

The relative efficiency of the touchpoints, according to NP

The association of the Belgian Dailies has conducted a new quantitative survey on the advertising touchpoints efficiency and their publishing context – knowing that the latter deeply influences the impact of the related messages in question. The ‘NP Media Barometer’ released early 2019 and largely broadcasted via the NP team already pointed out a few important topics: the important increase of web-based accesses to the content of the newspapers, the leadership position of local editors (meaning Belgian) in terms of preferred information source, and a higher consideration from dailies audiences to a broader range of advertising touchpoints, among others.

The new survey published in March 2020 (and not aiming to be a monitoring at term) produces highlights on essential and complementary topics, coming in addition to the official indicators of the CIM. All that to help make the right (media) choices that will support the efficiency of the media plans towards briefing’s objectives.

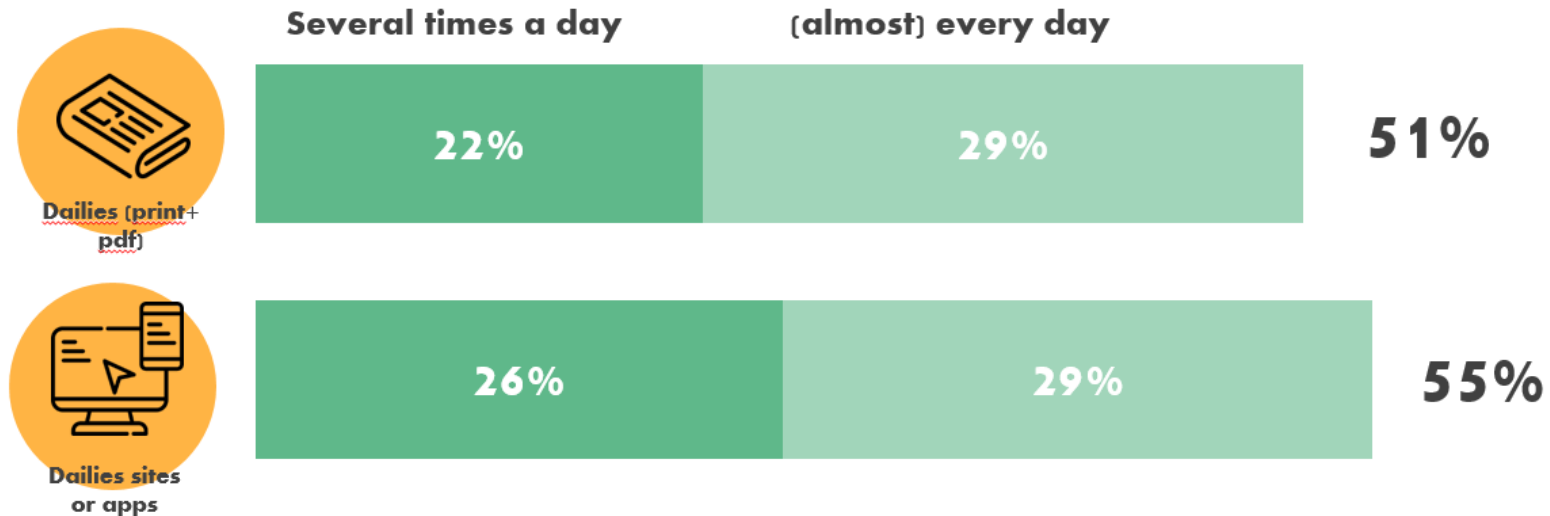
The fieldwork has been conducted by AQ rate, online, end 2019 among a sample of 1.032 individuals, representative of the population aged 18-70. The socio-demo segmentation of the sample is based on CIM-standards, therefore allowing specific data output in line with the campaigns’ targets. Interviewees have also been questioned about their role in the purchase process for not less than 11 products and services categories (splitted between “decision-makers, co-decision makers and non-involved”). Thanks to this question, the survey results can be sorted by purchase interest or influence, not only by the demographic profile. « We wanted this research to be used as a *tool*, but which should remain very simple to use at the same time, for the agencies, the NP team or the dailies’ media sales houses. These crossed data give insights about the situation for a given topic and any target we like », explains Bruno Liesse (Sr Consultant Strategy & Research, NP).

So let’s focus on some of these important topics.

- About the **frequency of newspapers reading** : this survey about ‘context’ shows base KPI’s very close the CIM ones, which is reassuring at the moment while some people or sources formulate doubts about the regain of interest for Print Media. Meaning here **a reach of not less than 55% for the digital accesses to dailies’ content, and 51% of print edition readership (per average day)**. The positive situation is then consolidated, and like the last Print survey of the CIM did suggest: like a reaction against the phenomenon of *fake news*. But also against the poor quality of free, international platforms towards which the audiences show growing doubts and mistrust. The survey also notes that the access frequency to newspapers content – whatever the channel is (physical or online) – is of **several times a day** for a substantial proportion of the interviewees.

A HIGH FREQUENCY OF CONSUMPTION

Frequency of consumption in the whole population



- The **quality of content and editorial** looks essential when it comes to news: not less than **88% of Belgians declare to be more and more confronted with *fake news* and also editorials of poor quality**. And this especially **via the international media**. Bruno Liesse does insist on that point: « It is a true feeling of dissatisfaction that we detect here, speaking about the lack of quality in general rather than viral ‘intox’ which is scarcer. And when we consider that editorial context has direct and deep impact on the evaluation and memorization of advertising messages (according to serious neuroscience research), agencies and advertisers have serious reasons to worry.” Cfr. results from studies produced last year by Newworks UK (2019).

QUALITY OF NEWS IS A MAJOR CONCERN



57%

of people think the media they use
are contaminated with
untrustworthy information (*)



88%

of people say
« We are more and more confronted
with fake news and low quality content,
especially via international media » (**)

- According to the present NP study, **86% of the population notice that more and more information reaches them via « non-professional media »**. But when we know that the majority of these citizens **do not consider these sources as credible**, the relationship with the advertising messages they read will unavoidably be established – and not in a positive way. Of course, we speak here about (all) Social Networks, but also other content aggregators or so-called news sites that are just transmitters. By definition, the *user generated content* remains rather chaotic with regards to content value and format quality, except that social networks also share premium content of local, professional media. “Users do this more and more, which is great”, underlines Bruno Liesse, « (..) apart from the fact that currently, the related audiences are not calculated and taken into account for the newspapers reach. It is the same issue for our colleagues of the (Belgian) audio-visual media, for whom many video or audio content circulates on the Web. »
- In the same sense, **74% of the interviewees think that « Belgian Media content produced by real journalists helps to have a clear view »**, not only for the daily news but also for any information treated by these professionals in general. Some newspapers’ promotional campaigns have adopted this communication line in that perspective: the real value of the information treatment and the news production are at least as important as the topics themselves! Again, the engagement of the readers accordingly to this quality difference is accompanied by a more engaged reading of the advertisements (or other touchpoints) and digital ad formats.



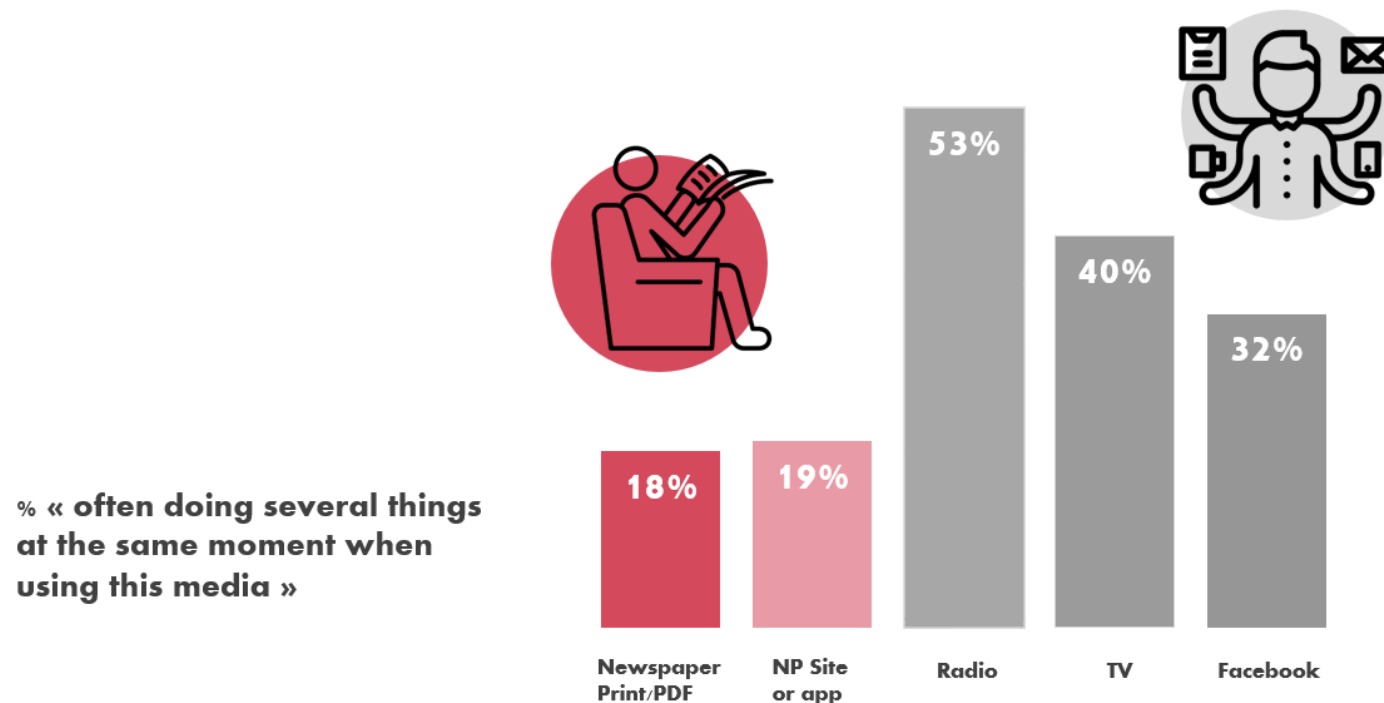
**agree that « Content from Belgian media,
managed by real journalists,
helps us see clearly »**

- Clearly, the overall information that is readable on the Social Networks, is not of comparable quality with the professional media: about 70% of the population disagree with the fact that « Content edited by people is interesting » (this results from the addition of “disagrees and fully disagrees” with the proposed item). Again, we have to notice that a small part of the papers or videos are produced by local editors, and we naturally suppose that the interviewees are complaining about the other sources and elements.
- Very precisely, 57% of Belgians do feel that « **Newspapers and their websites become a true refuge for getting interesting information and of a valuable quality** », and this in a better position versus other local media. « This is a strong indicator, the notion of a ‘refuge’ being a vocabulary not frequently used in such a survey. And usually, you do not have many refuges », specifies Bruno Liesse. The two key parameters, being « **local** » and « **premium** » (that are part of the global marketing jargon to define local editors), seem inseparable and necessary to get a positive perception of a given channel.
- Regarding the web, searches via a well-known engine (and another US one we also integrate in this comment), it is not surprising that **only as few as 30% evaluate « the information resulting from search engines usage is clear and neutral »**. A figure that is truly of a lower level than we could have imagined, considering the enormous success of the SEA in media strategies. And to be precise: the 70% remaining answers were not people « without opinion », but actively contesting this viewpoint of *clarity and neutrality* (mixing « disagreements and full disagreements »).

- Another topic of a prime importance when it comes to advertising efficiency : **the negative effects of the famous multitasking.** Negative, because one cannot be active on several tasks at the same time, like for instance exposing yourself to two “content media” or more. Here again, **newspaper reading, regardless the ‘access’, is distinctive versus other media thanks to a deeper engagement** that is also common sense: **only a fifth of the interviewees admit to « have another activity than reading the daily at the same time (print or online) ».** Any second activity would most probably be passive, to the contrary of some other media like radio listening. This channel shows, on the contrary, a rate of multitasking higher than 50%... So it looks a bit obvious **that the attention when reading a newspapers stays at its max for more than 80% of the audience,** via the online or print edition. A new evidence supporting the high value of the dailies contacts, that remains stable page after page, be it for editorial content or advertising.

MULTITASKING IS A THREAT TO ADVERTISING EFFICIENCY

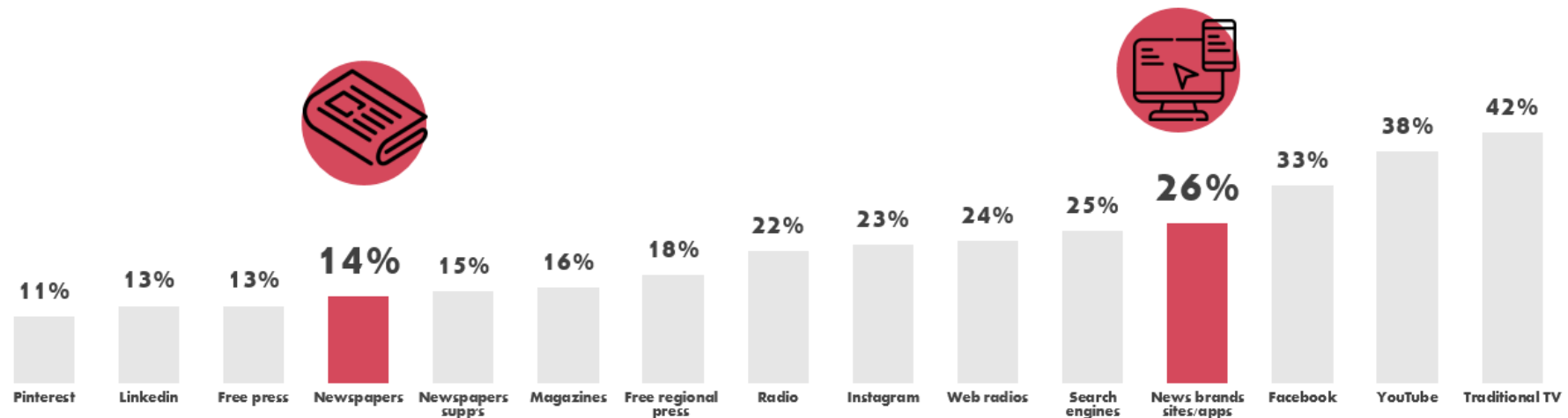
NEWS BRANDS OFFER UNDIVIDED ATTENTION



- This recent study confirms that **advertising in newspapers is very well accepted**. It is not perceived to be overabundant or intrusive and disturbing. News sites score better on both criteria than e.g. Facebook, Youtube or even traditional TV

Advertising is **better accepted** in newspapers

« There is too much advertising
in this medium »



Advertising is **better perceived** in newspapers

« The advertising
in this medium
is disturbing and intrusive »

