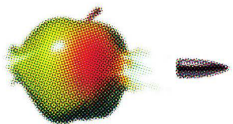


*Newspapers sustain brand health and
drive re-appraisal for Comet*



A case study



Objectives of the test



Newspaper brand creative



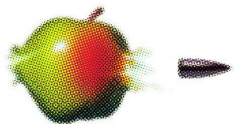
Newspaper tactical creative



TV creative

To evaluate the effectiveness of a brand campaign in newspapers (in combination with tactical newspaper ads) compared with TV plus tactical newspaper ads.

The brand building campaign in newspapers was designed to communicate that Comet is a destination for stylish and cutting edge electrical technology and to force re-appraisal.



Tracking *the advertising*

Media				
Tactical newspapers				
Brand TV				
Brand Newspapers				
Research dates				
Wave 1				
Wave 2				
2005	March	April	May	

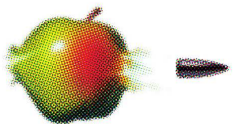
The campaign was tracked amongst a national sample of ABC1C2 adults aged 18-64 years, who were in the market for electrical goods, divided 70% women, 30% men.

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

Brand commitment: likelihood to purchase from Comet
Re-appraisal: "surprising...changes the way I think"

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

- Brand NP only
- TV only
- Brand NP + Tactical NP
- TV + Tactical NP



The Findings – *The top line*



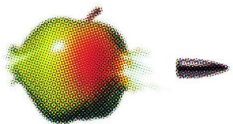
Newspaper brand creative

Newspapers sustained brand health as effectively as TV

Newspaper brand campaign provoked re-appraisal more than TV

Newspaper brand campaign helped people identify more strongly with Comet and conveyed *quality, designer, stylish* and *classy* image values

A stronger relationship across key brand measures was observed for people seeing more than one campaign/media



Comet endorsed the use of newspapers for brand building



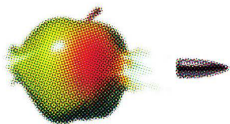
Newspaper brand creative

“The results show that newspapers are a really flexible medium for us, whether we are building the brand, changing people’s views of the sort of products and expertise we have, reassuring on price, or driving store traffic.”

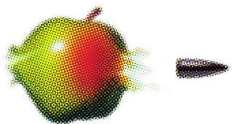
The brand focused newspaper ads were surprising and different for Comet. We were also very pleased that the visual appearance of the ads in the newspapers complemented the intended communication that we stock more upmarket, cutting edge technology than people might expect.”

Susan Wilkinson

*General Manager – Marketing,
Advertising & Promotions, Comet*

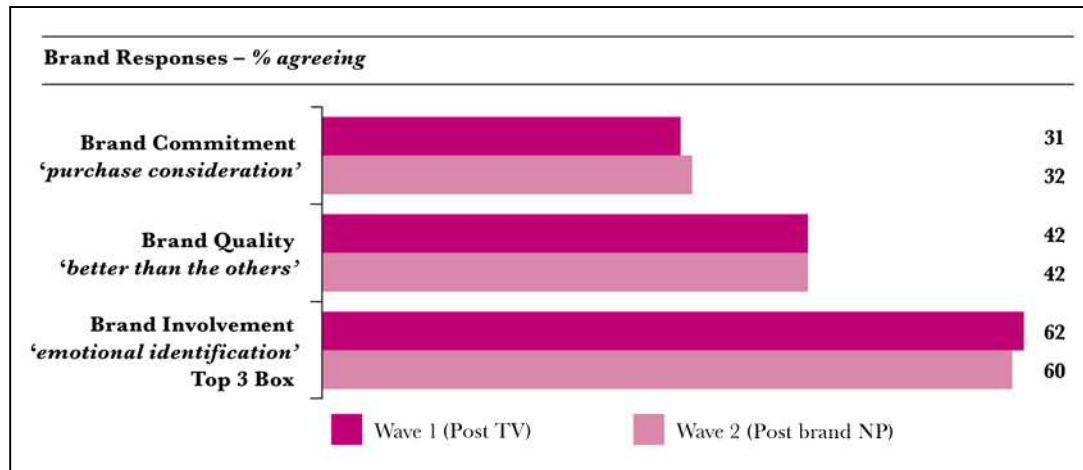


Detailed *results*



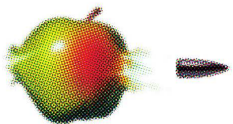
Campaign Objectives Execution *Results*

Newspapers *sustain brand health as effectively TV*

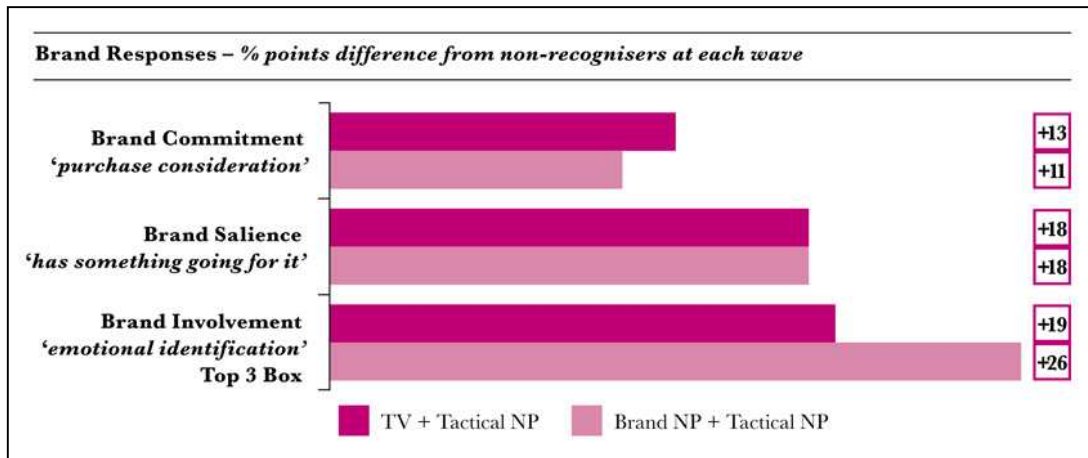


Source: Hall & Partners

Comet is a powerful brand, and scores highly for brand commitment, salience, quality and involvement. Newspapers were equally as effective as TV in sustaining these strong responses.

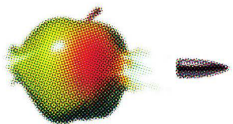


Newspapers *help drive stronger brand relationships*

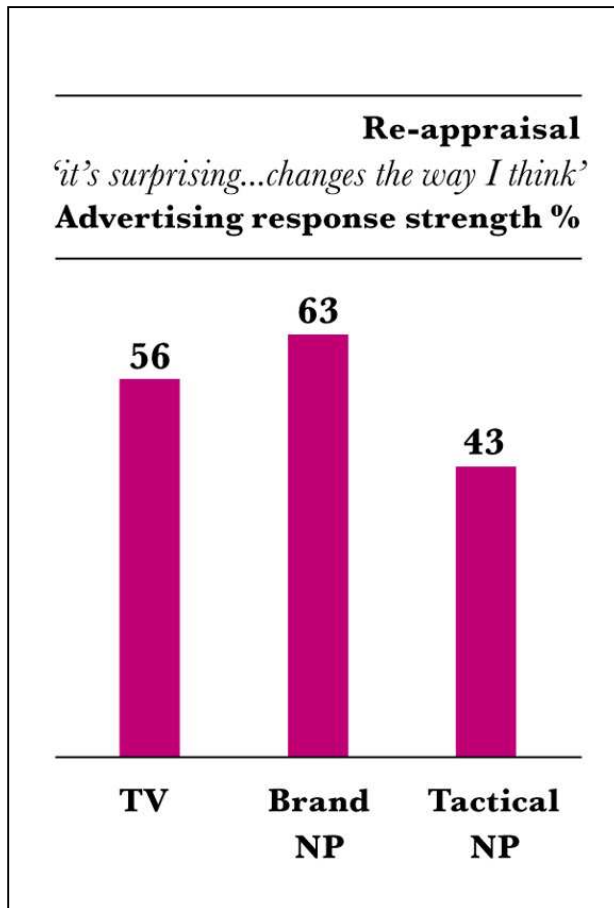


Source: Hall & Partners

Seeing more than one piece of Comet advertising had a consistently beneficial effect on brand measures, compared with seeing none, or only one type.

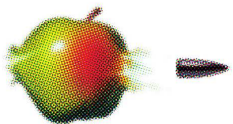


Newspaper brand campaign *forces stronger re-appraisal*

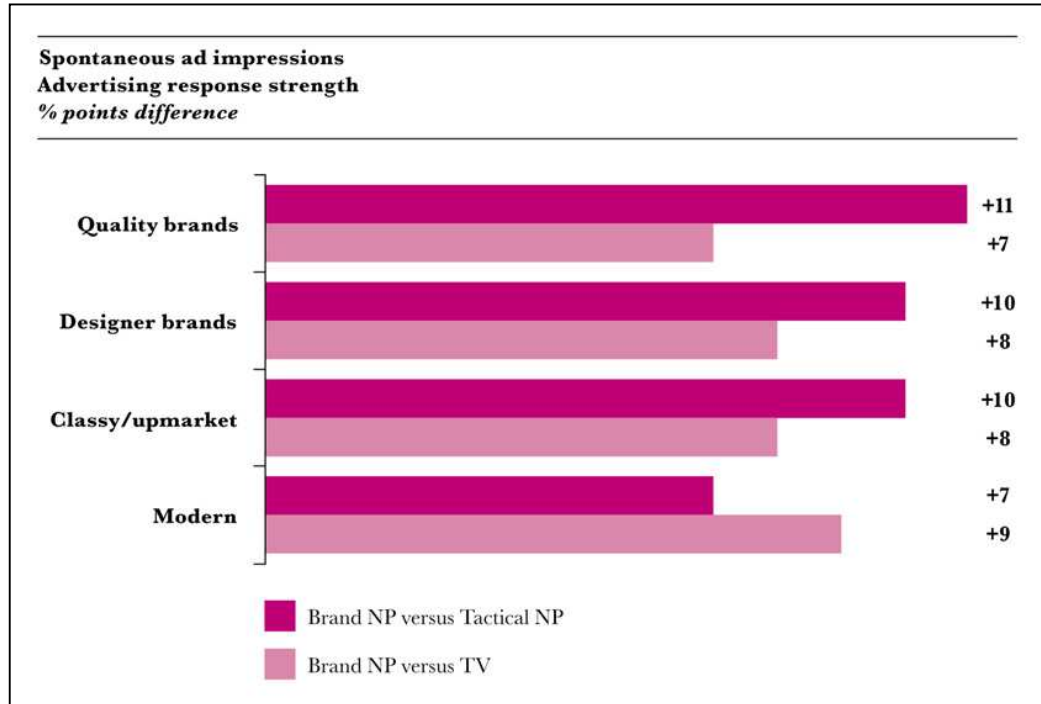


Source: Hall & Partners

The brand campaign in newspapers fulfilled its key objective of provoking re-appraisal, outscoring TV by 7% points.



Newspapers *deliver stylish image values*



Source: Hall & Partners

The Comet brand newspaper ads successfully conveyed quality, designer products, classy and modern image values more strongly than either TV or tactical newspapers.

