

# ENGAGED READERS AND EFFECTIVE ADVERTISING



**LOCAL NEWSPAPERS:  
ENGAGED AND CONNECTED**

2019

# BUILDING TRUST AND ENGAGEMENT



How do Canadians engage with news and advertising in traditional and digital media given the current climate of fake news and distrust?

News media build trust and engagement by creating and delivering quality content to provide an effective environment for advertising.

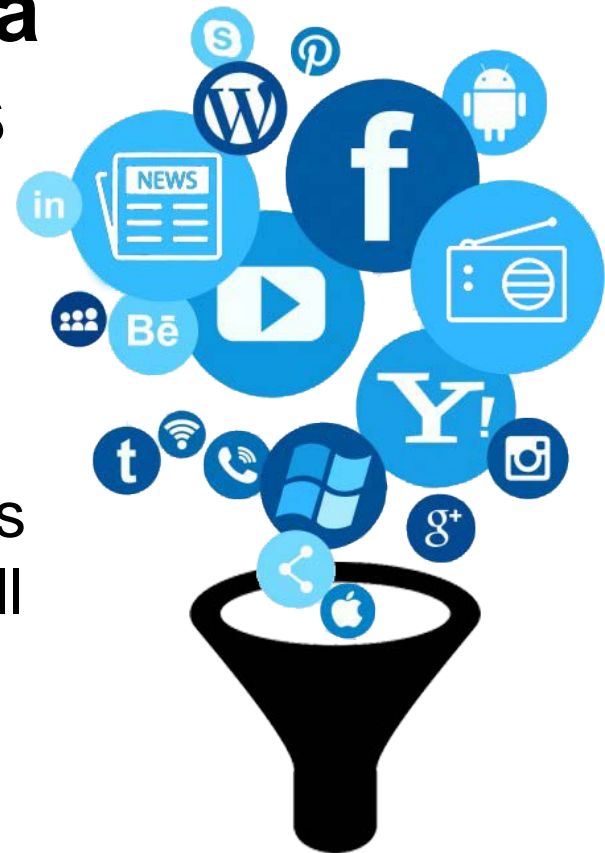


# CUT THROUGH THE MEDIA CLUTTER



The sheer volume of media and advertising messages in multiple formats is overwhelming.

Consumers are exposed to thousands of brands/ads daily - less than 100 will create awareness and only about 12 will make an impression and **engage** consumers.



# HOW TO GET NOTICED



How can advertisers motivate consumers to research their products, take action and ultimately buy their products and services?

## ENGAGEMENT

Increasing engagement helps advertising break through the clutter of not only the hundreds of ad exposures per day, but of the thousands of ad and brand exposures per day.



## WHAT WE ALREADY KNOW

# LOCAL NEWS MEDIA ENGAGE READERS



**NINE OUT OF TEN  
Canadians (88%) read news  
media brands each week.**



**Community newspapers are the number one source  
for LOCAL information.**



**Readers read and rely on newspaper advertising.**



**News media provide a trusted environment for ads.**



**News media readers take action after seeing  
advertising.**

# DEFINITIONS OF ENGAGEMENT



## GENERAL ENGAGEMENT

1. It is trustworthy.
2. I feel a personal connection with the medium.
3. It inspires me.
4. It makes my life better.
5. It enhances my interaction with others.
6. It operates in an ethical manner and has the public's best interest in mind.
7. I go to the medium when I have time to myself.

## NEWS ENGAGEMENT

1. The news it contains comes from reliable sources.
2. It employs well-trained and knowledgeable journalists.
3. It provides the news impartially.
4. Its news content is believable.
5. It contains informed commentary.

## AD ENGAGEMENT

1. I usually notice ads in this medium.
2. The ads it contains make me more likely to purchase.
3. It is the best place to get useful information about sales, store hours and special offers.
4. It contains annoying ads (*Note: Less annoying earner higher engagement scores*)

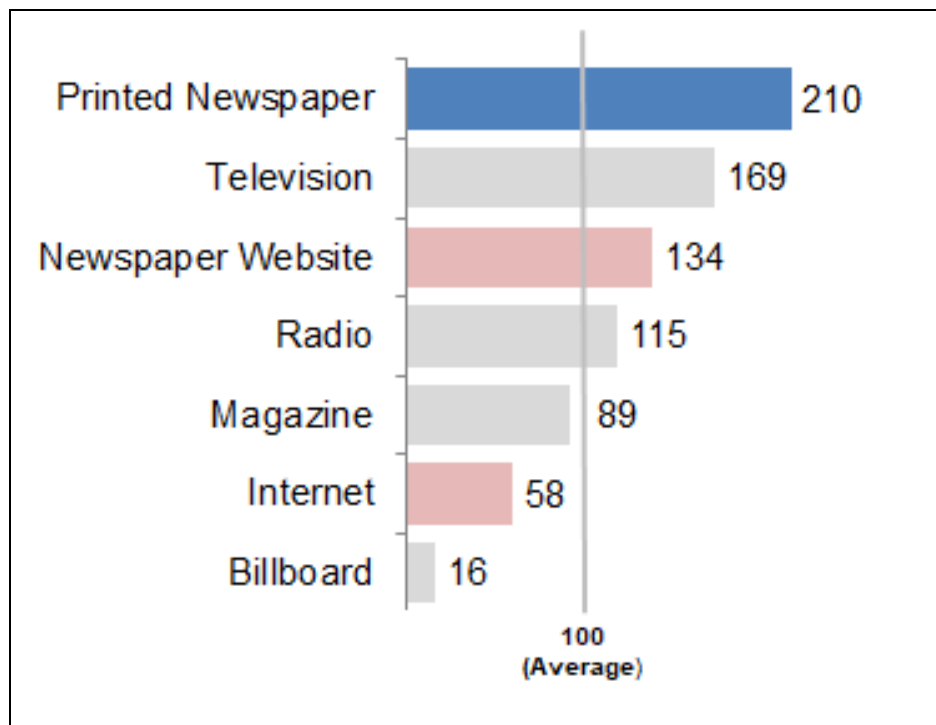




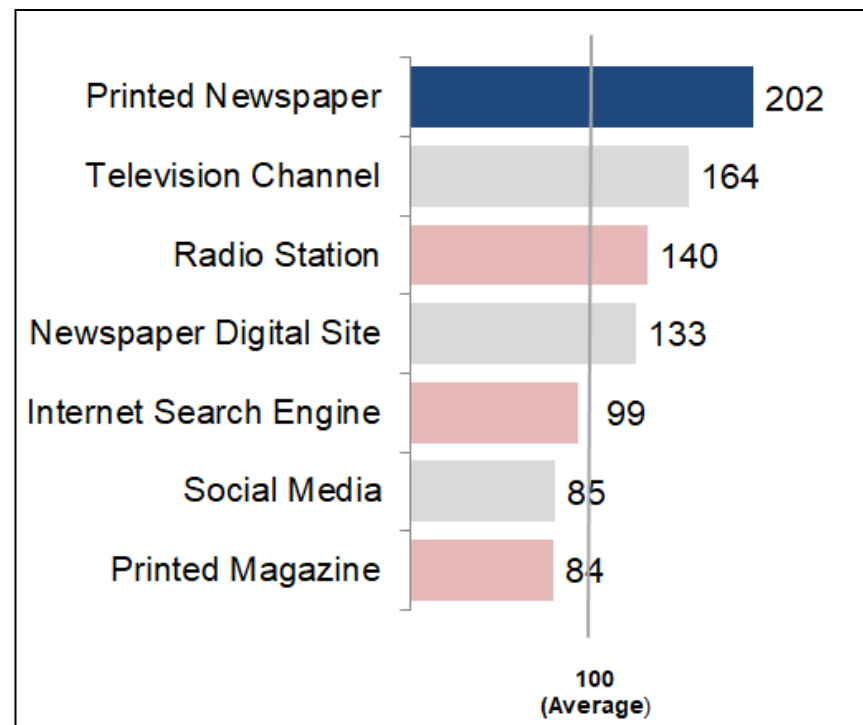
# MEDIA ENGAGEMENT



## 2014



## 2019



**Five years later not much has changed ...**

**Printed Newspapers still top the list for Media Engagement.**



# NEW RESEARCH TELLS US NEWS MEDIA ARE ENGAGING



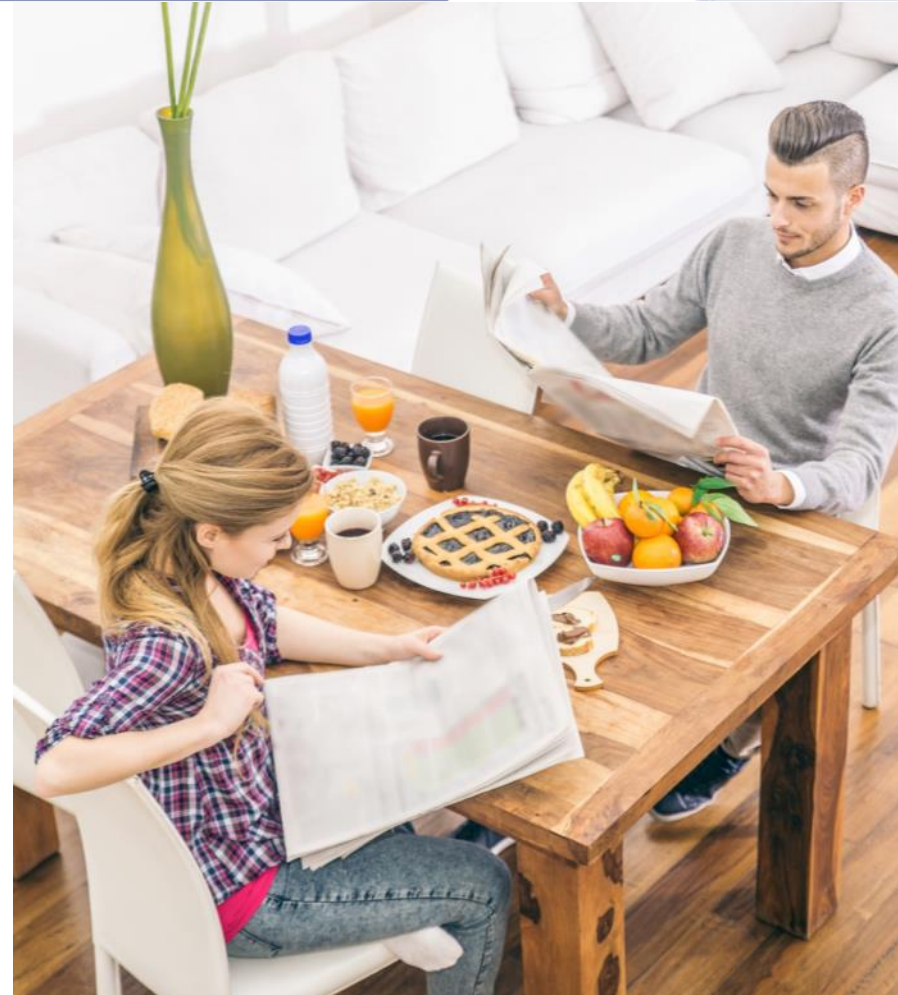
Printed newspapers are the **most engaging** media.

Reading a newspaper requires **full attention**. Consumer attention can be fractured with other media.

**Ad engagement** for print newspapers is almost 2 times higher than average.\*

Canadians want to see the **advertising** in print newspapers; it is expected to be there and is **part of the content**.

**Ad blocking** software makes it difficult for digital media to engage consumers with advertising despite high levels of general/news engagement.



# NEWSPAPERS ARE ENGAGING

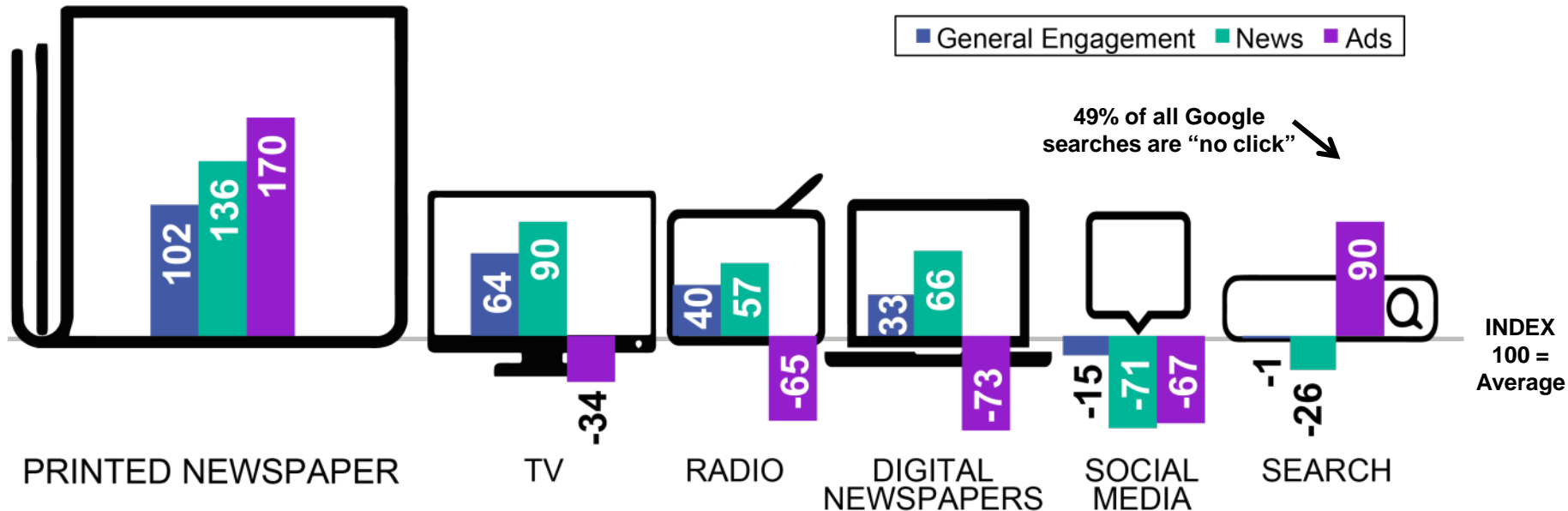


Canadian adults are engaged with **Printed Newspapers** on all engagement measures and are almost twice as likely to be engaged by newspaper ads. The only other positive engagement with advertising is with **Search** ads.

Adults 18+

## Top 3 Traditional Media

## Top 3 Digital Media



# ADVERTISING EFFECTIVENESS: WHERE ARE ADS MOST EFFECTIVE?



**Advertisers** want their ads to be noticed.

**Consumers** actively avoid ads because they find them annoying and ads interrupt content.



**CONSUMERS  
NOTICE ADS**

*"I usually notice ads  
in this medium"*



**ADVERTISING  
ANNOYANCE**

*"it contains  
annoying ads"*



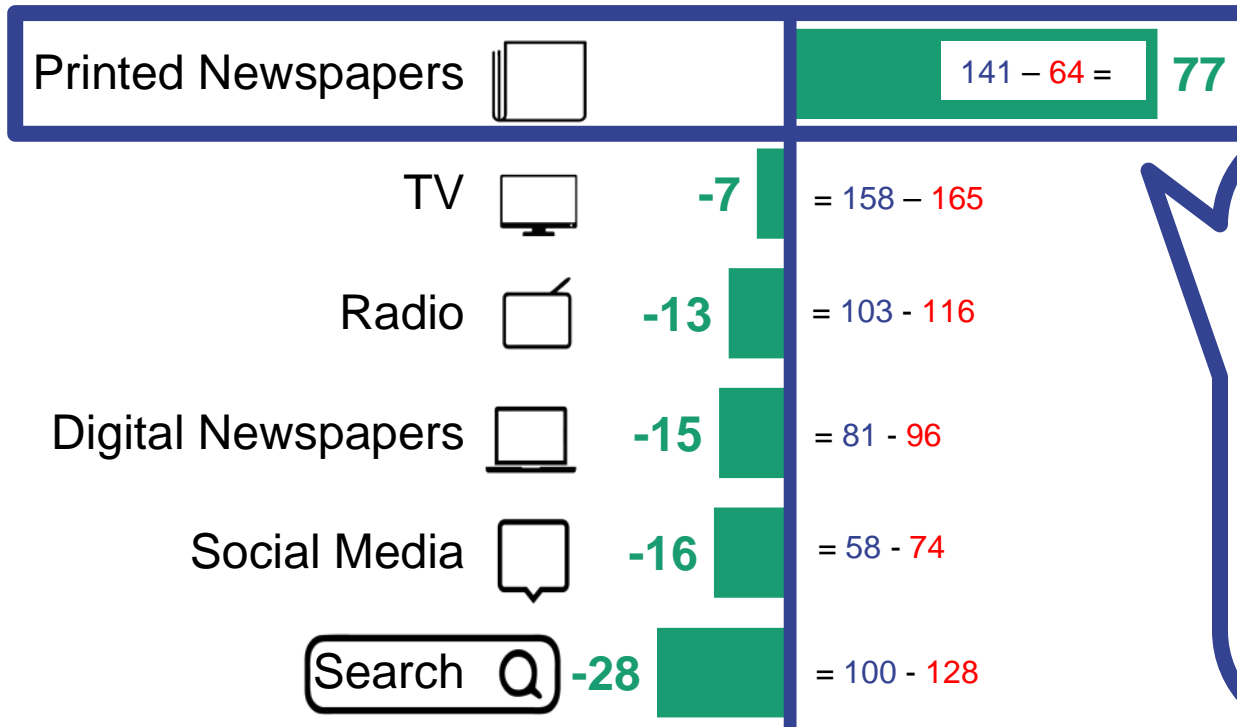
**ADVERTISING  
EFFECTIVENESS  
SCORE**

# ADVERTISING EFFECTIVENESS: WHERE ARE ADS MOST EFFECTIVE?



 NOTICE ADS —  ANNOYED BY ADS =  AD EFFECTIVENESS

Adults 18+



Printed newspaper ads have the **highest effectiveness** score of ALL media. Readers **notice** ads and are **less annoyed** by them.

# CANADIANS READ NEWS MEDIA BRANDS



**News media, no matter the frequency of publication, or the platform, reach 88% of Canadians weekly.**

Today, news media readers are able to consume content on digital platforms (computer, phone, tablet) as well as in the printed format.

Local news media engage readers by providing information that meets the needs of the people who live in their communities.



# NEWS MEDIA ADS ARE EFFECTIVE



News media ads reach consumers in a **trusted environment**.



Newspaper readers are **engaged and receptive** to content (including ads).



Consumers **notice the ads** in newspapers.



Printed newspaper ads are the **least annoying** resulting in a higher effectiveness score.



News media **consistently out-perform** other media on engagement measures.



# APPENDIX



# NEWSPAPERS ENGAGE MILLENNIALS

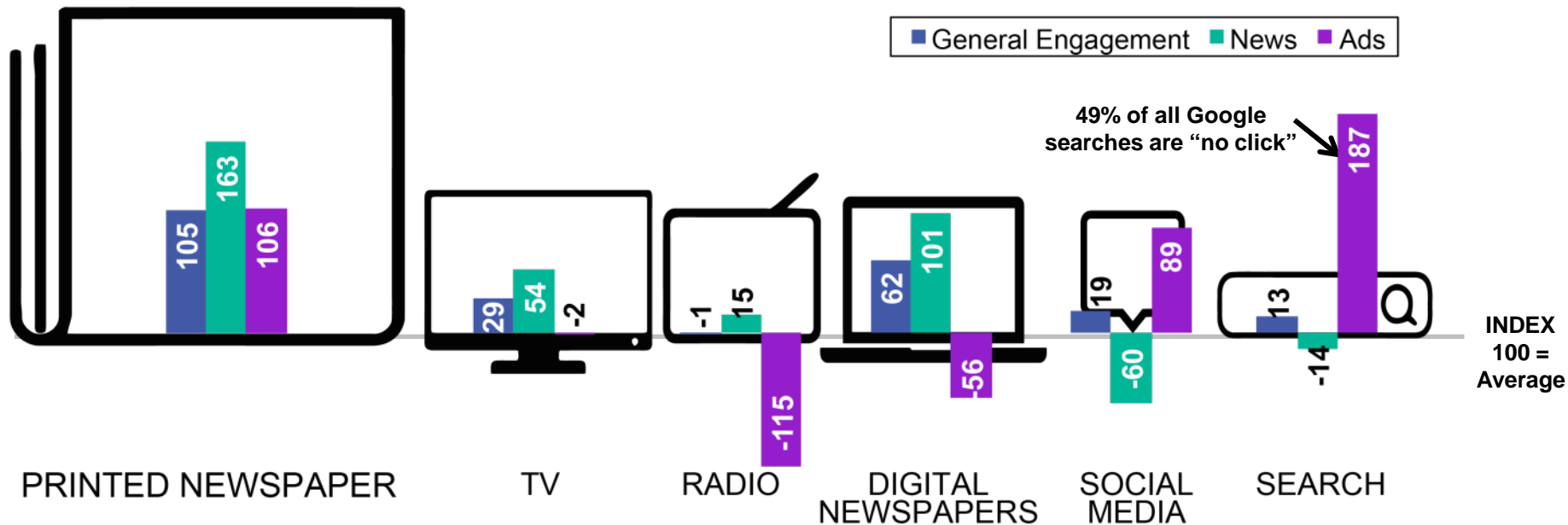


Millennials are most engaged with **Printed Newspapers** on General and News engagement measures. For Advertising, Millennials are most engaged with **Search, Printed Newspapers** and **Social Media** and least engaged with radio.

## Millennials

### Top 3 Traditional Media

### Top 3 Digital Media

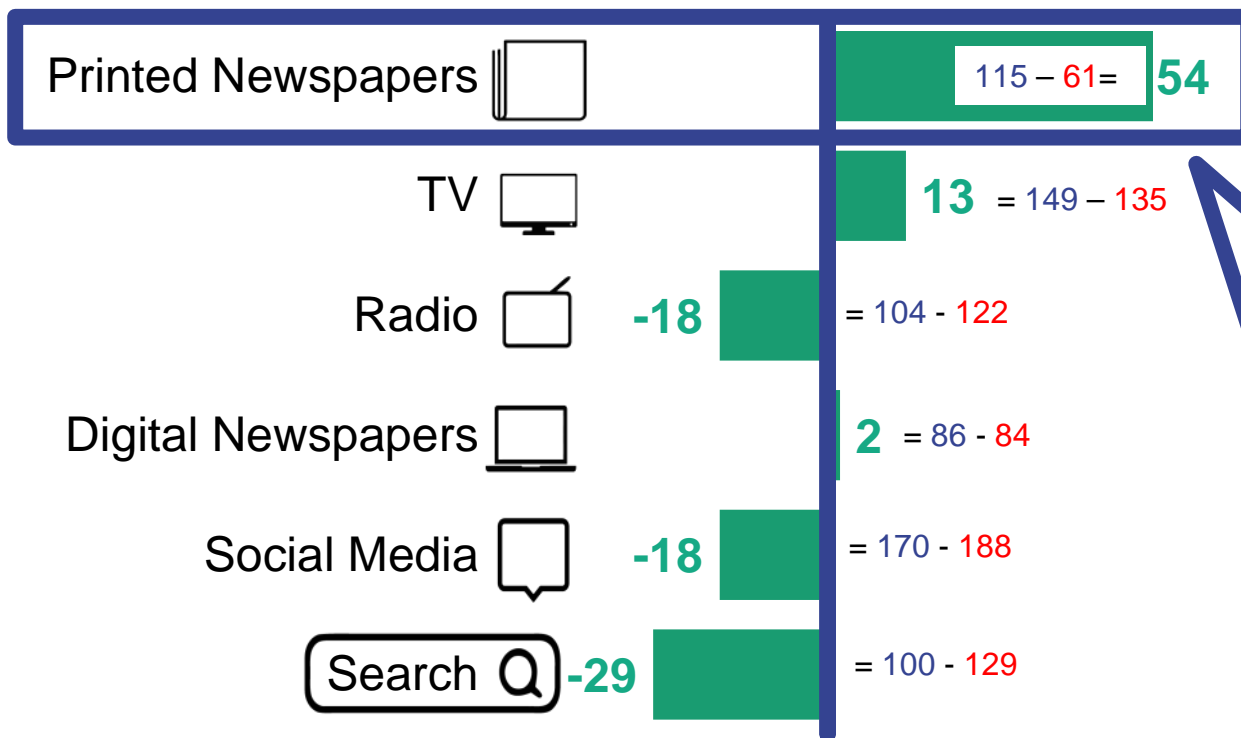


# NEWSPAPERS ARE EFFECTIVE FOR MILLENNIALS



 NOTICE ADS 
 — 
  ANNOYED BY ADS 
 = 
  AD EFFECTIVENESS

## Millennials



Even for Millennials, printed newspaper ads have the highest effectiveness score of all media. Ad blockers provide an easy way to avoid digital ads which reduces effectiveness of social media and search.

# NEWSPAPERS ENGAGE BOOMERS

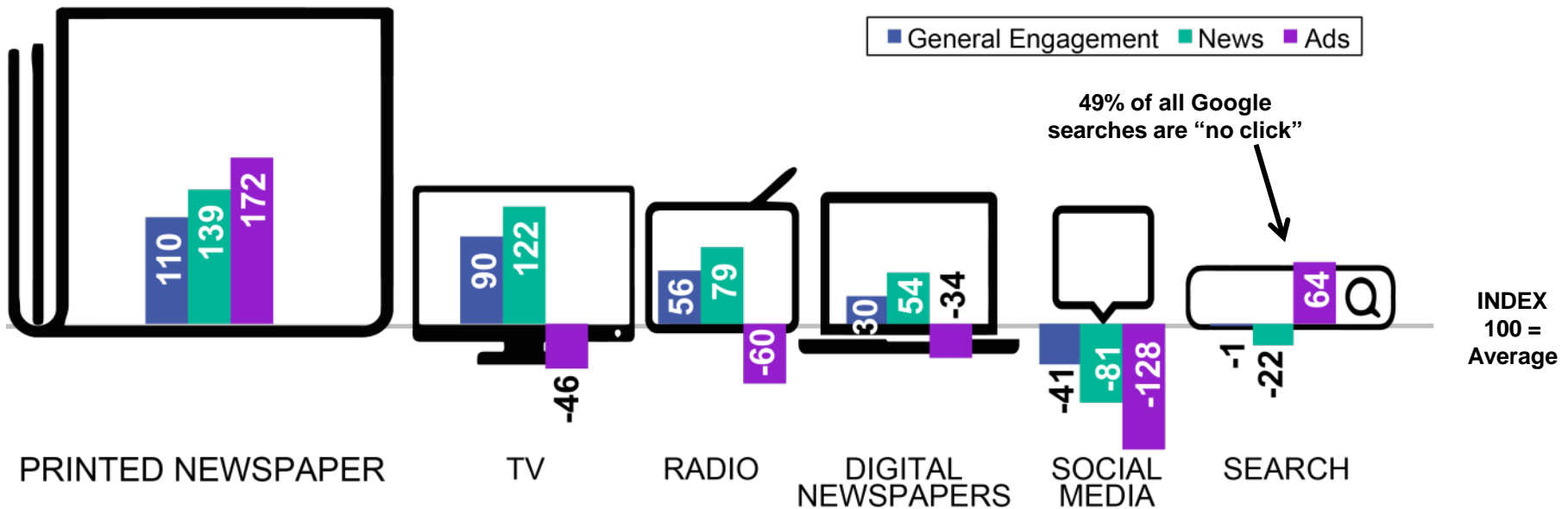


Boomers are most engaged with traditional media. Advertising in **Printed Newspapers** engages Boomers more than any other media.

Boomers

## Top 3 Traditional Media

## Top 3 Digital Media

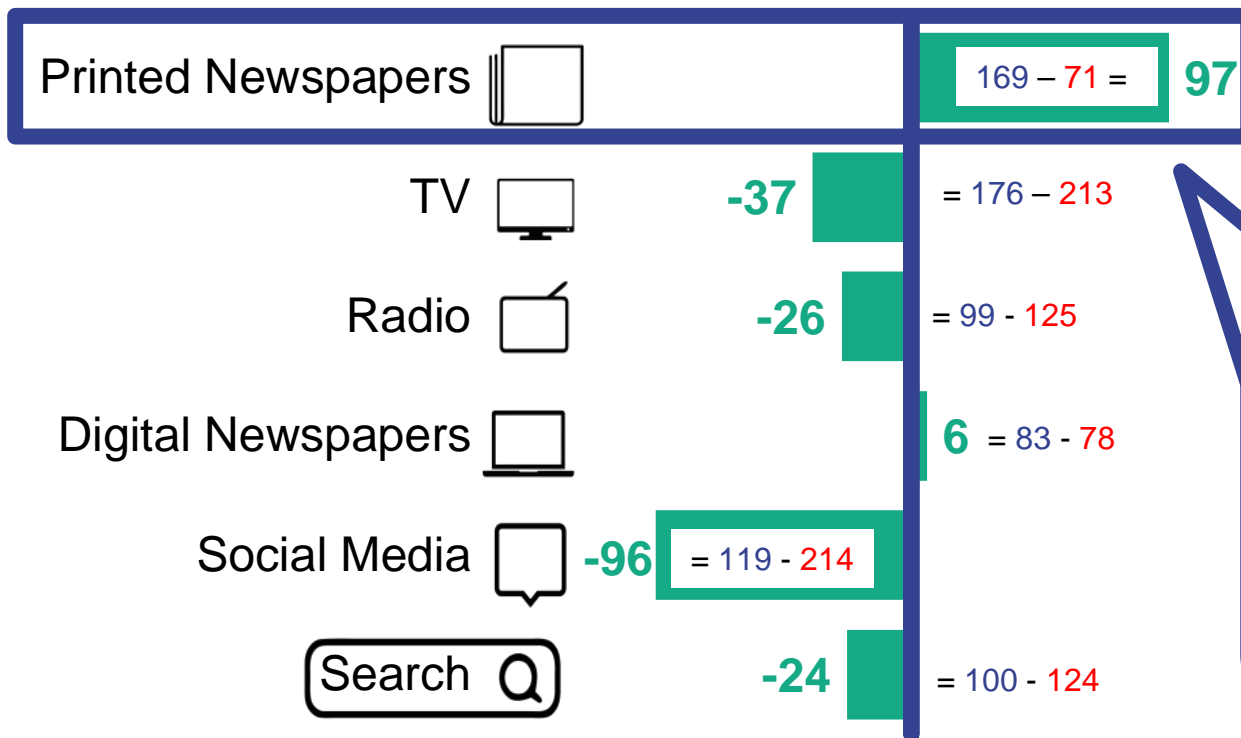


# NEWSPAPERS ARE EFFECTIVE FOR BOOMERS



 NOTICE ADS —  ANNOYED BY ADS =  AD EFFECTIVENESS

## Boomers

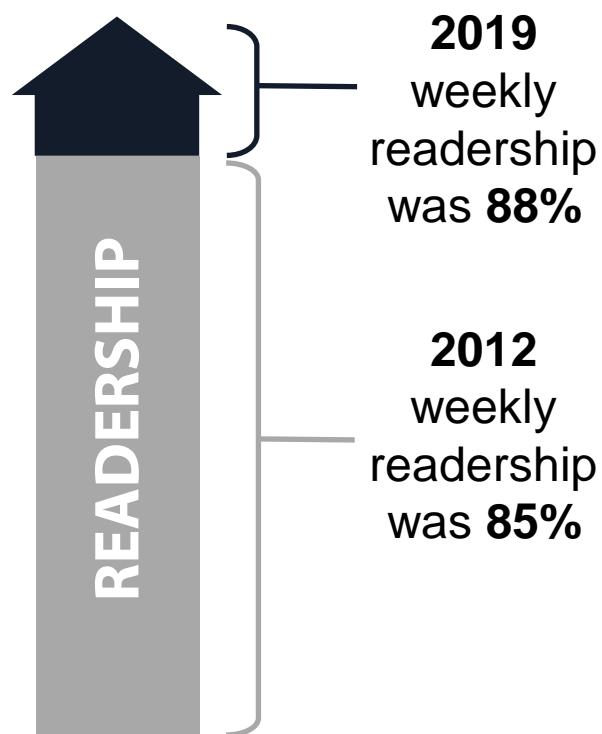


Printed and digital newspaper ads have the only positive effectiveness score for Boomers. Annoyance by ads reduces effectiveness of other media.

# GROWTH IN NEWS MEDIA READERSHIP



Access to digital news platforms has only increased Canadians' access to news content, and consequently more Canadians than ever are reading news media, in print or digital formats.

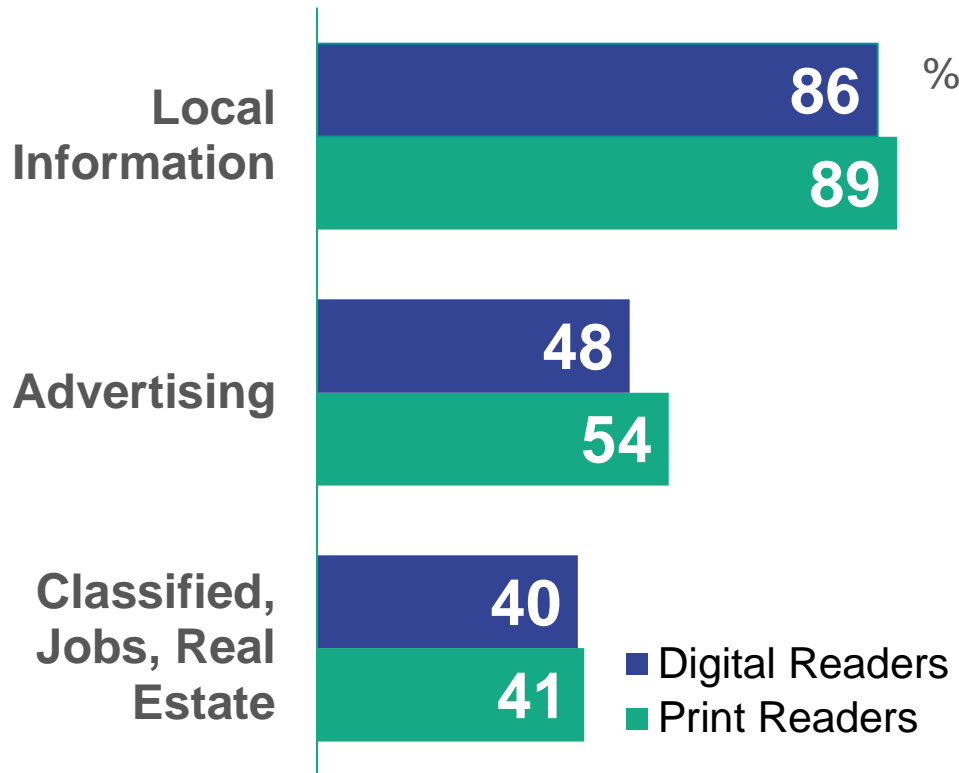


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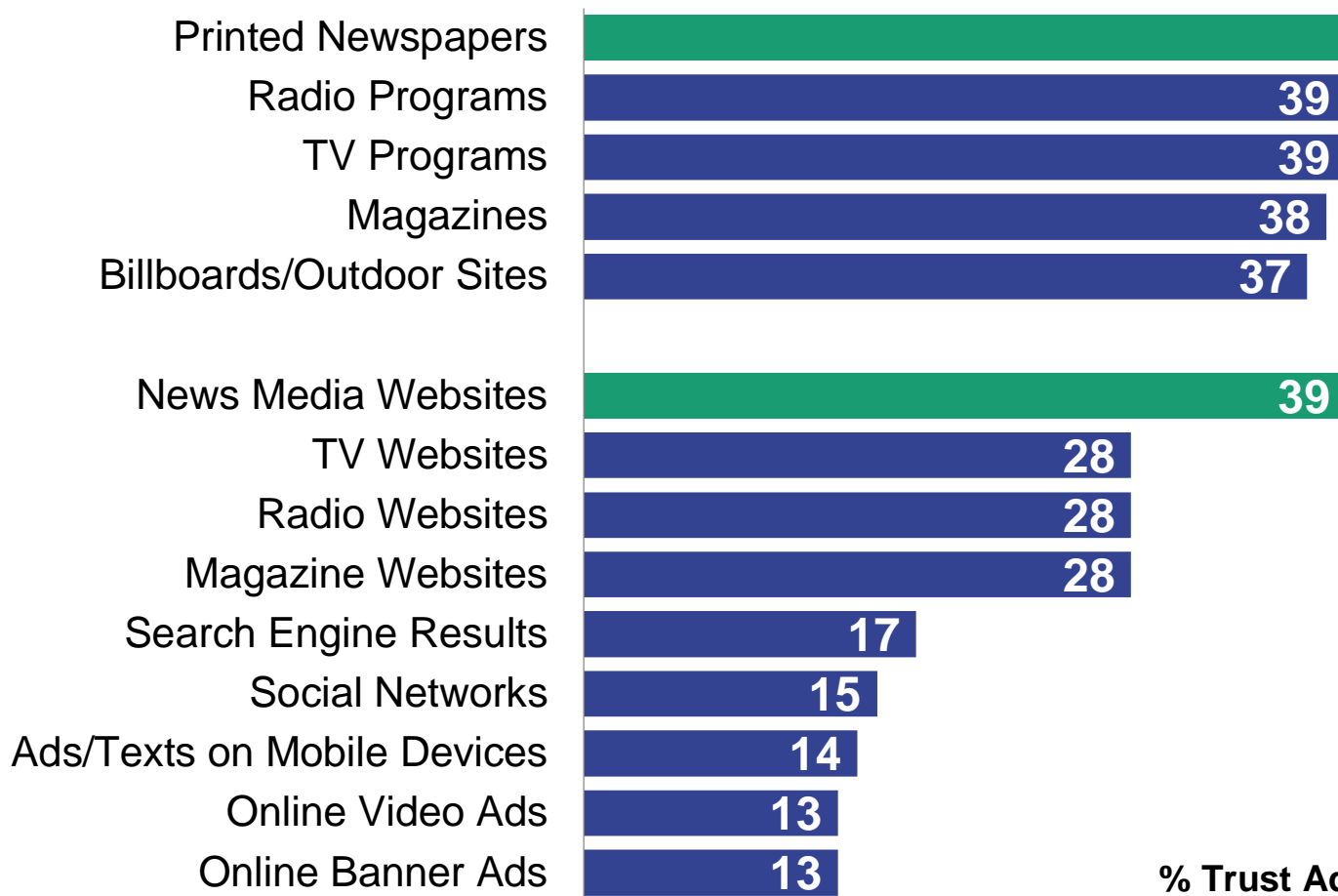


# LOCAL INFORMATION IS THE MAIN REASON FOR READING COMMUNITY NEWSPAPERS



**HALF OF READERS ALSO READ FOR THE ADVERTISING.**

# NEWS MEDIA ADS ARE MOST TRUSTED



Ads in **printed newspapers** are trusted more than any other format.

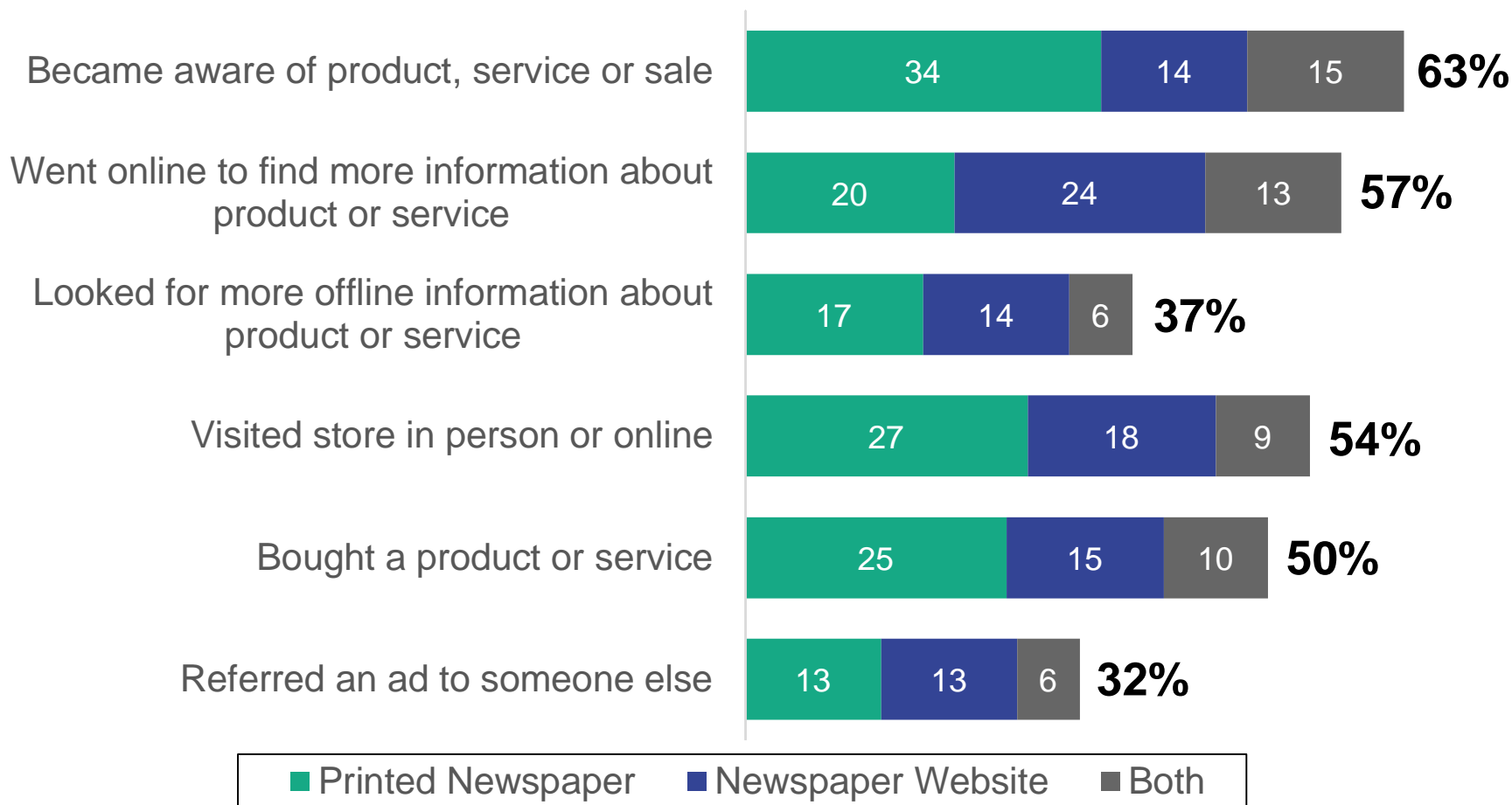
And advertising on **news media websites** is the most trusted digital format.

% Trust Ads Completely/Somewhat

# NEWS MEDIA ADS INSPIRE ACTION



## Actions Taken From Exposure to News Media Ads



# STUDY DESIGN



<b>Study</b>	800 Canadians surveyed online by Totum Research
<b>Timing</b>	February 2019 fieldwork
<b>Scope</b>	National: English and French Canada
<b>Targets</b>	Age, gender and regional targets were applied to ensure valid representation.
<b>Index</b>	Index based on percentages of “A” rating (defined as higher than 7 out of 10) for each characteristic compared to the average for all media tested. Scores >100 are better than average, <100 are worse than average and negative scores are more than 100% worse than average.

# MEDIA ENGAGEMENT METHODOLOGY



## 16 characteristics were tested.

- General Engagement statements (7)
- News Engagement statements (5)
- Advertising Engagement statements (4)

## Ten media were measured.

- Newspapers (printed/digital)
- Television (traditional/digital)
- Radio (traditional/digital)
- Magazines (printed/digital)
- Social Media
- Online Search

## Ratings Methodology

Respondents were asked which media they would give an “A” rating (higher than 7 out of 10).

An index was created based on the percentages rating each characteristic with an “A” rating compared to the average for all media tested.

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