

## Digital Editorial Media

|                                   |   |
|-----------------------------------|---|
| <b>Title</b>                      | Digital Editorial Media                       |
| <b>Commissioner</b>               | Verband deutscher Zeitschriftenverleger (VDZ) |
| <b>Research Agency</b>            | d.core  |
| <b>Date of first presentation</b> | 01/06/2015                                    |

### Context

In 2013, together with leading German digital advertisers, the VDZ began development of its seal “Prime Site”, a quality standard for premium and trusted advertising environments.

In order to boost the significance of the seal and the topic of premium advertising environments, the renewed awards of the seal in 2014 were accompanied by market research on the image and image transfer of various digital advertising media.

The results of this study were newly collated and analysed for an extended campaign. The goal: A precise line of argument in favour of journalistic advertising environments, Digital Editorial Media.

Three main groups of sites were identified for the analysis that should be regarded and compared separately:

- **Functional Media:** Sites that primarily offer the user tools for search and communication such as Google, GMX and Amazon
- **Social Media:** Sites that mainly provide platforms for interaction and self-presentation such as Facebook, Twitter and Tumblr
- **Editorial Media:** Sites that author their own journalistic content in pictures, text and video such as Spiegel Online, stern.de and Huffington Post

### Main Goals

The success of digital marketing is not only determined by contact to the relevant target group, but also where these contacts are established. This is because the environment the advertising appears in and is seen by the user has a significant influence on the perception and evaluation of the promoted product or brand.

To substantiate this effect was the goal of the research activities and the resultant campaign for Digital Editorial Media.

## **Methods**

Using a two-stage study setting, first the image profiles of various websites were assessed followed by an analysis of the impact of their respective image attributes on the promoted brand or product.

In the process a total of over 8,200 participants were questioned about more than 50 websites in the first part of the study and about 20 websites in the second.

The image profiles were collected with help of semantic differentials by Self-Assessment Manikin tests and supplementary texts. For measurement of image transfer, the participants were confronted with three different test campaigns and then asked for their evaluation of the promoted brands or advertised product. Among the three test campaigns was one dummy brand, in order to exclude any residual effects of brand and product preferences from the evaluation.

For the subsequent analysis, the sites were clustered according to Prime Sites, Editorial Media Sites (including Prime Sites), Functional Media and Social Media.

## **Main findings**

The perception and evaluation of the advertising environment has significant influence on the perception and evaluation of brands or products promoted in this environment. It also revealed that the positive effect of advertising environments with a positive image profile was significantly more evident than the negative effect of advertising environments with a worse image profile. In this case it appears that existing and learned brand images act like an airbag, cushioning the negative influence of the environment.

With regard to the image profiles it showed that Editorial Media sites achieved significantly better scores in all relevant dimensions. The professional content of Editorial Media sites scored better, in particular with plausibility, trust and likeability. Thus they offer the optimal preconditions for a positive image transfer.

The criteria of the Prime Site Seal were also confirmed by the study: the Prime Sites within the genre of Digital Editorial Media once again performed better.

## **Impact on the market/feedback**

The argumentation for Editorial Media was made available to member publishers in summer 2014 for customer presentation.

In March 2015 the data and findings of the study will be published and communicated, along with the term Editorial Media and its differentiation to Social and Technical Media, as part of a major native advertising campaign together with a large German trade medium. For this purpose a special microsite will be conceived and realised and a mood film produced that brings the important findings and arguments briefly and concisely to the point.

**Contact details**

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**Supporting Material**

- Presentation “Digital Editorial Media”

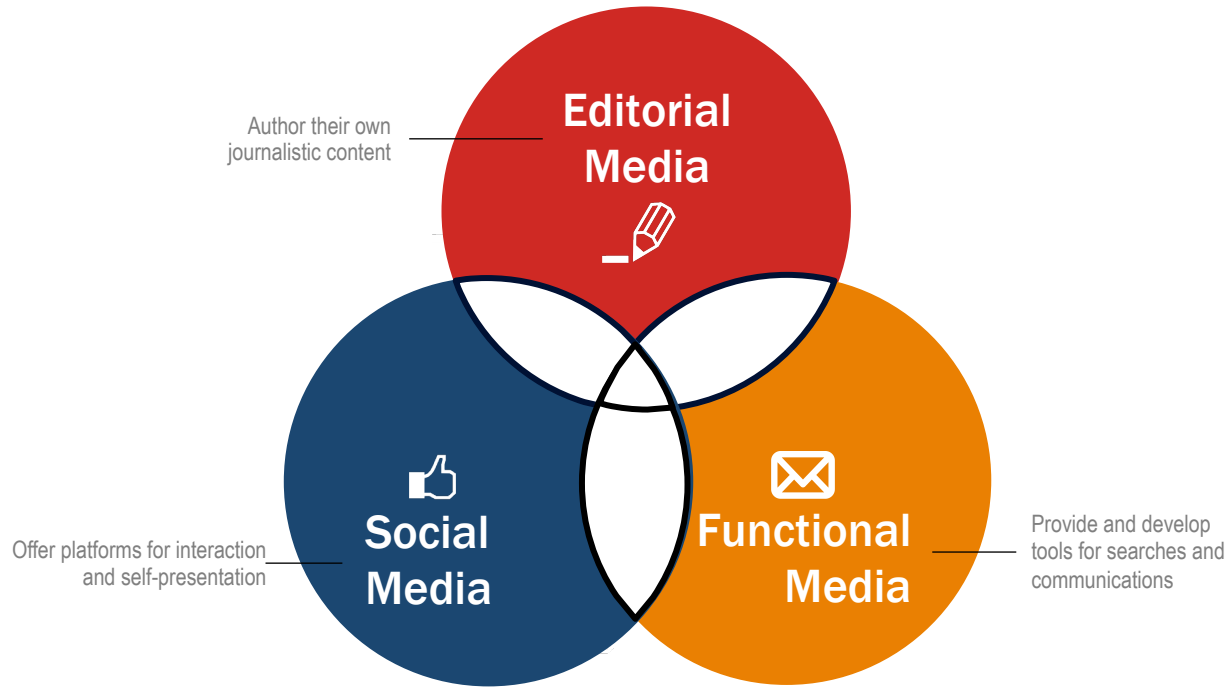
# **DIGITAL EDITORIAL MEDIA**

Collection of arguments

**DIGITAL  
EDITORIAL  
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**Editorial Media  
author their own  
journalistic content**

# THE WEB UNIVERSE



**i** "The Internet" has many functions: It serves as lexicon, shopping street and flea market, dating agency and address book, photo album and video library, a source of news and information. There is much to do on the internet.

Just as anywhere when there is much to do, the principle of burden sharing applies:

There are sites that have specialised on the exchange and networking of their users (social media), sites whose core competence lays in searching, shopping and communications (functional media) and sites that author information for their users (editorial media).

Each of these genres provides a relevant offer for its users for different usage situations. Together these offers comprise what users regard as "the Internet".

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**Editorial Media are  
the creative partners  
for brand  
communications.**

# PRIME SITES

– THE ELITE OF THE EDITORIAL MEDIA SITES –

## Prime Sites 2014/15

57 outstanding sites



✓  
**PRIME  
SITE**

VDZ-certified ad environment

## The criteria

12 individual aspects

### Content

- Journalistic content
- Own editorial department
- Brand image

### Awareness

- Relevance, stickiness
- Retention period
- Crossmedia ability of the brand

### Transparency and diversity

- Video content available
- Offered forms of advertising
- Marketing services
- Brand safety and ad verification
- Participation in studies
- Data protection

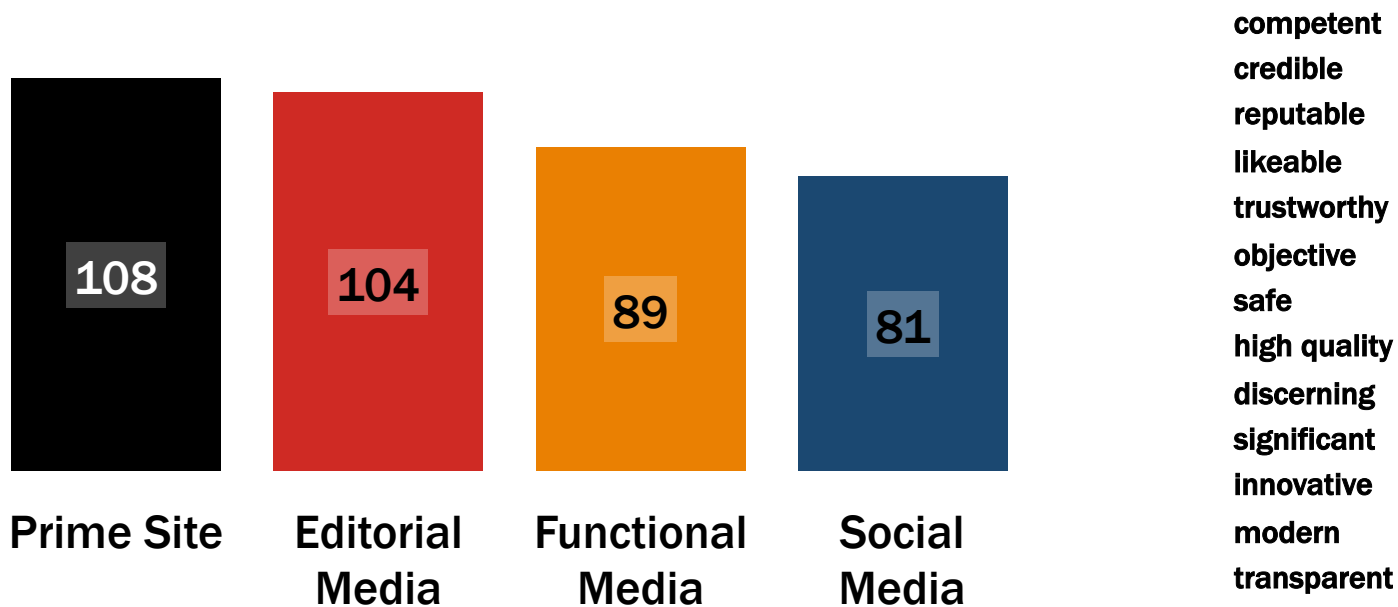
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**Prime Sites are the  
elite of the Editorial  
Media sites.**

# BONDING INDEX: KPI OF TRUST

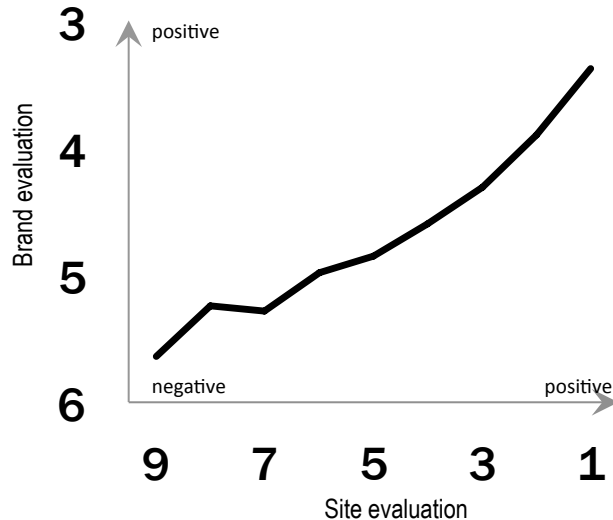


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# BONDING IS BRANDING

## Site versus brand valuation

Average site and brand evaluations on a scale of 1 to 9  
1=positive, 9=negative

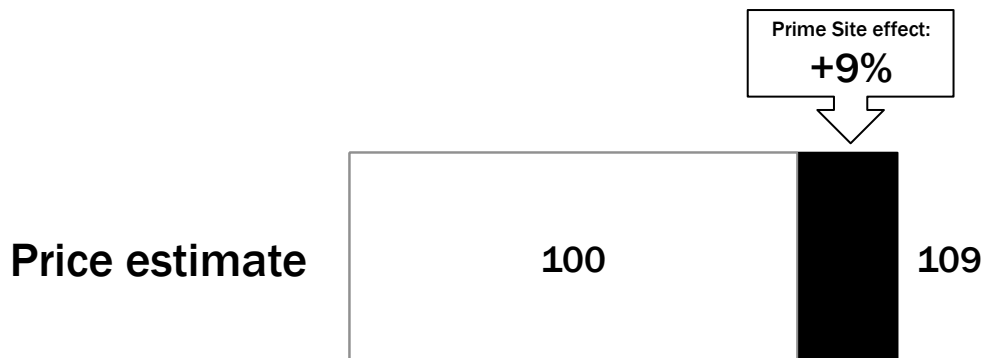


**i** The attributes perceived by users and the image of a site have a significant influence on the evaluation of a brand promoted on the site. The following applies: the more positive the perception of the site, the more positive the perception and evaluation of the brand and the product.

This relationship does not apply (often luckily) the other way around: the poor image of a site advertised upon has only a limited influence on brand perception. The established brand image comes to the rescue here, salvaging what it can, because the brand perception does not suffer in parallel to perception of the site.

However, advertising on sites with a good image that are reputable and safe increases advertising effectiveness and trust in the advertising site. A potential that should not be left untapped.

# MAKES PRICES REASONABLE



□ All Sites ■ Prime Sites

## Estimation of price for products promoted on sites

Index representation; average price estimate over all sites studied = 100

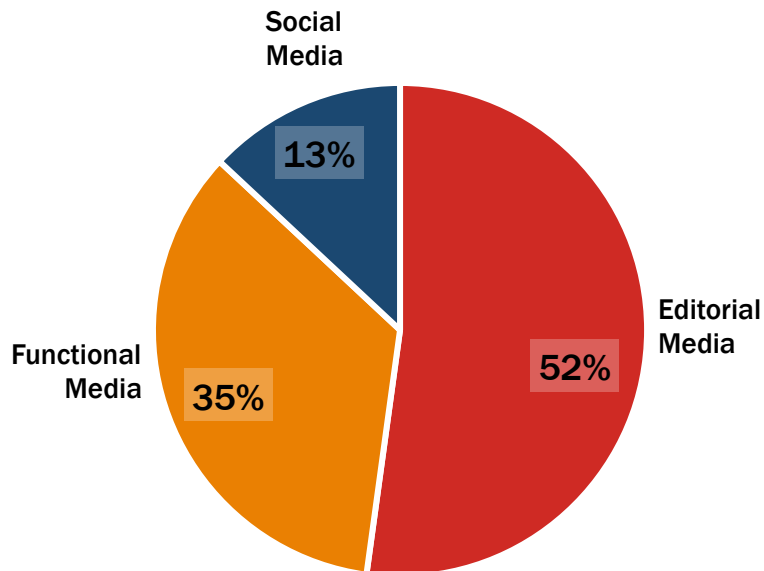
**i** Not only the image of a promoted product is influenced by the environment of its placement, but also the estimation of what price is reasonable for this product.

When a product is promoted identically on all sites, the estimation of price by users is on average around 9 percent higher when seen on a Prime Site. The actual price of the product would therefore appear more reasonable to them than to persons who saw the same product advertisement on sites that are not Prime Sites.

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# MAJORITY SHARE



Editorial Media sites are the largest web offers in Germany. From the 20 most visited web offers in Germany, half of the sites belong to the Editorial Media genre, significantly more than either Functional Media or Social Media sites.

This shows that content matters; reaching and interesting the people.

## Share of the Top 20 sites according to AGOF internet facts

Basis: Numbers of sites in the Top 20 by unique users, figures as percentages

Source: AGOF internet facts 2014-11; Sites without a clear classification were assigned to and taken into account in multiple categories.  
Basis: Internet usage in the last 3 months (broadest group of online users) - (106,638 unweighted cases – 100% - 55.62 million), single month (November 2014); whole population of 10 years+

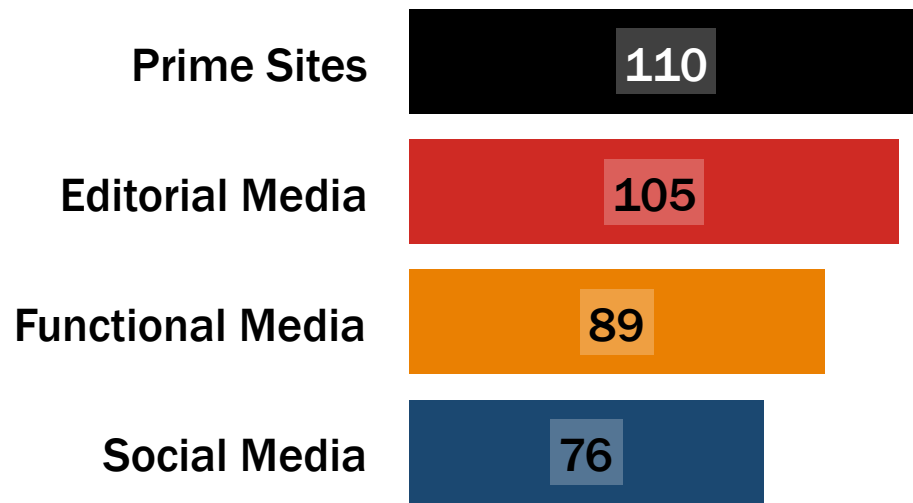
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# Why advertise on Editorial Media sites?

- they are the most used online offers and so deliver high advertising reach
- convince their users with competent, trustworthy and reputable content
- thus they enhance the image of promoted products

# COMPETENT



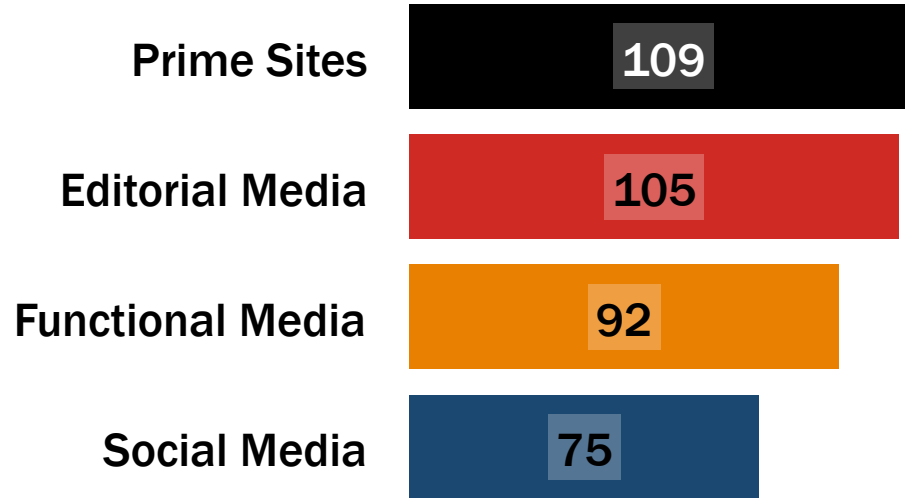
“The site is competent”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# CREDIBLE



“The site is credible”

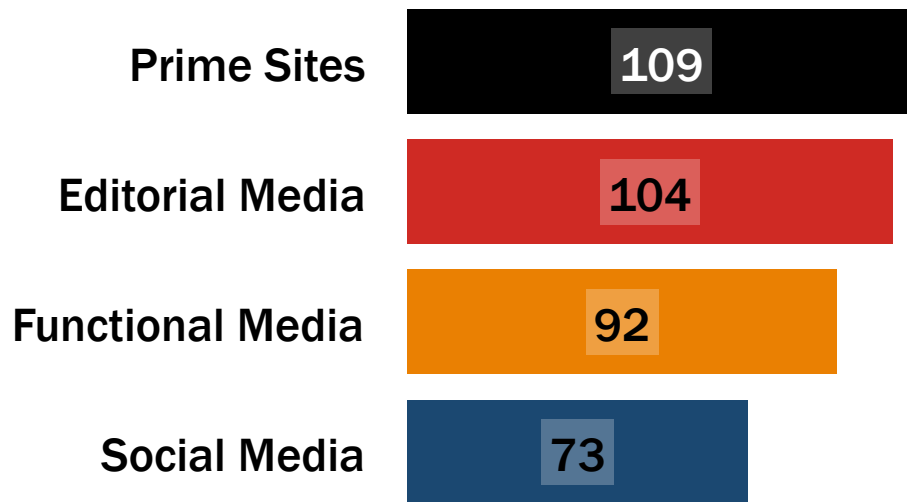
Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# REPUTABLE



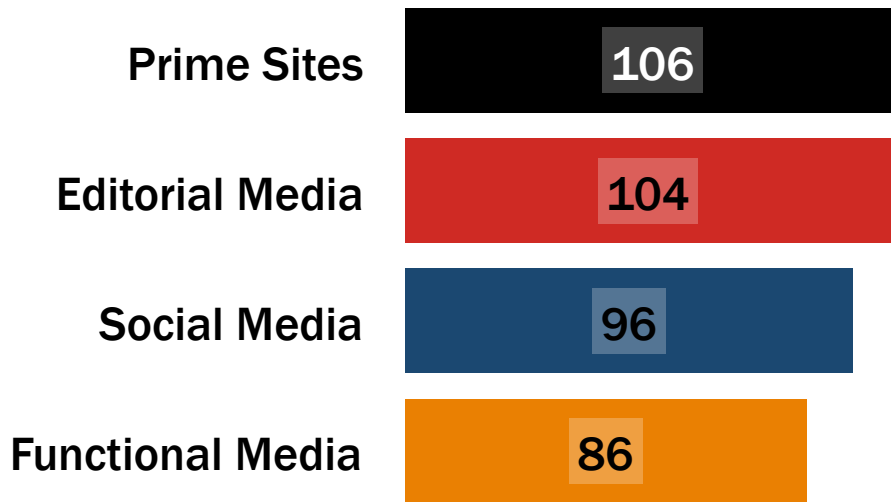
“The site is reputable”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# LIKEABLE



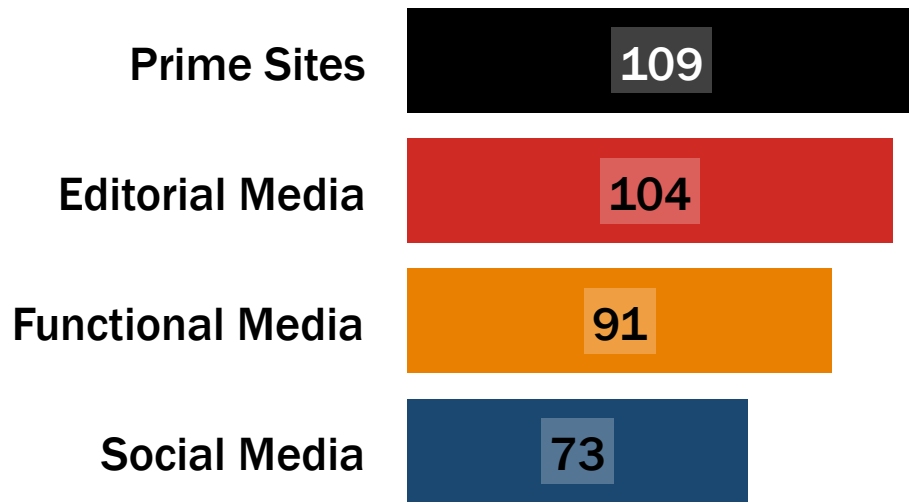
“The site is likeable”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# TRUSTWORTHY



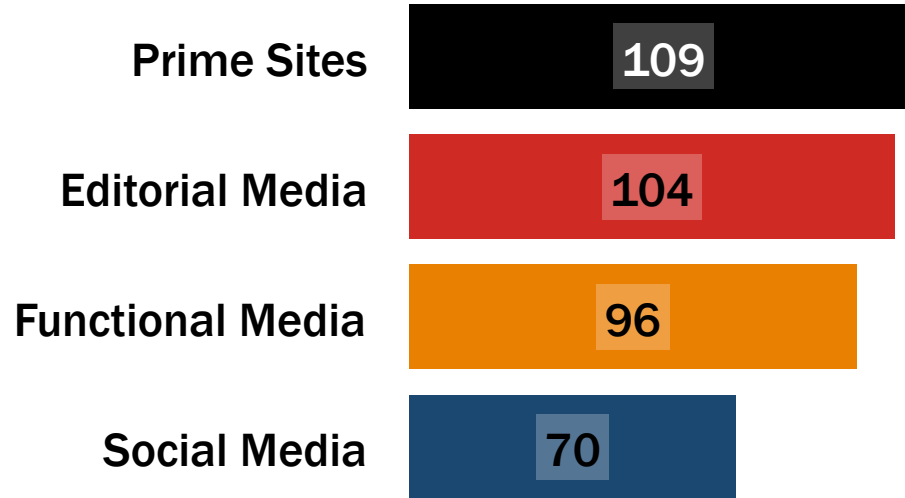
“The site is trustworthy”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# OBJECTIVE



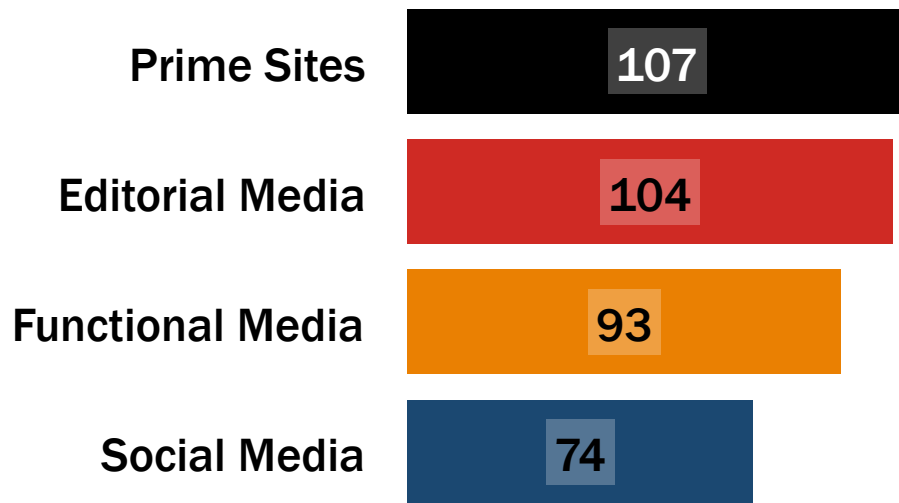
“The site is objective”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# SAFE



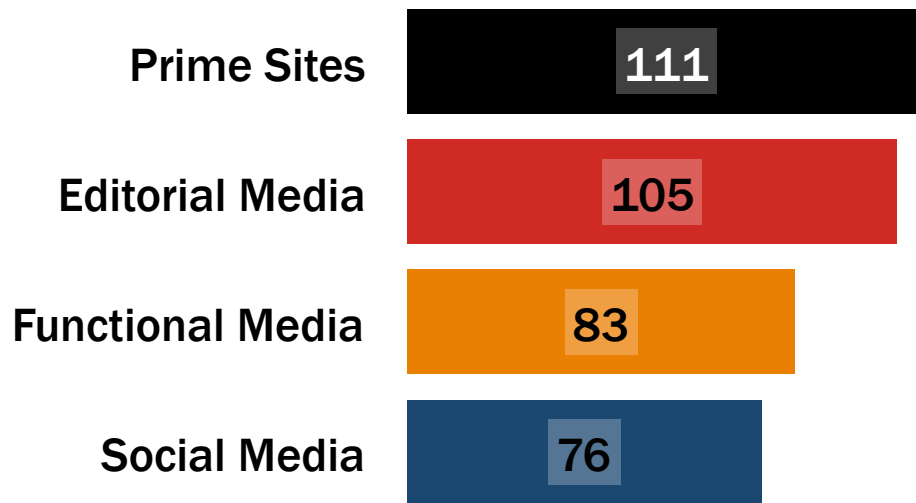
“The site is safe”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# HIGH QUALITY



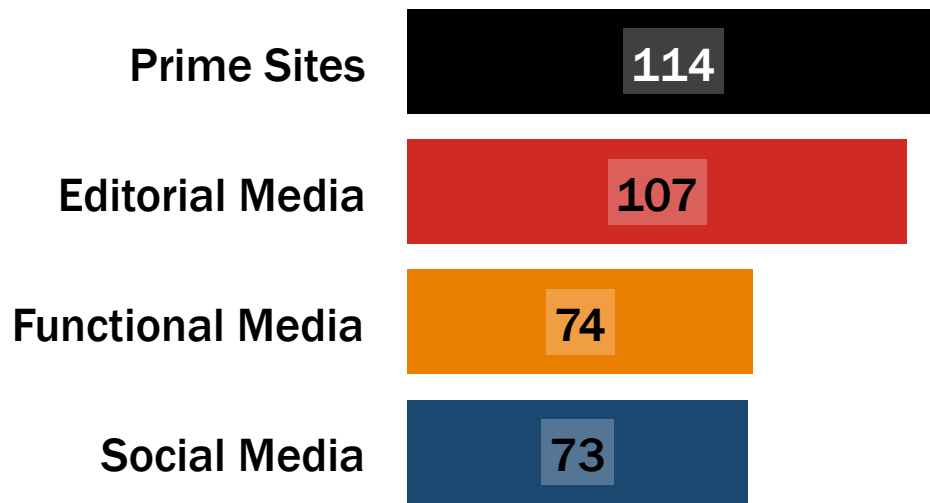
“The site is high quality”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# DISCERNING



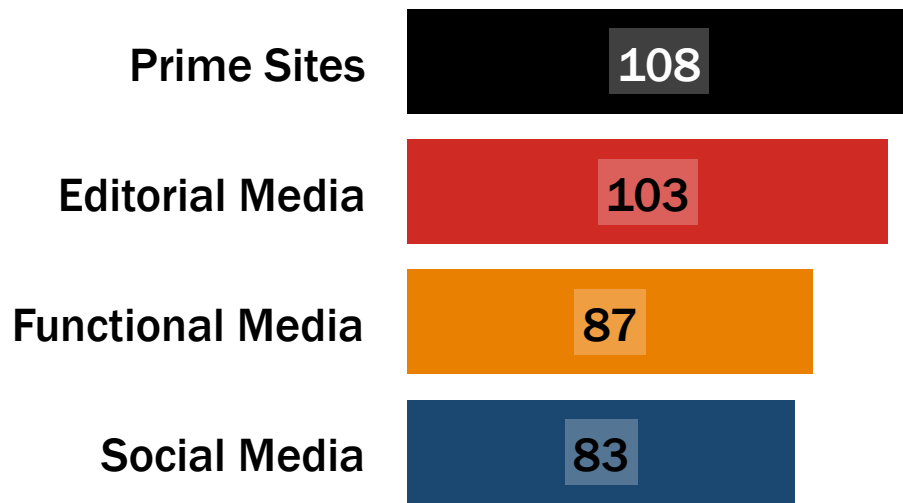
“The site is discerning”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# SIGNIFICANT



“The site is significant”

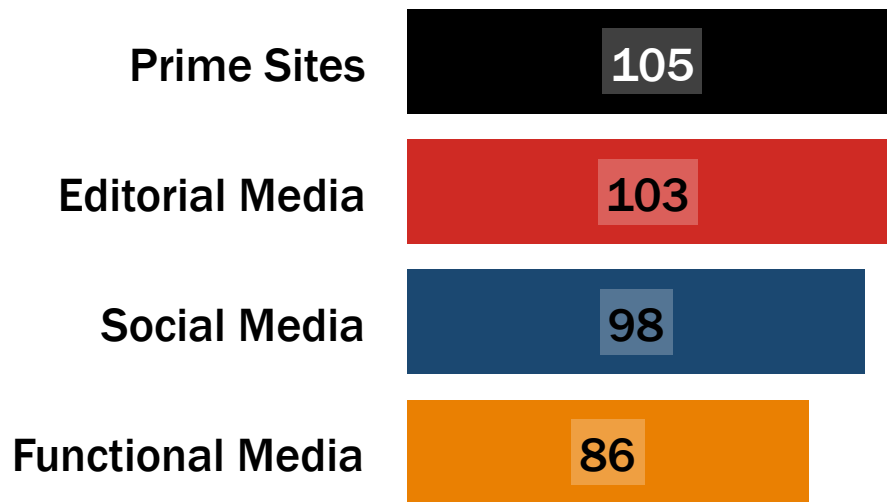
Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# INNOVATIVE



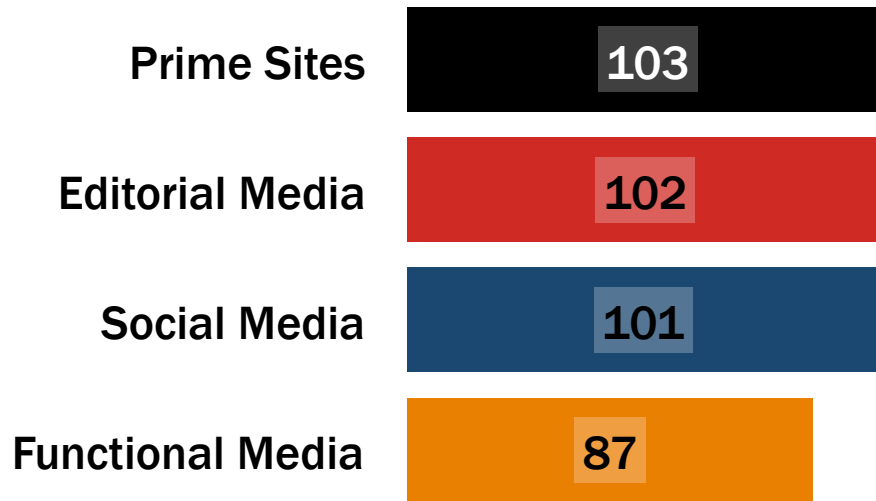
“The site is innovative”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# MODERN



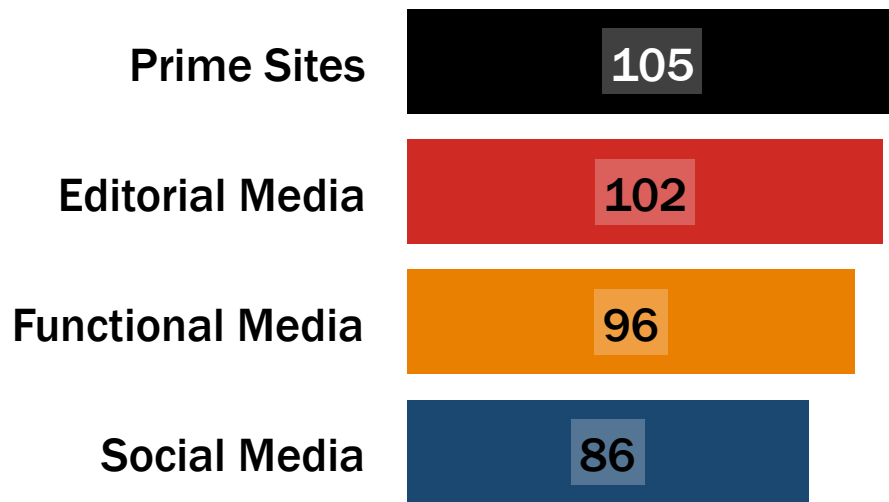
“The site is modern”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# TRANSPARENT



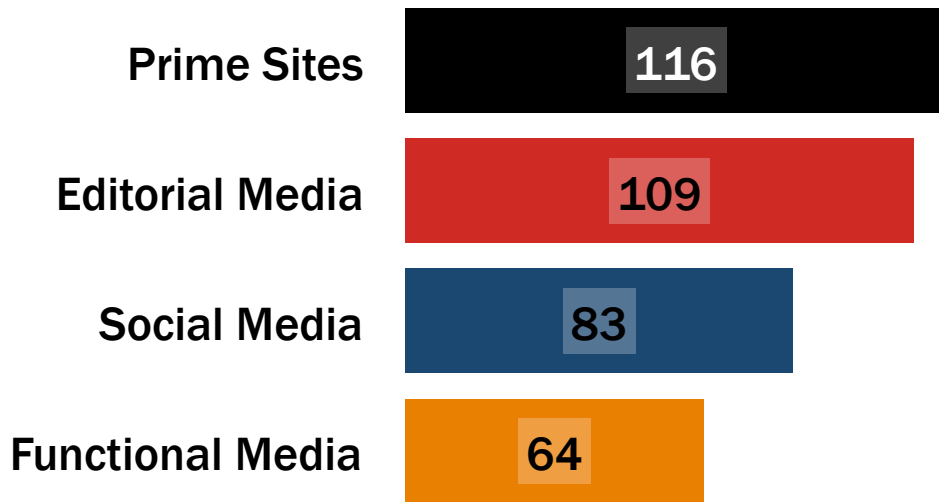
“The site is transparent”

Top 3 boxes from 9; Index representation: mean value of all sites = 100

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# PROFOUND



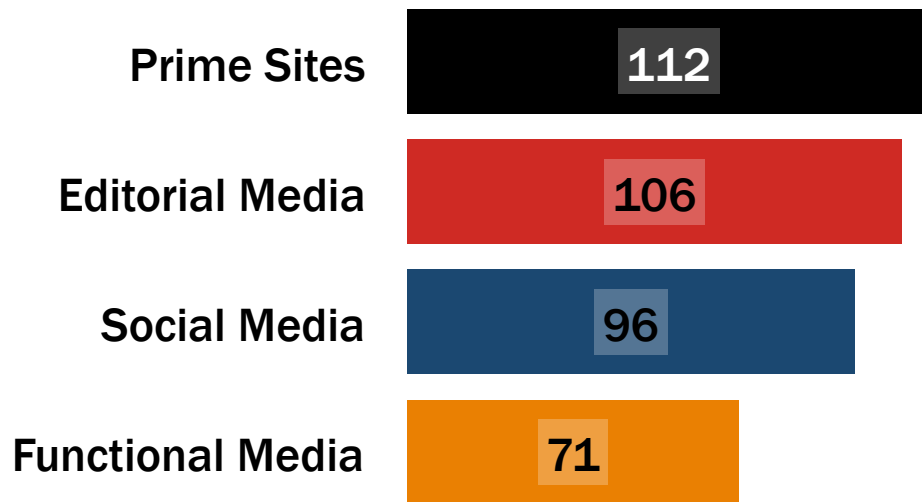
“Here I can inform myself more deeply about subjects that interest me”

Top 2 boxes from 6; Index representation: mean value of all sites = 100

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# INTERESTING



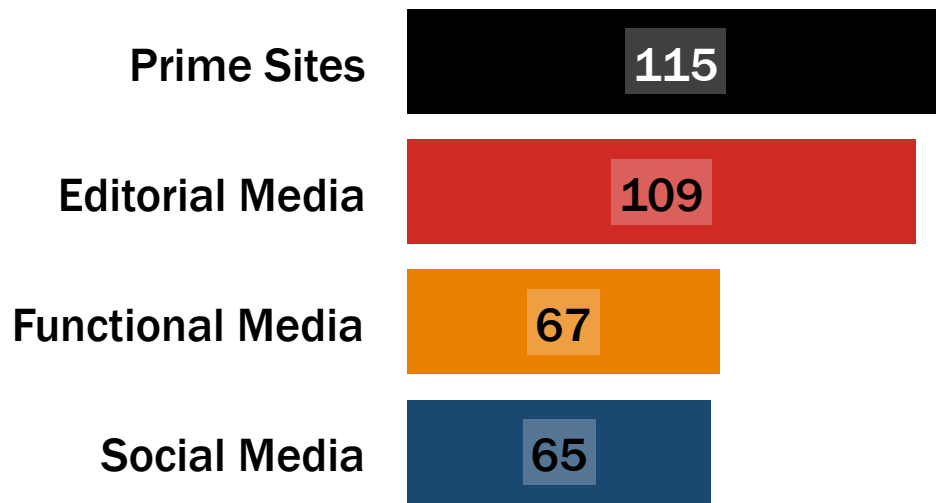
“Offers interesting content”

Top 2 boxes from 6; Index representation: mean value of all sites = 100

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# TOPICAL



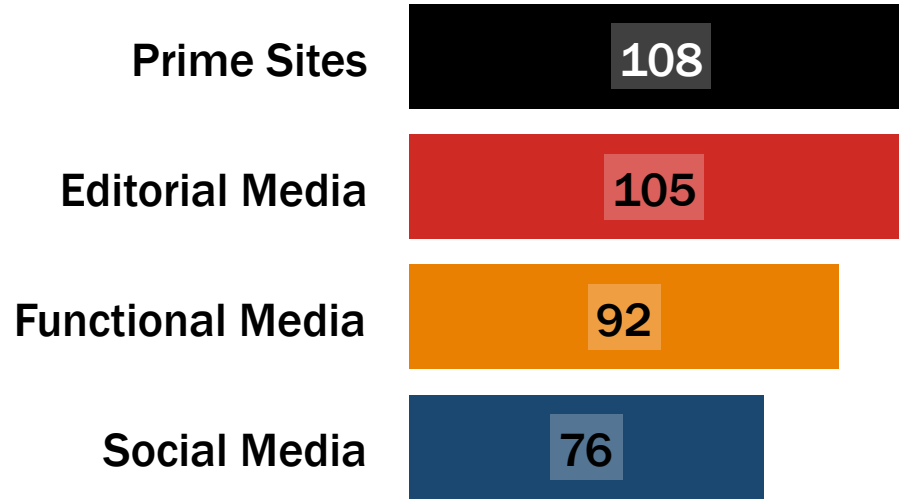
“Keeps me abreast of the latest topics”

Top 2 boxes from 6; Index representation: mean value of all sites = 100

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# OVERVIEW



“Here I see everything important at a single glance”

Top 2 boxes from 6; Index representation: mean value of all sites = 100

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Collection of arguments

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# THE SITES STUDIED

## Prime Sites

are the elite of the  
Editorial Media sites



auto-motor-und-sport.de | autobild.de | bild.de | brigitte.de  
| bunte.de | chefkoch.de | chip.de | computerbild.de |  
derwesten.de | essen-und-trinken.de | faz.net | focus.de |  
gamestar.de | glamour.de | golem.de | handelsblatt.com |  
helpster.de | jolie.de | kicker.de | kino.de | manager-  
magazin.de | netdoktor.de | netzwelt.de | pcwelt.de |  
spiegel.de | stern.de | süddeutsche.de | tvspielfilm.de |  
welt.de | wirtschaftswoche.de | zeit.de

## Editorial Media

author their own  
journalistic content



auto-motor-und-sport.de | autobild.de | bild.de | brigitte.de |  
bunte.de | chefkoch.de | chip.de | computerbild.de |  
derwesten.de | essen-und-trinken.de | faz.net | focus.de |  
gamestar.de | glamour.de | gofeminin.de | golem.de |  
handelsblatt.com | helpster.de | jolie.de | kicker.de | kino.de  
| manager-magazin.de | msn.com | myvideo.de |  
netdoktor.de | netzwelt.de | pcwelt.de | prosieben.de | rtl.de  
| spiegel.de | stern.de | süddeutsche.de | t-online.de |  
tvspielfilm.de | welt.de | wetter.com | wirtschaftswoche.de |  
yahoo.de | zeit.de

## Functional Media

provide and develop tools  
for searches and communications



dastelefonbuch.de | eBay.de | gmx.de | helpster.de |  
meinestadt.de | quoka.de | t-online.de | web.de |  
wetter.com | yahoo.de

## Social Media

offer platforms for interaction  
and self-presentation



facebook.de | gutefrage.net | myvideo.de | youtube.com |  
chefkoch.de | gofeminin.de

Information pertains to site allocation for analysis of the Prime Site research.  
Sites without a clear classification were assigned to and taken into account in multiple categories.

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## Method: Image transfer assessment, Prime Site research 2014

Using a two-stage study setting, first the image profiles of various websites were assessed followed by analysis of the impact of their respective image attributes on the promoted brand or product.

### Part 1 : Image assessment:

**Determination of image profiles for 51 websites  
(Prime Sites and not Prime Sites)**

**Method:** 10 min. online-panel survey

**Sample:** n = 3,198 online representative according  
to age, sex and education

**Field time:** 04 February -13 February 2014

**Questionnaire:** each participant evaluated in total  
5 sites in detail using a semantic differential SAM  
method (Self-Assessment Manikin Test) and  
supplementary text

**Weighting:** structurally identical according to sex/  
age/education of the site users according to AGOF



### Part 2 : Image transfer:

**Determination of the image transfer and  
advertising effectiveness by comparison of 20  
websites (Prime Sites and not Prime Sites)**

**Method:** 10 min. online-panel survey

**Sample:** n = 5,100 online representative according  
to age, sex and education

**Field time:** 26 February – 4 March 2014

**Questionnaire:** each participant was confronted in  
the questionnaire with one website and various  
campaigns (integrated into the website). Thereafter  
followed image assessment of the advertiser's brand  
or promoted product.

**Weighting:** structurally identical according to sex/  
age/education of the broadest group of online users  
according to AGOF