

PRESS INFORMATION

New “Reputation Impact” study: advertising in quality media with good reputation has provably higher impact

- *“Reputation Impact” ad impact study: media brands of high repute have a positive effect on the impact of the advertising embedded in these brands*
- *Uplift effects of up to 25 percent in the relevant ad impact KPIs such as attitude towards the ad, purchase intention and willingness to spend*
- *Long-term KPIs such as brand knowledge and preferences or brand loyalty are also positively reinforced*

January 25, 2024. The most important news first: advertising in the quality media marketed by iq digital and REPUBLIC has a provably higher impact. The good reputation of media brands has a significantly positive impact on relevant media KPIs. In order to determine the exact effect on success parameters in the competitive environment, **iq digital** and **REPUBLIC** called on the expertise of research consultants **Schramm | Meitz & partners**. An experimental study provided further scientific evidence for the considerable influence of the advertising environment on ad impact. The central finding of the study was that purchase intentions and the willingness to spend money on the advertised products are significantly boosted and that attitudes towards the featured advertising are also positively influenced. The comparison environments in the study were topical and current affairs magazines as well as news portals and neutral environments.

The “Reputation Impact” study provided a broader scientific perspective on the effect on communication at the interface of media reputation, ad assessment and brand assessment. The study participants assessed various ad motifs in quality environments, selected comparison media and unbranded control environments. The results show a marked uplift from the quality media brands of REPUBLIC and iq digital:

- KPIs such as the attitude towards the ad and purchase intentions showed an impact uplift of between 14 and 25 percent in quality print and online media.
- Long-term KPIs such as product involvement, brand awareness and brand loyalty also profited in print formats from stronger mobilisation of respondents.

The titles investigated in the study were the print media of Republic (F.A.Z. and SZ) and the online media of iq digital (FAZ.NET, handelsblatt.com, spiegel.de, SZ.de, wiwo.de and zeit online). In the first step, the trustworthiness of the media was analysed and the suitability of the ad assessed in a pre-test. Then, in the second step, six ad motifs and their impact were tested in the environment in question.

Using six ad impact KPIs (3 directly effective KPIs on the attitude towards the ad, purchase intention, willingness to spend and 3 KPIs that measure longer-term effect on product involvement, brand awareness and associations, brand loyalty), the study showed that above all purchase intention and willingness to spend are far higher in a quality environment than in the comparison environments of the news magazines and news portals or in a neutral environment. The respondents assessed six sample ads in different environments.

“To what extent do journalism-driven environments of high reputation influence ad impact? This was the starting point of the “Reputation Impact” study“, explains Ingo Müller, Managing Director of REPUBLIC. “Because the topic of editorial environments will become even more important for the advertising market in the coming years. Ads provably profit from the unique contact quality afforded by media with good reputations. And they do so across a broad range of both short and long-term ad impact indicators“, says Müller.

“Media planning will once again increasingly be about environment planning, not least due to the discontinuation of cookies. This means that impact benefit will be a decisive factor in successful media planning. Brands that want to communicate with customers effectively in the long term will have to follow the path to an era of quality and meaningfulness, and – as the study shows – our environments make a key contribution in this respect“, says Steffen Bax, Managing Director of iq digital.

“Quality media help people to find their bearings so that they can access trustworthy information. This also benefits communication in these kinds of environments. The study investigated media brands in both digital and print formats. Advertising in quality environments awakens desires, boosts the willingness to buy products and drives brand recognition and image. From our point of view, the “Reputation Impact” study provides a key platform for the discussion of quality environments, and this is something that will continue to be part of our strategies and ideas in the coming years“, explains Jürgen Maukner, Managing Director of REPUBLIC.

We will be happy to send you the “Reputation Impact” results presentation.

Annex: Reputation Impact graphic and study factfile

About iq digital

A joint venture of F.A.Z. Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Online, iq digital is a byword both for high reach in the field of news and business/finance and for special-interest offerings that appeal to narrow target groups. The portfolio comprises first-rate leading media in the areas of general news, business and finance, special-interest media and millennials: websites like DER SPIEGEL, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online, ZEIT ONLINE and Der Tagesspiegel provide decision-makers with daily updated information on all relevant topics. The diverse portfolio of iq digital also includes ada, ARIVA.DE, BTC-ECHO, Cicero.de, Harvard Business manager, manager magazin, Sächsische.de, Airport DUS, jetzt.de, SZ-Magazin.de and ZEIT-Magazin.de as well as numerous portals in the area of research such as Spektrum.de, wissen.de and Forschung und Wissen, along with specialised B2B media portals like Autocad, Build-Ing., Genios, Tilasto, Weimer Media Group and the HUSS-Verlag publishing company. With a total digital reach of 35 million digital unique users¹, iq digital is one of the leading marketers for quality digital media and digital media brands. ¹ Source: best for planning 2022 III

About REPUBLIC

REPUBLIC is the joint marketer of Frankfurter Allgemeine Zeitung and Süddeutscher Zeitung. Both publishing houses hold a 50 percent stake in the joint venture, with VDI nachrichten as a client. The media brands reach over 21 million people in Germany every month via all channels (CMR, b4p2023 II). The media are in high demand, particularly among successful, committed target groups. This is also reflected by the high reach of 781,000 decision-makers for the well-known quality newspapers in the LAE 2023 readership survey. Jürgen Maukner and Ingo Müller are joint Managing Directors of REPUBLIC. The firm is based in Berlin and has offices in Frankfurt, Munich, Düsseldorf and Hamburg. REPUBLIC also cooperates with a network of international marketing partners. More information is available at www.republic.de.

About Schramm | Meitz & partners

Since they were founded in 2021, strategy consultants Schramm|Meitz & partners have been providing consulting and research services to clients in the media and advertising industry. The consulting firm headed by Managing Directors Boris Schramm and PD Dr. habil. Tino Meitz offers format-neutral and marketer-independent support in the field of media planning, marketing and the strategic market positioning of media.