ADVERTISING WITH NEWS

EXAMINING THE IMPACT ON CONSUMER BRAND PERCEPTION & PURCHASE INTENT

NEWS IQ

EXECUTIVE **SUMMARY**

Today's online media ecosystem encompasses an ever-expanding number of digital advertising opportunities. But with brand safety and measurability at the forefront of many marketers' minds, it can be challenging to predict which sites are not only safe in terms of content, but can engage consumers and deliver an optimal and reliable ROI.

This 2018 Nielsen Media Lab survey, commissioned by News Corp, set out to test the varying degrees to which news websites affect both consumer behavior and brand perception. Nielsen gathered and analyzed data from real consumers as they read a wide range of content available on real websites. Results of this new survey offer evidence-based insights into how news, compared to other publisher categories, performs for brands.

KEY **FINDINGS**

- News sites drove a significantly higher increase in both purchase intent and recommendation than other publishing categories such as sports, travel, food, fashion/beauty, business, and entertainment.
- News sites drove positive brand perception as well as an increase in brand affinity.
- Negative or political news content is no more likely to adversely impact consumer attitude towards a brand than any other publisher category.

“News sites drove a significantly higher increase in both purchase intent and recommendation than other publishing categories

RESEARCH
& METHODOLOGY

Nielsen Media Lab fielded a survey of 5,833 respondents ages 18 to 64 using a methodology designed to replicate the experience of reading a website article. Participants were selected from an online panel using a controlled exposure design. The goal of the study was to test how a consumer's brand perception and their purchasing behavior might be affected by the publication category in which their ad runs. In this study, n = 17,500.

Respondents selected from seven publisher categories to view content from both category leaders and smaller websites (those with a comScore of less than 100).

PUBLISHER
CATEGORIES

Business

News

Fashion/Beauty

Travel

Entertainment

Food

To replicate the diversity of content that falls under the news category, articles that were determined under pre-set parameters to be positive, negative or neutral content, were served to the respondents.

Five different product/service categories were tested against the content to ensure that the findings were generally applicable to the marketing industry as a whole.

BRAND PRODUCT/SERVICE CATEGORIES

CPG

Auto

Finance

Retail

Tech



In each article, two digital ads (728x90 and 250x300 display banner) from the same marketer appeared within a similar environment to where these ad formats commonly appear.

Each participant viewed three articles (based on their category preference)—each with a different brand appearing on the page. Following the exposure, respondents answered up to 20 questions that included both standard ad effectiveness, as well as custom metrics queries based on the sites and ads.

KEY FINDING
ONE

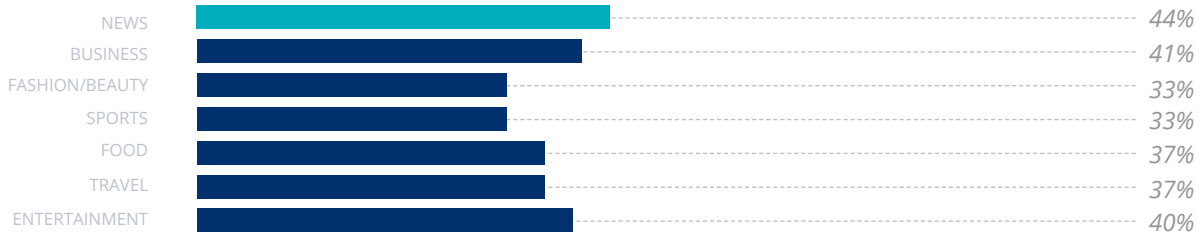
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While all publisher categories showed a lift in **purchase intent** for brands, news content was the significant leader in this metric (44 percent increase).

> *news content was a clear leader*

AVERAGE OF PURCHASE INCREASE

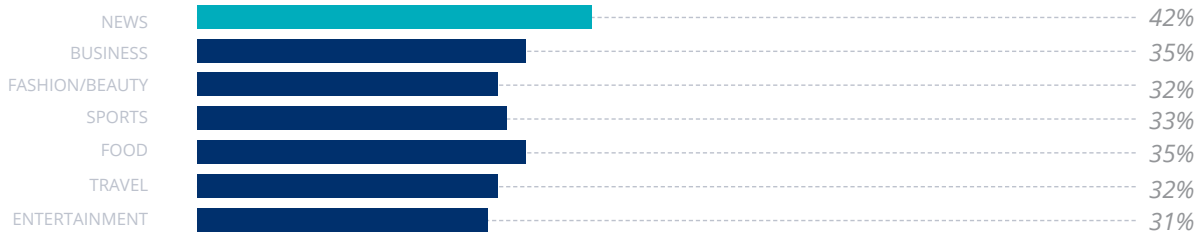
Fig. 1



Similarly, the results on **brand recommendation** (to a friend) were higher for respondents who viewed content on news publisher sites (42 percent) versus content on other publisher sites.

AVERAGE OF RECOMMENDATION INCREASE

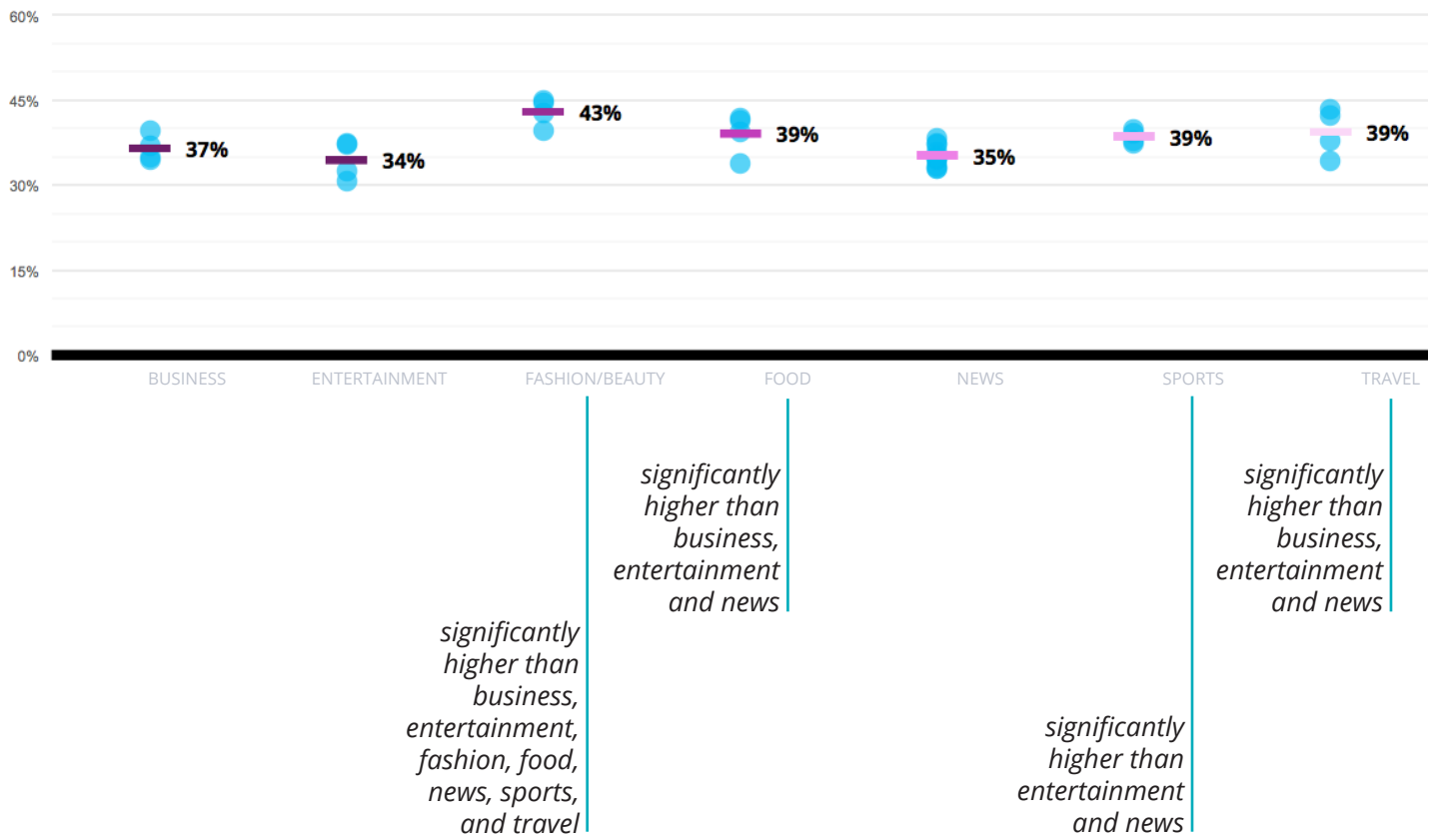
Fig. 2



As indicated in the chart below, news did not fare as well when it came to intent to share content (35 percent). Participants placed the intent to share slightly higher than entertainment (34 percent), but significantly below sharing for fashion/beauty (43 percent).

INTENT TO SHARE CONTENT T2B: AVERAGES BY PUBLISHER CATEGORY

Fig. 3



KEY FINDING
TWO

News sites drove positive brand perception as well as an increase in brand affinity

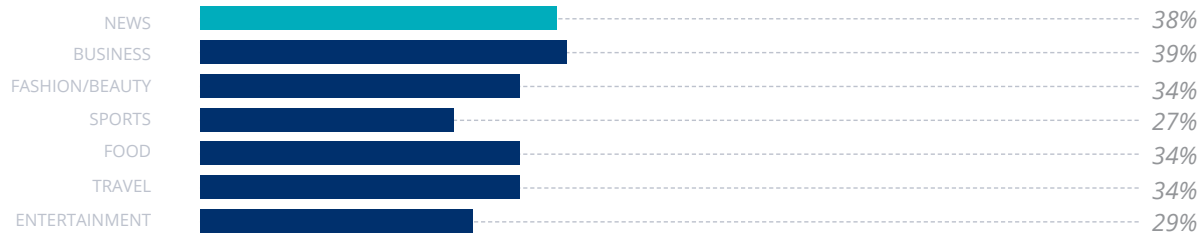
In measuring **brand affinity**, business (39 percent) and news sites (38 percent) were category leaders. Sports publishers ranked lowest (27 percent), with entertainment faring not much better (29 percent). Brands that appeared on fashion/beauty and food websites, along with travel, were all similarly perceived in the middle (34 percent).

All news content genres (positive, negative, political, and neutral) drove a higher increase in brand affinity than any category, other than business. While positive news was the content leader (41 percent) in attributing to the lift, all news content genre saw a significant lift.

> *drives brand affinity*

Fig. 4

AVERAGE OF AFFINITY INCREASE



NEWS RANKED

#1

in 4 of the 5 measured attributes

TRUSTWORTHINESS
NEWS AND BUSINESS (TIE)

RELEVANCE
NEWS

INNOVATIVE
NEWS

EXCITING
NEWS AND BUSINESS (TIE)

INSPIRING
BUSINESS

KEY FINDING
THREE

Negative or political news content is no more likely to adversely impact consumer attitude towards a brand than any other publisher category.

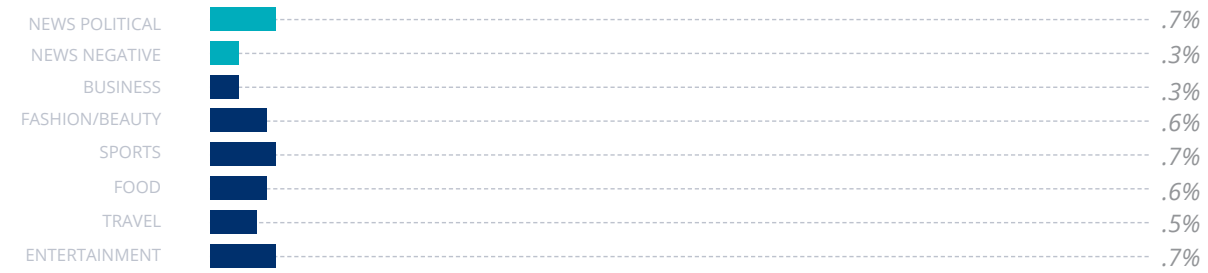
While all brands that appeared on any of the measured publisher websites experienced a negative impact on consumer perception, the results were negligible in terms of significance. Negative brand impact ranked at less than 1 percent, no matter the publisher.

> *news negative brand was less than 1%*

In examining the impact of political and negative news, political content performed no worse than entertainment and sports, while negative news had the same effect as business—the sites with the least negative impact.

Fig. 5

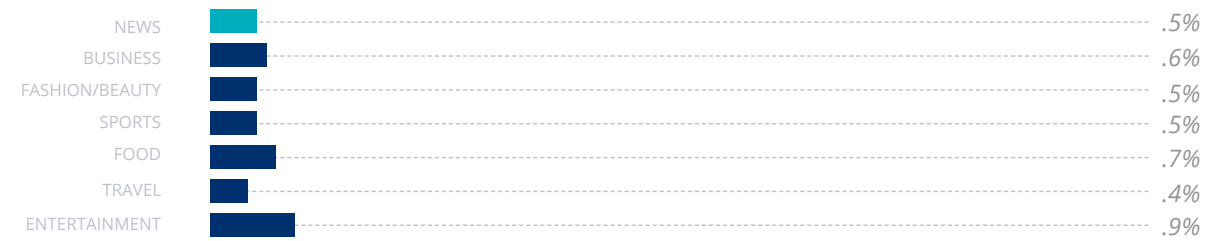
IMPACT OF CONTENT



Overall, News (0.5 percent) scored among the least negative, alongside travel and fashion/beauty websites (both 0.4 percent).

Fig. 6

AVERAGE OF IMPACT



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CONCLUSION
& RECOMMENDATION

For some marketers, today's political climate or catastrophes can make the news space seem like a perilous space to navigate. However, it's important to remember that millions of consumers are reading or watching news every day, and they see tremendous value in staying engaged and informed. As the Nielsen data shows, this value to consumers drives what marketers seek most—positive connections with consumers that ultimately lead to sales.

There will always be extreme news content to avoid that is contextual to a brand (e.g. an airline and a plane crash), which is why it is key for brands to find a partner that can pair their messaging with content that doesn't harm their brand and ultimately drives results. But, as the results indicate, even some perceived negative content (e.g. politics) does not negatively affect consumer brand perception or even purchase intent.

While it may seem counterintuitive for news to be such a driver for bottom of the funnel success, it is clearly a driver in pushing business forward. News is an opportunity not to be overlooked, and the right outlet can connect the value news creates for consumers to the value it offers brands.

ABOUT News Corp

News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) is a global, diversified media and information services company focused on creating and distributing authoritative and engaging content to consumers throughout the world. The company comprises businesses across a range of media, including: news and information services, book publishing, digital real estate services, and cable network programming and pay-TV distribution in Australia. Headquartered in New York, the activities of News Corp are conducted primarily in the United States, Australia, and the United Kingdom. More information: http://www.newscorp.com.

ABOUT NewsIQ

NewsIQ is a precision audience targeting platform powered by News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV). NewsIQ gives advertisers access to an audience across a suite of News Corp businesses, including Dow Jones, NY Post, Move Inc., HarperCollins Publishers, Storyful, and News America Marketing. NewsIQ leverages News Corp's proprietary data, custom content studios, social listening technologies and premium brand-safe media inventory to help its partners achieve their marketing goals. For more information, please visit: http://www.newsiq.net.