

# Total News is the **unsung** hero

in delivering brand growth.

think  
**NEWS**  
brands



# Key elements to brand building

## Industry thought leaders:



### Sharp

*“First, you have to reach everyone in the category, you can’t just target the susceptible... Secondly, “advertise consistently throughout the year”.*



### Brittain & Field

*“Building mental availability is crucial for brand growth”.*



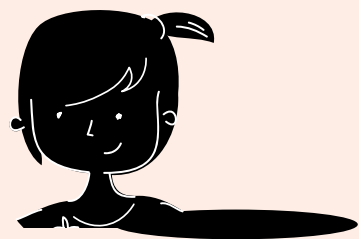
### Binet & Field

*“Brand growth is more likely among brands whose SOV is higher than their market share”.*



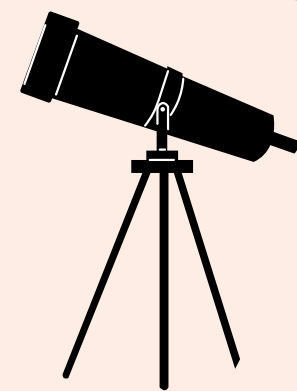
# In news we trust

News has all the necessary elements to build brands



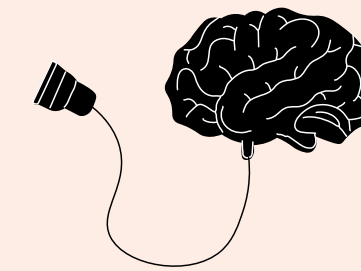
## Trust its reach, consistently

Delivers mass reach for every category and a large subscriber base, providing reliable eyeballs



## Trust it's seen

Engages audiences with long dwell times because context makes all the difference



## Trust it's remembered

Strong recall and memorability

**Trust it  
works**

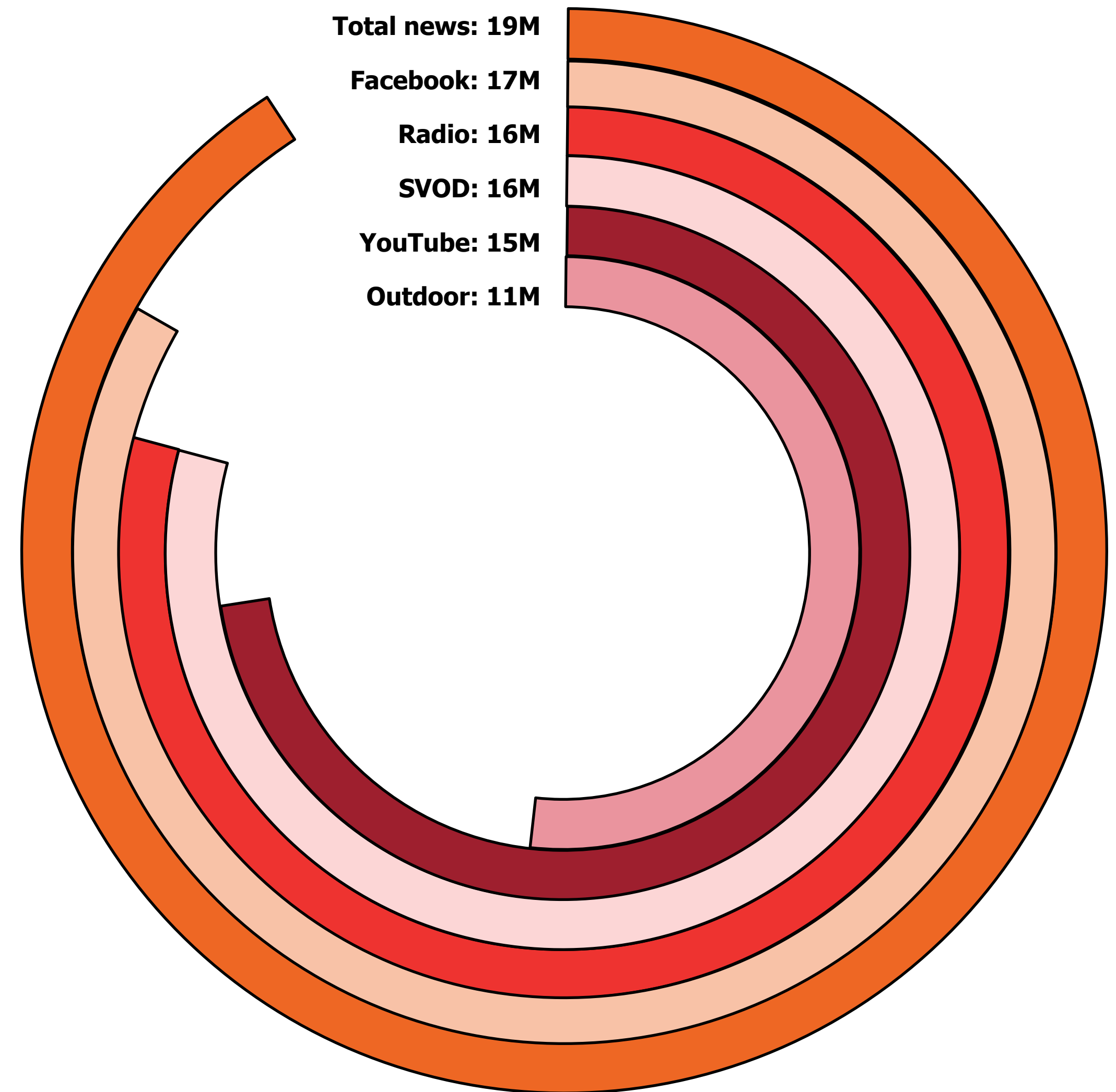
Trust its  
reach





# You can't **beat** this reach

Each week news  
engages more  
Australians than  
any other channel.

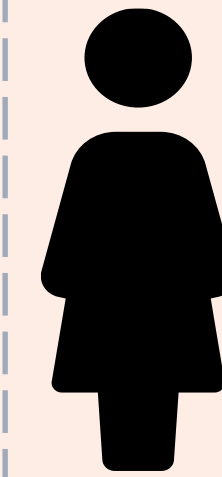
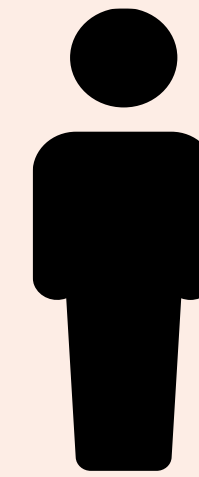


# Reach far and wide

News has your audience, regardless of age, income, location, or device.

by gender

97%  
10.1M



96%  
10.4M

by age group

14-34

94%  
6.6M

35-54

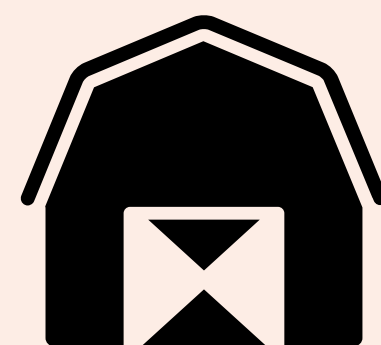
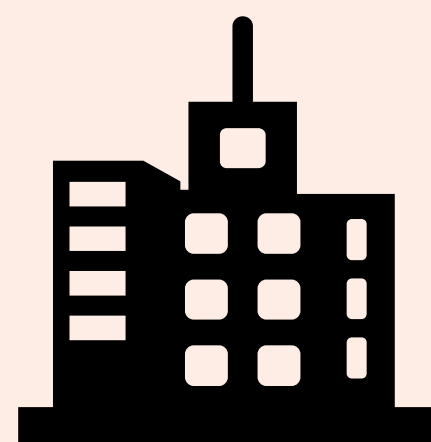
99%  
6.6M

55+

98%  
7.3M

by capital cities vs. country

97%  
13.5M



96%  
7.0M

by annual household income

\$

< 50K

95%  
4.6M

\$\$

\$50K - \$100K

97%  
5.4M

\$\$\$

\$100K - \$150K

97%  
4.4M

\$\$\$\$

\$150K+

98%  
6.1M

# Regular as clockwork

With 60% paying for or subscribing to news, audiences are reliable, day in and day out for consistent brand exposure and messaging.

# 60%

pay or subscribe  
to the news  
day in and  
day out



Trust *it's*  
seen



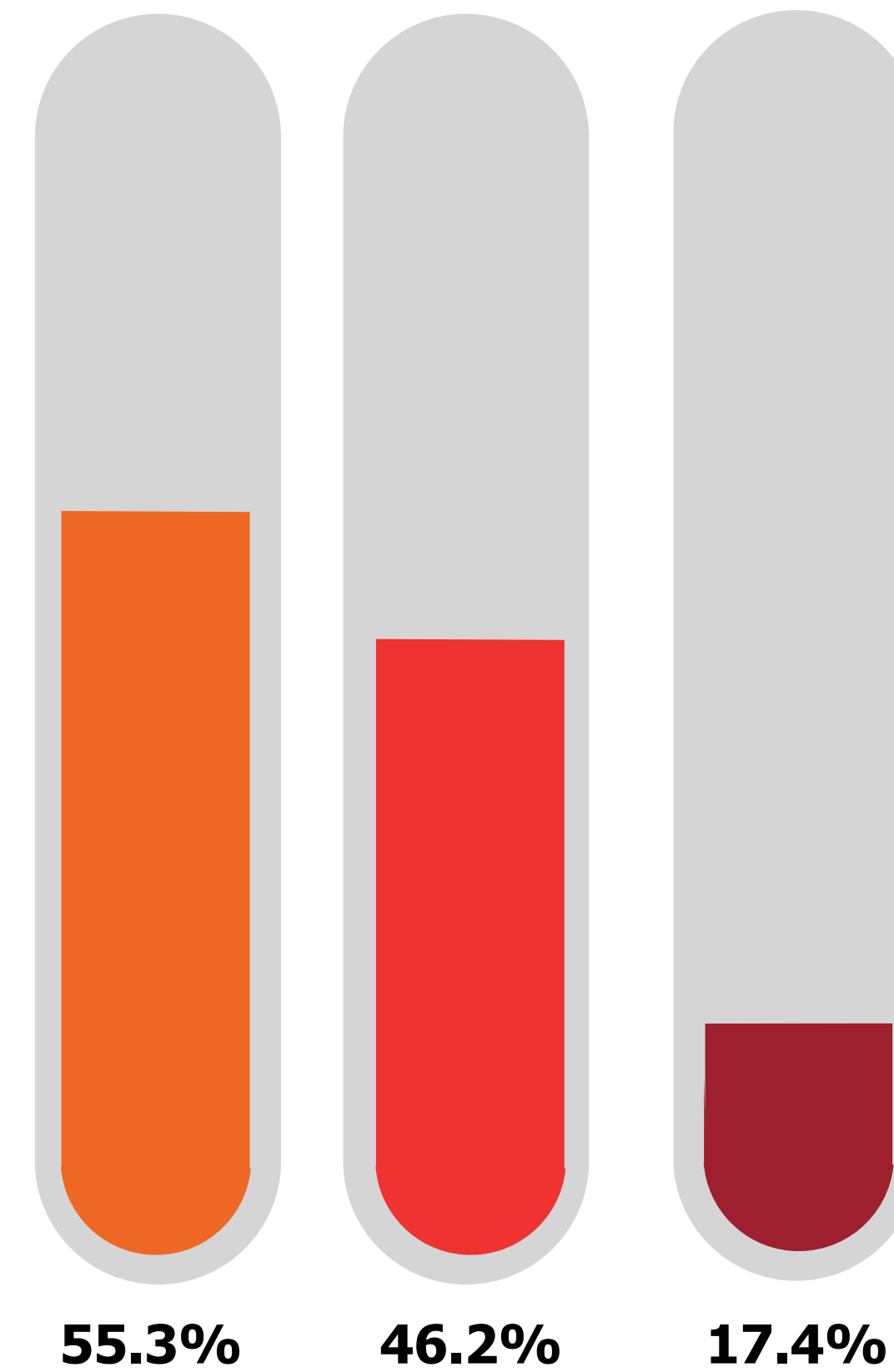


# You can't look away

Unlike some media platforms, News audiences spend lengthy periods of time reading content. With great exposure time brand salience can thrive as ads are exposed and viewed.

Ad exposure as a percentage of total time spent (indexed to one hour)

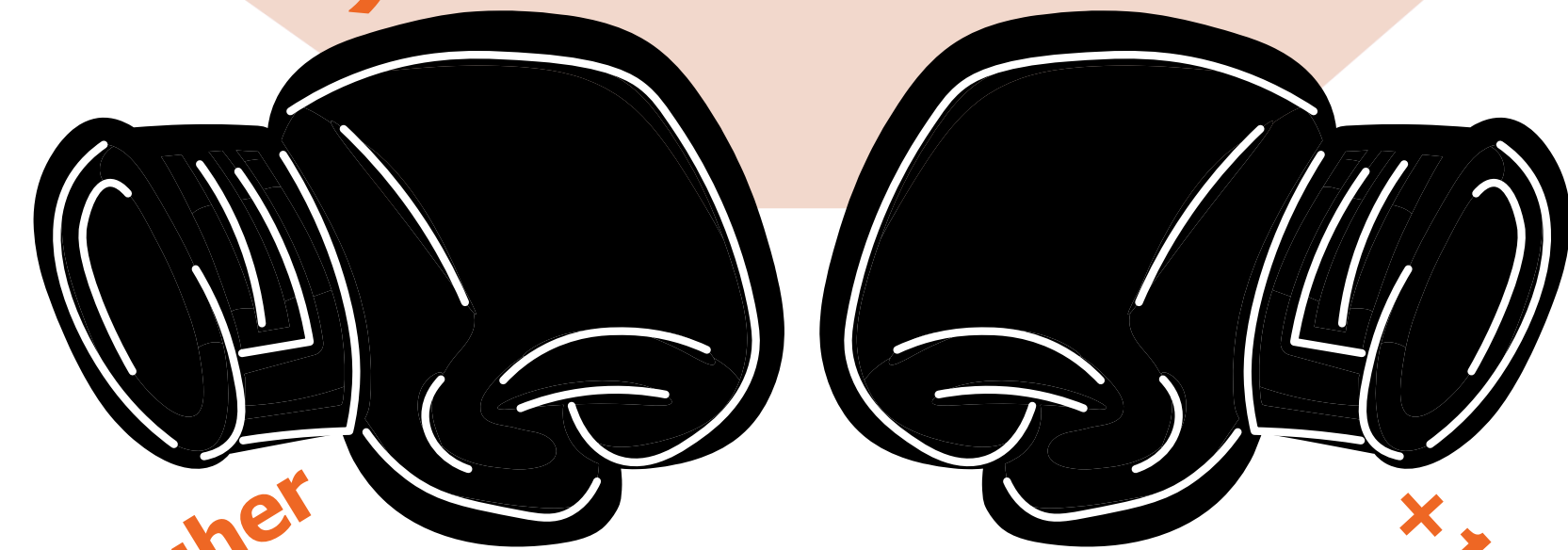
Total News Facebook YouTube



# Double your attention opportunity

Total news generates more than double the opportunity of ad viewing and attention vs. elsewhere on the web.

News (digital) VS other websites



**+60% higher**  
viewable time for ads

**2.5X more**  
likely to view the ad

**2X**  
the viewing time per page

**+30% average**  
ad dwell time per ad\*

**+51% more**  
attention for display ads

**+100% more**  
attention for video ads

Source: Lumen UK for Newsworks UK : 2016 : Digital tested via Aimia Lumen 300 strong panel. Panellists asked to select from a range of newsbrand and non-newsbrand sites and browse naturally : Print tested via hall test using desktop eye tracking device. Respondents asked to read pdf version of a newspaper (one of: Mirror, Metro, Daily Mail, The Times, or The Sun). Pdf consists of front page, then spreads on screen.

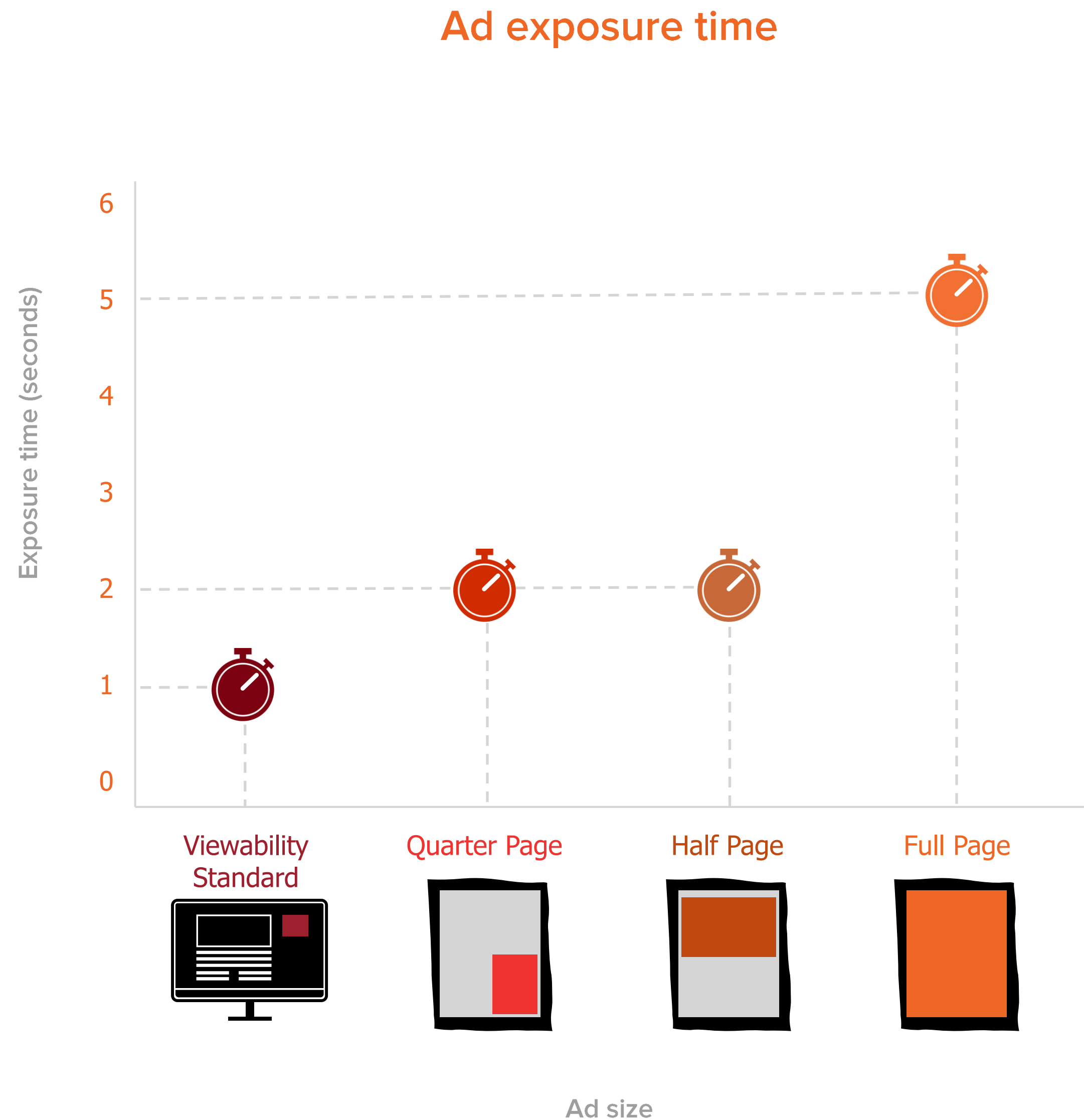
\* Lumen & Newsworks UK Attention = Sales Q4 2017 & Q1 2018 also found the same result for British Gas ads compared to non-news websites

The Ozone project : Lumen & UK publishers incl News UK, The Guardian, Telegraph Media Group (Nov 2021)

<https://www.warc.com/SubscriberContent/article/warc-exclusive/give-your-digital-advertising-the-attention-it-deserves/en-GB/141332>

# The bigger they are, the harder they work

Small format ads are effective. However, larger formats are even more effective at grabbing, and holding, attention.

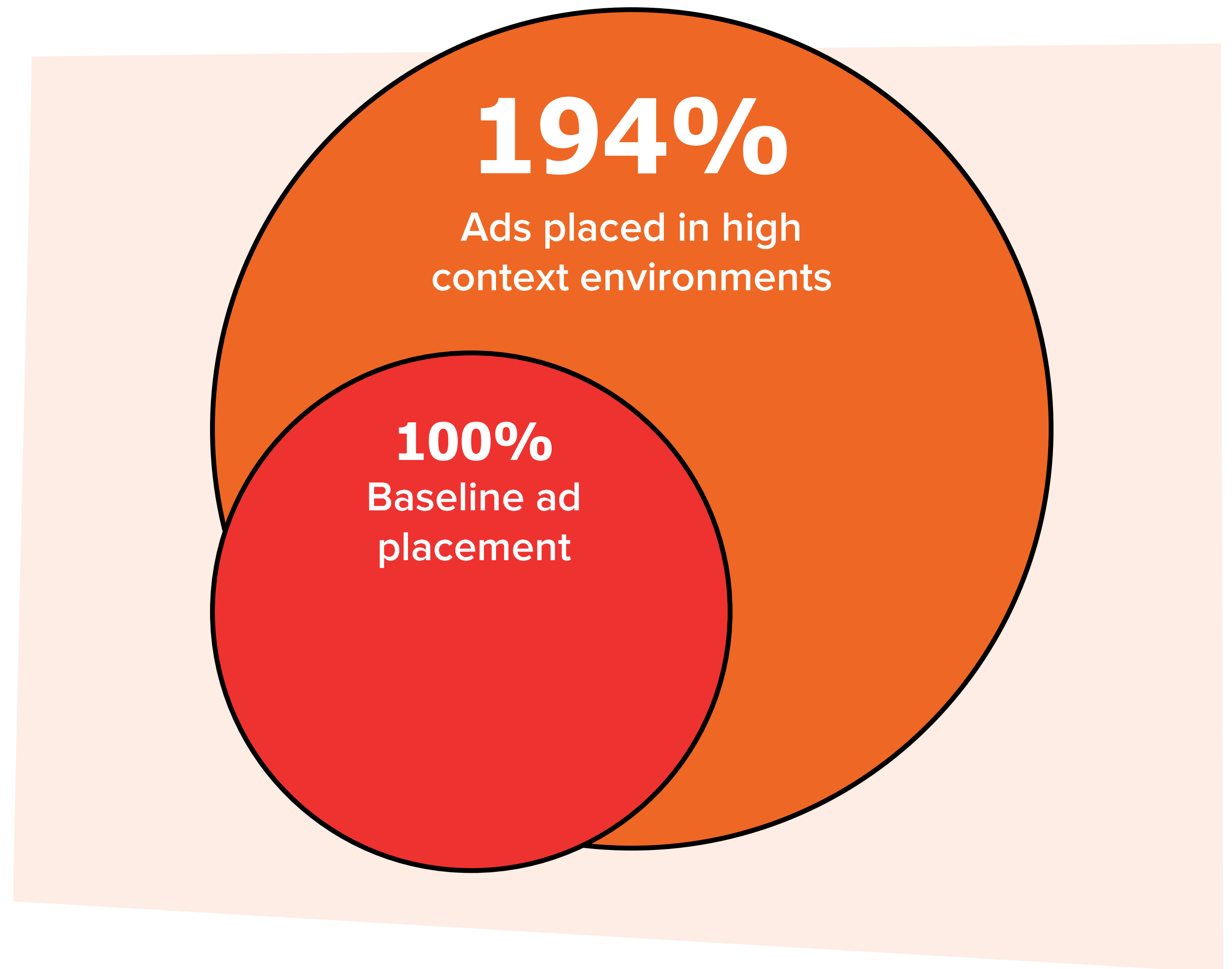


# Context makes all the difference

Achieve up to 94% increase in attention when ads are placed in contextually relevant content.

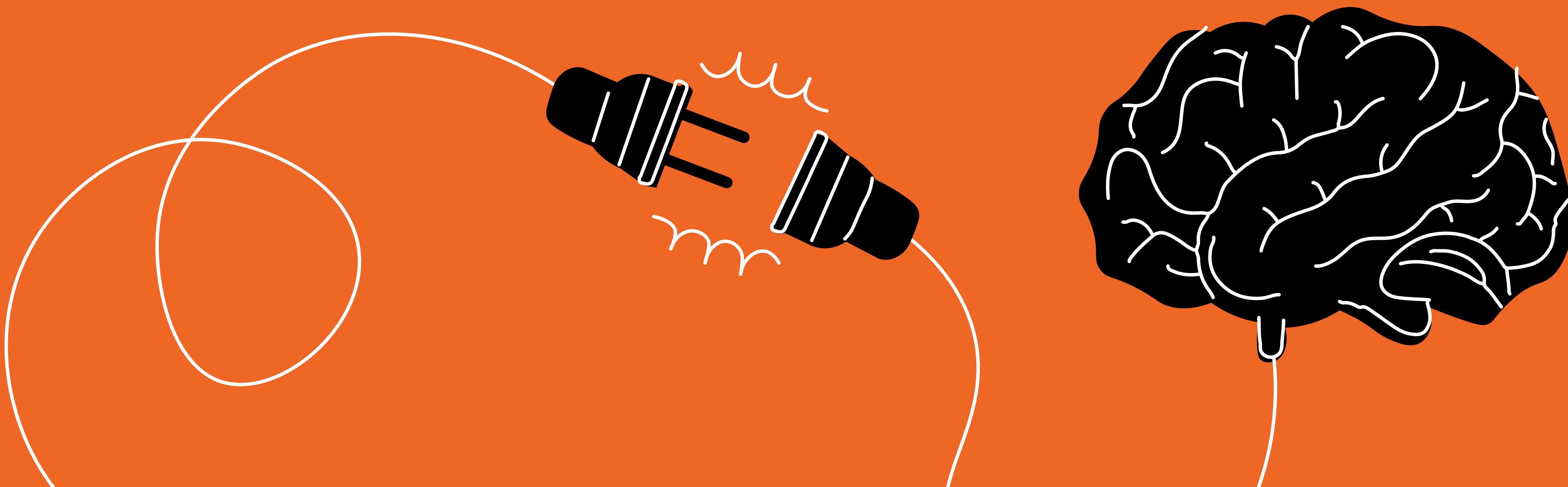
With  $\frac{3}{4}$  of Aussies reading up to 3+ news categories, news has a content section for most sectors of the market.

Attention uplift when advertising is aligned with strong content (Total News) vs Baseline





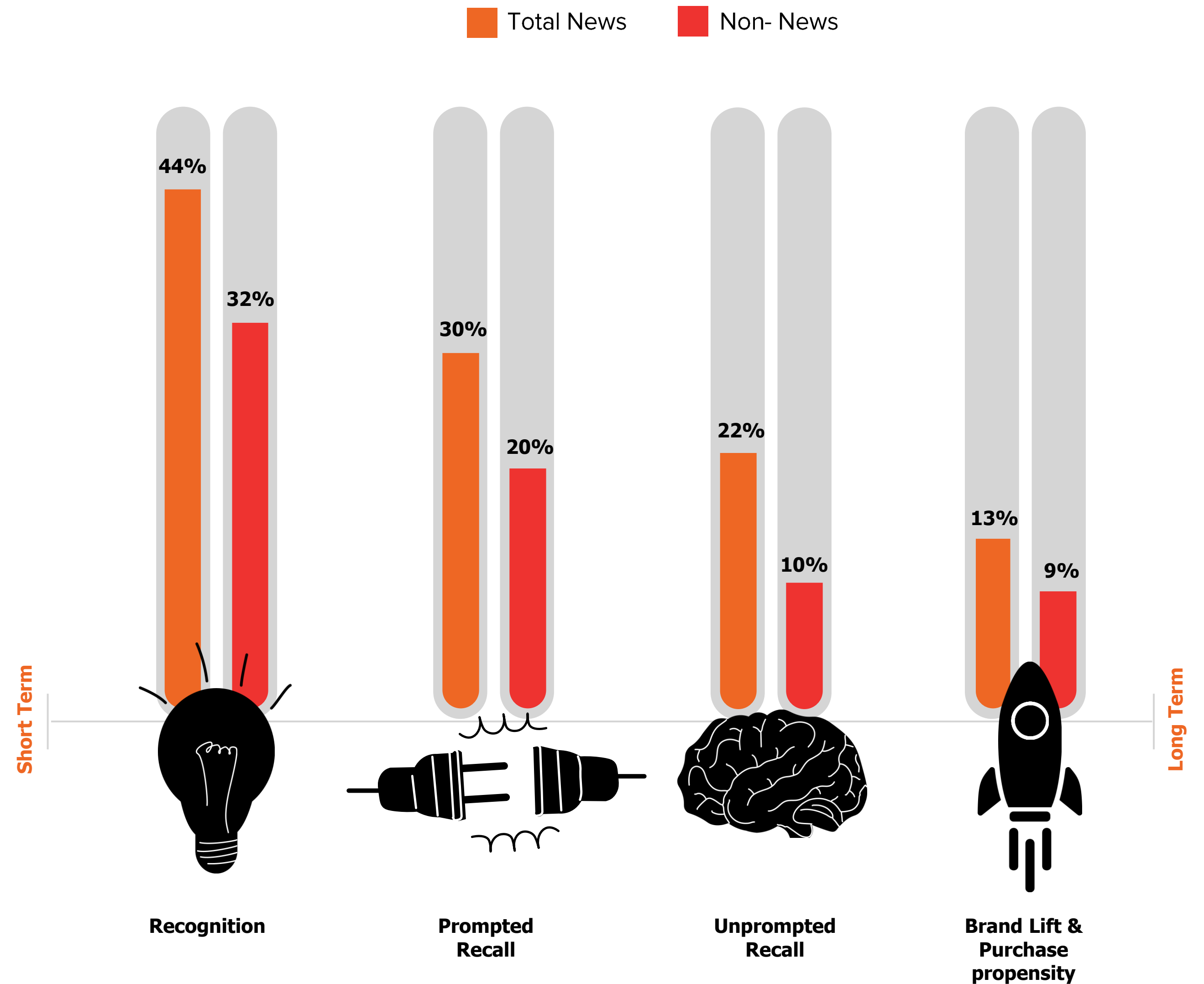
**Trust** *it's*  
**remembered**



# Better brand memories

Trusted reach and lengthy ad exposure generate brand salience and mental availability.

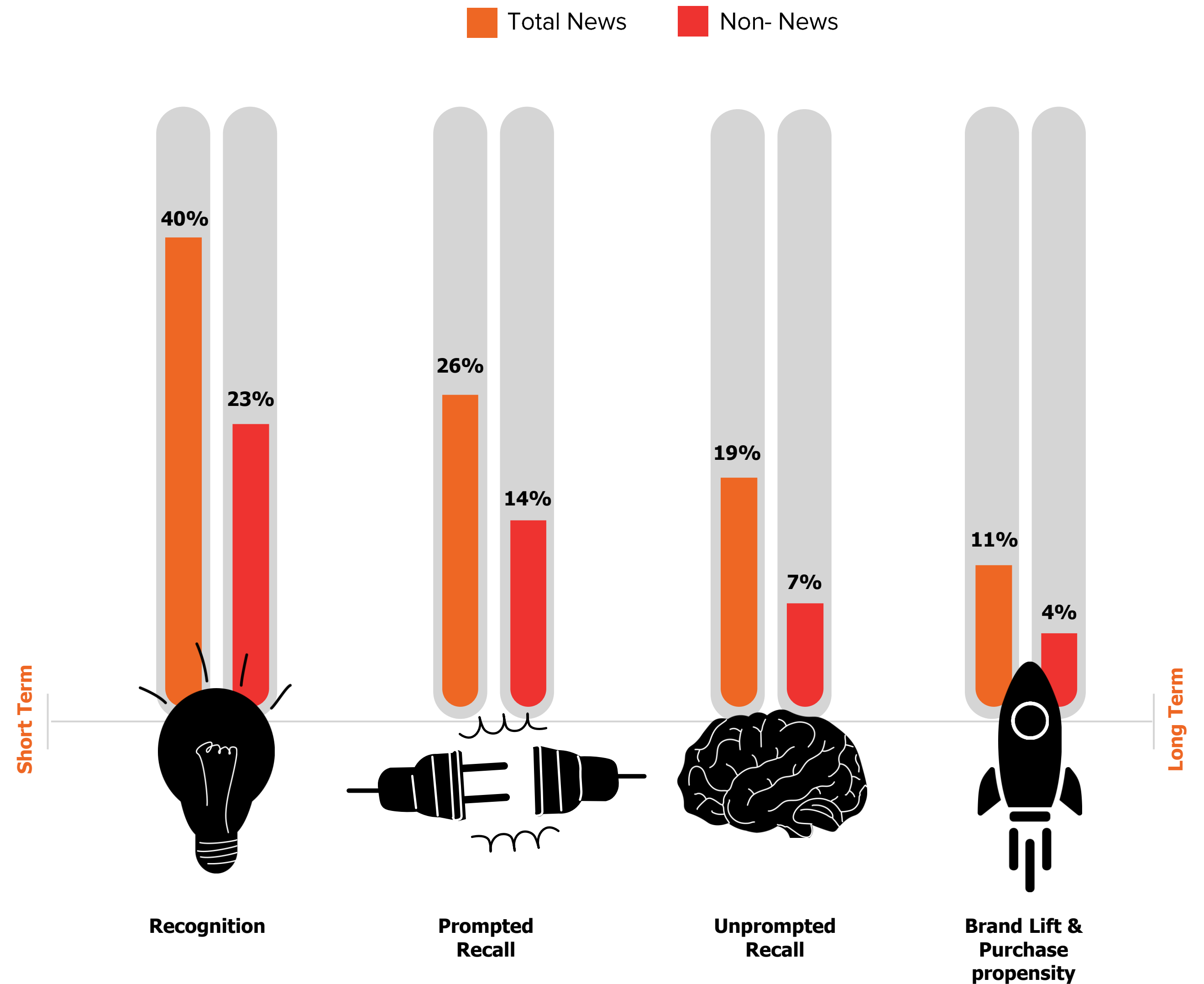
## Short term vs. Long term trusted reach



# Catching light buyers

Brand building within News is also effective in growing mental availability amongst light category users – the most important segment for brand growth.

## Short term vs. Long term trusted reach

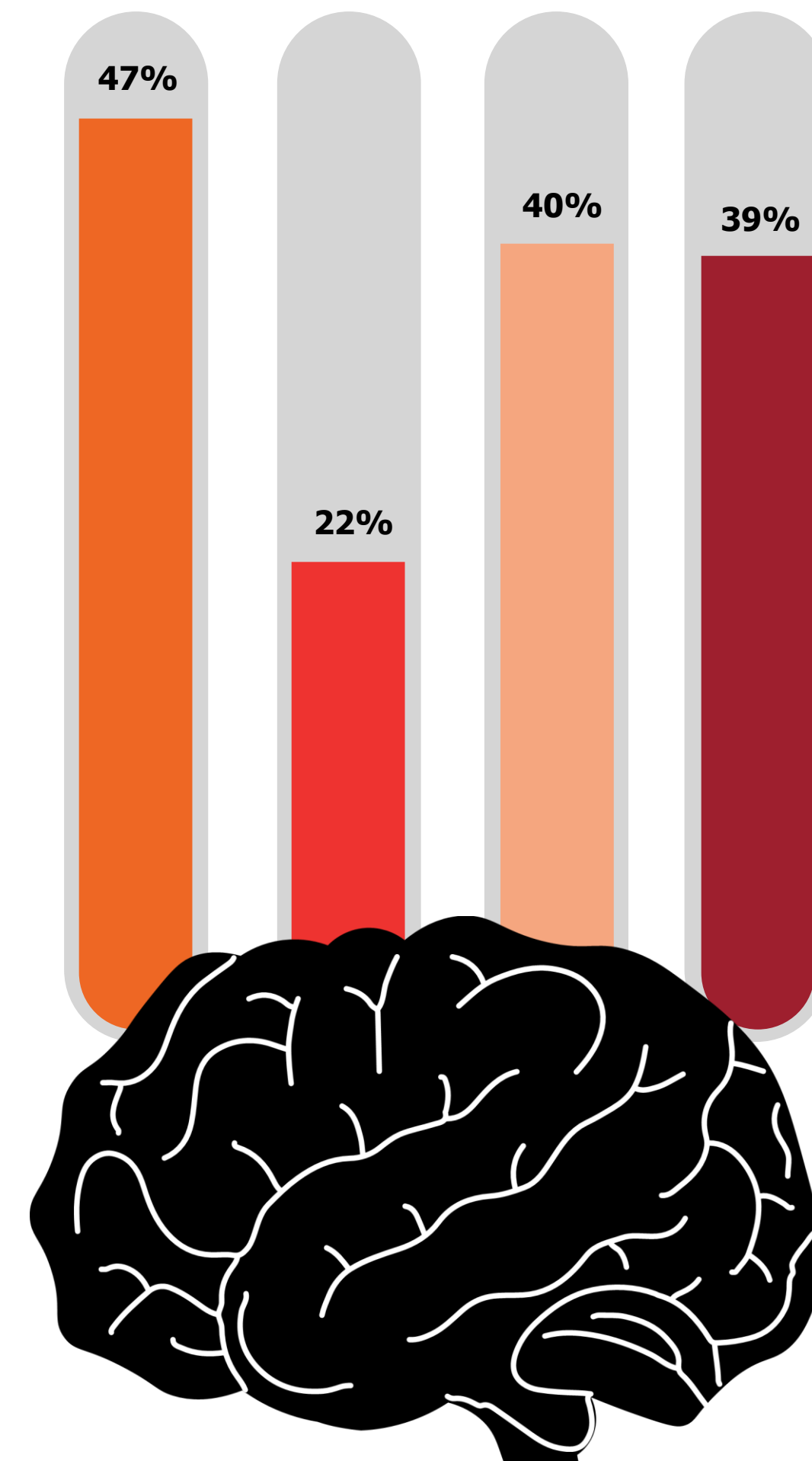


# Winning the memory game vs. social & YouTube

News offers print, display and video across multiple channels that further enhance memory gains against social and YouTube.

## Total News vs social and YouTube

■ Total News ■ Facebook ■ YouTube ■ YouTube (mobile)



Unprompted Recall



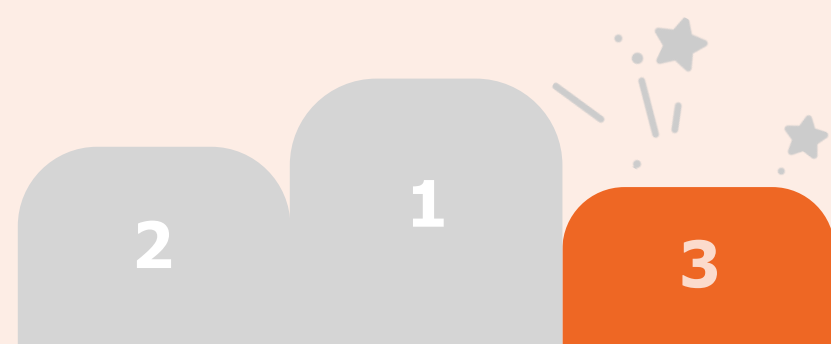
Trust *it*  
**works**



# It delivers more return...

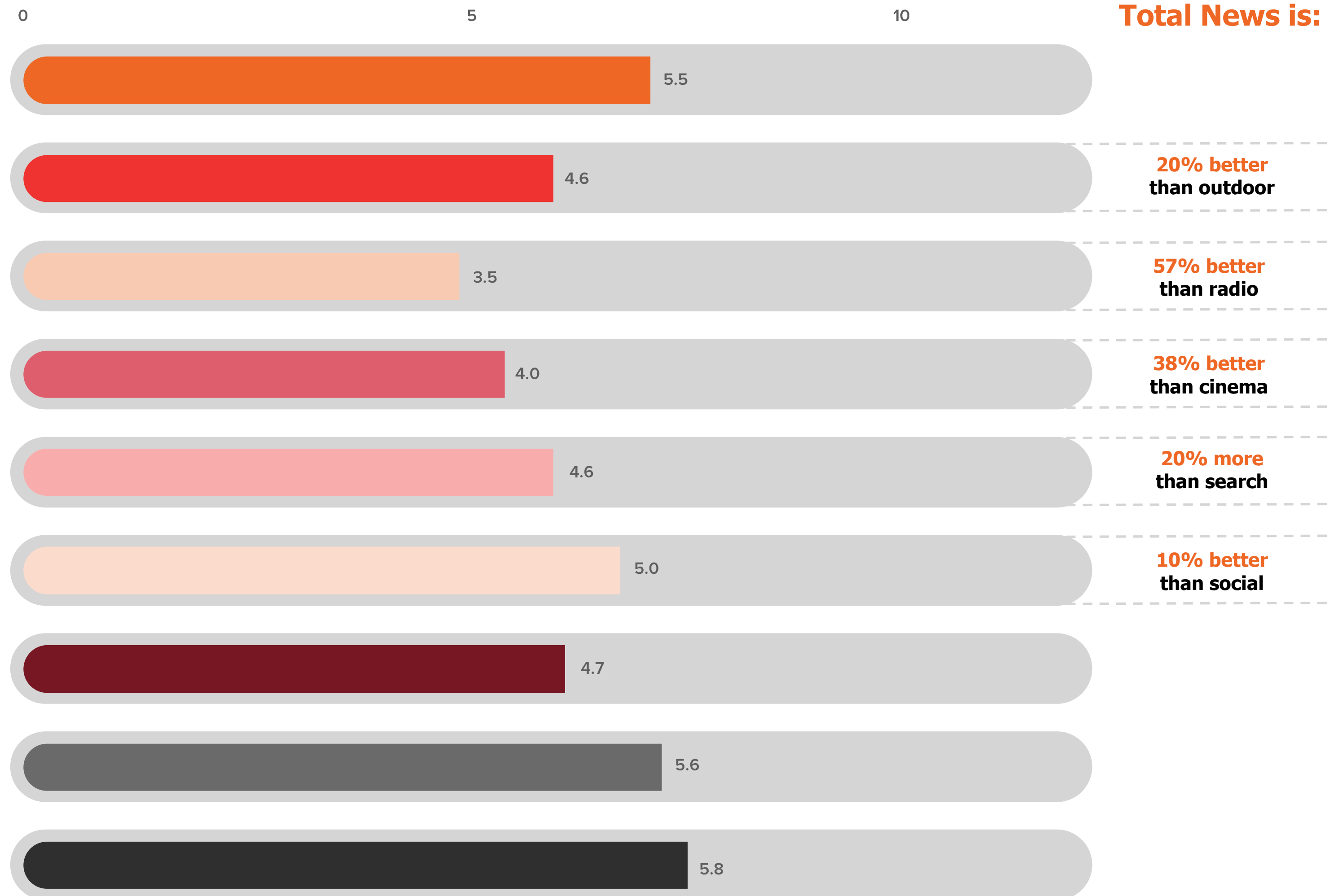
In the short-term, **Total News** delivers financial brands **\$5.50** for every \$1.00 invested.

Total News ranks on the podium for delivering returns



## \$ return on media investment (finance)

■ Total News 
 ■ OOH 
 ■ Radio 
 ■ Cinema 
 ■ Search 
 ■ Social 
 ■ Digital display 
 ■ Digital video 
 ■ Total TV



# Embrace news and get results

“We saw a **21% uplift** in brand awareness, brand favourability up **11%** and purchase intent grew a whopping **14%**. It has spurred us on to do more...because it's a great way to get to such a big audience.”

- Jane Betschel, MYOB.



# It's time you shift your mix

Australian market mix modelling highlights the current proportion of total news media spend is well below optimal levels.

## Australian market mix



Current

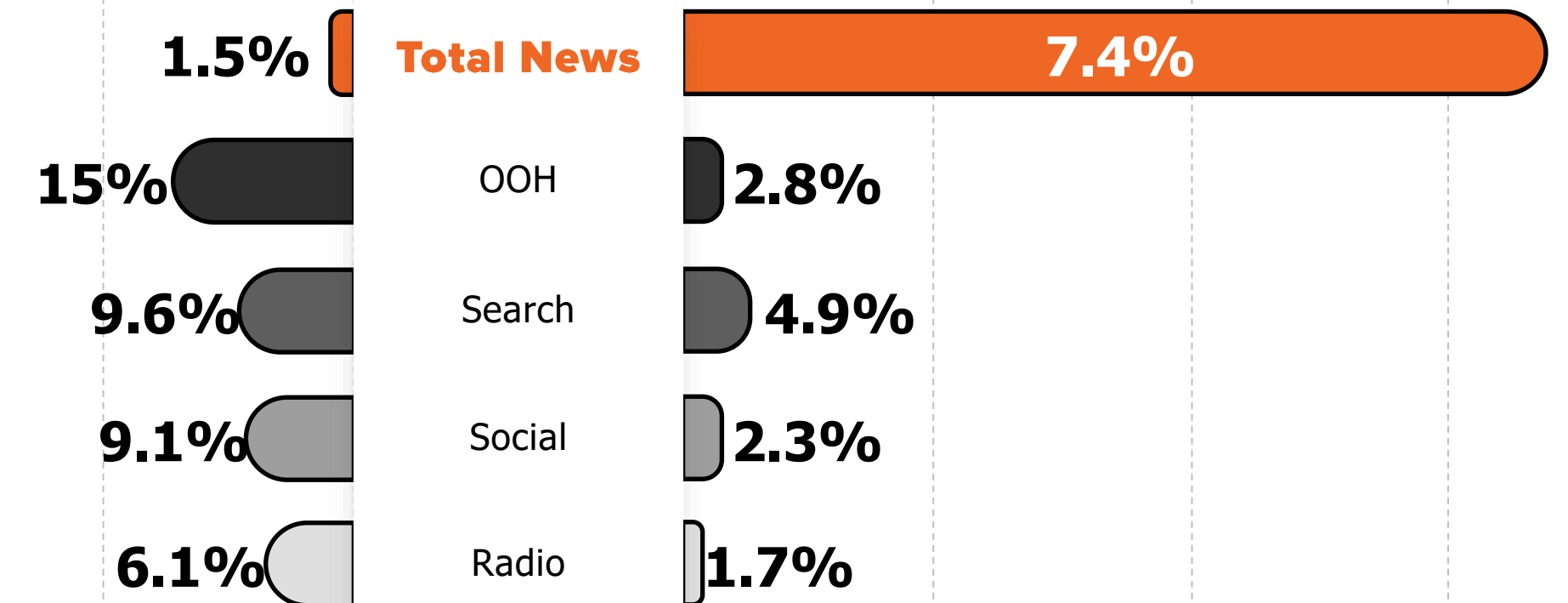
Australian Media Mix

VS



Optimal

Optimised Media Mix



Share of media spend (%)



Join the  
brains  
trust!



# News has



## Trust its reach, consistently

Delivers mass reach for every category and a large subscriber base, providing reliable eyeballs

### Unmatchable reach

Engaging **19 million Aussies** each week, news has your audience – **more than any other channel**

### Reliable delivery of eyeballs

News knows your customer. Of all readers, **60% pay or subscribe day in and day out**, provide more precise, reliable and consistent audiences



## Trust it's seen

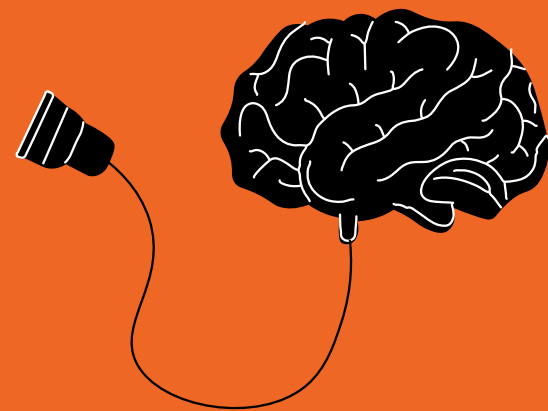
Engages audiences with long dwell times because context makes all the difference

### Lengthy brand Exposure

Aussies spend **20% more** time reading news than they did last year.

### Double your attention

Whether print or digital, news beats the standard and is **2X** more effective at grabbing, and holding, attention.



## Trust it's remembered

Strong recall and memorability

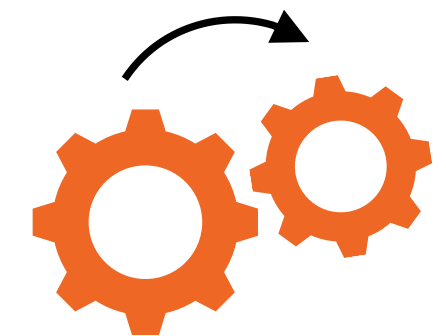
### Winning the memory game

News delivers more brand memory, short and long term, for light buyers, than social and other websites.

## Trust it works



**3rd best at delivering financial return, outperforming social, outdoor, cinema and search.**



**Shift your mix by 5%**

think  
**NEWS**  
brands