

04



CROSS-MEDIA COMPARISON



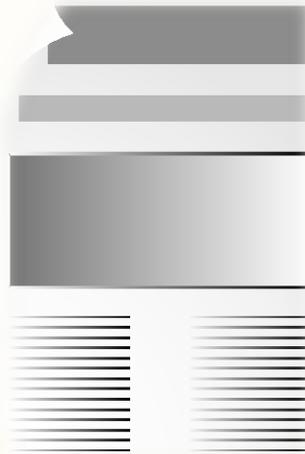
Magazines in the media context



Strong positive effects

Magazines perform well within the media mix

- Some of magazines' strengths – compared to TV, internet, radio and newspapers – are to do with engagement and inspiration
- Another kind of strength is practical use – new credible information, tips and motivation to do something



Combination of inspiration with practical assistance to put inspiration into effect is a strong positive for advertisers



The personal medium

The MPA of Australia examined the roles of 6 media in their Media Matchmaker: It's about Relationships study. Key associations with each medium included:

- ◆ Magazines: personal, trends, ideas, inspiration, window shopping, indulgence
- ◆ Newspapers: information, news, things you can talk about
- ◆ Free commercial TV: broad, entertainment, things you can talk about, for time out
- ◆ Pay TV: special interest, sport, entertainment, for time out
- ◆ Radio: broad, entertainment, new music, for time out
- ◆ Online: instant, information tool, ideas, social networking, window shopping



Consumers' experience

CONSUMERS' EXPERIENCE OF 5 MEDIA: RANKED	Magazines	Newspapers	TV	Radio	Internet
Identification: recognise yourself in, feel involved	1	3	2	5	4
Stimulation: made enthusiastic, fascination	1	4	2	5	3
Innovation: surprises me, keeps me informed of trends	1	2	5	4	3
Practical use: tips, motivated to do something	1	3	4-5	4-5	2
Information: something new, useful, credible	2	1	4	5	3
Enjoyment: pleasure, relaxation, transformation	2	5	3	1	4
Pastime: filling empty moments	2	1	5	3-4	3-4
Topicality: quickly informed, ensured I'm up to date	3	1	4	5	2
Disturbing: makes me worried, disturbs me	3-4	1	2	5	3-4
Social interaction: sharing, in contact with others	3-4	2	3-4	5	1
Material for conversations	4	1	2	5	3

Magazines ranked first on four factors:

- Identification
- Stimulation
- Innovation
- Practical use



Consumers' experience of ads

CONSUMERS' EXPERIENCE OF ADVERTISING ACROSS FIVE MEDIA: RANKED

MAGAZINES
NEWSPAPERS
TV
RADIO
INTERNET

POSITIVES:

Felt involved	1	2	5	3	4
Made me excited	1	2	5	4	3
I found original and unique	1	2	3/4	5	3/4
Useful information	1	2	5	4	3
Has offered me something new	1	3	4/5	2	4/5
Makes me happy	1	4/5	2/3	4/5	2/3
Reliable information	1/2	1/2	5	3	4
Led me to cut out something/ call or visit somewhere/visit website	2	1	3-5	3-5	3-5

NEGATIVES:

Annoyed me	5	4	1	3	2
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Magazines ranked first on 7/8 positive attributes:

- Felt involved
- Made me excited
- Useful information
- Found original & unique
- Offered me something new
- Makes me happy
- Reliable information (1/2)

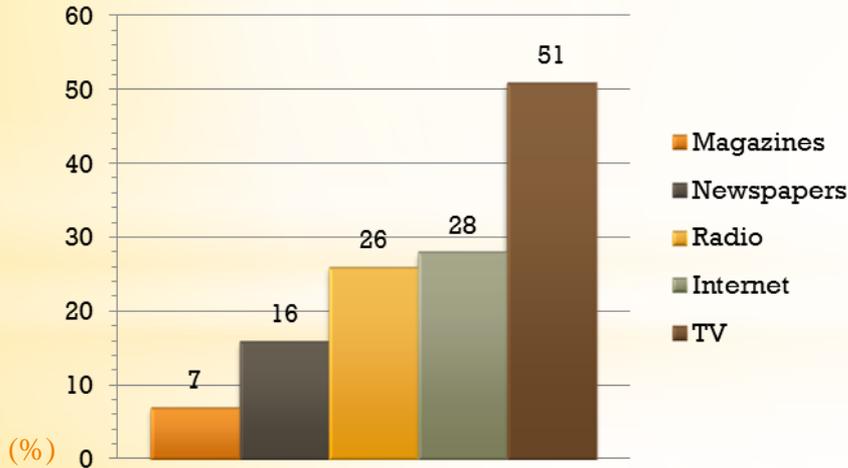
Magazine advertising was also ranked least annoying



Ads: annoying or welcome?

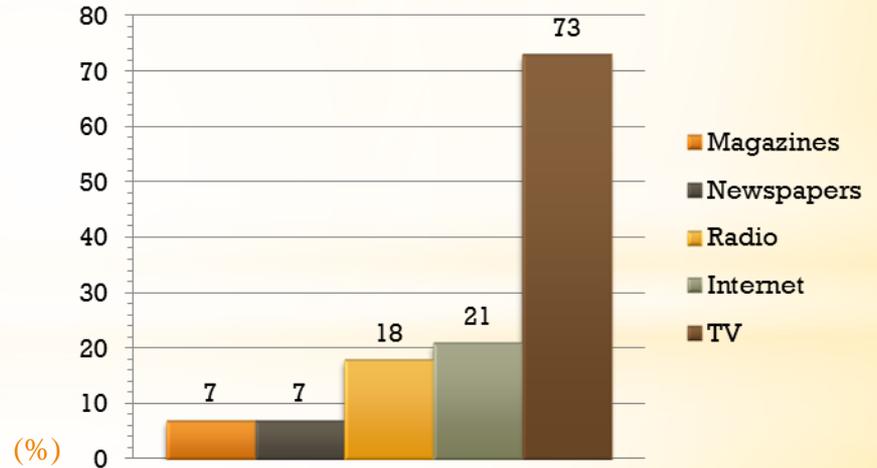
Magazines score well here, across several markets :

Agree: ads are an interference (Taiwan)



Base: Adults reading mags for at least an hour per week. Source: Survey on Consumption Trends of Magazine Readers in Taiwan, MBAT, Taiwan, 2011

Agree: ads in this medium really annoy me (Germany)

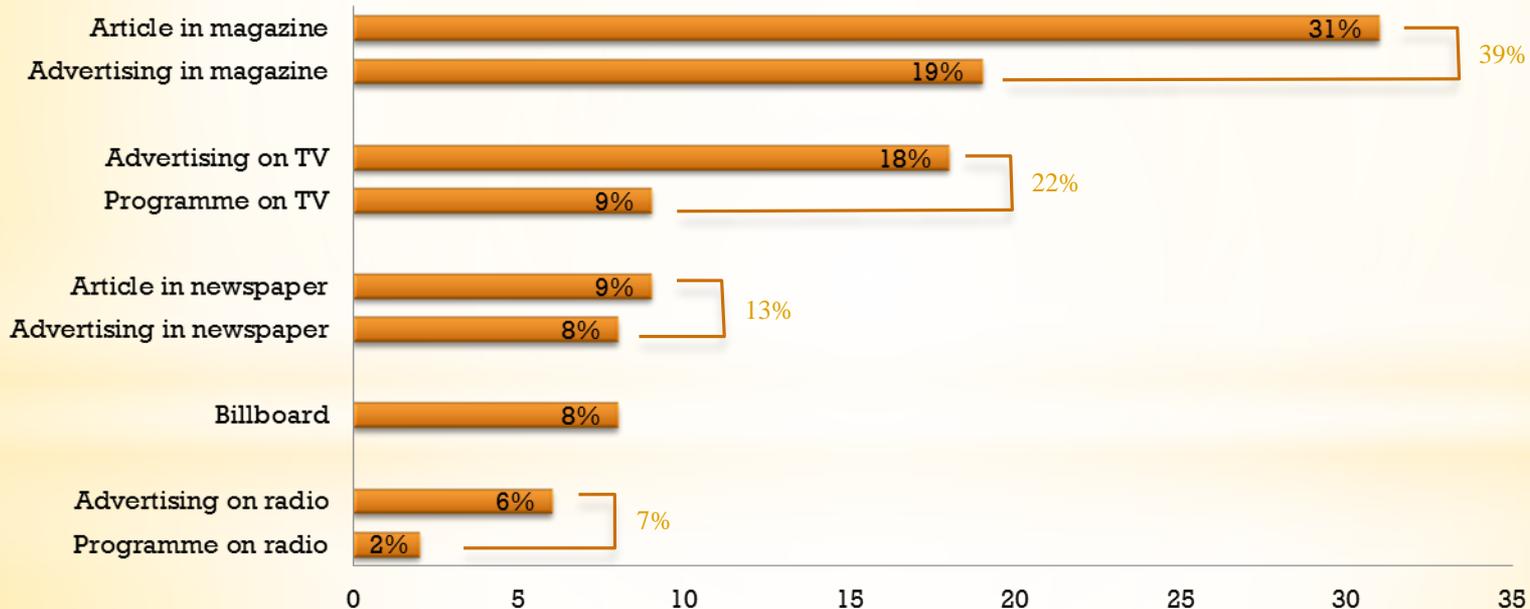


Base: All adults. Source: Medienprofile & Medienbegabungen, Institut für Demoskopie, Allensbach, Germany, 2008



Magazines drive online action

How different media inspire shopping online...

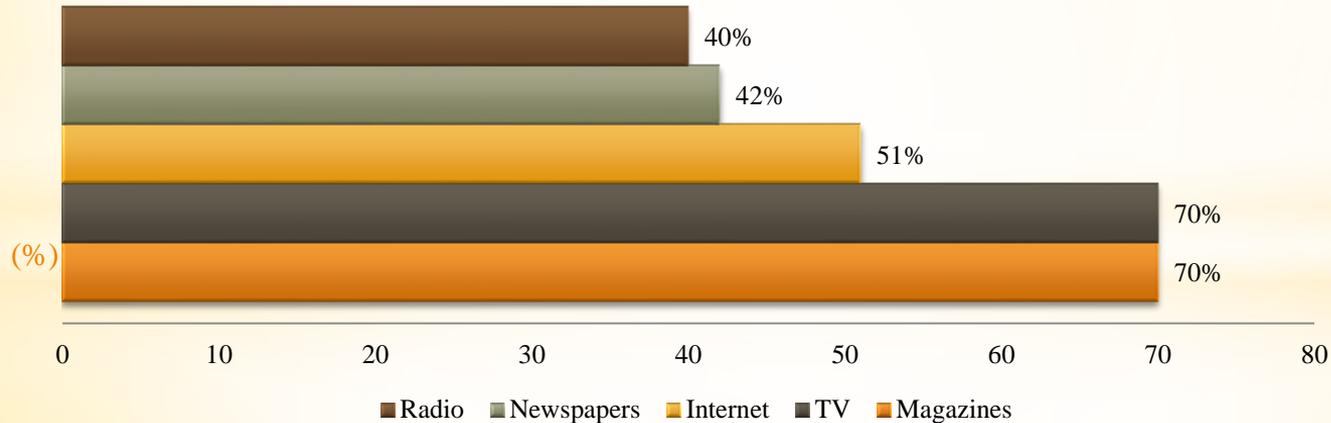


Base: Adults who have shopped online. Source: Magazine Advertising Study, Czech Publishers Association/Millward Brown, Czech Republic, 2010



Influencing the influencers

“Which of the following types of advertising are likely to influence whether you talk to others about ... clothes?”



Base: Users of each medium . Source: Targeting Influentials, PPA, UK, 2008



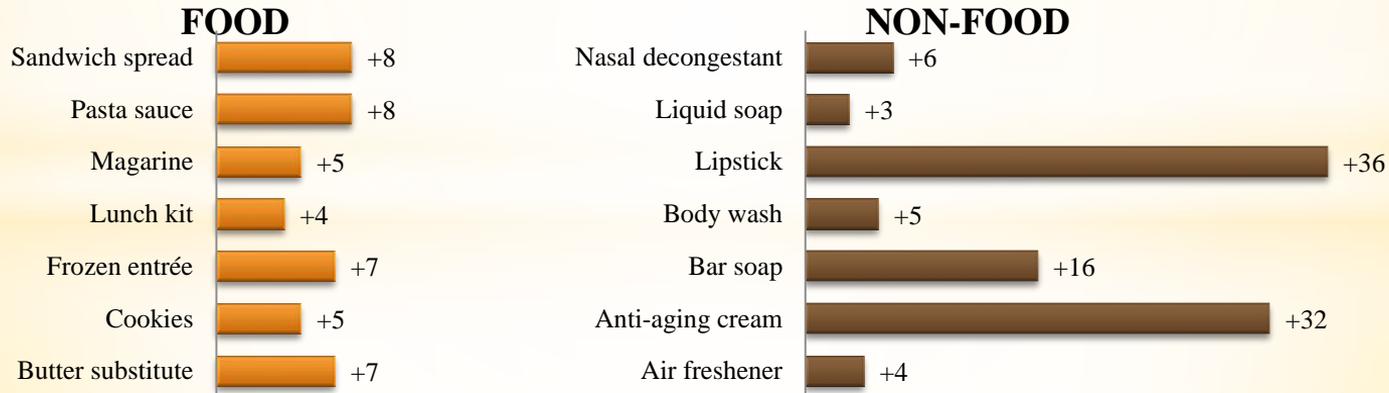
Magazine-only ad campaigns



Mag ads drive uplift in sales

An average uplift in sales of 10% was reported in the 2011 conference paper 'Magazine ROI: Quantifying the Impact of Magazine Investment on Brand Sales'

(Britta Ware of Meredith Corporation and Jeff Bickel of Nielsen Cataline Solutions)



Source: Magazine ROI, Meredith Corporation, USA, 2011



Magazine ads in action

Magazine ads can win new customers for a brand and increase the average weekly weight of purchase. According to a PPA (UK) study across 20 brands ...

Brand penetration:

7.0%

Among people not exposed to magazine advertising

15.5%

Among people who had seen magazine ads

Weight of purchase:

2.1%

Among people not exposed to magazine advertising

3.7%

Among people who had seen magazine ads

In conclusion:

The sales uplift for magazine was achieved mainly by bringing new buyers to the advertised brands (i.e. increase in penetration), and to a lesser extent by increasing the average weight of purchase.



Magazines in multi-media campaigns



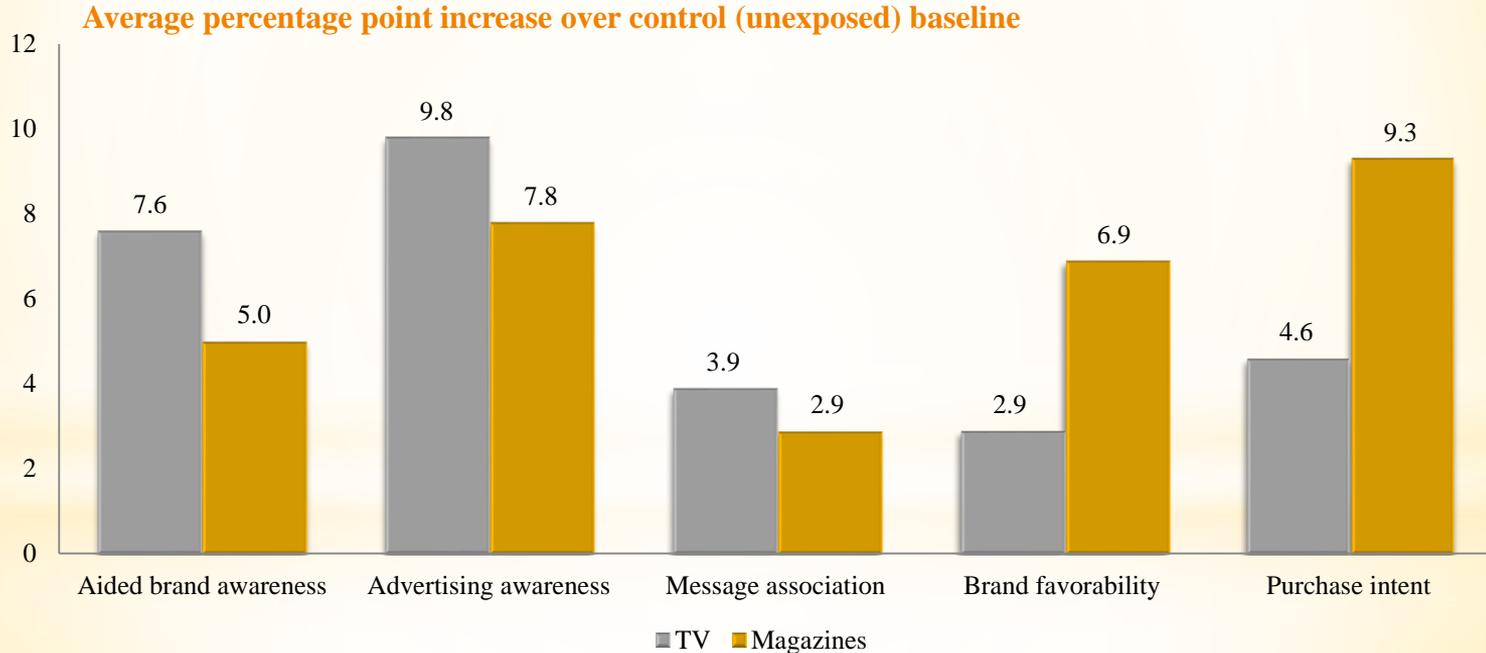
All media

Different media work in different ways, and multi-media campaigns take advantage of the synergy.

When combined with TV and online, magazine advertising creates significant incremental uplifts at all stages of the consumer journey, from awareness to purchase intent and sales.



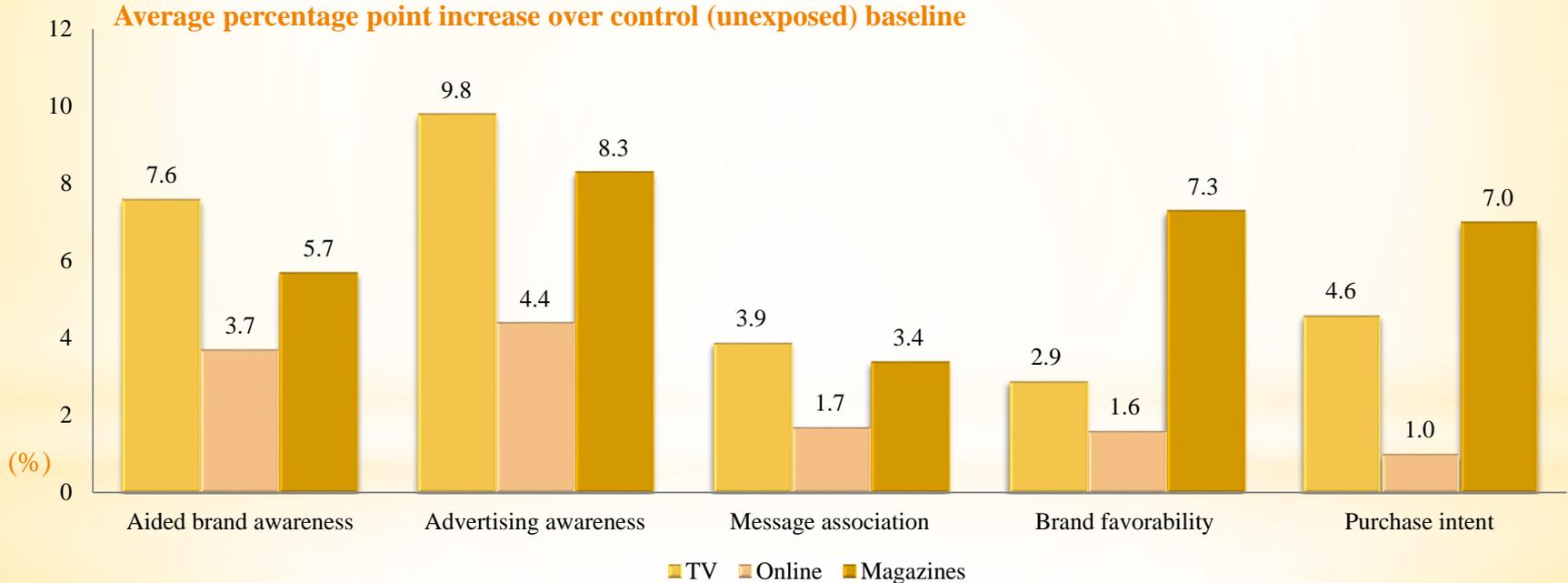
Effect of mags added to TV



Aggregation of 32 campaigns. Percentages are % among exposed group minus % among control (unexposed) group
Source: CrossMedia Research, Dynamic Logic/Millward Brown, USA, 2007.



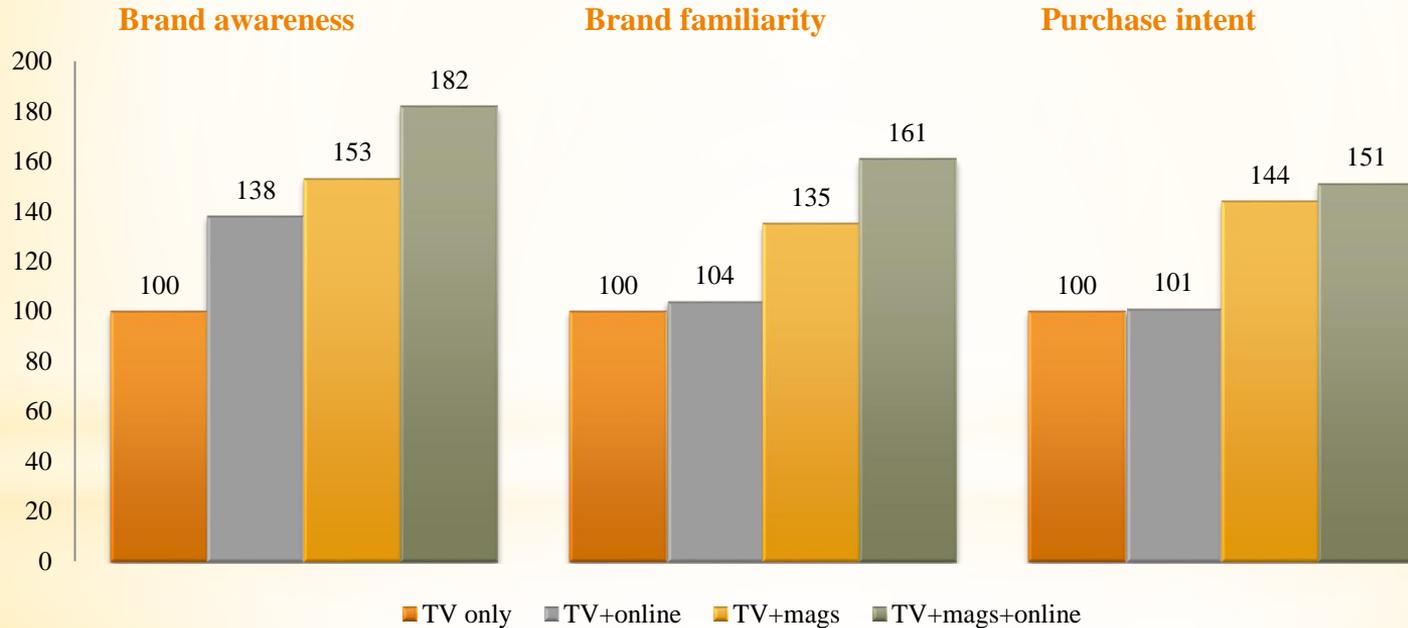
Mags added to TV and online



Aggregation of 32 campaigns. Percentages are % among exposed group minus % among control (unexposed) group. Source: CrossMedia Research, Dynamic Logic/Millward Brown, USA, 2007.



Adding mags/online to TV ads

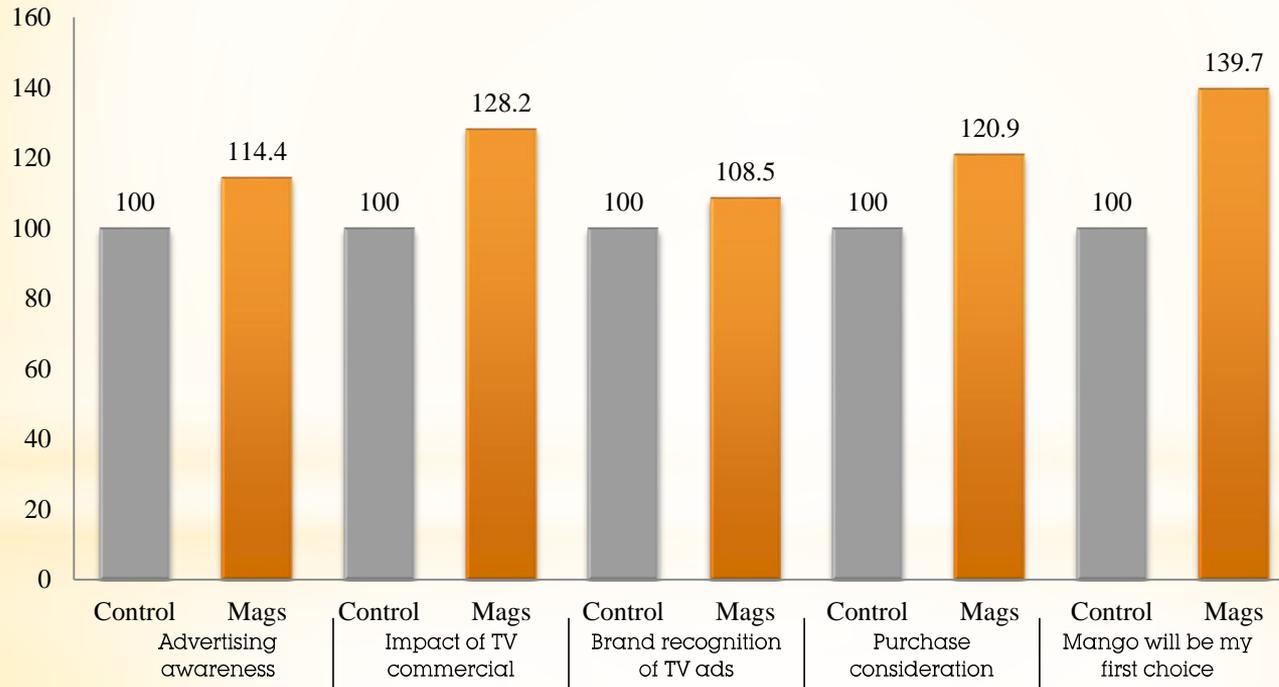


Post-campaign percentages, minus pre-campaign percentages, for each media combination. Uplifts indexed on TV-only as 100. Aggregate of 20 campaigns. For certain measures &/or media combinations, fewer campaigns qualified with sufficient sample sizes. Source: Marketing Evolution, USA, 2006



Magazine ads lift performance

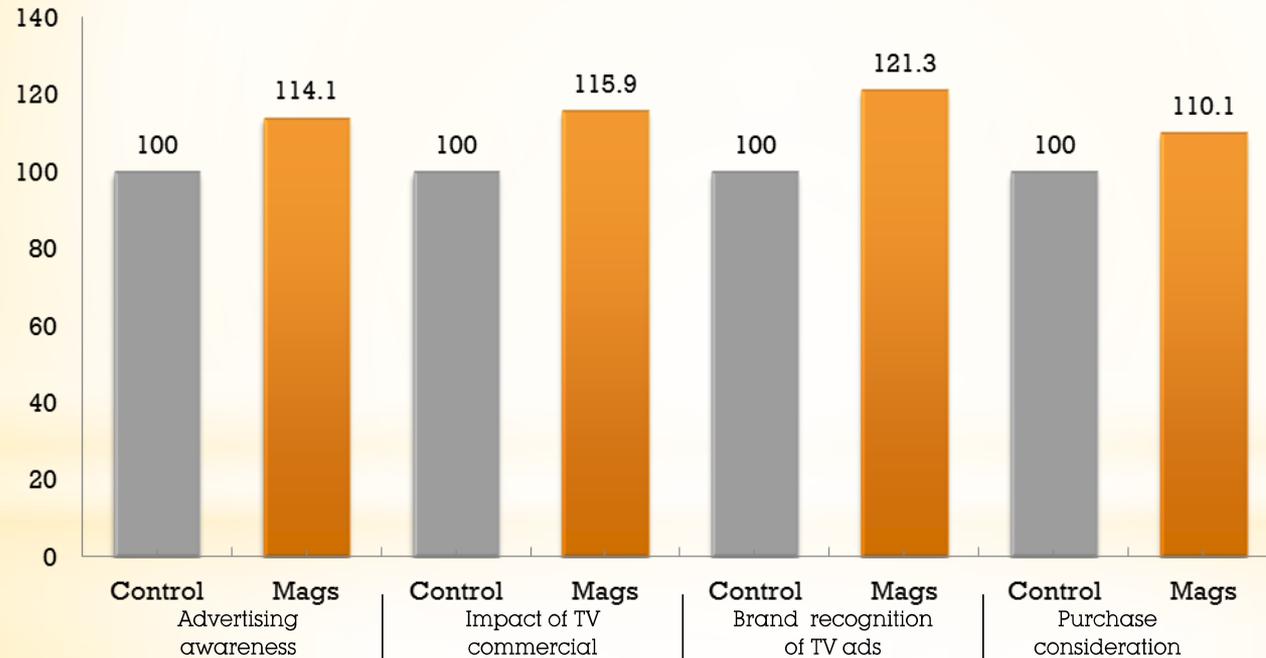
INDICATOR 01: MANGO (FASHION BRAND)





Mag ads lift performance

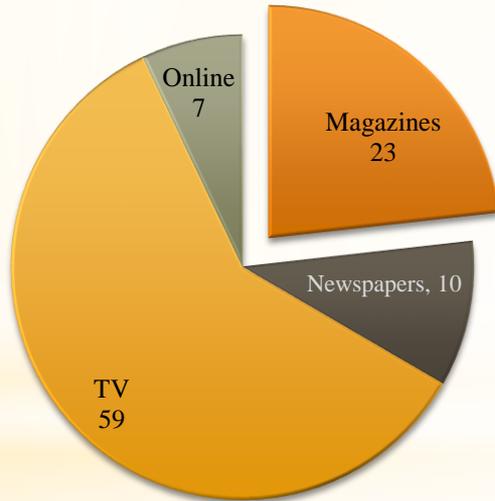
INDICATOR 02: AGGREGATED RESULTS FROM CAMPAIGNS MEASURED IN 2010-2011



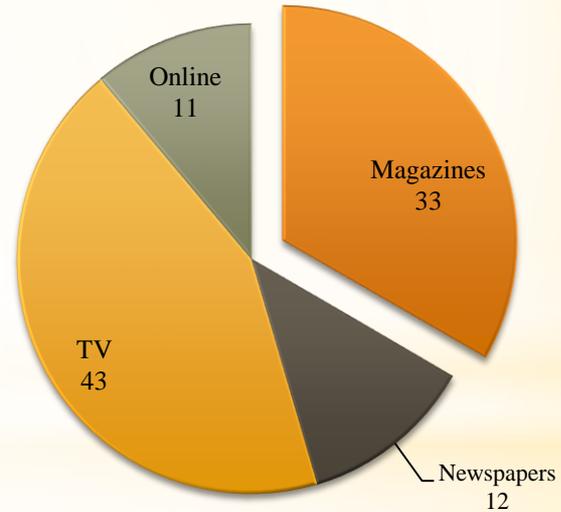


Spending vs effect

Share of spending (%)



Share of effect* (%)



**Aggregating data on 6 KPIs: unaided & aided ad recall, brand awareness/appeal/usage, purchase intention. Base: 906 brand models, each spending > 1 million euros in consumer magazines and > 2 million euros in total. Source: AIM Brand Tracking 2010, Germany*



P&G backs magazine media



GUY CONSTERDINE FIPP

iveness: magazines in multi-media campaigns

WHAT THEY (P&G) ARE FINDING IS THAT INCREMENTAL (IN TV) DON'T GET YOU MORE RETURN, COMPARED TO THOSE DOLLARS INTO MORE TARGETED MEDIA.
Professor Michael McCarthy, USA, 2012

spend from TV to magazines while putting all these arguments to their media agencies. It really perceptions and modify media illustration is this article from publication Business Courier on 27 March 2012, headed Procter & Gamble shifts ad spend from TV to magazines:

Procter & Gamble is still the nation's biggest advertiser, but it's dialing back those marketing dollars and shifting some of its focus from television to magazines. Figures from Kantar Media show P&G spent \$2.95 billion in 2011, down 5.4 percent from the prior year. P&G remained the nation's largest TV advertiser despite a 6.8 percent spending dip to \$1.7 billion. A March 2012 news release from Kantar Media says it's the ninth straight year that P&G has ranked as the top advertiser in the U.S. While TV is still the foundation of its advertising media buys, **P&G's 2011 budget allocation saw share gains for magazines at the expense of TV,** the release stated.

Those numbers reflect a more targeted approach to media buying by P&G, said Michael McCarthy, a marketing professor at Miami University. I think what they're finding is that

incremental dollars don't get you more return, compared to putting those dollars into more targeted media, McCarthy said. McCarthy said **magazines might also be getting an increased share of P&G's advertising dollars because the industry has reliable metrics that can be used to target specific audiences.** Digital measuring, including click-through counts and products that measure social-media mentions, are not nearly as well established as the traditional media, McCarthy said. The accurate targeting and reliable metrics provided by magazines, and the evidence about diminished returns from the last tranches of expenditure on television – these are indeed key factors which Professor McCarthy has rightly identified. ●

“Procter & Gamble is still the nation’s biggest advertiser, but it’s dialing back those marketing dollars and shifting some of its focus from television to magazines...”

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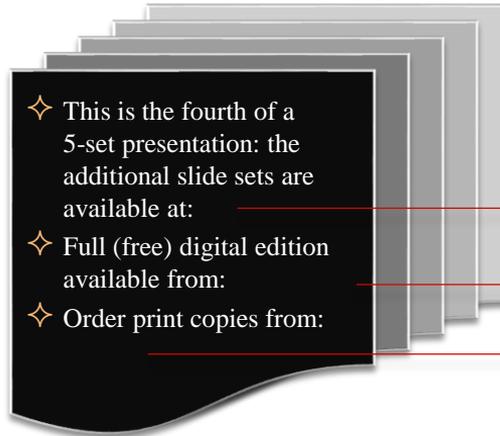
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