

Newsworks & GroupM: The value of quality

In a partnership between GroupM UK, Newsworks and all of our national newsbrand stakeholders, GroupM analysed 84 live campaigns between September 2017 and June 2018, working with Meetrics and Cint. The results demonstrate that an exposure to advertising in a quality environment drives greater engagement, better brand response and is more cost effective than the same advertising on the run of the internet.



[Read the research here.](#)