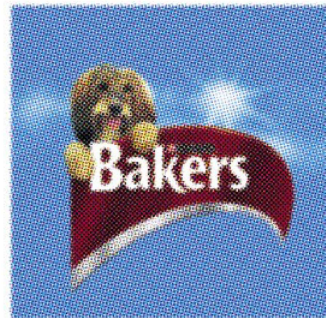
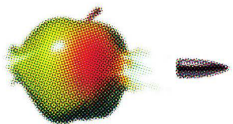


*Newspapers boost sales and quality perceptions
for Bakers Meaty Meals*



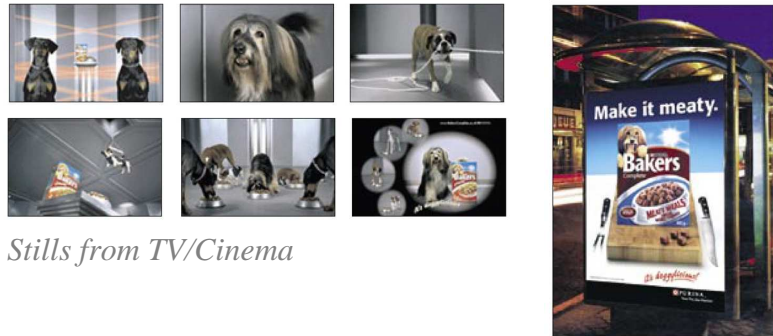
A case study



Objectives of the test



Newspaper Creative

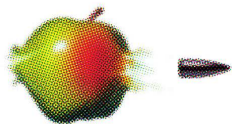


Stills from TV/Cinema

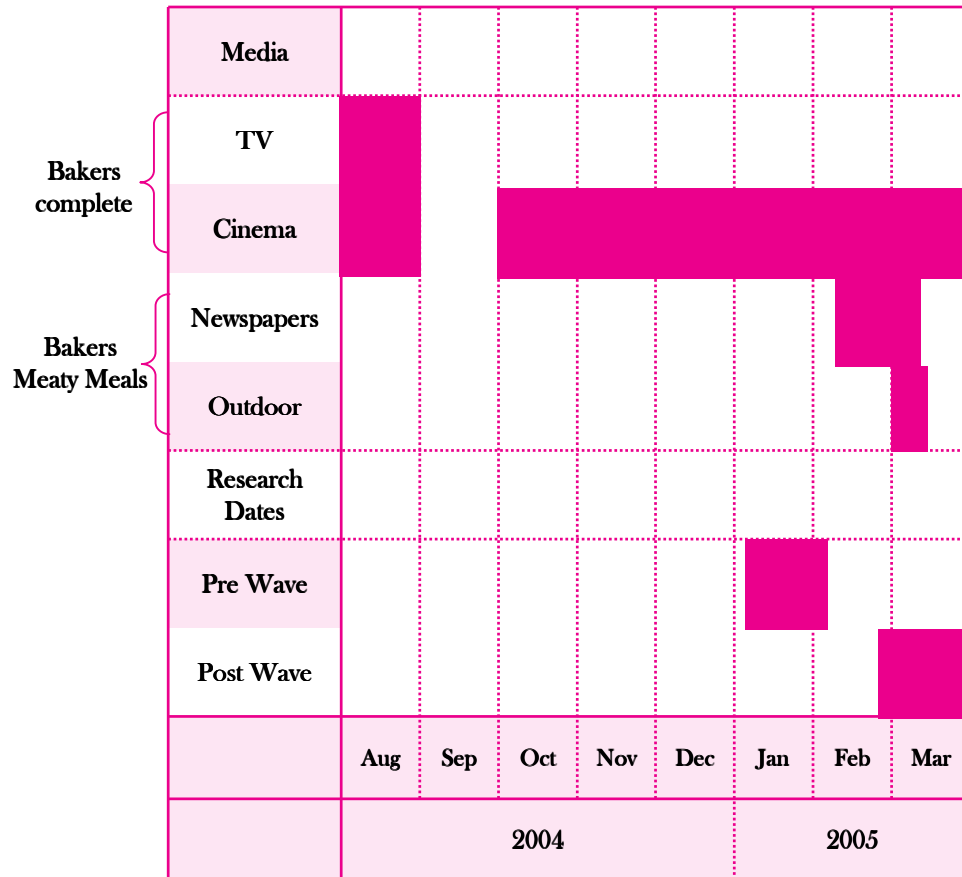
Poster

To evaluate the effect of adding a newspaper campaign for the Bakers Meaty Meals sub-brand to a Cinema campaign for the main Bakers Complete brand (which had previously run on TV)

To increase understanding of Baker Meaty Meals. To communicate product information and heighten food enjoyment credentials.



Tracking *the advertising*



The campaign was tracked amongst a national sample of women dog-owners aged 18-65 C1C2DE social class.

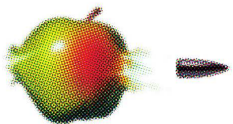
Hall & Partners' research measured the target's relationship with Bakers Meaty Meals pre to post the advertising. The main scaled measures included:

- Brand commitment: likelihood to purchase Bakers Meaty Meals*
- Brand Familiarity: a depth of knowledge of the brand*

The results were analysed by those who had been exposed to:

- *Newspapers only*
- *TV/Cinema only*
- *Posters only*
- *TV/Cinema + Newspapers**
- *TV/Cinema + Posters**

**excluding cinema solus*



The Findings – *The top line*



Newspaper Creative

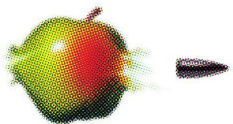
Adding National Newspapers to TV/Cinema **increased Bakers Meaty Meals sales by 10%**

– Sector leadership by December 2005

Newspapers delivered **£1million halo effect** for the overall Bakers brand portfolio.

Adding newspapers resulted in higher brand commitment.

Newspapers successfully delivered a convincing top quality food story.



Nestlé Purina *endorsed the use of newspapers for brand building*



Newspaper Creative

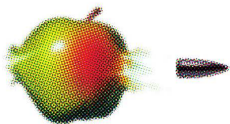
“The newspaper campaign on Bakers Meaty Meals was a success on several fronts. In business terms it accelerated the growth of Meaty Meals to the No.1 position in it’s segment from No.3. We have also validated the positioning of Meaty Meals with purchasers.

“On top of this, we and our agency partners have learned a lot about newspapers and, in particular, how to better construct creative to deliver in this format.

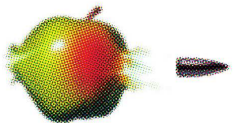
“The result is that now awareness of newspapers and how best to use them has been raised significantly both within the business and with our creative and media partners.”

Jeremy Caplin,

Marketing Director, Nestlé Purina.

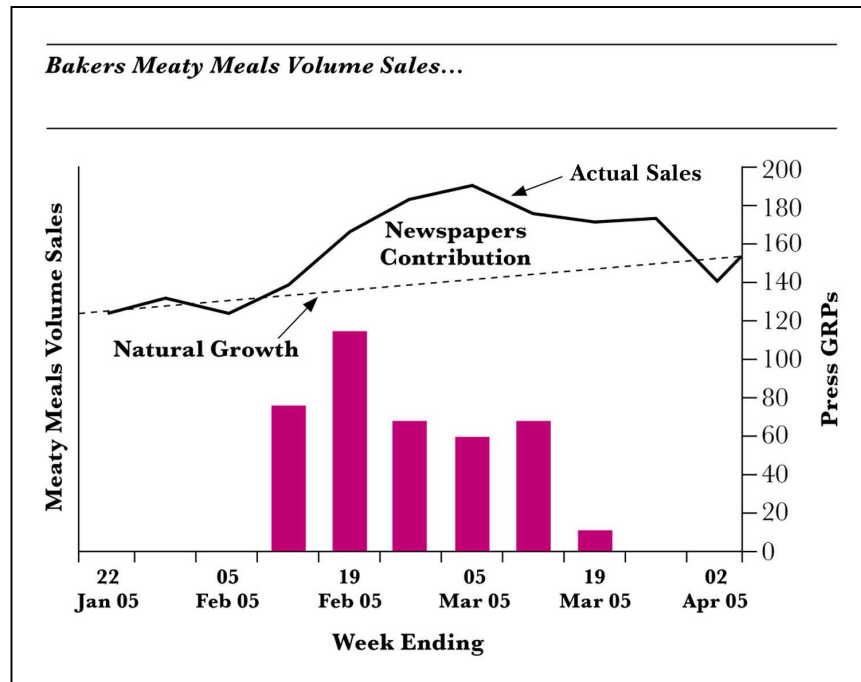


Detailed *results*



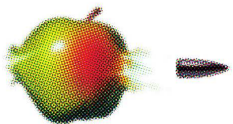
Campaign Objectives Execution *Results*

Newspapers drive 10% sales increase

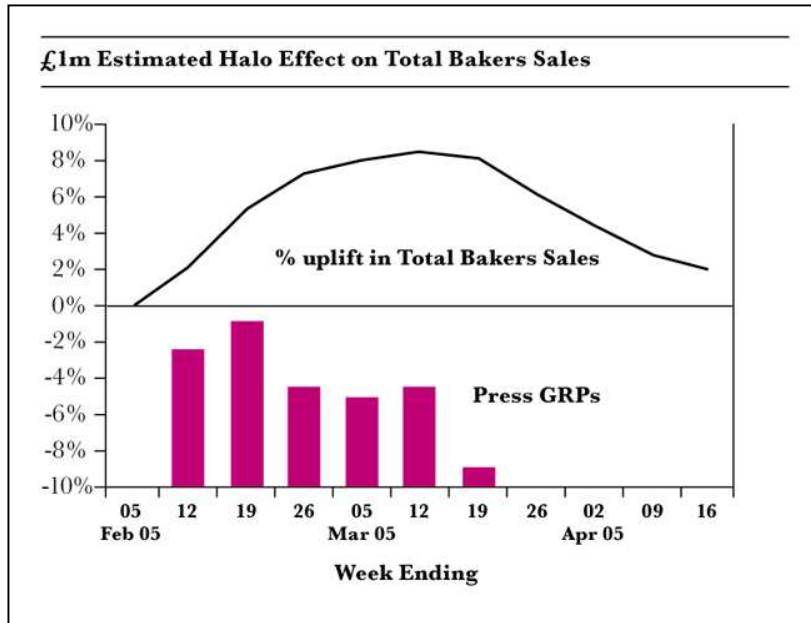


Source: DDB Matrix/Nestle Purina

An econometric model developed by DDB Matrix demonstrated that newspapers generated a 10% uplift for Bakers Meaty Meals, over and above 'natural' growth.

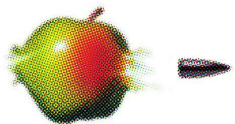


Newspaper advertising *creates £1million halo effect*

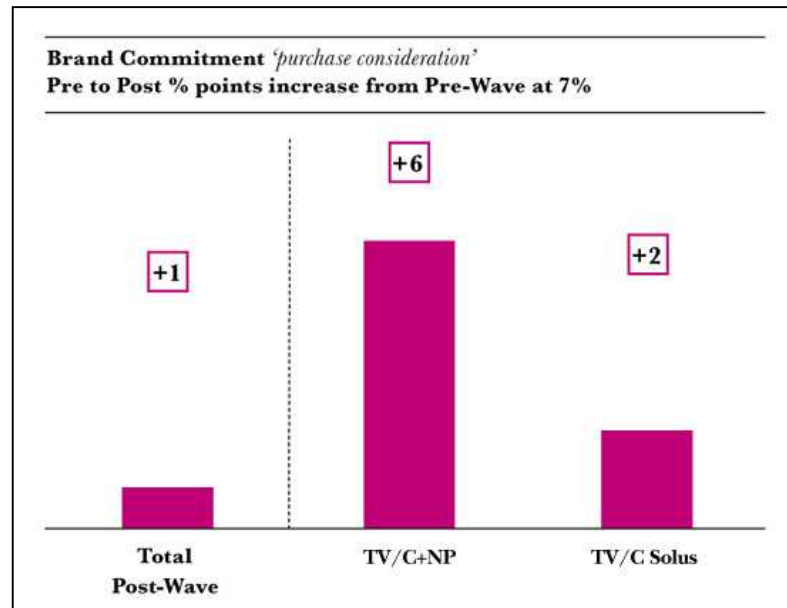


Newspapers drove a 7% overall increase in Bakers portfolio sales.

The estimated increased revenue was £1million.



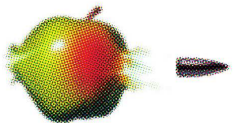
Adding Newspapers *increases brand commitment*



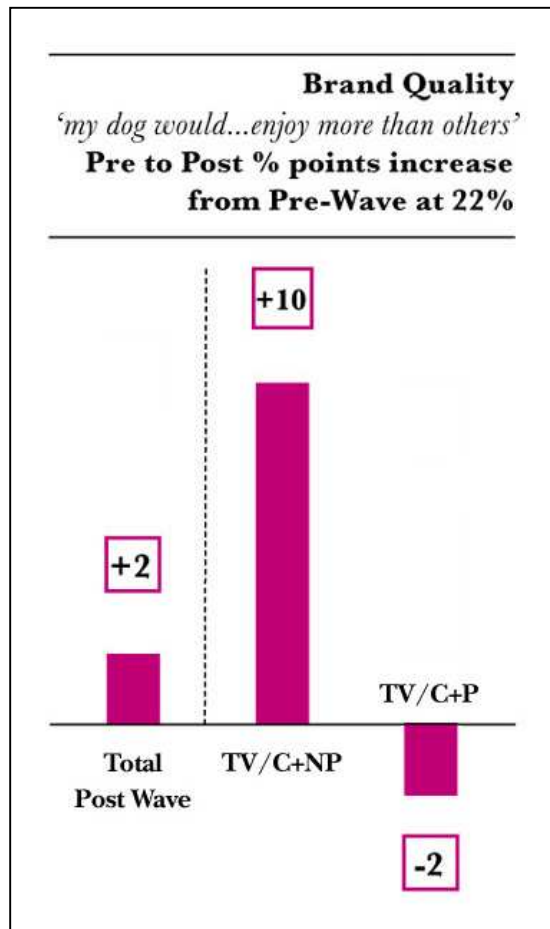
Source: Hall & Partners

Brand commitment among people seeing TV/cinema AND newspaper advertising rose 6% points.

Whereas the increase for TV/Cinema solus was just 2% points.



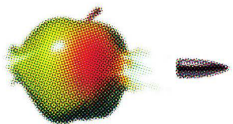
Adding National Newspapers *boosts quality perceptions*



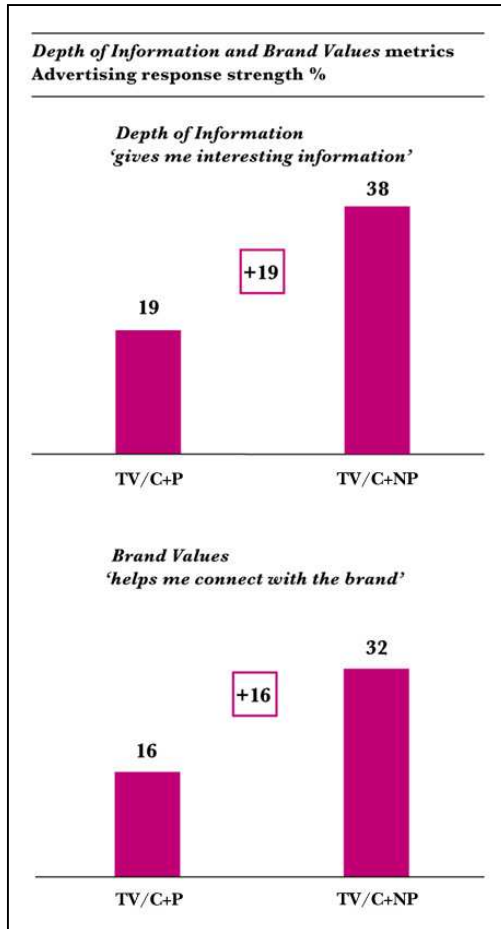
Source: Hall & Partners

Seeing Newspapers and TV/Cinema in conjunction drove a 10% point increase in brand quality score from the pre-wave..

In contrast for the TV/Cinema + Poster combination, the quality score dropped -2% points.



Adding National Newspaper advertising *doubles depth of information and brand values*



Source: Hall & Partners

Newspapers + TV/Cinema provided double the depth of information achieved by TV/Cinema + Posters (albeit this was not a specific poster objective).

The brand values measure was also doubled when newspaper advertising was part of the media mix, compared to posters.

