

# Retailers rethink ink for Black Friday

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## **RETAILERS RETHINK INK FOR BLACK FRIDAY**

The nation's biggest retailers and emerging challenger brands have turned to News Corp Australia's metro daily newspapers to advertise Black Friday and Cyber Monday bargains.

News Corp Australia's managing director, national sales, Lou Barrett said strong demand in the *Herald Sun*, *The Daily Telegraph*, *The Courier-Mail* and *The Advertiser* reflected the need for advertisers to attract a mass and engaged audience in a trusted environment.

"Newspapers remain highly effective in delivering mass awareness and consideration of a brand to audiences," she said.

Ms Barrett said there was a growing consensus among clients of the need to advertise in trusted environments.

"Consumers trust brands according to where they advertise and advertisers trust premium environments such as those offered by our news brands," she said.

"The fact advertising has been so disrupted means the options available to talk to a mass market is only going to grow in importance."

Ms Barrett said while the Black Friday/Cyber Monday advertising would help brands with short-term sales, choosing trusted media also built long-term equity, especially for up-and-coming challenger brands.

## **BLACK FRIDAY ADVERTISERS**

Harvey Norman, Myer, JB Hi-Fi, The Good Guys, Kmart, 1st Choice, Bunnings, David Jones, Coles, Officeworks, Specsavers, TripaDeal, Woolworths, Kidstuff, T2, Forever New, Supre, Country Road, Amazon Australia, Adidas Sports

Performance, Rodd & Gunn, Typo, House, Cotton On, Seafolly, Bed Bath & Table, Smiggle, Michael Hill, Peter Alexander.