



The multi-platform study

The impact of newsbrands on brand health

The multi-platform study investigates the impact of advertising in individual and multiple newsbrand platforms on 13 brand health measures – for example, awareness, consideration, quality - for five big brand campaigns.

Summary

The multi-platform study set out to discover how advertising in newsbrands builds brand health. We wanted to know the impact of each platform – print, tablet, computer and mobile – and how each of these platforms work together. Is there a significant increase in brand impact for each additional newsbrand platform added to a campaign (beyond increased reach/frequency)? Do we need print in the mix?

Our aim was to provide benchmark guidance on what each newsbrand platform contributes to brand health measures - on its own and in combination with others - that will help when deploying budgets.

Newsworks collaborated with media agencies to measure five client campaigns across newsbrand print and digital platforms.

We worked with big brand advertisers, where brand metrics are harder to shift – and none were first time newsbrand advertisers.

BDRC Continental conducted matched controlled exposure tests among 10,856 readers of the relevant titles and platforms as each campaign went live. Analysis gave us the net uplift in brand metrics, taking into account competitor shifts, across all newsbrand platforms – both solus and in combinations.

Digital interactions data was supplied by publishers, collated and anonymised.

We found a consistent pattern of responses across all five newsbrand tests.

Results

- Print is the most effective single platform for brand building, driving an average 5% uplift in brand health measures
- Print plus digital newsbrands is the most efficient combination, leading to a 17% uplift in brand health measures
- Exposure to print advertising primes readers to respond more positively to digital advertising. It is not simply the effect of being exposed twice rather than once – the uplift is almost three and a half times higher and is only seen when one of the exposures is print
- Advertising in digital newsbrands also has an appreciable impact on brand health measures (+3%) but needs print to deliver the multiplier effect
- Print newsbrands are particularly effective at creating spontaneous awareness and saliency, again with a strong multiplier effect seen when they are combined with digital newsbrands

About the study

Digital interaction data shows that all newsbrand digital platforms deliver above industry averages for click-through and engagement times. Smartphone advertising delivers the highest CTR of 1.11 compared with an industry benchmark of 0.07.

Different combinations of newsbrands have different strengths, for example print + tablet delivers the highest two-platform uplift in brand health, with tablet advertising particularly affecting brand quality perceptions. Adding in smartphone has a lower impact on brand health, but higher reach and interaction levels.

For planning guidance on the likely impact of any combination of newsbrand platforms on brand health, you can download a simple chart.

The multi-platform study ready reckoner puts together audience size, solus and multi-platform readership patterns and impact on brand health measures, to show the projected uplift among the total newsbrand audience for campaigns on each of the platforms and platform combinations.

Average uplift across brand health measures among total newsbrand audience as each platform is added

