

Building Resilient Advertising...

Why context matters



OCTOBER 2020

IAS Integral
Ad Science

Halo Effect



The Halo Effect Study: A Refresh

In May of 2019, IAS ran a study using Advanced Biometric Analysis to determine how effective ads seen in high quality environments are perceived.

Ads seen on high quality sites are perceived to be



than the same ads seen on low quality sites

Audiences on high quality sites showed



than on low quality sites

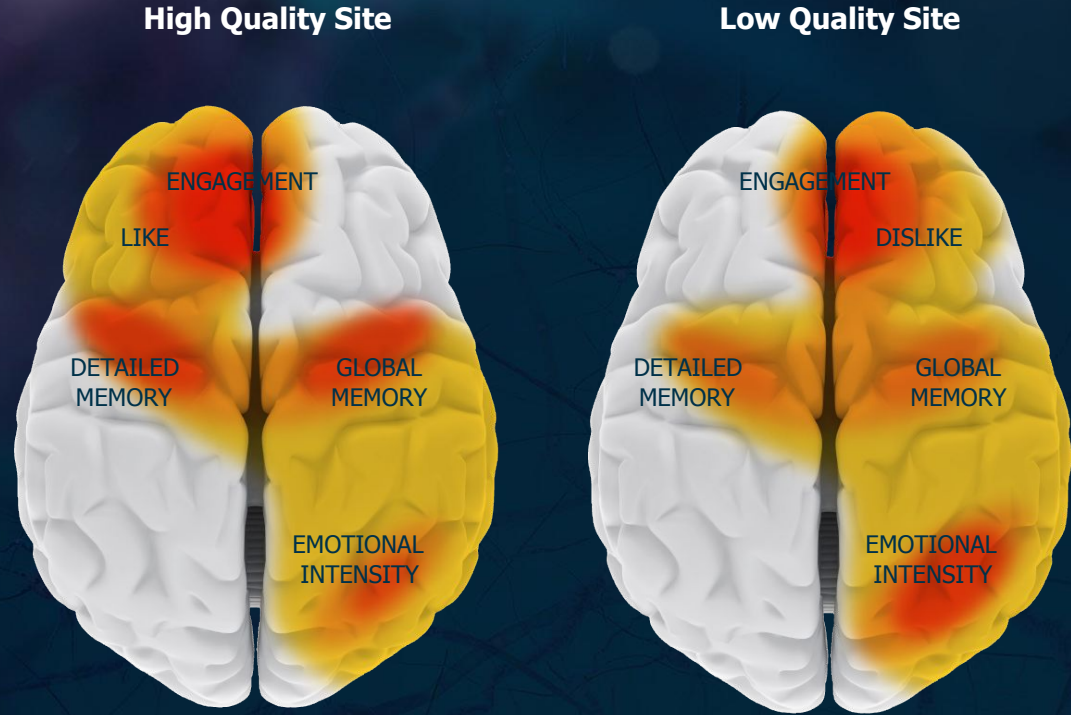
Campaigns on high quality sites stand to benefit from



driven by brand suitable content

Mapping the brain

Reaction to ads in high- and low-quality environments



Note: mobile site selection and classification is based on Integral Ad Science's Brand Risk assessment; high quality = low brand risk; low quality = moderate brand risk; excludes explicit adult and violent content.

Placing ads in low quality content environment has consequences

62%

of consumers say that they will
stop using brands that appear
near low quality content

**Brand safety is for everyone.
Brand suitability is for you.**



From safety to suitability

Control over context

1

Standard

for majority of brands

- sexual content
- hate speech
- terrorism

2

Topical

specific to topical issues

- sensitive social issues
- pandemics
- natural disasters

3

Verticalized

industry specific coverage

- finance
- automotive
- pharma
- retail

4

Brand specific

unique to your brand

- brand name + negative sentiment
- non-ambiguous keywords

universal

most brands want to avoid



brand specific

unique to a brand or industry

Study objectives and design

Field date

August 5-7, 2020

Sample

n=1,156 U.S. Internet users

Statistically significant differences are calculated at 95% confidence interval.



Consumers recognize the power of contextual relevance

70%

of consumers find it at least somewhat important that advertising is relevant to the content being consumed

Q. How important to you is it that the advertising you see online is relevant to the content you are consuming?





Consumer perception toward ads is *impacted* by the content on the page

72%

of consumers say their
perception of an online ad is
impacted by the surrounding
content on the page

Q. Does the content of the online page you are viewing impact your perception of the advertising around it?

Contextual relevance is preferred across all verticals

CONTENT CATEGORY	ADS CONSUMERS WANT TO SEE
 Entertainment Article	79% Entertainment Ad
 Investing Article	78% Financial Services Ad
 Restaurant Article	76% Restaurant Ad
 Shopping Article	72% Retail Ad
 Automotive Article	65% Automotive Ad

Q. Please select the type of ad you would want to see next to the content displayed below. Select all that apply.

Contextually relevant ads are more *favorable* and *memorable* to consumers

56%

of consumers have a more favorable opinion of brands with contextually relevant ads

60%

of consumers are likely to remember a contextually relevant ad

Q. How would you feel toward a brand that advertises products or services that are relevant to the content you are consuming online?

Q. How likely will you remember an ad if is placed next to relevant content?

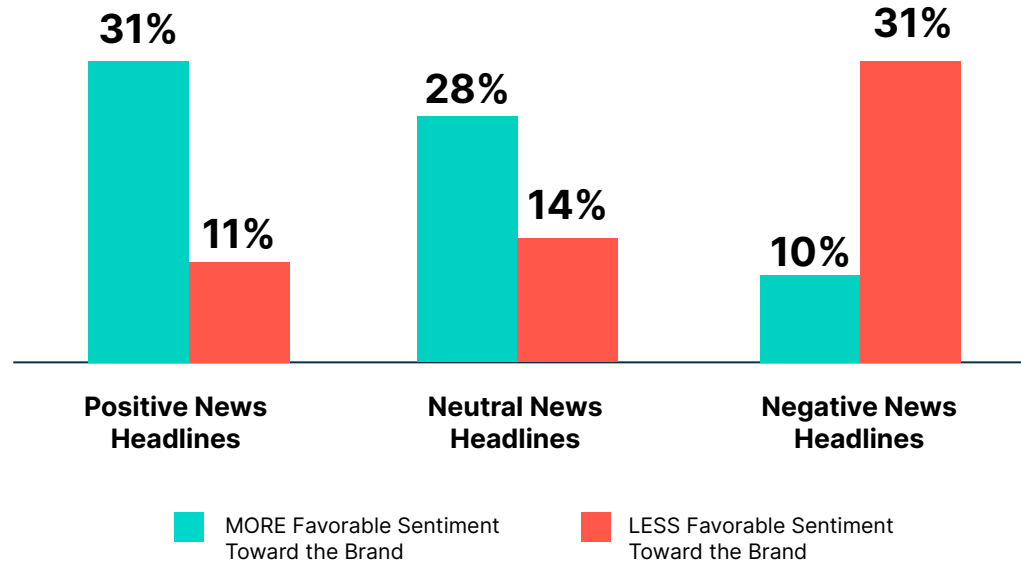
**Consumer perception
is influenced by the
sentiment of a given page**

72%

of consumers agree:
sentiment of content impacts
feelings toward brands
advertising on the page

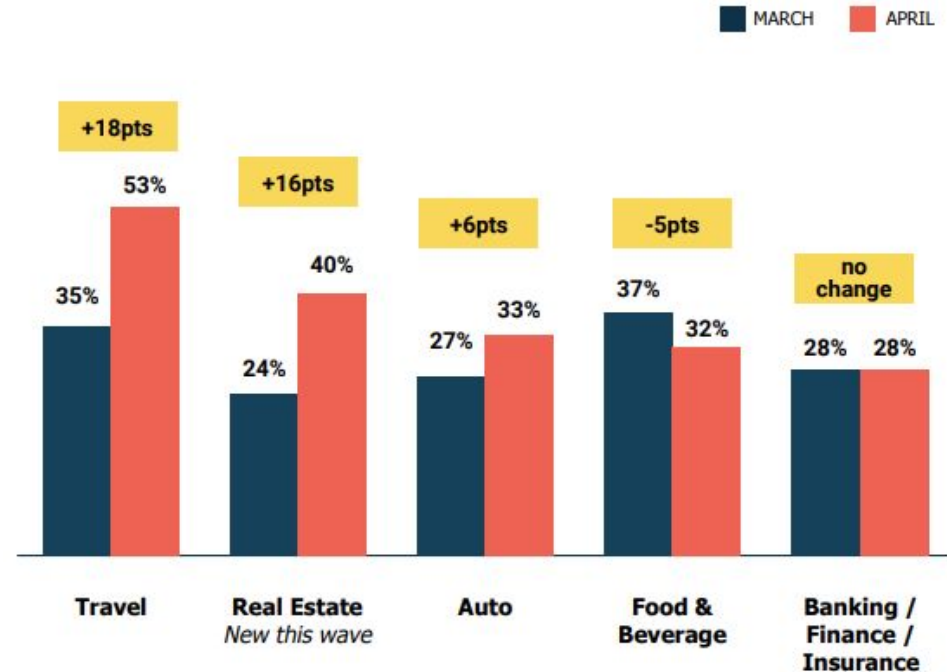
Q. Does the sentiment of the content you are viewing have an impact on how you feel about the brands that advertise on the page?

How would you feel toward a brand whose ads are placed alongside these content headlines?



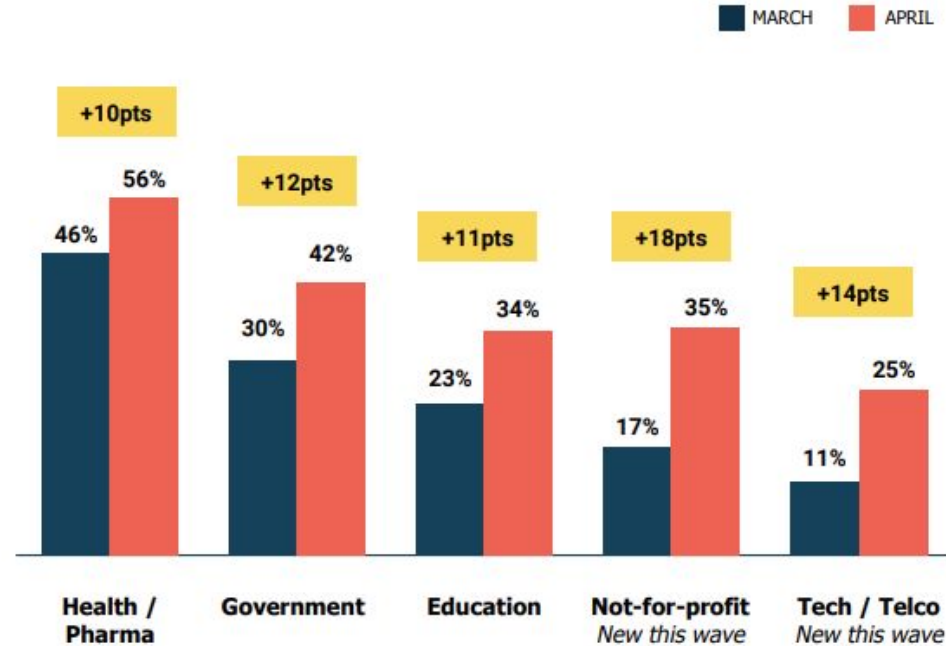
Advertising alongside positive headlines generates the most favorable response

Consumer preferences have shifted about which types of brands should be associated with coronavirus content



Source: IAS Coronavirus Ad Adjacency - A Follow Up Study (Q: What types of brands do you *not* want to see near Coronavirus content?)

Consumer preferences have shifted about which types of brands should be associated with coronavirus content



Source: IAS Coronavirus Ad Adjacency - A Follow Up Study (Q: What types of brands do you *want* to see near Coronavirus content?)

Isolating the impact of sentiment on consumer perception

41%

Of consumers are more likely to engage with ads next to coronavirus content if seen on premium and recognizable news sources

Source: "Thinking about the current and evolving coronavirus situation, how likely are you to engage with an ad that is adjacent to coronavirus news or content from a premium and recognized news source?", IAS Study, April 2020

Ads alongside content with *positive or neutral* sentiment are more well-received by consumers

Content Type	Receptivity	Favorability	Memorability
Positive/ Neutral Sentiment	+80%	+93%	+24%
Average (across all headlines)	28%	24%	43%
Negative Sentiment	-30%	-39%	-12%

Q. How receptive will you be to this ad if it appears alongside the following content headlines; How would you feel toward the brand if this ad displayed above appears alongside the following content headlines; How likely is it that you will remember seeing the ad displayed above if this ad appears alongside the following content headlines:

Retail Example

Positive/Neutral Headline

Retail Ad

Advertisement

Deals!

Top styles of the season

Advertisement

Starting at **\$5** T-shirts






Shop Now

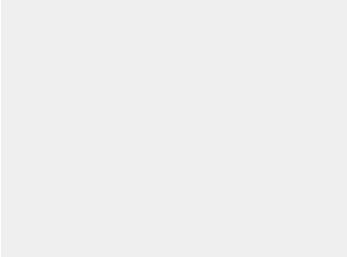
PUBLISHER

Best Back-to-School Sales 2020: The Ultimate Deals Guide

By Anonymous Author
August, 2020


  

Related article



Advertisement

Starting at **\$5** T-shirts



Shop Now

Q. How receptive will you be to this ad if it appears alongside the following content headlines:, How would you feel toward the brand if this ad displayed above appears alongside the following content headlines:, How likely is it that you will remember seeing the ad displayed above if this ad appears alongside the following content headlines:

Retail Example

Negative Headline

Retail Ad



PUBLISHER

Arizona woman who destroyed Target mask display in viral video says she regrets behavior

By Anonymous Author
August, 2020

f t in

Related article

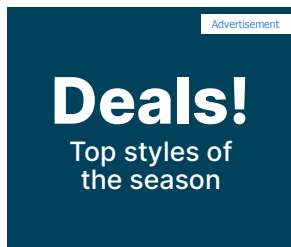
Starting at \$5 T-shirts

Shop Now

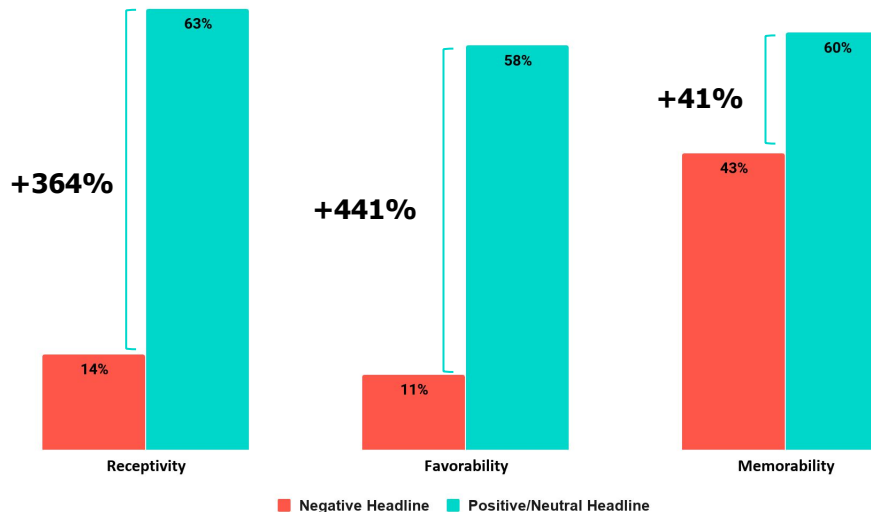
Q. How receptive will you be to this ad if it appears alongside the following content headlines:, How would you feel toward the brand if this ad displayed above appears alongside the following content headlines:, How likely is it that you will remember seeing the ad displayed above if this ad appears alongside the following content headlines:

Consumer perception significantly improved for *retail ads* alongside positive or neutral sentiment

Retail Ad



Retail Ad: Receptivity, Favorability, and Memorability
(across various headlines)



Q. How receptive will you be to this ad if it appears alongside the following content headlines:, How would you feel toward the brand if this ad displayed above appears alongside the following content headlines:, How likely is it that you will remember seeing the ad displayed above if this ad appears alongside the following content headlines:

Consumers consider digital ads important to the holiday shopping experience

85% of consumers will do most or all of their holiday shopping online

89% of consumers consider online advertising helpful in finding products and promotions online

86% of consumers find online advertising important in discovering new products and promotions

Q. How important is it that you're able to easily find products / promotions that match your holiday needs and budget online this year?

Consumers prefer to see contextually relevant ads on safe and reputable sites

In which environments are online advertisements helpful during your holiday shopping?*

55%

find online ads helpful on sites they consider to be safe and reputable

44%

find online ads helpful when they are relevant to the content being consumed

42%

find online ads helpful when they feature promotional/discount messaging

32%

find online ads helpful when they recommend products/promotion based on what consumers previously purchased online

26%

find online ads helpful when displayed more frequently leading up to and during the holiday season

Q. Please select the statements that you believe make online advertisements helpful in finding products / promotions that match your online holiday shopping needs.

Brand suitability threats carry brand suitability consequences

54%

Reported that they'd experienced hostility expressed by consumers as a result of such incidents.

44%

A highly significant 44 percent said they'd lost revenue due to such incidents.

**So how do we
build resilient
advertising?**



1

KEY TAKEAWAYS

Contextual relevance is
IMPORTANT

70%

of consumers say that contextual relevance is important

72%

of consumers say that content impacts their perceptions of ads

2

KEY TAKEAWAYS

Suitability of ad environments **IMPACTS** consumer brand perceptions

74%

of consumers want to see ads that match page content

56%

of consumers are more favorable toward brands with contextually relevant ads

60%

of consumers are likely to remember relevant ads

3

KEY TAKEAWAYS

Content with positive & neutral
SENTIMENT
creates a lasting impact

80%

MORE receptive
to ads near positive
sentiment content

93%

MORE favorable
toward brands with
ads near positive
sentiment content

24%

MORE likely to
remember ads near
positive sentiment
content




GLOBAL UPDATE

Media Quality Report

H1 2020 Benchmarks

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Integral Ad Science 16 Oct 

User-generated videos will make up more than 82% of all consumer internet traffic by 2025. Wouldn't you like to shine bright in an environment that's just right? Enter: Channel Science, helping you...



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