

# How advertising in news benefits brands

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Contrary to popular belief, advertising in news is brand safe and improves trust for the brands that advertise. Advertising in the news drives consumers to act. This and more is evidenced in the latest research conducted in the US by the IAB in collaboration with Magid Research and released this month. Key findings show that advertising in the news is brand safe, increases trust and drives consumers to take action; more than 40% of consumers would be willing to try a brand after seeing an ad on a news outlet.



“South African publishers go to great lengths to ensure they offer a brand-safe, quality-driven environment for advertisers. Combined with the trust that readers place in the country’s long-established news publications with their massive reach in print and online, it means our readers will have a similar positive view of advertising in their favourite news publication,” said Riaan Wolmarans, head of digital: media at Arena Holdings and chairperson of the IAB SA’s Publishers’ Council.

Here are some of the other findings:

## Advertising in the news drives consumers to act

Consumers like brands more when they advertise in the news:

- 49% of respondents saw these brands as relevant to them
- 47% saw these brands as customer-focused
- 46% believed these brands were of high quality

As a result of seeing a brand advertising on their favourite news outlets:

- 45% of respondents were more likely to visit the brand’s website
- 43% would consider buying from the brand
- 39% were comfortable recommending the brand

## Consumers trust the news

- Three in four consumers seek national/international news weekly  
On average, consumers follow four news sources
- Seven in 10 consumers find their chosen news sources to be trustworthy

**The halo effect:** Contrary to popular belief, advertising in news is brand safe and improves trust for the brands that advertise

- For 84% of consumers, trust remains neutral or increases for news advertisers
- Only 16% of consumers said it makes them trust brands less
- Advertising in the news can increase consumers trust by 6%

“Never has trusted news been more important in our society. Over the past year we have seen significant growth in news consumption as we increasingly rely on news to keep us safe, connected and informed. The IAB study sought to understand the brand impact of advertising in the news. While historically some brands have avoided news due to negative association concerns, the study found that those concerns were unfounded. If a consumer sees an ad in a news outlet they deem legitimate, they are more likely to consider trying the brand, telling a friend about it, visiting the brand’s website and, ultimately, finding that brand more trustworthy. News outlets provide a powerful platform to connect with consumers. Put simply, news saves lives and news builds brands,” **David Cohen, chief executive officer, IAB.**

Download the report [here](#).

#### About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 150 leading media companies, brands and the technology firms responsible for selling, delivering and optimising digital ad marketing campaigns. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions.

IAB is based in 47 countries around the world and is committed to professional development and elevating the knowledge, skills, expertise and diversity of the workforce across the industry. Through the work of its regulation council, the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. For more information on the IAB SA [click here](#).

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