The News Trust Halo: How Advertising in News Benefits Brands

EXECUTIVE SUMMARY
September 2020
Advertising in News is brand safe, increases trust, and drives consumer action

1. Consumer Trust in News
   To what degree do consumers place their trust in News?

2. The News Trust Halo for Brands
   How does the association between trusted News sources and advertising impact brand perception?

3. News Drives Consumer Action
   What additional brand benefits are the result of ad adjacencies within trusted News sources?
U.S. consumer respondent profile

NATIONAL/INTERNATIONAL NEWS WEEKLY+
- 46% Daily+
- 38% 2 to 6 days/week
- 16% Once a week

RACE/ETHNICITY
- 59% Caucasian
- 15% African American
- 14% Hispanic/Latino
- 12% All other

U.S. REGION

GENDER/AGE
- M18-24: 8%
- W18-24: 9%
- M25-34: 15%
- W25-34: 15%
- M35-44: 13%
- W35-44: 13%
- M45-54: 13%
- W45-54: 13%
- Non-binary/NA: 1%

RACE/ETHNICITY

U.S. REGION

POLITICS
- Democrat or Strong Democrat: 38%
- Lean Democrat: 15%
- Independent, no leaning: 25%
- Lean Republican: 8%
- Republican Strong Republican: 12%
- decline: 3%

Main Sample (reflected here) N=2,029; balanced by region, gender/age, and ethnicity
Of all people age 18-54 screened, 25% were dropped for not following news weekly and 13% for completely rejecting all advertising

Fielded online Sep 9-14, 2020
U.S. consumers of News are engaged with and trust their chosen News sources

1. Consumer Trust in News
   To what degree do consumers place their trust in News?

3 in 4
   U.S. consumers 18-54 follow National/International News (weekly+)

4
   chosen News sources, on average

7 in 10
   consider their preferred News sources to be Trustworthy
Consumers are most interested in serious/breaking News

INTEREST BY NEWS TOPIC (PAY CLOSE ATTENTION, TYPICAL WEEK)

- Serious/breaking news/top headlines: 63%
- International news: 39%
- The 2020 Presidential Election: 36%
- Updates on COVID-19 cases, deaths, and developments: 35%
- Climate change: 31%
- Government and politics: 29%
- Major crimes and court rulings: 29%
- Natural disasters from around the country (fires, storms, etc.): 28%
- National problems and possible solutions: 28%
- Technology and medical industries: 26%
- Investigative reporting: 24%
- News about advances in science and medicine: 23%
- Pro sports: 22%
- Racial inequality/injustice: 22%
- Business growth and development: 22%
- Health, fitness, and wellness information: 21%
- “People” stories, of good people overcoming obstacles: 20%
- Personal data security and Internet privacy: 19%
- Popular culture - movies, pop music, television, etc.: 19%
- Travel information: 18%
- College sports: 18%
- Consumer protection from scams and dangerous products: 17%
- Odd or funny news: 17%
- Lifestyle information - fashion, food, home and garden: 15%
- Explanations of controversial topics in the news: 14%
- High arts and culture - the orchestra, museums, etc.: 11%
- Obituaries of famous people: 10%
- Editorials and opinions with strong points of view: 10%

Serious/breaking News is up to 53% points higher in consumer interest than every other news type

24% to 53% point difference
Some brands avoid advertising in News because they worry it is not safe...

2. The News Trust Halo for Brands

The opposite is true.

Advertising in News creates a consumer Trust Halo for brands across all advertising verticals.
For 84% of consumers, trust is neutral or INCREASES for News advertisers.

IMPACT ON BRAND TRUST ACROSS VERTICALS
(FOR ADVERTISERS IN NEWS)

- Much more/A little more trustworthy: 38%
- No effect on trustworthiness: 46%
- Much less/A little less trustworthy: 16%

Whether the News type is serious/breaking News, opinions/points of view, or lighter/entertaining News, consumers see advertising within News as having the same positive impact on brand trust.
We asked respondents how advertising within News would impact their trust in different brand product/service categories.

The impact was positive.

This is the News Trust Halo.
Advertising in News can increase consumer trust by up to 6% points

TRUST SCORE BY SELECTED VERTICALS

As an example, a Telecommunications advertiser could see its consumer trust score increase from 60% to 66% by advertising in News.
3. News Drives Consumer Action

What additional brand benefits are the result of ad adjacencies within trusted News sources?

47% of consumers report that advertising in News increases positive perception of brand attributes.

42% of consumers say advertising in News drives brand engagement and action.
Consumers like brands MORE when they advertise in the News...

The assumption that News negatively impacts other brand attributes is incorrect.

Perceptions of the advertised brand see an increase when ads appear in preferred News sources and adjacent to News topics of interest.

These lifts are virtually the same regardless of the specific News topic.

Main Sample, Q. C3 Suppose you noticed an advertisement that appeared in the news or information presented by [INSERT FAVORITE NEWS SOURCE], along with or just after something on this topic: [INSERT TOPIC]. How would that affect your feelings toward the brand that was advertised, if at all? Please select one answer column for each feeling below. [Makes the advertised brand much more like this/A little more like this/A little less/Much less like this/Doesn’t affect this]
...and brands that advertise in News can experience significant lift in consumer ACTION

### IMPACT ON BRAND ACTION
**(FOR ADS IN NEWS)**

<table>
<thead>
<tr>
<th>Action</th>
<th>More likely</th>
<th>Doesn't affect</th>
<th>Less likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit the brand’s website</td>
<td>43%</td>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>Search online for info/reviews about the brand</td>
<td>45%</td>
<td>39%</td>
<td>16%</td>
</tr>
<tr>
<td>Pay attention to other ads from the brand</td>
<td>45%</td>
<td>38%</td>
<td>17%</td>
</tr>
<tr>
<td>Consider trying/buying from the brand</td>
<td>43%</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Ask/talk about the brand with friends/family</td>
<td>43%</td>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>Feel comfortable recommending the brand</td>
<td>41%</td>
<td>42%</td>
<td>18%</td>
</tr>
<tr>
<td>FEEL comfortable recommending the brand</td>
<td>39%</td>
<td>44%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Main Sample, Q.4A. Again, suppose you noticed an advertisement that appeared in the news or information presented by [SOURCE], along with or just after something on this topic: [TOPIC]. How would that affect your likelihood of taking these actions regarding the brand that was advertised, if at all? Please select one answer column for each action below.
U.S. executives consuming News are engaged with and trust their chosen News sources

Executive Respondents

How do business executives that see ads within their preferred News sources compare to total respondents?

9 in 10
U.S. executives (A30-64) follow National/International News (weekly+)

4
chosen News sources, on average

8 in 10
consider their preferred News sources to be Trustworthy
Executive-level respondent profile

**NATIONAL/INTERNATIONAL NEWS WEEKLY+**
- Daily+: 10%
- 2 to 6 days/week: 34%
- Once a week: 56%

**RACE/ETHNICITY**
- Caucasian: 7%
- African American: 16%
- Hispanic/Latino: 6%
- All other: 70%

**U.S. REGION**

**GENDER/AGE**
- M30-34: 24%
- W30-34: 10%
- M35-44: 29%
- W35-44: 13%
- M45-54: 18%
- W45-54: 14%
- M55-64: 7%
- W55-64: 2%

**POLITICS**
- Democrat or Strong Democrat: 29%
- Lean Democrat: 40%
- Independent, no leaning: 12%
- Lean Republican: 9%
- Republican Strong Republican: 8%

Compared to total respondents, executives are more likely to get news daily+, and skew higher as both White (70%) and Male (69%).
Suppose you noticed an advertisement that appeared in [serious/breaking news] [opinion/point of view news and information] [lighter/more entertaining news]. How would that affect your feelings toward the brand that was advertised, if it was a brand in this category: [ADVERTISER CATEGORY]

**IMPACT ON BRAND TRUST**
**(FOR ADS IN NEWS)**

<table>
<thead>
<tr>
<th>[Total Respondents]</th>
<th>[Executive Respondents]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Much more/A little more trustworthy</strong> 37%</td>
<td><strong>Much more/A little more trustworthy</strong> 63%</td>
</tr>
<tr>
<td><strong>No effect on trustworthiness</strong> 46%</td>
<td><strong>No effect on trustworthiness</strong> 21%</td>
</tr>
<tr>
<td><strong>Much less/A little less</strong> 16%</td>
<td><strong>Much less/A little less</strong> 16%</td>
</tr>
</tbody>
</table>

Professionals are even more positive than general consumers about brands advertising in the News.

For professionals, there can be as much as a 26 percentage-point lift in trustworthiness compared to general consumers.
Executives like brands that advertise in the News even MORE (vs. total)

**IMPACT ON BRAND ATTRIBUTES**  
**(FOR ADS IN NEWS) TOTAL VS EXECUTIVES**

<table>
<thead>
<tr>
<th>Enjoyable</th>
<th>Caring</th>
<th>Innovative</th>
<th>High quality</th>
<th>Customer-focused</th>
<th>Engaging</th>
<th>Believable</th>
<th>Trustworthy</th>
<th>Current</th>
<th>Relevant to me</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45%</td>
<td>44%</td>
<td>68%</td>
<td>44%</td>
<td>68%</td>
<td>47%</td>
<td>47%</td>
<td>48%</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>44%</td>
<td>46%</td>
<td>26%</td>
<td>44%</td>
<td>68%</td>
<td>47%</td>
<td>47%</td>
<td>48%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Professional vs Main Sample, Q.C3** Suppose you noticed an advertisement that appeared in the news or information presented by [INSERT FAVORITE NEWS SOURCE], along with or just after something on this topic: [INSERT TOPIC]. How would that affect your feelings toward the brand that was advertised, if at all? Please select one answer column for each feeling below. (Makes the advertised brand much more like this/A little more like this/A little less/Much less like this/Doesn’t affect this)
After ad exposure, executives have a greater likelihood to take ACTION

Professional vs Main Sample, Q.C4

Again, suppose you noticed an advertisement that appeared in the news or information presented by ___ [SOURCE], along with or just after something on this topic: _______. How would that affect your likelihood of taking these actions regarding the brand that was advertised, if at all? Please select one answer column for each action below.

**IMPACT ON BRAND ACTION (FOR ADS IN NEWS)**

**TOTAL VS EXECUTIVES**

<table>
<thead>
<tr>
<th>Action</th>
<th>Less likely</th>
<th>Doesn’t affect</th>
<th>More likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit brand’s website</td>
<td>17%</td>
<td>19%</td>
<td>58%</td>
</tr>
<tr>
<td>Search online for info/reviews about the brand</td>
<td>38%</td>
<td>21%</td>
<td>45%</td>
</tr>
<tr>
<td>Pay attention to other ads from the brand</td>
<td>39%</td>
<td>24%</td>
<td>45%</td>
</tr>
<tr>
<td>Consider trying/buying the brand</td>
<td>39%</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Ask/talk about the brand with friends/family</td>
<td>44%</td>
<td>25%</td>
<td>42%</td>
</tr>
<tr>
<td>Feel comfortable recommending the brand</td>
<td>17%</td>
<td>19%</td>
<td>56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
<th>Less likely</th>
<th>Doesn’t affect</th>
<th>More likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit brand’s website</td>
<td>17%</td>
<td>19%</td>
<td>58%</td>
</tr>
<tr>
<td>Search online for info/reviews about the brand</td>
<td>38%</td>
<td>21%</td>
<td>45%</td>
</tr>
<tr>
<td>Pay attention to other ads from the brand</td>
<td>39%</td>
<td>24%</td>
<td>45%</td>
</tr>
<tr>
<td>Consider trying/buying the brand</td>
<td>39%</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Ask/talk about the brand with friends/family</td>
<td>44%</td>
<td>25%</td>
<td>42%</td>
</tr>
<tr>
<td>Feel comfortable recommending the brand</td>
<td>17%</td>
<td>19%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Professional vs Main Sample, Q.C4 Again, suppose you noticed an advertisement that appeared in the news or information presented by ___ [SOURCE], along with or just after something on this topic: _______. How would that affect your likelihood of taking these actions regarding the brand that was advertised, if at all? Please select one answer column for each action below.
Thank You.
Thank you to our sponsors.
About IAB

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 650 leading media companies, brands, and the technology firms responsible for selling, delivering and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

About Magid

Magid is a consumer-centered business strategy company delivering courageous thinking that shapes better experiences, products and services. Since 1957, thousands of local and global brands in over 40 countries have engaged the firm for bold ideas that have helped achieve innovation and success. The Magid team is passionately curious and driven by the pursuit of improving human experiences with every engagement.