

WHO CARES?
ADVERTISING

Who Cares Wins

Prospect Magazine

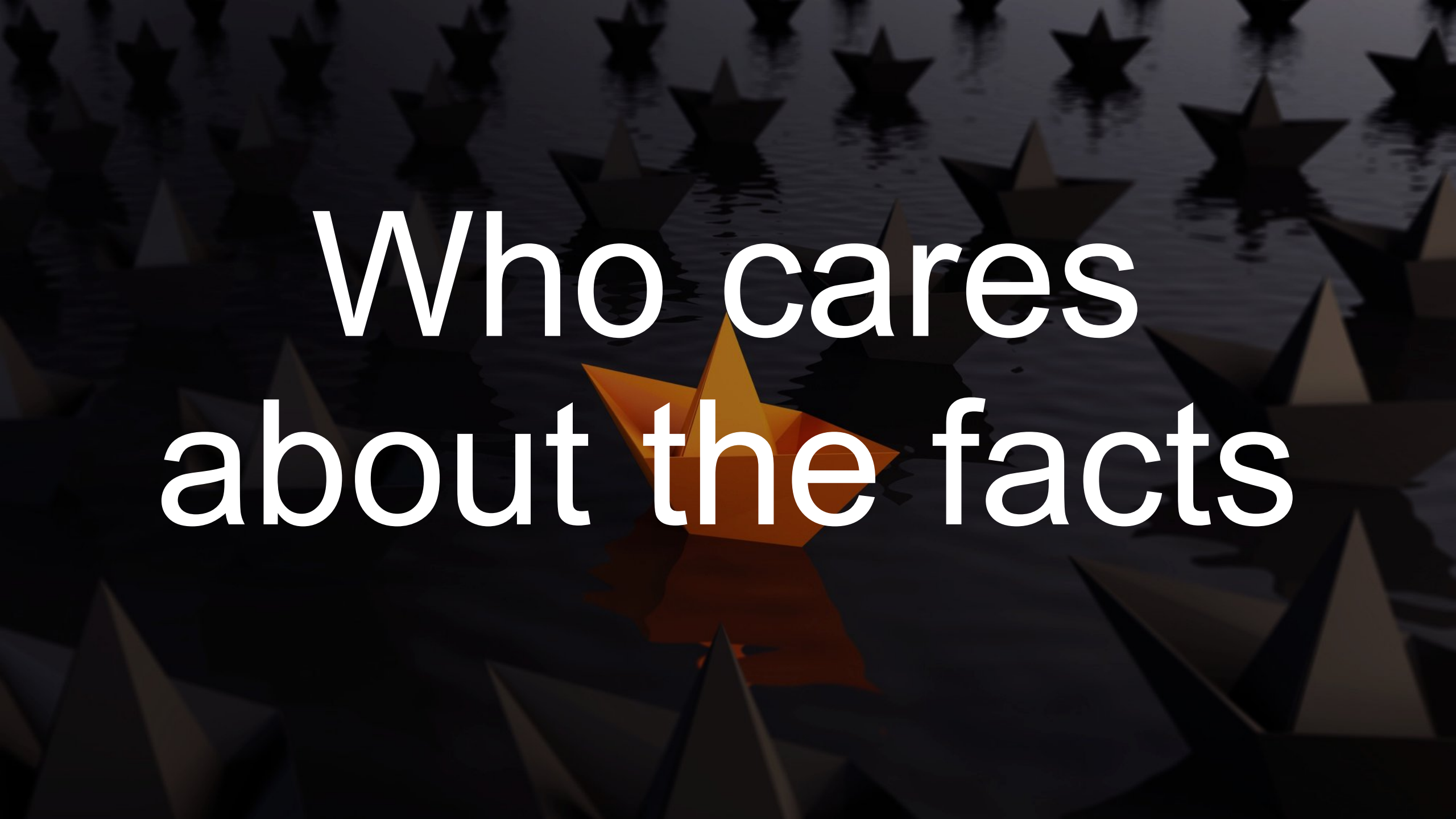
11th June 2026

Who cares about the facts?

Samira Brophy, senior director,
Insos UK



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Who cares
about the facts



Trust Builds
brands

the power of trust

67%

Say they tend to **buy brands that reflect their personal values**

77

Say they are “**more likely to trust a new product if it’s made by a brand I already know**”

52%

Are “**Willing to spend extra for a brand that appeals to me**”

Compared to 2013, this is....

+13%pts globally

+20%pts in GB

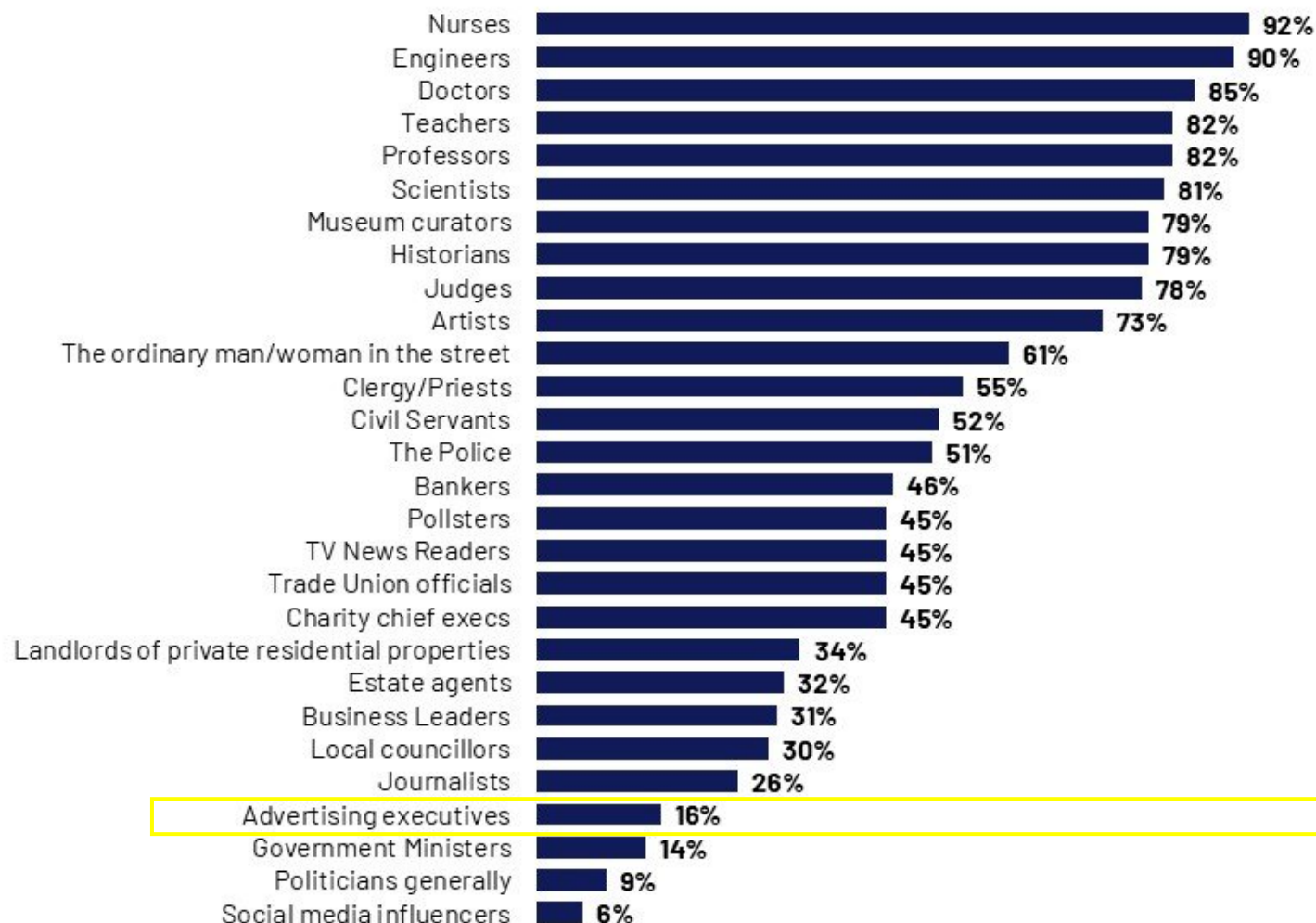
Source: Ipsos Global Trends 2025 “The Uneasy decade”

2025 Veracity Index

All professions

"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"

% trust to tell the truth



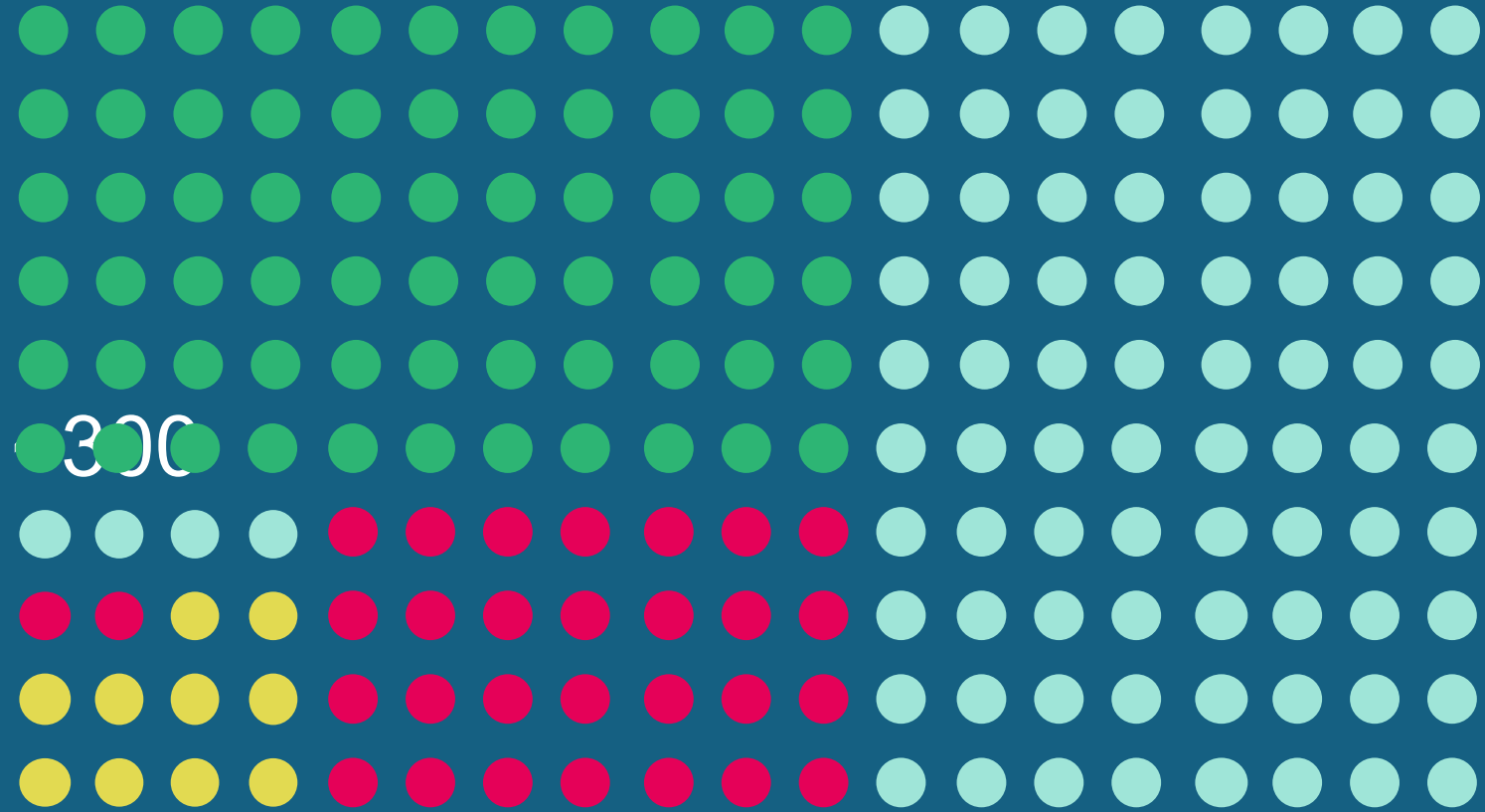
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and
exponentially
higher
volumes
of assets
in
production

~3,500

300

2017

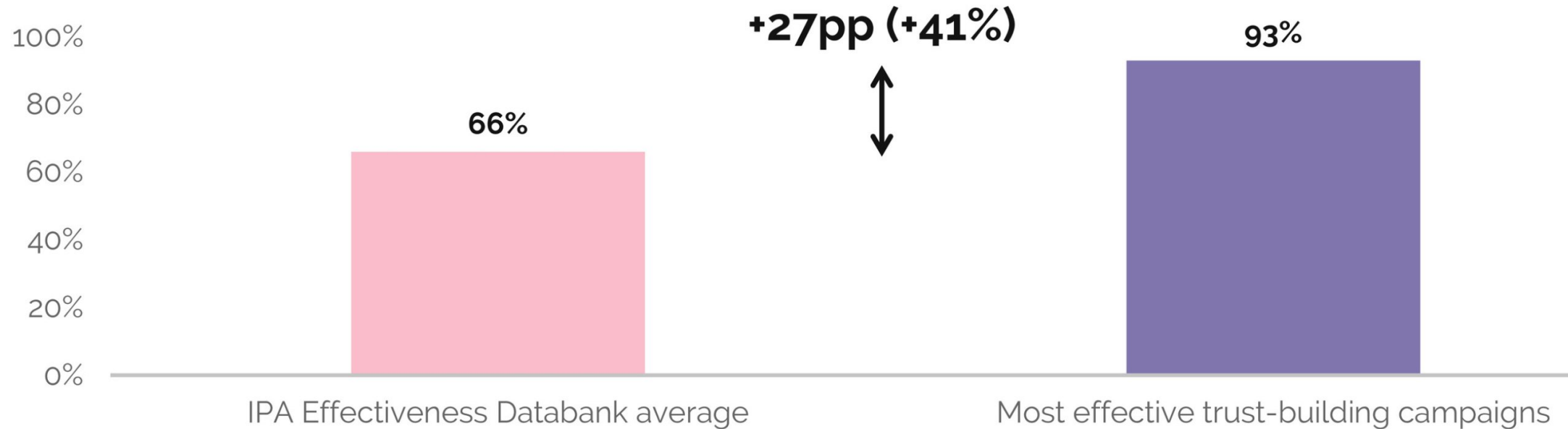


Source: Ipsos Beauty Sensor Client. Volume of creative assets produced by platform for one global Power Brand

© Ipsos

Effective trust campaigns link to business effects

Top trust-building campaigns are more likely to report very large business effects
(% of for-profit campaigns reporting very large business effects)



Source: IPA, n=182 for profit IPA Effectiveness Databank Campaigns 1998 to 2024



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Effective
creativity adapts
to context

IPSOS identified what effective creativity looks like

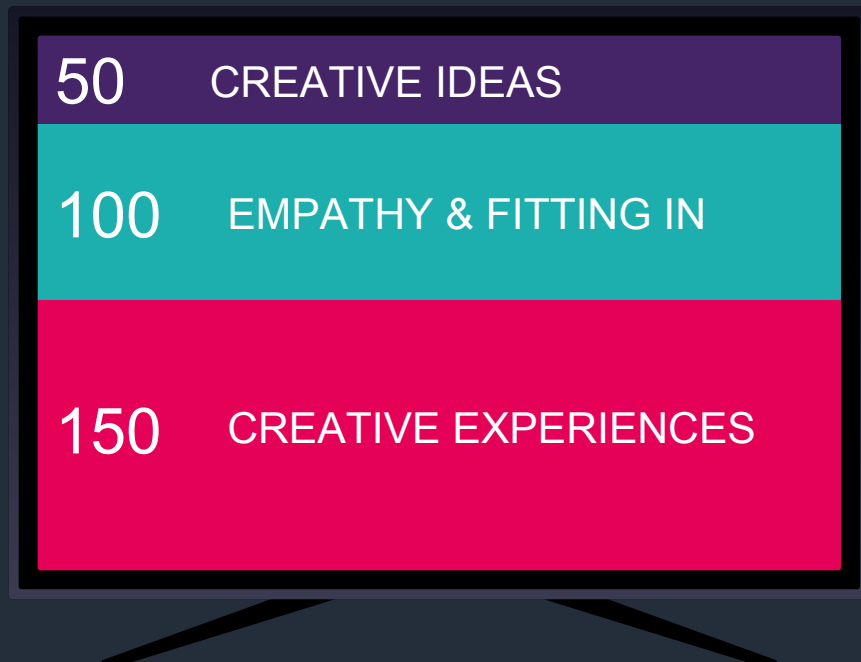
Entertaining Experiences x Empathy & Fit x Creative Ideas



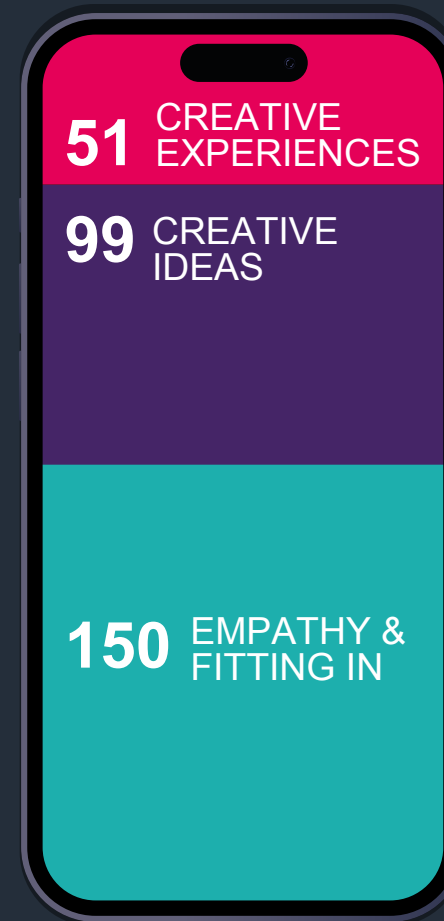
Source: Ipsos Misfits, Ipsos Global Ad Testing Meta-Analysis (n=1.734 cases)

Break through drivers vary by context

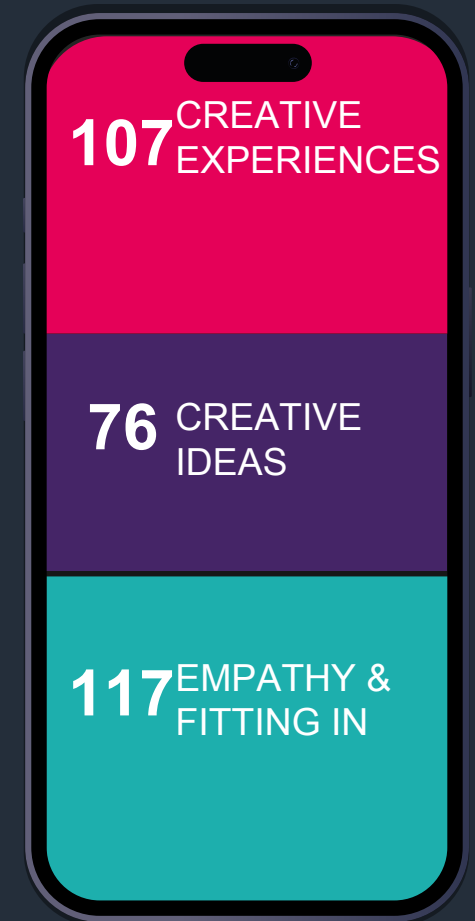
LINEAR VIDEO/ YOUTUBE



SOCIAL
VIDEO IN-FEED



SHORT FORM
VIDEO



WHY DOES IT
ADVERTISING
CARE?

Indexed % increase in average Memory Encoding
for ads rated high vs. low on each experience

Source: Ipsos Creative|Spark Social Video analysis cases (n=191 cases) and Short Form Video cases (n=489)



Conext
influences
outcomes

CONTEXT IS KING

content is king



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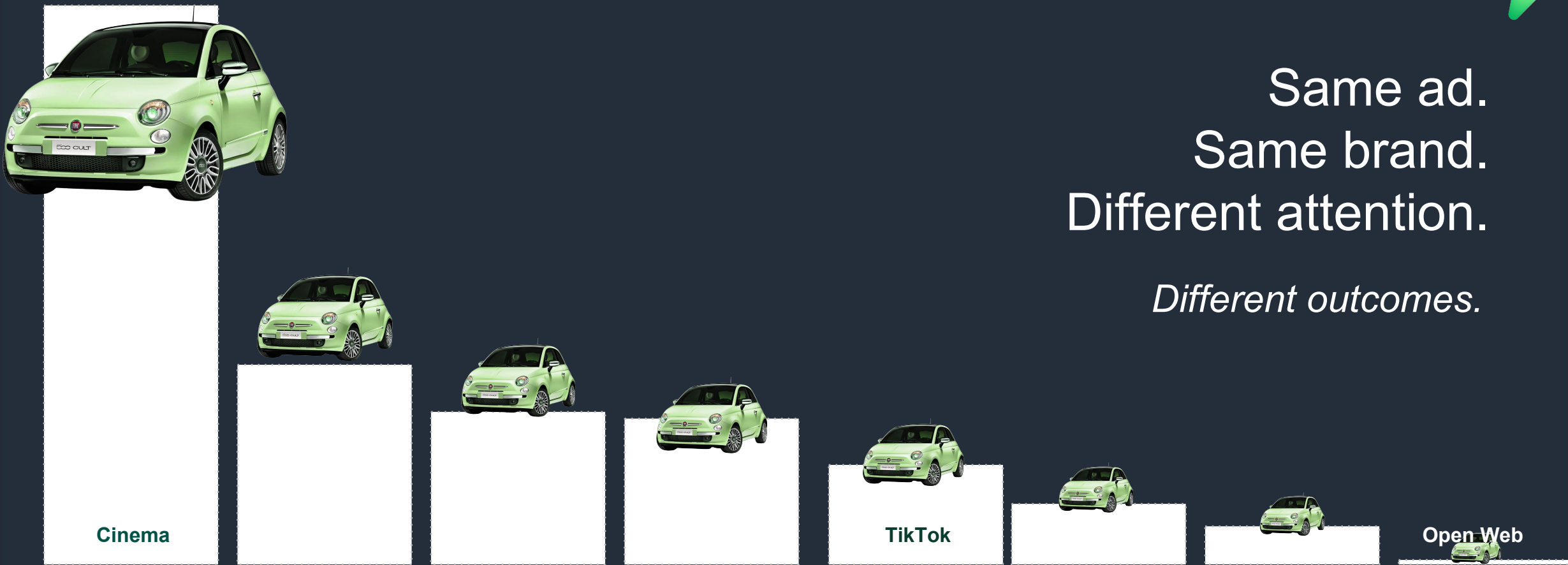


1. Attention



Same ad.
Same brand.
Different attention.

Different outcomes.

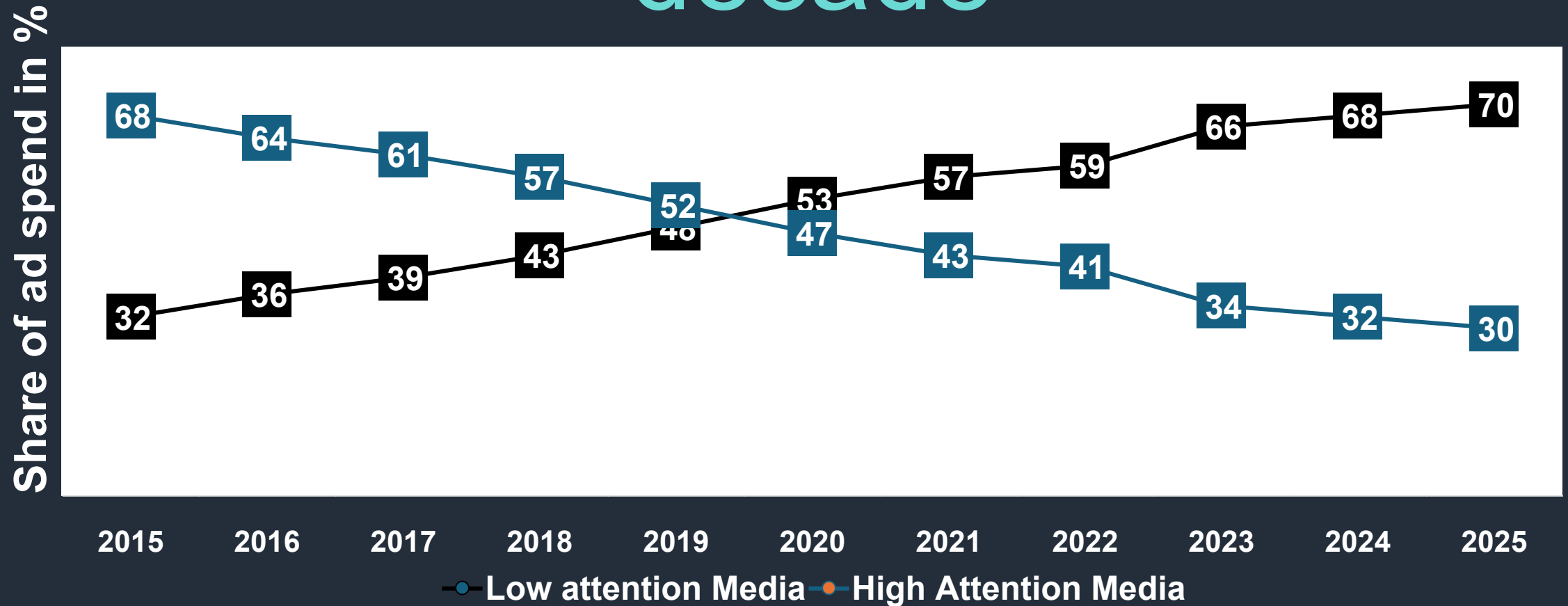


Platform A	Platform B	Platform C	Platform D	Platform E	Platform F	Platform G	Platform H
24.2 seconds	8.9 seconds	6.8 seconds	6.5 seconds	5.5 seconds	2.7 seconds	1.7 seconds	0.2 seconds

Source: Amplified, Automotive category, Canada

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Investment shifts over the last decade



Source: AA/WARC total ad spend for each media exc. search and direct mail

High and Low Attention media defined by Lumen Attention data.

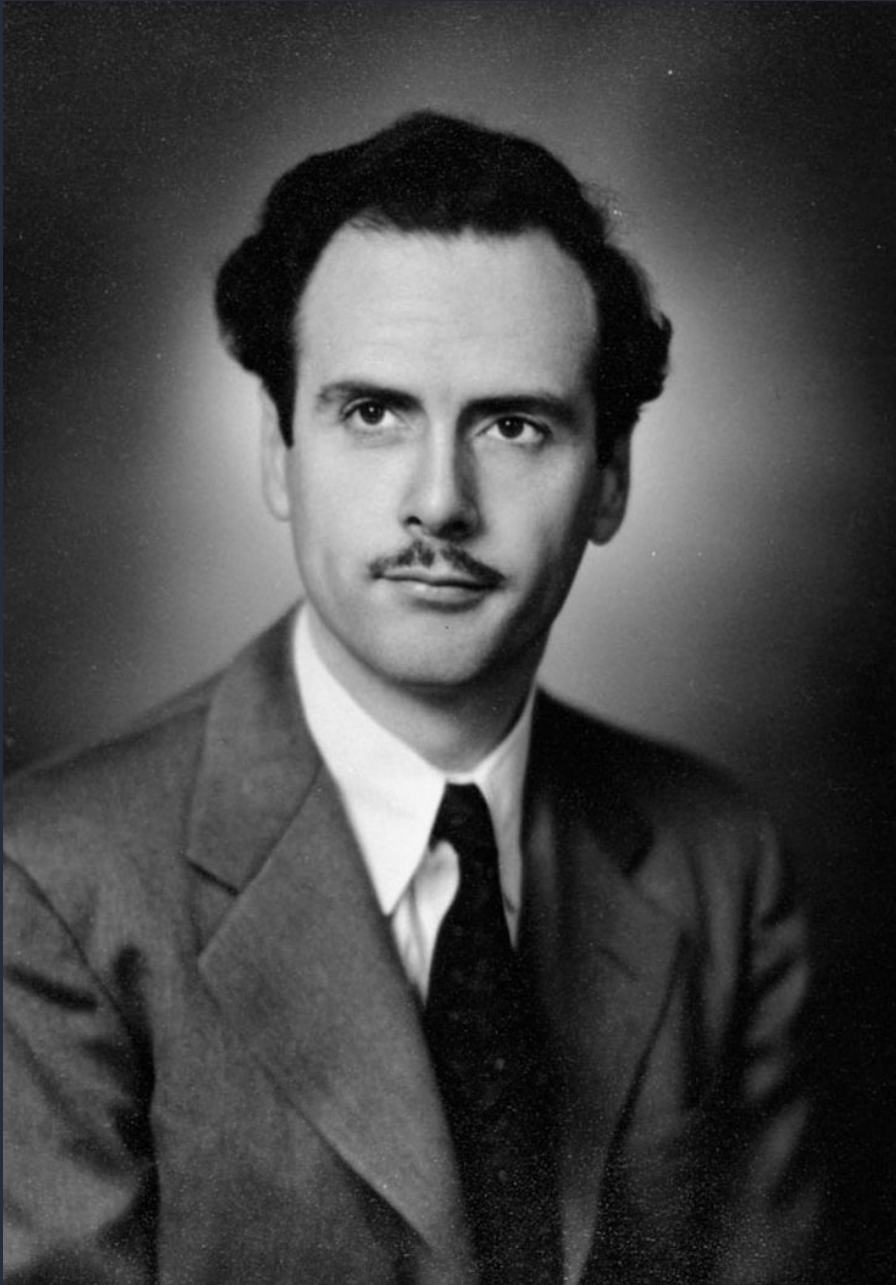
High attention media = TV, Cinema, Radio, Magazines, News brands

Low Attention media = OOH, Social And internet pure play excluding search and direct mail

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2. Signaling

A person stands on a dark, grassy hill at dusk or dawn, holding a flare that emits a thick, orange-yellow plume of smoke into a hazy, overcast sky. The scene is dimly lit, with the smoke providing a focal point of light and color.

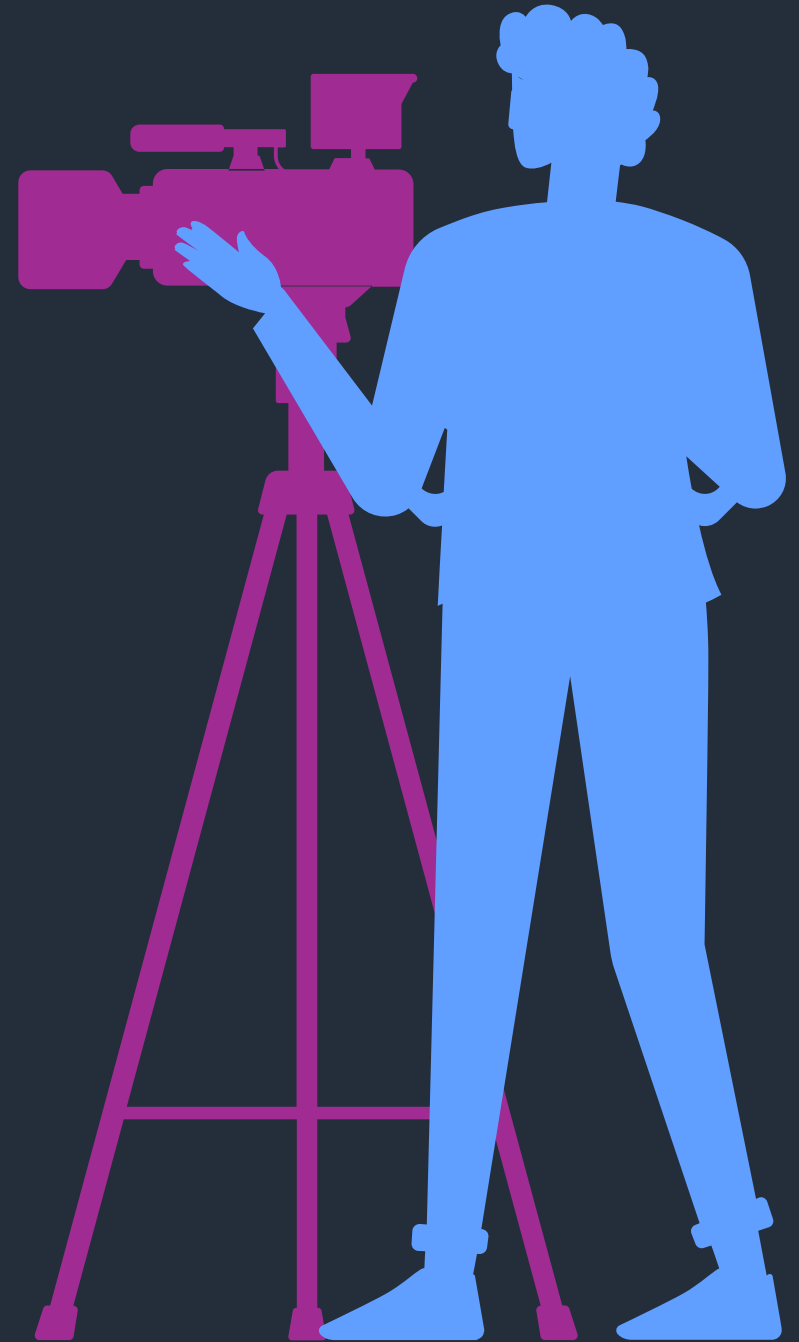


“The
medium is
the
message”

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“The
mediu
m is

A
WHICH CARES?
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Ad environment impacts commercial outcome

The average ad dwell time achieved on news brand sites is significantly stronger than the time spend with ads elsewhere online

	Non-news brands	News brands	% uplift news vs. non-news
Video	1.97s	2.36s	20%
Display	1.63s	2.13s	31%

The greater attention to ads on news sites translated to brand uplifts for awareness (+11%), consideration (+23%) and action intent (+32%)

Source: ATTENTION: Newsworks, Lumen, Brand Metrics

WHY CARES?
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Premium
media =
possesses
brand
affinity and
high-
quality
content
environme

Ad environment impacts
commercial outcome

Ads in premium
environments...

50 30
% %

WILL OVERTIME?

Source: The Trade desk 'Premium Payoff'

More effective in building

More effective in driving

The background is a blurred image of a board game. It features a map of the world with various regions labeled, such as "Europe de l'Ouest" and "Océan Indien". There are numerous small, colorful plastic figures (red, yellow, green) placed on the map. In the foreground, several red dice are visible, some showing white pips. The overall lighting is dim, creating a moody atmosphere.

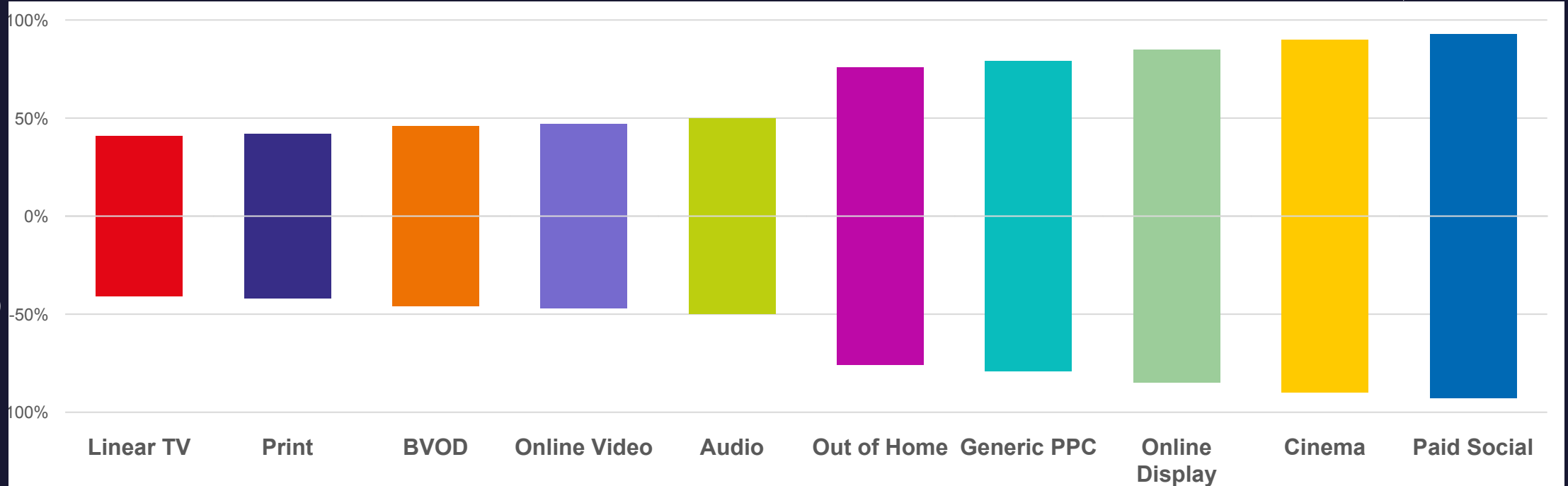
3.

Accountability and risk

Manage risk

Increasing risk / reward of achieving return

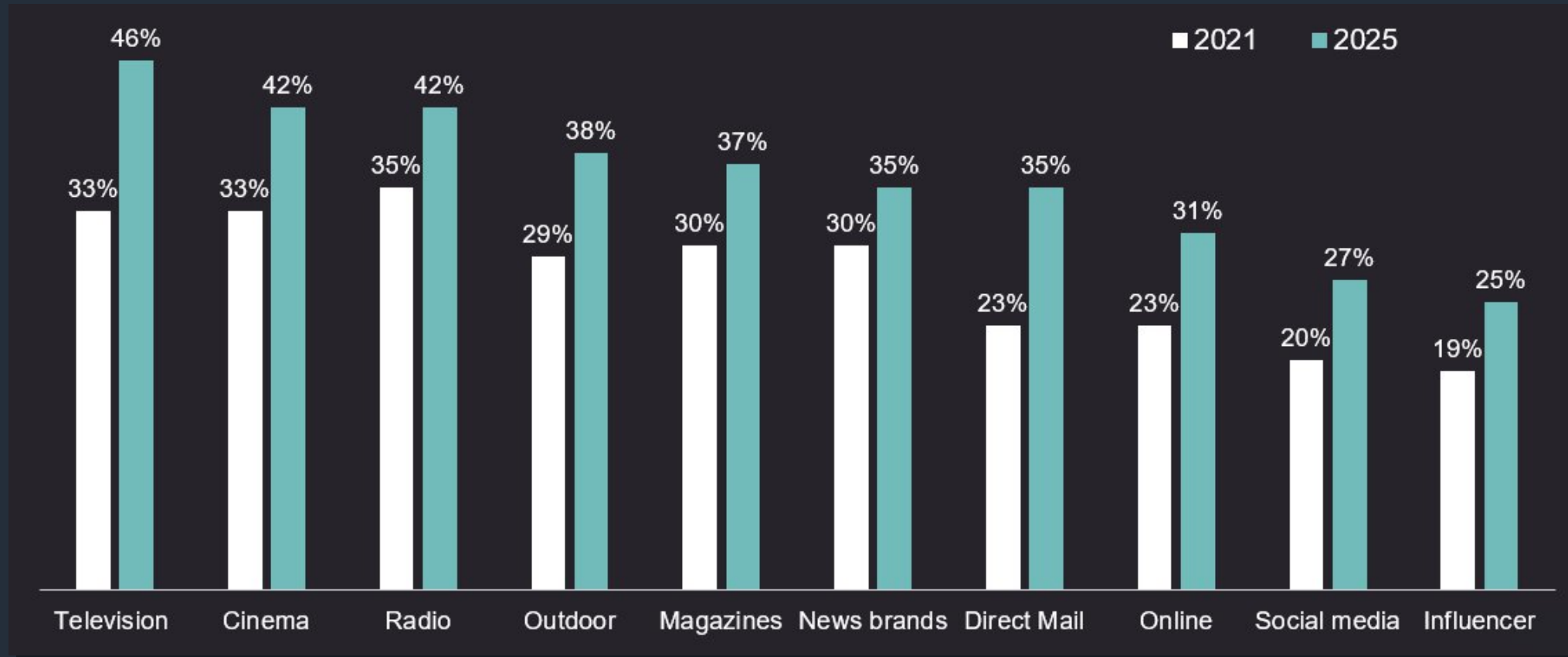
% Deviation from the
average observation



Source: Profit Ability 2. Eqbiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK, April 2024

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Trust in channels



Source: Credos Trust Tracker (Advertising Association)

Q. To what extent, if at all, do you trust each of the following types of advertising in relation to products and services? (very trusting / fairly trusting), Kantar, 2025, n=2,534

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“ The tyranny of targeting

Modern media analytics is in danger of reducing the medium back to being the medium alone. If we continue down this path, we may end up on a fool's errand, mistaking accuracy for effectiveness and precision for persuasion. ”

Charles Vallance, Founder, VCCP

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The image features a 3D-rendered scene. In the center, a bright orange-gold paper boat floats on a dark blue, rippled surface. The boat is illuminated from above, casting a soft shadow on the water. Surrounding this central boat are numerous other paper boats, all in a dark grey or charcoal color. These background boats are scattered across the frame, some appearing closer and larger, others further away and smaller, creating a sense of depth. The overall lighting is dim, with the primary light source highlighting the central golden boat.

the facts

Building Trust
matters to
sustained brand
success

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WHO CARES?

We're making
more stuff.

This costs, so
make it count

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Brand and profit
matter.

Effectiveness,
not just efficiency

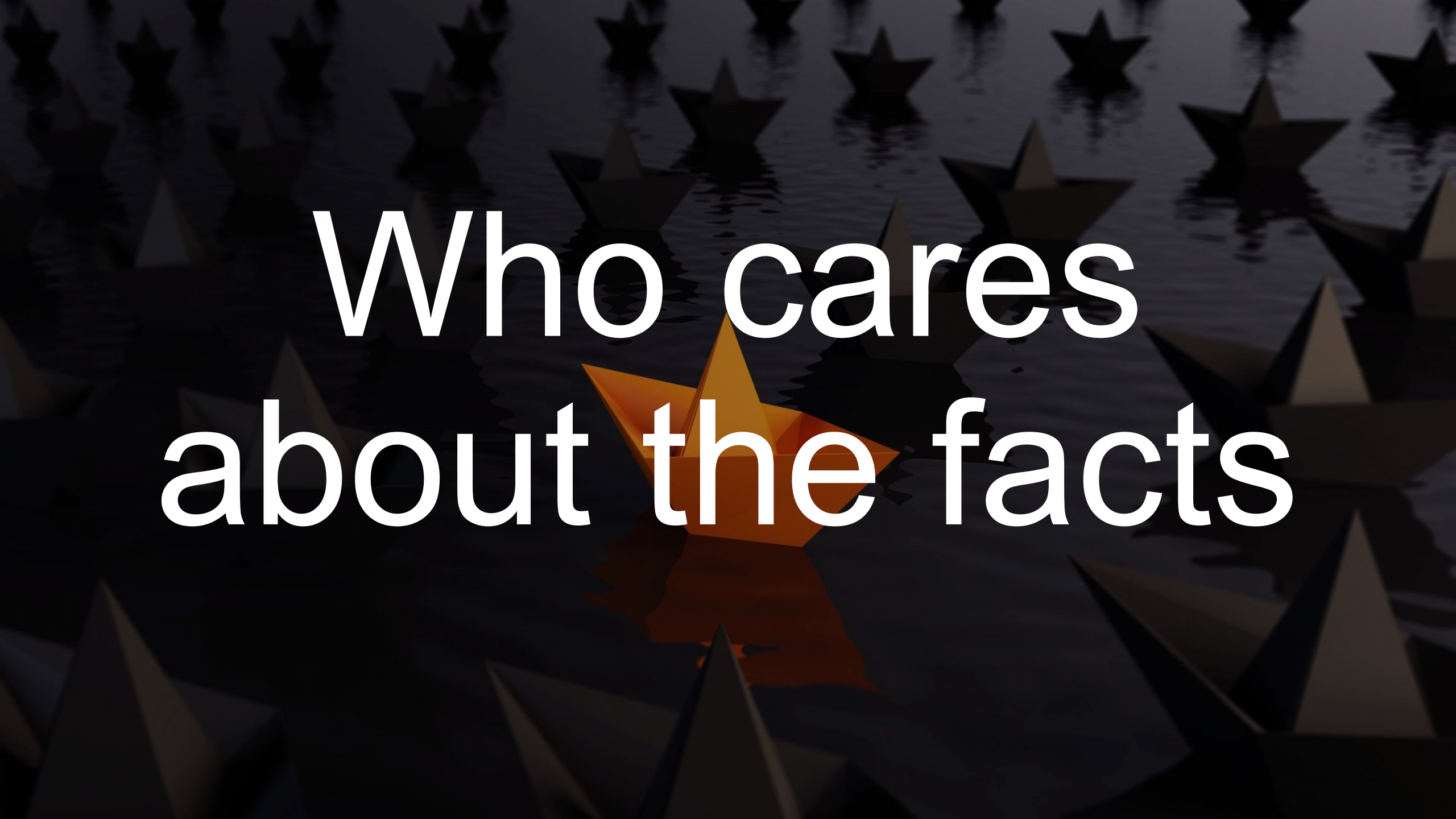
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Conte
xt is
king
Kong.





Do no harm



Who cares
about the facts