

theguardian

Guide to Context

.....
Summer 2015





“

Context affects our decisions to a far greater degree than we realise.

Rory Sutherland 2015

”



Programmatic

Excellent
efficiencies
with minimal
resources
BUT....



*Are the ads always
viewable?*

*Are they seen
by humans?*

*Are they in the right
environment?*



“

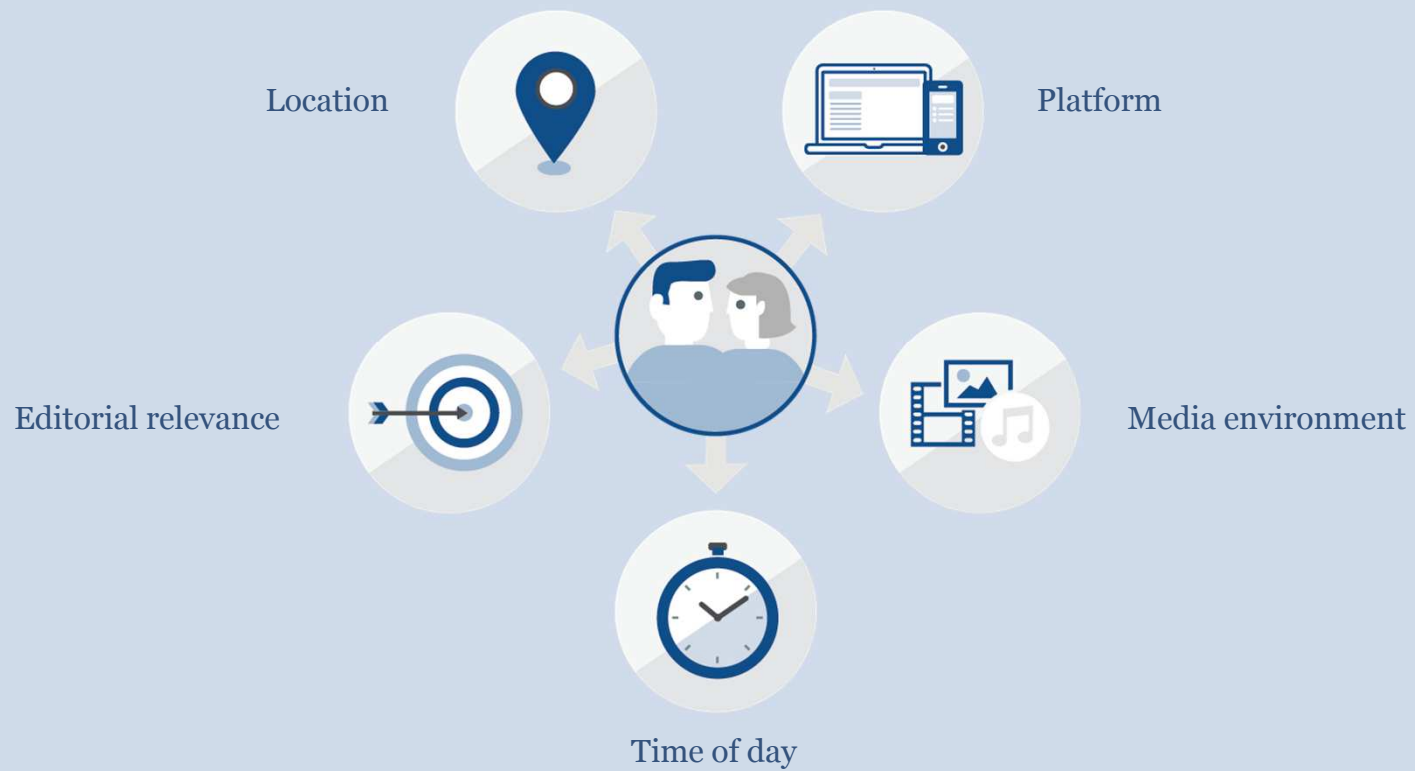
The key to getting people to change their behavior sometimes lies with the smallest details of their immediate situation. The Power of Context says that human beings are a lot more sensitive to their environment than they may seem.

.....
Malcolm Gladwell, *The Tipping Point*

”



But what is context?

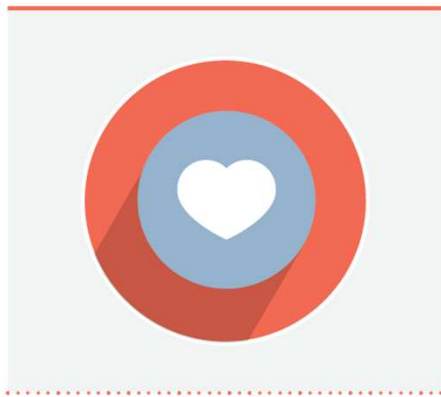




The impact of media context



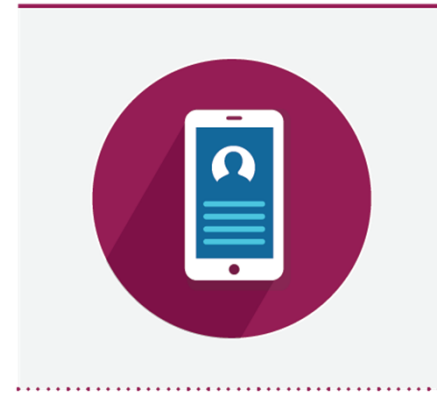
Context is an emotional primer



Engagement



Trust

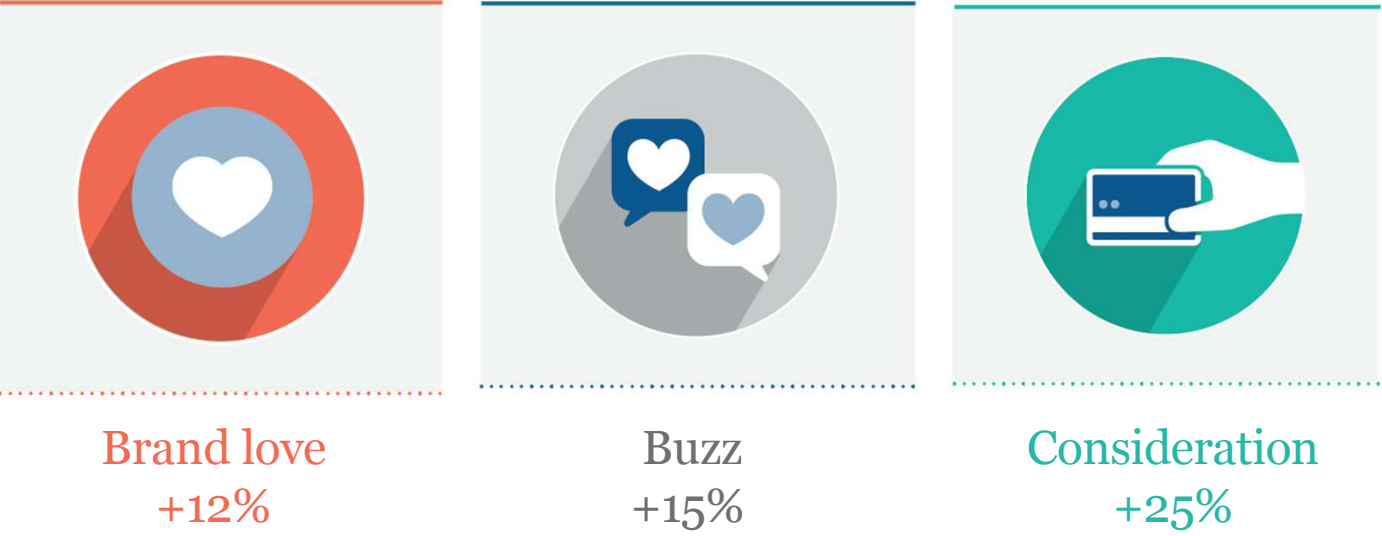


Personal identification

The newsbrand context has a powerful effect

Regular newsbrand readers respond more positively to ads

Regular newsbrand readers vs non-readers % uplift



And people are more likely to act when they see an ad in a trusted environment



37%

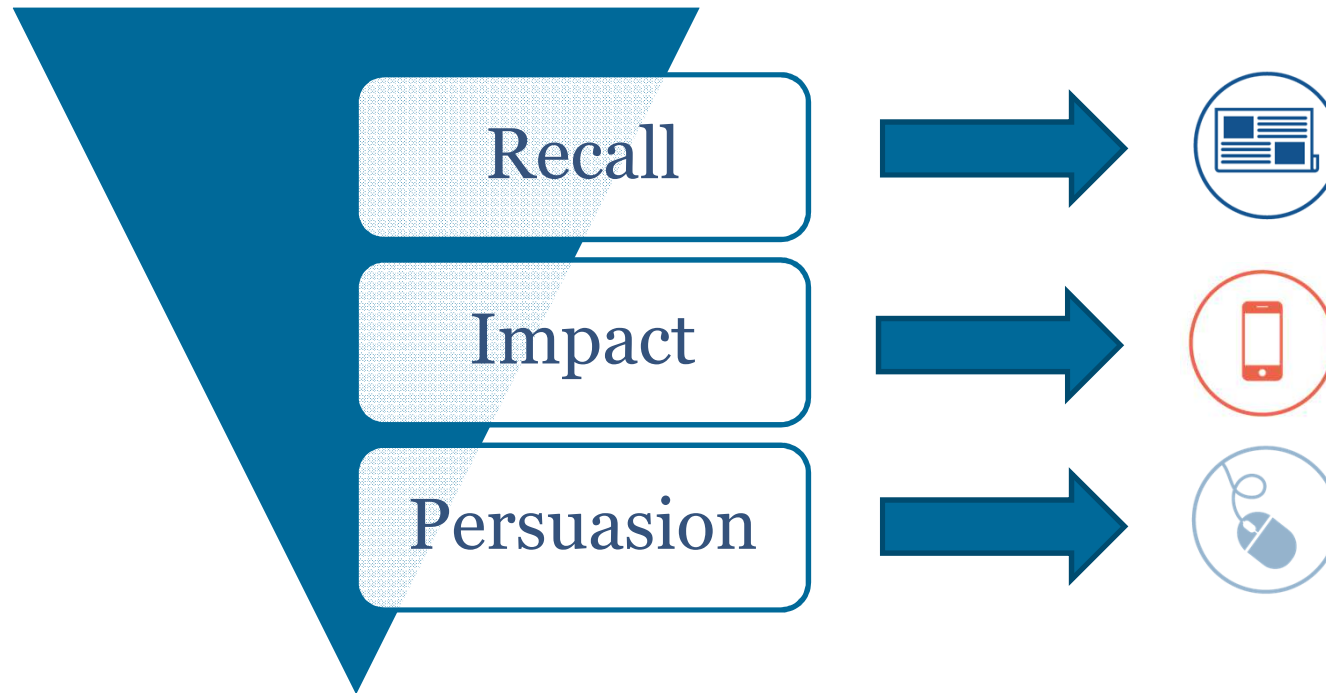
more likely to click
on an ad on a site
they trust



What we've learned

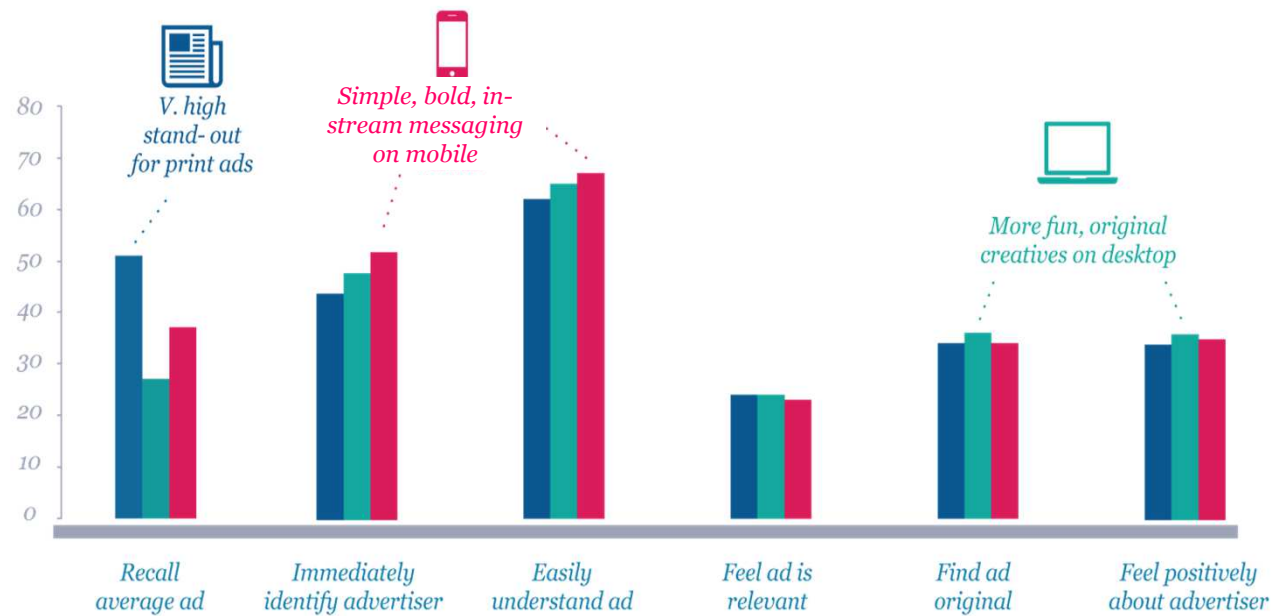


Each Guardian platform offers different strengths



Each Guardian platform offers different strengths

When questioned about Guardian advertising, % of readers/visitors who agree...



A photograph of a woman with long dark hair, wearing a dark blue dress with large white polka dots, sitting on a light-colored sofa. She is holding a smartphone in her hands and looking at the screen. The background is slightly blurred, showing another person in a dark shirt. The overall lighting is soft and indoor.

The impact of editorial context



Does contextual relevance boost ad impact?



Yes

consumer in right frame of mind

Vs



No

cognitive dissonance has more impact



Contextual relevance boosts campaign effectiveness

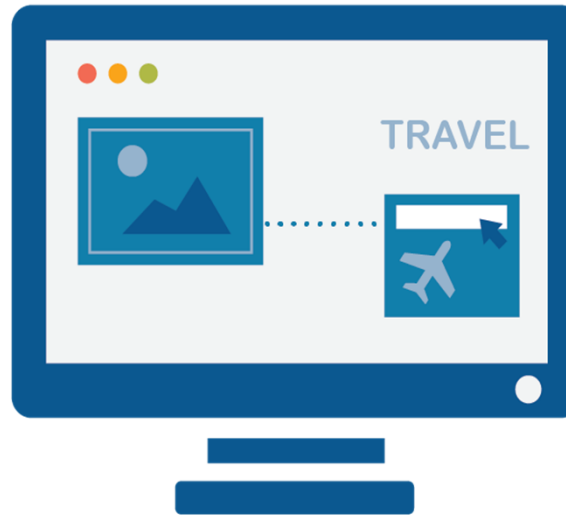
% uplift in ad perceptions, relevant vs non relevant editorial environment on Guardian website

+23%

Benefit

+18%

Positive towards advertiser



+11%







Informed

+11%

Appealing

But editorial relevance has different benefits in different categories

% uplift in ad perceptions, relevant vs non relevant editorial environment on Guardian website

		<i>Informed</i>	<i>Positive towards advertiser</i>	<i>Benefit</i>	<i>Appealing</i>
	<i>Travel</i>	+16%	+29%	+22%	+40%
	<i>Tech</i>	+25%	+16%	+16%	+12%
	<i>Food & Drink</i>	+17%	+24%	+36%	+21%
	<i>Finance</i>	<i>no boost</i>	+8%	+57%	<i>no boost</i>
	<i>Fashion & beauty</i>	+21%	+13%	+13%	<i>no boost</i>
	<i>Arts & Entertainment</i>	<i>no boost</i>	+16%	+12%	+8%



Relevant editorial makes **travel ads** work harder



After seeing travel ads alongside relevant content, visitors are x% more likely to say that they:

An in-market audience who are looking for inspiration

Got new information

16%

Feel positive towards the advertiser

29%

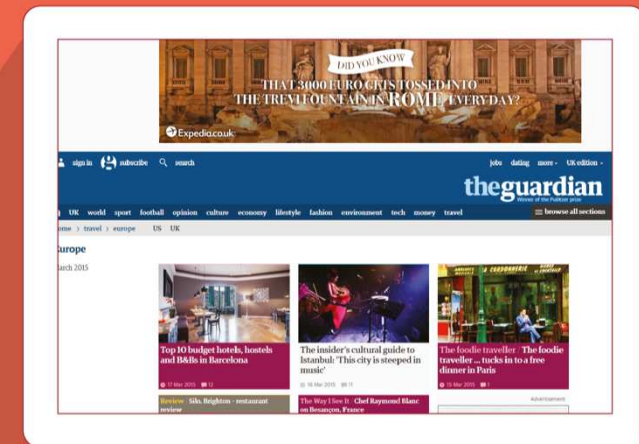
Think the ad offers benefits to them

22%

Find the ad appealing

40%

Source: Guardian Brand Aid research, 2008 – 2015. Average across 12 campaigns. Vs respondents who saw ads alongside non-relevant content



Relevant editorial makes fashion & beauty ads work harder



After seeing fashion ads alongside relevant content, visitors are x% more likely to say that they:

A highly respected fashion site that offers credibility to advertisers

Got new information

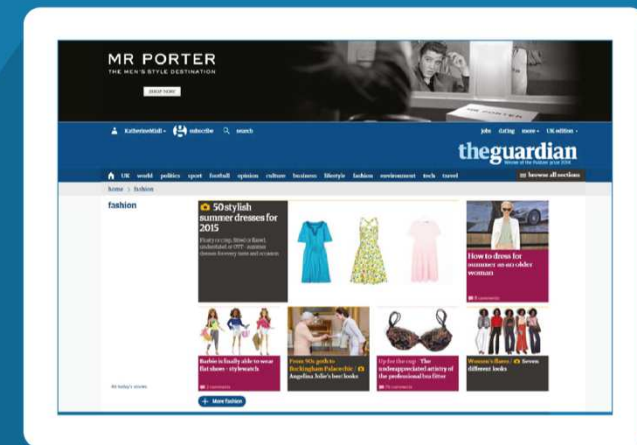
21%

Feel positive towards the advertiser

13%

Think the ad offers benefits to them

13%

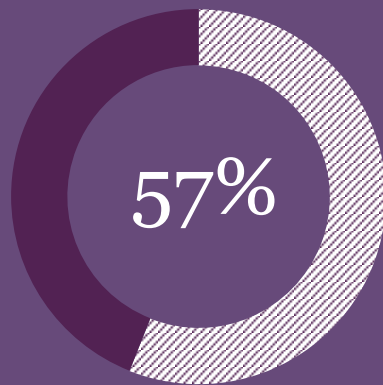


Source: Guardian Brand Aid research, 2008 – 2015. Average across 20 campaigns. Vs respondents who saw ads alongside non-relevant content



Relevant editorial makes **finance ads** work harder

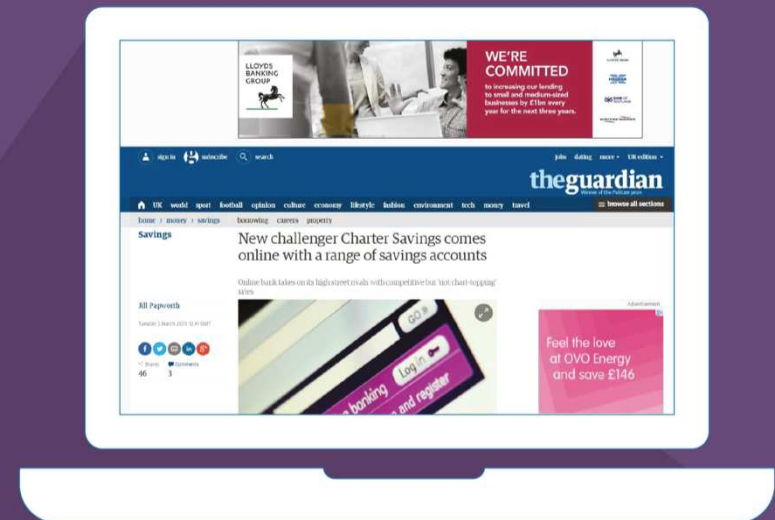
Finance ads viewed alongside relevant editorial are **57%** more likely to be seen as relevant by our readers



Source: Guardian Brand Aid research, 2008 – 2015. Average across 11 campaigns. Vs respondents who saw ads alongside non relevant content



*Might not boost likeability
– but will stand out to
consumers in market*



Relevant editorial makes tech ads work harder



After seeing tech ads alongside relevant content, visitors are x% more likely to say that they:

Consumers want to feel informed when buying high value/unfamiliar items

Got new information

25%

Feel positive towards the advertiser

16%

Think the ad offers benefits to them

16%



Source: Guardian Brand Aid research, 2008 – 2015. Average across 23 campaigns. Vs respondents who saw ads alongside non relevant content



Relevant editorial makes food & drink ads work harder



After seeing food and drink ads alongside relevant content, visitors are x% more likely to say that they:

*Visitors are further down
the purchase funnel*

Got new information

17%

Feel positive towards the advertiser

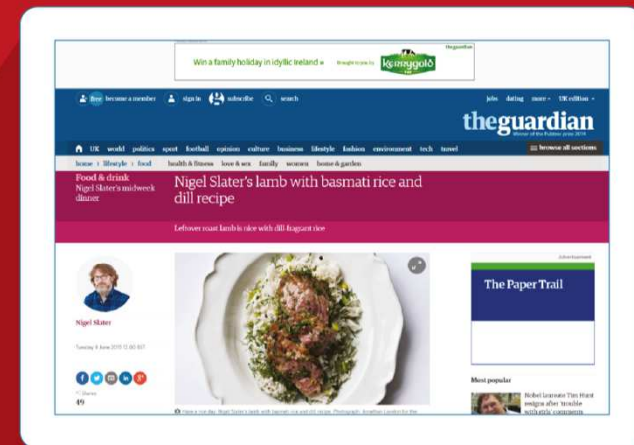
24%

Think the ad offers benefits to them

36%

Find the ad appealing

21%



Source: Guardian Brand Aid research, 2008 – 2015. Average across 11 campaigns. Vs respondents who saw ads alongside non relevant content

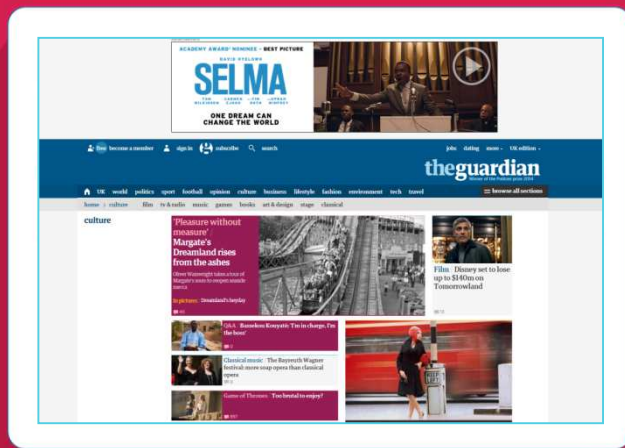


Relevant editorial makes arts & entertainment ads work harder



After seeing arts and entertainment ads alongside relevant content, visitors are x% more likely to say that they:

Visitors pick up info while browsing for inspiration



Feel positive towards advertiser

16%

Think ad offers benefits to them

12%

Found ad appealing

8%

Source: Guardian Brand Aid research, 2008 – 2015. Average across 15 campaigns. Vs respondents who saw ads in non relevant environments.



But what about contextual relevance in print?

% uplift in perceptions of ads appearing in relevant vs non relevant environments in Guardian and Observer print editions

+20%

Benefit



+10%

Appealing

Points to consider

- The impact of context on mobile
- Building context in to the planning process
- Benefits of complementary (rather than matching) editorial contexts

