

# **Campaign highlights how trusted content pays off for advertisers**

***They say the company you keep defines you. So, if you surround yourself with the truth, you in turn will be trusted.***

***As Australia's most trusted news media, we're the ideal place for brands to be seen and believed.***

***The truth builds trust.***

The focussed press campaign targets advertisers, large and small, in private and government enterprise, and the ad agencies that advise them on strategy and media planning.

It will be carried through the very national and metropolitan mastheads - in print and digital - that Australians trust to inform them on news and events critical to their lives.

NewsMediaWorks chairman and News Corp Australasia executive chairman Michael Miller said Australia's major news media publishers were strongly aligned in their support of this important campaign. "It creatively asserts the importance and value of trusted journalism and authentic storytelling - which lies at the heart of our great news brands - to advertisers," he said.

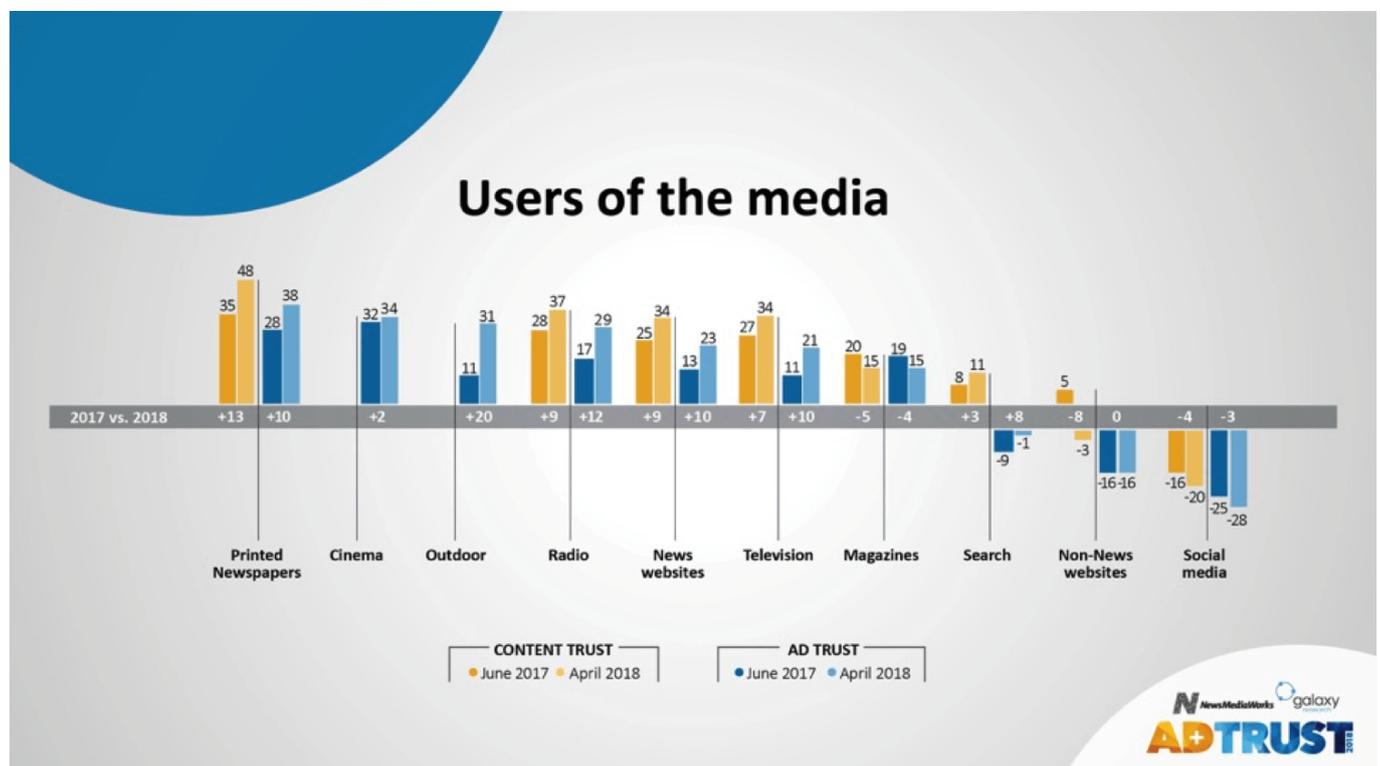
Designed and executed by independent Australian agency, Thinkerbell, the group's founder and consumer psychologist Adam Ferrier said the concept of the campaign grew from research that underlined the superior level of trust in news brands because of its journalism.

"Branded messages will appear within context that has been fact checked, proofed, and considered. We wanted to ensure advertisers understood that and

how important that is for brands,” he said.

NewsMediaWorks chief executive Peter Miller said the campaign revolved around a simple premise – trusted content and the halo effect that created. “They say the company you keep defines you. So, if you surround yourself with the truth, you in turn will be trusted,” he said. “Australia’s most trusted news media provides the ideal place for brands to be seen and believed. The truth builds trust.

“Journalism is what draws readers to our trusted news brands. Close to 14 million every month. It is this environment of trust in the news content that defines our news brands and, in so doing, produces tremendous opportunities for advertisers.”



The net ADTRUST scores graphed above clearly demonstrate the relationship between trusted content and trusted advertising. News media performed the best of all measured mediums across both years. Moreover, the results reveal that the already high trust in content and advertising in news media rose sharply in the middle of 2018.

The second wave of the ADTRUST study was conducted in the wake of the Facebook-Cambridge Analytica revelations. The study reaffirmed that newspapers are most trusted of all media, and that digital news media is the most trusted of all digital media.

Conversely, social media performed particularly poorly in 2018, when the study was repeated, with trust in content and advertising decreasing significantly.

This renewed confidence and trust in highly-accountable news media has been well earned and comes as advertisers and their agencies are putting a sharp focus on the limitations of digital only micro-targeting.

This campaign is designed to excite further advertiser interest in the unique value proposition of newspapers and digital news media.

To learn more about how trusted content builds trust in advertising go to: [www.thetruthbuildstrust.com.au](http://www.thetruthbuildstrust.com.au)