

REPUTATION IMPACT

A new study shows that THE_ENVIRONMENT generates decisive uplifts that drive the success of your campaign!

REPUTATION IMPACT | TRUST DRIVES IMPACT

Advertising in the quality iq digital environment profits from the image of the media brands.

The Reputation Study started with the following hypothesis: if a media brand has a good reputation, this has a positive impact on the effect on the ads embedded in this media brand.

The highest scientific standards were used in the experiment to test the hypothesis. The respondents assessed ad motifs in the quality media marketed by iq digital, in selected comparison media and in non-branded neutral environments for control purposes.

The results show a clear uplift from the quality media of iq digital. Compared to other media, they achieved a significantly better ad impact:

- The quality media of iq digital drive a clear impact uplift in KPIs such as opinion of the ad and purchase intentions.
- Even long-term KPIs like product involvement, brand awareness and brand loyalty benefit from stronger mobilisation of respondents.

THE ENVIRONMENT ...

Handelsblatt

Frankfurter Allgemeine

Süddeutsche Zeitung

DER SPIEGEL

■ Wirtschafts
■ Woche

ZEIT  ONLINE

...COUNTS

+ 20%
Opinion of ad

+ 42 (index score)
Willingness to spend

+ 14%
Purchase intentions

+ 9%
Product involvement

+ 7%
Brand loyalty

+ 3%
Brand awareness & associations

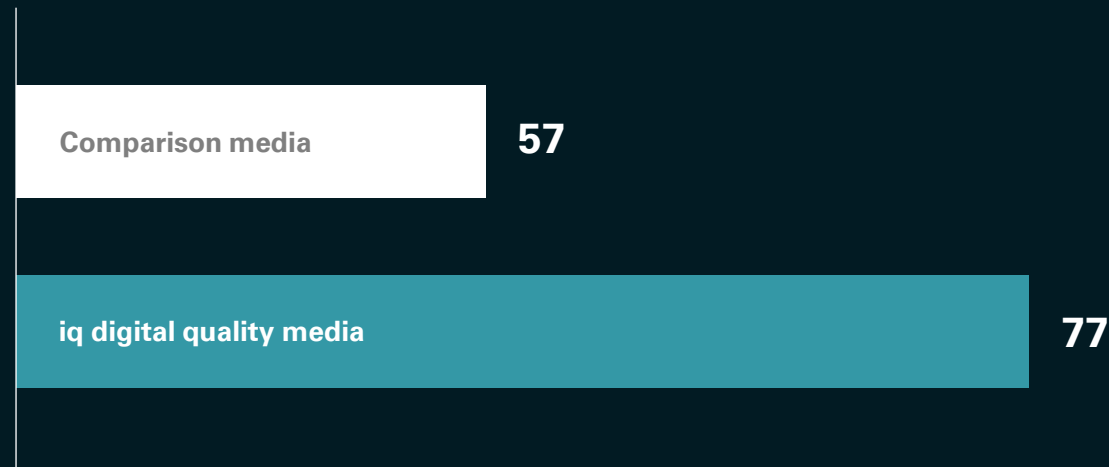
QUALITY JOURNALISM IS THE KEY

No comparison: THE_ENVIRONMENT boasts extremely high scores for trustworthiness.

Respondents gave significantly higher scores to the quality media in the iq digital portfolio than to the comparison media.

The websites of journalism brands marketed by iq digital enjoy a clear reputation edge over other major online portals.

Trust in the tested media:



(on a scale from 0 to 100 possible points)

Information on the comparison media in the Annex

Question: "As a source of information, the [specific title] is ..."; scores on a scale from 1 to 5; using three German original items:

- not reliable – reliable
- dishonest – honest
- not dependable – dependable

Source: Credibility Subscale Trustworthiness of Medium; extension of the Source Credibility Scale of Ohanian (1990) by Meitz et al. (2016), Short Scale (Meitz, 2022)

SHORT-TERM KPIs

THE_ENVIRONMENT generates decisive uplifts to drive campaign success.

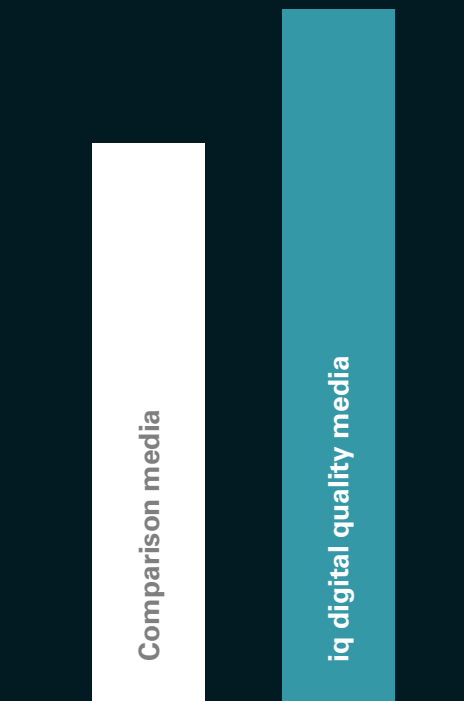
THE FIRST IMPRESSION COUNTS

20% uplift: in our media, opinions of your ad are far more positive.

The question on opinions of the ad aims to measure the direct impact of the ad on the respondent. And the effect of the environment is clearly visible:

The uplift generated by the media of iq digital is massively higher than in the high-reach comparison media:

The quality environments of iq digital boost the impact of communication by around 20 percent.



+ 20%

Test panel (quality media, comparison media)

The ad is ... (scale from 1 to 5) appealing – not appealing; believable – not believable; impressive – not impressive; attractive – unattractive; clear – not clear; conspicuous – not conspicuous; convincing – not convincing; highly improbable – highly probable; pleasing overall – not pleasing overall | Attitude toward the ad (Donthu, 1992; 2013)

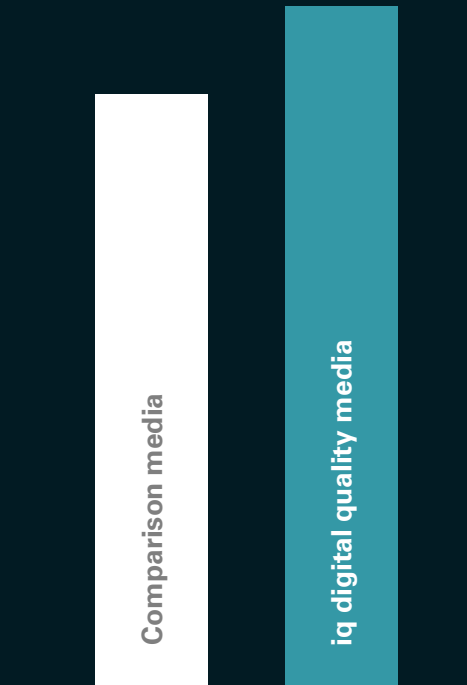
QUALITY ENVIRONMENTS AWAKEN DESIRES

14% uplift in purchase intentions: respondents tend to be more willing to buy the advertised products.

The quality environments of iq clearly encourage readers to try out the advertised products.

Here again, it is evident that reach is not everything: respondents are most likely to consider buying products if they are showcased in the quality environments of iq digital.

The uplift is 14 percent higher relative to the comparison media.



+ 14%

Test panel (quality media, comparison media)

1 ... (scale from 1 to 5)

would never buy – would definitely buy; definitely do not intend to buy – definitely intend to buy; have very little interest in buying – have great interest in buying;

will definitely not buy – will definitely buy; would probably not buy – would probably buy

Purchase intentions (Madden et al., 1988)

BRANDS HAVE A HIGHER-QUALITY FEEL

Uplift of 42 index points: far greater willingness to spend on products in a quality environment

Advertising in the quality environments of iq digital not only increases the willingness to buy; the products or services showcased in these environments are evidently also seen as being of higher quality.

The disposable net household income and brand awareness scores of the respondents also have a considerable influence on their willingness to spend.

Respondents would pay significantly more for products positioned in the quality media of iq digital.



+ 42 (index points)

LONG-TERM KPIs

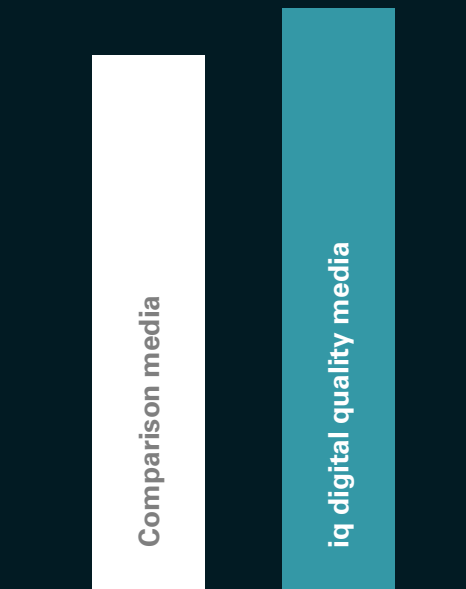
The long-term effects of communication in a quality environment can also be measured.

LASTING IMPRESSION

9% uplift in product involvement: users engage more strongly with the product.

The quality media of iq digital generate an uplift of up to 10 percent in the area of product involvement.

One of the possible reasons for this is that readers – despite the generally faster reading speed in digital media – dwell longer on the online media of iq digital than on other environments.



+ 9%

Test panel (quality media, comparison media)

To what extent do you agree with the following statements on the advertised products? (scale from 1 to 5)

"I believe there are major differences between different brands of this product."; "I would be interested in reading consumer information about this product.";

"There is a brand of this product that I prefer."; "I would be interested in reading information about the production of the product."; "I would compare the

properties of different brands of this product."

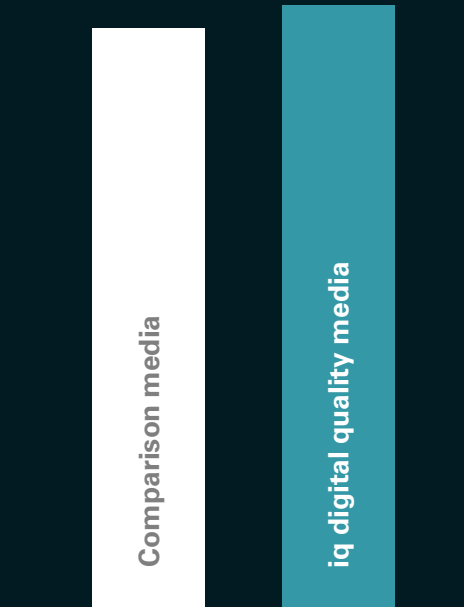
5 Items, semantic differential (Zaichkowsky, 1985); * Uplift not significant

HIGHER PUBLIC PROFILE

3% uplift in brand awareness & associations: THE_ENVIRONMENT drives recognisability and an improved image.

Image building is a long-term process in the field of communication – but the quality environments of iq digital also generate short-term stimuli in terms of image.

Brand awareness is increased to a greater degree by positioning in the quality media of iq digital relative to other environments.



+ 3%

Test panel (quality media, comparison media)

To what extent do you agree with the following statements on the advertised products? (scale from 1 to 5)

"I can recognise the brand [specific brand] from among other rival products."; "I am aware of the brand [specific brand]."; "I can quickly think of some properties of the brand [specific brand]."; "I can quickly recall the logo or a symbol of the brand [specific brand]."; "I find it difficult to simply picture the brand [specific brand] in my mind." [Reverse coded]

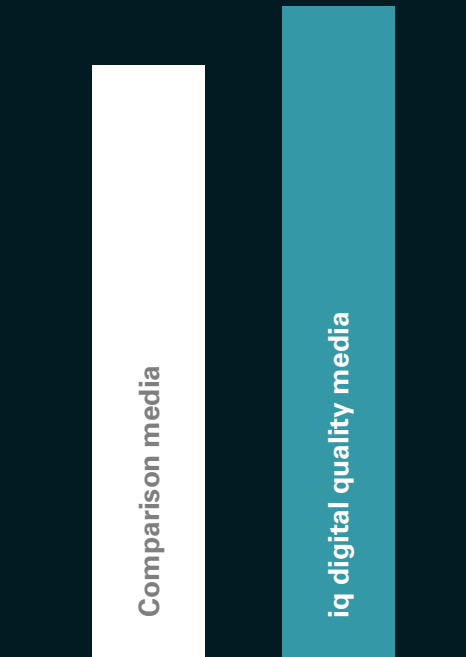
Consumer-based Brand Equity Scale (Yoo & Donthu, 1997; 1999); * Uplift not significant

BRANDS BECOME “LOVE BRANDS”

7% uplift in brand loyalty: the preference for a brand is reinforced by THE_ENVIRONMENT.

When consumers build up a close relationship with a brand, this is the result of long-term communication and consumption processes. Nevertheless, the experiment reveals a reputation effect:

The quality media of iq digital give brand loyalty a significant uplift in the digital environment.



+ 7%

Test panel (quality media, comparison media)

To what extent do you agree with the following statements on the advertised products? (scale from 1 to 5)

"I see myself as being loyal to the brand [specific brand]."; "This brand [specific brand] would be my first choice."; "I would not buy any other brands if the brand [specific brand] is available."

Consumer-based Brand Equity Scale (Yoo & Donthu, 1997; 1999); * Uplift not significant

THE_ENVIRONMENT FOR ENDURING IMPACT

Companies who want to communicate effectively and in the longer term cannot afford to ignore quality.

What is even more important in the current era is that the surveyed quality media of iq digital supply readers with trustworthy information that helps them to find their bearings. This greatly benefits your communication in these environments.

- There is a clear uplift, particularly in the directly effective KPIs and the most important parameters for campaign success: ads have a far more positive impact than in high-reach comparison media and also drive both purchase intentions and the willingness to spend money on the products in question.

This means that you profit from the environments and solutions of iq digital by choosing quality above all else.

+ 20%
Opinion of ad

+ 14%
Purchase intentions

+ 42 (index score)
Willingness to spend



“In terms of media planning, the study shows that certain campaign objectives cannot be achieved based on reach and advertising pressure alone. The quality of the media brand can be the key element in the decision on the media mix.”

Boris Schramm, founder of research institute Schramm | Meitz & partners

“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.”

Steffen Bax, Managing Director of iq digital



WE SHOULD TALK!

Talk with us about a new dimension in your communication activities – and let us work together to create effective, long-term solutions!



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You can find the full study at www.iqdigital.de

ANNEX

Tested media and question catalogue

A QUESTION OF TRUST

Test panel comprising 10 media

The comparison media were particularly high-reach media in the respective channel that also attract high advertising budgets.

iq digital quality media



sueddeutsche.de



FAZ.NET



handelsblatt.com



spiegel.de



wiwo.de



zeit online

Comparison media



gmx.net



news.de

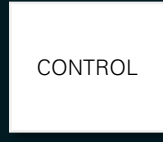


t-online.de



rtl.de

Neutral environment



DIRECTLY EFFECTIVE KPIS

... measure the initial reaction to the ads or the advertised products.
One-time exposure to ads may already have an impact.

Opinion of the ad

What feelings does the ad evoke or what impression does it make on the respondents?

The ad is ...” (scale from 1 to 5)

- appealing – not appealing
- believable – not believable
- impressive – not impressive
- attractive – unattractive
- clear – not clear
- conspicuous – not conspicuous
- convincing – not convincing
- highly improbable – highly probable
- pleasing overall – not pleasing overall

Attitude toward the ad (Donthu, 1992; 2013)

Purchase intention

How great is the interest in buying the product shown in the ad?

I ... (scale from 1 to 5)

- would never buy – would definitely buy
- definitely don't intend to buy – definitely intend to buy
- have very little interest in buying – have great interest in buying
- definitely won't buy – definitely will buy
- would probably not buy – would probably buy

Purchase intentions (Madden et al., 1988)

Willingness to spend

How much would the respondents spend on the product in question – probably more or less than the average retail price?

Using a slide bar on a price scale with lower and upper limit, the actual average retail price of the product was in the middle of the scale.

Willingness to pay, closed-end approach

LONG-TERM KPIS

... measure general attitudes towards products and brands.
One-time exposure to ads normally has only a low impact.

Product involvement

How intensively do respondents engage the product in question? Do they have preferences in the market?

To what extent do they agree with the following statements on the advertised products? (scale from 1 to 5)

- "I believe there are major differences between different brands of this product."
- "I would be interested in reading consumer information about this product."
- "There is a brand of this product that I prefer."
- "I would be interested in reading information about the production of this product."
- "I would compare the properties of different brands of this product."

5 Items, semantic differential (Zaichkowsky, 1985)

Brand awareness & associations

How well do the respondents know the brand?
Can they recognise the brand and do they have a picture of it in their mind?

To what extent do they agree with the following statements on the advertised products? (scale from 1 to 5)

- "I can recognise the brand [specific brand] from among other rival brands."
- "I am aware of the brand [specific brand]."
- "I can quickly think of some of the properties of the brand."
- "I can easily recall the logo or a symbol of the brand [specific brand]."
- "I find it difficult to simply picture the brand [specific brand] in my mind." [reverse coded]

Consumer-based Brand Equity Scale (Yoo & Donthu, 1997; 1999)

Brand loyalty

How loyal are the respondents to the brand?
Is it their first choice in the market?

To what extent do they agree with the following statements on the advertised products? (scale from 1 to 5)

- "I see myself as being loyal to the brand [specific brand]."
- "This brand [specific brand] would be my first choice."
- "I would not buy any other brands if the brand [specific brand] is available."

Consumer-based Brand Equity Scale (Yoo & Donthu, 1997; 1999)