SEVERAL YEARS AGO, THE NEED FOR BRAND SAFETY SHOOK THE INDUSTRY

AND FOR GOOD REASON
BUT,
SHOULD BRAND
SAFETY CONCERNS
EXTEND TO
QUALITY NEWS?
PEOPLE SAY...

They like brands more when they advertise in the news*

BUT...

How do they actually respond to ads in news?

Source: “The News Trust Halo”, IAB
OUR MISSION

01
Uncover the true impact of advertising within news

02
Define guardrails for advertising within news
METHODOLOGY

// Experimental Design //

RECRUITED MOBILE USERS
Participants recruited from a nationally representative mobile panel
n=4,892

RANDOMIZATION
Participants randomized into exposed and control groups
Exposed: Brand Ad
Clean Control: Ad for non-competitive brand

EXPERIENCE
Initial survey with demographic questions
Participants watch a video or view an article of their choice on their assigned platform. Appropriate ads served based on test or control group

BRAND LIFT
Post-exposure survey to measure impact on traditional branding metrics and to obtain qualitative feedback
# Extensive Scope

## Variables tested...

<table>
<thead>
<tr>
<th>Content Genres</th>
<th>News Genres</th>
<th>Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>Entertainment</td>
<td>News Websites (ABC News, ESPN, GMA, 2 other mainstream news sources)</td>
</tr>
<tr>
<td>Non-News (content by premium publishers and user generated content)</td>
<td>Sports</td>
<td>Leading Social Media (News &amp; Non-News)</td>
</tr>
<tr>
<td></td>
<td>Human Interest</td>
<td>Video Aggregator (Non-News)</td>
</tr>
<tr>
<td></td>
<td>Race &amp; Culture*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Politics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hard News**</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Formats</th>
<th>Brand Verticals</th>
<th>Creative Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll Video</td>
<td>Finance</td>
<td>Product Focused</td>
</tr>
<tr>
<td>Display</td>
<td>Food (Restaurant)</td>
<td>Perception Focused</td>
</tr>
<tr>
<td></td>
<td>Fashion</td>
<td></td>
</tr>
</tbody>
</table>

*Race and Culture: News which includes ideas, behaviors, beliefs, and traditions shared by people from different backgrounds

**Hard News: Hard news is typically used to refer to topics that are usually timely, important and consequential, such as the pandemic, international affairs and business news
EXTENSIVE SCOPE

Fresh news content, regularly updated

*Opposing viewpoints refers to political news that could be interpreted as positive or negative depending on the individual's opinion.
SECTION 1

The Truth About Ads In News
**ADS IN NEWS WORK JUST AS WELL AS IN NON-NEWS**

### Impact of Ads by Platform | Delta (Exposed – Control)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Brand Favorability</th>
<th>Research Intent</th>
<th>Website Intent</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>News on Publisher Websites</td>
<td>+7%↑</td>
<td>+6%↑</td>
<td>+5%↑</td>
<td>+4%↑</td>
</tr>
<tr>
<td>News on Social Media</td>
<td>+4%↑</td>
<td>+2%</td>
<td>+1%</td>
<td>+4%↑</td>
</tr>
<tr>
<td>Non-News on Video Aggregator</td>
<td>+8%↑</td>
<td>+4%↑</td>
<td>+6%↑</td>
<td>+2%</td>
</tr>
</tbody>
</table>

Publisher websites, Exposed n=2460; Control n=2460; Social Media, Exposed n=1821; Control n=1821; Video Aggregator, Exposed n=316, Control n=316

↑ = significant difference between exposed and control groups at >=90% confidence
IN FACT, ADS WORK IN ALL TYPES OF NEWS

Impact of Ad by News Genre
Delta (Exposed – Control)

<table>
<thead>
<tr>
<th></th>
<th>Entertainment</th>
<th>Sports</th>
<th>Human Interest</th>
<th>Race &amp; Culture</th>
<th>Politics</th>
<th>Hard News</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Favorability</strong></td>
<td>+4%↑↑</td>
<td>+8%↑</td>
<td>+5%↑</td>
<td>+7%↑</td>
<td>+5%↑</td>
<td>+6%↑</td>
</tr>
<tr>
<td><strong>Research Intent</strong></td>
<td>+5%↑</td>
<td>+1%</td>
<td>+6%↑</td>
<td>+5%↑</td>
<td>+2%</td>
<td>+3%</td>
</tr>
<tr>
<td><strong>Purchase Intent</strong></td>
<td>+6%↑</td>
<td>+2%</td>
<td>+3%</td>
<td>+7%↑</td>
<td>-1%</td>
<td>+4%↑</td>
</tr>
</tbody>
</table>

↑↑ = significant difference between exposed and control groups at >=95% confidence
↑ = significant difference between exposed and control groups at >=80% confidence

Entertainment, Exposed n=611, Control n=613; Sports, Exposed n=633, Control n=633; Human Interest, Exposed n=594, Control n=594; Race & Culture, Exposed n=587, Control n=587; Politics, Exposed n=933, Control n=933; Hard News, Exposed n=921, Control n=921
NEWS CONTENT IS UNIQUELY VALUED AND TRUSTED

The news also piques people’s interest above and beyond non-news content.

Perceptions of News Content

- Shared Valuable Info: 130
- Was Trustworthy: 119
- Was Interesting: 112

News indexed to non-news (100)

News, n= 4281; Non-news, n=611
**POSITIVE OPINIONS OF NEWS CONTENT AID AD PERCEPTIONS**

Ads that appear in news are perceived as having more valuable information and are more trustworthy than when appearing in non-news.

<table>
<thead>
<tr>
<th>Perceptions of Ads in News</th>
<th>Delta (News – Non-News)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open to seeing at the time</td>
<td>+9% ↑</td>
</tr>
<tr>
<td>Shared valuable info</td>
<td>+6% ↑</td>
</tr>
<tr>
<td>Ad felt relevant to me</td>
<td>+8% ↑</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>+4% ↑</td>
</tr>
</tbody>
</table>

Exposed only, News, n=8563; Non-news, n=1221

↑ = significant difference between exposed and control groups at >90% confidence
NOT ALL NEWS IS “GOOD” NEWS, BUT EVEN NEWS PERCEIVED AS DEPRESSING DRIVES BRAND IMPACT

Perceptions of News Content

News indexed to non-news (100)

The content was depressing

Impact of Ads in Depressing News

Delta (Exposed – Control)

Brand Favorability

+7%↑

Would Recommend Brand

+5%↑

All Audience: News, n=4281; Non-news, n=611
Ads in depressing news: Exposed, n=877; Control, n=877
↑ = significant difference between exposed and control groups at >90% confidence
ON **ABC**, ADS IN DEPRESSING NEWS ENCOURAGE INTENT TO TAKE ACTION

Impact of Ads in Depressing News by Platform | Delta (Exposed – Control)

- ABC News
- Other Popular News Sources

<table>
<thead>
<tr>
<th>Purchase Intent</th>
<th>+10%†</th>
</tr>
</thead>
<tbody>
<tr>
<td>+3%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Would Recommend Brand</th>
<th>+9%†</th>
</tr>
</thead>
<tbody>
<tr>
<td>+3%</td>
<td></td>
</tr>
</tbody>
</table>

Those who thought content was depressing: ABC News, Exposed n=288, Control n=288; Other News Sources, Exposed n=212, Control n=212;
† = significant difference between exposed and control groups at >90% confidence.
PEOPLE ARE MUCH LESS LIKELY TO THINK BRANDS ENDORSE CONTENT ON NEWS WEBSITES

Perception of advertisers’ endorsement of content by platform
THE INFLUENCE

SECTION 2
The Influence Of The News Source
CREDIBILITY OF THE NEWS SOURCE MATTERS
– ESPECIALLY TO THE AFFLUENT

Opinion that Brands Should Vet News Source Before Advertising
% Strongly/Somewhat Agree

57% Should vet
31% Neutral
12% Should not vet

Results by Household Income
% Strongly/Somewhat Agree

More than $100K
61%

$35K - $100K
58%

Less than $35K
52%

Total n=9785
Q: Companies are trying to use new technology to engage with people in different ways. They may try to create an immersive experience, provide more convenient ways to shop, or make their message more relevant to you. Which of the methods described below do you think would be beneficial to you as a consumer? Select all that apply.
THE NEWS SOURCE YOU RUN YOUR AD ON MATTERS MORE THAN THE NEWS CONTENT ITSELF

Impact of News Source & Content Perceptions on Brand Metrics

- **News Source is...**
  - Trustworthy, High quality and Respected

- **News Content was...**
  - Trustworthy, +16% ↑
  - Interesting, +11% ↑
  - High Quality, +9% ↑

---

Survey Q: How would you rate these news websites on the following?

- News Only (All kinds of news), n=3664

↑ = Values were modelled using logistic regressions to determine the impact of website and content perceptions on brand metrics. All regression coefficients significant at >= 90% confidence.
IN SENSITIVE NEWS, SOURCE RELIABILITY IS PARTICULARLY KEY FOR DRIVING PURCHASE INTENT

Drivers of Purchase Intent Across News Genres

<table>
<thead>
<tr>
<th>News Source is...</th>
<th>News Content was...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustworthy, High Quality &amp; Respected</td>
<td>Interesting</td>
</tr>
<tr>
<td>Hard News</td>
<td>✔</td>
</tr>
<tr>
<td>Politics</td>
<td>✔</td>
</tr>
<tr>
<td>Race &amp; Culture</td>
<td></td>
</tr>
<tr>
<td>Human Interest</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
</tr>
</tbody>
</table>

In Human Interest and Race & Culture news, content that piques consumer interest fosters greater impact on purchase intent.

Values were modelled using logistic regressions to determine the impact of website and content perceptions on brand metrics. All regression coefficients significant at >= 90% confidence.
TRUST IN ABC NEWS SOURCES IS PARTICULARLY HIGH

Trustworthiness by News Source | % Strongly or Somewhat Agree

ABC News Sources (A) | 78% B
Other Popular News Sources (B) | 68%

ABC news sources n= 3686; OTHER, Two other popular news sources n=1235
ABC news sources include ESPN, Good Morning America and ABC news
A/B= Statistical significance between ABC News and other news sources at >=90% confidence level
IN POLITICS & HARD NEWS, ADS OUTPERFORM ON ABC

Impact of Ads in Politics & Hard News by News Source | Delta (Exposed – Control)

ABC News | Other Popular News Sources

Brand Favorability

+7%↑

3%

Brand is High Quality

+7%↑

3%

Would Recommend Brand

+5%↑

3%

Politics & Hard News: ABC News, Exposed n=626, Control n=626 | More Partisan News Websites, Exposed n=617, Control n=617

↑ = significant difference between exposed and control groups at >=90% confidence
THE
GUARDAILS

SECTION 3
Guardrails For Advertising In News
WHILE VIDEO ADS IN NEWS ARE EFFECTIVE, DISPLAY DRIVES CURiosity

Impact of Ad Format In Sports & Entertainment News | Delta (Exposed – Control)

<table>
<thead>
<tr>
<th></th>
<th>Video Ad</th>
<th>Display Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Favorability</strong></td>
<td>+3%</td>
<td>+7%↑</td>
</tr>
<tr>
<td><strong>Research Intent</strong></td>
<td>+2%</td>
<td>+7%↑↑</td>
</tr>
<tr>
<td><strong>Purchase Intent</strong></td>
<td>+5%↑</td>
<td>+0%</td>
</tr>
</tbody>
</table>

Product Focused Ad, Exposed n=471, Control n=921; Perception Focused Ad, Exposed n=450, Control n=921

↑ = significant difference between exposed and control groups at >=90% confidence
↑↑ = significant difference between exposed and control groups at >=80% confidence
WITH HARD NEWS, DIRECT, TO THE POINT MESSAGING WORKS BEST

Impact of Creative Strategy in Hard News | Delta (Exposed – Control)

Brand Impact...

<table>
<thead>
<tr>
<th></th>
<th>Product Ad</th>
<th>Perception Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Favorability</td>
<td>↑ +10%</td>
<td>+1%</td>
</tr>
<tr>
<td>Research Intent</td>
<td>↑ +5%</td>
<td>0%</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>↑ +7%</td>
<td>+2%</td>
</tr>
</tbody>
</table>

Brand is...

<table>
<thead>
<tr>
<th></th>
<th>Product Ad</th>
<th>Perception Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authentic</td>
<td>+6%</td>
<td>+2%</td>
</tr>
<tr>
<td>High Quality</td>
<td>+5%</td>
<td>+2%</td>
</tr>
</tbody>
</table>

Surgeon general warns misinformation an 'urgent threat' to public health

Product Focused Ad, Exposed n=471, Control n=921; Perception Focused Ad, Exposed n=450, Control n=921

↑ = significant difference between exposed and control groups at >=90% confidence
CONVERSELY, WITH NEWS ABOUT RACE & CULTURE, A STORYTELLING APPROACH WORKS BETTER

Impact of Creative Strategy in Race & Culture News | Delta (Exposed – Control)

<table>
<thead>
<tr>
<th></th>
<th>Product Ad</th>
<th>Perception Ad</th>
</tr>
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<tbody>
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</tr>
<tr>
<td>Research Intent</td>
<td>+3%</td>
<td>+7%↑</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>+4%</td>
<td>+10%↑</td>
</tr>
<tr>
<td>Feel connected to the brand</td>
<td>+5%↑↑</td>
<td>+9%↑</td>
</tr>
<tr>
<td>Brand shares my values</td>
<td>+1%</td>
<td>+7%↑</td>
</tr>
<tr>
<td>Brand is Trustworthy</td>
<td>+4%</td>
<td>+11%↑</td>
</tr>
</tbody>
</table>

Product Focused Ad, Exposed n=471, Control n=921; Perception Focused Ad, Exposed n=450, Control n=921

↑ = significant difference between exposed and control groups at >=90% confidence

Disparity in police response: Black Lives Matter protests and Capitol riot
**CONSIDER A MORE THOUGHTFUL APPROACH IN NEWS CATEGORIES**

Recommended Creative Strategy Across News Types

<table>
<thead>
<tr>
<th>Entertainment</th>
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<th>Human Interest</th>
<th>Race &amp; Culture</th>
<th>Politics</th>
<th>Hard News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception Strategy</td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
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<td>Product Strategy</td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
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<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
<td><img src="https://via.placeholder.com/15" alt="✓" /></td>
</tr>
</tbody>
</table>
Brands should support quality journalism, recognizing that there is a difference between unsafe content and news on trusted websites.

Identify and deliver media against reliable news sources to drive better ad effectiveness. The reliability of the source has more of an impact on ad effectiveness than the news content itself.

Optimize ad strategies that over index on your marketing goals, as the same ad performs differently across news genres.