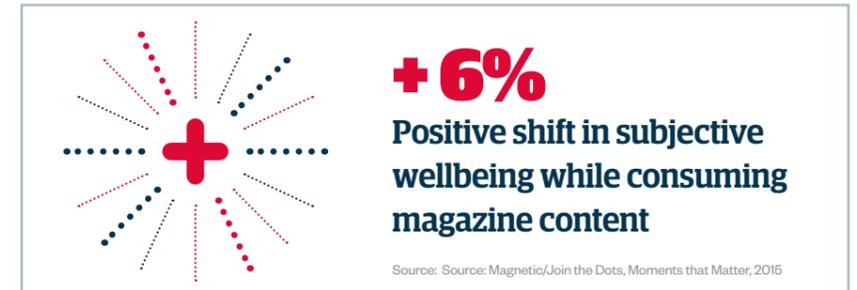
engagement with a brand message. It is effectively a frictionless, cash-free micropayments strategy that converts user engagement into revenue for publishers.

They have found that their average engagement rate is circa 50%, showing that half of users are willing to interact, and therefore 'pay', to unlock the rest of the content they are reading. This does vary by publisher network, by device and by editorial context, but can go as high as 66%. (Based on 205k delivered engagements across one campaign, Summer 2017).

We also believe that attention is closely linked to how people feel when they are reading published media content and that this can increase the impact of the advertising contained within it. Work conducted by Yahoo, 'Receptivity of Emotions', supports this, claiming that reaching consumers when they are feeling upbeat could increase the effectiveness of advertising by 24%.

The IPA TouchPoints study collects mood data as part of its diary app, which respondents complete on a half-hourly basis throughout the week. Analysis of the 2017 IPA TouchPoints data clearly shows that published media has positive uplift effects on mood-states. For example, when reading newsbrands or magazines, either in print or digitally, readers are significantly more likely than average to state they're feeling confident (+10%).

When just print (magazine or newsbrand) is looked at across the week, readers are almost 20% more likely to be feeling confident whilst reading. When looking at magazines and newsbrands in print or digital on Sundays, the days when we know



people are more likely to take time to sit and give these media their solus attention, we see a 15% uplift on average of those reporting 'confident' mood, rising to 27% when looking solely at print.

This is supported by data from Rezonence, which finds that click through rates to an advertiser's website are higher on Sundays than the rest of week. Click through rates are a good proxy measure of a reader's attention and state of mind, and a good indicator of how that attention is driving action.

Confidence is another important emotion. In Newsworks' 'How people buy' research, conducted with guidance from behavioural economics expert Dr. Nick Southgate, we found that 'When people make decisions, what they truly desire is to make a confident decision'. If, through the choice of channel, you're reaching people when they've been primed to be in a confident frame of mind, then brand communications have an inherent advantage.

A Magnetic study, 'Moments that Matter' finds that magazines do particularly well in terms of delivering happiness, creating a 6% uplift in subjective well-being. Magazines' strength can be explained by their ability to deliver against both pleasure and purpose, which Paul Dolan, Professor of Behavioural Science at LSE, argues are both critical to achieving happiness.

This is in stark contrast to the often negative emotions engendered by social media.

A recent American study into happiness and use of Facebook conducted by academics at the universities of California and Yale found that, over time, use of the social media platform is having a negative effect on users' well-being. On average, actions on social media such as clicking a link, updating one's status, or clicking 'like', were associated with a decrease of 5-8% in self-reported mental health.

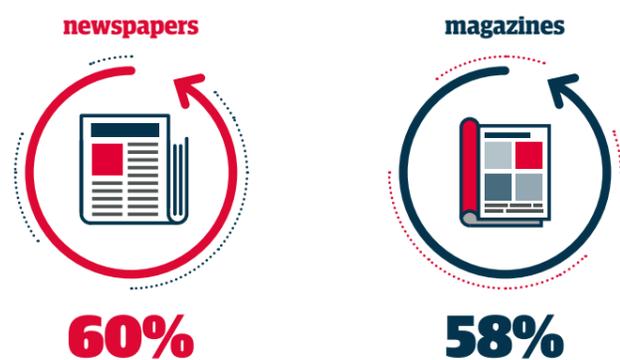
While the rise of adblocking is more to do with how advertising is delivered in digital environments, the prevailing mindset in which content is consumed also has implications for openness to advertising placed there.

'Moments that Matter' also finds that magazines and newspapers both perform well against 'advertising not being seen as a distraction from the experience', scoring 80% and 82% respectively. Magazines score the highest on the attitude 'advertising is welcome', at 35%.

Magazines and newspapers offer advertisers the opportunity to be more relevant to personal values and passions than other media. This explains why the consumer is less annoyed by the interruption and happy to be involved in the advertising messages placed there, as well as the original content.

## Solus attention

Readers don't consume any other media at the same time



# Two.

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**You're in good  
company in  
published media**



# How does the environment that published media offers affect brand advertising?

The opportunities available to advertisers today to connect with their target audiences are ever expanding. However, with this proliferation we've also seen an upsurge – especially from the ad tech guys – in media being seen as a mere conduit for the advertising message. The industry appears to have moved away from Marshall McLuhan's celebrated belief that the medium used to communicate a message shapes how we perceive the message as much the message itself.

This is the observation that Richard Huntington, chairman and chief strategy officer of Saatchi & Saatchi made at ISBA's conference in March 2017. He said that the industry's response to consumers moving online was as if "we believe that the quality of media is simply the quality of the pipe, and whether it accurately reaches someone we have predicted might be interested in us, rather than the whole context around the message and the brand".

Context really matters and the evidence is building about the impact of quality environments on advertising performance. Alongside studies from Newsworks and Magnetic, work has also been conducted by comScore, the AOP, Yahoo and Teads, with particular emphasis on differentiating quality digital contexts from the amorphous mass of 'online'.

There are three main contextual factors that have been identified as impacting on advertising performance:

**Attention:** whether people see the ads and for how long they engage with them (not to be confused with how long they interact with any given medium)

**Relevance:** the degree to which the advertising mirrors the content or brand values of the medium carrying the advertising

**Trust:** the trustworthiness of the media environment and its impact on the trustworthiness of the advertiser

All of these are driven by quality, original content. Published media environments share the same journalistic principles and adhere to the same good practices before content is approved and made available to consumers. These practices ensure a quality of content and context which we believe benefits the advertiser.

**Context affects whether an ad is more likely to be viewed and for how long**

With attention at a premium, making sure people *actually* see ads – and in the right place at the right time – is more complex than ever before.

Eye-tracking allows us to see "what people actually do, not what they say they do". Work by Lumen Research consistently demonstrates the power of published media contexts to capture and sustain attention for advertising communications across both print and digital platforms.

Print is particularly powerful. As advertising is integrated into the reading experience, it is not interruptive. Lumen research shows that 75% of readers look at each newspaper print ad on average and that ads are viewed for 2.5 times longer than the average digital ad.

The story is also true of published media in their digital formats. Ads on newsbrand sites are 80% more likely to be viewed than on a non-newsbrand site. The layout, integration and quality environment also mean ads get noticed sooner and looked at for longer.

Furthermore, advertisers that take advantage of contextually relevant content enjoy a further increase in dwell time. Work done by Lumen on magazine webpages demonstrates that when ads are placed next to relevant editorial they are much more likely to be seen, with an uplift in viewing of 48%. People also spend longer with the ads, looking at them for almost twice as long.

## Context has an impact on brand perception

Presence in a medium has an impact on how a brand is perceived, over and above what the ads are actually trying to communicate.

A study by Magnetic, 'Metrics that Matter' finds that print magazines are the number one channel for driving relevance for brands. Relevance is interesting because it's a brand attitude that is more difficult to move with advertising. It is better delivered by product or service experience. It is perhaps magazines' ability to offer a passion driven environment in specialist sector areas such as fashion, film and food that makes this possible. Print magazine environments rather than online deliver against this metric, underlining the committed nature of readers who purchase a physical copy of a magazine or a newspaper.

**"The industry's response to consumers moving online is as if we believe that quality of media is simply the quality of the pipe, and whether it accurately reaches someone we have predicted might be interested in us, rather than the whole context around the message and the brand."**

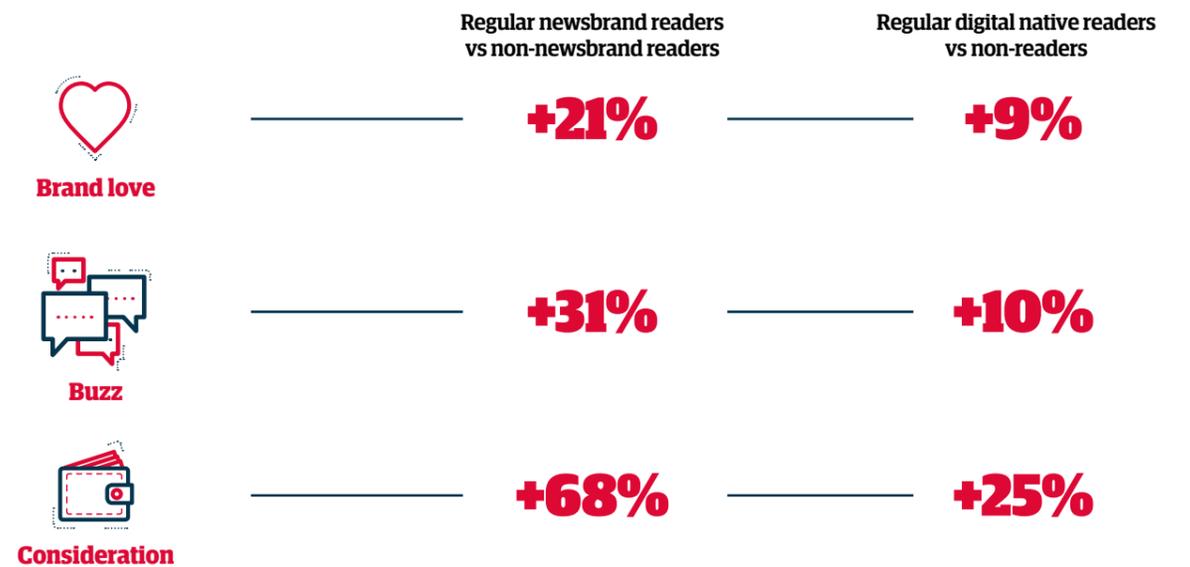
Richard Huntington, chairman and chief strategy officer, Saatchi & Saatchi  
*ISBA conference March 2017*

Similarly, Newsworks' study 'The company you keep' shows that the engagement, trust and personal identification that regular readers have with their newsbrand creates a significant and powerful – and completely unconscious – context effect across all platforms, including print, tablet and online. Regular readers are "primed" to respond

more favourably to advertising due to the existing relationship they have with their newsbrand. When looking specifically at digital newsbrand platforms, the context effect can offset consumer dislike of online advertising.

According to projections from physical tests with print and tablet

## There is a strong context effect for advertising among regular newsbrand readers



Source: Newsworks/Conquest, The company you keep, 2015

**With 63% of consumers craving more serendipitous brand moments online, there is clearly an opportunity to go beyond the comfort of targeting and burst the bubble of algorithm ignorance.**

newsbrands, merged with online tests on computers, the newsbrand environment improves brand love by 21%, brand buzz by 31% and consideration by up to 68% for a range of top advertisers. Each individual platform shows a context effect, while for digital newsbrands in particular (via computer) this effect is higher than for non-newsbrand news sites. This is supported by Magnetic's 'Metrics that Matter', which demonstrates that online magazine environments deliver a better KPI performance overall than other online environments, leading to a 41% improvement in results.

Research by the7stars and Newsworks shows that one of the promises of the digital world – the ability to easily and instantly find information that's relevant to our needs and preferences – isn't being met. The relevance and personalisation that props up many algorithmic filtering processes has become too restrictive, trapping people inside their bubbles and fundamentally inhibiting opportunities for brand discovery. Outside of the bubble is largely meaningless choice; the random, irrelevant and feared, leading to people being turned off advertising.

The middle ground – serendipity – is what is missing.

A golden rule for online planners in the digital age is to re-evaluate and challenge ideas of relevance. Published media deliver that relevance and introduce people to brands. With 63% of consumers craving more serendipitous brand moments online, there is clearly an opportunity to go beyond the comfort of targeting and burst the bubble of algorithm ignorance.

comScore's 'The Halo Effect' shows that display and video ads on premium publisher sites have an average of 67% higher brand lift than non-premium sites. Quality publishers are also more than three times as effective in driving mid-funnel brand metrics, such as favourability, consideration and intent to recommend.

Work by Yahoo echoes these findings about quality publishing online, of which newspapers and magazines are a part. Yahoo showed that quality editorial environments generate three times the lift in emotional resonance, 72% lift in ad recall and 26% more positive emotional

resonance compared with non-quality environments.

**Audience trust matters**  
Newsbrands and magazines garner high levels of trust from their readership – and this provides a trusted environment for advertisers. This is particularly important in the digital sphere.

Kantar's recently published 'Trust in News' survey reveals that mainstream news media, including news magazines and newspapers, in both print and digital formats, retain a good reputation for quality, trusted journalism. This is in stark contrast to social media and digital-only news outlets, which have sustained major reputation damage after the arrival of the 'fake news' narrative.

The AOP's 'Value of Trust' study established that quality publisher environments online achieve a higher level of trust with consumers and that this translates into stronger performances in trust-related measures for advertisers.

Going back to Marshall McLuhan and his belief that the medium massages the message and influences how it is received, we believe that the trust that readers have in published media creates a more effective environment for advertising. Newsworks recently explored whether McLuhan's theories still hold true today. Among other findings, it was discovered that newsbrand content on social media is on average 40% more trusted than social media content in general.

Finally, Magnetic recently published 'A Matter of Trust', a study highlighting that magazines are significantly more trusted than social media – 70% as compared to 30%. This results in uplifts of anything from 64-94% in trust-related KPIs for advertisers.

**Magazine brands are more trusted than social media**



**70%**

magazines



**30%**

social media

Source: Magnetic/MediaCom North, A Matter of Trust, 2017

# Three.

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**Not all reach  
is equal**

## What benefit does quality context provided by published media offer advertisers?

Newsbrands and magazines share some common qualities: high levels of attention, relevance and trust. This stems from quality journalism, as well as their unique relationship with consumers. And their reach is growing with increasing demand for published media content across multiple platforms.

### Reach and noticeability

Byron Sharp argues that continuously reaching all potential buyers in any particular product category all the time is key to business success. His analysis with the Ehrenberg-Bass Institute proves that high growth brands rely on salience: physical and mental availability, distinctive brand assets and an always-on advertising strategy.

This is supported by Binet and Field, who consistently assert that penetration is the key to very large business effects such as sales, market share and profit. They evidence their arguments through their extensive work with the IPA Databank and various associated studies, starting with the 'The Long and the Short of It' and most recently 'Media in Focus'. Reach, then, is an important metric, so it's unsurprising that it's a metric by which all media are judged. It's the reason that published media have invested so much in AMP, which will create de-duplicated cross-

platform reach. It will supersede NRS PADD which currently reports total published media reach at 94%, with millennial reach at 98%.

It is, however, also important to define what we mean by salience. It is the quality of being particularly noticeable or prominent. To achieve salience it's important to be widely present, but it is also important to have distinctive brand assets so you can stand out. There is a strong argument that quality context plays a role here, because it offers advertisers an opportunity to stand out. This goes some way to explaining published media's ability to deliver salience for brands.

A number of studies have tackled the salience of magazines and newsbrands, revealing their strengths in this area. A large study in the U.S., conducted by Millward Brown Digital for the MPA (The American association of magazine media) shows that print performs particularly strongly across saliency metrics: print is first equal with online for increasing spontaneous brand awareness, delivers the highest uplifts in aided brand awareness (+8%) and is a close second to TV for ad recall (+10% vs +11% for TV). More importantly, the study also illustrates the powerful amplification effect of published media when used in combination with either online, TV or both. Campaigns that included print, online and TV perform

best across the awareness metrics associated with salience.

### Published media enable consumers to make a confident choice

The field of behavioural economics is enhancing our understanding of consumer decision-making. In combining economics with psychology, it casts a fascinating light on the complex and often irrational processes involved.

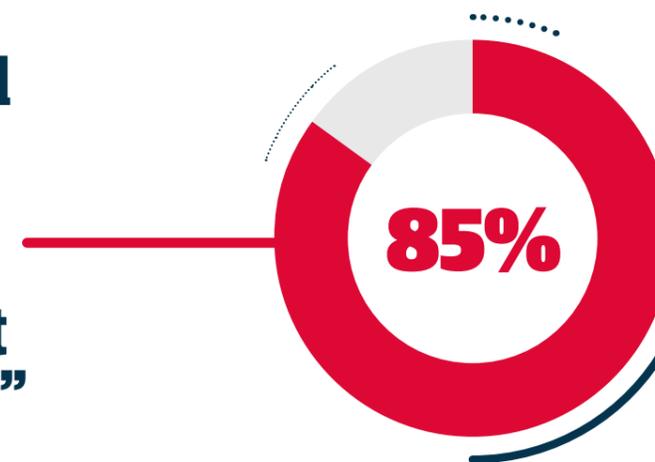
To explore this in more detail, Newsworks worked with behavioural economist Dr Nick Southgate to compile 'How people buy'. The study explores the types of purchase journeys people make, the stages in those journeys and the roles of media in influencing those journeys.

The findings show that consumer journeys are often not objective, linear, nor about making the perfect choice. Instead they're predominantly about eliminating risk and making a "good enough" choice.

Southgate states that, as consumers, we really dislike choosing between two near identical choices as this process is rather taxing and takes a huge amount of cognitive strain. Ultimately, he says, we want to make clear obvious decisions. From an emotional perspective,

**“Seeing a brand or product in my newsbrand gives me more confidence that it’s right for me.”**

Source: Newsworks/Flamingo/Tapestry, How people buy, 2015



people are anxious about making a mistake at the start of the process, and their confidence only rises towards the end of the decision-making journey, once the process of elimination is completed and they gain conviction about their choice. Southgate says that despite unrestricted access to near limitless information sources, consumers don't want to spend vast amounts of energy or cognitive effort with every decision they take. Information that comes to you, he says, is less hard work than info that you seek out. Passive absorption of brand associations before a decision journey thus becomes a powerful method of influencing choice and ultimately purchases, more so if these messages are delivered through a medium that offers micro-salience – or the

reflection of the consumer's beliefs and view of the world.

Within this context, published media act as a lens on the world, reinforcing values and helping people determine what matters and what to spend time thinking about – irrespective of whether that relates to lifestyle, politics or culture. This also extends to purchase decisions, with 85% of people saying that seeing a brand or product in their newsbrand “gives me more confidence that it's right for me”. Similarly magazines, because they are driven by passion orientated content and corresponding audiences, offer a filter through which consumers feel they can make better decisions. A study by Magazine Networks Australia found that 73% of readers think that the products featured are

curated to suit people like them. It also found magazines, in print and online, to be first and second place in terms of helping consumer to be confident about buying products advertised there.

### Published media make brands meaningfully different to the consumer

Work by Millward Brown, using their extensive database of advertiser campaigns, provides further evidence of the role of media channels and their contribution to brand growth.

Their analysis links brand growth to meaningful difference. Brands that perform strongly across both meaningful and different dimensions are much more likely to enjoy repeat purchase by consumers and are better able to maintain a price premium over their competitors. More importantly, brands that have high meaningful difference achieve twice the growth rates enjoyed by brands that rely on salience alone. Magnetic worked with Millward Brown to investigate the role that different channels play in helping brands achieve meaningful differentiation. In this study, 'Why Being Different still Makes a Difference', we discover that

**“As consumers we really dislike choosing between near identical things because it takes a huge amount of cognitive strain”**

Dr Nick Southgate, Behavioural Economist  
Newsworks: How people buy

Three

magazines are the number one channel in terms of delivering a meaningfully different impact for brands. Magazines are also the most cost-efficient way to achieve these brand perceptions. It reveals that magazines' particular sweet spot is differentiation, helping brands and products set themselves apart from their competitors in the minds of consumers.

The same study finds that newsbrands are the top performing channel in relaying whether a brand will meet the consumer's needs. This is because newsbrands provide a platform in which the audience is primed and receptive towards absorbing knowledge.

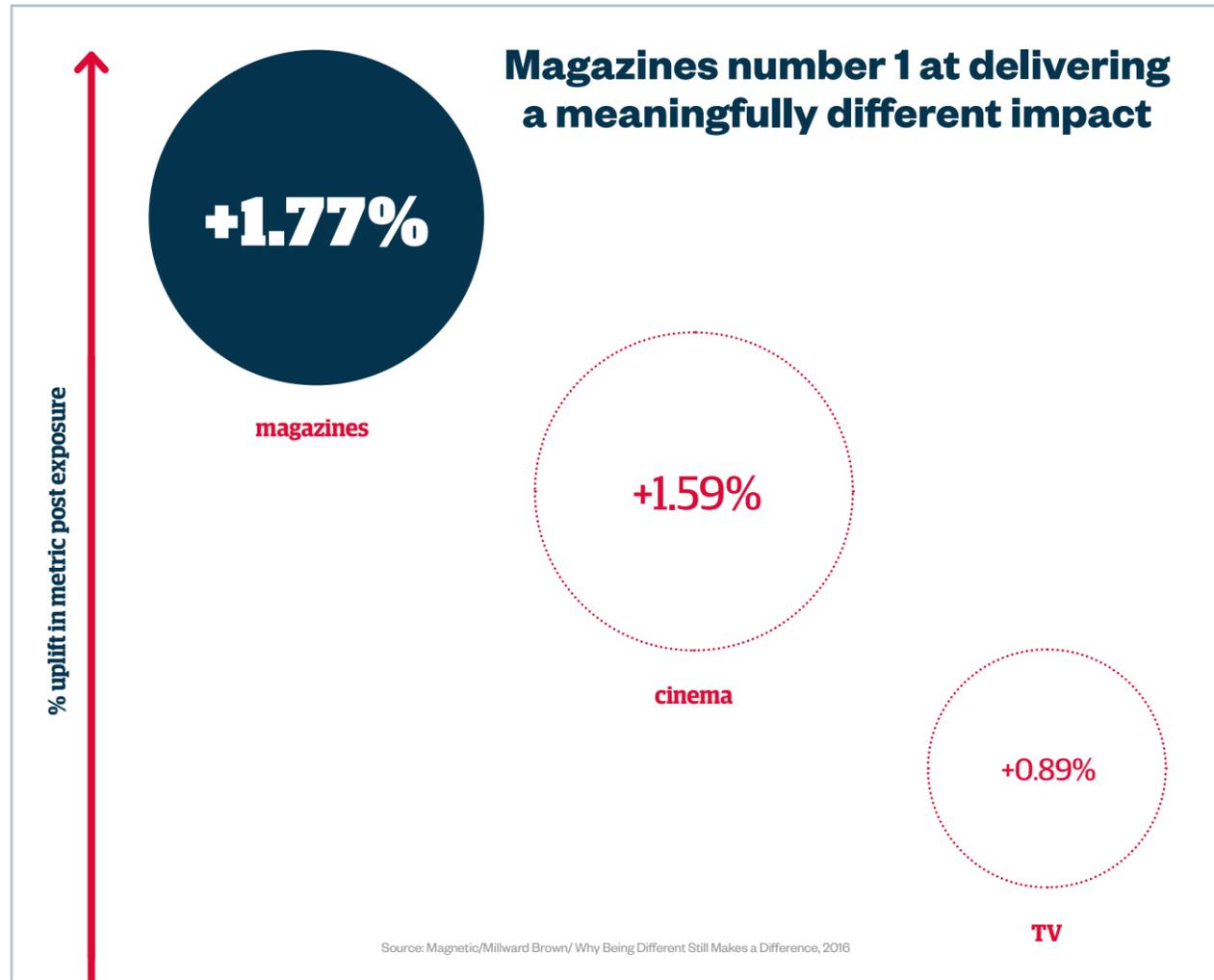
**Published media offer unparalleled quality reach**

The focus on reach partly explains the shift in investment towards digital. Advertisers are simply shifting their investment to where consumers are investing their time.

However, this is a simplification because not all reach is equal. This year has seen the industry concerned about viewability, brand safety and measurement failing in the digital sphere; leading to some important questions about metrics and what the advertiser is getting for their money.

This report has highlighted that published media offer higher

levels of consumer attention, demonstrating that published media, in print and online, provide a higher quality environment than other online environments. Published media offer an opportunity for advertisers to achieve quality and relevant reach, where their advertising is more likely to get noticed. It's important to remember that salience is not just about being present, it's also about being noticeable.



**Quality context offers advertisers the opportunity to stand out and get noticed**

# Four.

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**Context =  
brand discovery =  
new customers**



# How does quality context impact on business effects?

We've established in the previous three chapters that context is a key strength and asset for published media.

- **It exists because of the close relationship between readers and the publications they read**
- **It influences how commercial messages are understood and received and creates an openness to advertising**
- **It delivers relevant reach, brand standout and noticeability**

This openness and positive response to advertising in published media is in stark contrast to consumers' increasingly negative reactions

to advertising messages in the amorphous mass of online. Could the context offered by published media, which better facilitates brand discovery, offer a complementary route to new customers? One that is an alternative to the precision point targeting and optimisation of a purely digital driven customer acquisition strategy?

Both Newsworks and Magnetic have carried out work with Peter Field using data from the IPA Effectiveness Awards. These were established in 1980 and are the pre-eminent global awards for communications effectiveness, providing compelling evidence that campaigns create measurable financial value for brands.

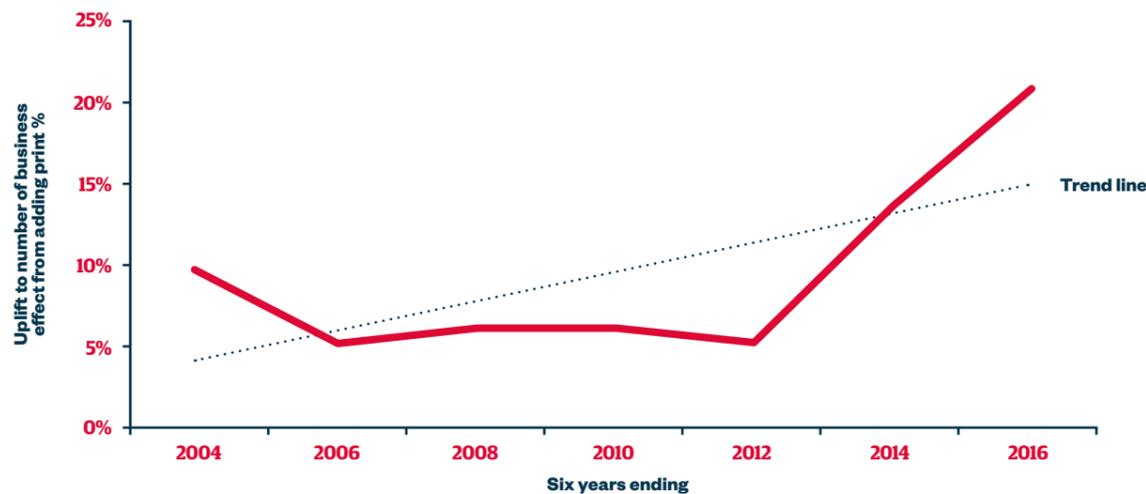
The evidence from both of our reports demonstrate uplifts in very large business effects if magazines or newspapers are included in a

campaign. For the first time we have joined forces, commissioning brand new analysis from Peter Field to demonstrate the business results that context delivers.

## 1. Contrary to popular belief, published media are becoming more effective over time

While digital has undoubtedly delivered cost efficiencies, published media warrant more serious consideration for the value offered. The latest analysis of the IPA Databank demonstrates increasing effectiveness. And digital is only serving to add to that, acting as a multiplier and boosting the business outcomes for print.

### Published media are becoming more effective over time



Source: Peter Field, IPA Databank UK case studies 2012-2016, compares users of print to non-users, data aggregated over six years for robust sample sizes

## 2. Customer acquisition is a key shared strength for published media

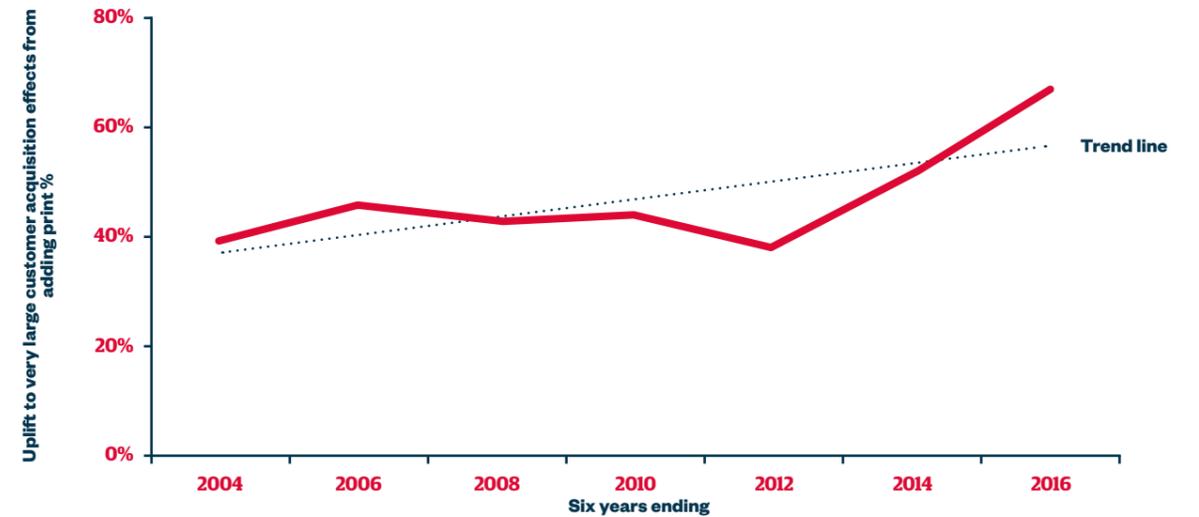
We know that there has been an increasing trend towards short-termism. One of the key contributors to this has been the rise of digital, with its instant numbers and ability to track in real-time. Newspapers and magazines are a powerful weapon in the battle against short-termism,

because they deliver growth in the very large business effects that are vital to long-term brand success.

There is often an assumption that pure play digital channels are most appropriate for bringing in new customers, especially those trendy digital natives who apparently don't watch, listen to or read "traditional media". But in fact the data shows that

campaigns using published media are significantly more likely to attract new customers than campaigns that do not. And again that impact is increasing over time. Campaigns including newspapers or magazines were 39% more effective at delivering new customers than campaigns without them in the six years ending 2004. This rises to a hefty 67% differential in the six years to 2016.

### Published media are becoming more effective at delivering new customers



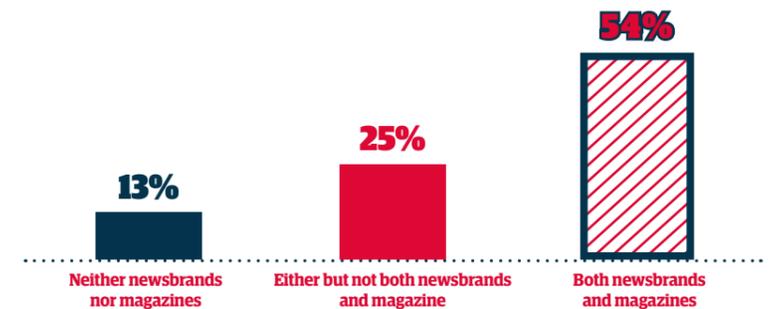
Source: Peter Field, IPA Databank UK case studies 2012-2016, compares users of print to non-users, data aggregated over six years for robust sample sizes

## 3. Customer acquisition effects are multiplied when both magazines and newsbrands are added to the media mix

Looking at the most recent IPA Effectiveness cases, from 2012 to 2016, the evidence shows that using published media increases the likelihood of delivering those all important new customers. Campaigns that included either newsbrands or magazines are twice as likely to report an increase in customer acquisition effects. That effect is multiplied to over four times when both magazines and newsbrands are used.

### Newsbrands and magazines are a powerful combination for delivering new customers

% of cases reporting very large acquisition effects



Source: Peter Field, IPA Databank, 2012-2016 UK cases

# Summary & conclusions

We have become focused on efficiency rather than effectiveness. Programmatic practices have led to an emphasis on delivery costs and rapid results. Context presents untapped value that delivers business outcomes.

Industry headlines about brand safety mean now is the moment to re-evaluate context, look at the evidence and provide an argument for re-investment in high quality environments such as published media.

All media is in a battle for attention and multi-media consumption has become the norm. Consumers are, however, still prepared to give published media their **undivided attention**, they see the value that advertisers are perhaps neglecting to fully exploit.

With the explosion of content, advertising has more competition, as a result it has become more interruptive, or designed to look more like content. Consumers have responded in turn by blocking ads. They are, however, more likely to welcome advertising in published media environments because it's less interruptive and more contextually relevant.

The mindset in which published media is consumed is quite different to competing alternatives such as social media. While social media consumption has been linked to anxiety, published media results in a **confident** and **happy** mindset, which makes consumers more receptive to advertising messages.

Published media, whether in print or online, offer advertisers a number of qualities that distinguish it from other environments. Research by Lumen consistently proves that published media command **higher levels of attention**, particularly compared to the amorphous mass of content online. A number of studies also suggest that published media achieves an elevated **trusted status**.

The benefit for advertisers includes increases in brand KPIs such as **'relevance'** and **'consideration'**. Published media are characterised by quality journalism designed for clearly defined audiences. It offers advertisers a quality context that is highly relevant. These qualities explain its continued success at driving business outcomes for advertisers.

But if published media are targeted does that mean it's less effective when it comes to reach? This is an important question, because we know from research by Byron Sharp and Binet and Field that a reach based strategy is the best way to achieve profitable business growth.

The pursuit of reach has played a part in shifting spend towards digital. There is an argument that it's important to reach the consumer where they are, and increasingly they are online. However, this is an over-simplification, because not all reach is equal. Published media provide high attention reach that is highly successful at driving brand salience, **confidence** and **differentiation**. Furthermore, with the launch of AMP in 2018, we will

be able to report full cross-platform reach and demonstrate the continued growth of published media.

So consumer attention is high, the quality context is providing a rub effect on KPIs for brands, but what of business outcomes? This is the ultimate measure we should be focused on if we want to demonstrate the untapped value of published media.

Both Newsworks and Magnetic have done work with renowned research expert Peter Field that demonstrates uplifts in **very large business effects** if newspapers or magazines are included in a campaign. For the first time we have joined forces to uncover what business outcomes published media have in common. Interestingly, it's **customer acquisition** that is the shared strength.

Could the context offered by published media, which better facilitates brand discovery, offer a complimentary route to new customers? One that is an alternative to the precision point targeting and optimisation of a purely digital driven customer acquisition strategy?

Whilst digital has undoubtable delivered cost efficiencies, newsbrands and magazine media warrant more serious consideration for the value offered. Now is the time to exploit this opportunity, especially as evidence suggests their contribution to **very large business effects** is only increasing.

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The Mail on Sunday  
MailOnline  
Metro

### **ESI Media**

London Evening Standard  
The Independent

### **Guardian News & Media**

The Guardian  
The Observer

### **Johnston Press**

*i*

### **News UK**

The Sun  
The Times  
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### **Telegraph Media Group**

The Daily Telegraph  
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### **Trinity Mirror**

Daily Mirror  
Sunday Mirror  
Sunday People

## MAGNETIC

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### **Condé Nast**

### **Shortlist Media Limited**



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