

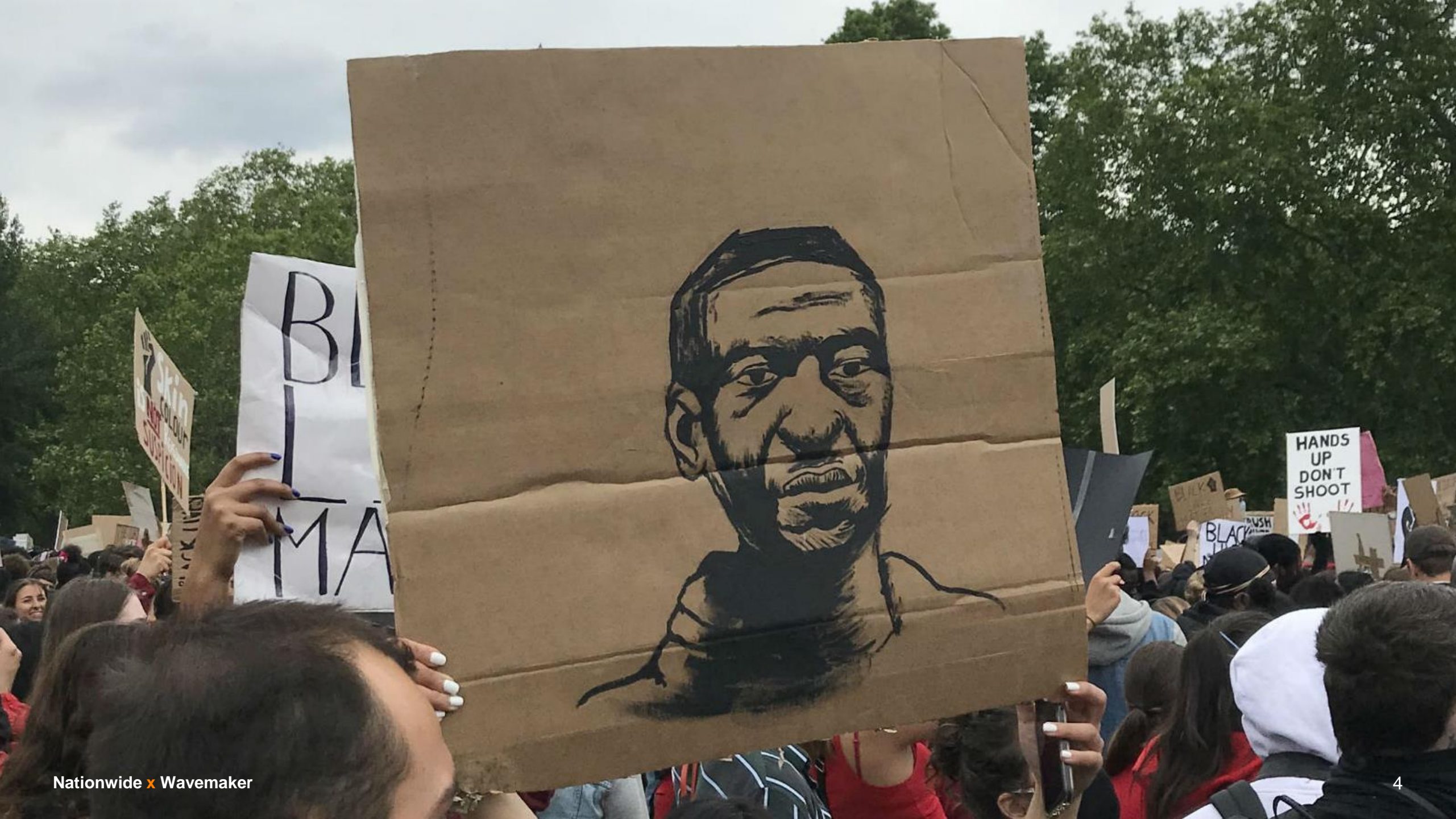


Are your  
communications  
speaking to the full  
spectrum of the UK,  
**Nationwide?**

# A story of everyday people, helping everyday people.









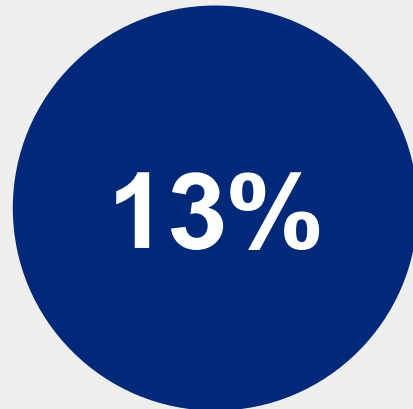
Are we genuinely speaking  
to **all of UK society**,  
nationwide?



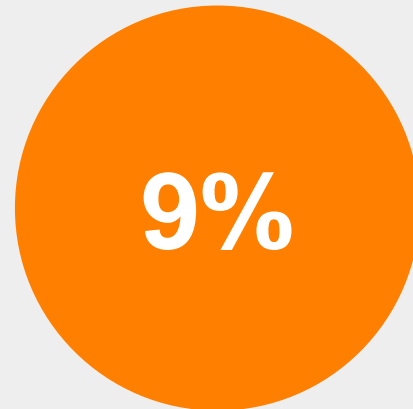
Is our media approach  
supportive of a more  
inclusive, fairer society,  
**or at odds with it?**

# YouGov Profiles

Of all UK adults...



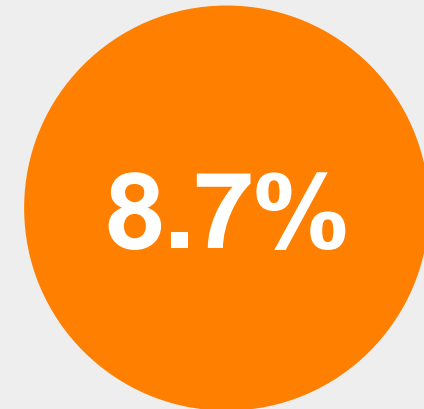
Multi-cultural or ethnic minority background



Identify as LGBTQ+



Have a disability



Part of a religious community (excl. Christian denominations)



**Make  
PayDay  
your  
SaveDay**

Even if your savings  
account just so happens

to be with one of these guys.

**PAYDAY  
= SAVEDAY**

Nationwide  
Building Society

JCDecaux

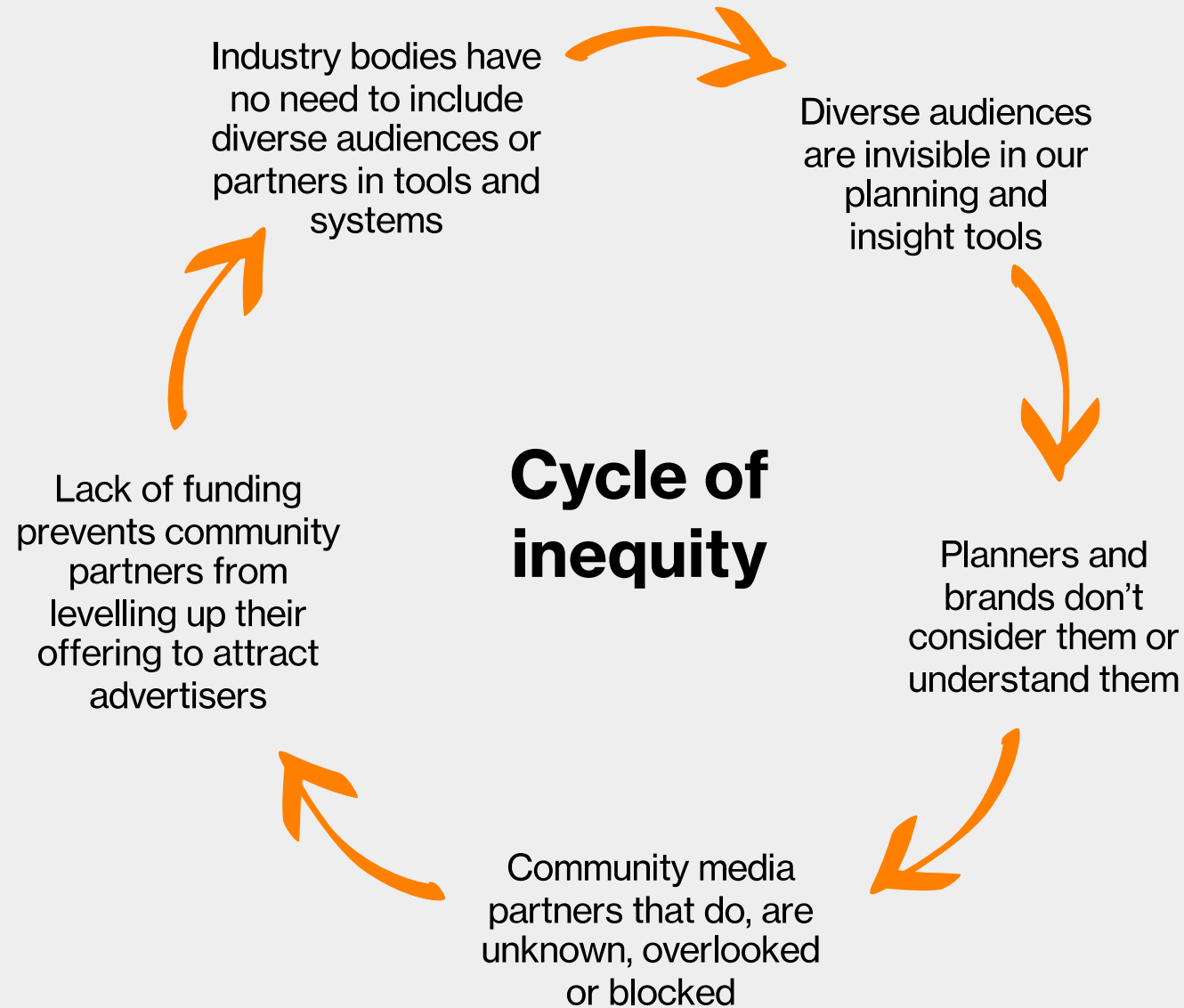




**DECA**  
MEDIA CONSULTANCY

**92%**







**campaign** SIGN IN | REGISTER | BULLETINS SIGN UP | SUBSCRIBE

LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > CASE STUDIES | EVENTS | JOBS > Q

TRENDING: SCHOOL REPORTS 2022 | POWER 100 | UKRAINE WAR | THE KNOWLEDGE | PODCASTS

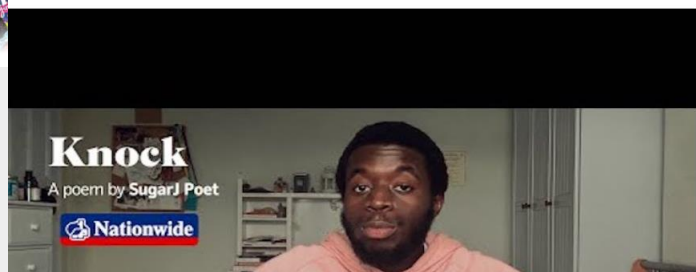
## Your media plan is missing a vital component

Despite a consensus that advertisers need to work harder to reach minority communities, "minority media" owners report that interest remains low. So why is progress in this area so slow?

by Omar Oskes

10 Nov 2020 | Chris Ladd

### Pushing for change: One brand's quest for inclusivity



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## Are media agencies complicit in industry's failure to drive better inclusivity?

Why agencies should forge partnerships with minority-owned media to reach diverse audiences and untapped commercial potential.

by Rachel D' Cunha

in | on | via | share



**iab**.uk

## Introduction to digital display advertising for media owners

This guide is intended for media owners that are relatively new to digital advertising or those that want to sharpen their knowledge on the basics of digital advertising.

Display advertising is a form of online advertising used to engage with online users and help them find out more about a specific product or service. Ads may feature text, images, video and/or audio. Some display ads are primarily used to educate consumers, while others prioritise engagement through call-to-action messages like 'learn more' or 'shop now'.

### Standard ad units

Display advertising can come in several format sizes. Specifications exist for standard image or animated in-page ad units. This makes it easier for advertisers and their agencies to produce reusable creative formats and allows media owners to be able to serve these formats easily and efficiently without changing their site layout. For example, a skyscraper is a long, vertical, online advert usually found running down the side of a page in a fixed placement.

The following fixed size ad units are commonly used, are supported by the **Coalition for Better Ads** and can work across multiple screen sizes. For the purposes of simplicity, this list features banner ads only and excludes video formats.

#### Banner sizes & formats

<p><b>Billboard / Megabanner</b></p> <p>Fixed size *: 970 x 250</p> <ul style="list-style-type: none"> <li>• High impact</li> <li>• Premium positioning at the top of the page</li> </ul>	<p><b>DMPU / Double Mid Page Unit</b></p> <p>Fixed size *: 300 x 600</p> <ul style="list-style-type: none"> <li>• High impact</li> </ul>
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attitude

POSABILITY  
MAGAZINE

JEWISH  
News



enable  
The UK's leading disability and lifestyle magazine



The Muslim News

able  
YOUR FAVOURITE DISABILITY LIFESTYLE MAGAZINE



YUPPTV

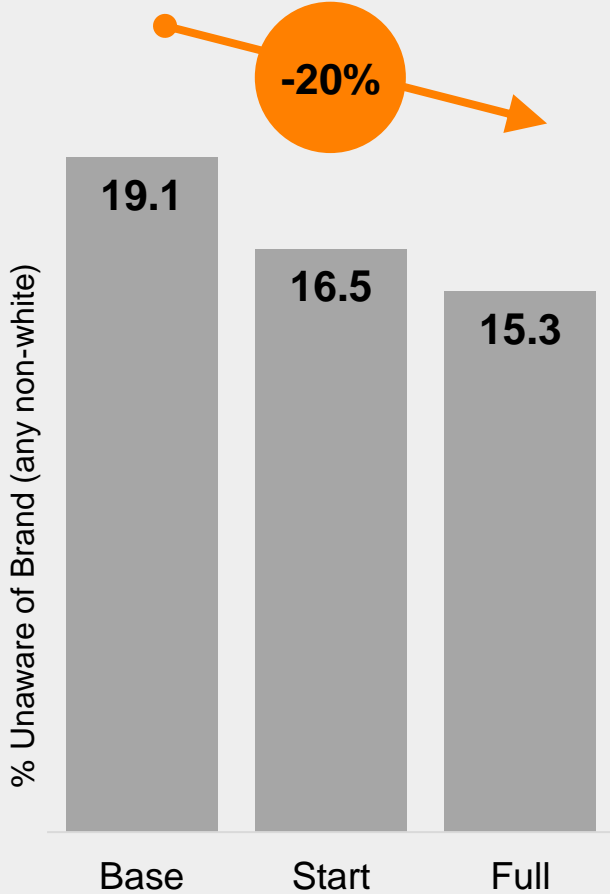
GAYTIMES



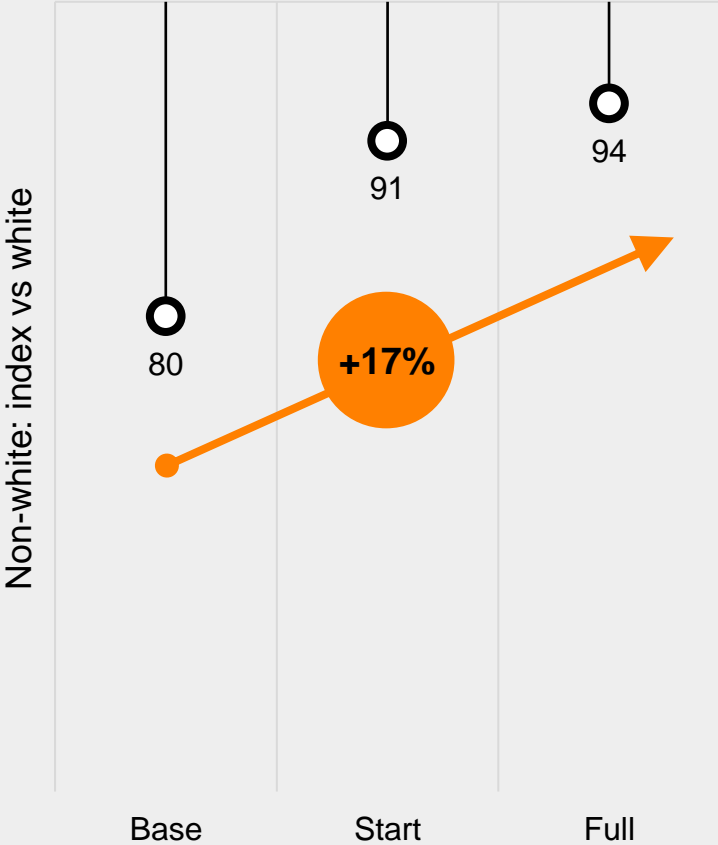
£1.6m



### Decrease in those **unaware** of the brand from ethnically diverse backgrounds

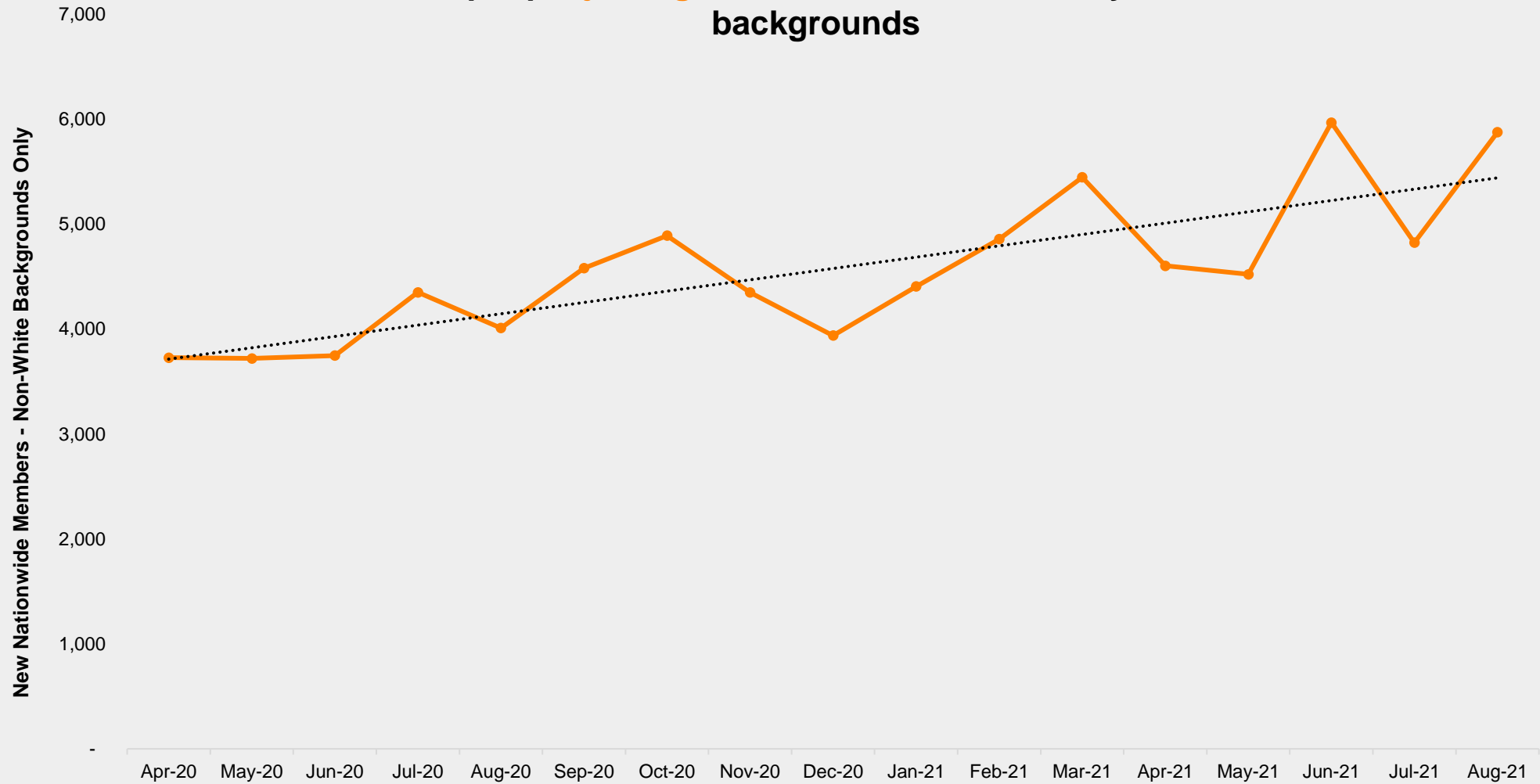


### Closing the gap: Improvement in **brand health** amongst ethnically diverse audiences



Source: Wavemaker analysis of YouGov Brand Index data

## More people **joining Nationwide** from ethnically diverse backgrounds



Source: Wavemaker analysis using Experian Mosaic and TGI data against Nationwide's new members



It's time to tell the untold truth of Britain's history.



**AISHA**  
Member Needs Leader



## **Audience Insight**

Re-think your  
target audience



## **Personal development**

Broaden your  
horizons



## **Planning & investment**

Take a fresh look  
at your media  
choices





**Wavemaker**



**Chris Ladd**  
Head of Media,  
Nationwide Building Society

**Rachel D'Cunha**  
Strategy Partner,  
Wavemaker UK





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