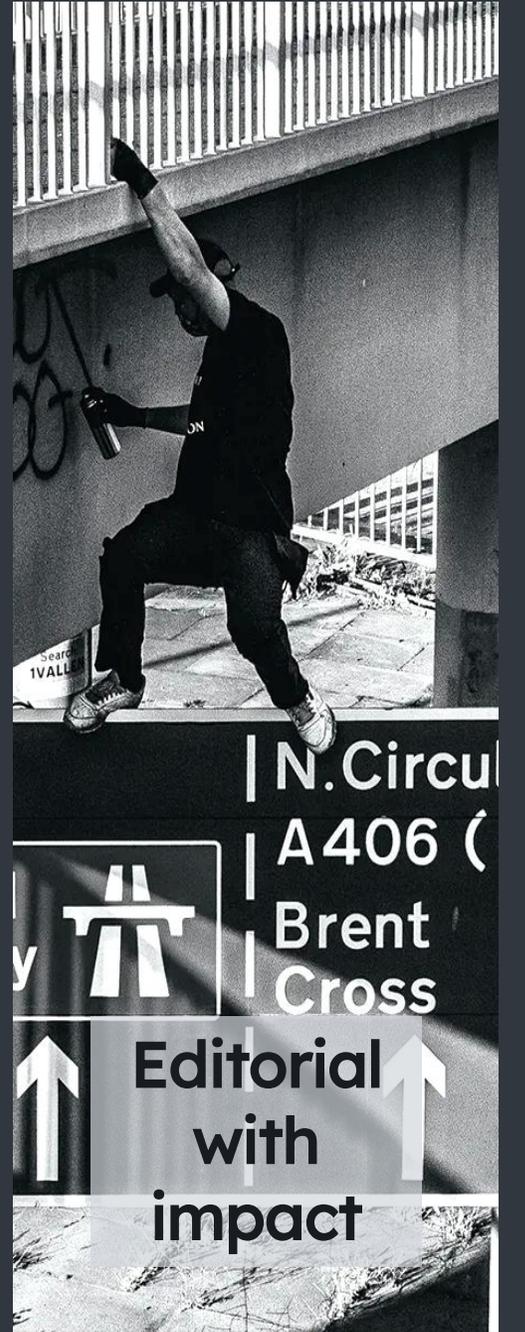


ppa

Trusted editorial brands

Invest in the quality advantage

Trusted editorial brands today



Unlock the quality advantage

The value of trusted editorial brands



Trust



Brand safety

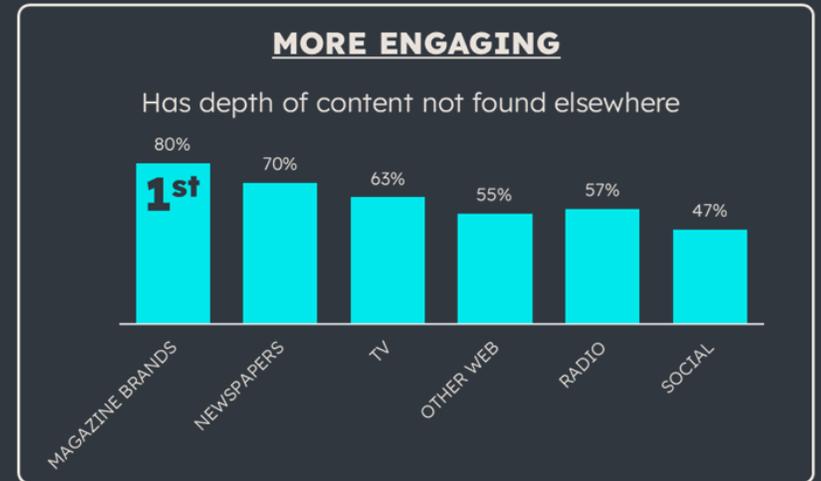
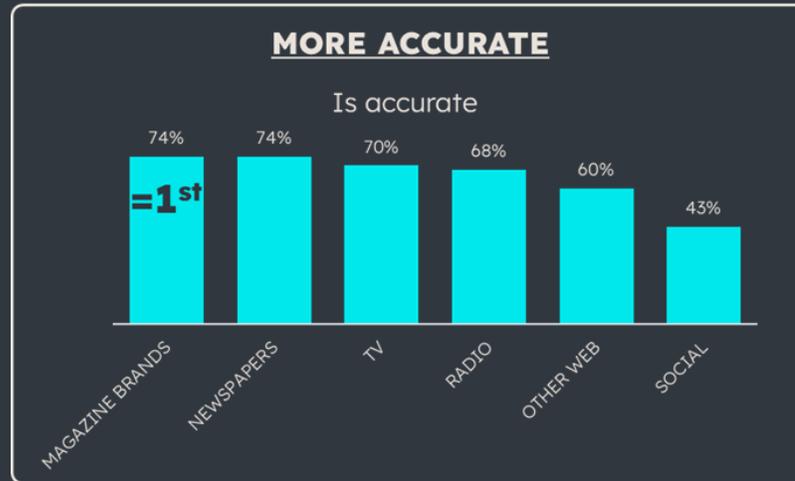
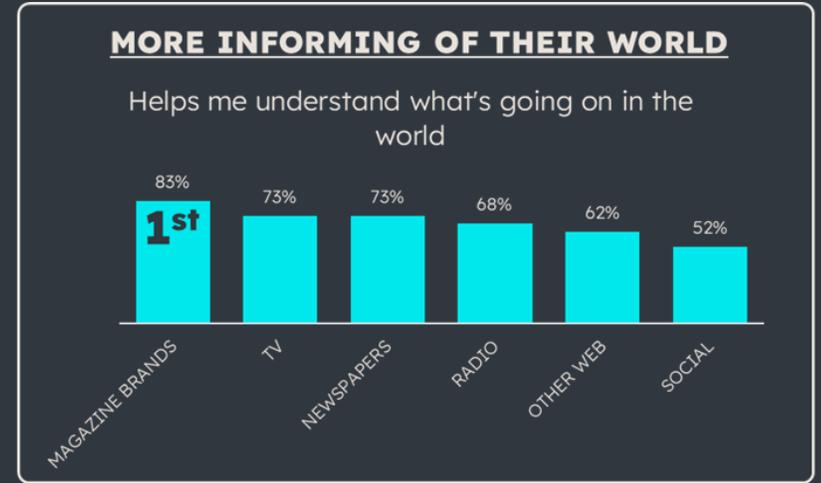
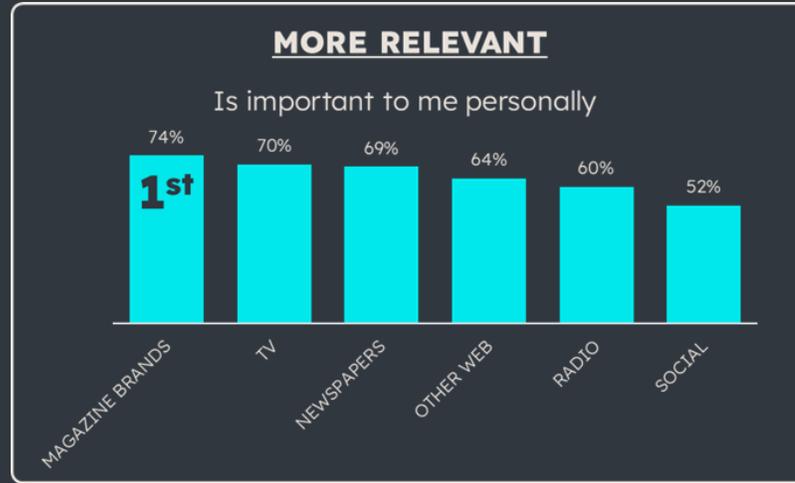


**Engaged
audiences**

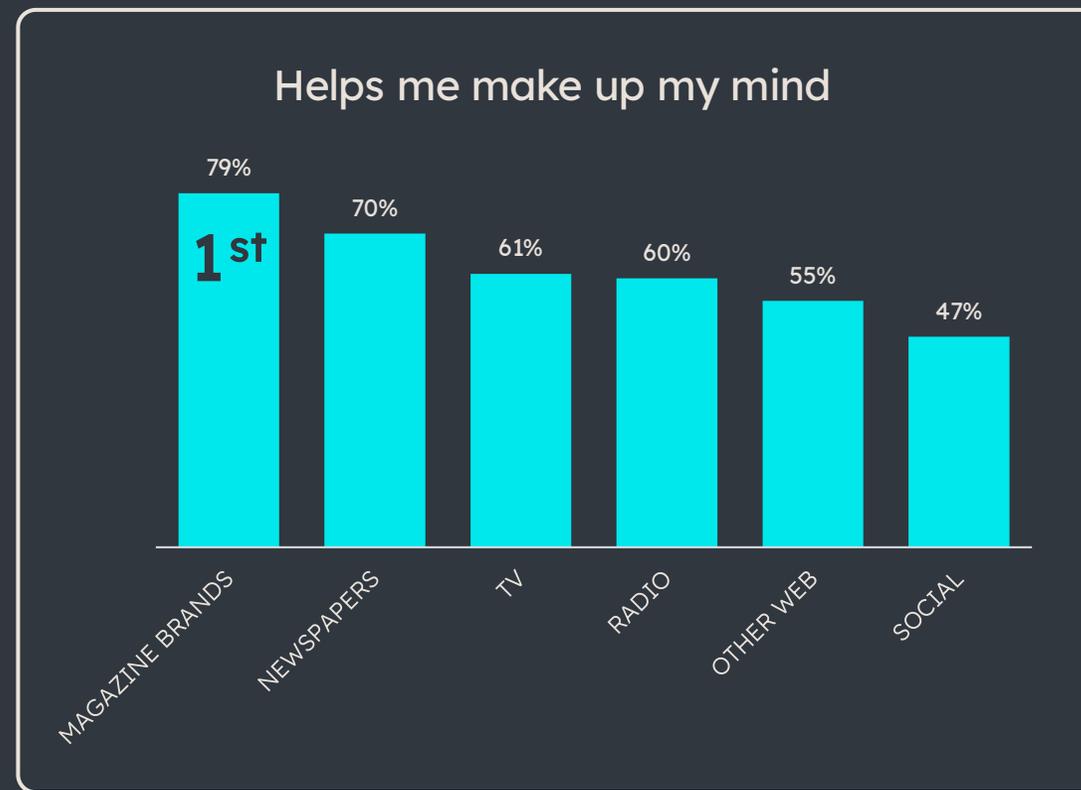
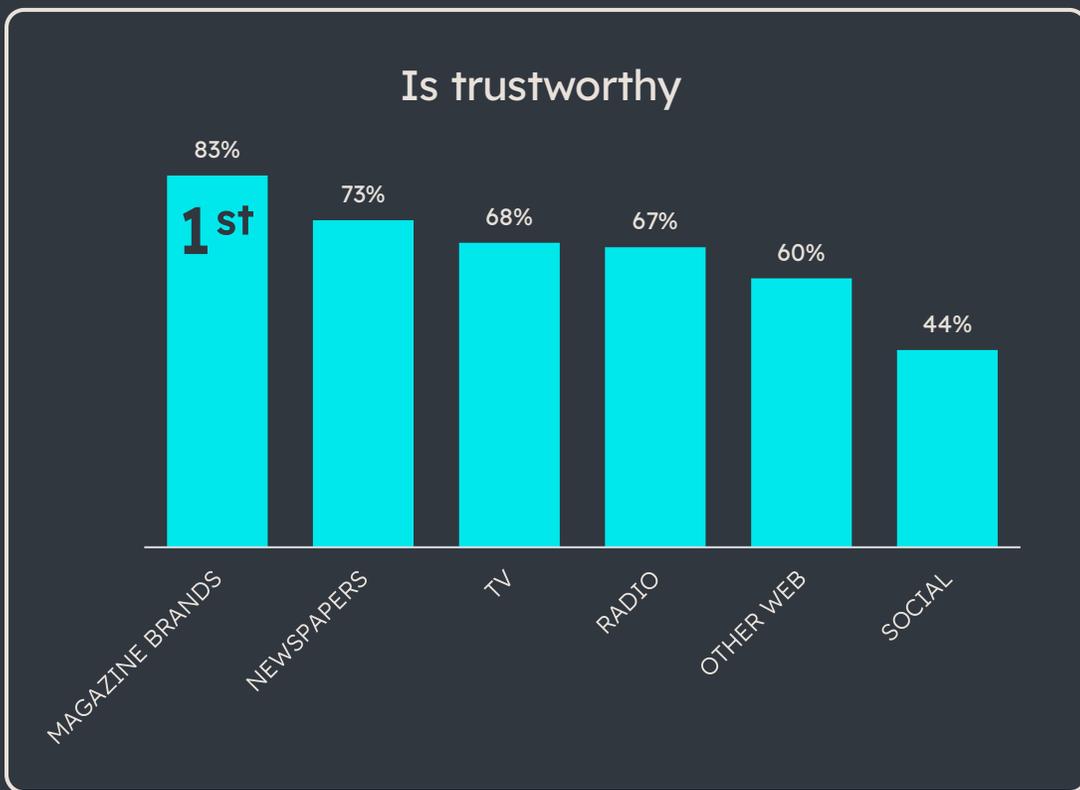


**Value creation
& results**

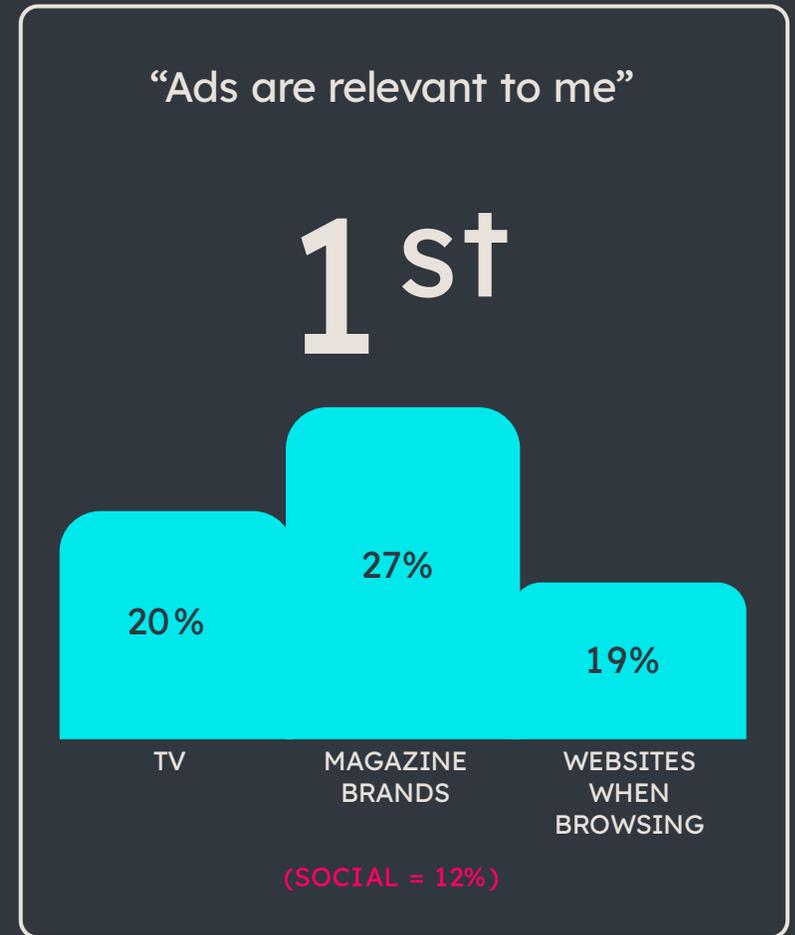
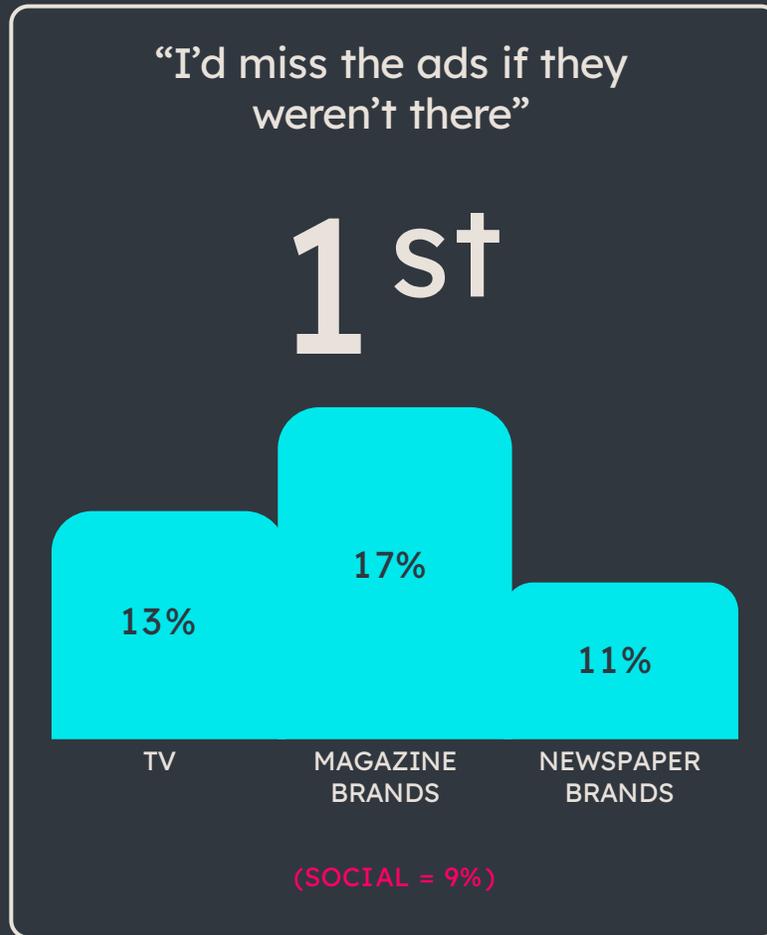
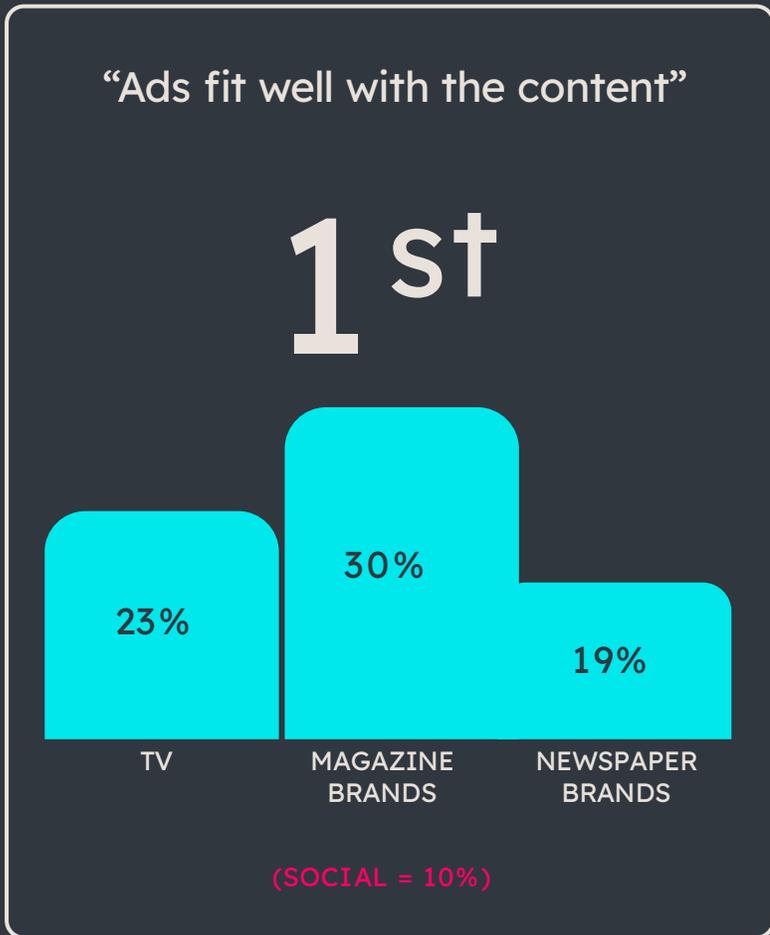
Why quality pays



Trusted editorial leads to influence



The 'halo' effect: increasing brand credibility through quality association



From passion to purchase: Put high value context on the plan

Supermarket brands - Engagement by channel users

Average minutes per month

Trusted editorial brands



Non visitors to trusted editorial brands



Average supermarkets visited per month

Trusted editorial brands



Non visitors to trusted editorial brands



Average days visited per month

Trusted editorial brands



Non visitors to trusted editorial brands



AWARENESS

74%

exposed to
brands in print
campaigns
recalled seeing
the brand

CONSIDERATION

+24%

Brands achieve
considerably
higher
consideration
uplift after print
campaigns

ADVOCACY

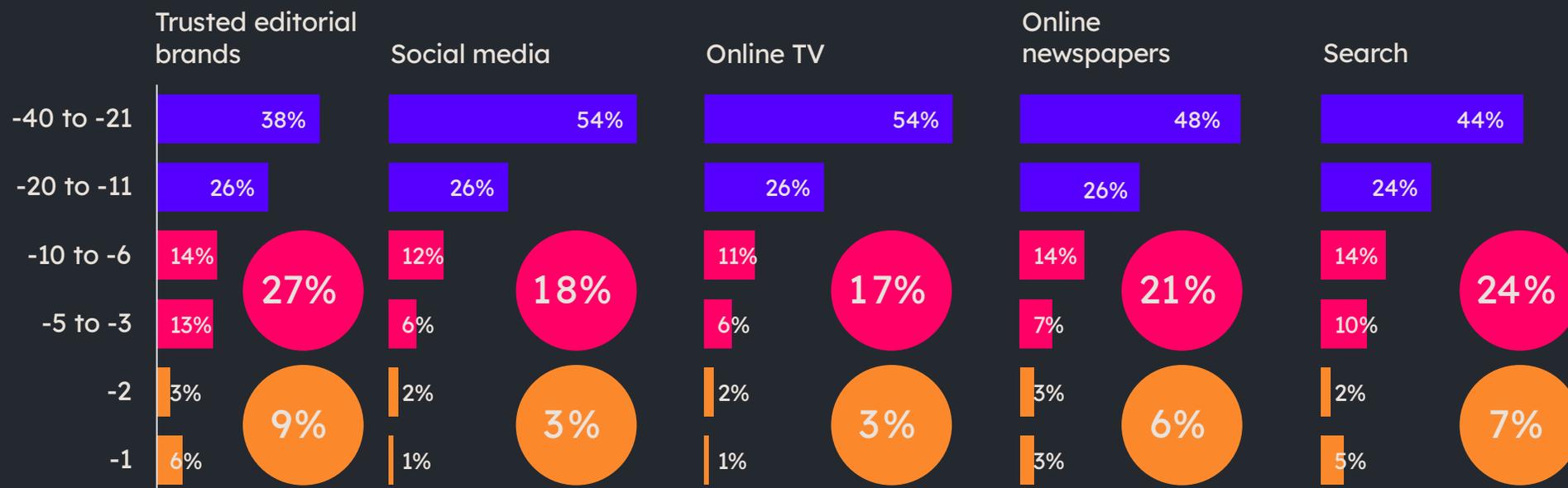
+28%

Brands also
achieve much
higher
recommendation
after print
campaigns

Advertising
with us
influences the
whole journey

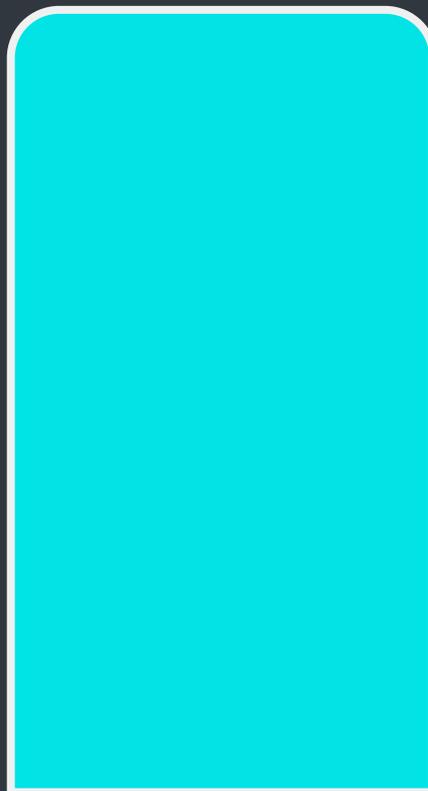
Prioritise quality over quantity to close the sale

Distribution of touchpoints by channel for grocery conversions All users



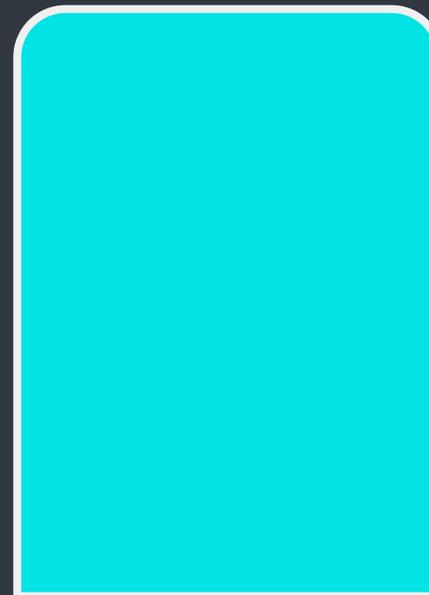
Positive environments deliver

+60%



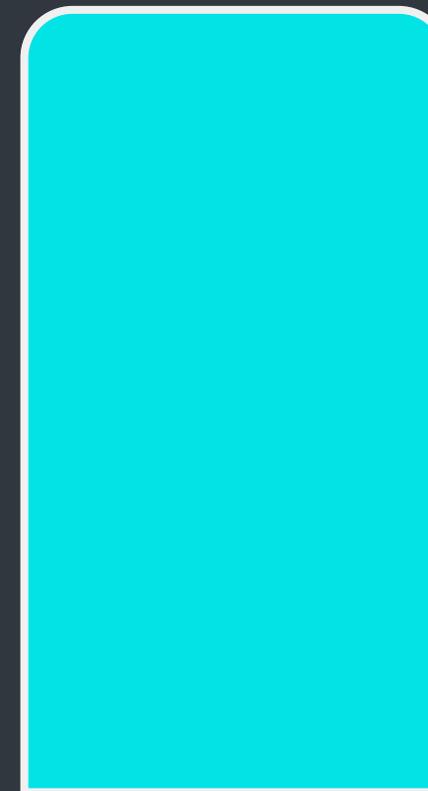
BRAND
CONSIDERATION

+40%



BRAND
FAVOURABILITY

+60%



LIKELIHOOD TO
PURCHASE

Context is a conversion accelerant – propelling buyers from inspiration to purchase

Supermarket websites - conversion funnel



PPA MAGNETIC CRAVING CONVERSION:
FROM CONTENT TO CART

Transform your brand into an action brand



Next: Autumn/Winter

Future drove a +60% preference increase for Next



Taylor & Colledge

Immediate boosted prompted awareness (+113%) for Taylor & Colledge



Boursin: Summer begins with Boursin

Immediate drove a +17% uplift in intent to purchase



Pandora: milestones to personal me-stones

Stylist achieved 67% recall for Pandora



Hendrick's Gin: Feeling Curious?

Time Out drove consideration for Hendrick's Gin



Very: Joyful Style Jump Start

Bauer delivered a +17% uplift in sales for Very

See case studies of leading brands who have grown awareness, increased consideration and driven sales through trusted editorial [here](#)

Return on quality: a proven profit driver



SPEND

3.3%



FULL PROFIT VOLUME

4.8%

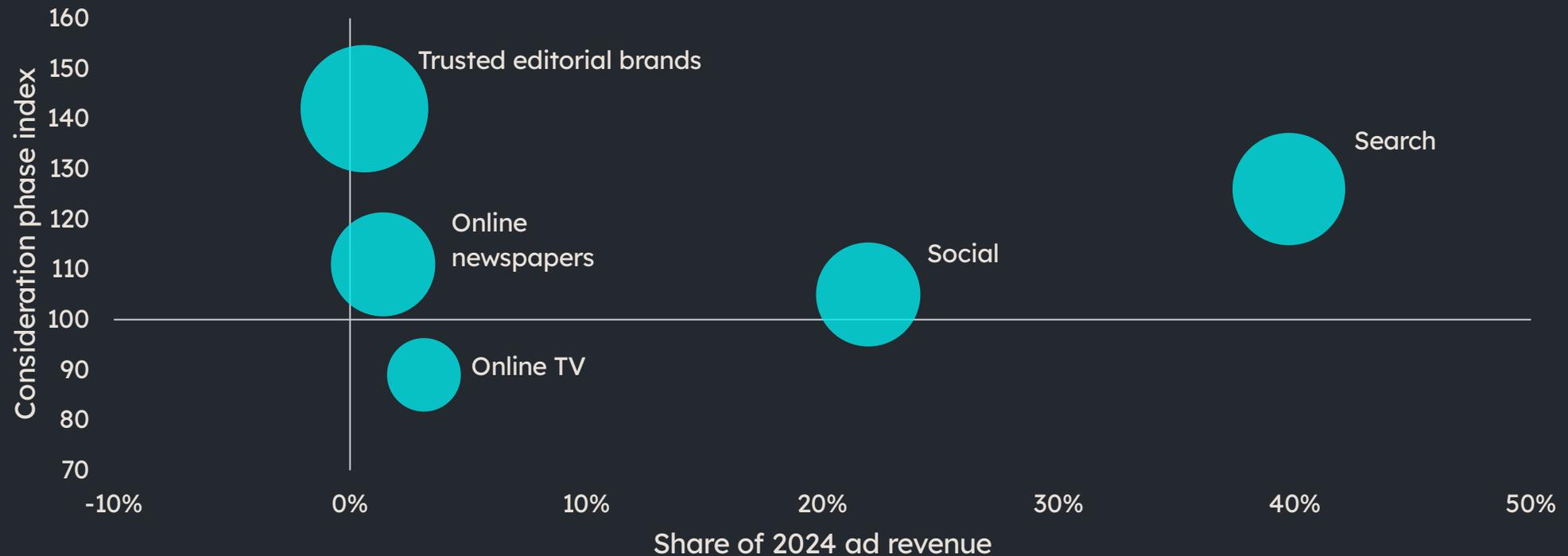


FULL PROFIT
ROI

£6.36

The quality shift: unlock ROI through trusted editorial brands

Bubble size = conversion phase index



Invest in the quality advantage

The measurable value that trusted editorial brands deliver



The quality
'halo-effect'



Truly safe,
positive spaces



Meaningful
customer
connections



Proven results