

Newsworks UK: Context matters

[Newsworks](#) and the Association for Online Publishing (AOP) partnered with Neuro-Insight to investigate the effect of context on brain responses to identical ads.

As digital spending continues to escalate and while the industry is asking questions about brand safety and return on investment, it is becoming increasingly important to understand the impact of where brands advertise. Is an audience-first approach the best way to optimise ad performance? It's pretty obvious that we behave very differently on different sites, we approach them with different purposes, expectations and moods - is it really possible that we consume ads in the same way, irrespective of where we encounter them?

[Read the research here.](#)