

The Case for the
Clean Fifteen

The simple solution that
beats ad blockers, bots,
and consumer ad overload

The Case for the Clean Fifteen

Technology has created a seemingly endless arsenal of new ad weapons for marketers to target consumers, who have responded to the exponential increase in the volume and intrusiveness of ads with a few new tricks of their own. Here's a look at some of those ad strategies: those that get blocked, dodged, or never even get off the ground - and a solution for marketers of quality brands.

Ad Fraud

*For every \$3 spent on digital ads, fraud takes \$1
Some \$18.5 billion will be lost to ad fraud in 2015*

— AdAge Report, Oct. 22, 2015

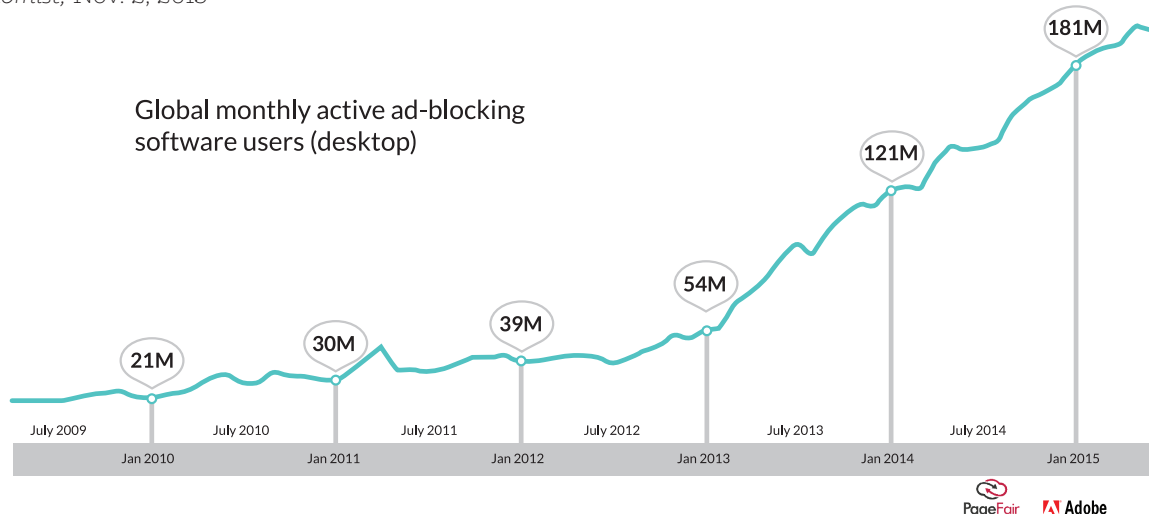
“The rapid growth of programmatic ad buying and selling has dramatically ballooned the estimates for ad fraud since 2010... It is much more expensive to get a page view from a human”, said Adam Epstein, COO of adMarketplace. “So there is an incentive from

the network to give you a pageview from a bot. Fraud thrives when advertisers measure the wrong events like page views, video views — those are events that both a human and a bot can do.”

Ad Blocks

“Until recently, ad-blocking occurred solely on desktop computers. That changed in September 2015, with the introduction of Apple’s latest operating system for its mobile phones, iOS 9, which included support for ad-blockers. The cost in lost ads is soaring”

— *The Economist*, Nov. 2, 2015



Ad Avoidance

Even if an ad should slip past the bots and blockers, it must still face consumers themselves, who have never been better equipped, or more inclined, to skip, tune out, page turn, or otherwise dismiss an advertisement.

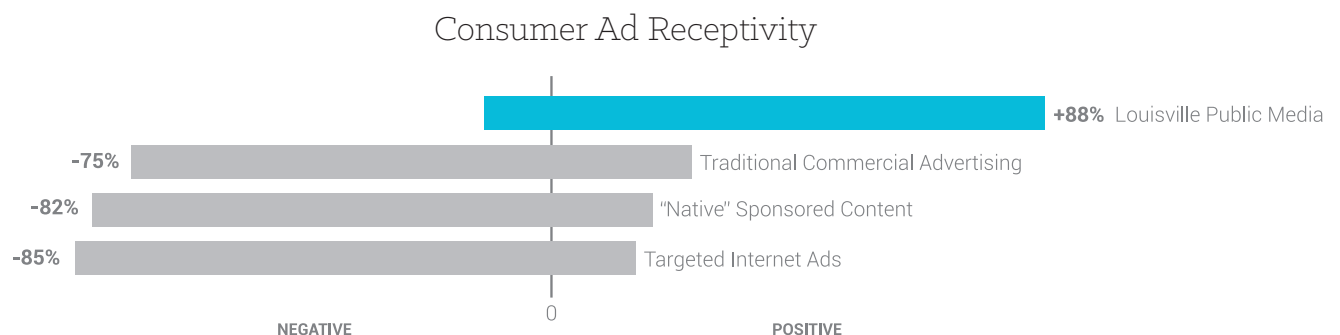
Madison Avenue researchers now document the harm marketers inflict on their brands through ad strategies that are too irritating, too intrusive, or reliant upon means that appear to be manipulative or non-transparent - ads that are too commercial.



The Clean Fifteen

The “Clean Fifteen” message platform used by public broadcasters, including Louisville Public Media, offers a unique combination of all of the elements necessary for your message to be favorably received: a consumer-focused fifteen second length, a language standard that makes your message believable, a large, demographically appealing, ferociously loyal audience, a high-integrity media environment, ultra-low clutter, and protection from competitive adjacency. As a result, the Clean Fifteen *gets results*.

The Clean Fifteen platform consistently generates 85% plus consumer affinity — that’s higher than “word of mouth from a trusted friend”, and a full 173 favorability points higher than targeted web ads. Our listeners recently described our sponsors’ messages as “elegant”, “concise”, and “informative without being irritating”. More than 85% of our listeners say they have taken a direct action as a result of a sponsor’s Clean Fifteen Campaign.



Sources: MediaBrix: *Native Ads Damage Brand Perceptions*; Consumer Reports 2014: *Why Consumers Hate Advertising*

Learn more about our custom approach to your success [here](#).



91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR

Louisville Public Media
619 South 4th Street
Louisville, KY 40202
(502) 814-6521