



News Is a Big Driver of Consumers' Actions



A new study from Disney Ad Sales and Magna affirms what local TV stations and savvy advertisers have known for many years: News is one of the best advertising platforms to connect with consumers.

According to the study, when viewers trust and respect news sources, research intent increases 25%, brand favorability increases 21% and purchase intent increases 21%. The study also showed those three consumer actions by the subcategories of news.

Impact of Ads by News Subcategories, 2021

News Subcategories	Research Intent	Brand Favorability	Purchase Intent
Entertainment	+5%	+4%	+6%
Sports	+1%	+8%	+2%
Human interest	+6%	+5%	+3%
Race & culture	+5%	+7%	+7%
Politics	+2%	+5%	-1%
Hard news	+3%	+6%	+4%

Disney Ad Sales and Magna, February 2022

Interestingly, the research also showed a display ad in sports and entertainment news increases research intent much more than a video ad, or +7% and +2%, respectively. Video ads scored much higher than display ads in sports and entertainment news for brand favorability (+7% vs. +3%) and purchase intent (+5% vs. 0%).

Product ads score much better than perception ads in the hard news subcategory, however, perception ads are more valuable than product ads in the race & culture news subcategory.

Impact of Ad Types in the Hard News and Race & Culture News Subcategories, 2021

Ad Type	Research Intent	Brand Favorability	Purchase Intent
Hard News			
Product ad	+5%	+10%	+7%
Perception ad	0%	+1%	+2%
Race & Culture News			
Product ad	+3%	+3%	+4%
Perception ad	+7%	+11%	+10%

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You Have the Prize Audience – Work It!



Advertising to the 18–49 adult audience has almost always been the sole focus of the media and advertisers. Undoubtedly, this younger portion of consumers is still prime territory for brands and retailers, especially Millennials, simply by their vast numbers.

Today, there is just as large an audience by numbers, spend half of all consumer dollars and television has their attention more than any other media – Baby Boomers.

Analyzing data from 10 representative 2021 consumer/market surveys conducted by The Media Audit reveals an average index of 133 for Baby Boomers who are heavily exposed to TV (300+ minutes during the average day).

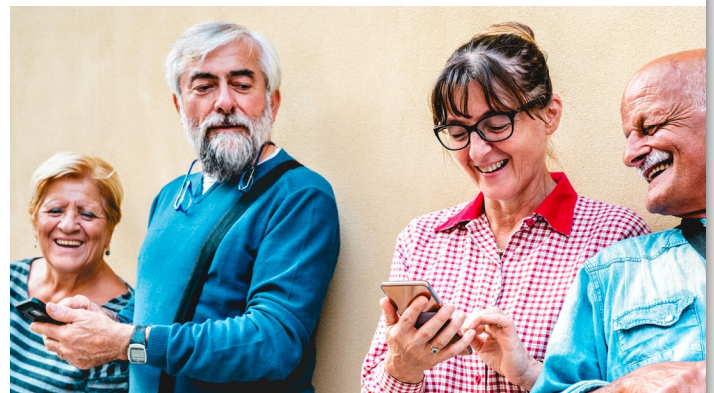
Adults 50+ are aware they are aging. Many, however, are still working at the height of their earning power, still very active and collectively hold trillions of dollars in assets.

The combination of Boomers' TV viewing time and the enormous amount of money they have to spend is an opportunity TV stations and local advertisers shouldn't take for granted. The challenge, however, is breaking from the persistent myths about older adults, almost none of which apply to Baby Boomers, and then eliminating those myths from older adults' portrayals in ads and commercials.

A+E Networks used AI technology to analyze approximately 20,000 TV commercials and revealed only 10% of the people in those commercials were older than 50. The research also found there were positive portrayals, but they were too stereotypical and didn't accurately depict the huge diversity of Baby Boomers and their lifestyles.

Older adults primarily appear in commercials for financial services, health and medicine, but much less so in "mainstream" consumer verticals. Older adults buy almost all the other consumer products younger adults do. More Baby Boomers are also becoming digital consumers. They buy online, they are buying more tech products and discovering the digital world is interesting.

You can create an advantage for your prospects and clients by sharing this trend with them and convincing them to break from the stereotypical portrayals of older adults and feature more of them in their TV commercials.



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