

Ad Positioning

Understanding Advertising Context

When an advertiser seeks a contextually targeted ad position, they are typically looking for some combination of access to the right person or access to the right moment when that right person is most receptive.

Contextual Advertising Gets To The Right Person



The historical value of context is that it tells you something about the audience. For example, food manufacturers may try to place advertisements within food editorial because they know that people interested in food and recipes will likely read that section. So, the value of the context is in knowing something about who will read the content, not just those immediately waiting to run out and buy the product. Advertisers know that by influencing the buyer they can influence the purchase. The time of influence doesn't have to be at the time of purchase.

Contextual Advertising Gets At The Right Moment

The second argument is that contextual advertising delivers value because advertisers want to get a person at that magical moment when they are ready to notice an ad or, better yet, respond to one. Many advertisers believe that the context provided by editorial adjacency provides that special moment.



So, is the Value of Context the Person or the Moment?

Given the facts above, the value of context for most advertisers lies in reaching the right person. This is where behavioural targeting kicks in. If you free yourself from the constraint of "the moment", you can increase planning creativity by adding, multiplying and subtracting contexts as you see the fit. It's akin to 360° marketing. For example, instead of having an editorial section on Asian travel that would appeal to an Asian airline, you can add contexts by capturing readers who read about travel and also about Asian business. And, if you want to separate out the frequent business traveler from the casual traveler, you could multiply contexts by reaching readers who read more about travel than the average travel reader. The possibilities for combining contexts in order to better understand and surround a reader's desires and interests are limitless.

Context and Editorial Adjacency

Data suggests that adjacent editorial can affect advertising performance:

Case Study #1:

| Adjacent Content | % des annonces ayant le mieux performé |
|-----------------------|--|
| Table of Contents | 61% |
| Person/People | 49% |
| Articles with Recipes | 49% |

Source: Starch Tested Copy, Vol. 2, #23

Case Study #2

| Feature Article | No Context Index | Context Index |
|-------------------|------------------|---------------|
| Recognition* | 100 | 106 |
| Effective Score** | 100 | 110 |

* Noticed

** Noticed and brand was remembered

Source: Medialogue, Stop/Watch