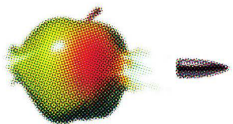


*Newspapers build brand values for launch of Golden Skins*

**Golden  
Wonder™**

*A case study*



## Objectives of the test

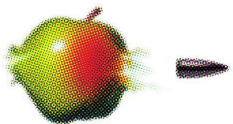


*Newspaper Creative*

*Up against a dominant competitor Golden Wonder wanted to evaluate the role of newspapers as part of their launch year activity, aimed at connecting with a young 18-35 male audience.*

*Newspaper advertising was sited in sports pages to target young men.*

*The test measured the effectiveness of newspapers in driving awareness, saliency and brand values for the brand.*



## Tracking *the advertising*

Media							
Poster	■						
Newspaper						■	■
Research Dates							
Wave 1		■					
Wave 2					■		
Wave 3							■
2005	Mar.	Apr.	May	June	July	Aug.	Sept

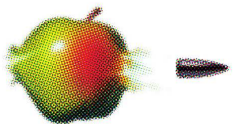
The campaign was tracked amongst a national sample of C1C2 men aged 18-35, with a slight North upweight to match distribution bias.

Hall and Partners' research measured the target's relationship with Golden Skins pre to post the advertising – the main scaled measures include:

*Brand commitment-  
likelihood to purchase Golden Skins  
Brand Salience-  
Golden Skins standout and dynamism*

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

- *Newspapers only (at wave 3)*
- *Posters only (at wave 1)*



## The Findings – *The top line*

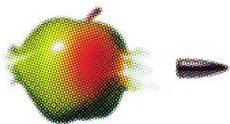


*Newspaper advertising*

National newspapers **increased brand commitment by 100%** from non-advertised period.

Newspapers delivered successfully against all key test objectives:

- Brand awareness boosted by 8% points
- Brand salience up 4% points
- Brand values, quality perceptions and brand personality all enhanced



## Golden Wonder *endorsed newspapers’ strength in building brand image and values*

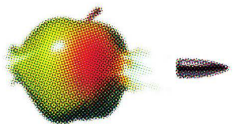


*Newspaper advertising*

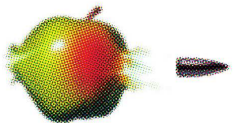
“If you’d asked me to describe newspaper advertising before this test, I’m sure that the words distinctive, original fun personality, striking colourful visuals or high quality would have come to mind!

“However, this study proved that Newspapers could really deliver both quality advertising and quality results for the brand”

**Loretta MacFarlane,**  
*Head of Marketing, Golden Wonder.*

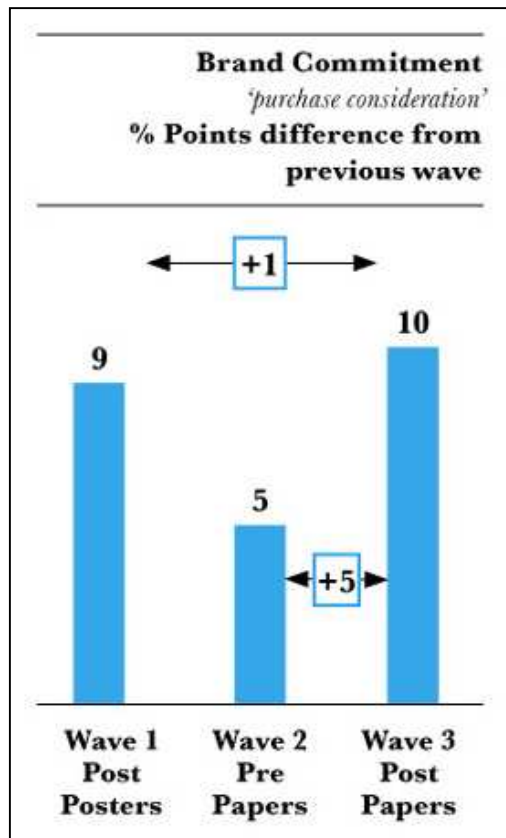


## Detailed *results*



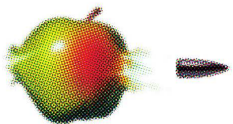
Campaign Objectives Execution *Results*

## National Newspapers *drive brand commitment*

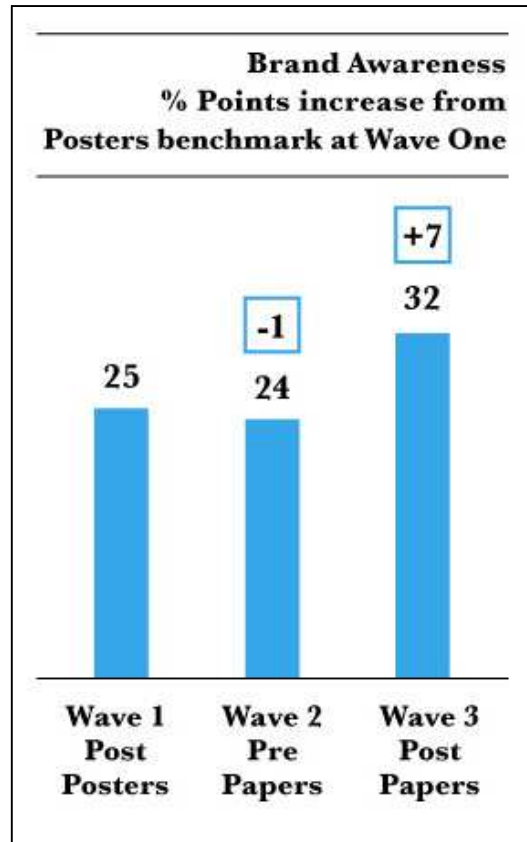


Source: Hall & Partners

Brand commitment *doubled* pre to post the newspaper campaign.



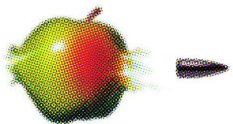
## National Newspapers *significantly increase awareness*



Source: Hall & Partners

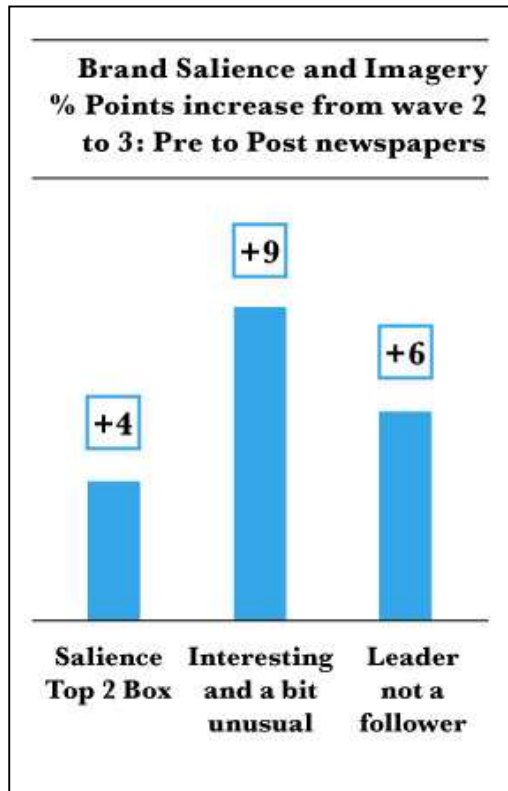
Pre to post the newspaper campaign brand awareness was boosted by 8% points, to 7% points higher than after the posters.

Brand familiarity – a measure of depth of knowledge rather than pure awareness – also increased by 6% points pre to post the newspapers.





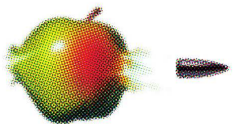
## National Newspapers *significantly heighten brand salience*



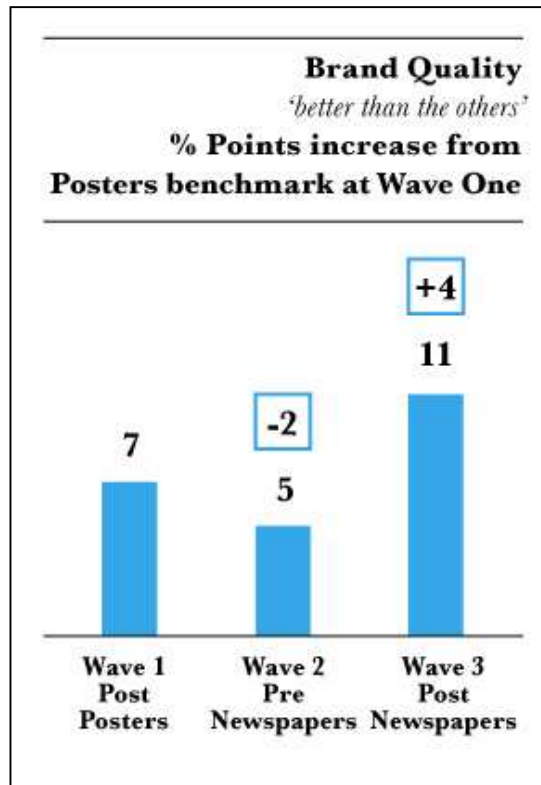
Source: Hall & Partners

Brand salience strengthened by 4% points from pre to post the Newspaper campaign.

Bold and original newspaper visuals helped create significant uplifts in distinctive brand imagery for Golden Skins.



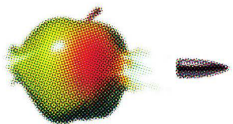
## Brand quality *significantly advanced with national newspapers*



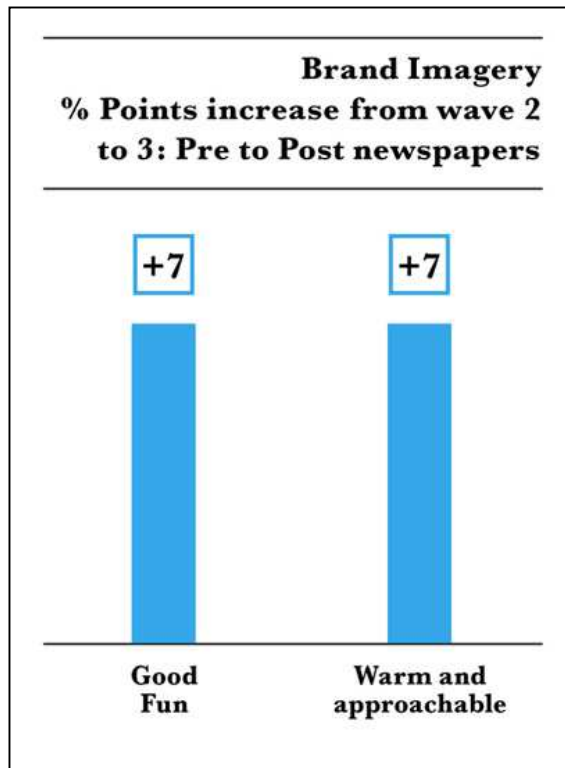
Source: Hall & Partners

Brand quality improved by 6% points pre to post the newspaper campaign, up 4% points from the end of the poster campaign

Strong visual imagery and the brand name created impressions of a premium quality, great tasting, thick and crunchy crisp.



## National Newspapers *engage people to drive brand values*



The Golden Skins newspaper campaign raised ‘good fun’ and ‘warm and approachable’ elements of brand image.

And newspaper advertising drove emotional brand equity – 35% of the target audience felt it helped them identify more strongly with the brand.

