

REPUTATION IMPACT² : THE SYNERGY EFFECT (RISE)

January 2026

HOW EFFECTIVE ADVERTISING DELIVERS IMPACT

“Impact starts instantly in quality environments – and amplifies with every additional contact.”

ADVERTISING WORKS FROM THE START

In high-reputation environments, every new contact benefits from the previous one – impact grows cumulatively.

This creates a **clear conditional RISE effect**, proven across multiple ad formats in quality media and on all relevant KPIs.

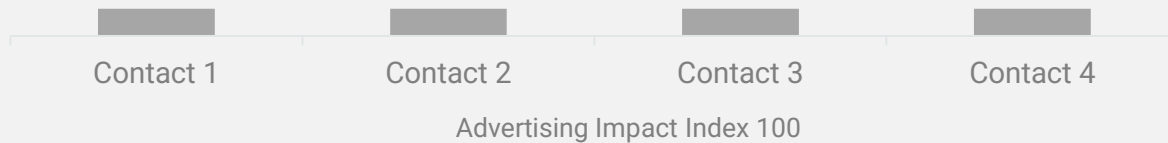
This is especially true for formats that drive **deeper cognitive processing**, such as print or digital story-finding. The first exposure ignites attention, the second builds on it, and every additional touchpoint amplifies and deepens the effect.

HIGH IMPACT CONTACTS KEEP DELIVERING

DEPOT EFFECTS FOR THE ENTIRE CAMPAIGN

Without conditional uplift

Each contact is considered on its own



With conditional uplift

Each contact builds on the previous one



+ conditional
uplift = 19%
(example value for
short-term KPIs)

Unpredictable: In less supportive environments, the changes are not significant – and therefore, in effect, cannot be planned.

Indispensable: In high-quality editorial environments, the synergy effects are stronger

The booster: As an additional channel, print generates specific impact qualities (an intensive reception situation) that make subsequent display contacts more effective.

Depth effect: Digital storytelling also lends greater weight to subsequent displays through the depth of content reception.

STUDY PROFILE

Study: Cross-media effects of quality media in the customer journey



CLIENT

iq media, iq digital and Republic

IMPLEMENTATION

EMPRICA GmbH

Access panels/sample: horizoom GmbH

STUDY PERIOD

The main study was conducted from November 2025 to January 2026. The online experimental conditions were carried out using online access panels.

SAMPLE

Total sample: N = 720 respondents

Recruitment: Quota-based sample from the German-speaking online population.

Sociodemographics: Gender balanced; average age approx. 39 years; above-average education and income levels.

EXPERIMENTAL DESIGN

Randomised between-subjects design; stimulus groups:

1. Print in a quality environment
2. Print + storytelling in a quality environment
3. Storytelling in a quality environment
4. Display in a quality environment
5. Control group without media brand and display embedding (continuous text exposure)
6. Control group without media brand and display embedding (social media: feed-based text exposure)

Multi-wave panel design with measurement points t0 to t4; identical stimulus logic across all measurement points.

ADVERTISING MEDIUM

Handelsblatt, DIE ZEIT, Der Spiegel, FAZ and SZ

STIMULI

Editorial articles and advertisements from real media environments. Target brands: Aldi Süd, Deutscher Sparkassen- und Giroverband (DSGV), Ford. Supplemented by control brands to validate the effects. Ad formats: print ads, digital storytelling formats (advertorials), classic display advertising.

MEASURING INSTRUMENTS

Sociodemographics: age, gender, education, net household income

Impact metrics (KPIs): Attitude toward the ad, brand equity, product involvement, purchase intention (each as validated multi-item scales, mean indices)

MANIPULATION CHECKS | MEMORY

Content-related memory and comprehension questions about the advertisements

Creation of a correctness index (proportion of correct answers)

DATA ANALYSIS

Descriptive analyses (mean values, standard deviations, distributions)

Group comparisons using ANOVA / mixed models

Generalised linear models (GLM) for causal effect estimation

Mediation and moderation analyses to examine the role of memorisation (correctness)

Effect sizes (η^2 , Cohen's d)

Bootstrap procedures for validating indirect effects

All analyses performed with R and Python.

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