WILL 2017 BE THE TIPPING POINT FOR PRINT MEDIA?

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What is Print Power?

Unique international initiative

12 EU countries

Aim: promote the use of print media in Europe

Supporting advertising in newspapers and magazines, direct mail, customer magazines, door drops, catalogues

Addressing advertisers, media & creative agencies

Key message: print media offer additional effectiveness in media mix

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Why a tipping point?

- Agencies re-evaluate print

Concerns about metrics digital media

Questioning effectiveness digital media

Threats of digital media content

Lack of transparency digital media and agencies

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Agencies re-evaluate print

“I think that actually we’re starting to see with traditional media , particularly newspapers, a bit of a pendulum swinging back because the market will realise that they are more powerful than people give them credit for”.

“Some clients are looking at whether they have over-invested in some new media alternatives”.

“Facebook can't really claim that a three-second view - when 50% of the time the sound is off - is the same as a 15”, a 30”, a 60” TV ad or someone reading a The Times for 40 minutes”.

Sir Martin Sorrell, CEO WPP

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Agencies re-evaluate print

“We are in a transition period, in a vacuum. Our most important goal is to offer a better advise to our clients”. With an average age staff of 32-33 years, most of the Group M staff has not been brought up with print. Training and informing staff about print is therefore a key task of the agency and of the Print Summit.”

Mathias Brüll, CEO Group M Germany

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Re-evaluate print

“At the same time as they’re buying views online blind, advertisers are abandoning a medium that has been proven to be effective. Tesco has cut its print adspend by 85% this year despite studies showing that the channel can almost triple the effectiveness of retail campaigns.”

Maisie McCabe, deputy editor in chief Campaign UK

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Re-evaluate print

“What we find in this study, yet again, is a re-iteration of the importance of media that can deliver over the longer term. ...shows that newsbrands’ ability to contribute to long term effectiveness is a key driver of success for brands.
We are being over-hyped and over-sold on a uniquely digital future. We need to get real and take a more evidence-based view of what really drives effectiveness.”

Peter Field, effectiveness consultant and author

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Credibility metrics?

BUSINESS | MEDIA & MARKETING | CMO

Facebook Overestimated Key Video Metric for Two Years

Social network miscalculated the average time users spent watching videos on its platform

"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

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Credibility metrics?

Advertisers and agencies demand branding metrics for digital video advertising, new IAB Europe survey shows

“Buyers and sellers are moving away from the ad serving metrics such as click and towards brand KPIs to evaluate digital video advertising campaigns. 67% of agencies and advertisers are using brand awareness as a key effectiveness metric to evaluate digital video campaigns”.

Internet Advertising Bureau (IAB) Europe

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BUSINESS | MEDIA & MARKETING | CMO

P&G to Scale Back Targeted Facebook Ads

Move shows challenges of such limits on big brands; Facebook offers new tools for large companies

"We targeted too much, and we went too narrow. And now we're looking at: What is the best way to get the most reach but also the right precision."

Marc Pritchard, P&G's chief marketing officer P&G

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Questioning effectiveness digital media

Simon Gwynn | September 08, 2016

How long? | 2-3 minutes

McDonald's shuts YouTube channel amid low interest

McDonald's has wound up its youth-focused YouTube project Channel Us after it failed to reach enough consumers, its chief marketing officer Alistair Macrow has confirmed.

"Views attracted by each video in the series varied widely. One, which introduced Hayes as the new presenter, clocked up more than 750.000, while several more reached 6 figures. But many others received far less attention, with none of the nine films posted in 2016 managing 1.000 views".

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Questioning effectiveness digital media

“An important group of marketers belong to the group called "the lost generation", people in their 30s and early 40s who don't yet have grown up children who are digital natives and
weren't digital natives themselves. These are
people who are leading so many of our brands and businesses, and they're bluffing too much about digital from what they read in the Financial Times or Marketing Week."

Keith Weed, Chief Marketing and
Communications Director Unilever

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Questioning effectiveness digital media

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

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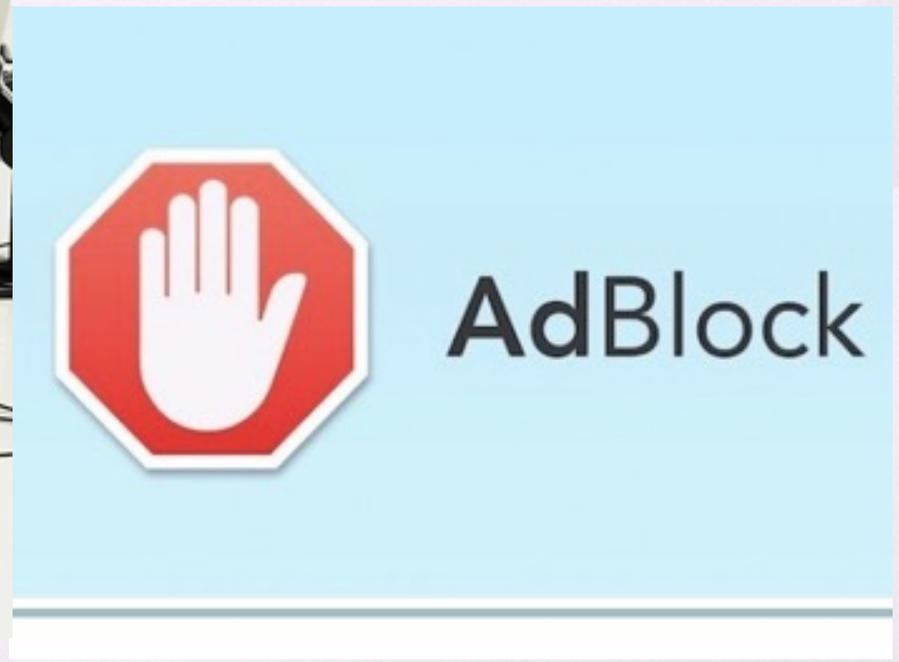
Questioning effectiveness digital media



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“It can become very difficult for anyone to tell the difference between facts that are true and ‘facts’ that are not, therefore facts don’t work.
In the digital age, it is easier than ever to publish false information, which is quickly shared and taken to be true.
News publishers have lost control over the distribution of their journalism, which is now filtered through algorithms and platforms which are opaque and unpredictable.”

The Guardian

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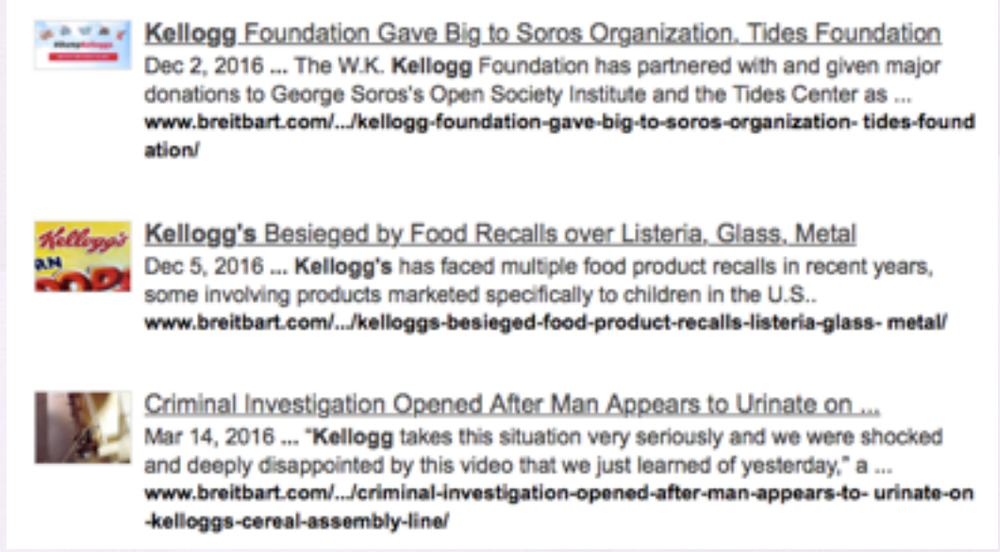
Breitbart declares war on Kellogg's after cereal brand pulls advertising from site

The right-wing news organization is calling for a boycott on Kellogg's products after company says Breitbart is not 'aligned with our values'

"The right-wing news site Breitbart has declared "#WAR" on Kellogg's, calling for a boycott of the cereal company's products after they decided to cease advertising on the site.

In response to Kellogg's, Breitbart published a furious attack on the cereal company saying that the move represents "an escalation in the war by leftist companies ... against conservatives customers. "

The Guardian



Kellogg Foundation Gave Big to Soros Organization, Tides Foundation
Dec 2, 2016 ... The W.K. **Kellogg** Foundation has partnered with and given major donations to George Soros's Open Society Institute and the Tides Center as ...
www.breitbart.com/.../kellogg-foundation-gave-big-to-soros-organization- tides-foundation/

Kellogg's Besieged by Food Recalls over Listeria, Glass, Metal
Dec 5, 2016 ... **Kellogg's** has faced multiple food product recalls in recent years, some involving products marketed specifically to children in the U.S..
www.breitbart.com/.../kelloggs-besieged-food-product-recalls-listeria-glass- metal/

Criminal Investigation Opened After Man Appears to Urinate on ...
Mar 14, 2016 ... "**Kellogg** takes this situation very seriously and we were shocked and deeply disappointed by this video that we just learned of yesterday," a ...
www.breitbart.com/.../criminal-investigation-opened-after-man-appears-to- urinate-on-kelloggs-cereal-assembly-line/

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Privacy and Information Sharing

Many Americans say they might provide personal information, depending on the deal being offered and how much risk they face

"The initial bargain might be fine, but the follow-up by companies can be annoying and unwanted. People repeatedly expressed anger at the barrage of unwanted emails that often comes after.
Location data seems especially precious in the age of the smartphone. Some of the most strongly negative reactions came in response to scenarios involving the sharing of personal location data.
Profiling sometimes seems creepy. The words "creepy" and "Big Brother" and "stalking" were used regularly in the answers of those who worry about their personal information".

Pew Research Center

TECH | 2/16/2012 @ 11:02AM | 2,119,247 views

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

319 comments, 169 called-out + Comment Now + Follow Comments

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

TARGET

Target has got you in its aim

38.0k Share 15.3k Tweet 6.8k Share 382 Submit

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Traditional buying

Target audience Channels that fit audience

Advertising appears in selected channels

Quantitative & qualitative - human

Programmatic buying

One person Algorithm “Personal” advert

Advertising appears in selected and unknown channels

Click-based - non-human

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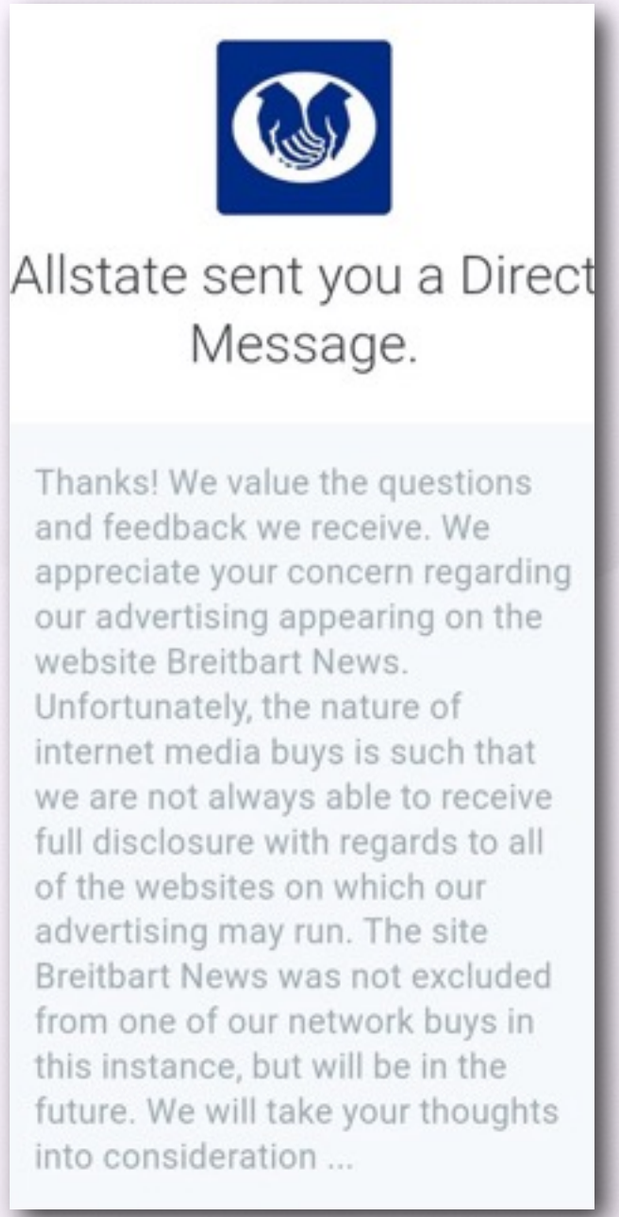
Breitbart News blacklisted by ad tech company for violating hate speech rules

AppNexus, which distributes online advertising, has blocked the increasingly popular rightwing media site helmed by Trump's chief strategist Steve Bannon

"We recently reviewed the list of sites where our ads can be placed and decided to discontinue advertising on Breitbart.com.
Many companies do not realise they were advertising on Breitbart because their campaigns are run through automated systems which distribute ads across a large network of sites".

The Guardian



Lack of transparency (digital) media and agencies

The ANA papers

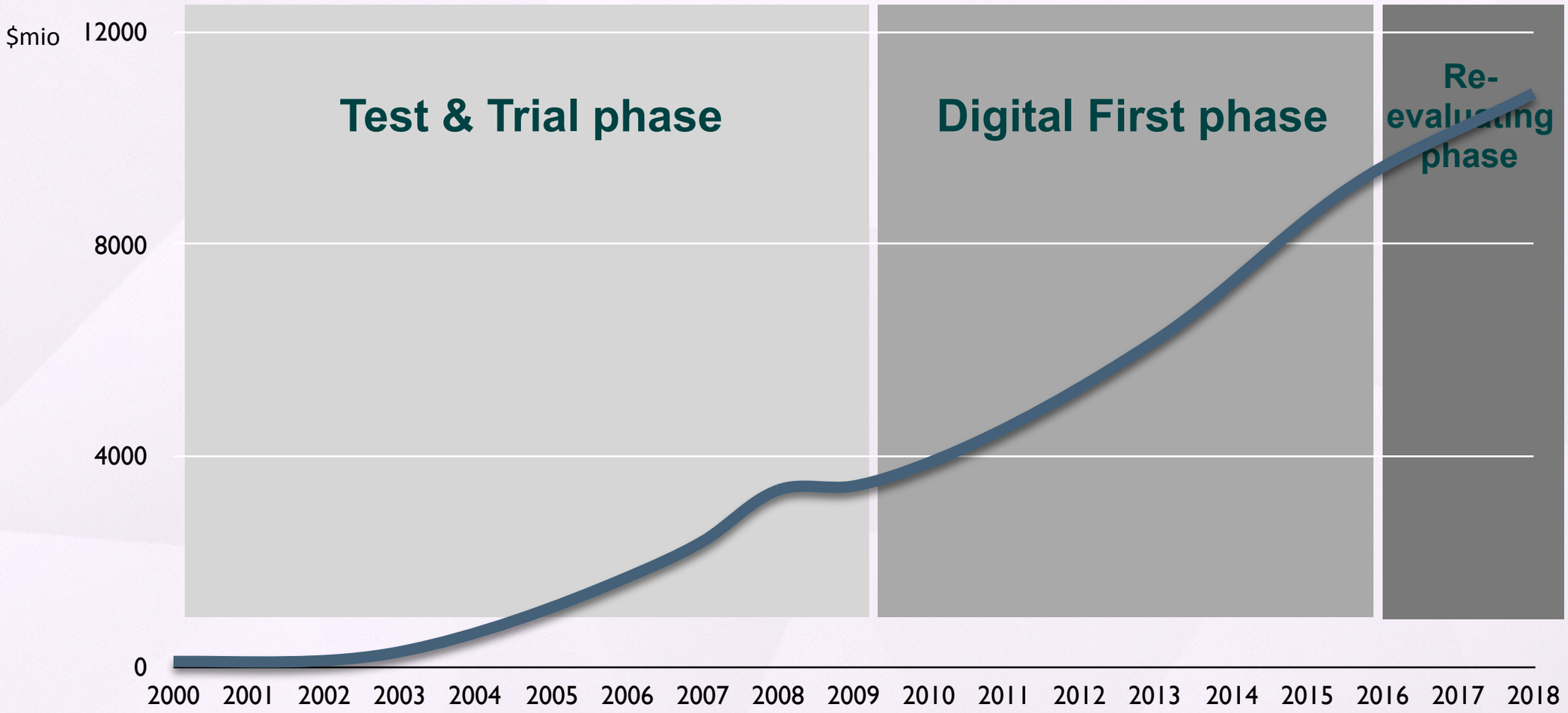
- **Cash rebates** from media companies to agencies, advertisers indicated they did not receive rebates or were unaware
- Rebates as **free media** credits were offered to agencies
- Rebates structured as "**service agreements**" in which media suppliers paid agencies for non-media services
- **Markups** on media sold ranged from approximately 30% to 90%, and media buyers were sometimes pressured to direct client to spend to this media, regardless were in the clients' best interests
- **Dual rate cards** in which agencies and holding companies negotiated separate rates with media suppliers when acting as principals and as agents

Third phase?

“I think with the measurement issues, with the fake news issues, and the fraud issues that the Internet faces, clients want to try and experiment”.

CNBC, Davos, Jan 19 2017

The three phases of digital channels adoption



Basis: advertising expenditures in digital media UK (source: ZenithOptimedia) www.printpower.eu

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A general change of attitude

Advertisers/ brand owners, agencies and media owners express the need to re-evaluate their digital media share of the media mix

Digital media will remain an important part of the mix, but the three parties involved are eager to develop a better balance between the channels

This is the moment for all print media to act strongly, becoming part of this discussion between the three players. Voicing a knowledgeable POV, underpinned with data and passion

Five Take-aways

1. there seems to be a change of attitude towards online media

2. marketers are less convinced of the effectiveness of online advertising

3. increased adtech does not improve ad effectiveness online advertising

4. print media is proven to be an effective advertising channel

5. question: is there a level playing field for print media?

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Thank you

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