



Be smart about smartphones

Five principles for engaging the mobile newsbrand audience

newsworks.org.uk/smartphones

1. Choose your moment



The key times of day for smartphone reach and engagement on newspaper websites are 9am, 11am, 7pm and then from 10pm until midnight

App sessions are longer, with reach peaks from 8-9am and 6pm, and highest time spent at 10am

The vast majority of mobile reading is in a fixed location, but beware being greedy about time and data for ads at lunchtime, when around a third of readers are roaming

2. Prime your audience



Smartphone newsbrand readers make significantly more visits to all major advertising categories than non-readers: 12 times more likely to visit food & drink sites, 21 times more likely to visit motors sites

Newspapers are the digital bookend for the day, setting the context for the day and the things to sleep on

Newsbrand campaigns prime readers through both brand building and direct response

3. Enter their world



Millennials live in a narrated world. The background to their lives is an on-going multi-dimensional and multi-media conversation

Smartphones fulfil key needs to relax and distract

Brand communications in newsbrands are welcomed if smart, seamlessly integrated, interactive and tailored

4. Fuel their conversation



Newsbrand readers on smartphones enjoy being in the know, and sharing their knowledge in real and digital conversations

Smartphones help them identify and contribute to the hottest topics

The interweaving of newsbrands and social media on smartphones allows brand to be part of an ongoing, bigger conversation

5. Play the field



Newsbrand readers choose different platforms for different needs

Smartphone readers love print for an in-depth, relaxed read, especially at weekends - 57% of weekday smartphone readers read print at weekends

Multi-platform campaigns are best placed to exploit the overlap and frame communications relevant to different needs and reading patterns