IS THIS THE TIPPING POINT FOR PRINT ADVERTISING?

ULBE JELLUMA | PRINT POWER EUROPE | #PRINTPOWER
TIPPING POINT

Competitive channel issues

- Metrics
- Effectiveness
- Safety
- Buzzwords
- Lack of transparency
TIPPING POINT

Print advertising
- Lean back
- Traffic driver
- Kids & Millennials?
- Multi-media effectiveness
- Trusted & transparent
ISSUES
COMPETITIVE CHANNELS
METRICS

Who Measures Google and Facebook’s effectiveness?
Due to the miscalculated data, marketers may have misjudged the performance of video advertising they have purchased from Facebook over the past two years. It also may have impacted their decisions about how much to spend on Facebook video versus other video ad sellers such as Google’s YouTube, Twitter, and even TV networks.

The Wall Street Journal
More budget invested each year in adtech (est. 16% of mkt budget)
Advertisers are failing to lead on media

- Advertisers and agencies agree most advertisers see media as complex headache, they are focused on media buying and efficiency rather than planning and effectiveness.
- Both advertisers and agencies believe that advertisers in general are leading media decisions from procurement rather than marketing

Global Media Thinking Survey, Feb 2017
EFFECTIVENESS

Shifting attitudes: the case for investing in newsbrands

02 Mar 2017 | David Pidgeon

Academic perspective:

- ”Proportion of adspend into short-term sales activities have increased beyond the optimum for building shareholder value”
- ”Adspend is flowing away from newsbrand because marketers disregarding available evidence, and instead follow emotional instinct to invest in shiny and new”

Patrick Barwise, Shift, March 3 2017
EFFECTIVENESS

Short-term vs Brand building

Sales uplift over base

Short term effects dominate ~6 months

Time

Brand building

Long term sales growth

Sales activation

Short term sales uplifts
EFFECTIVENESS

Advertisers wasted over £600m on non-viewable ads last year

“In the final quarter of 2016, only 49% of banner ads served met the IAB and Media Ratings Council’s recommendation that 50% of the ad was in view for at least one second - 5% lower than at the beginning of 2016”.

Mediatel Newsline, Jan 19 2017
EFFECTIVENESS

Werbespendings

P&G spart 100 Mio Dollar Online-Werbung und merkt es nicht


W&V, August 2017
EFFECTIVENESS

Are the digital ads we buy actually being seen?
Absolutely!

Almost half the time,

At least 50% of the pixels,

For a whole second,

Hopefully by a human,
Maybe on a site without porn.

But there's no way to verify that.

That explains the low CPM.

Yep, it's a great deal!

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LACK OF TRANSPARENCY

How the money may be split between the various stakeholders, in typical programmatic ‘stack’
LACK OF TRANSPARENCY

Agencies baulk as P&G plans to cut another 50% from its roster and bring more media capabilities in-house

- P&G wants to trim its media spend moving forward, and will “automate more planning, buying and execution and bring it in-house.”
- Only 25% of digital media makes it to consumers (P&G’s Marc Pritchard)

The Drum, 23 Jan 2018, Campaign, Oct 12 2017
BRAND SAFETY

Mark Pritchard (P&G): the supply chain is “murky at best, and fraudulent at worst”

Keith Weed (Unilever): “a perceived lack of focus by technology companies in stopping illegal, unethical and extremist behavior and materials on their platforms”
Big digital platforms have grown too powerful for marketers

Tensions between Google and Facebook and the advertisers that patronize them have come to a head

Marketers more vocal over variety issues including black-box means by which Google and Facebook ads are measured, rampant fraud, and failures to guarantee ads will appear in a respectable environment
PRINT
ADVERTISING
STRONG POINTS

PRINTPOWER
LEAN BACK

TIME TO STEP OFF THAT TREADMILL

Press pause. Change a numbers channel.
To find out more about Press Pause visit:
pauseyourday.co.uk

PRINTPOWER
LEAN BACK
Print readers spend a lot of time with their paper

Daily newspapers
1hr 10mins

Sunday newspapers
1hr 21mins

Source: UK, IPA Touchpoints 2017
LEAN BACK
KIDS & MILLENNIALS

Newspaper print reach UK
By age (millions)

15-24 25-34 35-44 45-54 55-64 65+
1.1 1.7 1.6 2.0 2.3 5.0
2.6 3.5 3.4 4.0 4.0 7.4
3.6 4.6 4.6 5.1 4.8 8.1

15% 20% 20% 22% 31% 43%
35% 41% 44% 45% 55% 64%
49% 55% 59% 58% 65% 70%

Source: UK, NRS PADD Oct 2016 – Sep 2017
Young Brits spend more time with newspapers in print than online

Total reading time print and online editions of 8 UK newspapers (2016)
KIDS & MILLENNIALS

NYT Celebrates Kids’ Love of Print with New Section
KIDS & MILLENNIALS

Source: Kantar, Trust in news, 2017
Multi-platform newsbrands boost the effectiveness of other media

- Newsbrands make TV 54% more effective
- Newsbrands make online video 50% more effective
- Newsbrands make online display 24% more effective
- Newsbrands make social media twice as effective

Source: IPA Databank UK case studies 2012-2016 (52% of all cases)
Multi-media effectiveness

Touching print ads increases purchase intent by **24%**

Would be glad to try **+16%**

Would recommend **+22%**

Source: Newsworks, Touching is believing, 2015
TRUSTED & TRANSPARENT

- Continued high trust for printed media
- Those who trust newspaper brands are 65% more likely to pay more attention to advertising on sites they trust
- No over-complication, no buzzwords buying print ads = WYSIWYG
PRINT POWER

- Promoting the use of print media as an advertising channel in UK, France and Germany
- By demonstrating the effectiveness of advertising on paper
- Addressing media & advertising agencies and brand owners
- Check out printpower.eu

Grap this momentum and be confident and positive about print
THANK YOU FOR YOUR ATTENTION

Ulbe Jelluma
printpower.eu

#printpower

26/02/2018

WE'RE SORRY

A chicken cannot sit without a chicken. It can't exist. Hence, we stopped it.

Thank you for your patience as we work to improve this situation. The brave men at KFC are working 7 days a week. They have a half of chickens, working 7 days. That is why we are working in these 7 days. For you, we are working in these 7 days. Visit a KFC for detailed information about your favorite hairstyle.