

# 03



## **IMPACT OF ADS IN DIGITAL FORMATS**



# *Websites*



# Dominant behaviour

*In 2010, the UK's Association of Online Publishers investigated dimensions of website engagement which had the strongest relationship with consumers' behaviour towards advertising. The dominant dimension was...*

*trust trust trust*

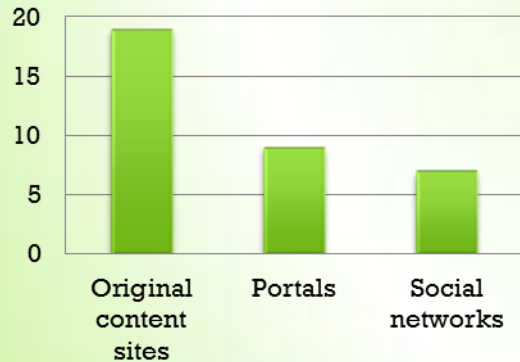
*In this respect, original content sites were seen to perform well ahead of portals and social networking sites*



# 3 online environments

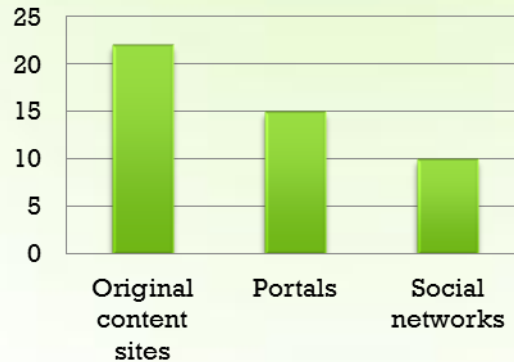
*AOP's follow-up study (2012, comScore)*

## **ACTIONS TAKEN AFTER SEEING DISPLAY ADS (%)**



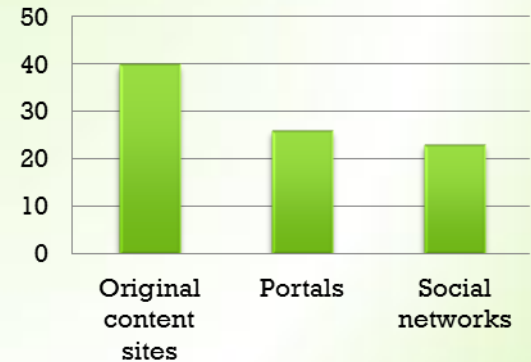
### **Communication / advocacy**

Talk about a brand, visited / followed them on social media websites or recommended the product



### **Active engagement**

Researched product online or in store, entered a competition or watched a video



### **Direct contact**

Clicked on a link, searched for the brand, visited a brand's site or bought the product online or in store



# 3 online environments (cont.)

*AOP concluded:*

Higher levels of trust in original content rubs off to create a higher degree of affinity and trust in advertisers who appear in those environments

Advertising on original content sites is measurably more effective than portals and social media in delivering all stages of the purchase cycle

Users exposed to ads on original content sites are more likely to visit the advertiser's site and/or search for the advertiser's brand



# 3 online environments (cont.)

*AOP concluded:*

“It is vital that media planners consider consumer trust levels in each placement they use. Original content sites continue to earn the highest levels of consumer trust versus other categories of online publisher, and consistently outperform those publisher categories in their ability to impact consumer attitudes and actions.”



# *Digital editions*



# The receptive audience

*Across markets typical readers of digital magazines - and owners of tablets :*

Have above-average incomes

Are better educated than the general population

Skewed to the younger end of the age range

Are willing to subscribe to digital editions

- In contrast to websites, where general expectation for content is to be free

Very receptive to ads on their devices, especially those with interactive elements

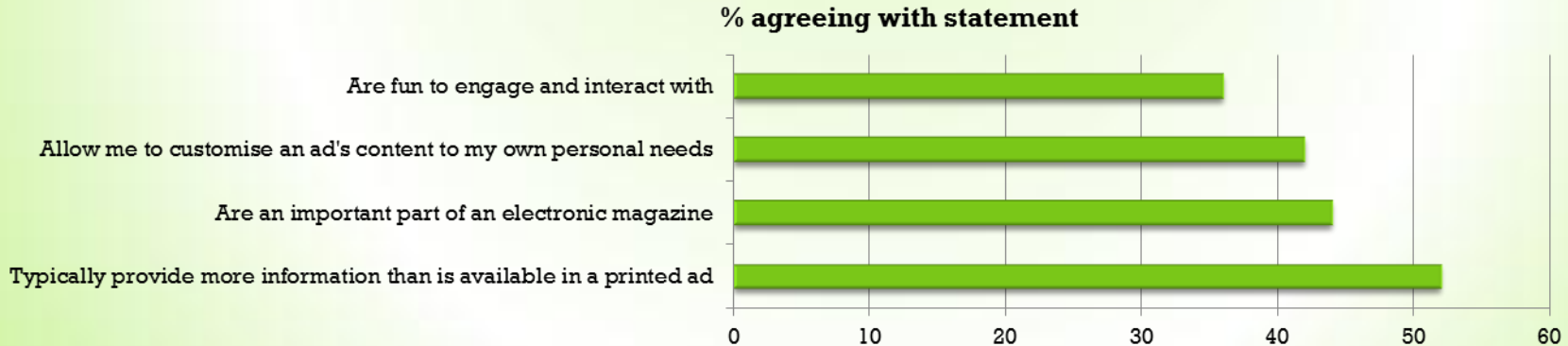
- Many believe these ads provide more information than in print
- Can focus interest on elements of most interest, in effect “customising” ad content to personal needs





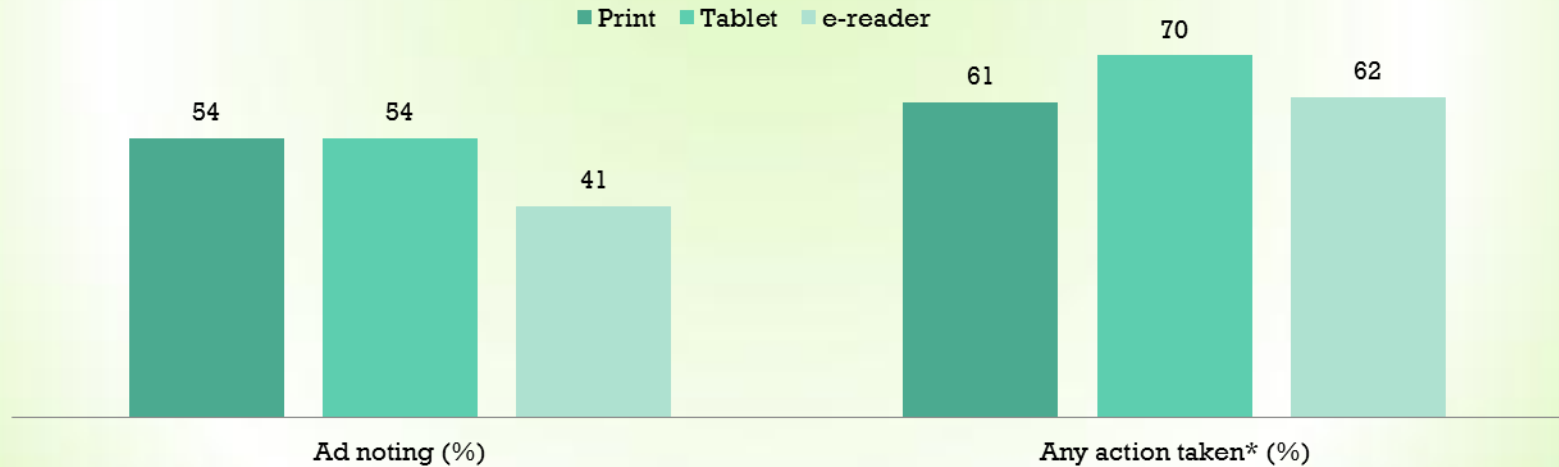
# Ads in digital mags

*Digital magazine readers are receptive to advertising on their devices and believe relevant interactive ads offer more information than in print, while more than a third thought them ‘fun to engage and interact with’. However, relevance is key. There is a strong chance that ads that don’t strike a chord with the reader and are perceived as interrupting the reading experience will be considered “annoying”*





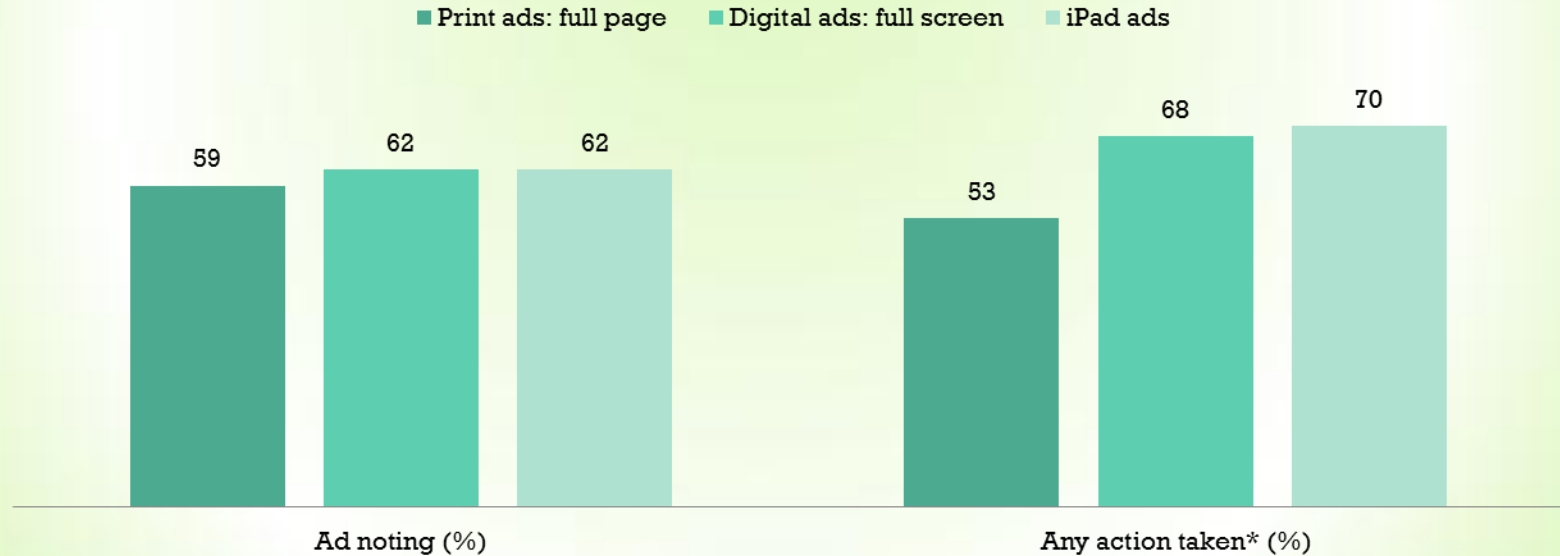
# Print, tablet & e-reader ads



*\*Base: those who noted ad. Actions taken include visiting advertiser's website, speaking to someone about product/service, purchase consideration, purchase, etc. Source: Measuring the Effectiveness of Ads in Digitally Delivered Magazines, May-August 2011, GfK MRI, USA, 2011*



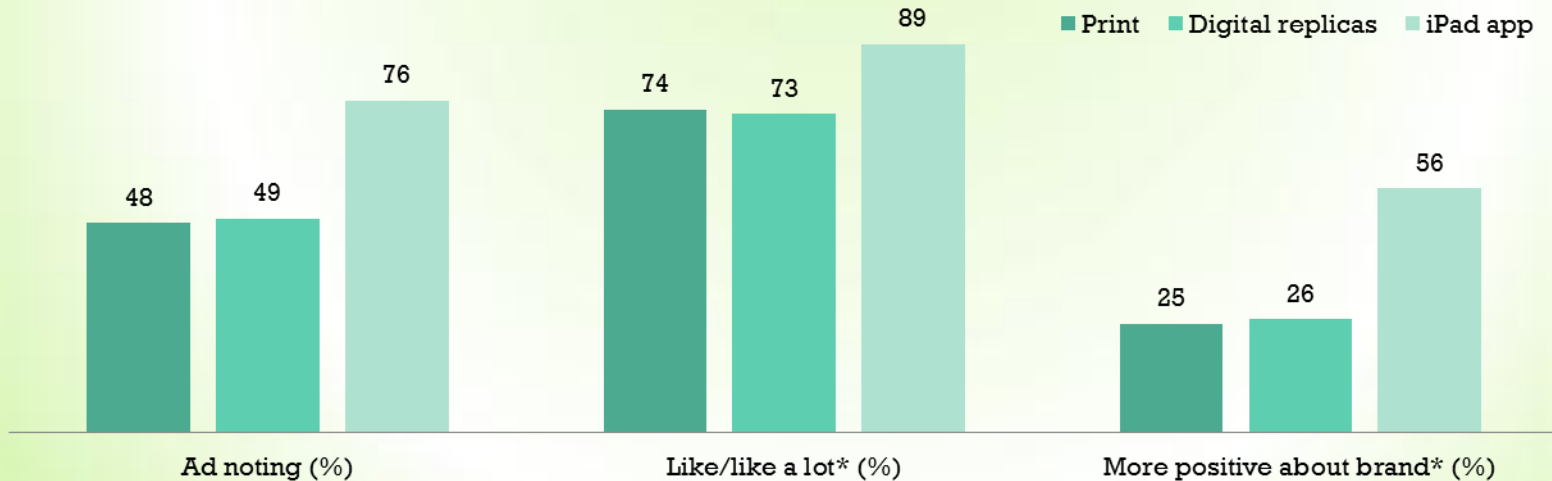
# Print and digital ads



*\*Base: those who noted ad. Actions taken include visiting advertiser's website, speaking to someone about product/service, purchase consideration, purchase, etc. Source: Measuring the Effectiveness of Ads in Digitally Delivered Magazines, May-August 2011, GfK MRI, USA, 2011*



# Print, digital replica and iPad in-app ads

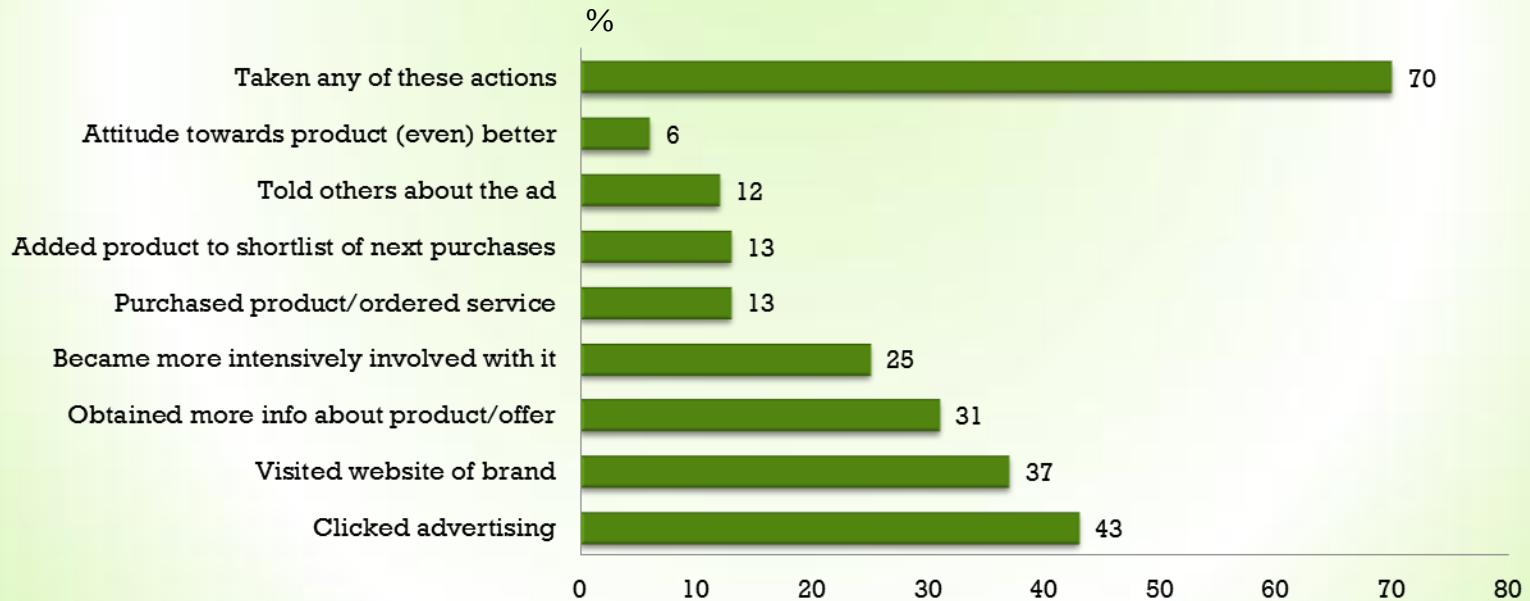


\*Base: those who noted ad.

Source: Advertising Best Practices in a Multi-Platform World, Hearst Magazines/Ipsos, USA, 2011



# Action after seeing in-app ads



Source: iPad Media Impact Study, by Axel Springer, Germany, 2011



# Digital ads: best practice

*Ads are welcomed, especially within iPad apps*

- Don't hide from being an ad

*Signpost interactivity*

- Provide obvious interface clues

*Inform and entertain*

- Provide an engaging, entertaining and rewarding experience

*Print and digital replicas: two formats in one*

- To the publisher, the replica may represent a unique delivery format, but to the reader it's still fundamentally a magazine

*Attract and entertain*

- Print and digital replica ads should attract attention, and provide information that is new, relevant and useful
- The in-app version should also entertain



# Golden rules for tablet ads

## *Make content relevant*

- Create connections to the surrounding editorial content and to users' personal interests

## *Invite with immersive visuals*

- Interactivity is very important. Full-screen video and other visuals are welcomed when the content is substantial enough to entertain/interest

## *Position as partner*

- Play up the advertiser's role as a sponsor or provider of the surrounding content

## *Be non-intrusive*

- Allow people to select the depth of brand and content engagement they would like to have, when they want it

*What's New for News? Brussel & Sirkin, USA, 2011*



# Tablets v smartphones

*According to 'UK Connected Devices'*

*(Nielsen Report, UK, 2012)*

Advertising is more memorable, acceptable and enticing on tablets than smartphones, e.g.:

- ♥ UK users agreed that “advertising is more acceptable on their tablet (40%) than on their smartphones (30%)”
- ♥ Users remember ads better on their tablet, with 48% recalling seeing an ad on their tablet ‘about once a day’ or more often, compared to 37% on their phone



“Report shows tablets are changing consumer behaviour and presenting great potential for advertisers...”

Nielsen





# Magazine media relationships

*Magazines are in a particularly strong position to mediate messages between brands and consumers*

*Magazines, with the strong personal relationships and trust which they create, can generate the buzz needed to give a brand some prominence in the social media arena*





# Experimental environment

- ③ *Publishers are experimenting, expanding and enhancing their presence on social media networks...*
- ③ *...it is early days and there is an element of trial and error...*
- ③ *...but according to Affinity Research's American Magazine Study (2011)...*



- 12% of adults in the US are accessing magazine-branded social media sites each month
- On average they visit 3 different magazine-branded social networks per month
- 23 brands were attracting 1 million or more visitors per month to their social media areas



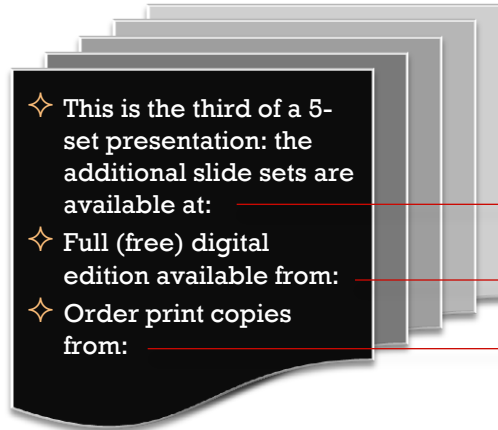
# The future

- ♥ *Analysts from Experian in the USA are saying that social media communities are becoming less about friendships and more about common interests*
- ♥ *This is precisely what magazine brands are all about – communities with common interests*
- ♥ *This puts publishers in a good position to make the most of social media*



# PROOF OF PERFORMANCE

- *110 evidence-based studies*
- *23 countries*
- *116 pages*



- ✦ This is the third of a 5-set presentation: the additional slide sets are available at:
- ✦ Full (free) digital edition available from:
- ✦ Order print copies from:

[www.fipp.com/POP](http://www.fipp.com/POP)