


FUTURE OF NEWS



Cannes Lions International Festival of Creativity
JUNE 2025

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 **STAGWELL**

TODAY: ADVERTISING IMPACT STUDY

As part of the *Future of News Initiative*, Stagwell and HarrisX conducted a nationally representative U.S. study to assess the impact of advertising across key brand and reputation metrics.

The study explored the **potential implications of excluding news platforms from advertising strategies** — specifically, whether doing so may reduce campaign reach and effectiveness by foregoing segments of the population that engage primarily or exclusively with news content.

A total of **N=7,126 U.S. adults** participated in the survey, including **N=1,965 News Junkies** and **N=1,204 Exclusive News Junkies**.

The study tested a mix of **20 ads (spanning static, animated, and video formats) from 20 brands across five major sectors** — technology, travel/hospitality, CPG, financial services, and automotive.

Each respondent **evaluated a random subset of five brands across seven brand and reputation metrics, both before and after ad exposure**, allowing for a direct measurement of advertising impact.

The study was fielded online by HarrisX from **June 6–10, 2025**.

Sample size & margin of error

7,126
GENERAL PUBLIC

+/- 1.2%
SAMPLING
MARGIN OF ERROR

1,965
NEWS JUNKIES

+/- 2.2%
SAMPLING
MARGIN OF ERROR

1,204
EXCLUSIVE NEWS JUNKIES

+/- 2.8%
SAMPLING
MARGIN OF ERROR

News Junkies are defined as those who follow the news “very closely.”

Exclusive News Junkies are defined as those who follow the news “very closely” and do not follow sports or entertainment “very closely.”

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News Junkies view brands significantly more positively than General Public across brand and reputation metrics.

Reputational Brand Metric (% Top 2 box)	News Junkies (30.2% of U.S. adult population)		Rest of General Public (69.8% of U.S. adult population)	
	Initial (Across brands)	Post-Ad (Across brands)	Initial (Across brands)	Post-Ad (Across brands)
Favorability	76.3%	82.5%	65.4%	73.8%
Consideration	68.0%	74.0%	56.9%	62.8%
Comparative to Competitors	59.0%	66.2%	42.7%	50.0%
Purchase Intent	60.6%	66.0%	46.3%	50.3%
Likely to Recommend	71.0%	74.1%	58.3%	62.8%
Cares about its customers	74.0%	78.6%	61.8%	68.0%
Trustworthy	77.5%	81.1%	66.5%	70.5%

Base: News Junkies (n=1,965), Rest of General Public (n=5,161)

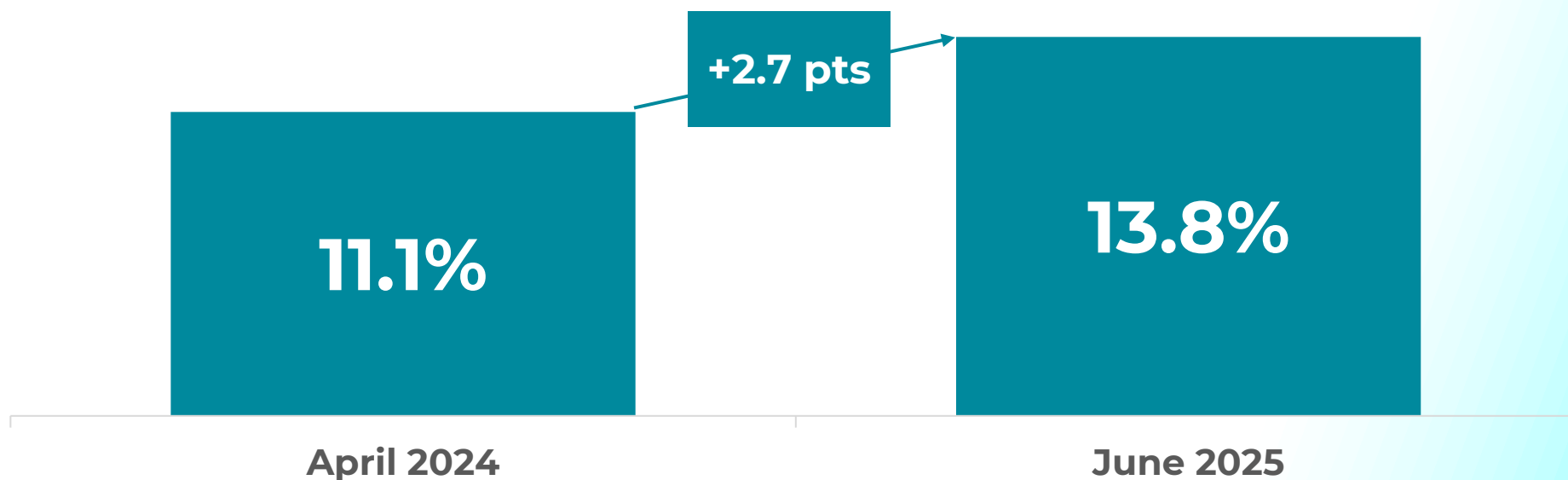
Exclusive New Junkies show greater post-ad exposure lift, indicating it is an underserved advertising audience that responds to ads.

Reputational Brand Metric (% Top 2 box)	Exclusive News Junkies (13.8% of U.S. adult population)			Rest of General Public (86.2% of U.S. adult population)		
	Initial (Across brands)	Post-Ad (Across brands)	Δ	Initial (Across brands)	Post-Ad (Across brands)	Δ
Favorability	68.5%	76.6%	+8.1 pts	68.8%	76.4%	+7.6 pts
Consideration	59.7%	66.6%	+7.0 pts	60.5%	66.3%	+5.8 pts
Comparative to Competitors	48.1%	57.5%	+9.4 pts	47.8%	54.6%	+6.8 pts
Purchase Intent	48.5%	53.8%	+5.3 pts	51.1%	55.2%	+4.1 pts
Likely to Recommend	61.1%	65.3%	+4.2 pts	62.4%	66.4%	+4.0 pts
Cares about its customers	64.5%	71.1%	+6.6 pts	65.6%	71.2%	+5.6 pts
Trustworthy	70.2%	74.3%	+4.1 pts	69.9%	73.6%	+3.8 pts

Base: Exclusive News Junkies (n=1,204.), Rest of General Public (n=6,158)

Since 2024, the size of Exclusive News Junkies has gone up by nearly 3 percentage points or approximately 7.2 million U.S. adults.

Exclusive News Junkies Share of U.S. adult population

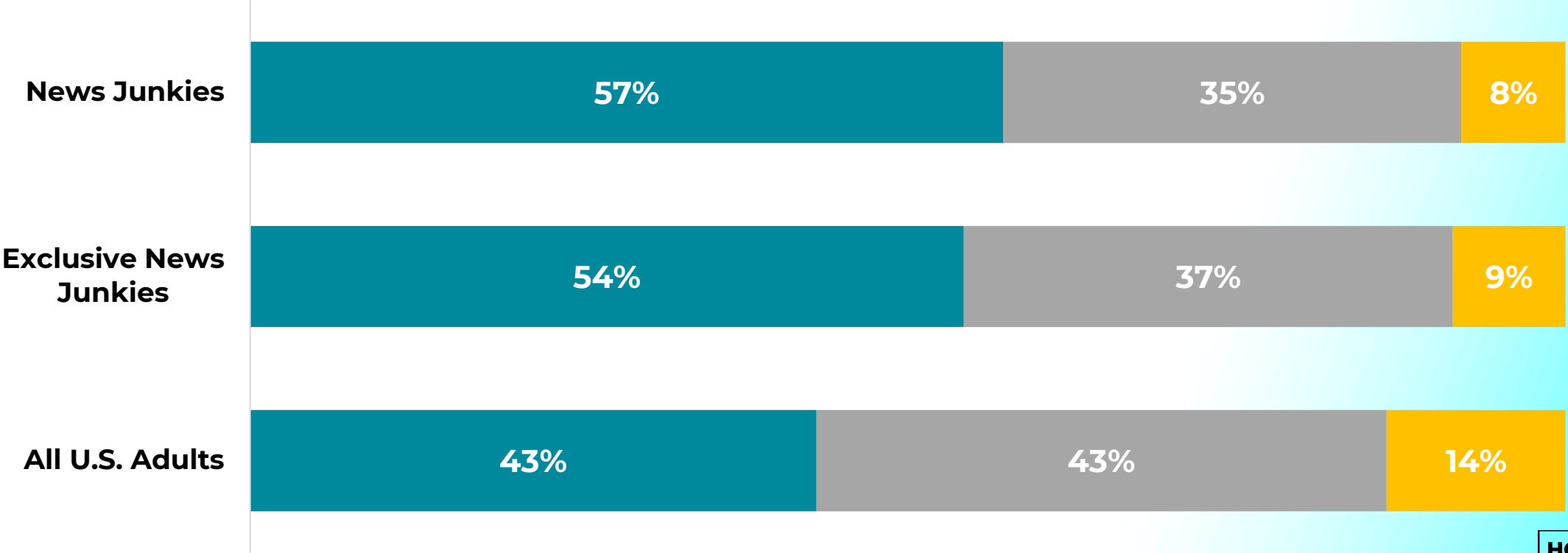


The 7.2 million figure was calculated using U.S. Census population estimates as of July 1, 2024: <https://www.census.gov/quickfacts/fact/table/US/LFE046223> (accessed June 11, 2025).

Majority of News Junkies and Exclusive News Junkies report following the news more closely today than they did during Biden’s presidency.

Would you say you follow/read the news during Trump’s second term...

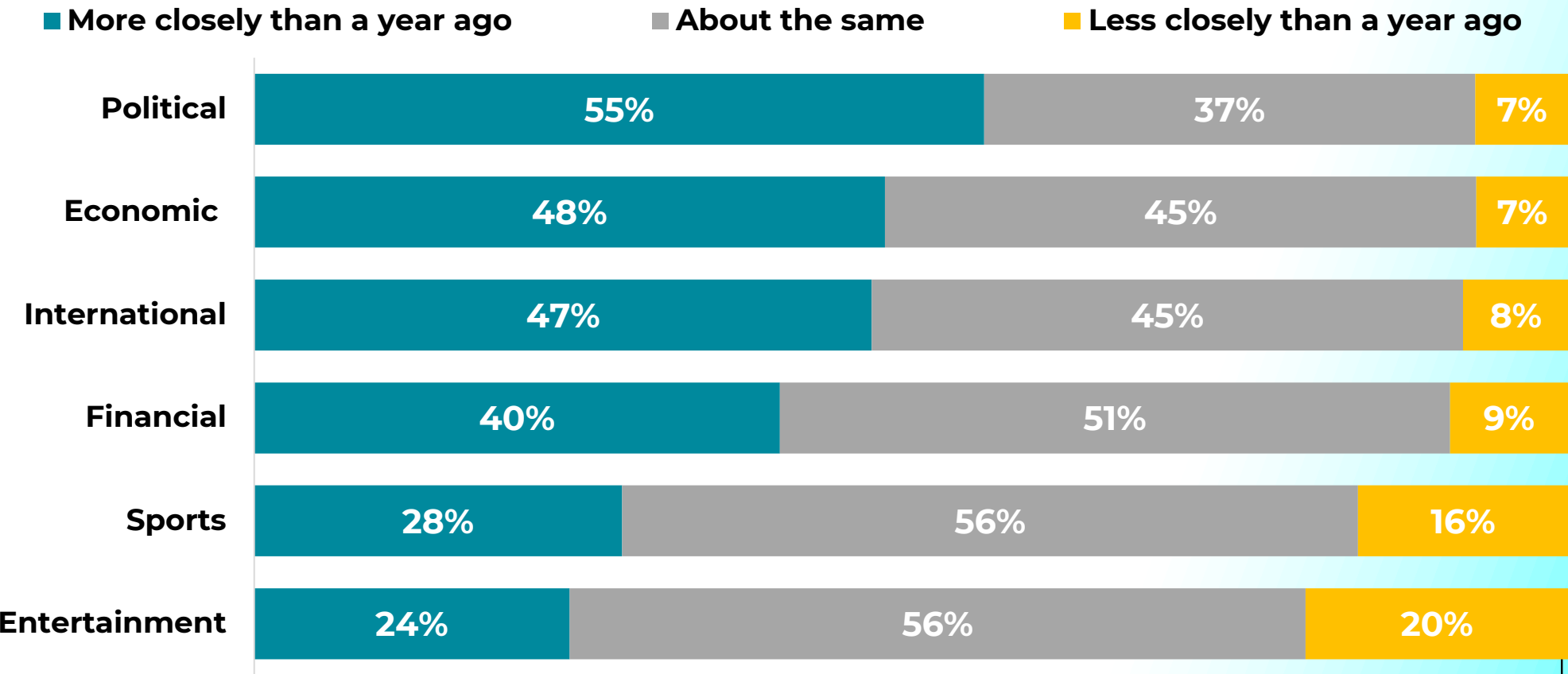
■ More closely than during Biden's presidency ■ About the same ■ Less closely than during Biden's presidency



Base: General Public (n=7,126), News Junkies (n=1,965), Exclusive News Junkies (n=1,204)

News Junkies are following political, international and economic news significantly more closely than a year ago.

News Consumption: Today vs. A Year Ago

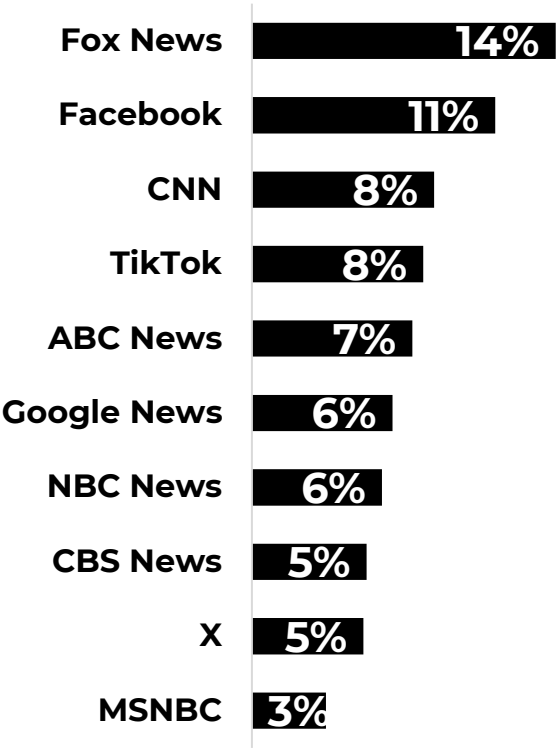


Base: News Junkies (n=1,965)

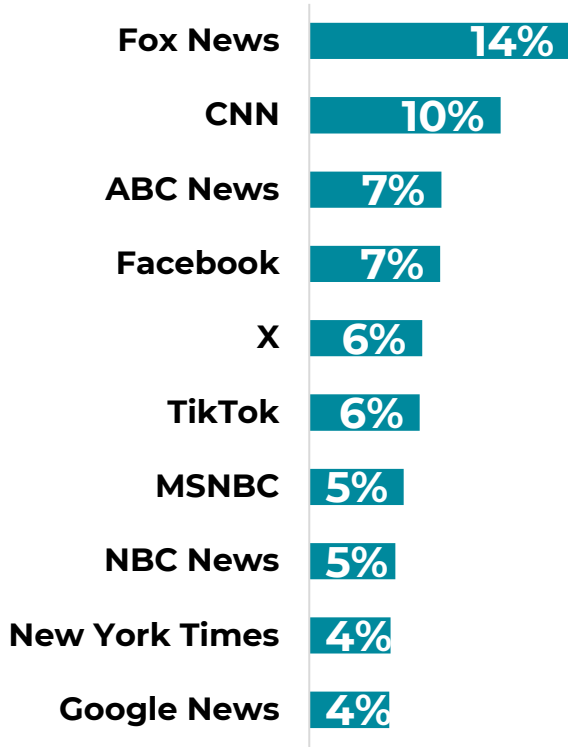
Fox News is the top news source across the three groups. Exclusive News Junkies less likely to primarily rely on social media for their news.

Top 10 Sources of News

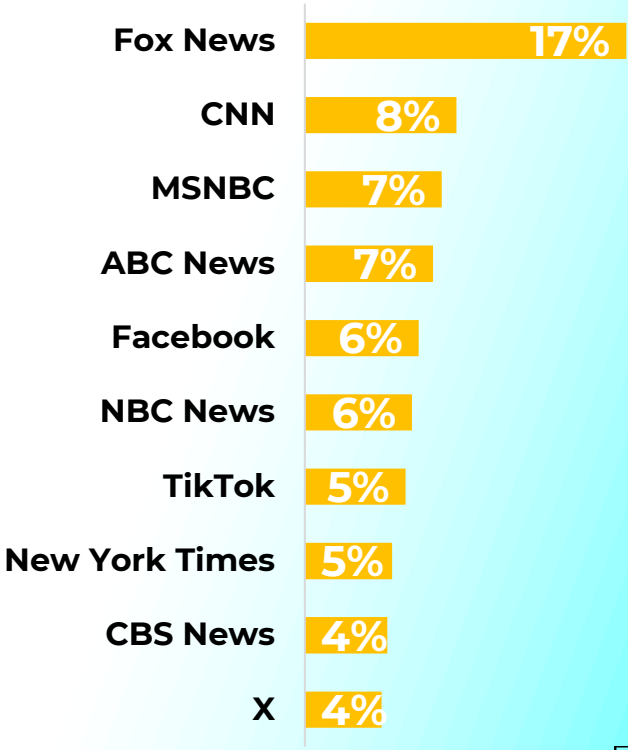
General Public



News Junkies



Exclusive News Junkies



Base: General Public (n=6,721), News Junkies (n=1,965), Exclusive News Junkies (n=1,204)