

# Backing British Journalism

Because journalism matters



# Journalism matters

To the **nation**, to the **people** and to **brands**



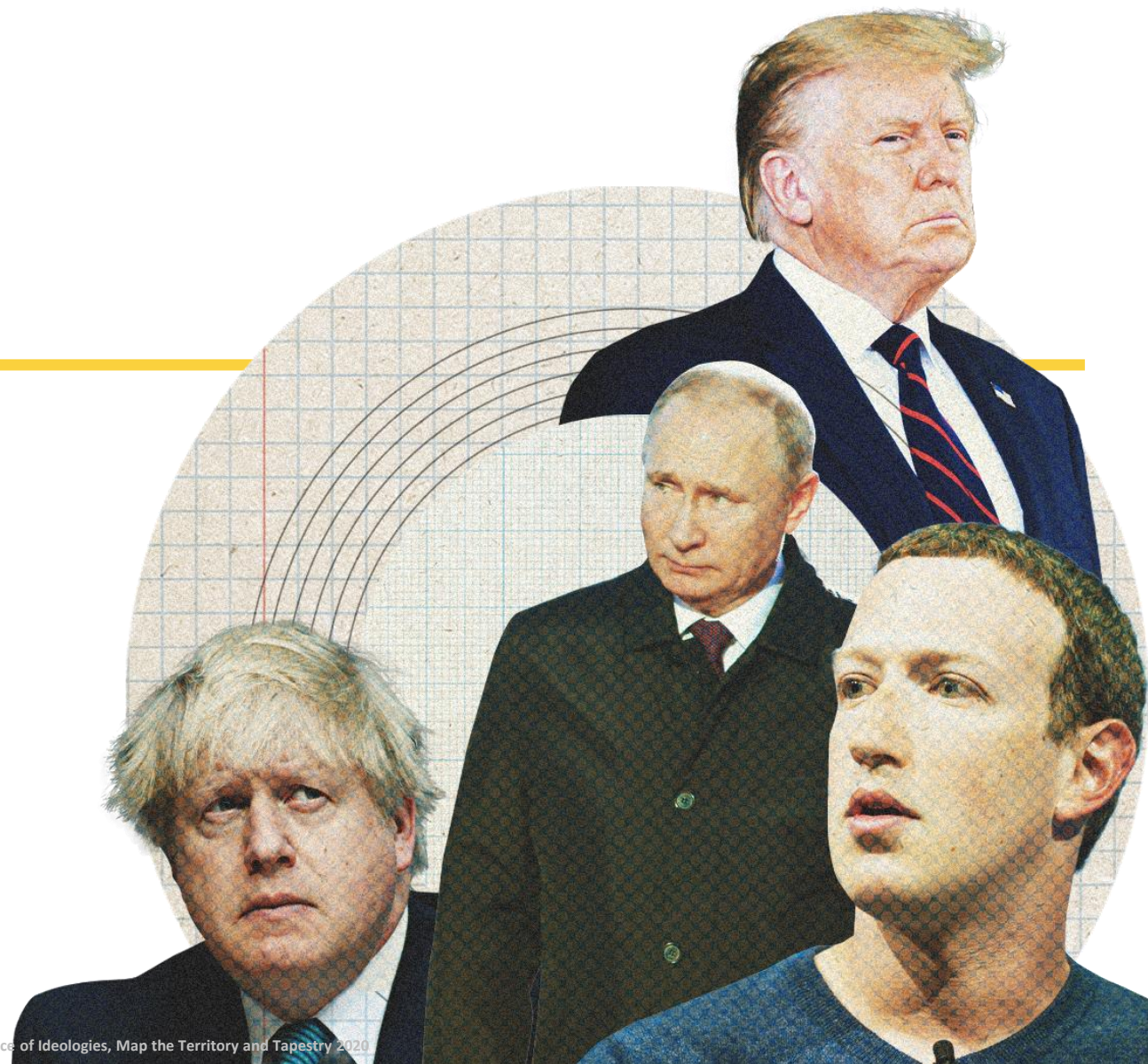


Journalism matters  
to the **nation**



# 70%

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



# 61%

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





SANDRINGHAM HOUSE

On the occasion of the 2020 Journalism Matters Week, I am pleased to send my best wishes to the members of the News Media Association.

The Covid-19 pandemic has once again demonstrated what an important public service the established news media provides, both nationally and regionally. As our world has changed dramatically, having trusted, reliable sources of information, particularly at a time when there are so many sources competing for our attention, is vital.

The efforts of the news media to support communities throughout the United Kingdom during the pandemic have been invaluable – whether through fundraising, encouraging volunteering, or providing a lifeline for the elderly and vulnerable to the outside world.

As you reflect on your achievements this year, and the challenges you have faced, I send my warm good wishes to you all for a most successful and memorable week.

ELIZABETH R

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**Elizabeth R**

# ‘Save the fourth emergency service’: Culture secretary urges people buy a paper as press struggles amid coronavirus crisis

Oliver Dowden also instructs companies to stop practice of ad-blocking – demanding adverts are not placed next to articles about Covid-19

Colin Drury | @colin\_drury | Saturday 18 April 2020 15:53



Journalism matters  
to people





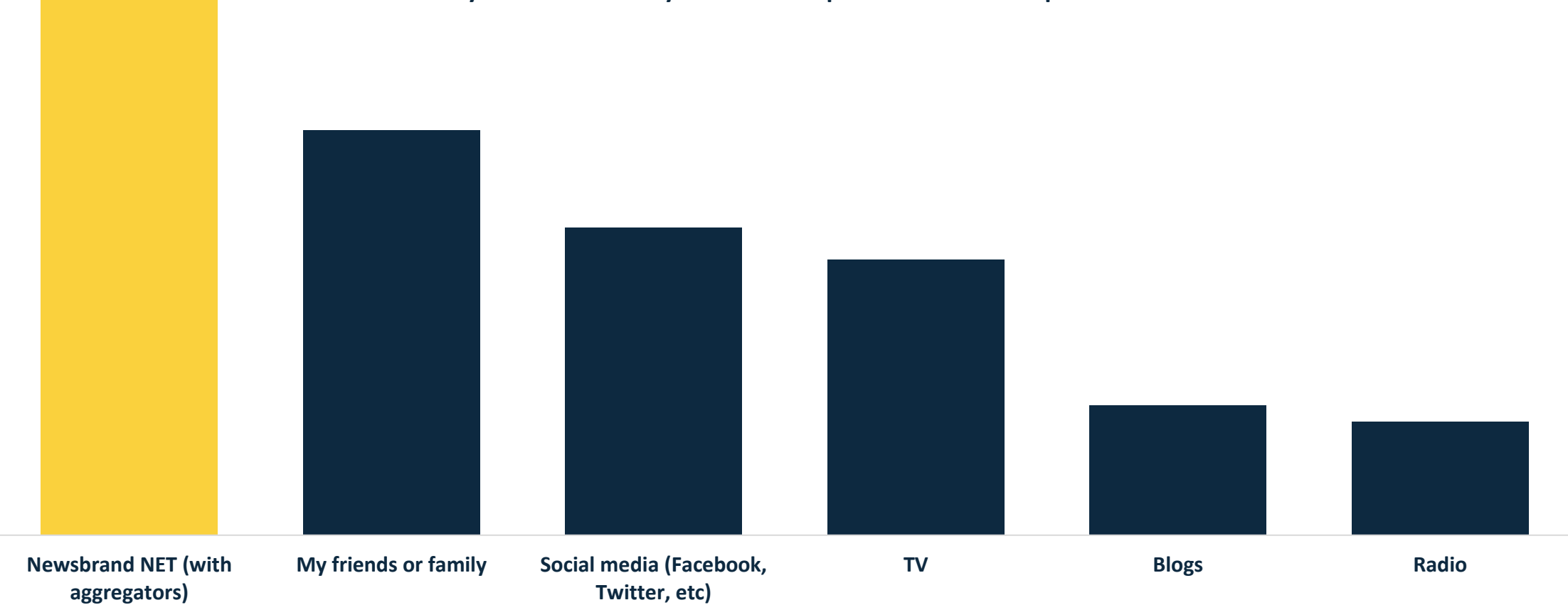
## News brand readership helps us to **define and test our values**

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

# News brands support us in **exploring solutions to problems** - readers value news brands as a source more than any other for this

Which sources do you turn to when you want to explore solutions to a problem?



Source: Come Together , Flamingo & Tapestry 2021

## More than ever news brands are a **trusted source**

**60%**  
agree

**Even if I disagree with a newspaper's views, it's important that they get to put their point across**

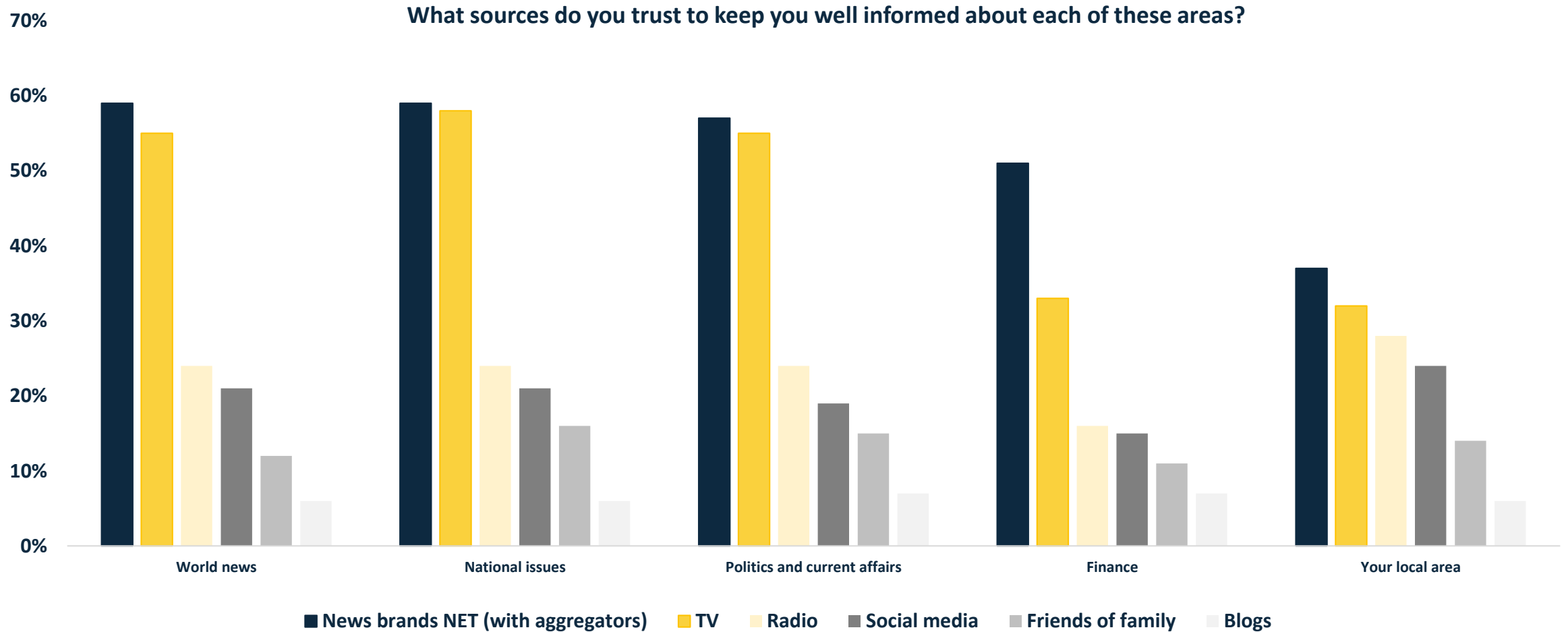
"It shares information, so that's very important. Whether it's positive or not, I think it's information that's truthful and factual. So that's quite important to me"

**72%**  
agree

**There are some things that are simply facts and we should all be able to accept them**

"It's not biased. It'll just tell you the story black and white, so you get an overall opinion of what's happening, and I think I'd go to them as they have the figures." - Male, 18-24

# For readers news brands are **the most trusted source** for keeping informed about global, national and local issues



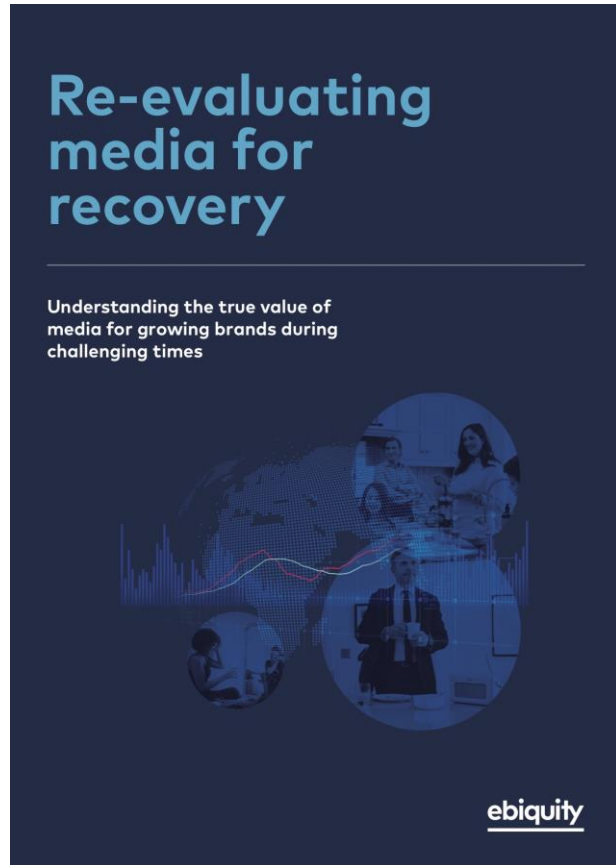
That's why **37 million people**  
read news brand content  
every single day



# Journalism matters to brands



# There is still a significant disconnect between perceptions and reality when looking at the effectiveness of newspapers



	Increases brand salience	Increases campaign ROI
What advertisers & agencies say	8 <sup>th</sup>	8 <sup>th</sup>
What the evidence says	2 <sup>nd</sup>	3 <sup>rd</sup>

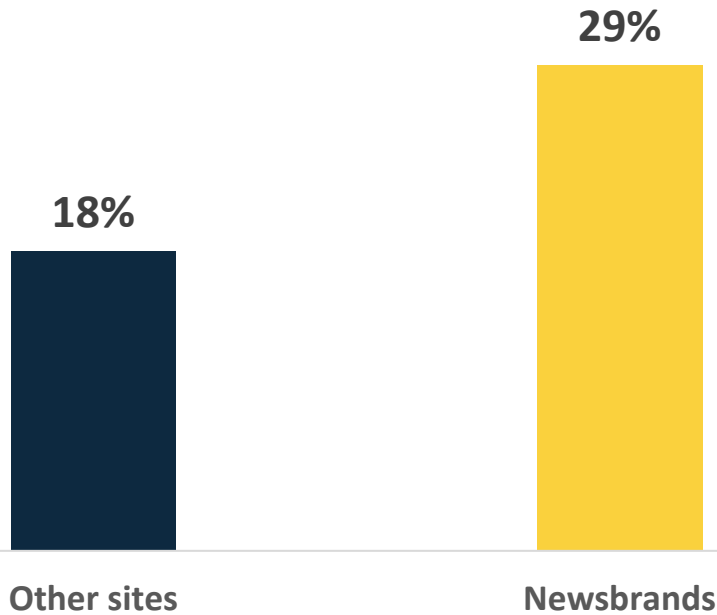
The **positive**  
**impact** of investing in  
journalism

# Journalism commands higher levels of attention

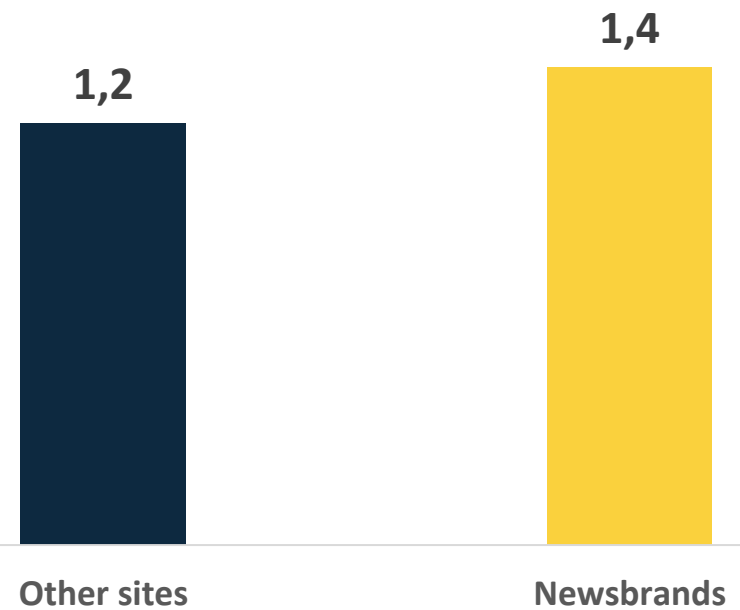
Viewable impressions on news brand sites are much more likely to be seen

And receive longer dwell times

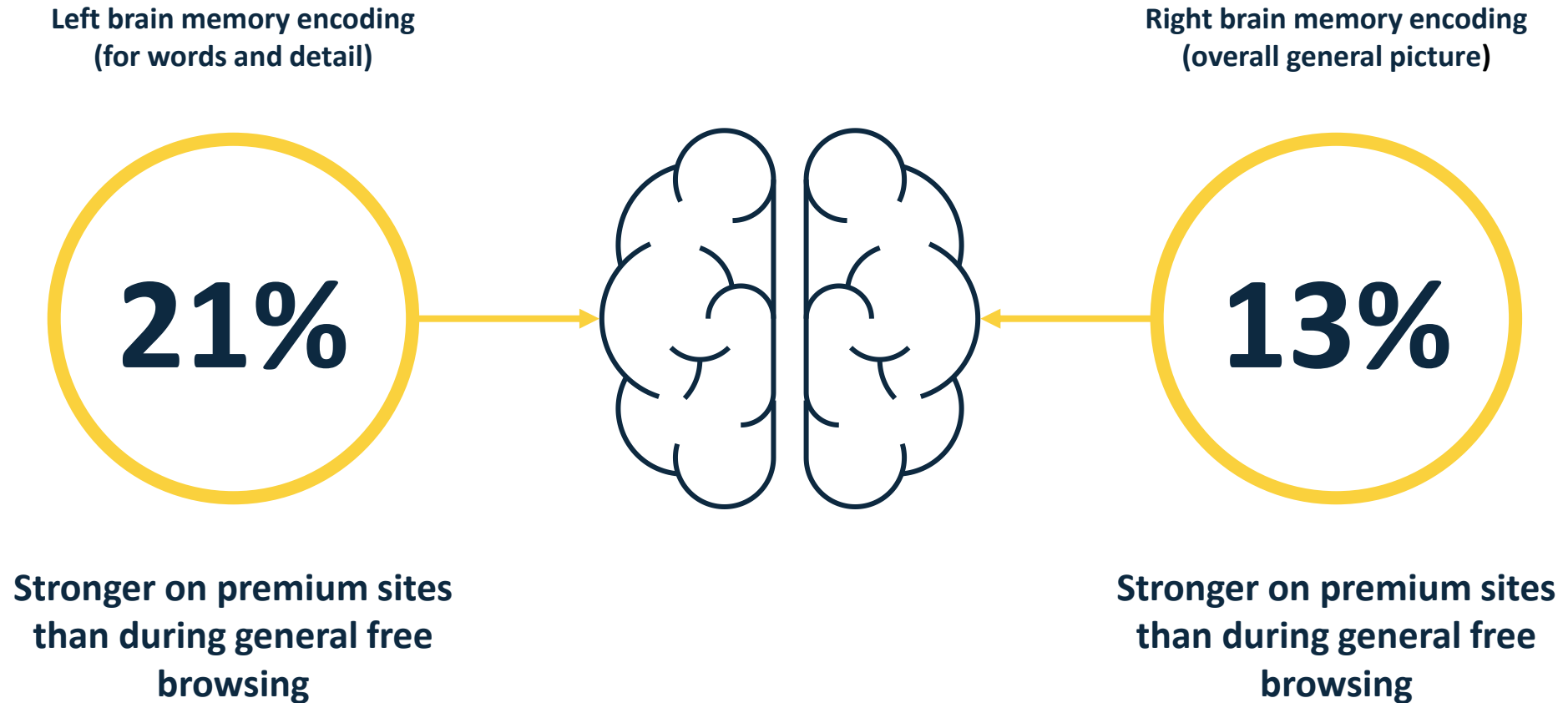
% of viewable ads seen



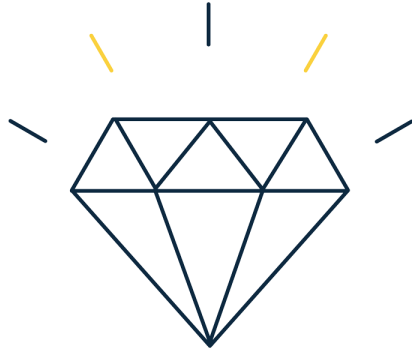
Average dwell time of ad views (s)



# Journalism elicits higher levels of message retention in peoples' memories

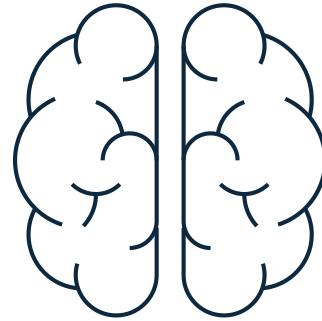


# Journalism drives better engagement and brand response



**81%**

more likely to be seen



**+19%**

more likely to be remembered



**+10%**

more likely to be recommended

# Journalism is key to driving high levels of purchase intent and advocacy

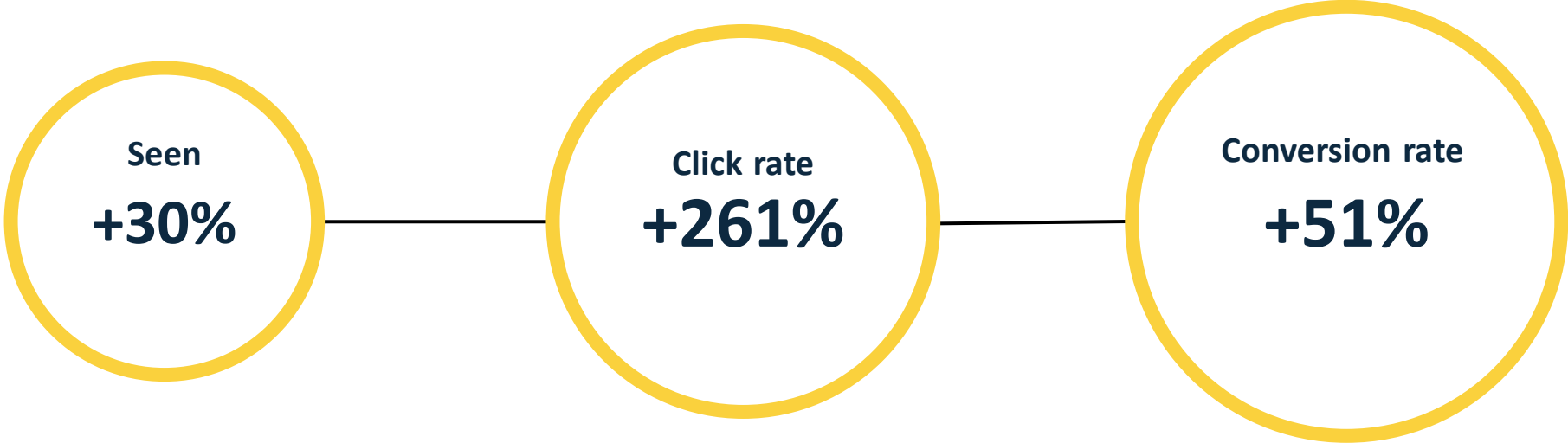


People who see news brands as part of a campaign are 1.9x more likely to consider buying the brand advertised



People who see news brands as part of a campaign are twice as likely to recommend the brand advertised

# Journalism delivers more conversions than the average website



The attention that people give news brands drives more sales for advertisers

# Journalism delivers greater business effects for brands



Campaigns using news brands are **74%** more likely to deliver market share growth



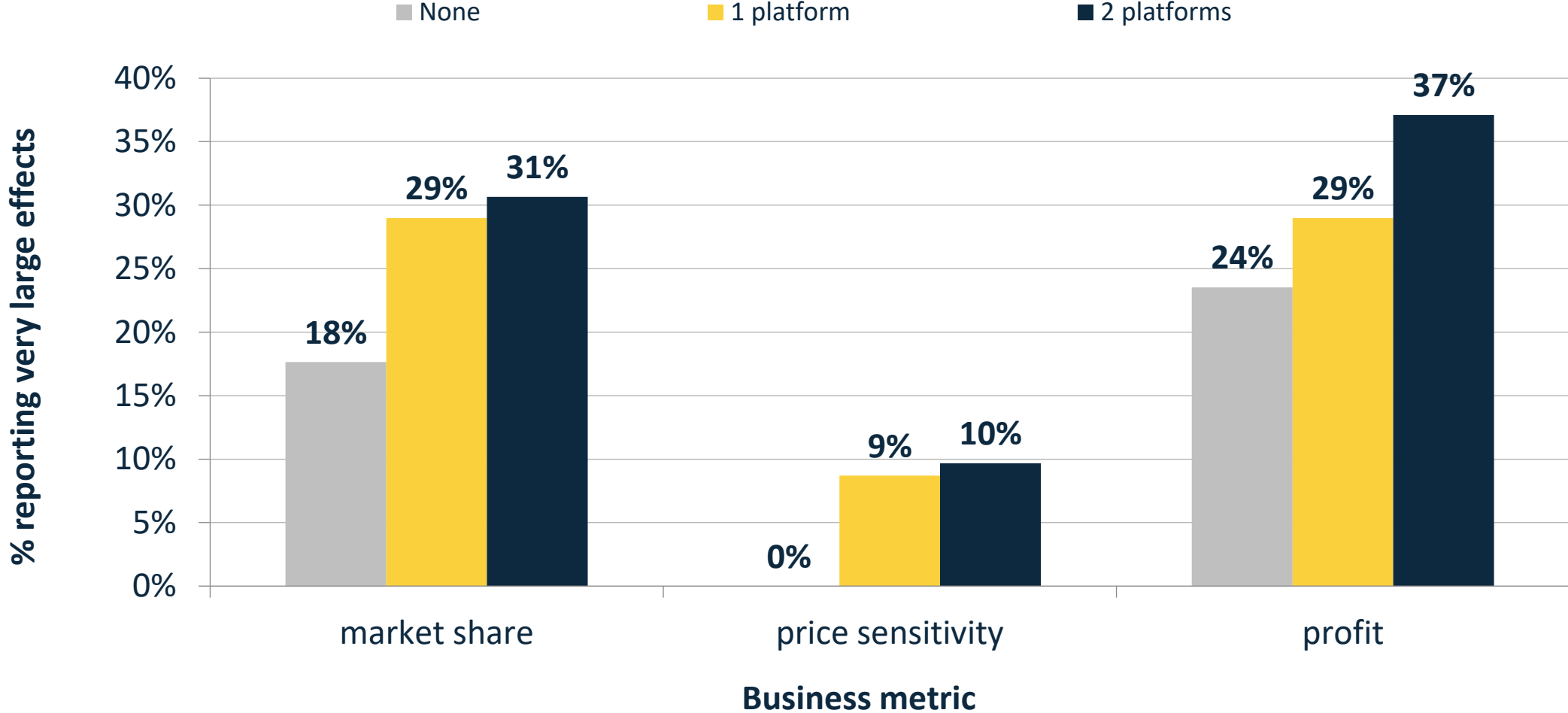
Campaigns using news brands are much more likely to deliver a reduction in price sensitivity

(note: campaigns that don't use news brands at all don't deliver on this metric)



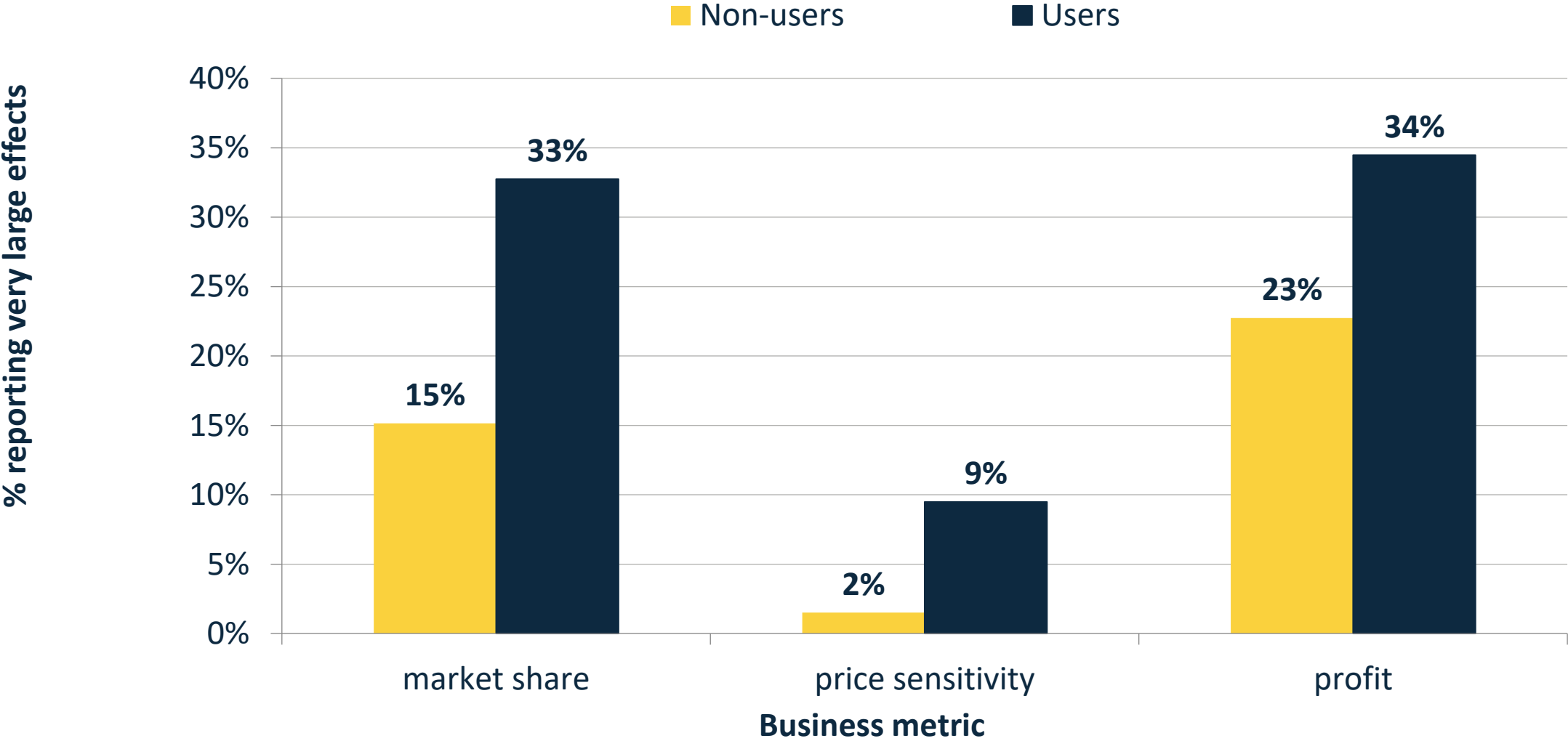
Campaigns using news brands are **58%** more likely to deliver profit

# Multi-platform news brands are delivering strong profit growth for brands



Source: IPA Databank UK case studies 2012-2020 (64% of all cases)

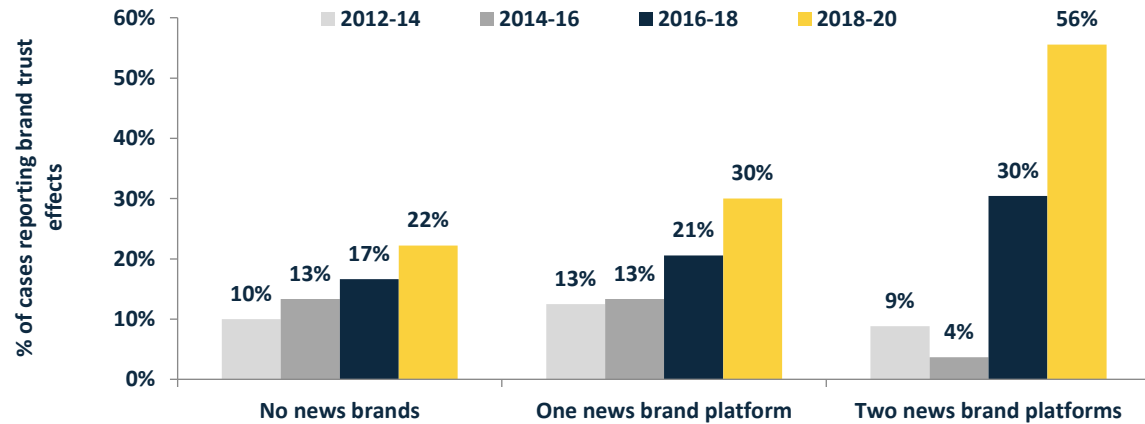
# Digital news brands are clearly a strong profit driver



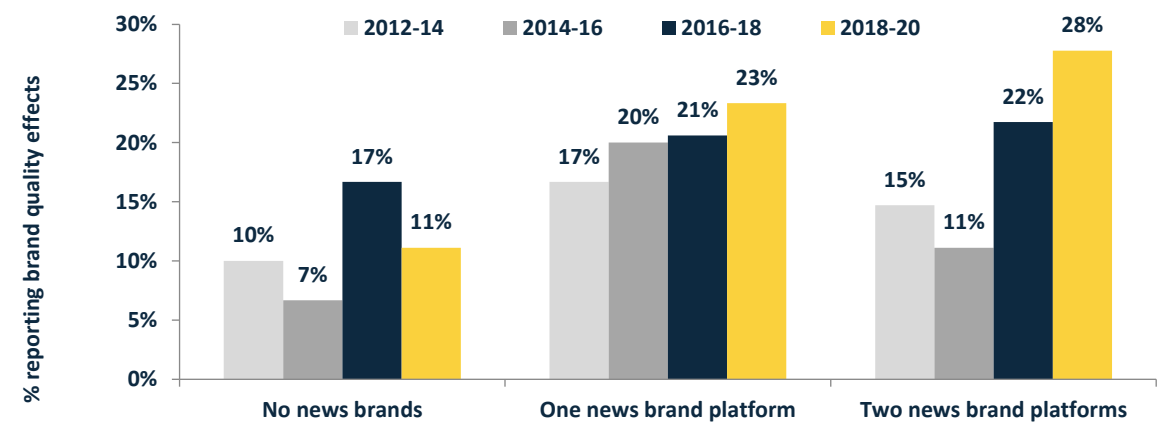
Source: IPA Databank UK case studies 2012-2020 (64% of all cases)

# New brands deliver greater business effects because of their strong impact on brand trust and quality perceptions which are most strongly linked to profit growth

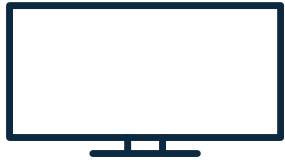
## Brand trust effects



## Brand quality perceptions



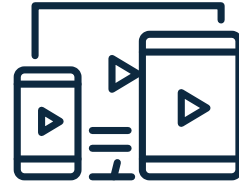
# Multi-platform news brands boost the business effectiveness of other media



News brands make:  
**TV 61% more effective**

...and enhance:  
**TV trust effects by 36%**

**TV quality effects over 2x**



News brands make:  
**online video 73% more effective**

...and enhance:  
**Online video trust effects by 80%**

**Online video quality effects by almost 3x**



News brands make  
online display:  
**19% more effective**

...and enhance online display:  
**Trust effects by 25%**

**Quality effects by 75%**



News brands social media:  
**Almost 2x as effective**

...and enhance social media:  
**Trust effects by 74%**

**Quality effects over 3x**

(Uplifts are calculated for campaigns using both print and digital news brands vs those that don't use news brands at all)

Advertisers are seeing more **positive** and **longer-term business effects** when they invest in **news brands**

# Back British journalism

Because journalism matters



Newsworks