

The IPA Databank study *The business effectiveness of newsbrands*

The IPA Databank study analyses the impact on business effectiveness of including newsbrands in communications campaigns.

Summary

The IPA Databank study was commissioned by Newsworks to assess how print and online newsbrands work with other media to contribute to overall business success.

We had three key questions:

- How effective are campaigns that use newsbrands compared with those that do not?
- How effective are campaigns that use multi-platform newsbrands compared with those using just one platform?
- What impact do newsbrands have on the effectiveness of other media?

Analysis was carried out by the respected effectiveness expert Peter Field. He evaluated the business effects of 76 of the most recent published cases from 2012 and 2014, to gain a clear

picture of the impact of multi-platform newsbrands in the modern media environment, where digital and social platforms are adequately represented as well as the more established media.

Only very large business effects were included as measures of success (previous work by Peter Field along with Les Binet proved a clear statistical link between these and ROI). Campaigns that included newsbrands – above an 8% of budget threshold for print newsbrands and 0.01% for online newsbrands – were compared to campaigns that did not use newsbrands or had very light use.

The results clearly demonstrate that both print and online newsbrands have a measurable, widespread and long-term impact on campaign business effectiveness.

Results

- Campaigns that use print newsbrands deliver stronger business effects: Having print newsbrands in the media mix drives a 36% uplift in very large business effects compared with campaigns that don't use print newsbrands
- Multi-platform newsbrands are even more effective. The strongest impact on business effects (+58%) is when BOTH print and digital newsbrands are used in campaigns
- Print plus digital newsbrands increase all business measures, but are strongest for acquiring new customers, generating very high levels of profitability and having a substantial impact on market share
- Newsbrands boost the business effectiveness of other media:
 - **TV** is used in the vast majority of the most effective campaigns – and adding newsbrands has a strong multiplier effect. Multi-platform newsbrands supercharge TV business effectiveness by 65%. Print is an important component, boosting TV effectiveness by 44%
 - **TV plus online** campaigns deliver much stronger business effects when online newsbrands are included (+59% versus TV with no online) than when the online element excludes newsbrands (+16%)
 - The business impact of **online display** is boosted by 53% when multi-platform newsbrands are included
 - Multi-platform newsbrands enhance the business effectiveness of **social media** by 118%
- Print is particularly important for larger brands, where the share of spend is likely to be in excess of market share, improving business effects by 57%
- Print is also more successful when part of long-term campaigns (which are more effective than short-term activities), increasing business effectiveness by 62%

About the study

The IPA Effectiveness Awards, established in 1980, are the pre-eminent global awards for communications effectiveness, providing compelling evidence that campaigns create measurable financial value for brands.

All the data used in this study comes from the IPA Databank of cases. Business effects cover sales, market share, price sensitivity, loyalty, customer acquisition and profit. The scale of a business effect is assessed by the case study author (in the compulsory questionnaire filled in by all IPA Effectiveness Awards entrants).

It is also worth noting that, in this analysis, the newsbrand group of cases starts out with a number of disadvantages, particularly for print.

The most important is a severe disadvantage to 'extra share of voice' (ESOV) – we know that an excess share of voice

when compared with market share is associated with greater campaign effectiveness. Newsbrand users' average ESOV is around 1-2%, whereas non-users' ESOV is between 8% and 11%, depending on platform.

The 2012 and 2014 cases including newsbrands in the IPA database are also more likely to be short-term and for new, small and value brands – again these are generally less effective than longer-term cases and established big, premium brands. They are also less likely to be emotional, a long-term disadvantage.

There is one efficiency advantage for newsbrands – there are more cases in the services sector – and fewer in FMCG.

Given these characteristics, we are confident that the findings for newspaper brands are robust and substantial.