

# News UK, comScore and Keller Fay Partner to Quantify the Impact of Advertising on Online and Offline Behaviours

## THE CHALLENGE

Knowing the impact of advertising on consumers' behaviour is critically important when evaluating media investment and ultimately ROI. All too often though, relying on simplistic models such as last-click attribution can tell an incomplete story of the full effect of online advertising.

Project Footprint is a major piece of research commissioned by News UK, part of News Corp and owner of The Times, The Sun and other leading brands, in conjunction with comScore and Keller Fay, a word-of-mouth consultancy. It aims to quantify the correlation between what people read and their subsequent online behaviour, offline conversations and purchases to holistically understand the impact of advertising.

## THE APPROACH

News UK, comScore and Keller Fay developed a collaborative approach to better understand readers' habits and how advertising influences actions. The project recruited 70 multi-platform subscribers of The Times for a month-long longitudinal study. These subscribers downloaded comScore meters onto all of their digital devices – desktop, mobile, tablet – to passively capture a complete view of their activity. They also completed a daily, bespoke diary app, developed by Keller Fay, to capture conversations and offline behaviour.

A massive 1.3 million rows of data was collected within the month; including more than 44,000 search interactions, 183,427 pages and 1,400 word-of-mouth impressions. This data was combined at a respondent level and analysed for behavioural patterns.

## THE RESULTS

The unique insights and in-depth analysis from Project Footprint delivered significant benefits to News UK by helping to demonstrate advertising impact, expand commercial opportunities and garner industry recognition.

### DEMONSTRATE ADVERTISING IMPACT:

Advertising exposure on The Times demonstrated a strong correlation with brand advocacy, online behaviour and offline action when compared to a non-exposed control group.

#### 1. Brand Advocacy:

Research revealed 95% of Supermarket brand advocates were exposed to an ad for their preferred brand during the month, with 86% of Banking brand advocates exposed, 75% of Airline and 65% of Car advocates.

#### 2. Online Behaviour:

Audiences exposed to Cinema advertising in The Times were +111% more likely to search or visit the advertiser's site, while those exposed to Marks & Spencer ads were +50% more likely to visit the site.

#### 3. Offline Action:

Ad exposure drove higher offline action (e.g. purchases or brand choice), with an uplift of +163% for BMW ad exposure, +80% uplift for Volkswagen and +33% for Audi.

### EXPAND COMMERCIAL OPPORTUNITIES:

- Project Footprint has been a key factor in winning business, including a notable contract valuing +£400k.
- The research enabled the News UK sales teams to better engage clients and influence their media channel choices, especially in a challenging commercial marketplace.

### GARNER INDUSTRY RECOGNITION:

- Project Footprint generated more PR than any other News UK commercial initiative in the last 5 years.
- The research has been presented over 100 times, where it has been an invaluable catalyst in opening up sales conversations earlier in the planning process.
- The research received numerous industry accolades including Best Custom Project and overall Grand Prix at Mediatel's Media Research Awards.

"Through our work with comScore and Keller Fay on Project Footprint we are now better able to demonstrate how advertising in The Times can significantly impact consumer behaviour – both online and offline. This research has generated significant interest in the marketplace whilst also opening the door to numerous commercial opportunities, resulting in a direct impact on our business." – Sean Adams, Head of Insight, Commercial, News UK