

“Patently part of the value of advertising is not just the fact that you see an advertisement, but where you see it, the context in which you see it, and the other people you assume are also seeing it”

Rory Sutherland, Vice Chairman of
Ogilvy UK

Context drives attention



67%

are more likely to pay attention to an ad if it is relevant to the content they are viewing



Ads in magazines are seen as most relevant



The adverts are relevant to me

Channel	Index
Magazines Print	167
Live TV	161
Social Networking sites	135
Online Videos	117
Newspapers Print	106
Magazines Online	81
TV On Demand	67
Commercial Radio	63
Other websites	54
Newspapers Online	49

Indexed against average of all channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'the adverts are relevant to me' is shown.

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

Digital magazine advertising is seen as 'for people like me'



The adverts on CHANNEL are for people like me

Channel	Index
Social Networking sites	134
Magazines Online	127
Online Videos	112
Other websites	67
Newspapers Online	60

Indexed against average of all channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'the adverts are for people like me' is shown.

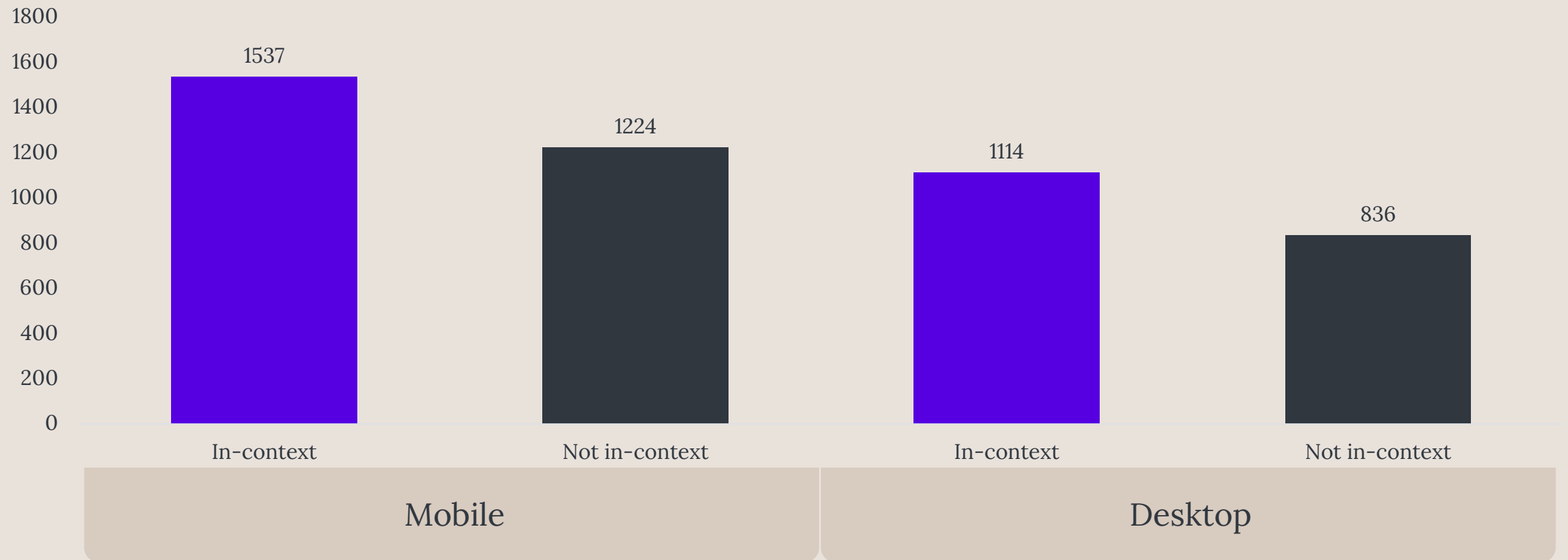
Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

Relevant context drives attention



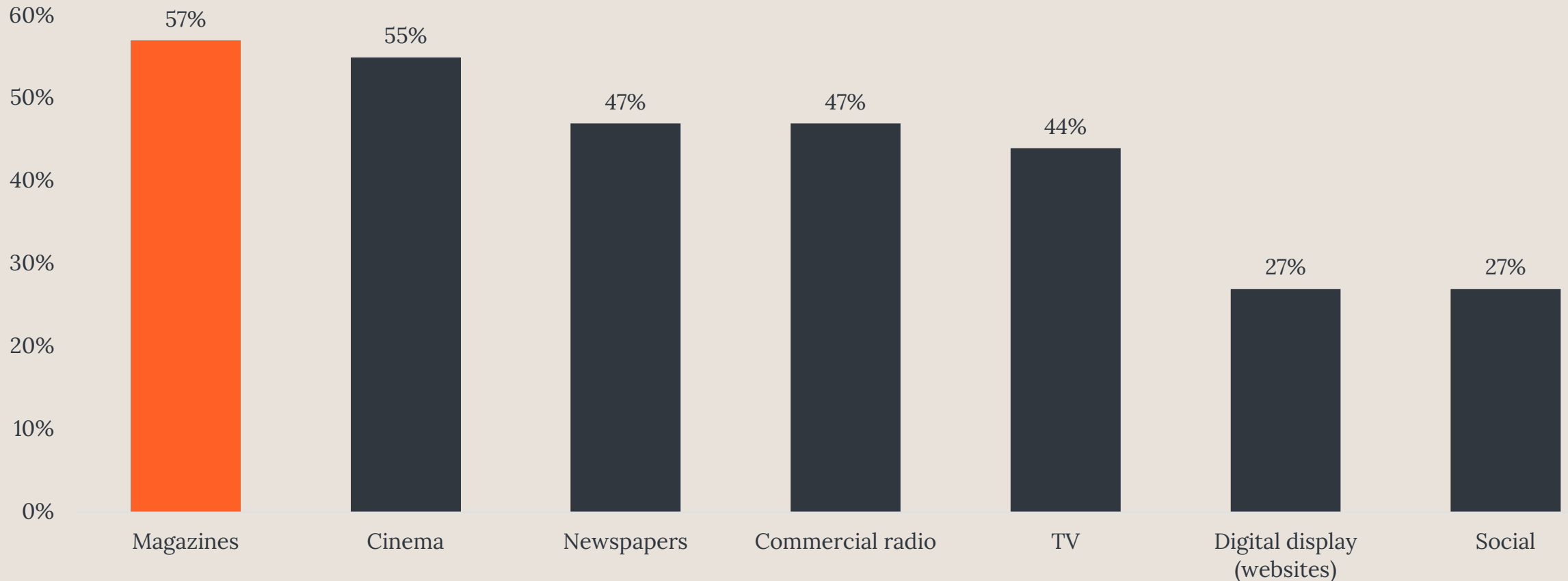
Attention per 1000 impressions by ads in context v. not in-context and device



The ads become part of the experience



'The adverts are part of the experience' Net agree



Source: Pay Attention, Magnetic (2019)

An opportunity to straddle long- and short-term pressures



Short-term activation

Targeting

Discrete audiences

Specific occasions or locations

Points in the purchase cycle



Long-term brand impact

Emotional Resonance

Tone of voice

Emotional connection

Creative impact