

# Industry leaders stress the importance of newspaper brands

The Scottish Newspaper Society (SNS) is launching a new campaign to highlight how important newspapers are to organisations and businesses of all shapes and sizes.

Leading business figures from across Scotland have put their names behind the move, including property tycoon Donald J Trump and retail boss Anne Ledgerwood.

The campaign highlights that the news brand which may be delivered in print, online or mobile is important to commercial strategies of business large and small.



Marking 100 years since the foundation of the Scottish Daily Newspaper Society, which amalgamated with the Scottish Newspaper Publishers Association in 2009 to form the SNS, chief executives, managing directors and marketing directors have recognised the increasingly multi-platform readership of newspaper brands by putting their names to the campaign.

SNS director John McLellan said: “Newspapers understand their readers who in turn place a great amount of trust in our publications to reflect their values and act in their interests. The modern era of digital communication has enabled that relationship to combine the best of journalistic rigour with a new, instant and transparent conversation.

“For readers it means a far greater sense of ownership than was ever possible in the past and for our commercial partners it adds up to a compelling way to reach customers in a way few other platforms can surpass.

“This campaign is a recognition of the irreplaceable contribution newspapers in Scotland make to business and society, and we’re very proud to have such a distinguished list of supporters.”

The Scottish media industry contributes £1.2 billion to the Scottish economy, with around £770m (64%) of that coming from the newspaper and publishing industry. A report from Ebiquity in 2014 found that press advertisers earned £1.48 for every £1 spent.

According to a recent YouGov report, 54% of UK Twitter users aged 25 to 44 follow news brands. The findings also revealed that users in the UK who follow news brands on Twitter are more active online, generally more affluent, and tend towards ‘portfolio readership’ where they gather news from multiple news brands. The implications for advertisers are that a variety and multiplicity of brand or product placements are needed to reach this audience.

SNS director John McLellan added: “There has never been a better opportunity for news brands to speak directly to readers and involve them in the news agenda. Readership patterns and trends are changing; newspapers are evolving their business models and offering new ways for readers to connect with them online and via mobile and tablet technology.

“Our message to readers is that our publications are as important now as they were 100 years ago; and to businesses that our brands deliver measurable bang for their bucks.”

Anne Ledgerwood, general manager of St Enoch Centre in Glasgow said: “As a business which needs to connect directly with both a local and regional audience, we know the value of newspapers and newspaper advertising. The papers we have worked with have consistently demonstrated excellent return on investment for us.

“We’re proud to be supporting a campaign which highlights the

important role that newspapers play in promoting Scottish business.”

Dominic McKay, director of commercial operations, communications and public affairs at Scottish Rugby said: “As rugby’s popularity continues to grow in Scotland, it is vital we engage with traditional and new audiences, across a range of platforms, and working with Scottish newspapers is a key component of our communications strategy. The country’s print media offers valuable editorial and commercial opportunities and will continue to help Scottish Rugby deliver its key messages for many years to come.”

Donald J Trump, owner and president of The Trump Organisation, said: “I’ve had my battles with the Scottish press and seen my fair share of tough headlines, but the impact of advertising in the Scottish media – particularly The Press and Journal and Evening Express – can’t be underestimated.

“When we advertise my 5-star hotel, restaurant and the world’s finest golf course in Aberdeenshire, people respond immediately. It’s a totally efficient and effective way to gain business.”

Eddie Hawthorn, group MD at Arnold Clark, said: “Arnold Clark has for over 60 years successfully retailed vehicles to the Scottish public. A large part of this success has been the ability of our Scottish media partners to allow us to reach and connect with our customers both regionally and nationally. As a tried and tested business strategy, I see the use of the Scottish media, particularly press advertising, continuing well into the foreseeable future.”

Keith Anderson, ScottishPower’s chief corporate officer, said: “Growing up in Scotland it was recognised that your paper of choice was as important as your football team of choice – and similarly it will have been an important part of your family for generations. Scotland has a rich heritage of nurturing

quality journalists, delivering hard-hitting journalism, and creating some of the most respected news outlets anywhere in the world. Scotland continues to have a very strong media industry, and is leading the way in innovation and developing new ways of delivering quality journalism in to homes up and down the country.”

Keith M Miller, group chief executive at The Miller Group, said: “We Scots should be proud of our newspapers. We have a long tradition of the highest quality of journalism. For centuries we have depended on our Scottish national and regional press, and now our need for independent and impartial news and commentary has never been greater.”

[The Scottish Newspaper Society](#) is the membership body for newspapers in Scotland. Its membership includes small and large independent Scottish publishers and the publishers of major Scottish editions of UK national papers. Its principal aims are to promote and safeguard the interests of the newspaper publishing industry in Scotland, to maintain press freedom, and to improve the profile of the newspaper publishing industry in Scotland.