Confidence, Trust & Its Impact on Federal Marketing

A Federal Media & Marketing Study Webinar

March 14, 2019



Webinar Speakers

Moderator:

Mari Canizales Coache Marketing Manager



Presenter:

Aaron Heffron President



What We'll Answer Today



- Has "fake news" ruined it for everyone?
- What should I do to build trust in our brand, and our services?
- How can I make decisions that don't hurt confidence in my brand?
- Really? How does this all apply to my federal audience?

POLL: How many of you think about the perception of media outlets before you decide to buy ad space?

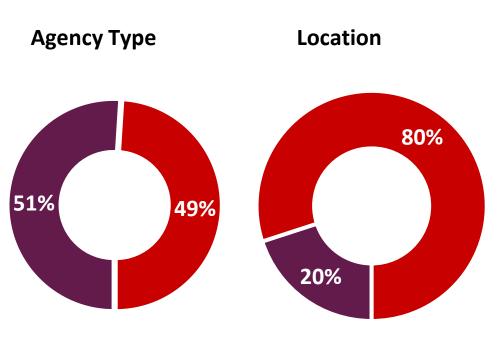
Background

What is the Federal Media and Marketing Study?

- Annual survey of federal employees since 2008
- Builds on surveys of tens of thousands of employees in civilian and defense agencies
- Comprehensive respondent base of decision-makers responsible for a wide variety of products and services
- Questions covering over 200 media outlets (including print, online and over-the-air) and other marketing channels/tools
- Survey fielded in June August, 2018

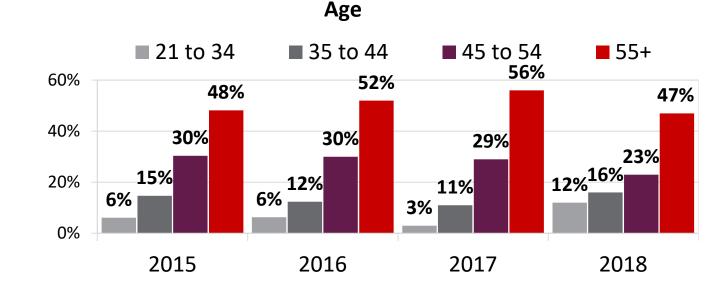


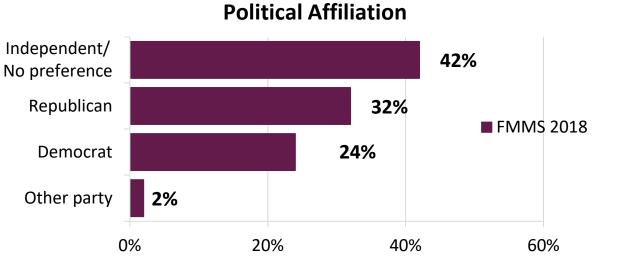
Demographics



- Civilian or Independent
- Defense or Military

- Inside the beltway
- Outside the beltway



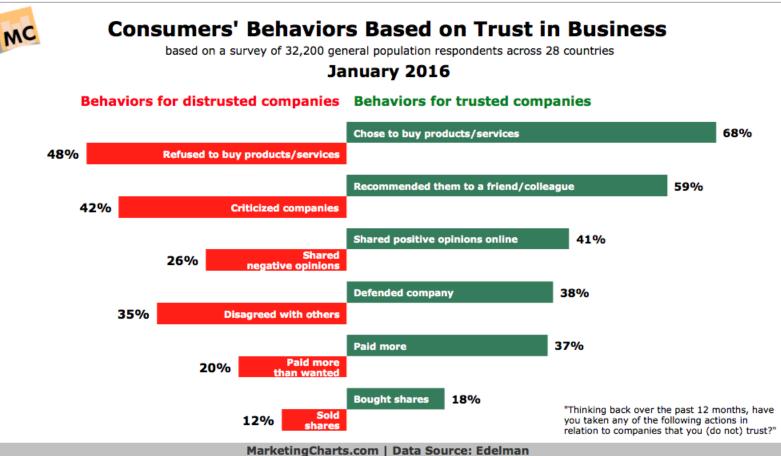


Has Fake News Ruined It for Everyone?

Consumer Trust in Business Has Eroded & Changed Behaviors



Some 42% of Americans find brands and companies less truthful today than 20 years ago (2017)

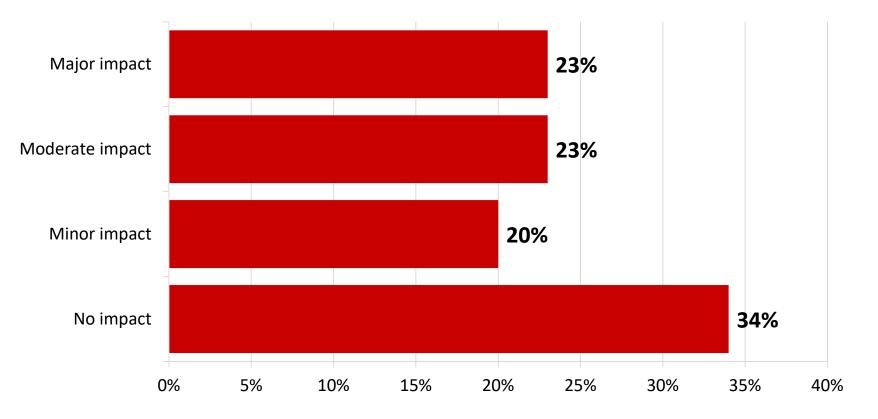


News media have long challenged the honesty of politicians and held them to account, but things have been turned on their head. We're living in a world where politicians now accuse media of being "an enemy of the people" and purveyors of 'fake news." That's just one of the many challenges preventing traditional news media from effectively combating fake news - the perception they are part of the problem, not the solution.

DIETMAR SCHANTIN, FOUNDER & CEO, INSTITUTE FOR MEDIA STRATEGIES



FMMS 2017: Fake News Impact on News Organization Credibility

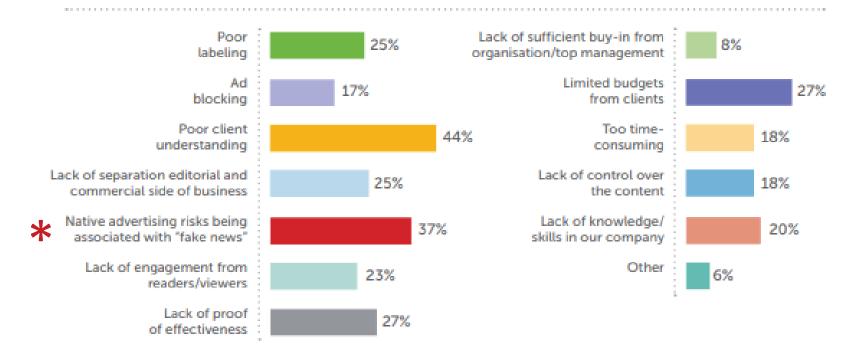


Source: 2017 Federal Media & Marketing Study



Over one-third of publishers 37% of the publishers saw fake news as a threat to native advertising

What do you consider the biggest threat to native advertising?



Source: Native Advertising Institute: 2017 Native Advertising Trends in News Media



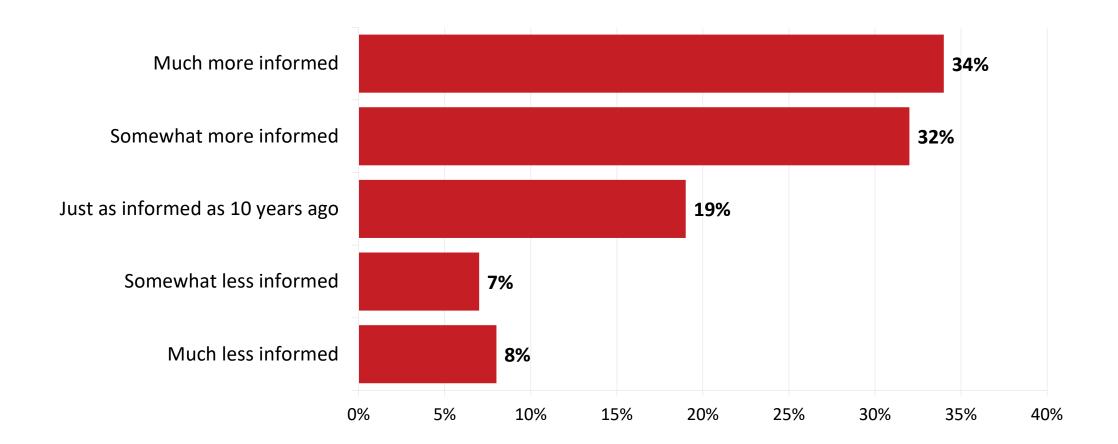


Source: Marketing Week, March 2017 cites UK Agency, Network Research's data relating to advertorials

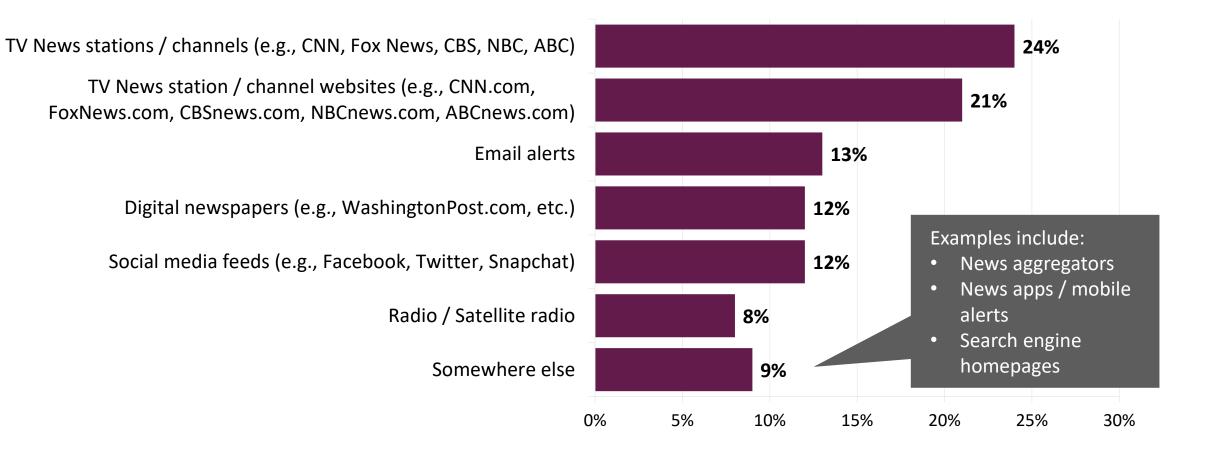
Confidence in News

Poll Do you consider yourself more or less informed about news and current events than you were 10 years ago?

2018 vs 2008: Feeling Informed About News and Politics



Go-To Source for Breaking News



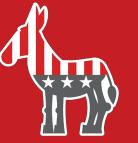


Majority of Feds feel there will be more bias in the national news media

Overall: Nearly 2 out of 3

Republicans more so than Democrats







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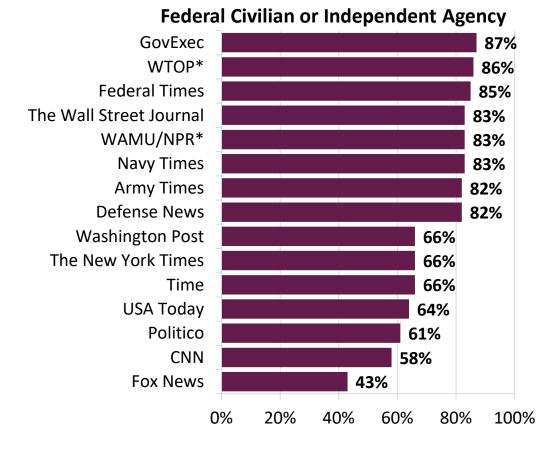
Confidence in News: Top Media Properties

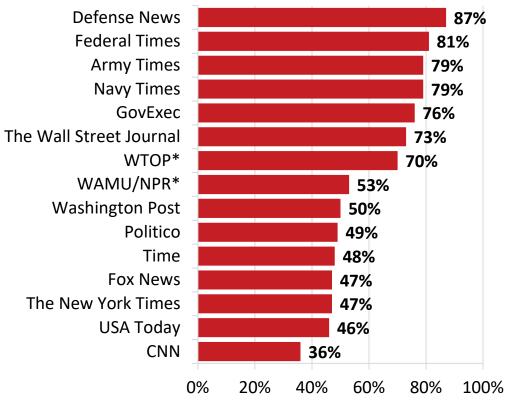
	Not too much confidence/No confidence	A great deal/A fair amount	Confidence Score (1-4)
Defense News	15%	85%	3.09
GovExec	17%	83%	3.06
Federal Times	17%	83%	3.03
Army Times	20%	80%	2.97
Navy Times	20%	80%	2.95
WTOP*	20%	80%	3.08
The Wall Street Journal	23%	77%	3.02
WAMU/NPR*	29%	71%	3.05
Washington Post	42%	58%	2.62
The New York Times	44%	56%	2.57
Time	44%	56%	2.51
USA Today	45%	55%	2.52
Politico	45%	55%	2.52
CNN	53%	47%	2.33
Fox News	55%	45%	2.31



Confidence in News by Agency Type

% A Great Deal/A Fair Amount

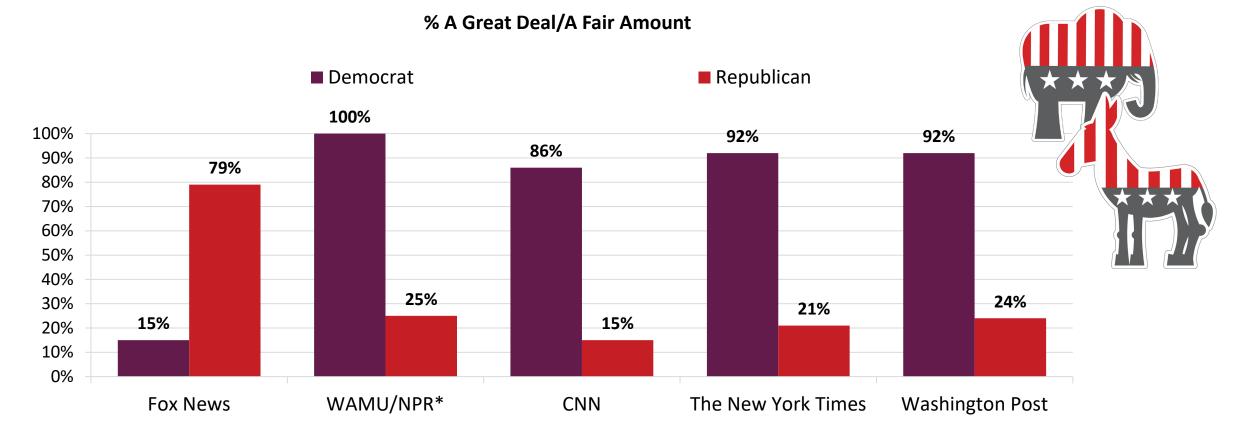




Defense or Military Agency

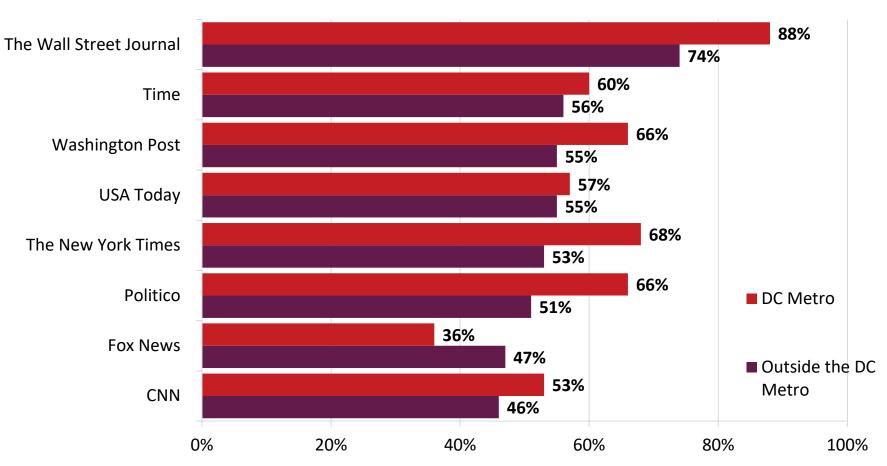
*Asked only in DC metro area

Confidence in News by Political Party: Top Five Gaps



*Asked only in DC metro area

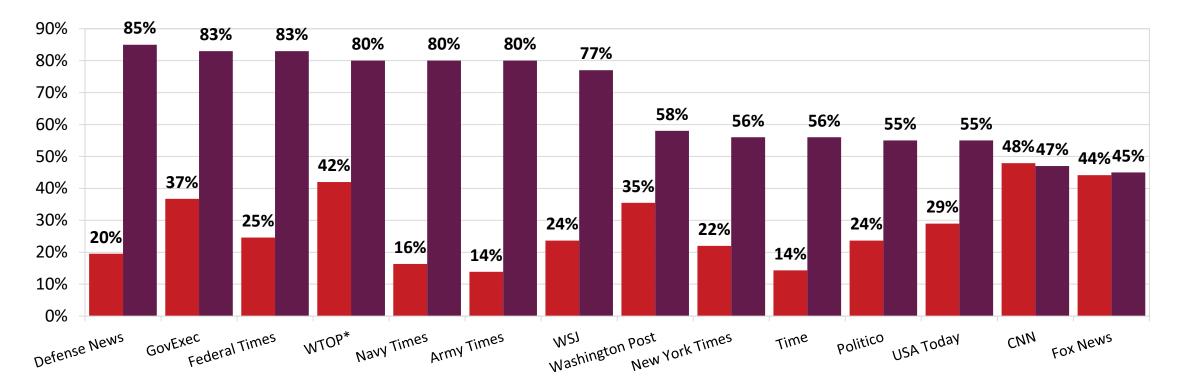
Confidence in News: Top General Publications by Location



% A Great Deal/A Fair Amount

Should You Consider Reach as Well?





Engagement (Website Visitation)

Confidence (Great Deal/Fair Amount)

*Asked only in DC metro area

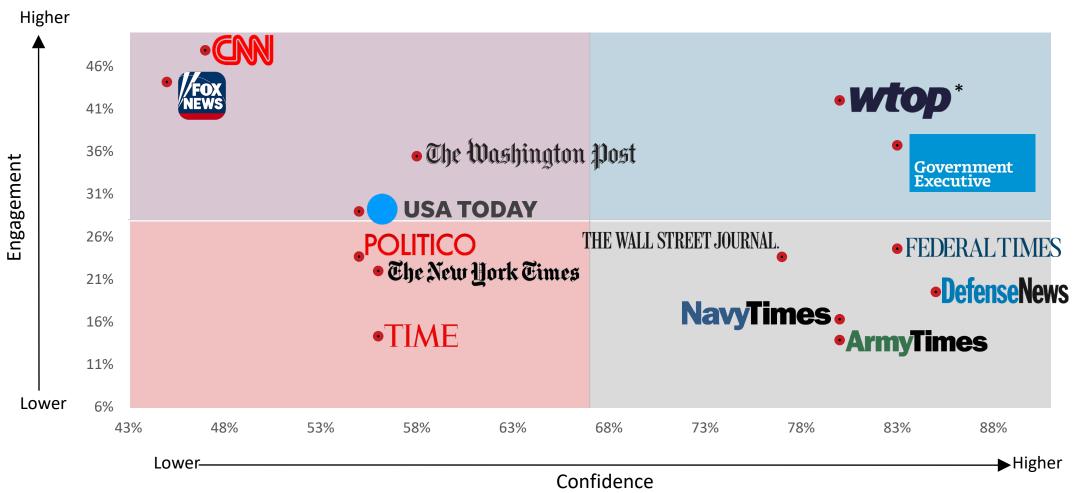


Marketing Impact: Components

Engagement Marketing Impact

Confidence





*Asked only in DC metro area

What We Recommend



- Balance: Awareness or action? Clicks or confidence?
- Leverage *federal* media outlets as a trusted partner for depth, general media for awareness building
- Evaluate earned vs. paid media options
- Avoid dissonance between message and messenger

Online Resources

Download the Overview

To download the entire Federal Media & Marketing Study Overview from the breakfast visit:

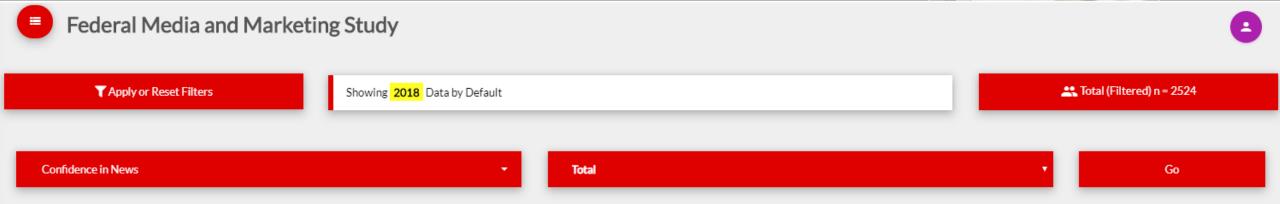
marketconnectionsinc.com/ fmms2018study

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Build the foundation before the plan
Includes the Federal Media & Marketing Study interactive media planning dashboard
Additional unique Market Connections federal market studies, reports and information

CONFIDENCE, TRUST & ITS IMPACT ON FEDERAL MARKETING



CNN BY Total

Click here to download data (data visible on this page will be downloaded)

	≑ Total
No confidence	31%
Not too much	22%
A fair amount	30%
A great deal	17%

Fox News BY Total

Prev Next

	¢ Total
No confidence	31%
Not too much	24%
A fair amount	29%
A great deal	16%

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JOIN US!

Thursday, May 9 8:30-11:30 AM EDT

Center for Education at Wolf Trap Vienna, VA

TO REGISTER: https://marketconnections2019CMR.Eventbrite.com

Save the Date

NEXT WEBINAR TOPIC:

Event Marketing for Federal Audiences

Thursday, April 25, 2-3:00 p.m. EDT

Together with: Government Marketing University

Survey

Contact Information

Aaron Heffron

President aaronh@marketconnectionsinc.com 703.966.1706

Mari Canizales Coache

Manager, Marketing & Client Relations maric@marketconnectionsinc.com 703.972.5893

