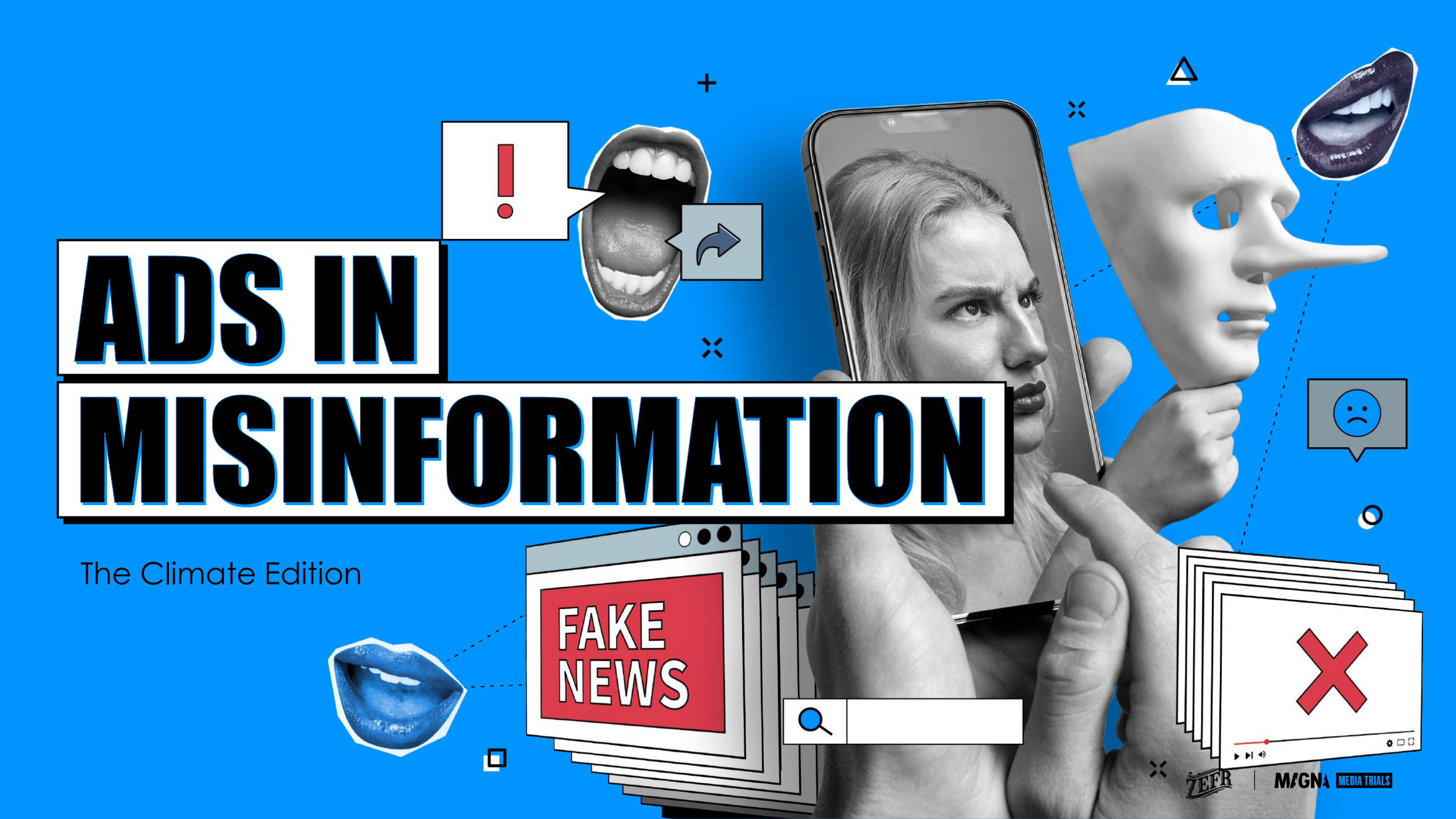
ADS IN MISINFORMATION

The Climate Edition



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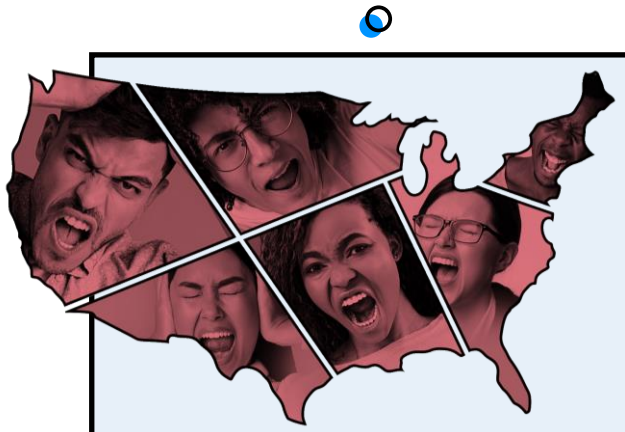
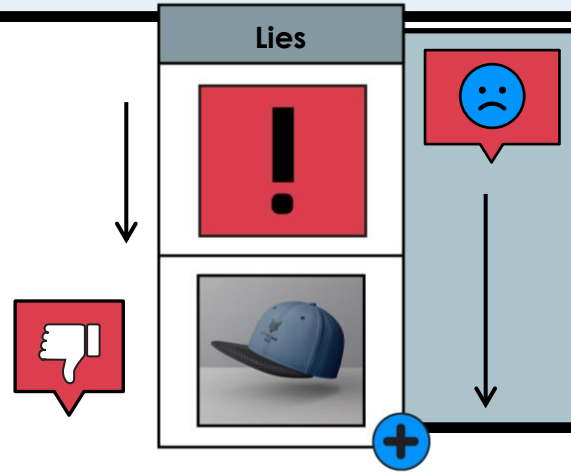
From our previous research…

WE KNOW THAT MISINFORMATION IS A REAL ISSUE FOR BRANDS



Misinformation is a universal issue

Misinformation has real impact on people, no matter their political beliefs. Most people see misinformation as only getting worse over time, as well as contributing to widespread social issues.



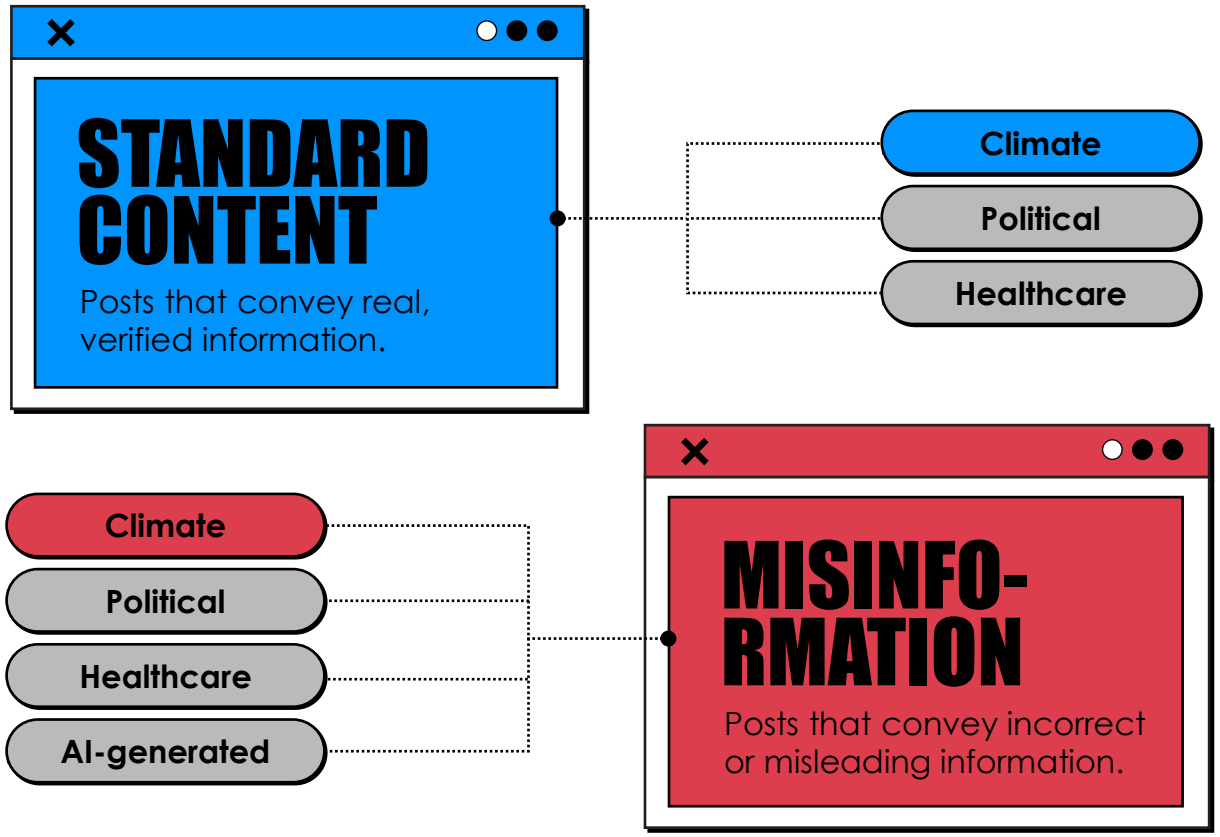
People hold brands accountable for misinformation

They equally blame the publisher/author (53%), platform (49%), and brand (44%) when brands appear adjacent to misinformation.

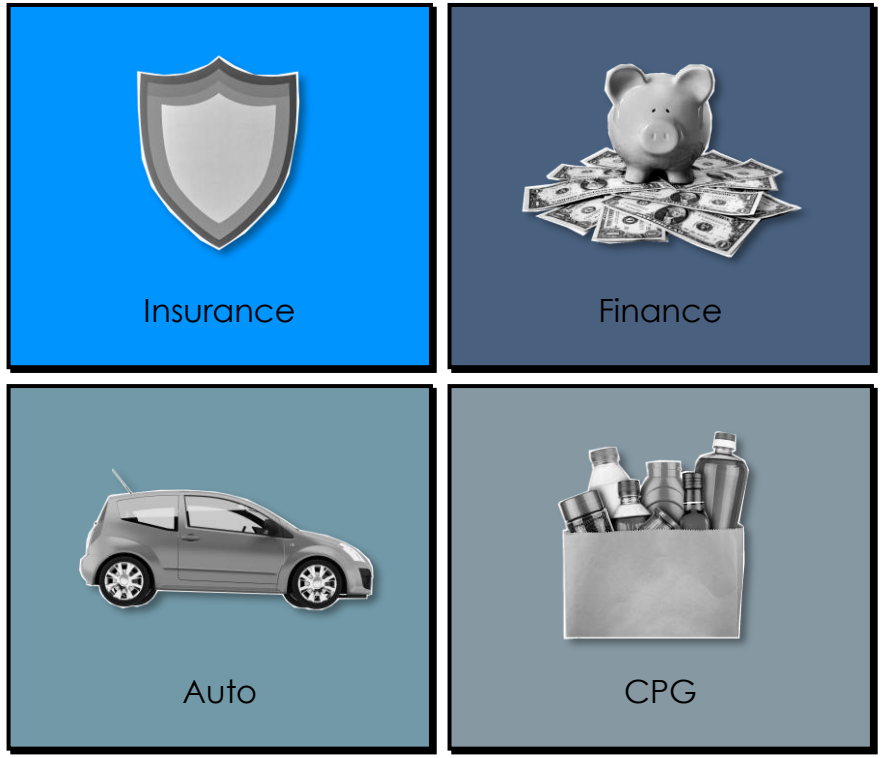
Source: Magna Study, Voices on Misinformation, 2022.
https://magnaglobal.com/wp-content/uploads/2022/11/IPG-Zefr-Voices-on-Misinformation.pdf

OUR NEW GOAL

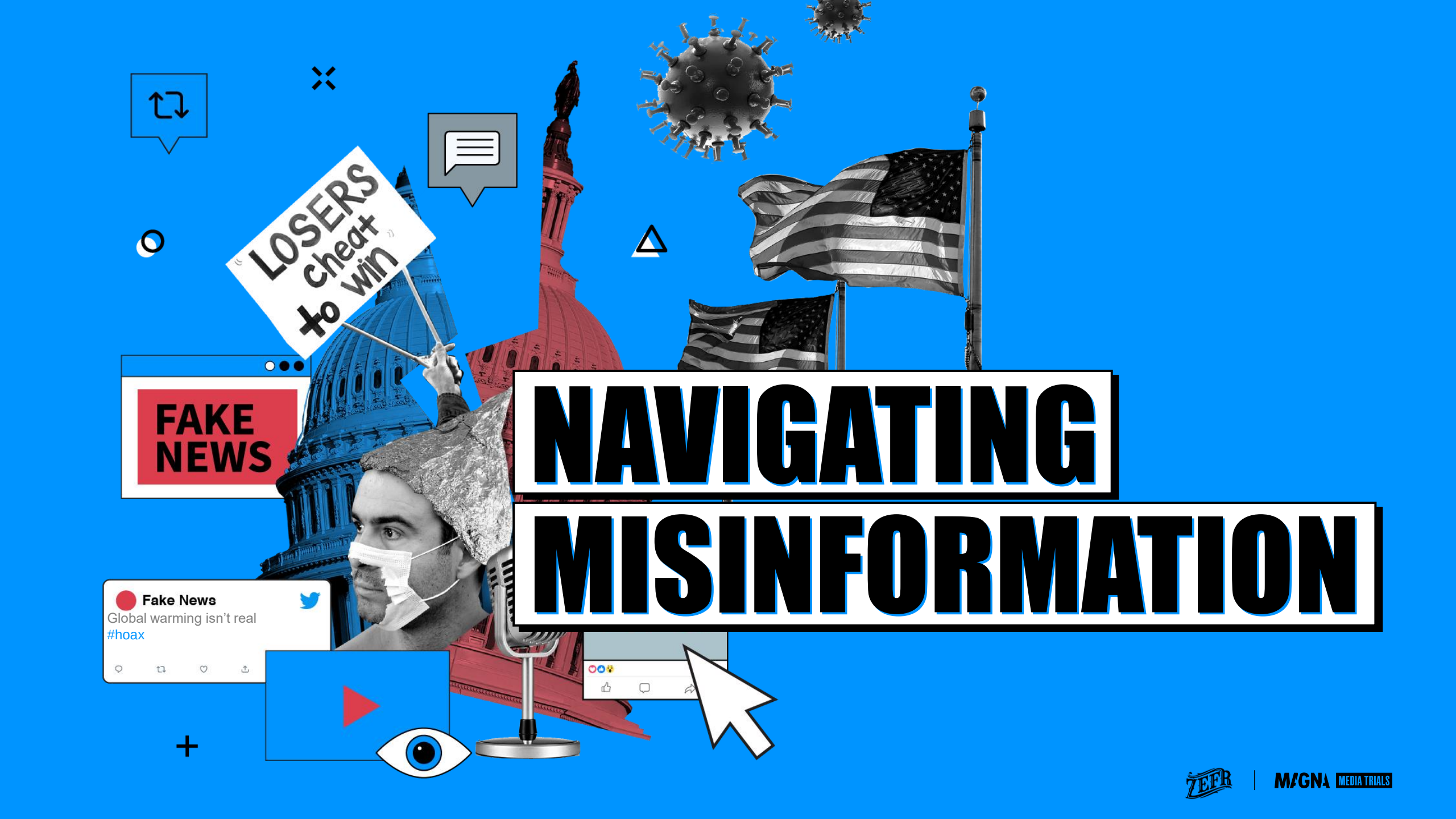
To assess the impact of misinformation on brands,
we tested 5 different types of content.



4 Verticals:
Tested ads from an array of different verticals.



Standard content: Posts that convey real, verified information
Misinformation: Posts that convey incorrect or misleading information


LOSERS cheat to win
FAKE NEWS
Fake News
Global warming isn't real
#hoax
NAVIGATING
MISINFORMATION
ZEFR
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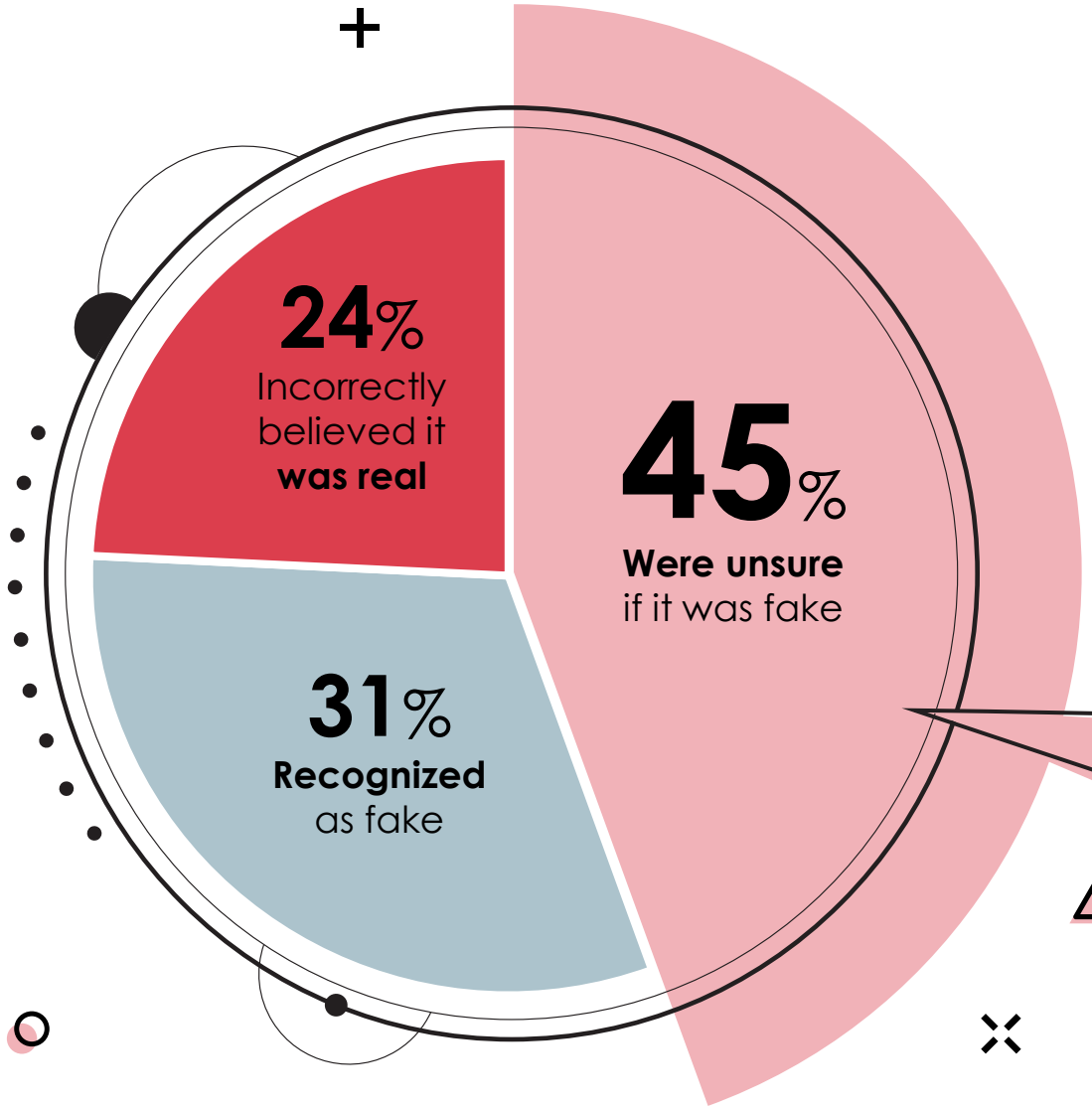
SPOTTING MISINFORMATION CAN BE TRICKY; MANY PEOPLE ARE UNCERTAIN



Correctly identifying misinformation

Exposed only; Misinformation Content n=1,625
Q: How would you rate the information in the post on the following? – The post shared fake information; Agreement Scale

IDENTIFYING CLIMATE RELATED MISINFORMATION IS THE TRICKIEST

Correctly identifying misinformation

	Incorrectly believed misinformation as real	**Were unsure** if misinformation was fake	**Recognized** misinformation as fake
Climate misinformation	36%	42%	22%
Healthcare misinformation	25%	53%	22%
Political misinformation	15%	41%	44%
AI Generated misinformation	23%	41%	36%

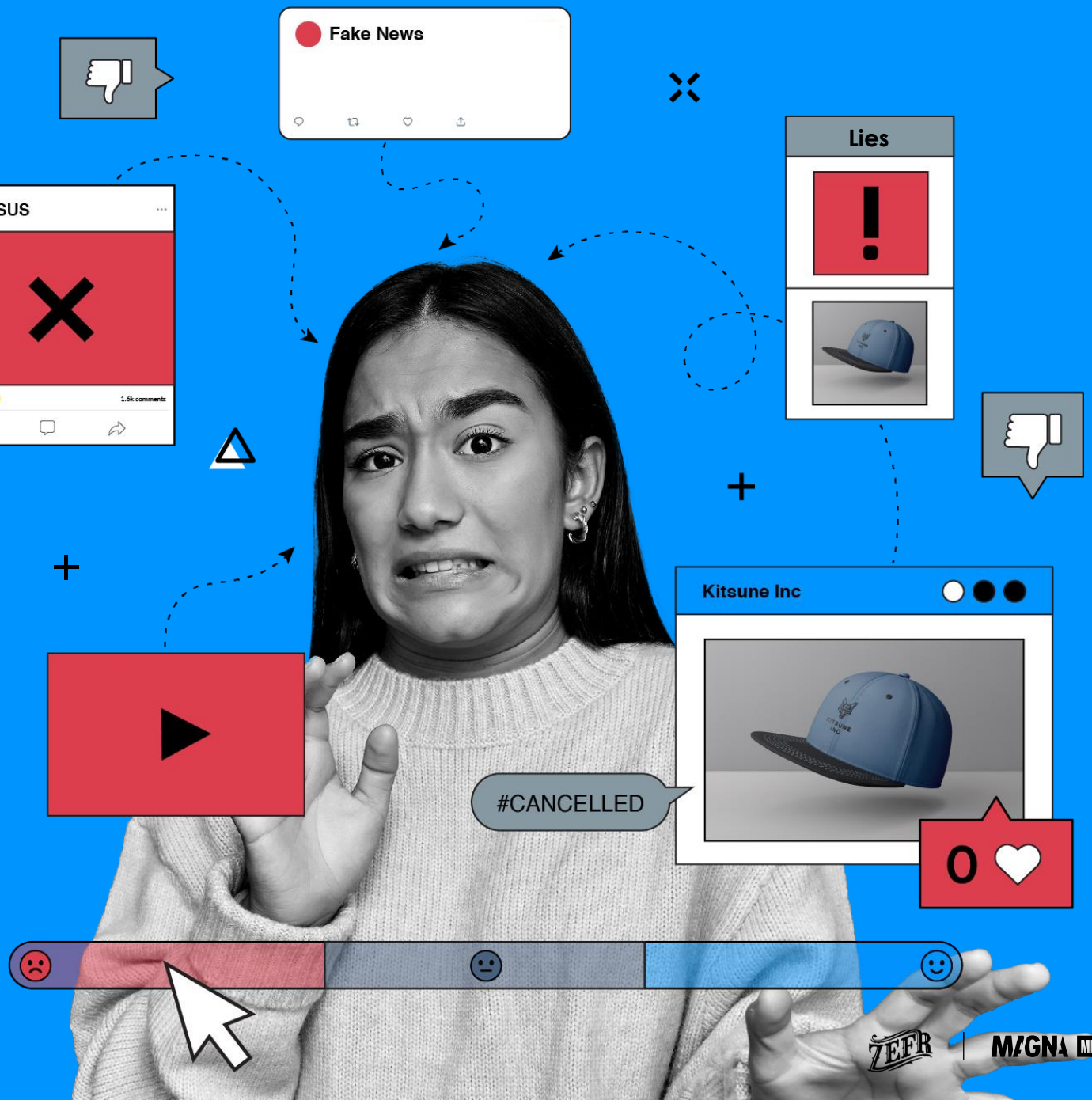
Exposed only; Misinformation Content n=1,625
Q: How would you rate the information in the post on the following? – The post shared fake information; Agreement Scale
Q: In general, what did you think of the information shared in the post?

...WITH MANY FEELING INTIMIDATED AND ALARMED BY IT

Exposed only; Climate Misinformation n=402
Q: In general, what did you think of the information shared in the post?

PRICE BRANDS PAY

What brands need to know about misinformation



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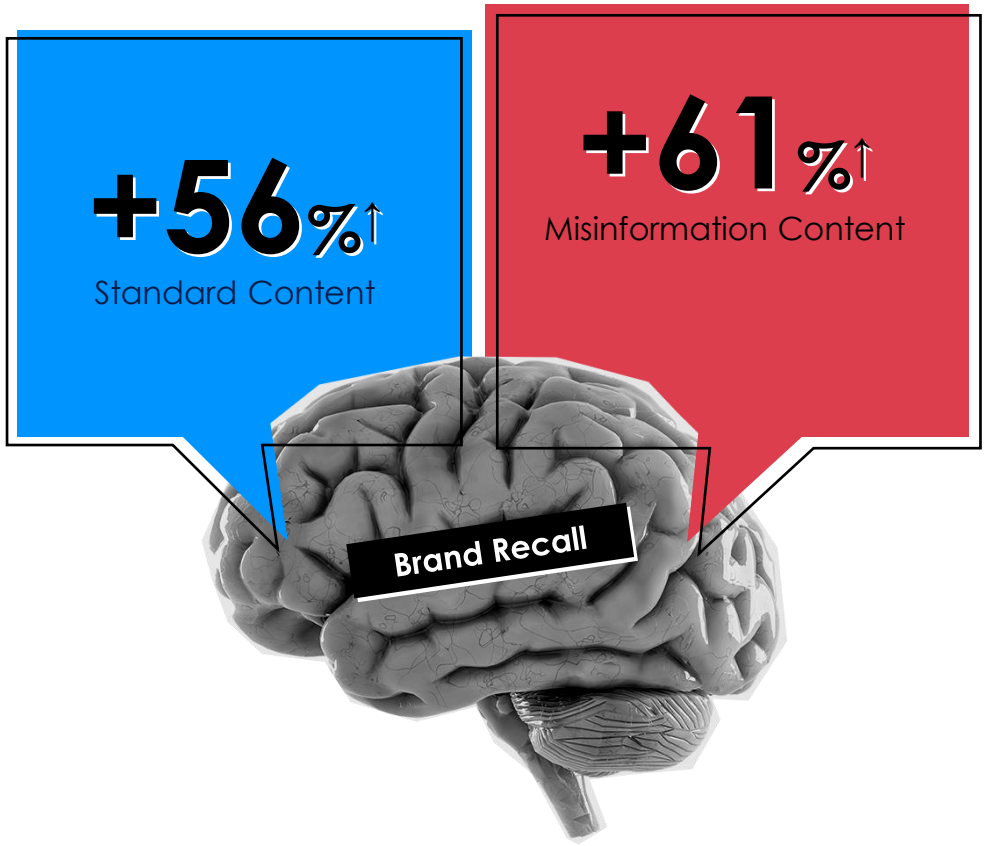
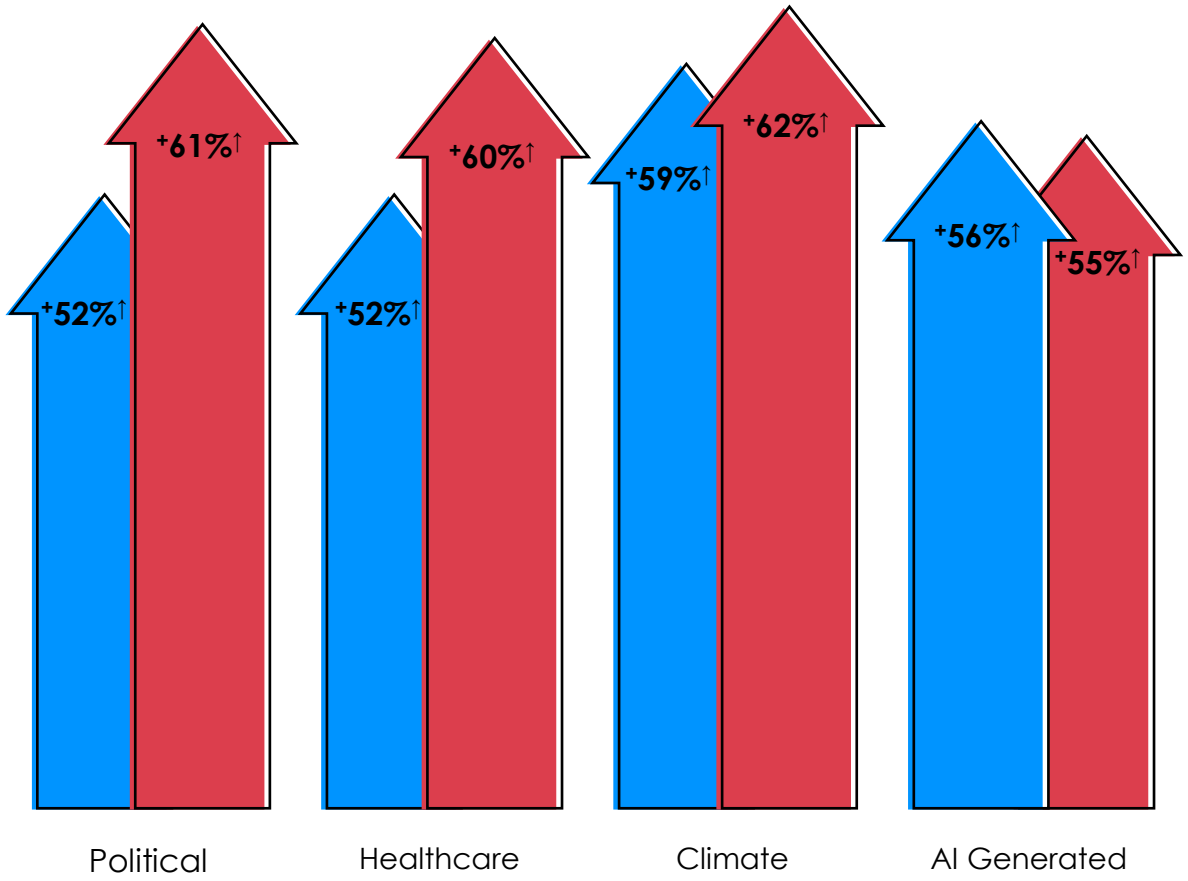
BRANDS GET REMEMBERED NEXT TO MISINFORMATION



Unaided Brand Recall – Content
Delta (Exposed – Control)



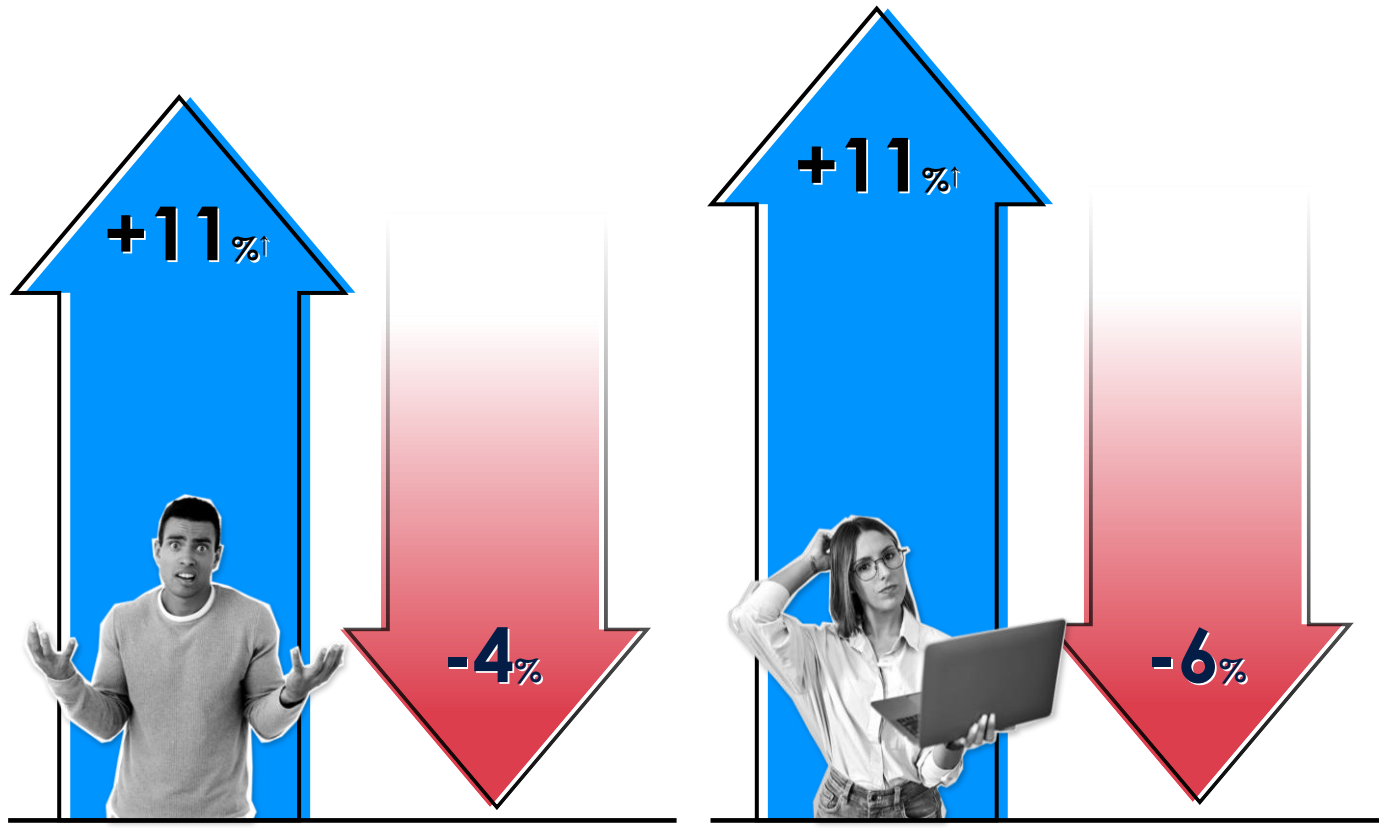
Overall, Misinformation Content, Exposed n=1625, Control n=1625; Standard Content, Exposed n=411, Control n=411
Political, Misinformation Content, Exposed n=406, Control n=406; Standard Content, Exposed n=202, Control n=202
Healthcare, Misinformation Content, Exposed n=409, Control n=409; Standard Content, Exposed n=202, Control n=202
Climate, Misinformation Content, Exposed n=402, Control n=402; Standard Content, Exposed n=209, Control n=209
AI Generated, Misinformation Content, Exposed n=408, Control n=408; Standard Content, Exposed n=411, Control n=411
Q: Thinking back to your session today, did you happen to notice any brands being mentioned of shown? If so, kindly mention the brand(s) below.
↑: Significant difference between exposed and control groups at >=90% confidence

...BUT ARE THEY REMEMBERED FOR THE RIGHT REASONS?

WHEN PEOPLE ARE UNSURE IF CLIMATE MISINFORMATION IS FAKE, ADS LOSE IMPACT

Impact on brand
Delta (Exposed – Control)

● Standard Content ● Climate Misinformation Content Amongst Those Unsure If It Was Fake



Brand Favorability

Search Intent

Among those who were unsure if misinformation was fake | Climate Misinformation Content, Exposed n=170, Control n=209; Climate Standard Content, Exposed n=209, Control n=209
Q: To what extent do you agree or disagree with the following statements about [brand]? – Is a brand I prefer over other brands – Agreement scale
Q: How inclined are you to search for information about the following? – Agreement scale
↑: Significant different between groups at >=90% confidence

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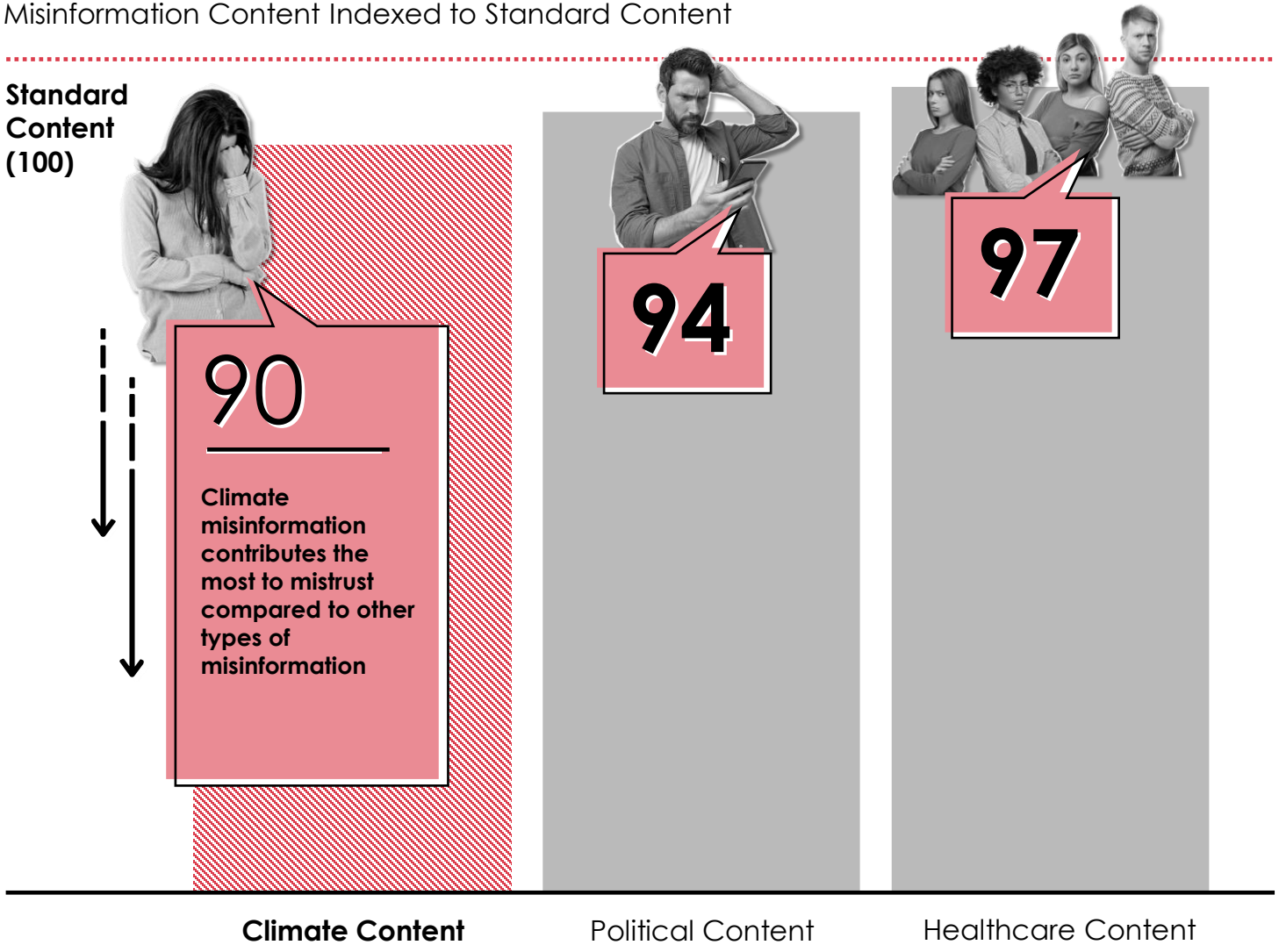
THE EXACT SAME AD IS TRUSTED LESS, ESPECIALLY NEXT TO CLIMATE MISINFORMATION

Ad conveyed information I trust

Misinformation Content Indexed to Standard Content



Exposed only; Climate, Misinformation content n=268; Standard Content n=130; Politics, Misinformation content n=262; Standard Content n=120; Healthcare, Misinformation content n=252; Standard Content n=120
Note: Significant different between groups at >=90% confidence
Q: How would you rate the ad on the following? – The ad conveyed information I trust – Agreement Scale

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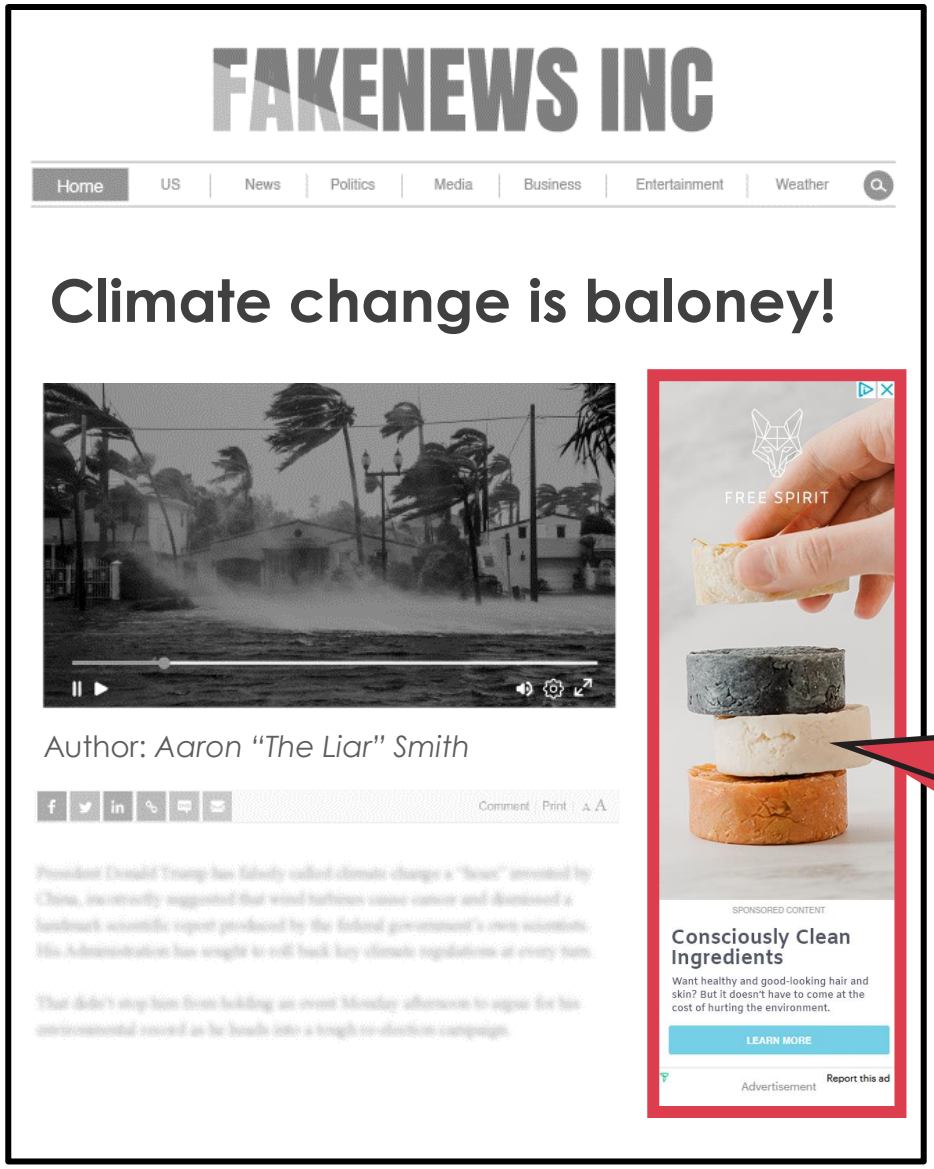
GREEN BRANDS LOSE CREDIBILITY WHEN LINKED TO ENVIRONMENTAL MISINFORMATION

Opinion if an eco-friendly brand is seen alongside climate misinformation

% Agree



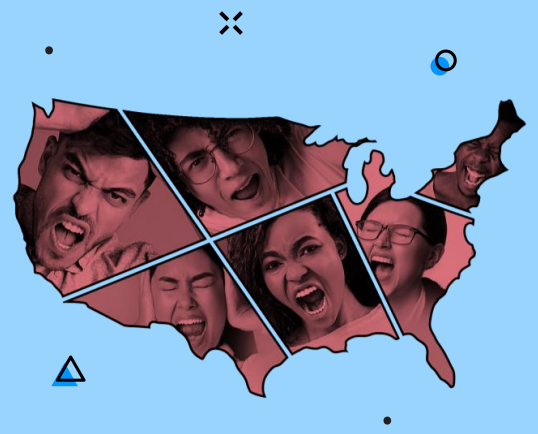
44%

Would question the brand's sustainability efforts.

Everyone, n= 2,036

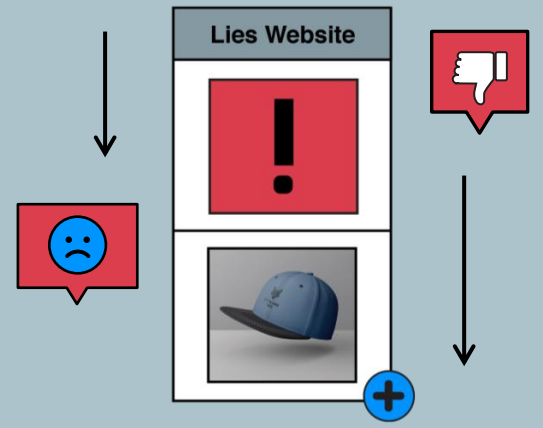
Q: Now imagine you come across an ad for a famous eco-friendly brand like Patagonia, and it's shown alongside misinformation about the environment. With this in mind, how much do you agree or disagree with the following statements about the brand? – Agreement scale

IMPLICATIONS



Misinformation can tarnish a brand's reputation

Advertisers must carefully consider the context in which their ads appear. Being linked to misinformation, particularly climate-related misinformation, erodes brand integrity and trustworthiness.



Adjacency to misinformation leads to lost brand impact

Advertisers should consider investing in strategies that ensure their ads are placed in reliable environments to maximize ROAS. IPGMB clients may reach out to their client business partner to learn more about different strategies we have to take action.

THANK YOU

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