

The case for Louisville Public Media's  
100% opt-in media ecosystem.

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# THE CLEAN FIFTEEN MESSAGE PLATFORM

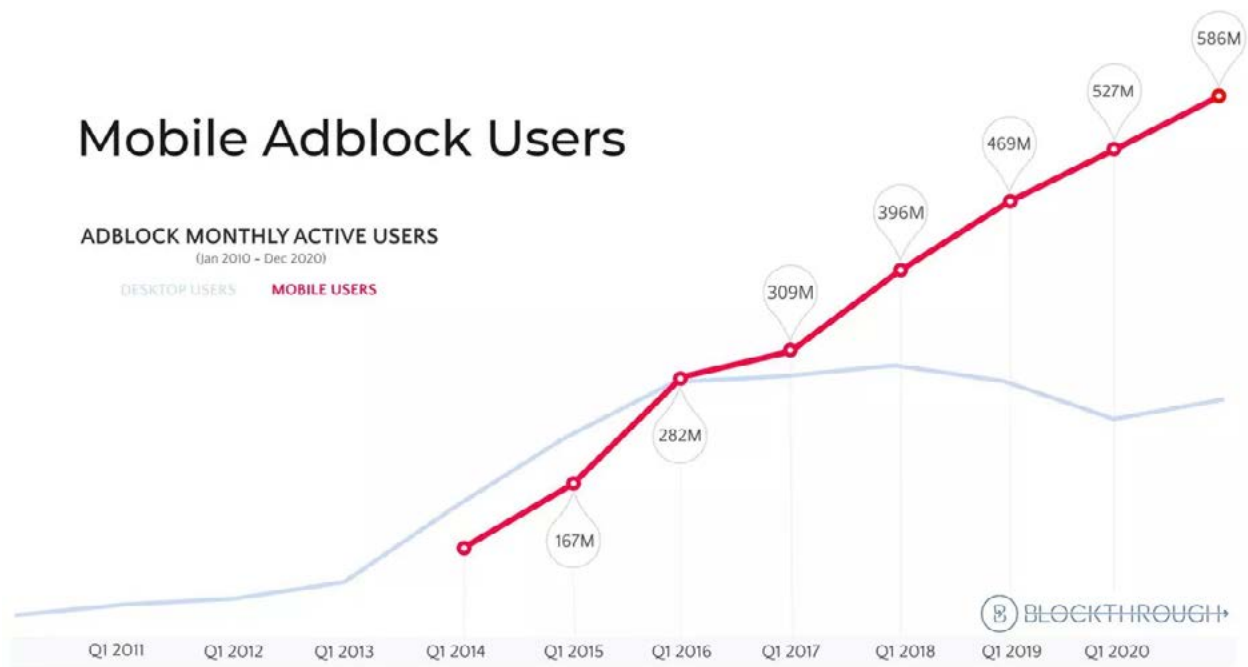
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Simple solutions that beat blockers,  
bots, overload and avoidance.

**Pandemic consumer shifts create  
significant new challenges for  
marketers of quality brands.**

# Ad Avoidance Is At an All-Time High

“Ad blocking surges as millions more seek privacy, security and less annoyance”



Source: Stephen Shankland, cnet.com / [Read the article.](#)

**4 OF 5 Avoid / Ignore / Skip Ads**

**TV Ads / Commercials – 81% Skip**

**Other Online Video Ads – 83% Skip**

Source: BEN Ad Avoidance Research, Apr'21

“In a post-pandemic world, trust is the new consumer currency.”

“One thing is becoming certain in the pandemic era — trust and transparency have never been more important.”

— Derek O’Carroll, Digital Commerce 360 / [Read the article](#).

“Trust has the power to make or break a brand.”

A recent study of consumers surfaced just how much trust has emerged as a top priority for brands. Among consumers today, “70 percent say trusting a brand is more important today than in the past — a shared belief among age groups, gender and income.”

— Philip Kushmaro, Forbes / [Read the article](#).

“If you haven’t already done so, now is the time to consider how best to highlight and amplify the authentic values to which your brand is committed.”

— Philip Guiliano, Ian Kaplan, BrandActive / [Read the article](#).

# Ad and Click Fraud Continue to Worsen

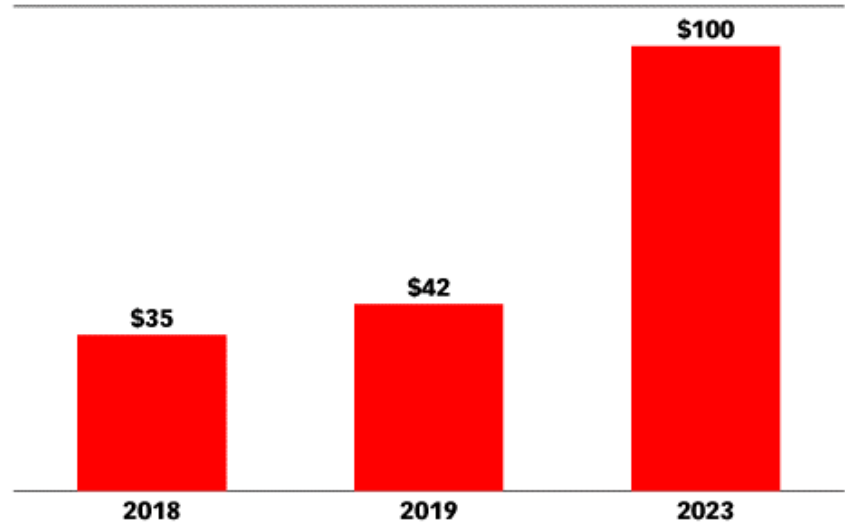
“Research by matchseries.com shows that global losses from ad fraud in 2020 reached a total of \$35 billion, while a Campaign Asia report published in December found that ad fraud is stealing 20% of the world’s online ad spending.”

Stewart Boucher, CTO and data lead of Beacon / [Read the article](#).

“Ad fraud is a growing problem, with some estimates showing it could cost advertisers as much as \$100 billion by 2023.”

— Yaroslav Kholod, Admixer / [Read the article](#).

**Ad Spending Lost to Ad Fraud Worldwide, 2018, 2019 & 2023**  
billions



*Note: includes fraudulent activities via in-app advertising, mobile and online; 2019 dollars lost to fraud=21% increase vs. 2018*  
*Source: Juniper Research, "Future Digital Advertising: Artificial Intelligence & Advertising Fraud 2019-2023" as cited in press release, May 21, 2019*

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[www.eMarketer.com](http://www.eMarketer.com)

“Apple’s new approach to privacy presents a clear problem for advertisers who rely on targeted advertising — in other words, most digital advertisers — in that it will make it much harder to meaningfully link user behavior across apps and mobile websites in the iOS ecosystem.”

— Julian Runge and Eric Seufert, Harvard Business Review / [Read the article](#).

## The Challenges of Audience Measurement

“Perhaps the biggest challenge facing advertisers is ad measurement accuracy as media fragmentation, the downfall of cookies and overall changes in the ad ecosystem prevail.”

— Bill Livek, Comscore / [Read the article](#).

**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 LPM

## 100% Opt-in Media Ecosystem

New reporting by the Nielsen Company shows Louisville Public Media as the market leader in most-trusted digital alternatives. LPM's ultra-low clutter, 100% opt-in digital ecosystem delivers market leading shares of highly sought after users each month – your quality brand's best customers and prospects, who are difficult to reach anywhere else, with significantly higher open rates and engagement..

### **The LPM digital audience is:**

(vs. the market average)

**227% more likely to have a college degree**

**180% more likely to be 25-54**

**154% more likely to have a \$100K+ household income**

**216% more likely to have a professional/managerial occupation**

The LPM audience also leads ALL OTHER LOCAL MEDIA in reaching people who spend \$500+ online each year, with an extraordinary

**25% MARKET SHARE**

# The Clean Fifteen On-air Messaging Platform

The Clean Fifteen message platform used by public broadcasters, including Louisville Public Media, offers a unique combination 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 leading, demographically appealing, ferociously loyal audience
- a high-integrity media environment, low clutter, and protection from competitive adjacency

As a result, the Clean Fifteen works.

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.

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



91.9 WFPK

89.3 WFPL

90.5 WUOL

KyCIR