

THE POSITIVITY

PAY-OFF

At Hearst, our brands are dedicated to helping our consumers get more out of life and to impacting our audiences in a positive way. We know that a positive mindset has a multitude of benefits, from better health to greater confidence, it even affects the way we view advertising. Recent research with Bournemouth University proves that not only do people who engage with Hearst content experience a positive uplift in feelings immediately after engaging with our print, website and social media, but the more consumers engage with Hearst content, the more positive they feel and the more action they take

After engaging with
Hearst content

82%

immediately felt
more positive

ENGAGEMENT WITH HEARST CONTENT IMMEDIATELY IMPACTS POSITIVITY

79%

saw an increase
in enthusiasm

76%

saw uplifts in
excitement and
determination

73%

an increase in
happiness

POSITIVITY GENERATED FROM HEARST CONTENT ACCUMULATES

Over a 3 week period engaging
with Hearst content
participants demonstrated

29%

increase in
positive feelings

The increase in
positive feelings being
significantly higher for
frequent engagers

67%

POSITIVITY DRIVES IMMEDIATE ACTION

Of those positively-uplifted by Hearst content:

83%

take action



44%

talk to others



28%

inspired to try
something new



Get in touch with your Hearst
representative to book a time to run
through the full positivity research.