

# PRINT NEWSPAPER ADVERTISING WORKS

## DISAPPEARING HEADLINES AD CAMPAIGN

2021



### The Challenge

Google and Facebook are two of the biggest companies in the world and use their monopoly power to scoop up 80% of online advertising revenues, leaving journalists and publishers across Canada to remain uncompensated.

News Media Canada, the national association of the Canadian news media industry, wanted to demonstrate the danger this reality poses to the future of Canadian news.



**“Google and Facebook control the onramp to the internet highway in Canada. They decide what we as a sovereign nation see and don’t see in the news. To make matters worse, they take the news produced by Canadians and don’t pay for it.”**

John Hinds, President and CEO, News Media Canada



### The Objective

The campaign was primarily designed to raise public awareness of the tech giants’ actions, and to spark conversation on the issue.



The secondary objective was to encourage Canadians to contact their Member of Parliament with the end goal of enacting policy change.



### The Plan

Previous awareness campaigns were directly aimed at the government. This campaign targeted Canadian consumers, who have become increasingly aware of the issues surrounding Google and Facebook.

The Disappearing Headlines campaign included print ads in daily and community newspapers across the country, launching on Thursday February 4, 2021 in major markets, with follow up in secondary markets on February 9, 11 and 18, 2021.

**Public opinion research<sup>1</sup>, conducted just prior to the print campaign, gauged support for Levelling the Digital Playing Field.**

2021						
FEBRUARY						
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21	22	23	24	25	26	27
28						



82% of Canadians believe it is time for the federal government to take action and force social media giants Google and Facebook to pay Canadian news publishers for their content.



62% of Canadians indicated that they are worried about the loss of Canadian news publishers. When asked why they are concerned, 73% fear a loss of reliable national news, and 63% worry about a loss of reliable news and information about their community.

For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

Sources:  
1 – Leger Opinion, January 22-24, 2021, n=1,000  
2 – Vividata, Winter 2021 Study  
3 - Google Analytics, [www.levellingthedigitalplayingfield.ca](http://www.levellingthedigitalplayingfield.ca)

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### The Creative

Printed newspapers featured blank front pages to demonstrate what would happen to Canadian news media if immediate action were not taken.

A bottom ad banner featured the simple, but very impactful message "Imagine if the news wasn't there", followed by a full-page urgent letter to all Members of Parliament, signed by News Media Canada President and CEO, John Hinds.



**"We wanted to show Canadians what it would be like if the news was not there when they needed it."**

John Hinds, President and CEO, News Media Canada



### The Results

More than 100 daily and community newspapers took part in the print campaign that featured blank front pages across the country raising awareness and generating consumer action. Response to the campaign indicates that Canadians clearly care about sustaining trusted news content in Canada. With continued support, the campaign's end goal of policy change is within reach.

#### Raise awareness among Canadian consumers.

- Reach of more than 3.3 million Canadians with daily newspapers alone.<sup>2</sup>
- Earned media coverage from 600+ media outlets worth more than 222 million impressions.
- Social media engagement of almost 1.4 million exposures.
- Website traffic spiked with more than 10,000 new users in the first week of the campaign.<sup>3</sup>
- Almost 1,500 copies of the report were downloaded, a weekly increase of 661%.<sup>3</sup>

#### Encourage Canadians to contact their Member of Parliament.

- 1,500+ emails were sent to Members of Parliament after the first day of the campaign.



For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

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