



*News* UK

# Three reasons to rethink

Richard Bogie

Managing Director, News Scotland & News Ireland

# VICTORY!

PM pledges to change law on organ donation

500 lives a year saved as Mirror wins campaign

69p

For more Weekly Little Helps turn to page 2.

**TESCO**  
Every little helps

## Easter special

Chickens, eggs... and chocolate

Ireland crush England for the grand slam

Revealed: 50m Facebook files taken in record data breach

# The Observer

Revealed: 50m Facebook files taken in record data breach

# Daily Mail

FREE WEIGHT WATCHERS INSIDE RECIPE PULLOUT

In landmark victory for Mail, PM pledges...

5p charge on ALL plastic carrier bags

War on cups, cutlery and straws

Plastic-free supermarket aisles

Foreign aid to clean up the oceans

## MAY: I'LL END THE PLASTIC SCOURGE

TURN THE TIDE ON PLASTIC

Leading the way in The Felix Project charity set up in memory of a young boy whose life was tragically cut short

69p

For more Weekly Little Helps turn to page 2.

**TESCO**  
Every little helps

# THE Sun

3 LIONS SCORE HIS RECORD IN GUINNESS

ENGLAND GO PANAMA!

HARRY HITS HAT TRICK: LIONS '68

We believe in miracles... YOU SIXY THINGS

# The Telegraph News

Prince Harry and Meghan Markle's royal wedding day: Best moments, pictures and talking points

Royal wedding highlights

Tailor making picture perfect moments

# THE TIMES

Blue Monday

Police files reveal vast child protection scandal

Exclusive Confidential papers show a decade of abuse in South Yorkshire

# London Evening Standard

WASTED FOOD: WE HAVE THE ANSWER

THE FELIX PROJECT

Today the Standard launched a campaign to collect food dumped by stores and suppliers... and give it to the hungry

Leading the way in The Felix Project charity, a young boy whose life was tragically cut short

Upgrade to Premium

12:47

39%



## The day England created their own history in shoot-out against Colombia

In an extract from his new book on Russia 2018, the Guardian's senior sports writer relives how Eric Dier's penalty helped fashion 'a triumph of personality, spirit and good sense'

# The Guardian

Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

Police files reveal vast child protection scandal

Exclusive Confidential papers show a decade of abuse in South Yorkshire

# Harry & Meghan

Glorious pictures supplement inside plus 13 pages of news

# Daily Mail

Landmark victory for Mail, PM pledges...

5p charge on ALL plastic carrier bags

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# The Telegraph

Prince Harry and Meghan Markle's royal wedding day: Best moments, pictures and talking points

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GROWING DEMAND FOR OUR CONTENT

25m

people read a newsbrand every day





**INFLUENCE**



**CONTEXT**



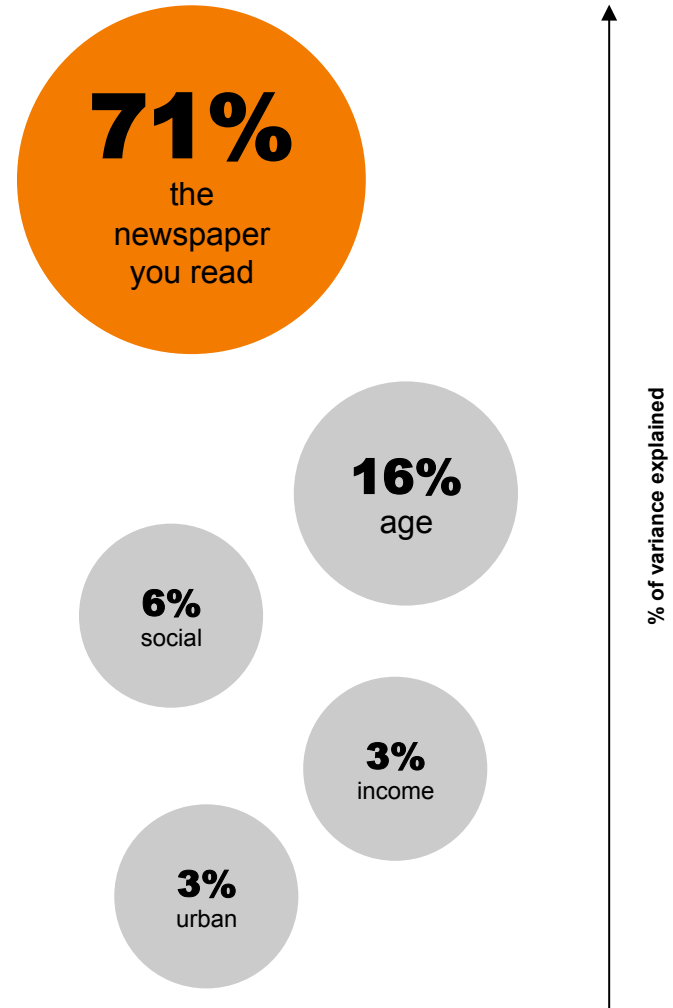
**ROI**



A silhouette of a cowboy on a horse herding a group of cattle in a dusty field, overlaid with the word "Influence" in white text. The scene is set against a bright red background, with the cowboy and animals appearing as dark shapes. The word "Influence" is centered in the middle of the image in a bold, white, sans-serif font.

**Influence**

**The newspapers  
you read explain much  
more of the variance in  
your views on success,  
politics, risk and  
generosity than simple  
demographics**

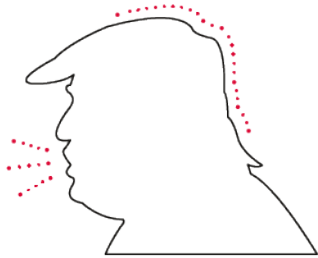




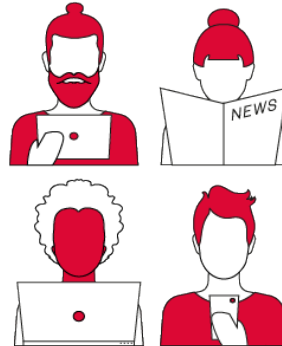
# The majority are relying more on established newsbrands

Contrary to popular narrative that newsbrands are diminishing, the rise of fake news as a societal issue has led to the majority of people relying more on established newsbrands

**‘Since the rise of fake news, I rely more on established newspaper brands’**



**6 in 10**  
agree



**65%** of  
under  
**35's**  
agree

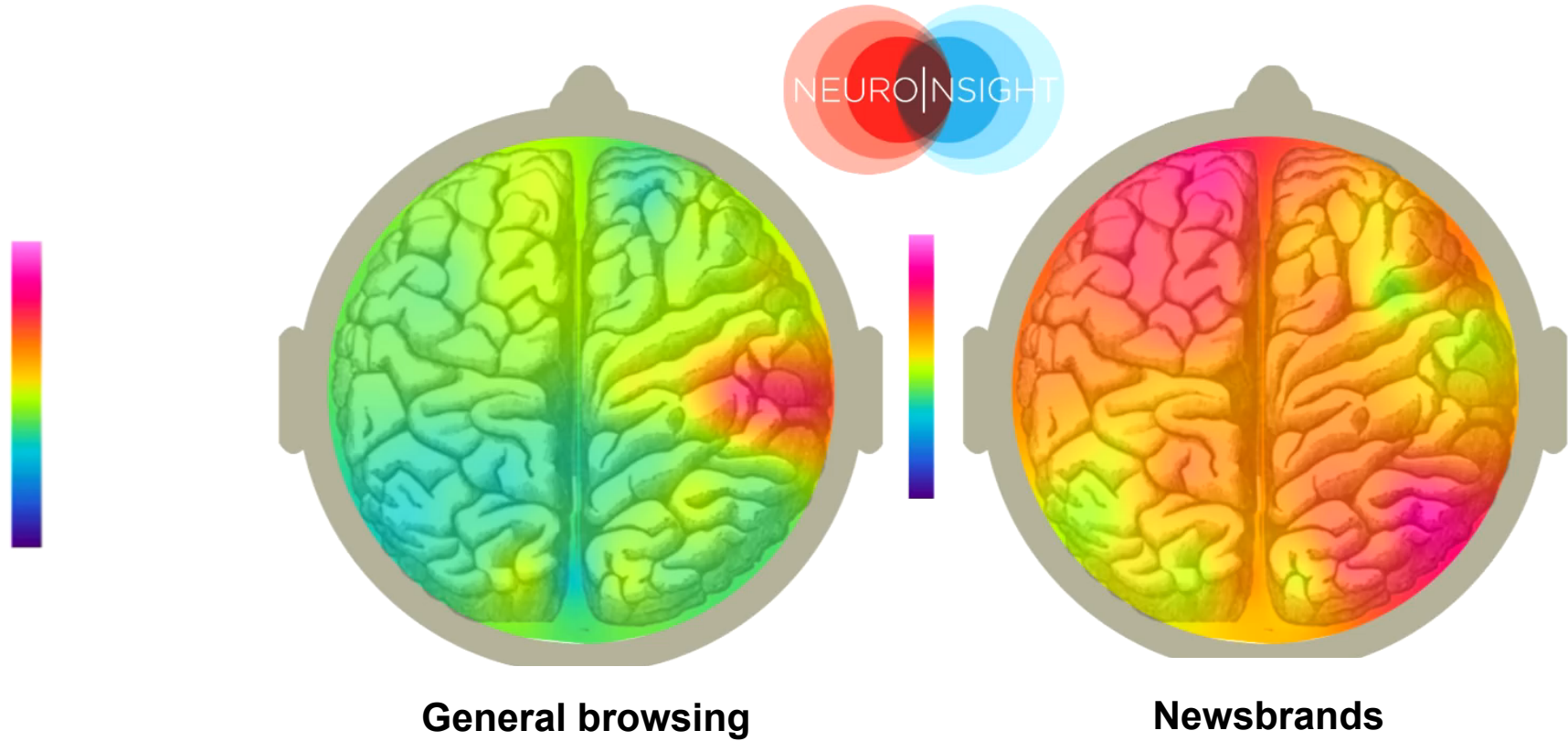


**75%** of  
**Londoners**  
agree



# Context

# Memory response is stronger on newsbrand sites



A long-exposure photograph of a night sky featuring the Milky Way galaxy. The sky transitions from a deep blue on the left to a purple and pinkish glow on the right. Below the sky, a dark silhouette of a mountain range is visible, with a prominent peak in the center. In the foreground, a calm body of water reflects the colors of the sky and the silhouette of the mountains.

**81%** vs **52%**

more likely to be seen in quality environment  
vs open exchange

A night sky with the Milky Way galaxy visible, reflected in a calm lake. The sky transitions from a deep purple at the top to a soft orange glow near the horizon, where the silhouettes of mountains and trees are visible.

**+19%**

more likely to be remembered

**+10%**

more likely to be recommended

A long-exposure photograph of a night landscape. The sky is filled with a dense field of stars, including the Milky Way galaxy, which stretches across the upper half of the frame. The colors of the sky transition from a deep blue on the left to a soft purple and pink in the center, and a warm orange glow on the right. In the foreground, a calm body of water reflects the colors and stars of the sky. A dark, silhouetted mountain peak is visible in the middle ground, its reflection clearly visible in the water. The overall scene is serene and majestic.

**+51%**

more likely to drive conversions

A long-exposure photograph of a night landscape. The sky is filled with a dense field of stars, including the Milky Way galaxy, which stretches across the upper half of the frame. The colors of the sky transition from a deep blue on the left to a soft purple and pink on the right. In the foreground, a calm body of water reflects the starry sky and the dark silhouette of a mountain range. The mountain in the center is the most prominent, with its peak and ridges clearly visible against the starry background. The overall mood is serene and majestic.

**+42%**

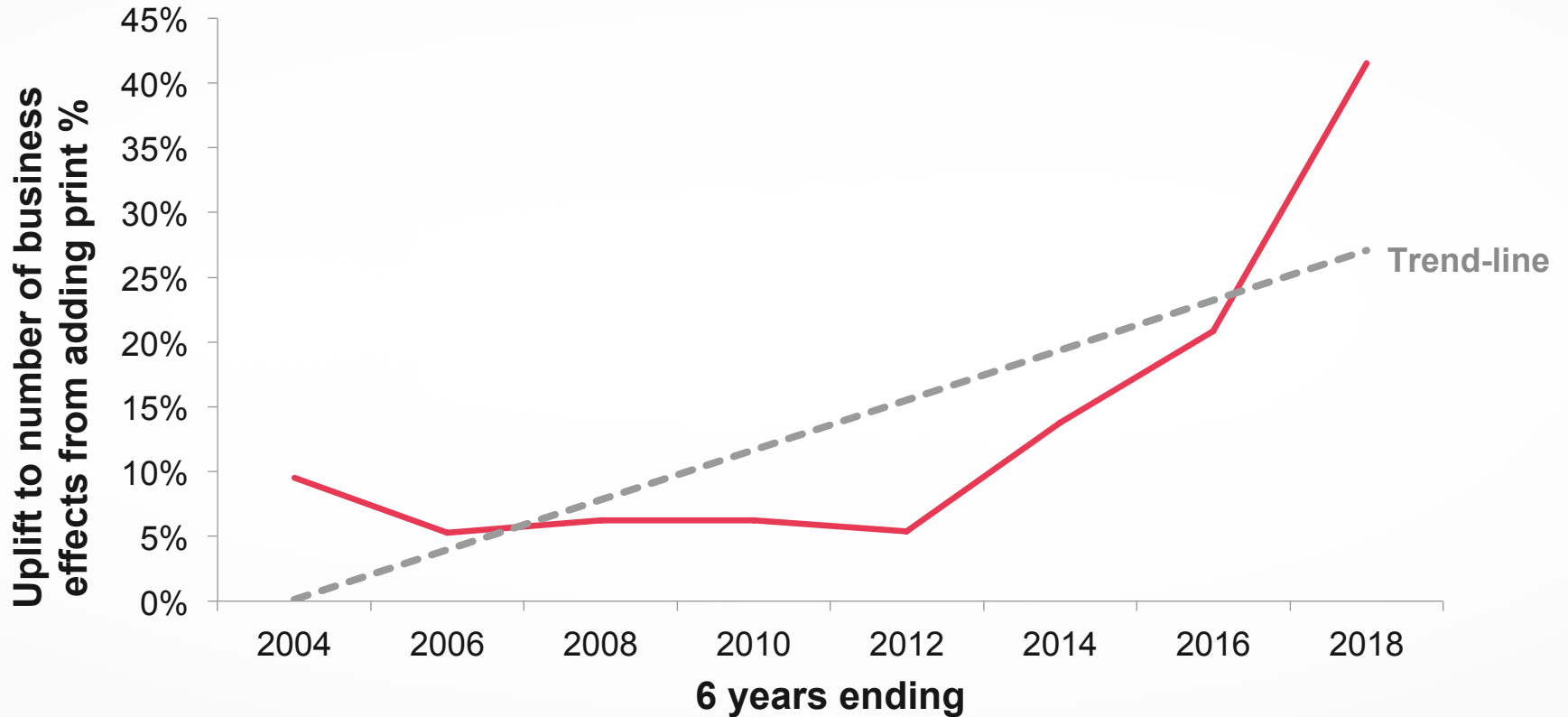
more cost effective

A pair of hands is shown holding several ripe, red tomatoes. The hands are cupped together, and the tomatoes are piled in the center. The entire image is bathed in a deep red light, creating a monochromatic effect. The text "ROI" is overlaid in the center of the image in a bold, white, sans-serif font.

**ROI**

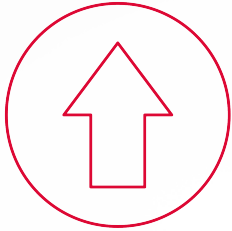


# Print is becoming more effective over time

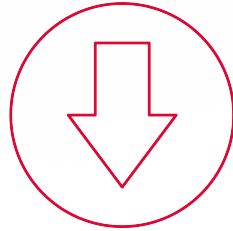


Source: IPA Databank UK case studies 2012-2018 (62% of all cases) compares users of print to non-users, data aggregated over 6 years for robust sample sizes

# Multi-platform newsbrands are delivering widespread business effects for brands



Campaigns using newsbrands are **37%** more likely to deliver **market share** growth



Campaigns using newsbrands are more than **twice** as likely to deliver a reduction in **price sensitivity**



Campaigns using newsbrands are more than **three times** as likely to deliver an increase in **customer loyalty**

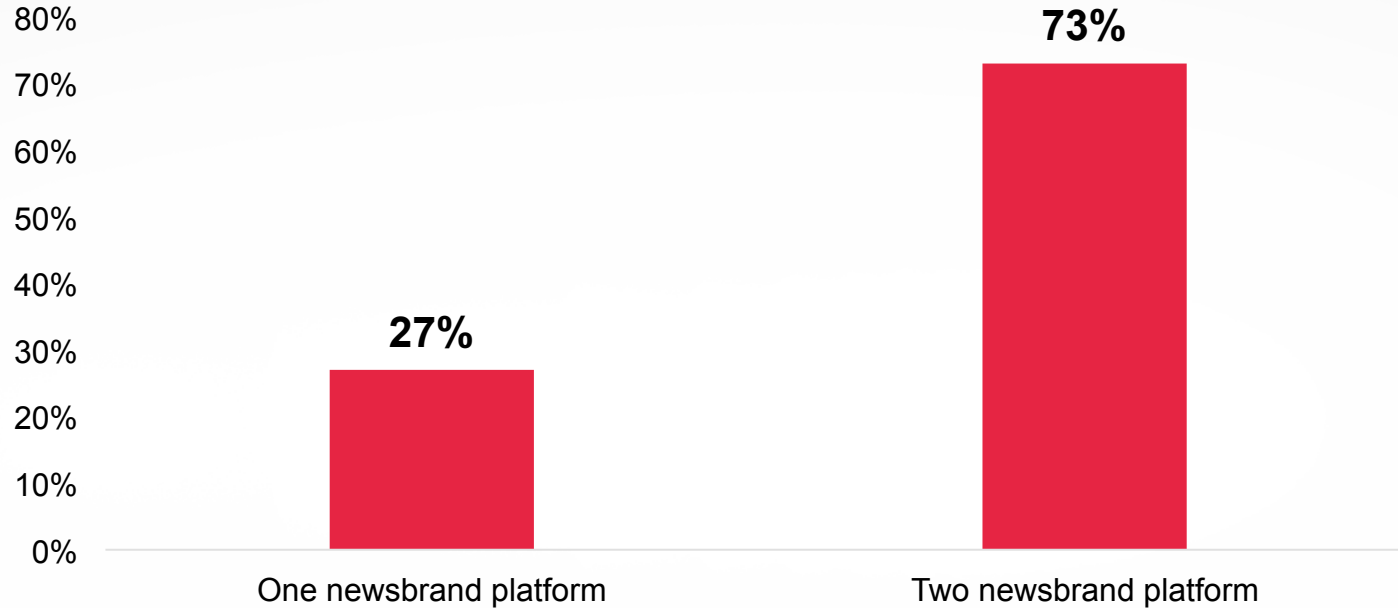


Campaigns using newsbrands are more than **58%** more likely to deliver **profit**



Campaigns using newsbrands are **50%** more likely to drive **customer acquisition**

# Two are better than one - significant multiplier effect from using print and digital in combination



**A HUGE OPPORTUNITY EXISTS  
FOR ADVERTISERS TO OPTIMISE  
INVESTMENT INTO NEWSBRANDS  
AND INCREASE PROFITS**



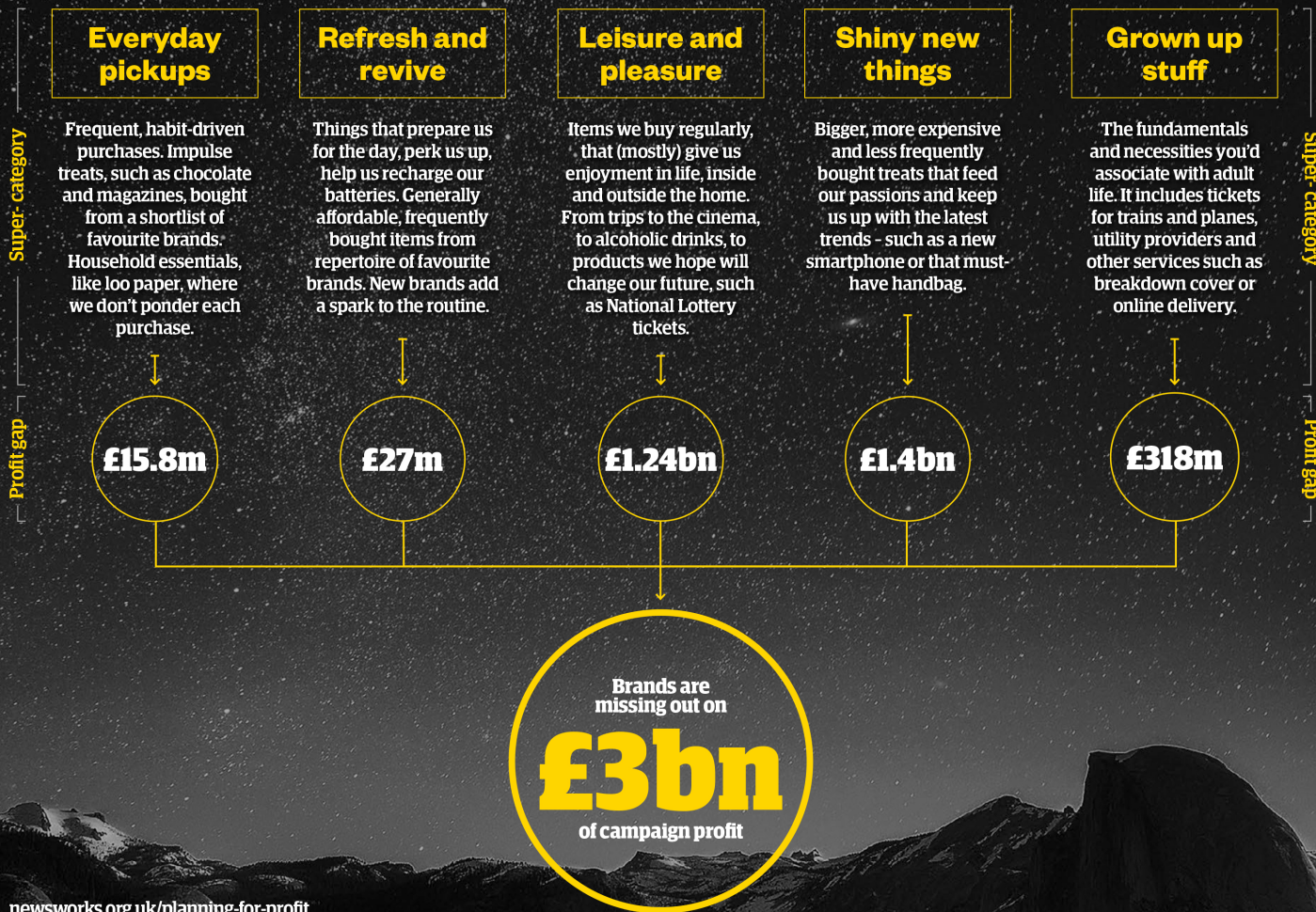
A night sky with a vibrant green aurora borealis over a snow-capped mountain range. The aurora is a bright, glowing green band across the sky, with some darker, purple-tinged clouds below it. The mountains in the foreground are dark and rugged, with snow on their peaks and ridges. The overall scene is a dramatic, high-altitude landscape under a starry night sky.

**£3 billion**

# Planning for Profit

## Mind the gap...

Newsbrands are an important part of the media mix, contributing significantly to overall campaign profit return on investment. Grouping brands into five super-categories, the evidence shows that they are underspending in newsbrands and missing out on significant potential profit.





BRIDGE  
STUDIO



**MOVEMBER<sup>®</sup>**  
**FOUNDATION**



## THE CHALLENGE:

Raise awareness of Movember's good works  
Help to stop men dying too young  
Drive participation in Movember

## KEY EMOTIONS:



KNOWLEDGE



INSPIRATION



PRIDE



STUDIO



**MEN ARE AFRAID.**

**AFRAID TO APPEAR 'SOFT'.**

**AFRAID TO ADMIT THEY HAVE A PROBLEM.**

**AFRAID THAT THEY WILL BE DIMINISHED  
IN THE EYES OF THEIR LOVED ONES.**

CASE STUDY: **MOVEMBER**

**#FOMO(VEMBER)**

STUDIO



## CASE STUDY: MOVEMBER

**260%**  
INCREASE IN  
AD AWARENESS

**OVER  
50,000  
SIGNUPS**

250% UP  
VS TARGET

**28%**  
UPLIFT IN  
DONATIONS  
(YOY)

**83%**  
UPLIFT

IN POSITIVE  
WORD OF MOUTH

**43%**  
RECALL

VS 29% NEWS UK  
BENCHMARK

**72%**

SAY IT HAS BEEN  
EFFECTIVE IN  
ENCOURAGING MEN  
TO CARE FOR THEIR  
MENTAL HEALTH

**48%**  
INCREASE

IN PERSONAL  
CONNECTIONS TO  
THE CHARITY

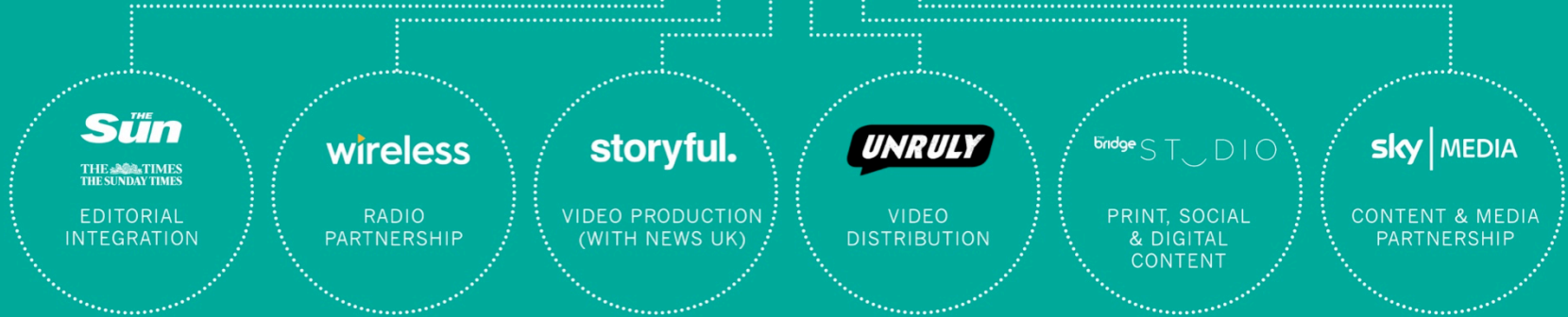
**11.3m**  
VIDEO VIEWS

**37%**  
COMPLETION  
RATE

(MINIMUM  
30 SECONDS)

Sources: Tapestry Research, Movember, Untily

STUDIO



A night sky photograph featuring the Milky Way galaxy stretching across the frame. The stars are sharp and numerous, with a soft glow from the galaxy's core. In the foreground, the dark silhouettes of mountain ranges are visible against the dark sky. The overall color palette is dominated by deep blues and blacks, with a hint of purple and pink from the galaxy's dust clouds.

**Questions?**