

Quality Casts Powerful Halo Over Advertising Perception



Jessica Miles

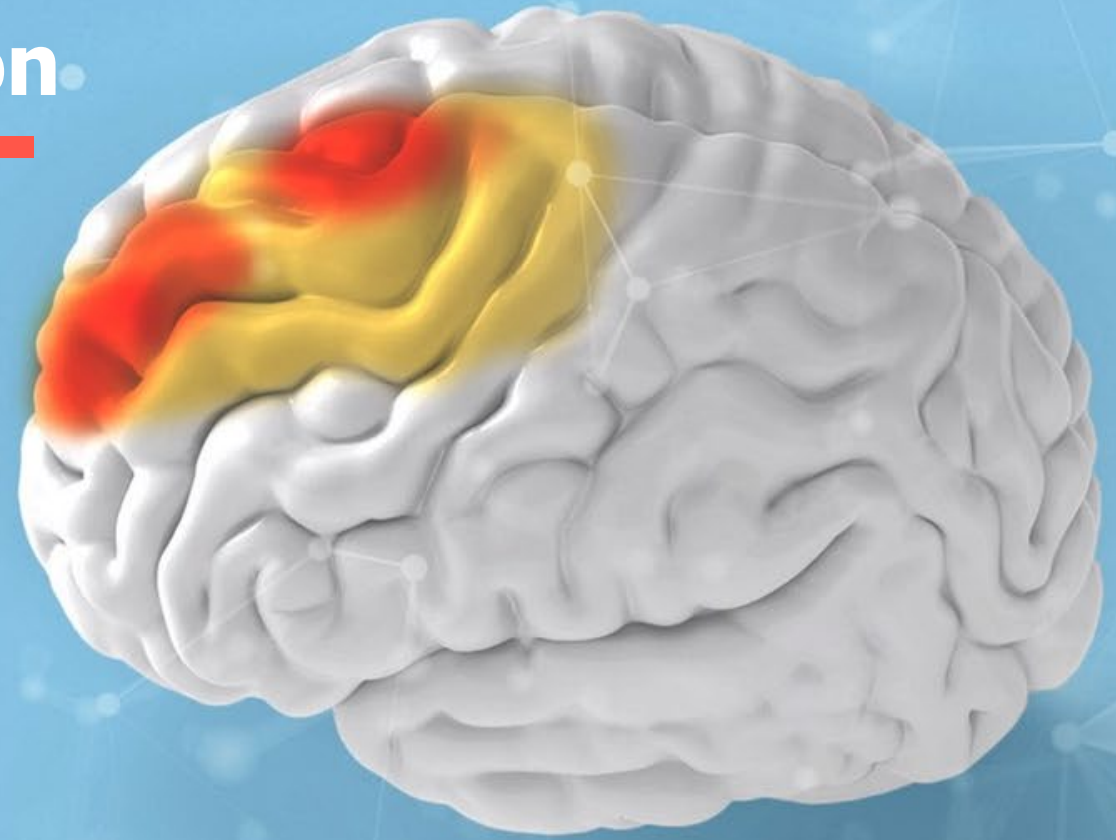
Sales Director
IAS

78.2%

78.2%

40%

Quality Casts Powerful Halo Over Advertising Perception.



Jessica Miles
Sales Director

Why are we doing this?

Procter & Gamble Cut Up to \$140 Million in Digital Ad Spending Because of Brand Safety Concerns

ADWEEK, JULY 2017

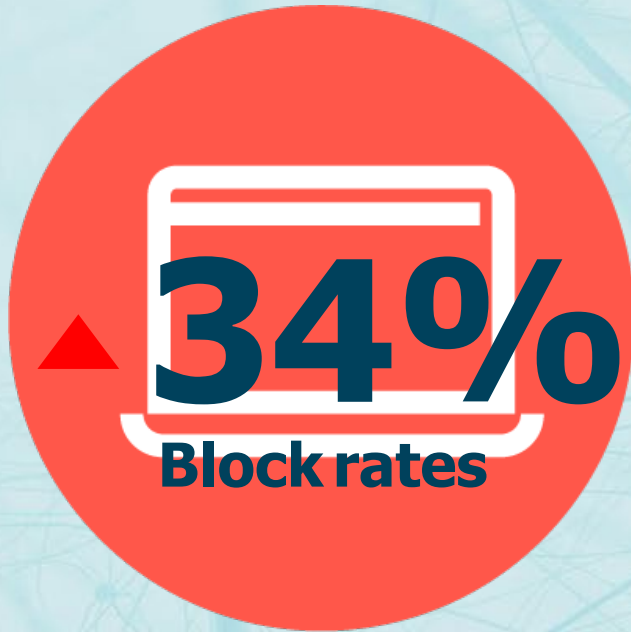
Unilever Threatens to Reduce Ad Spending on Tech Platforms That Don't Combat Divisive Content

THE WALL STREET JOURNAL, FEBRUARY 2018

Brands Are Rethinking Their Programmatic Buying Strategies to Reduce Risk

ADWEEK, MARCH 2019

Is Australia risky?

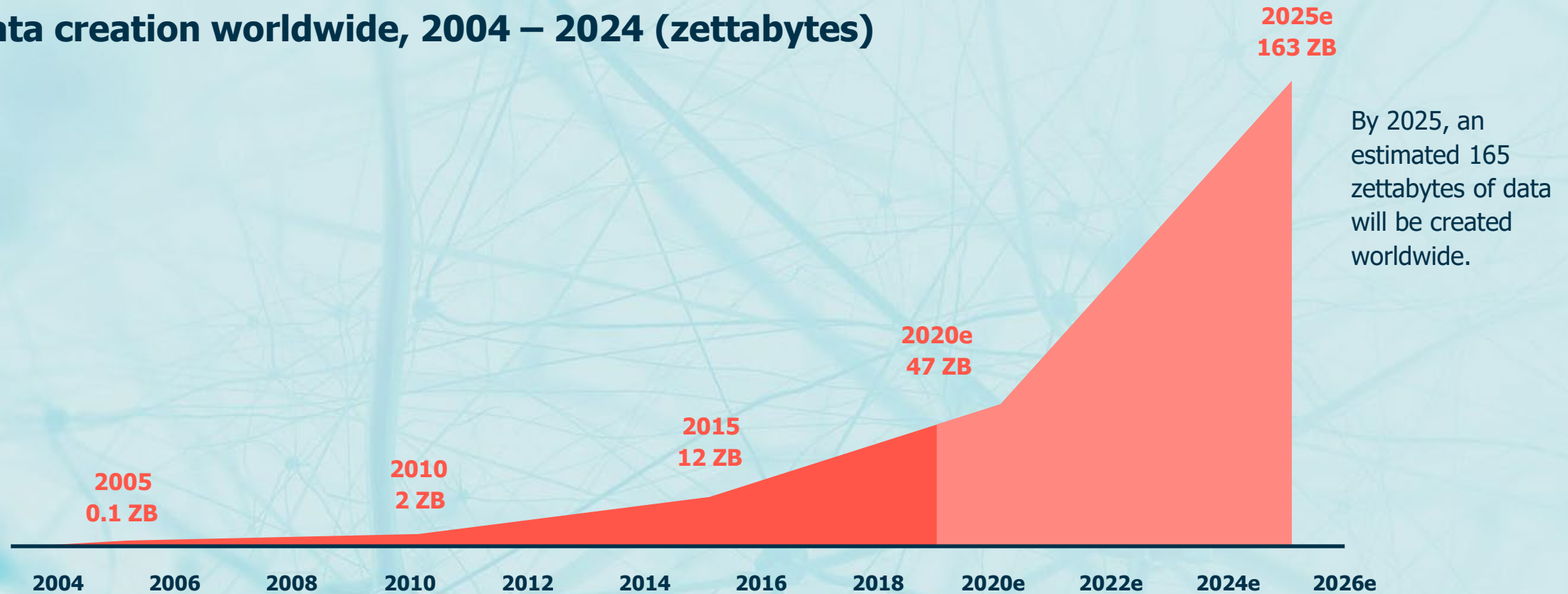


Display: 2.5%
Video: 5.0%



Information creation is exploding

Data creation worldwide, 2004 – 2024 (zettabytes)



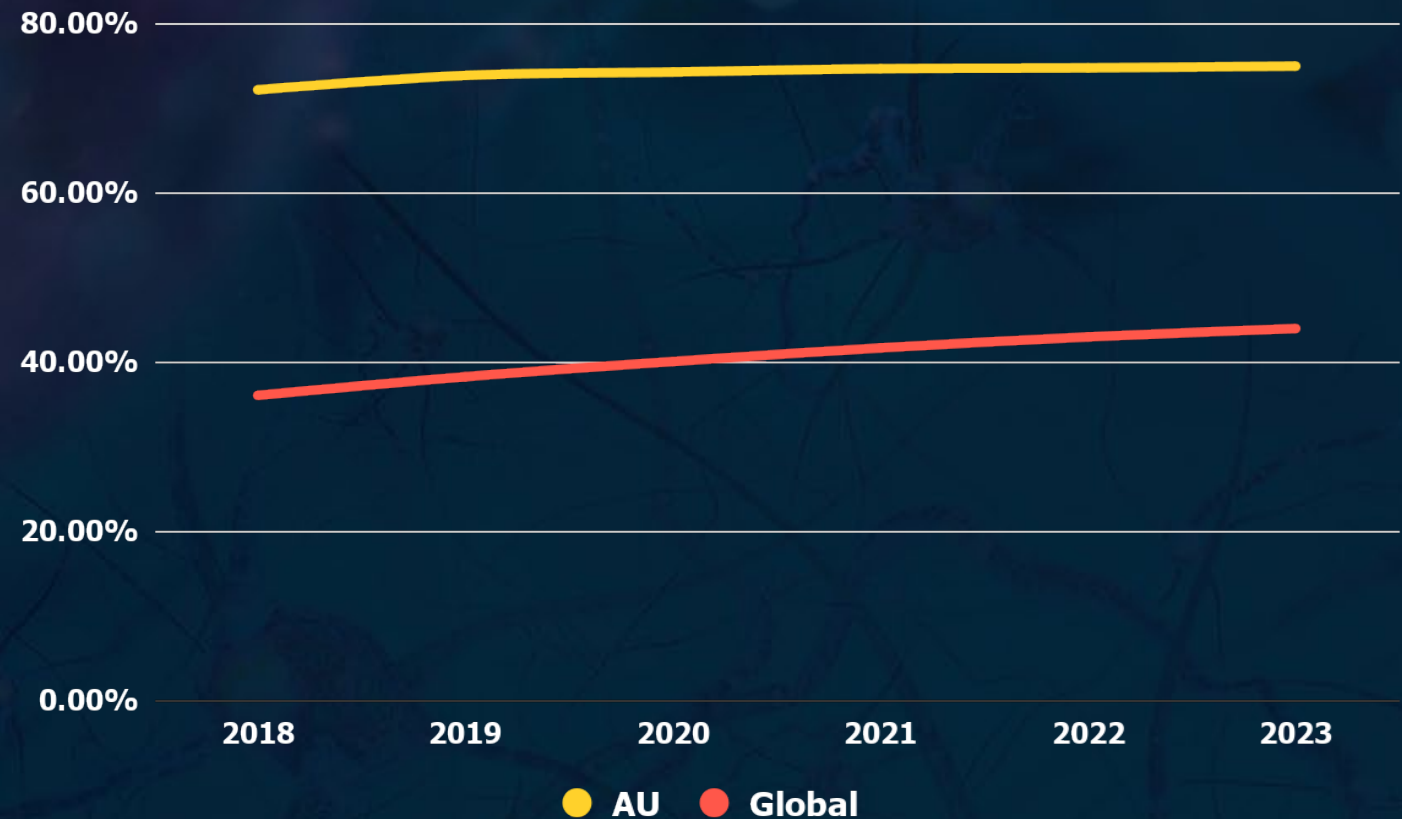
Source: "IDC Data Age 2025 Study," International Data Corporation (IDC), April 2017
Note: 1 petabyte = 1MM gigabytes; 1 zettabyte = 1MM petabytes

Halo Effect: study design



Smartphone adoption is driving data creation

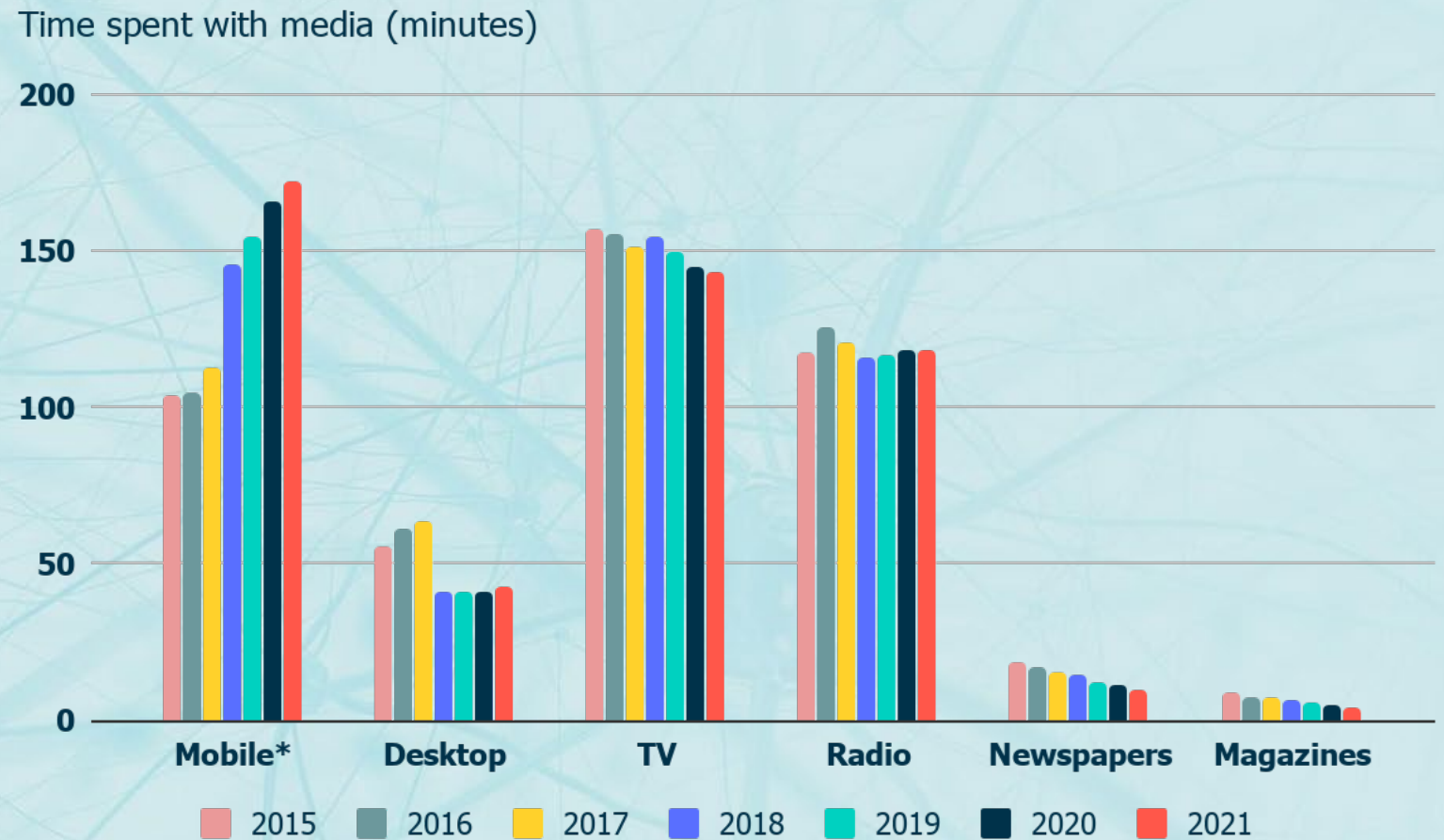
**Australia smartphone users,
2018 – 2023 (% of
population)**



Source: eMarketer, April 2019

Media time with mobile continues to grow

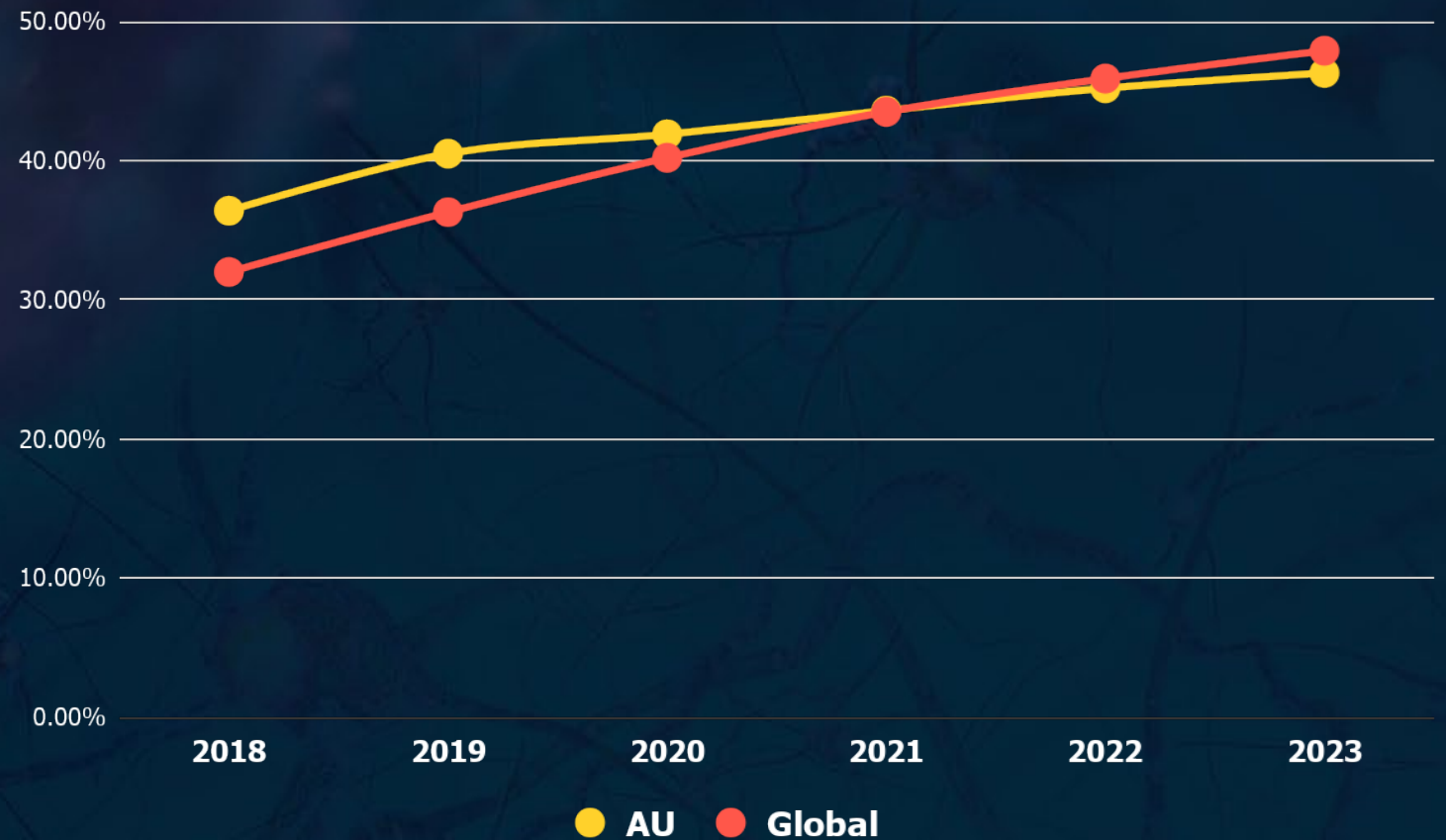
**Average daily time spent with media among consumers in AU
2015 – 2021**



Source: eMarketer, June 2019

Mobile drives media ad spend growth

Mobile share of total media ad spend, 2018 – 2023 (% of total)



Source: eMarketer, February 2019

Study design

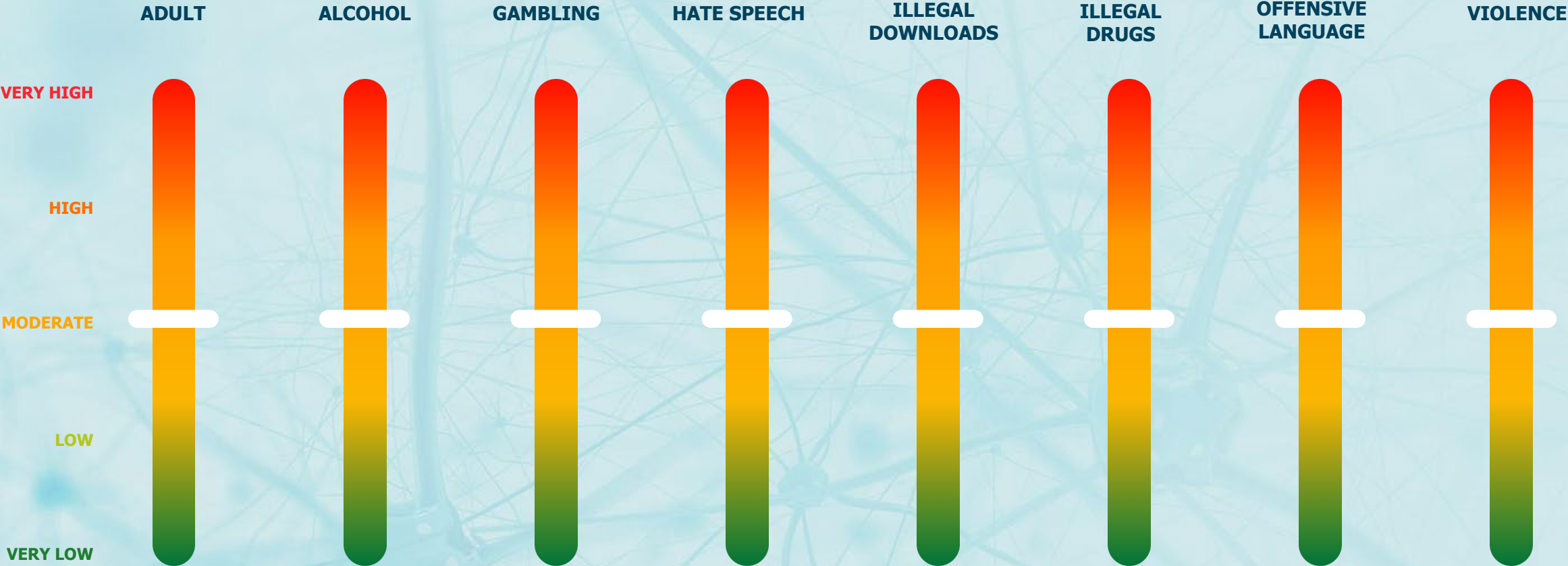
Participant profile

- 18+
- Read news via mobile at least five times/week

Mobile experience



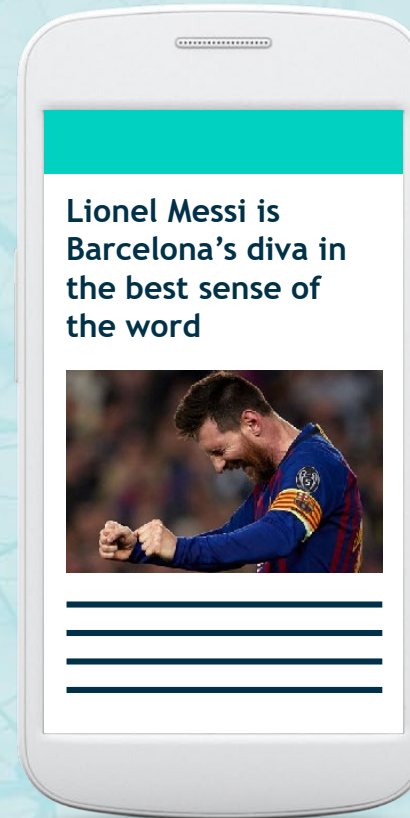
Suitability across seven categories



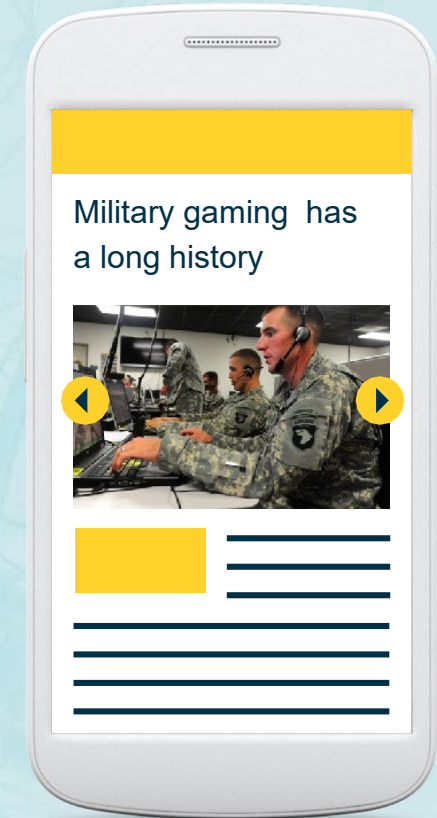
Study design

High quality vs low quality environments

High Quality Site



Low Quality Site



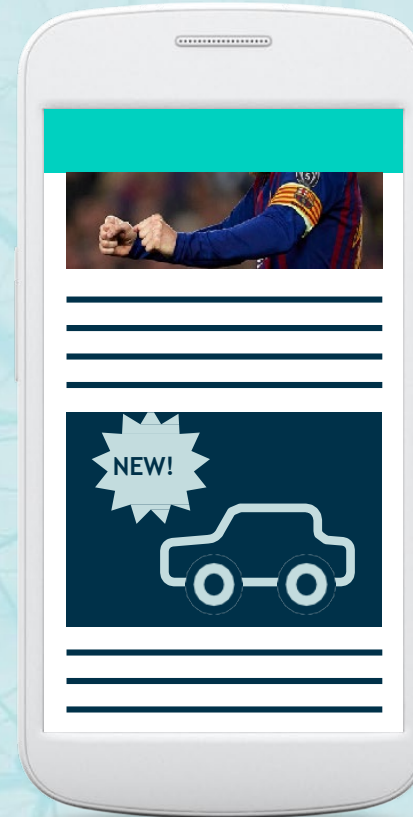
Note: mobile site selection and classification is based on Integral Ad Science's Brand Risk assessment; high quality = low brand risk; low quality = moderate brand risk; excludes explicit adult and violent content.

The above site renditions are illustrative only.

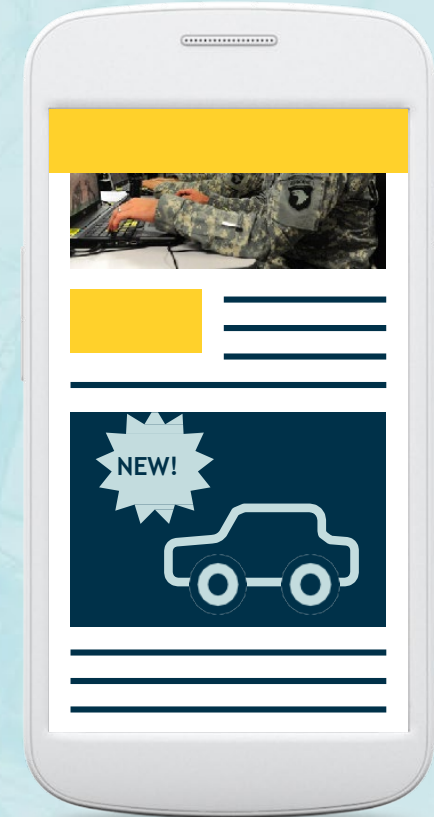
Study design

Brand, vertical and creative selection

High Quality Site



Low Quality Site



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Study design

Data collection

Steady state topography





Project meet:

Halo Effect: results



Mapping the brain

Favourability



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Same ad, different reaction

Key finding

▲ **74%**
More likeable

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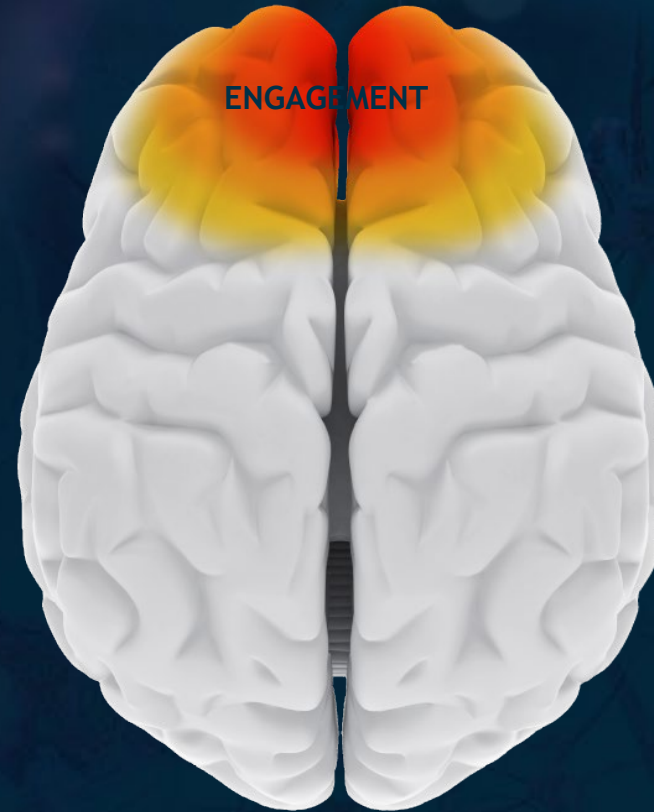
Ads seen on high quality
sites are perceived



than the same ads seen
on low quality sites

Mapping the brain

Engagement



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Higher quality, higher engagement

Key finding

▲ **20%**
Higher engagement

Audiences on high quality
sites showed

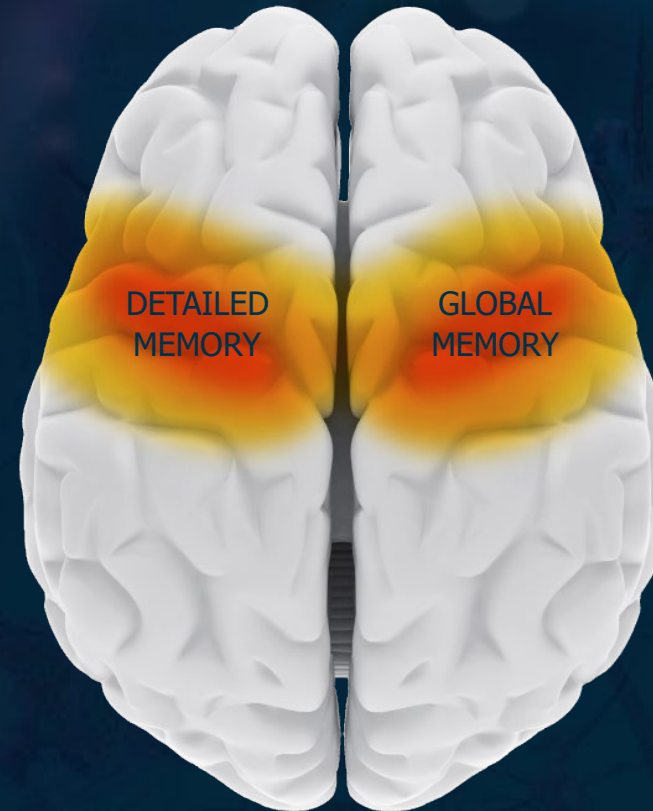


than on
low quality sites

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Mapping the brain

Memory encoding



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Quality content is memorable

Key finding

 **30%**
Greater memorability

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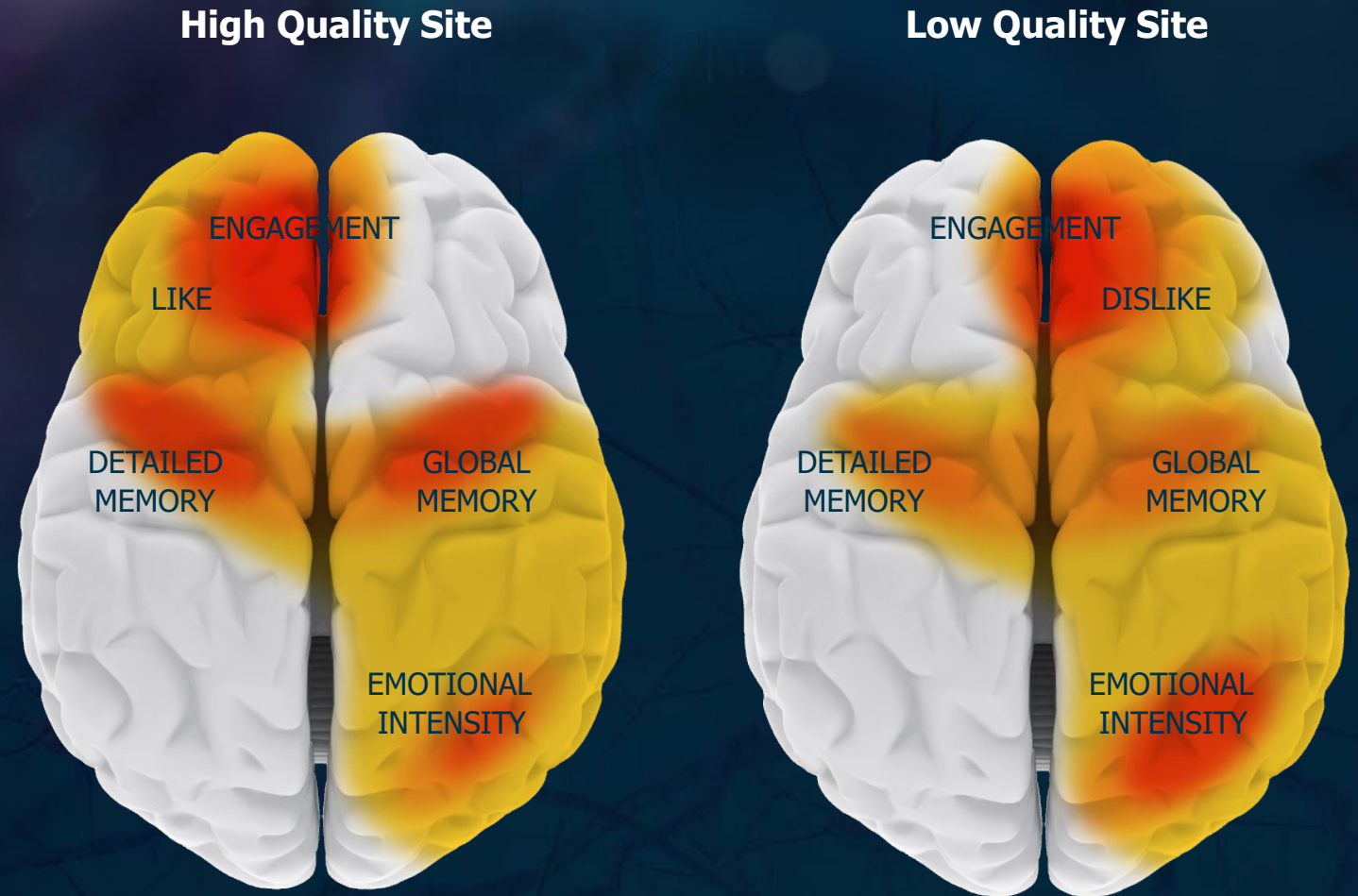
Campaigns on high quality sites stand to benefit from



**driven by brand
suitable content**

Mapping the brain

Reaction to ads in high- and low-quality environments



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Key takeaways

2.3.17

1

Content is being created at unprecedented scale and pace.

This makes managing content suitability more critical than ever.



2

We already knew that ad relevance impacts engagement and that blatantly unsafe environments drive disengagement.

We now know the backdrop behind an ad is key for driving brand perception even in non-extreme settings.



3

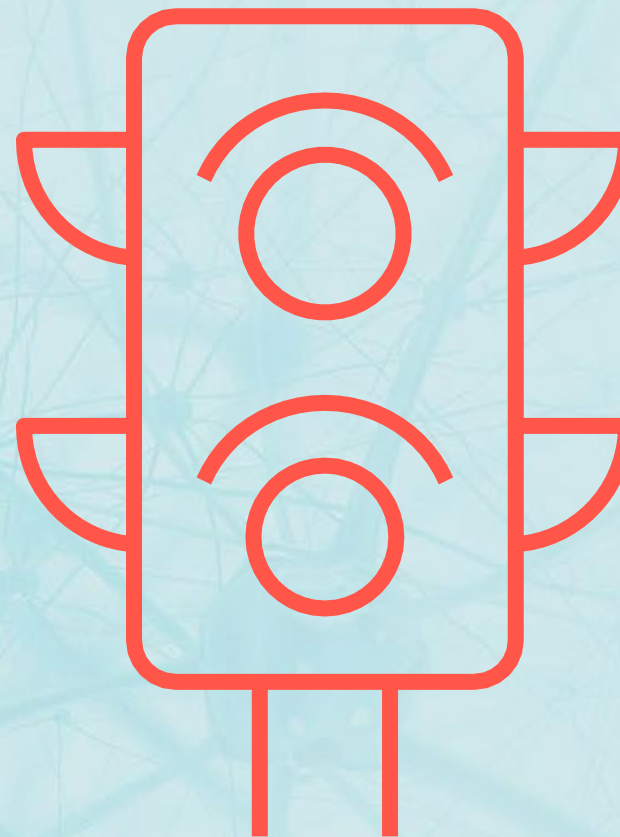
Our biometric research shows ads seen in high quality sites are more likeable, more engaging and more likely to be remembered.



4

Brand risk matters to publishers too.

Marketers say they will likely reduce spending with partners including unsafe sites and increase their investment with publishers addressing brand risk.



Thank you

