Three reasons to rethink

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GROWING DEMAND FOR OUR CONTENT

25m people read a newsbrand every day
Influence
The newspapers you read explain much more of the variance in your views on success, politics, risk and generosity than simple demographics.

71% of variance explained

Newsworks, Getting closer to the Great British public, 2017
The majority are relying more on established newsbrands

Contrary to popular narrative that newsbrands are diminishing, the rise of fake news as a societal issue has led to the majority of people relying more on established newsbrands.

‘Since the rise of fake news, I rely more on established newspaper brands’

6 in 10 agree

65% of under 35’s agree

75% of Londoners agree

Source: Newsworks trust research, 2018
Memory response is stronger on newsbrand sites

General browsing

Newsbrands
81% vs 52%
more likely to be seen in quality environment
vs open exchange
+19% more likely to be remembered

+10% more likely to be recommended
+51% more likely to drive conversions
+42% more cost effective
Print is becoming more effective over time

Source: IPA Databank UK case studies 2012-2018 (62% of all cases) compares users of print to non-users, data aggregated over 6 years for robust sample sizes
Multi-platform newsbrands are delivering widespread business effects for brands

- Campaigns using newsbrands are 37% more likely to deliver market share growth
- Campaigns using newsbrands are more than twice as likely to deliver a reduction in price sensitivity
- Campaigns using newsbrands are more than three times as likely to deliver an increase in customer loyalty
- Campaigns using newsbrands are more than 58% more likely to deliver profit
- Campaigns using newsbrands are 50% more likely to drive customer acquisition

Source: IPA Databank UK case studies 2012-2018 (52% of all cases)
Two are better than one - significant multiplier effect from using print and digital in combination

Source: IPA Databank case studies 2012-2018 (52% of all cases)
A huge opportunity exists for advertisers to optimise investment into newsbrands and increase profits.
£3 billion
Mind the gap...

Newspaper brands are an important part of the media mix, contributing significantly to overall campaign profit return on investment. Grouping brands into five super-categories, the evidence shows that they are under spending in newspaper brands and missing out on significant potential profit.

- **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.
  - Profit gap: £15.8m

- **Refresh and revive**
  - Things that prepare us for the day, perk us up and help us recharge our batteries. Generally affordable, frequently bought items from the repertoire of favourite brands.
  - New brands add a spark to the routine. From trips to the cinema, to alcoholic drinks.
  - Profit gap: £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 keep us up with the latest trends—such as a new smartphone or that must-have handbag.
  - Profit gap: £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 a new smartphone or that must-have handbag.
  - Profit gap: £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.
  - Profit gap: £318m

Brands are missing out on **£3bn** of campaign profit.

newsworks.org.uk/planning-for-profit
THE CHALLENGE:
Raise awareness of Movember’s good works
Help to stop men dying too young
Drive participation in Movember

KEY EMOTIONS:

KNOWLEDGE  INSPIRATION  PRIDE
MEN ARE AFRAID.

AFRAID TO APPEAR ‘SOFT’.

AFRAID TO ADMIT THEY HAVE A PROBLEM.

AFRAID THAT THEY WILL BE DIMINISHED IN THE EYES OF THEIR LOVED ONES.
CASE STUDY: MOVEMBER

- **260%** Increase in Ad Awareness
- **OVER 50,000** Signups (250% up vs target)
- **28%** Uplift in Donations (YoY)
- **83%** Uplift in Positive Word of Mouth
- **43%** Recall vs 29% newsUK benchmark
- **72%** Say it has been effective in encouraging men to care for their mental health
- **48%** Increase in Personal Connections to the Charity
- **11.3m** Video views
- **37%** Completion Rate (Minimum 30 seconds)

Sources: Tapestry Research, Movember, Untuly
Questions?