



The ROI study

The impact of newsbrands on ROI

Using the results from over 500 econometric models over the last five years, Benchmarking has proved that newsbrands continue to play a very important part in the modern media mix. As a result, advertising spend should return to 2013 levels for optimum effectiveness.

Summary

Many individual case studies over the years have proven the effectiveness of newsbrands as part of the media mix.

Yet until now there has been no large scale study to conclusively demonstrate and quantify the value that newsbrands bring to advertisers and the return on investment that they deliver.

Newsworks commissioned the highly respected econometrics consultancy Benchmarking, led by managing director Sally

Dickerson, to carry out a detailed analysis to provide this evidence. Benchmarking conducted a meta-analysis of over 500 econometric models from 2011-2016. Meta-analysis is common in pharmaceuticals, particularly in clinical drugs trials. One trial isn't enough, you need hundreds to be sure of your results.

Results

The results paint an impressive picture for the role of newsbrands. Key findings include:

- Adding newspapers to a campaign increases overall campaign effectiveness, ranging from a 20% improvement in FMCG campaigns to up to four times for services campaigns
- Newspapers supercharge the effectiveness of other media when they are included in the mix, with improvements in ROI ranging from two times (for TV), four times (for online display) to 10 times (for radio)
- Adding digital newsbrands to the mix boosts newspaper ROI by up to five times

Adding print newsbrands

INCREASES CAMPAIGN EFFECTIVENESS

Retail



x2.8

Automotive



71%

Finance



x5.7

Travel



x3

FMCG



20%