

# FOURCAST

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Insights from Four's media & strategy specialists



## LABOUR'S DIGITAL CHARGE

In the high-stakes arena of digital politics, the Labour Party has emerged as a formidable force, outmanoeuvring its rivals in the online advertising game. With a strategic investment of £1.9 million on Meta platforms, Labour's message of change and detailed policy plans have blanketed social media, capturing the attention of voters nationwide.

The campaign's success lies not only in its financial muscle but also in its savvy targeting. Labour's ads have penetrated even traditionally non-aligned spaces, while their opponents have lagged, focusing on negative campaigning. This approach has showcased Labour's adeptness at navigating the complex web of digital engagement.

As the election campaign wraps up, Labour's digital dominance underscores a pivotal shift in political strategy. The party's ability to harness the power of online platforms may well set a new standard for future electoral battles, marking a turning point in how political narratives are shaped and shared.



## SUDDEN SUMMER ELECTION SPARKS GENERATIONAL DEBATE

The timing of this week's election was a surprise considering most commentators (and even Government think tanks) predicted the election would be in Q4 2024. Whatever the merits, or not, of the timing decision it is clear that the main issues for voters differ wildly by generation.

Of course this has always been the case, but we are now able to quantify these differences thanks to regular surveys such as [YouGov's voting issues tracking](#). The data shows that cost of living and the economy are the top issues for voters overall, if you drill down there are significant generational differences. For younger age groups, housing, taxation and childcare resonate whereas for older people healthcare, immigration and pensions take precedent.

The two main political parties are trying to activate the 18-34 year old voters ([whose turnout trend continues to fall compared to older age groups](#)). Crucially, understanding their concerns about the environment and the conflict in Gaza will be key to activating this group. For brands, this means the already cluttered summer period becomes even busier in terms of availability both in terms of impressions and consumer head space. There are, however, opportunities to react in real time to both sporting and political stories in ways that brands such as Specsavers and Paddy Power have done successfully in the past.



## THE POWER OF SPORTING MOMENTS

UEFA Euro 2024 and the Paris 2024 Olympics are creating a golden summer of sport and the promise of rare moments of national unity which can get even the most casual fan engaged.

Brands have long understood the power of sport and its emotional connection with audiences. What is more difficult is how to harness this increase in emotion when a brand simply cannot afford to be a major or minor sponsor of the event. Kantar has recently compiled a list of tips that allows all brands to benefit from the increased attention and emotion during these moments of national unity. Joy, positivity, inclusion and distinctiveness are essential ingredients to creating a logical link between the brand and sporting moment. The full list of Kantar's top tips can be read [here](#).



## PUBMATIC AND KLARNA PROGRAMMATIC PARTNERSHIP

Leading programmatic ad network PubMatic has joined forces with Klarna in a strategic partnership enhancing their programmatic offering. This collaboration is set to revolutionise programmatic advertising by scaling access to Klarna's native advertising inventory via PubMatic's Convert platform. This opens a unique opportunity for advertisers to directly engage with Klarna's extensive global audience of 150 million shoppers at the point of purchase. Klarna's community of shoppers is one of the fastest-growing globally, boasting 37 million consumers in the US alone and collaborating with 550,000 retailer partners, accounting for over 2.5 million transactions per day.

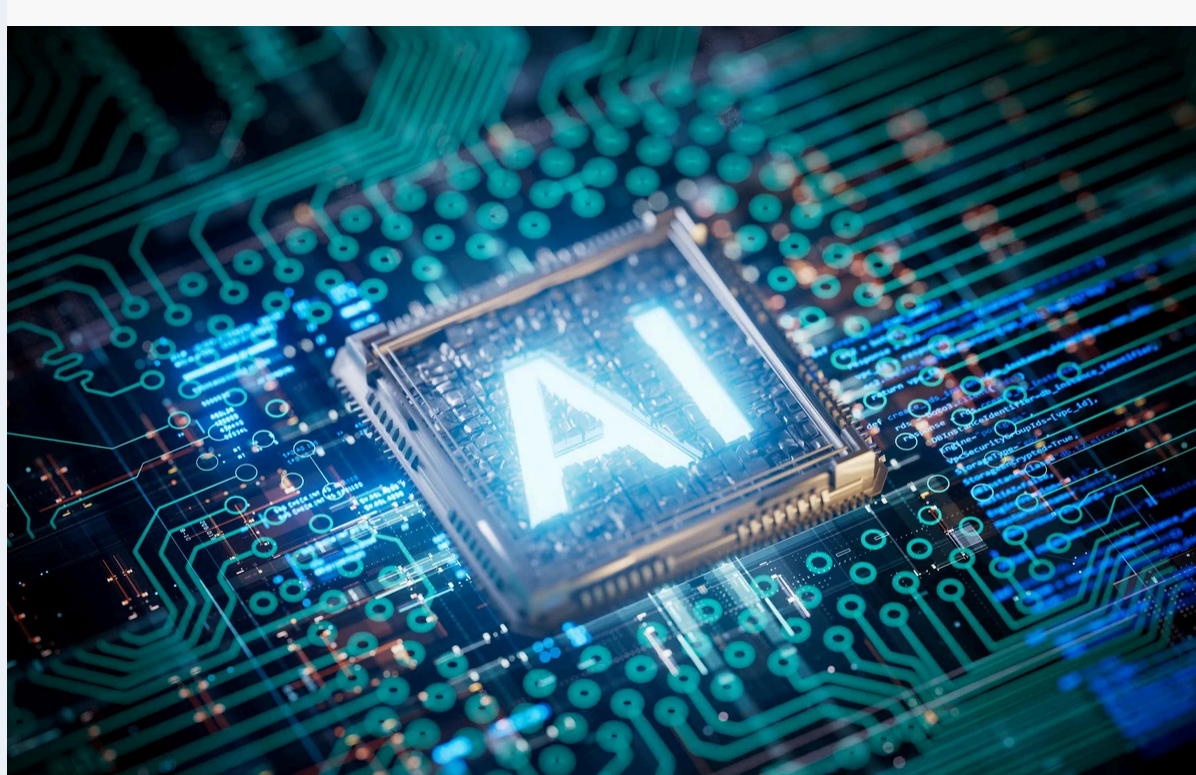
The integration with PubMatic provides Klarna with scaled access to demand, accommodating whichever demand-side platform (DSP) a buyer is working with, on both a self-serve and managed service basis. This means advertisers can tap into Klarna's high-intent audiences to drive enhanced campaign ROI, with click-through-rates that are three times higher than the industry average.

Initially, the integration will be launched in the US market, with plans for rapid expansion into European markets. This partnership marks a game-changing moment in the digital advertising space, promising significant benefits for advertisers in terms of reach and engagement.



## EVENING STANDARD MOVES TO WEEKLY PRINT EDITION

The [Evening Standard](#) has announced that it will be reducing its daily print edition, moving to a weekly format only. The title has also announced that there will be a staffing consultation, with up to half of the editorial staff expected to sadly leave. This news follows a trend of falling circulations (with the most recent ABC having it below 275k) and significant financial losses including £16m in the last financial year. The title stated that shorter commuting weeks, Wi-Fi on tubes and change of reader behaviour has made this change inevitable. It's hoped that the title can replicate the success of the Independent which is also owned by Evgeny Lebedev and has seen profitability improve since moving to an online only model. A date has not been given for the final edition which will take place post staff consultation, the current frequency of publication is expected until at least Q4 2024. Four will continue to update as more information is released from the title.



## NEWSCORP FOLLOWS FT WITH OPENAI CONTENT

And finally, [OpenAI \(the creator of ChatGPT\) has finalised an agreement to integrate content from News Corp's titles including The Wall Street Journal, the New York Post, and the Times and Sunday Times into its AI platform](#). This follows a similar agreement with the Financial Times. The arrangement grants OpenAI access to a wealth of material, both new and archived, from News Corp's extensive publication library. For advertisers this means that placements on these news sites can now potentially reach a broader audience with a higher engagement rate resulting in more opportunities for clients to reach their target demographics. Four expects this form of mutually beneficial agreement to grow, as AI tools move even further into the mainstream.

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