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REPORT

THE ROLE OF CONTEXT

NEWS ENVIRONMENTS AND THEIR INFLUENCE ON ADVERTISING

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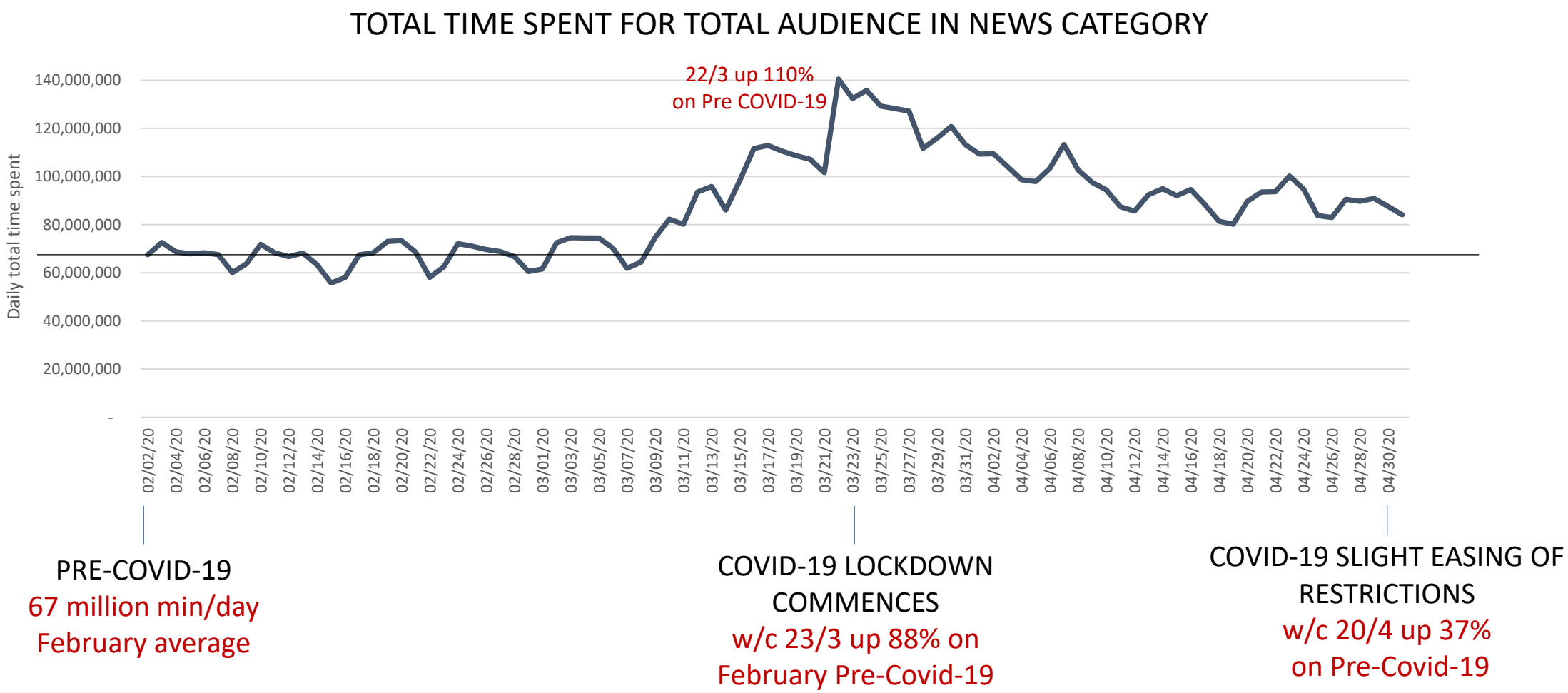
3. IMPLICATIONS FOR MARKETERS

BACKGROUND

DIGITAL NEWS CONTENT ENGAGEMENT HEIGHTENED AS WE HUNT FOR INFORMATION



PRE-COVID-19
67 million min/day
February average

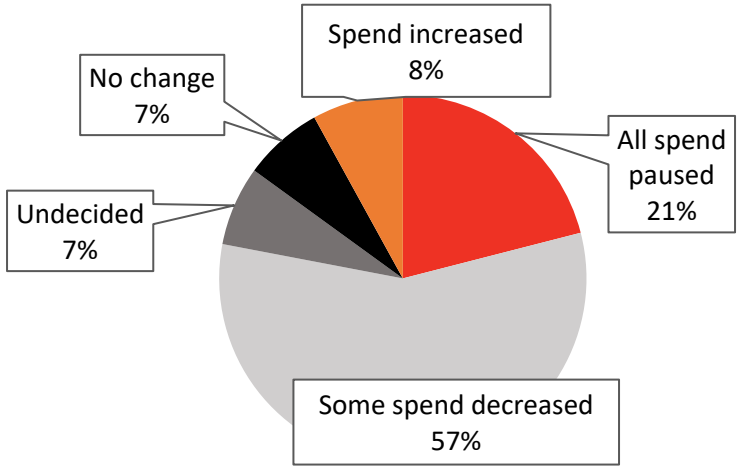
COVID-19 LOCKDOWN COMMENCES
w/c 23/3 up 88% on
February Pre-Covid-19

COVID-19 SLIGHT EASING OF RESTRICTIONS
w/c 20/4 up 37%
on Pre-Covid-19

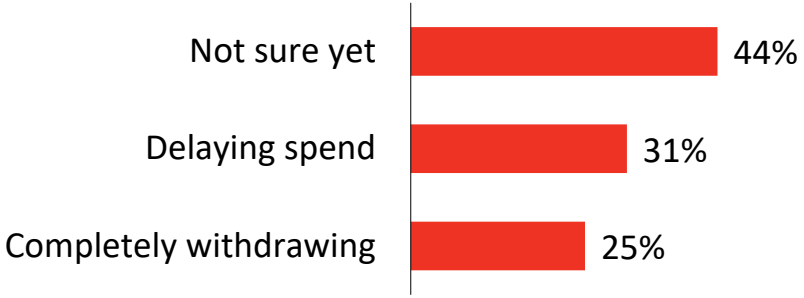
Source: Digital Content Ratings, Tagged Daily, 20/02/202-21/03/20, Current Events & Global News sub-category, Digital (Computer/Mobile), People 2+, Total Time Spent, Text.

IAB COVID-19 AUSTRALIAN DIGITAL AD IMPACT STUDY REPORTS PAUSES AND DECREASED ADVERTISING SPEND

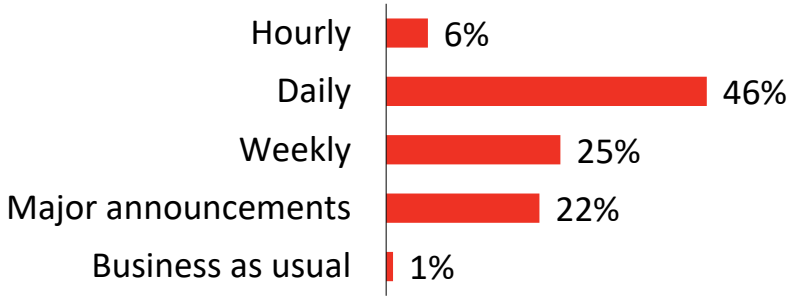
COVID-19 Impact on Digital Ad Spend



Actions for Those Decreasing Spend



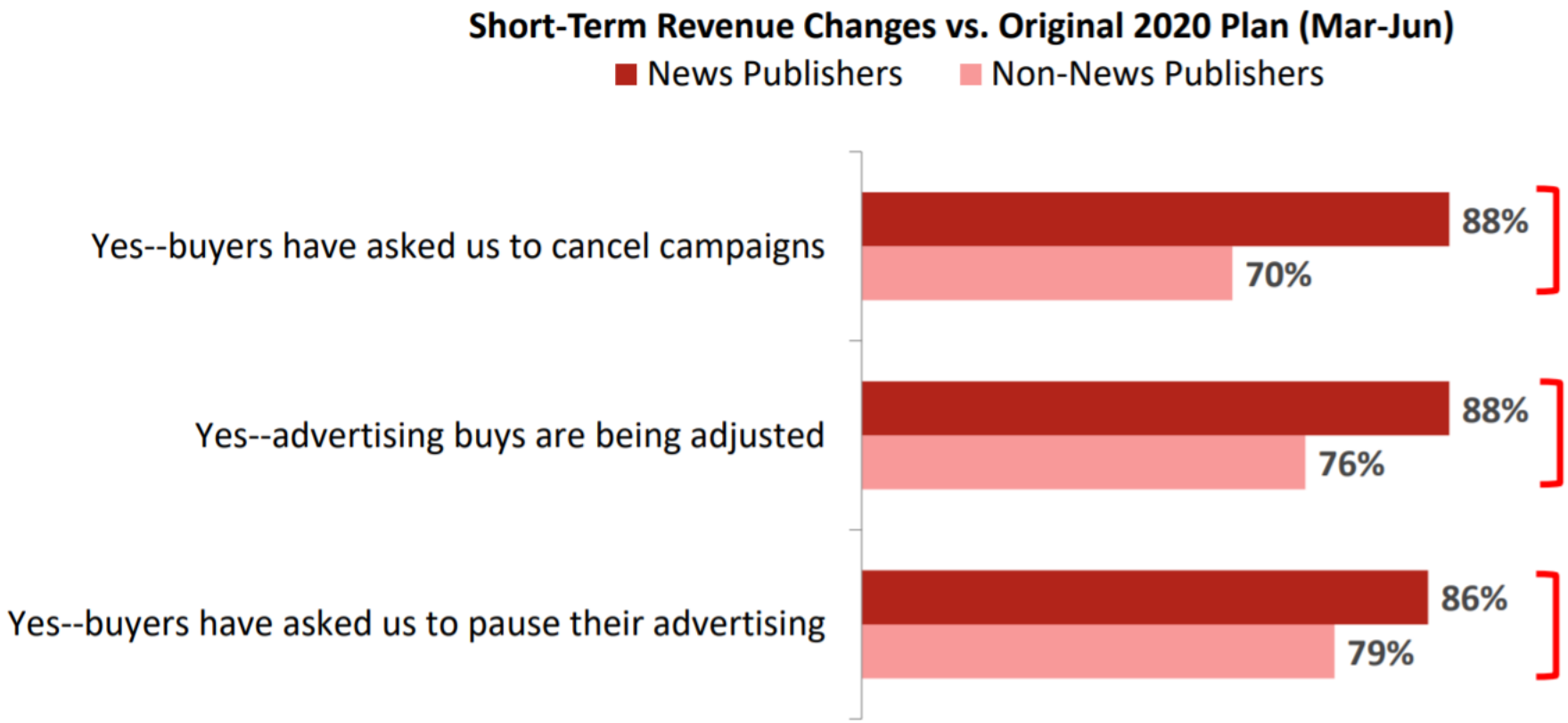
Regularity of Activity & Strategy Reviews



Type of Spend Impacted	
Brand & performance equally	44%
Primarily on performance	20%
Primarily on brand	11%
Only on performance	6%
Only on brand	4%
No change or increase in spend	15%

Source; IAB Australia Industry Market Pulse – COVID 19 Ad Impact – fieldwork 25th March – 6th April 2020 n = 78, media agency executives (on behalf of individual clients) & senior marketers

IAB US PULSE: NEWS PUBLISHERS SUFFERING MOST FROM PAUSES AND CANCELLATIONS



News publishers
2 x more likely
to have ads blacklisted because of COVID-19 contents

Source; IAB US Coronavirus Ad Revenue Impact on Publishers and Other Sellers 4/15/20
Base: Publishers, n=142; News Publishers, n=58; Non-News Publishers, n=84 Q: Are you experiencing any short-term (March-June) U.S. advertising sales / supply side / ad network revenue change vs. your original 2020 plan as a result of the Coronavirus?

IAB CALLS TO BACK, NOT BLOCK, NEWS PUBLISHERS

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Home ▸ News & Updates ▸ Advertisers asked to stop blocking advertising on essential news sites

Advertisers asked to stop blocking advertising on essential news sites

Published on Friday, 03 April 2020 in the category Latest News

Friday 3rd April 2020: Industry association IAB Australia has issued an urgent call to action for brands, agencies, ad verification firms, and other companies in the digital advertising supply chain to stop blocking the news. The call comes as many brand and agency teams have mistakenly updated their programmatic and all other media buying to prevent any advertising surrounded by topics including "crisis," "COVID-19," and "coronavirus".

IAB has also encouraged brands who may currently be reviewing their creative and messaging before relaunching their advertising campaigns to ensure they consider their policy around which environments they support when they relaunch to ensure they don't inadvertently block premium content sites.

Marketing

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IAB urgent call: stop blocking advertising on critical news sites

BY JASMINE GIULIANI ON 6 APRIL 2020 MIN READ

The Interactive Advertising Bureau (IAB) has issued an urgent call for digital advertisers to stop blocking COVID related topics and to support credible news sites at this crucial time.

According to IAB, many brands and agency teams have updated their programmatic and media buying to prevent any advertising on pages that contain topics or words including 'crisis', 'COVID-19' and 'coronavirus'. This measure has had an inadvertent effect of cutting off much-needed advertising revenue to premium content sites.

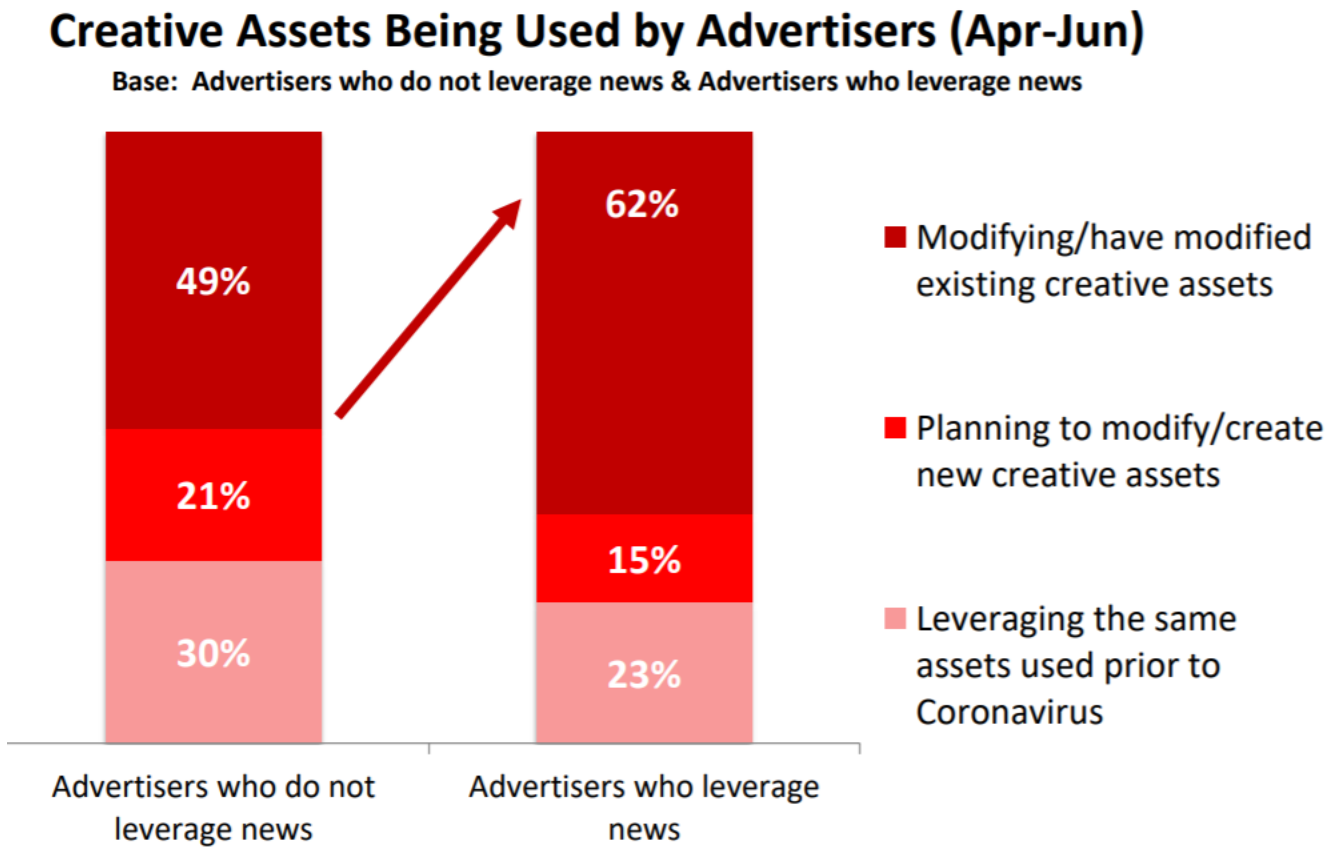
By blocking these key topics, advertisers are siphoning income from credible news sites who are heavily invested in keeping the public informed about the pandemic.

"It's essential that brands support news and journalism because with this content now so ubiquitous, without advertising support it will be simply unworkable and unsustainable for the production of news content," says Gai Le Roy, CEO of IAB Australia.

Overall time spent on digital news sites and apps is up 29 percent according to the IAB endorsed Nielsen industry audience measurement currency. Despite huge traffic spikes advertisers have not met the demand, according to IAB.

"Brands that are making lazy decisions to block or avoid news for their current advertising are not only hurting news publishers and journalism, they are missing a cast iron opportunity to really connect with audiences. Now is the time to step up and not shrink into the shadows and I encourage brands and their agencies to work closely with publishers at this time to understand and deploy sensible and appropriate solutions," says Alistair McEwan, SVP commercial development APAC, BBC Global News.

IAB US PULSE: NEWS BUYERS ARE MORE AFFECTED BY CREATIVE & MESSAGING CHALLENGES



Source; IAB US Coronavirus Ad Spend Impact Brands, Agencies and Other Buyers 4/29/20
Pulse 2: Advertisers who leverage news, n=117; Advertisers who do not leverage news, n=177 Pulse 2 Q: Please select the statement below that best reflects what CREATIVE ASSETS you are using in Q2 (Apr-Jun)

OUR STUDY OBJECTIVE

To provide marketers with confidence to continue to support news publishers throughout this period, Neuro-Insight have helped us to…

- Understand the contextual influence of news websites on advertising during COVID-19
- Provide marketers some tips how they can unlock context effects of news environments

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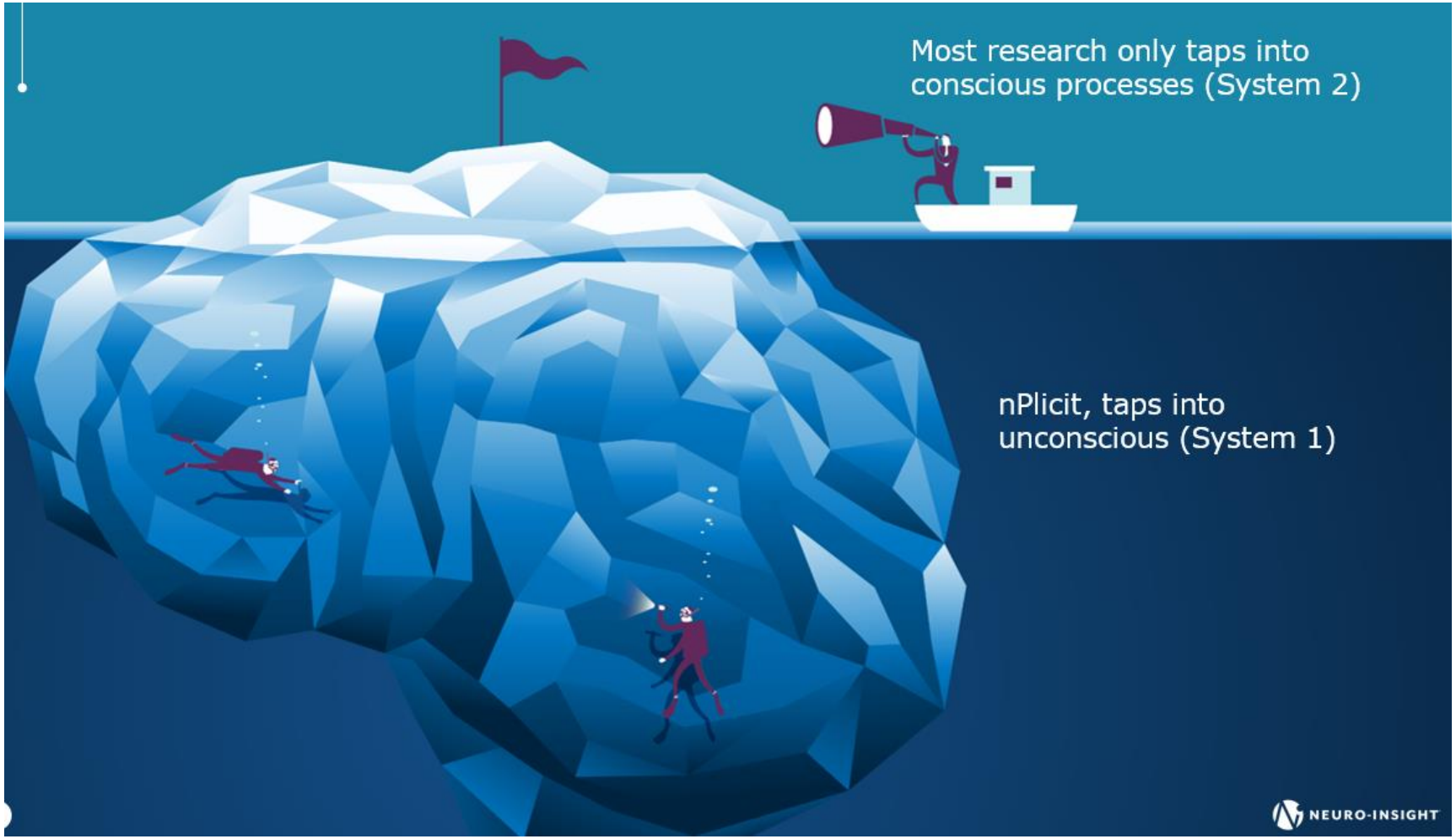
INTRODUCTION TO NEUROSCIENCE RESEARCH

NEURO-BASED RESEARCH ALLOWS MEASUREMENT OF CONSUMERS SUBCONSCIOUS REPONSE



NEURO-INSIGHT METHODOLOGY PEER REVIEWED, PUBLISHED AND VALIDATED BY INDUSTRY BODIES

Industry Level – Scientific

Our technology, methodology, and metrics have been both **commercially and scientifically validated**, including through **peer reviewed publication** in the International Journal of Advertising. This publication further emphasized that **long-term memory encoding at branding and key messages is predictive of future consumer behavior**.

International Journal of ADVERTISING
The Quarterly Review of Marketing Communications

Industry Level – Across 9 categories

Thinkbox asked Neuro-Insight to test ads across 9 categories and conduct econometric modeling to ensure the isolation of the "creative" variable for testing. In every case, the combination of long-term memory encoding at key branding moments and emotional intensity successfully predicted sales.

thinkbox

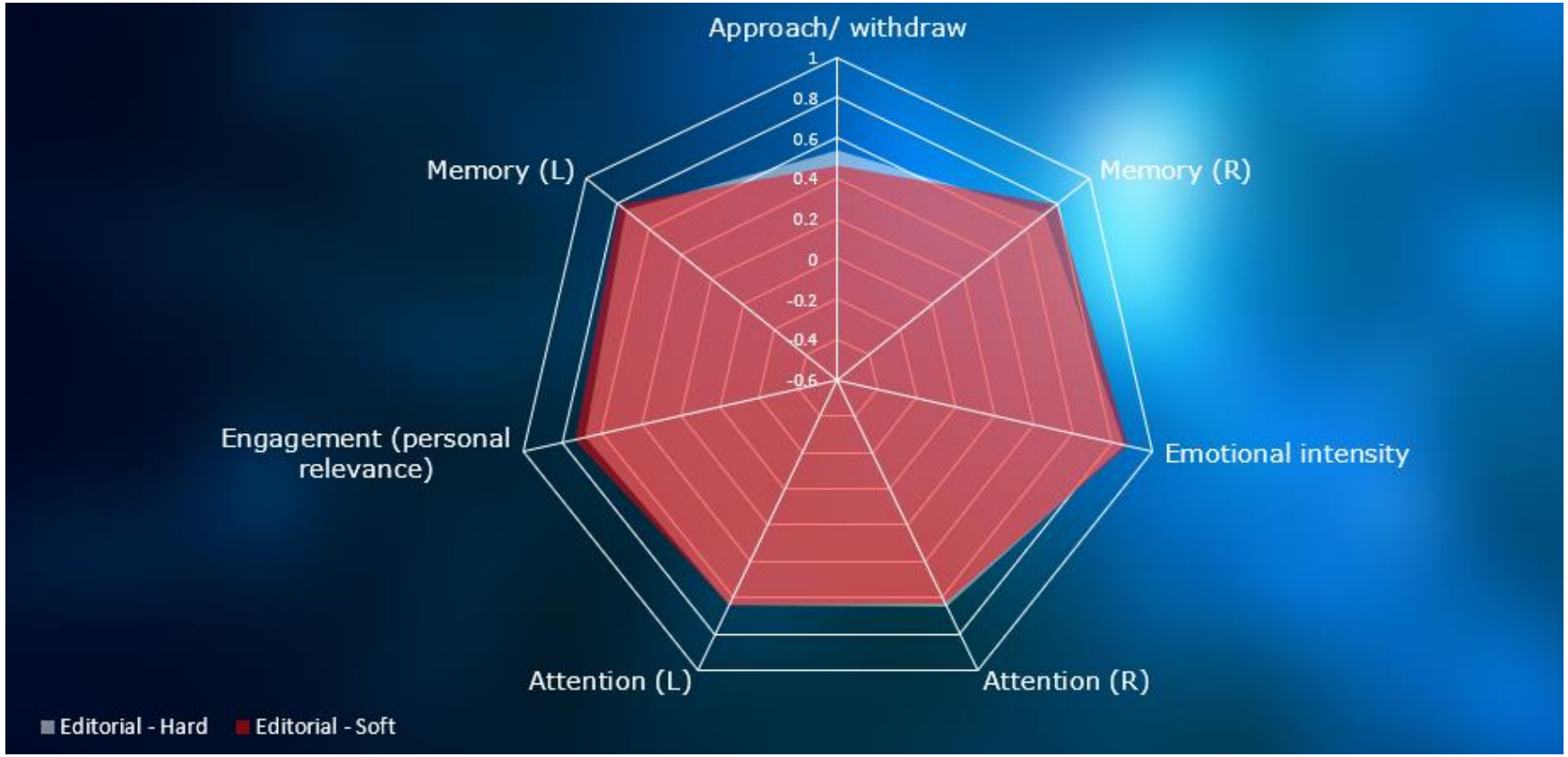
Brand Level

Over the course of two years, Neuro-Insight tested a total of 18 ads for a global client with the intention of linking our metrics to sales data, which delivered an 86% correlation.

86% CORRELATION TO IN-MARKET SALES

NEURO-INSIGHT

PREVIOUS NEURO RESEARCH FOUND BRAIN RESPONSE SIMILAR BETWEEN HARD AND SOFT NEWS CONTENT



Source; Newsworks From Brand Safety to Brand Suitability

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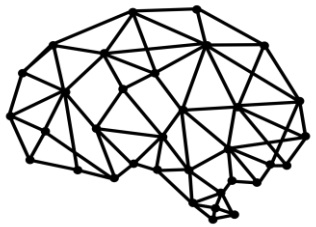
NEWS ENVIRONMENTS AND THEIR INFLUENCE ON ADVERTISING:

A STUDY OF AUSTRALIAN NEWS WEBSITES DURING COVID-19

nPlicit: AN ASSOCIATIVE PRIMING METHODOLOGY



nPlicit© is a cognitive task that is designed to measure the linkage that brands have to attributes. The task involves picture matching, where an attribute is briefly flashed up before a choice is made.

If the attribute is closely linked to your brand, then you will respond slightly faster as you have been primed to respond. If the brand is weakly linked, then you will respond slower. By measuring these reaction times, we can infer the **relative associative strength** between a brand and a particular set of attributes.

NEURO-INSIGHT

nPlicit is Neuro Insights' globally validated methodology, with over 150,000 responses captured and 200 studies completed.

NEURO-INSIGHT 'CONTEXT OF NEWS' STUDY DESIGN

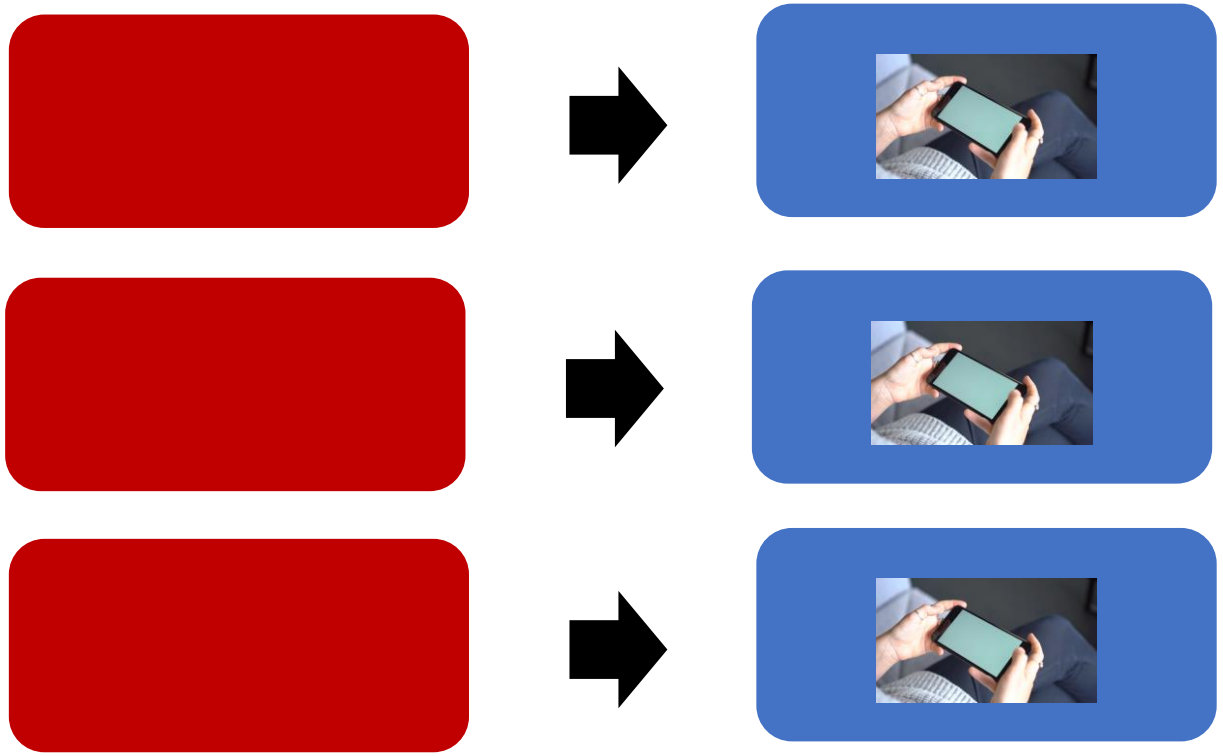
1). Respondents see a news browsing sequence

2). Respondents do a post Implicit Task

COVID-19 Hard News

COVID-19 Related News

COVID-19 Lifestyle News

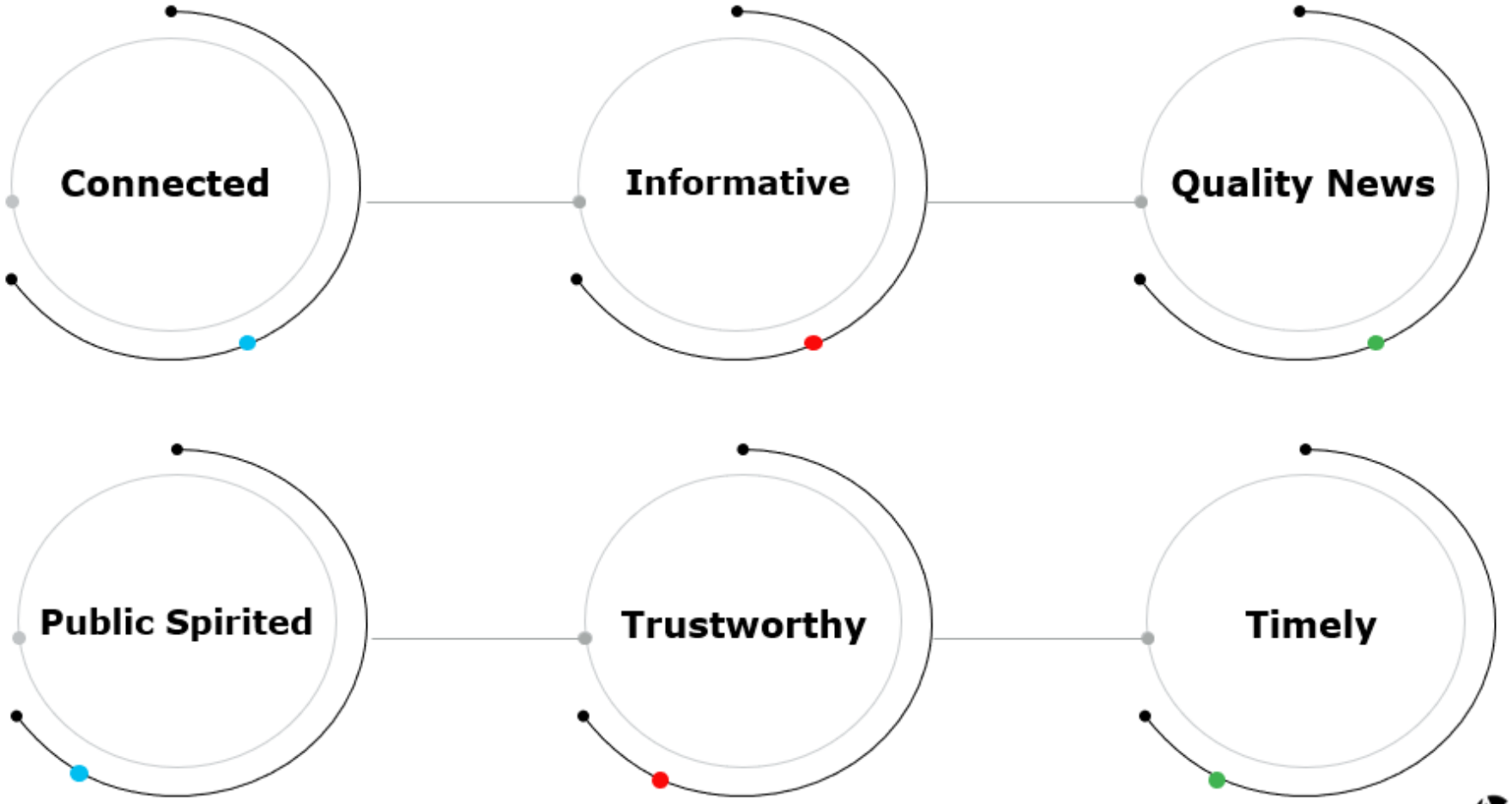


Subconscious Responses

Study conducted amongst typical online news readers of two of the top ten Australian news websites with a national metro sample of 920 Australians.

Source: Neuro-Insight. N=920 Respondents. April 27-30, 2020

STUDY DESIGN: NEWS MEDIA ENVIRONMENT ATTRIBUTES TESTED IN THE IMPLICIT TASK

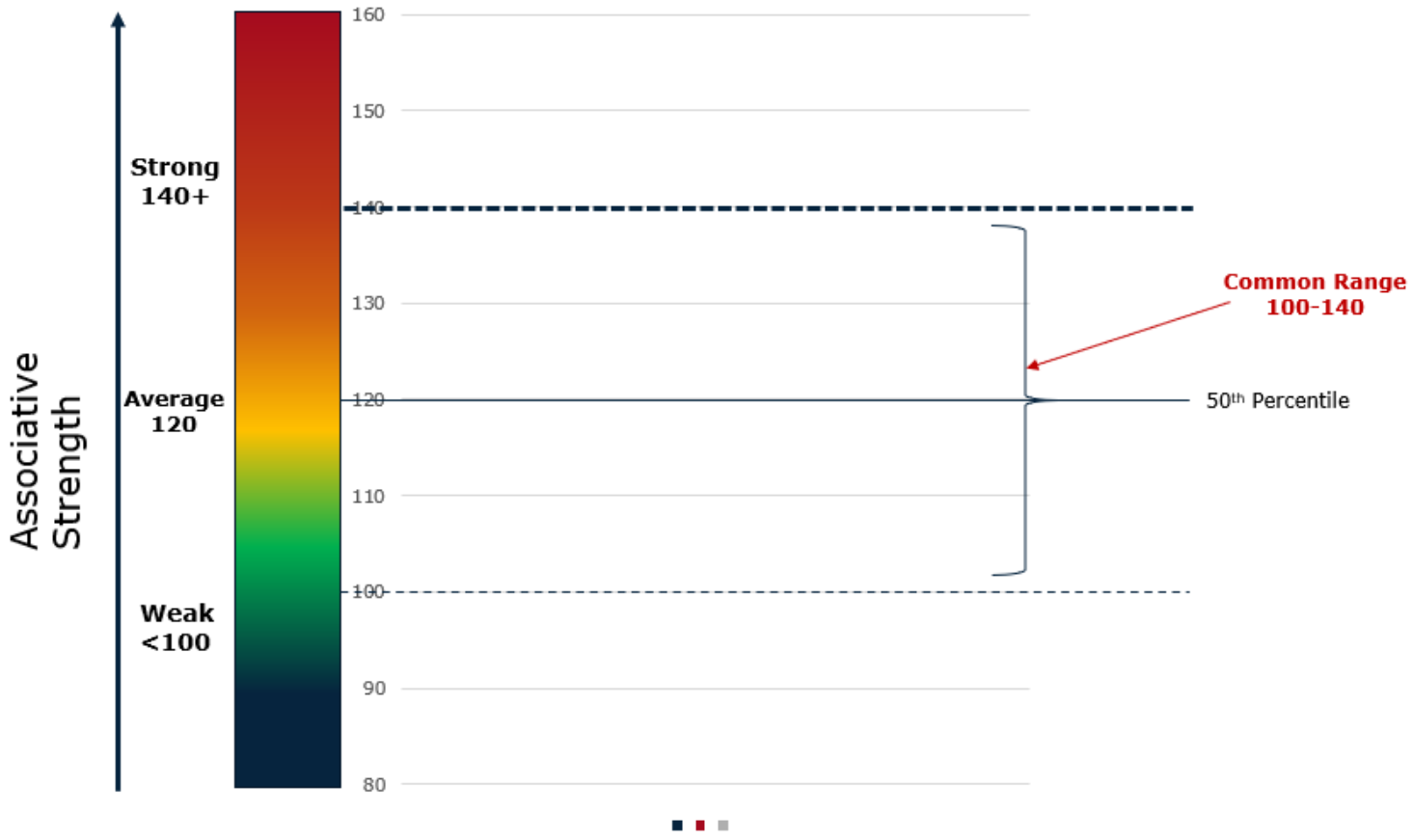


NEURO-INSIGHT

STUDY DESIGN: EXAMPLE NEWS CONTENT TESTED FOR EACH COVID-19 NEWS TYPE

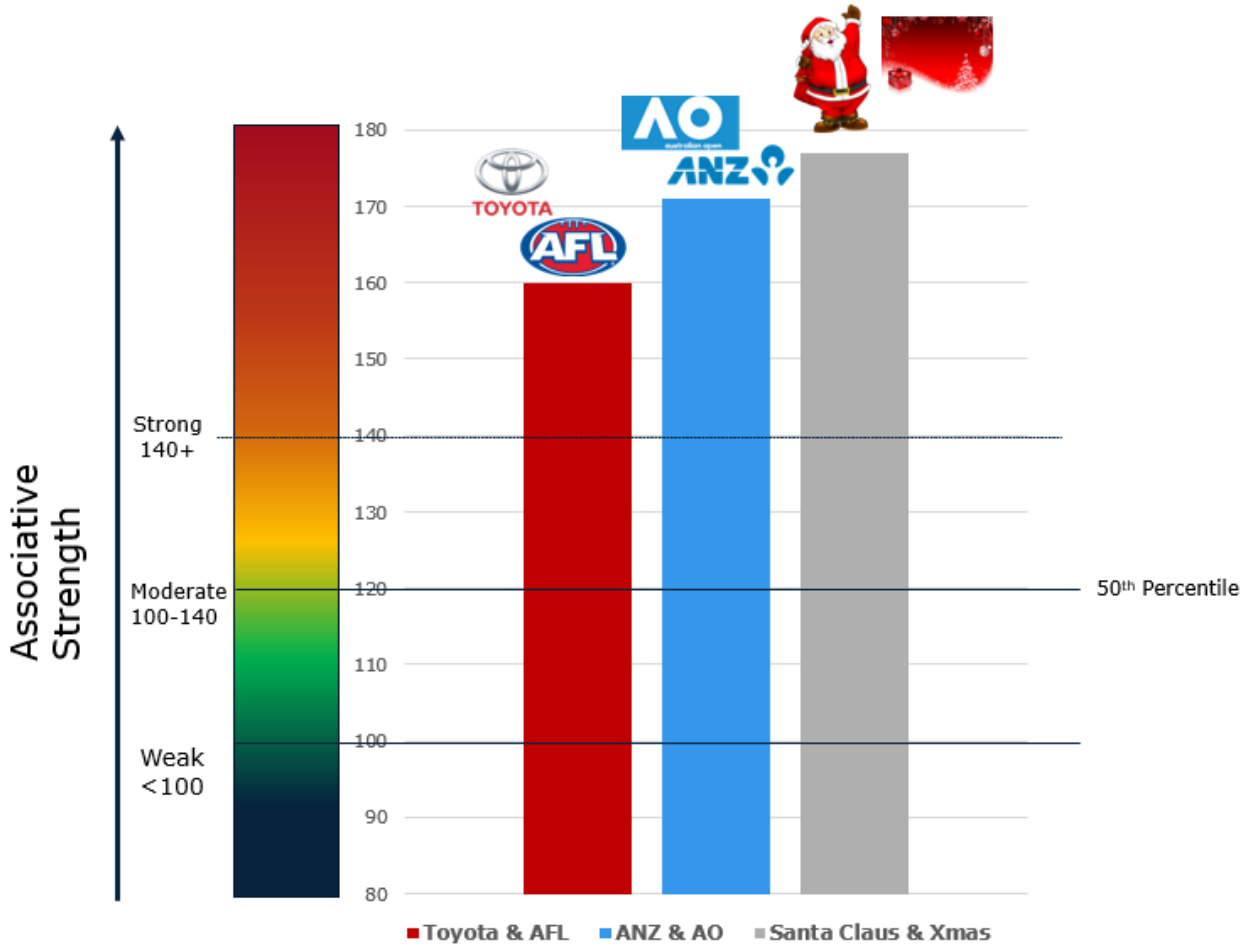
COVID-19 HARD NEWS	COVID-19 RELATED NEWS	COVID-19 RELATED LIFESTYLE NEWS
"Australia Coronavirus News: 42 year old becomes youngest to die of COVID-19 in Australia"	*"Government refuses police request for access to Australian coronavirus contact tracing app"*	*"There's enormous screenshotting going on: how COVID-19 changed the way we gossip"*
"Fourth person dies at coronavirus-stricken Newmarch House aged care home in Sydney"	*"Should I access my super early during the coronavirus? Here's how it will impact your money"*	*"Social distancing isn't going to end soon. So how do we live with it"*
"New York Coronavirus: Survey shows 20% could have virus"	*"Travel ban will be last coronavirus restriction lifted"*	*"Vegetable garden ideas: Yes you can grow veggie patches and herb gardens in small spaces, here's how"*
"Mass Coronavirus burials in Brazil"	*"Coronavirus: More than one million Australians have downloaded the COVIDSafe app"*	*"Life in Lockdown: Tasks you can finally get done at home"*

MEASUREMENT OF THE ASSOCIATIVE STRENGTH BETWEEN MEDIA AND ATTRIBUTES



Benchmarks from Neuro-Insights global nPlicit **database of 200+ projects and 1.5 million data points** show the common range of associative strength in the implicit task is between 100 to 140 with the average at 120.

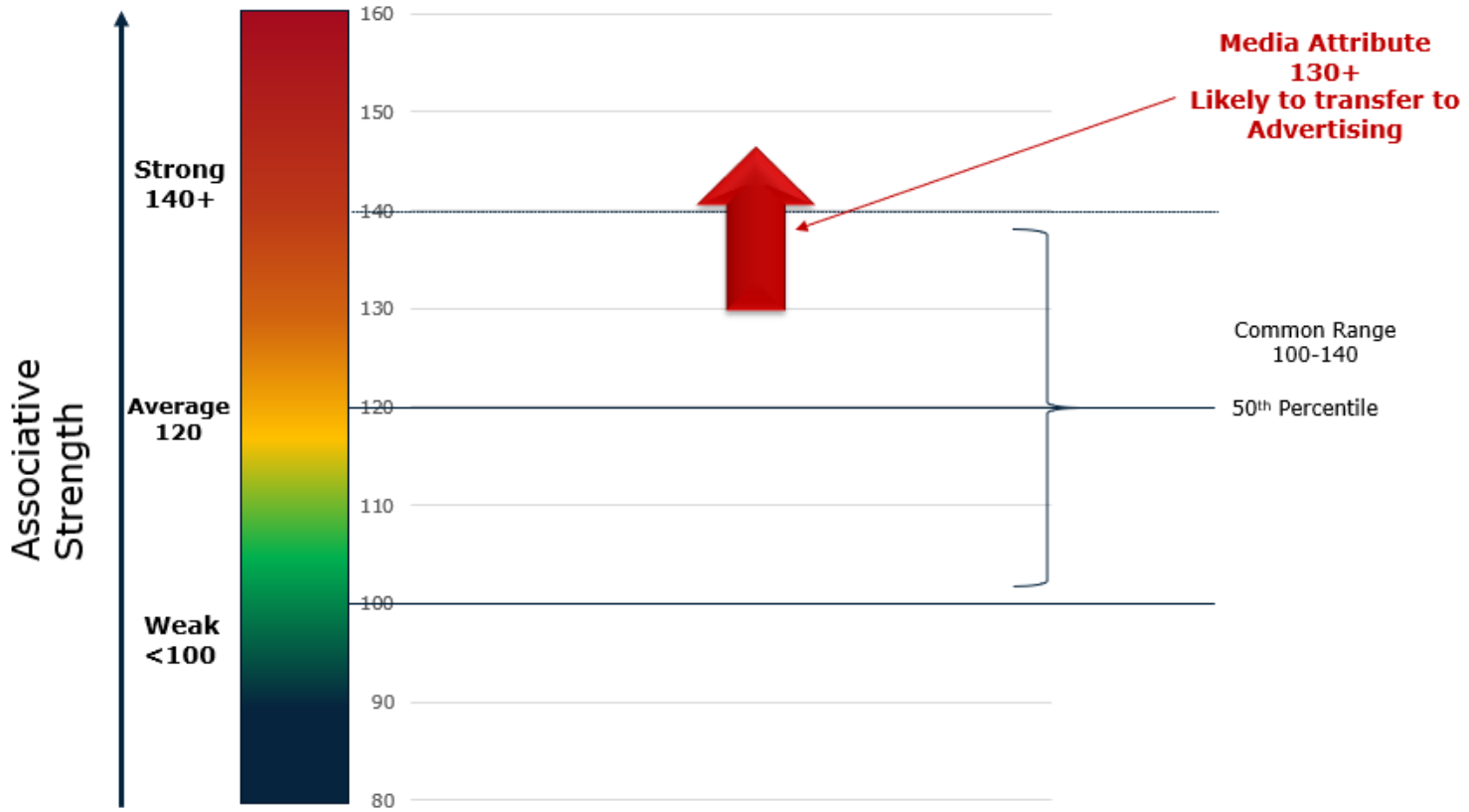
DEMONSTRATED ASSOCIATIVE STRENGTH OF SPONSORSHIPS ..AND SANTA CLAUSE WITH CHRISTMAS



Benchmarks from Neuro-Insights global nPlicit database of 200+ projects and 1.5 million data points show the common range of associative strength in the implicit task is between 100 to 140 with the average at 120.

Some long-term advertising sponsorships show very strong associative strength between sponsor and event.

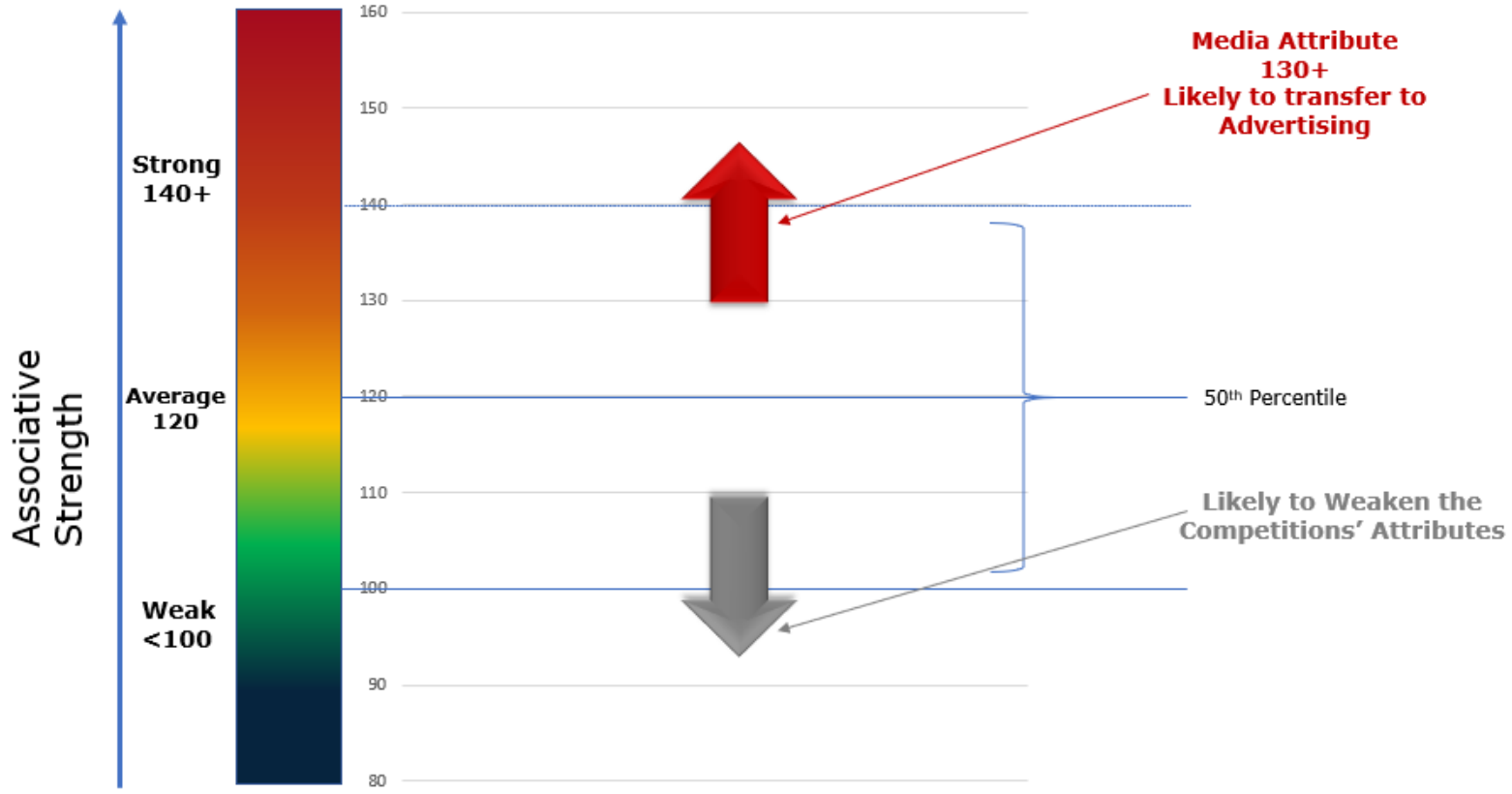
ASSOCIATIVE STRENGTH OF 130+ IS NEEDED TO TRANSFER A MEDIA ATTRIBUTE TO ADVERTISING



Benchmarks from Neuro-Insights global nPlicit database of 200+ projects and 1.5 million data points show the common range of associative strength in the implicit task is between 100 to 140 with the average at 120.

With **associative strength of 130+ attributes from the media environment are likely transferred to an advertiser** within that environment.

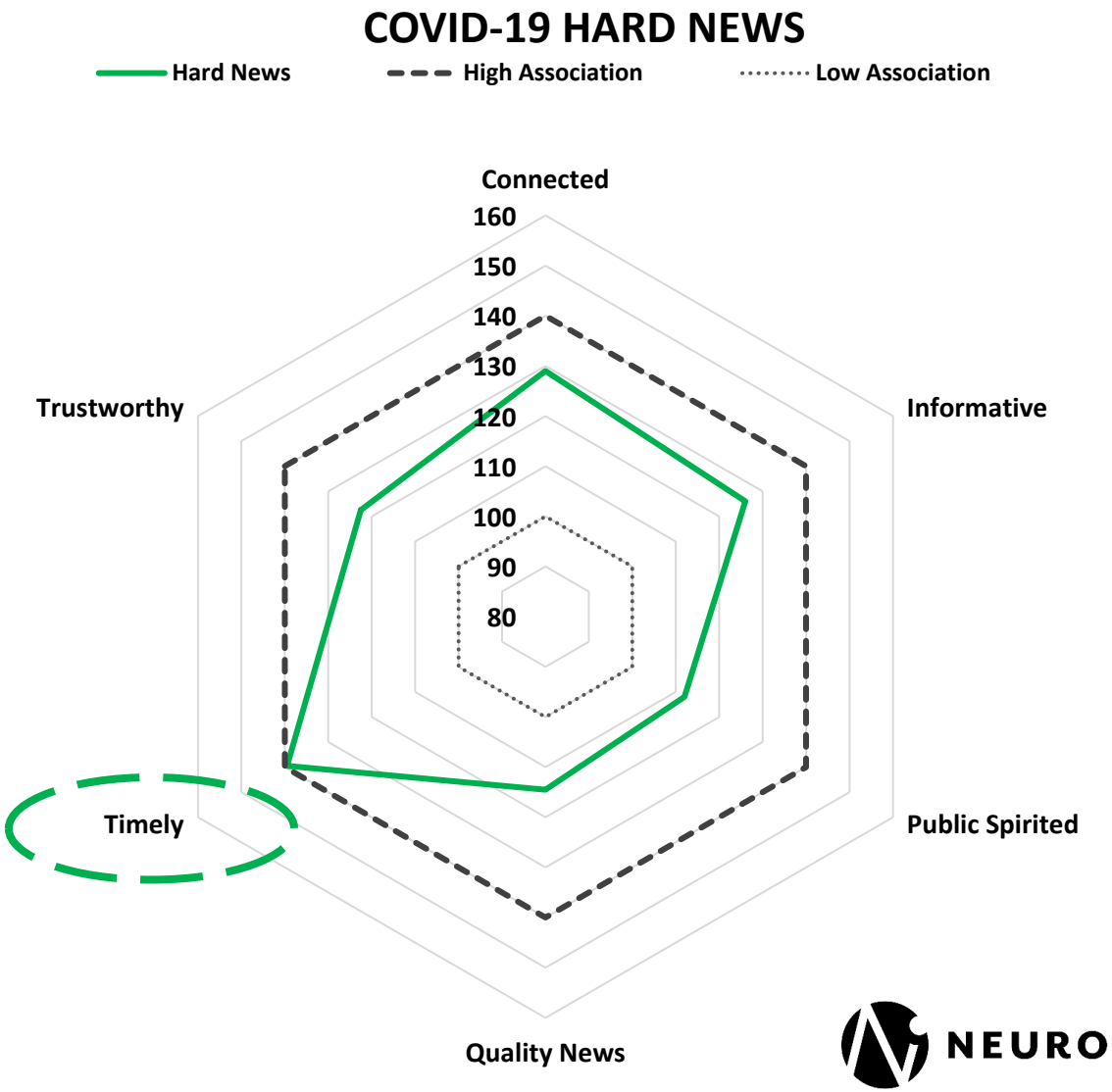
TAKING ADVANTAGE OF POSTIVE ATTRIBUTES OF A MEDIA ENVIRONMENT CAN WEAKEN COMPETITORS



Increasing your brand's share of voice in a media environment and taking advantage of positive attributes these environments provide, not only makes your advertising more effective, it's likely to weaken your competitor's position too.

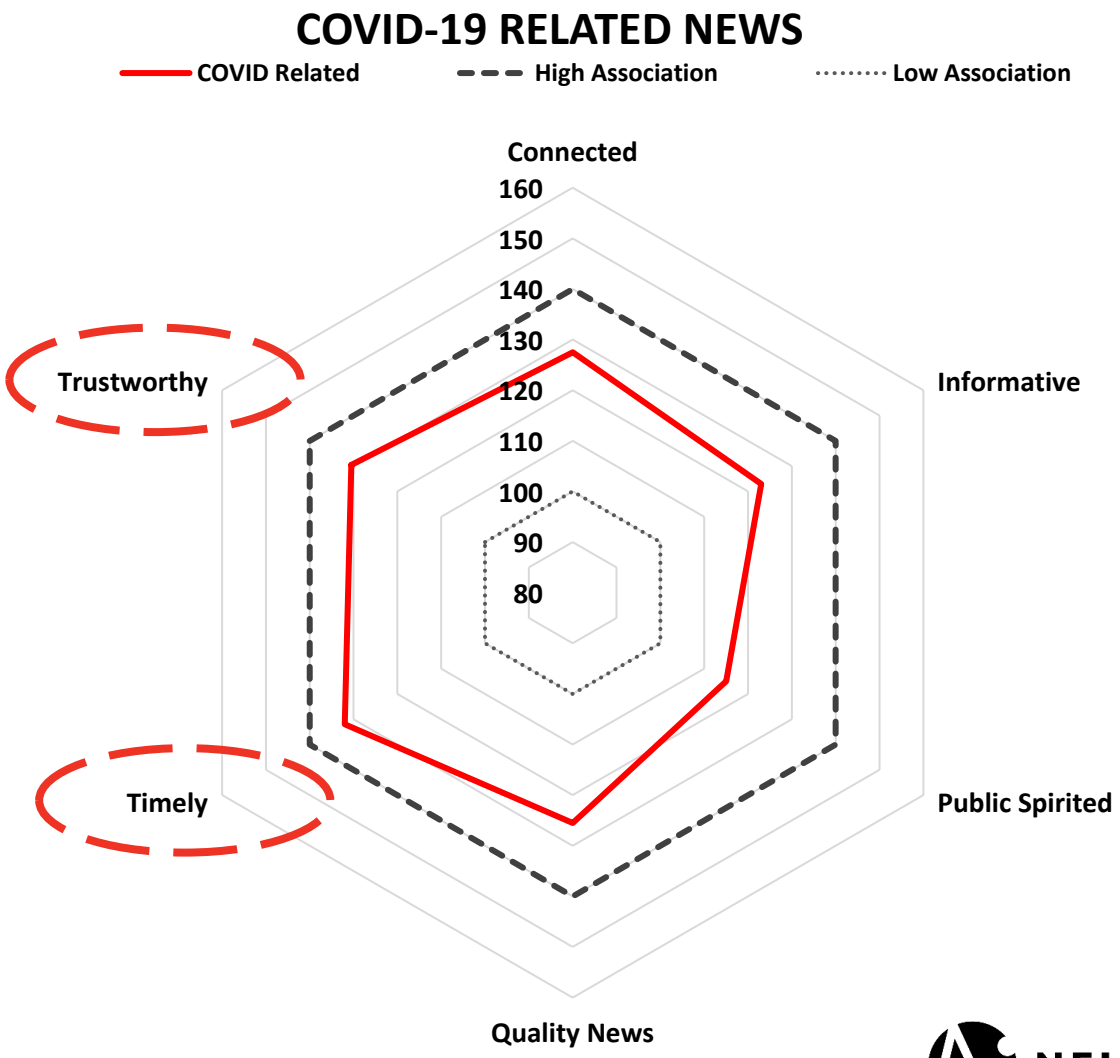
RESULTS: IAB COVID-19 NEWS ENVIRONMENT TEST

COVID-19 HARD NEWS CONTENT HAS TRANSFERRED THE ENVIRONMENT ATTRIBUTE 'TIMELY' TO ADVERTISING.



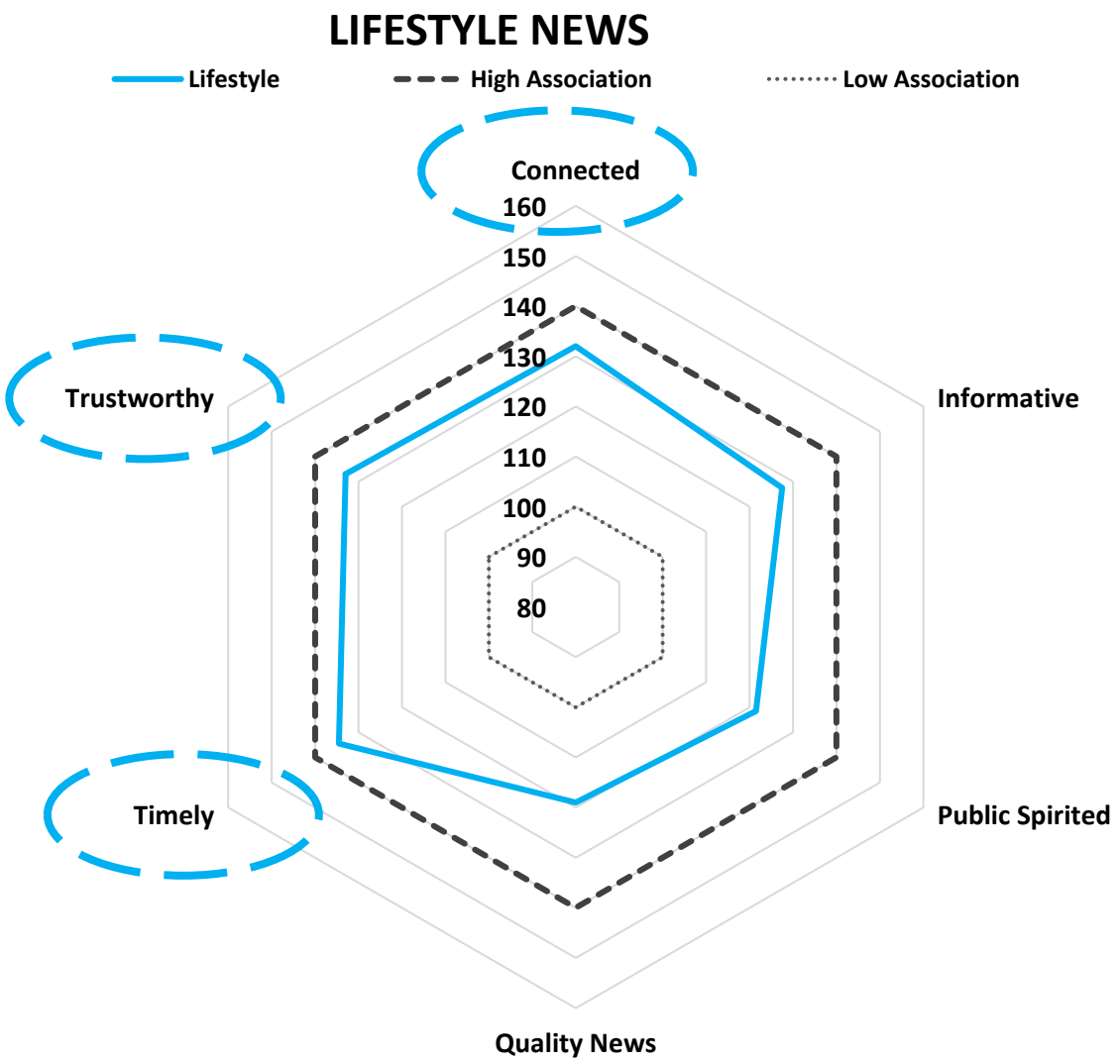
RESULTS: IAB COVID-19 NEWS ENVIRONMENT TEST

COVID-19 RELATED NEWS CONTENT HAS TRANSFERRED THE ENVIRONMENT ATTRIBUTES 'TIMELY' AND 'TRUSTWORTHY' TO ADVERTISING.



RESULTS: IAB COVID-19 NEWS ENVIRONMENT TEST

COVID-19 LIFESTYLE NEWS CONTENT HAS TRANSFERRED THE ENVIRONMENT ATTRIBUTES 'TIMELY' 'TRUSTWORTHY' AND 'CONNECTED' TO ADVERTISING.

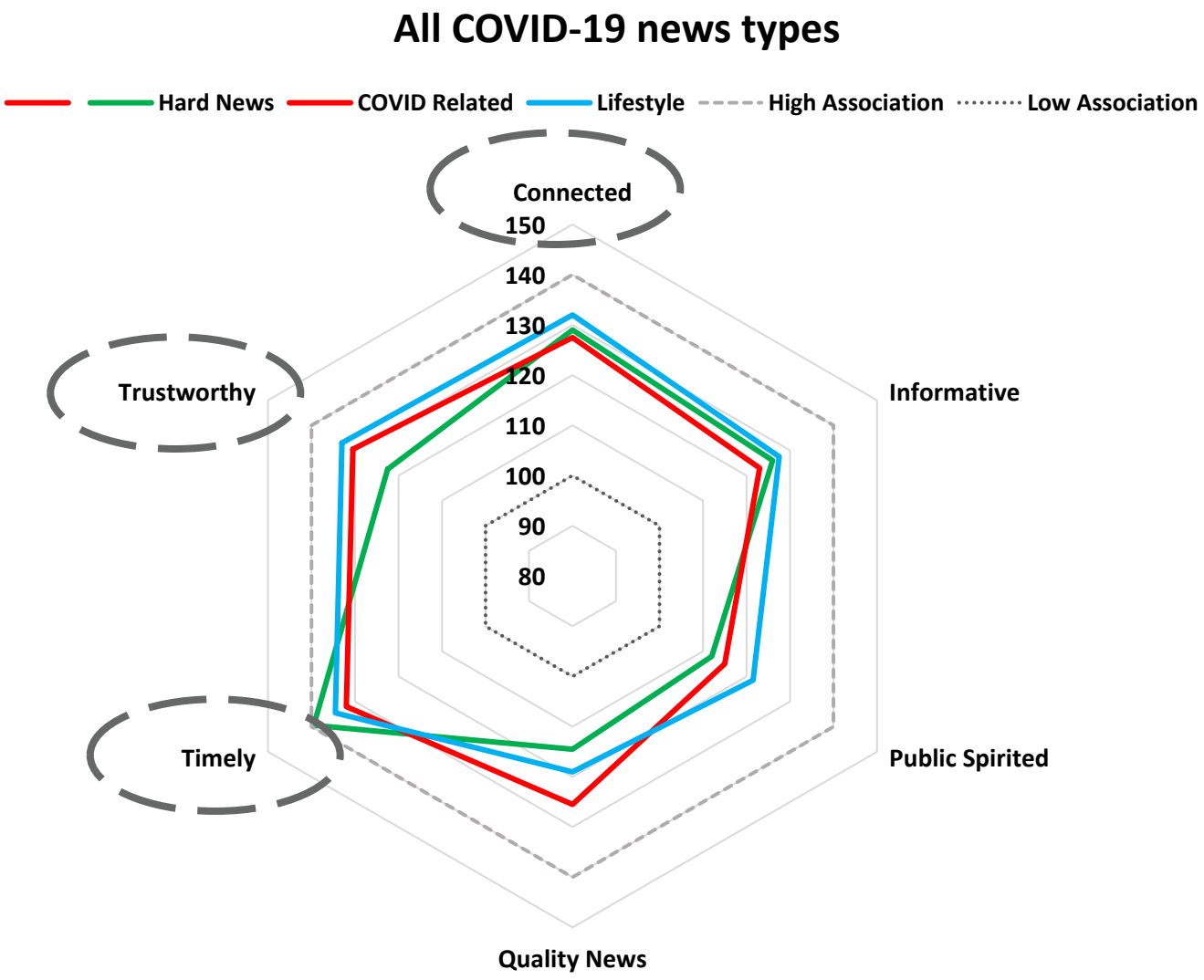


RESULTS: IAB COVID-19 NEWS ENVIRONMENT TEST

Neuro-Insight data shows that shifts of 15 to 20 points (approx. 15%), from just 1 exposure, can result in significant changes to brand association with a particular attribute.

When you factor in competitive suppression this can increase even further.

Advertising in credible news media environments can increase brand associations with three attributes – 'timely', 'trustworthy' and 'connected'.



IMPLICATIONS FOR MARKETERS

POWER OF CONTEXT IN NEWS MEDIA ENVIRONMENTS FOR BRANDS

- Marketers benefit from the **transferred equity and goodwill** sitting within media environments.
- Advertising benefits from being within a media environment boasting strong attributes, in that these **attributes will be share with an advertiser** seen in that environment.
- Credible news media environments demonstrate strong attributes and can do some of the **heavy lifting for advertising messaging by supplying ready-made attributes** in the minds of consumers.
- In news media, three specific attributes benefit brands:
  - **'Timely'** is the leading attribute in a hard news environment.
  - **'Connected'** and **'trustworthy'** are dominant attributes when it comes to related or secondary news content that is less confronting.
- By **using creative that taps into the context** 'you can stack and shorten the odds in your favour'
- When your advertising benefits from these media environments, it also has the impact of **weakening and suppressing your competitor's same attribute.**

SUCCESS DURING COVID-19 AND BEYOND LOOKS LIKE THIS

- ✓ Creative is distinctively yours
- ✓ Well-branded
- ✓ Consider creative & media ecosystem
- ✓ Maintain share of voice to benefit from competitive suppression

"You'd have to argue there is a greater risk in not doing anything than there is in getting out there, with all the evidence, data and right decision-making tools you can bring to bear, to ensure you de-risk your investment. Yes you tune your creative appropriately, but I see a greater risk in going dark than trying to manage your way into an appropriate way to contextually say what you want to say"

Peter Pynta
CEO
NEURO-INSIGHT

FURTHER RESOURCES ON THE ROLE OF CONTEXT

A RECORDING OF THE WEBINAR PRESENTATION OF THIS STUDY IS AVAILABLE ON THE IAB WEBSITE.

RESOURCES TO HELP MANAGE BRAND SAFETY

CHECK THE IAB AUSTRALIA WEBSITE FOR MORE INFORMATION ON HOW TO MANAGE BRAND SAFETY THROUGH THE COVID-19 PERIOD

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www.iabaustralia.com.au