



National World Wins at the 2023 AOP Digital Publishing Awards

Monday 19 June 2023

National World was a finalist in 6 categories this year at the 2023 AOP Digital Publishing Awards. Liz Percy-Robb tells us “It was a pleasure to be in London to celebrate the best of the best in the digital publishing industry last Wednesday evening as a guest of our partner Brand Metrics. Brand Metrics and National World entered a joint submission into **The Best Use of Data Award** category and I’m delighted to tell you, we won.”

WINNER: National World Democratising Ad Effectiveness Data For The SME Marketplace With Brand Metrics, entered by National World and Brand Metrics

The jury were hugely impressed by the scalable and strong partnerships created by National World across a number of industries – this project has the potential to disrupt and make a big difference for SMEs.

“We were up against some strong contenders including Bauer, Independent, Sainsbury’s Nectar360, FT and PWC/AOP/ISBA. National World works together with Brand Metrics to prove the effectiveness of advertising with us to advertisers and agencies alike.” Liz explained.

“By reporting uplift in key metrics such as Brand Awareness, Brand Consideration, Brand Preference, Purchase/Action intent we compare scores with relevant benchmarks and prove the impact of advertising with us. Through working with Brand Metrics to measure Brand Lift, we, as a publisher, are able to grow sales revenue and enable advertisers and agencies to learn from the results and optimise future campaigns for greater effect.

Many internal National World teams have contributed in some way to the winning of this award with their hard work and effort in this area.

Richard Marriott, Kate Woodall and Alex Coward from the Sales Operations team, headed up by Sarah Jarvis

Melissa McArthur and the Optimisation team comprising Kerry Gormley, Anne-Marie McGuigan, Leanne Montgomery, Dawn Jowett, Margaret White, Lisa Bryson, Verity Marriott and Kim Blackmore.

Jade Power, Liz Percy-Robb and Emma-Jane Wylie from the Monetisation team that forms part of the DSG.

“There is so much to be proud of that National World were nominated for so many of these prestigious awards. To win in this particular category against such stiff competition is testament to the fact that we really are leading in this space with SMEs and disrupting this space. It’s great that we have the ability to arm our salesforce with data to prove the value of advertising with us and at no extra cost to the advertiser. Brand Metrics is also included in our self-serve platform and we have seen interest in this from global publishers seeking to take their lead from us in this space. Well done to everyone here at National World who plays their part in making Brand Metrics happen” – Liz Percy-Robb.

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