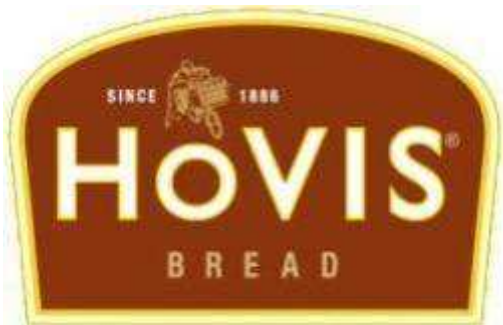


# *the* PROOF

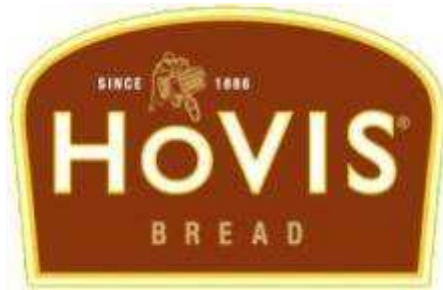
The business case for  
newspaper advertising  
as part of the media mix



**NMM**  
NEWSPAPER  
MARKETING  
AGENCY

Finance / Motors / **Food** / Drink / Pharmaceuticals / Cosmetics & Toiletries / Petcare / Household Stores

## Hovis: *Headline Results*



- Newspapers generate 4% additional sales for Hovis both immediately and 6 weeks post campaign
- Multimedia effect of TV plus newspapers causes 6.4% uplift during and 11.5% post
- Newspapers boost penetration by 7% and trial by 15%
- Adding newspapers more than doubles the increase in emotional brand involvement
- Newspapers made a great TV work harder – response to the TV ad was much stronger when the newspaper campaign had also been seen.

# Test Hypothesis: Newspapers are perfect partners to TV



- TV and national newspapers - both print and online formats - are the perfect partnership
- They are processed in different but complementary ways: TV is more passive, newspapers involve active processing
- TV and newspapers are heavily consumed in the evening; online newspapers have high daytime access. Media profiles are complementary
- Together, the brand impact should be stronger than either medium separately

# The Client's View



Newspaper creative

*“We've enjoyed working with the NMA and have found it a productive relationship.*

*They helped provide some valuable feedback on our creative work through pre-testing and provided some fascinating insight on the powerful multiplier effect of a TV plus newspaper campaign.”*



**Jon Goldstone**

*Marketing Director*

*Premier Foods*



# Hovis: *The Creative Work*



Newspaper creative

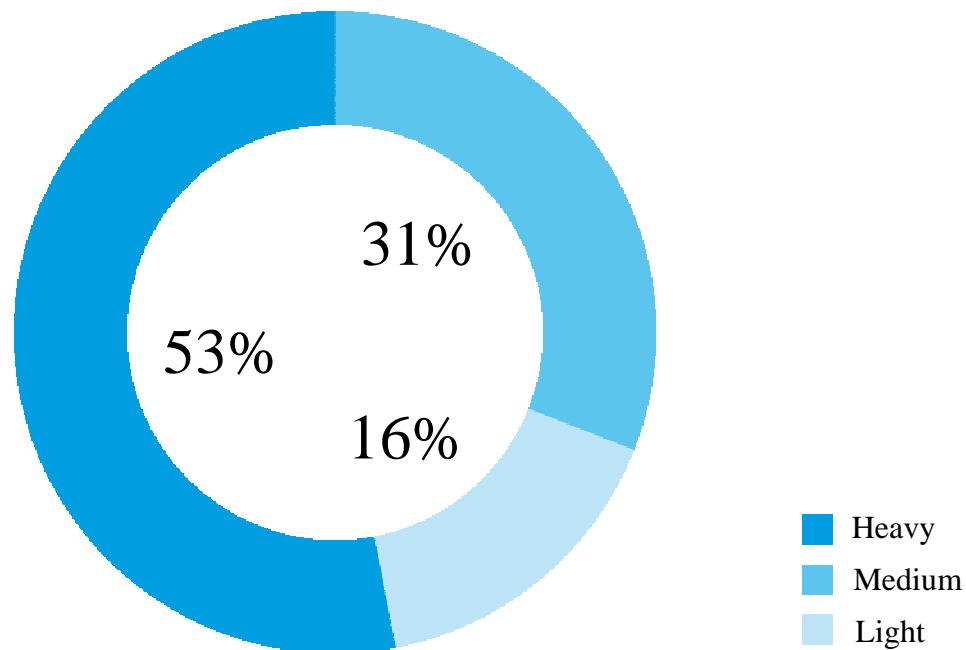


TV creative

# Heaviest third of viewers take 53% of Hovis' TV delivery

## Hovis TV campaign

*Share of campaign weight by light, medium & heavy TV viewers*

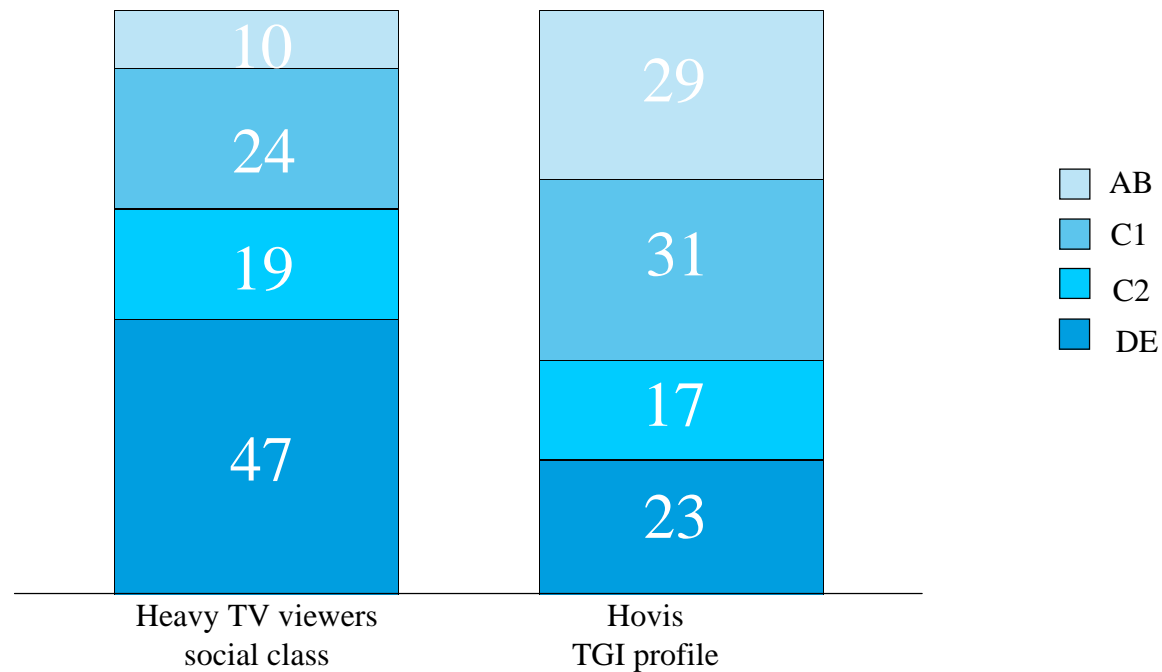


*Source: BARB analysis of Hovis  
TV campaign – Housewives*

# Heavy TV viewers are skewed downmarket vs Hovis buyers

## Hovis TV campaign

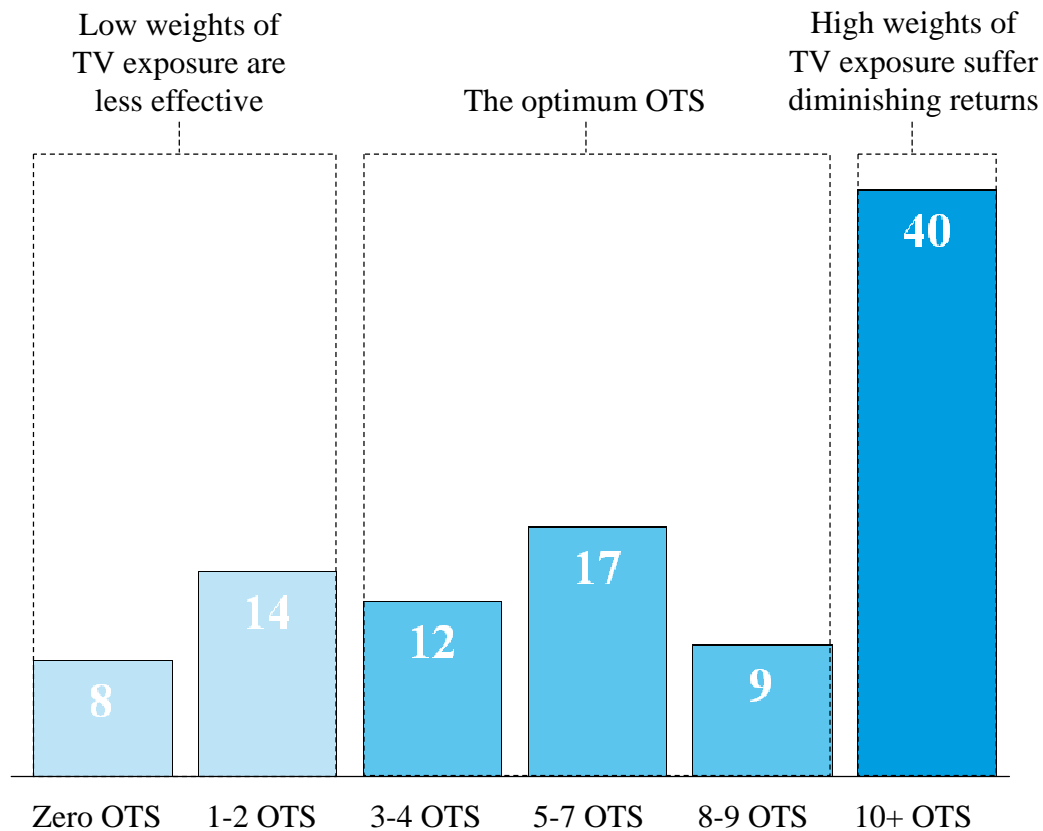
*Analysis of heavy TV viewers by social grade %*



*Source: BARB analysis of Hovis TV campaign – Housewives/TGI  
2009 Hovis main shopper user profile*

# Newspapers balance TV delivery – reaching light viewers with low OTS

## Frequency distribution for Hovis TV campaign

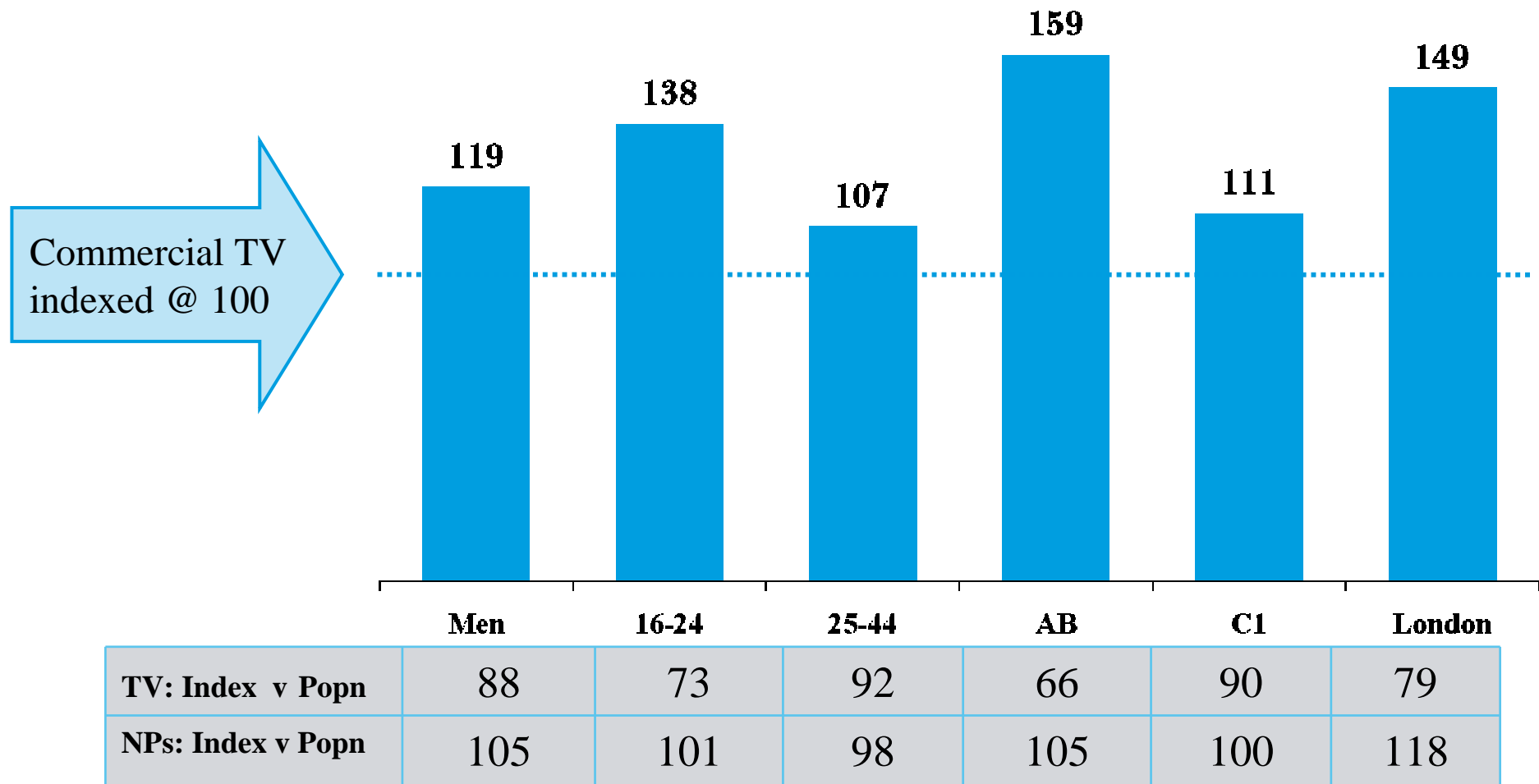


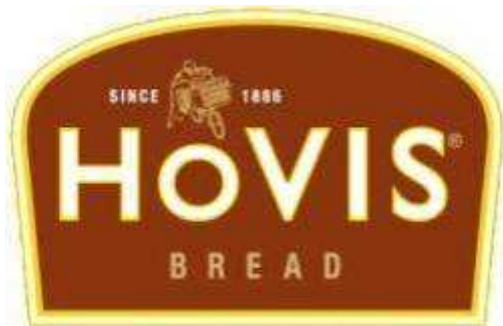
Source: BARB analysis of Hovis  
TV campaign – Housewives



# Newspapers' audience profile complements TV with a profile that is relatively young, ABC1 and London

Newspaper audience delivery indexed against commercial TV





## ***Hovis:*** *The Findings*

# Hovis: Test detail

## Media Plan

		Sep 08	Oct 08	Nov08	Dec 08	£m
Media <i>Target Audience: Women main shoppers 25-65 ABC1 with kids</i>	TV	1000 TVRs				3.2
	Cinema					0.6
	Newspapers		394 GRPs			0.8
Research Dates <i>Millward Brown</i>	Pre-wave					
	Post-wave					

## Campaign Objectives

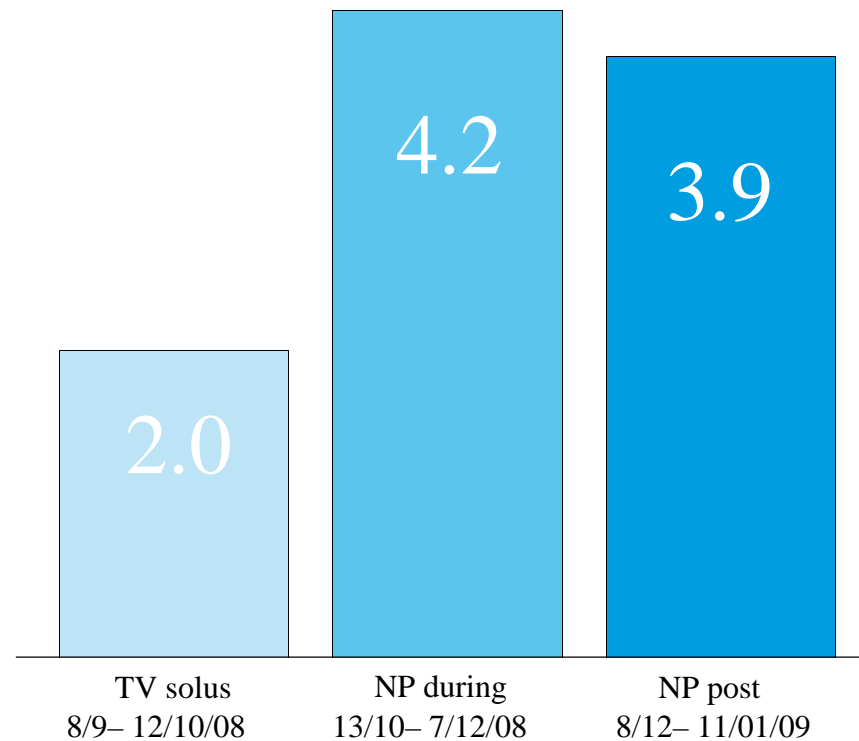
Re-establish Hovis as a legendary brand and catapult it back to its rightful place in the centre of British popular culture

*Sample: 768 Women 25-64 with kids who buy pre-packaged sliced bread nowadays, non-allergic to wheat*  
*Media Source: NMR/BARB/NRS*

# Adding newspapers boosts sales

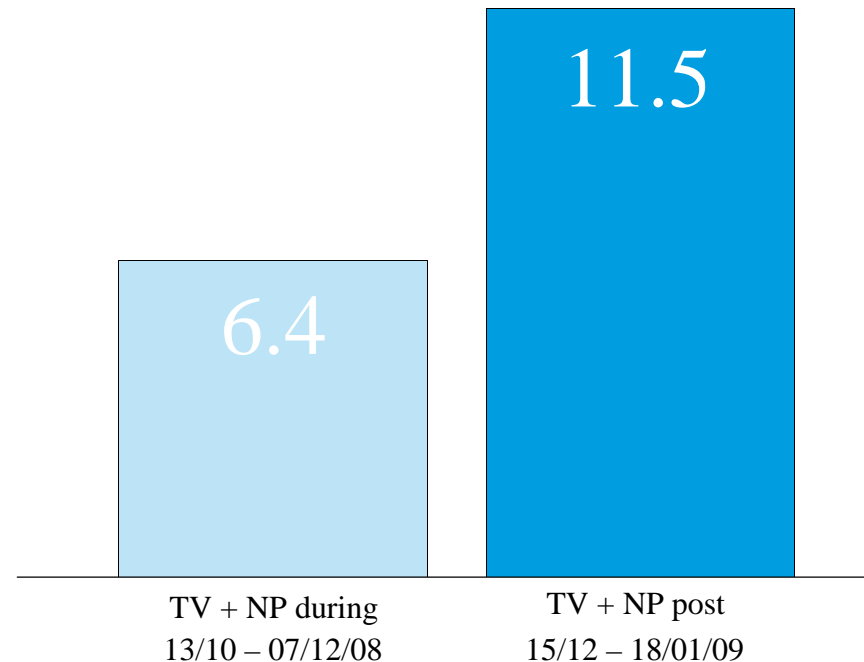
## Advertising effect on Hovis sales

*% increase*



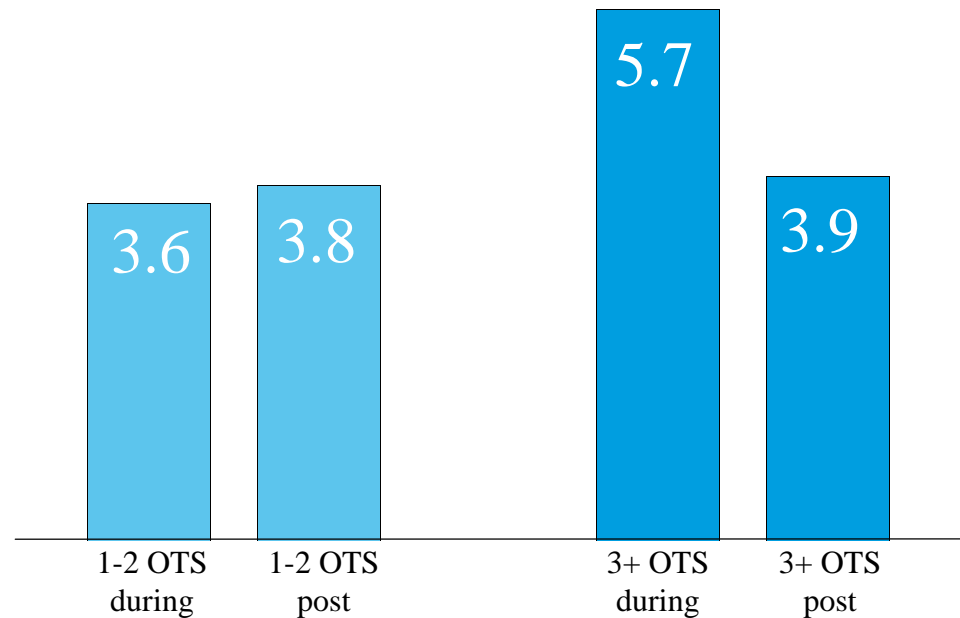
## Multiplier effect on sales with TV plus newspapers

**Advertising effect on Hovis sales**  
*% increase*



## 3+ newspaper OTS increases sales uplift significantly

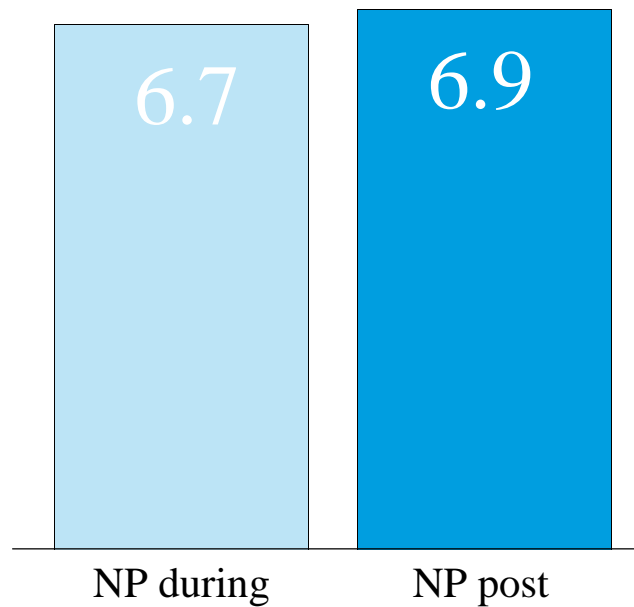
**Newspaper advertising effect  
on Hovis sales different OTS**  
*% increase*





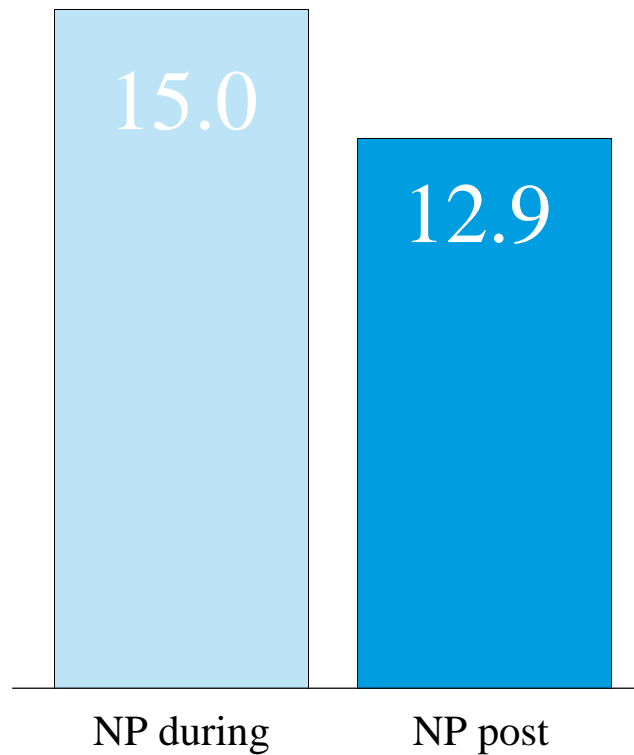
## Brand penetration increased by newspapers

**Newspaper advertising effect  
on Hovis penetration**  
*% increase*



## Newspapers stimulate new trial

**Newspaper advertising effect on Hovis trial**  
*% increase*

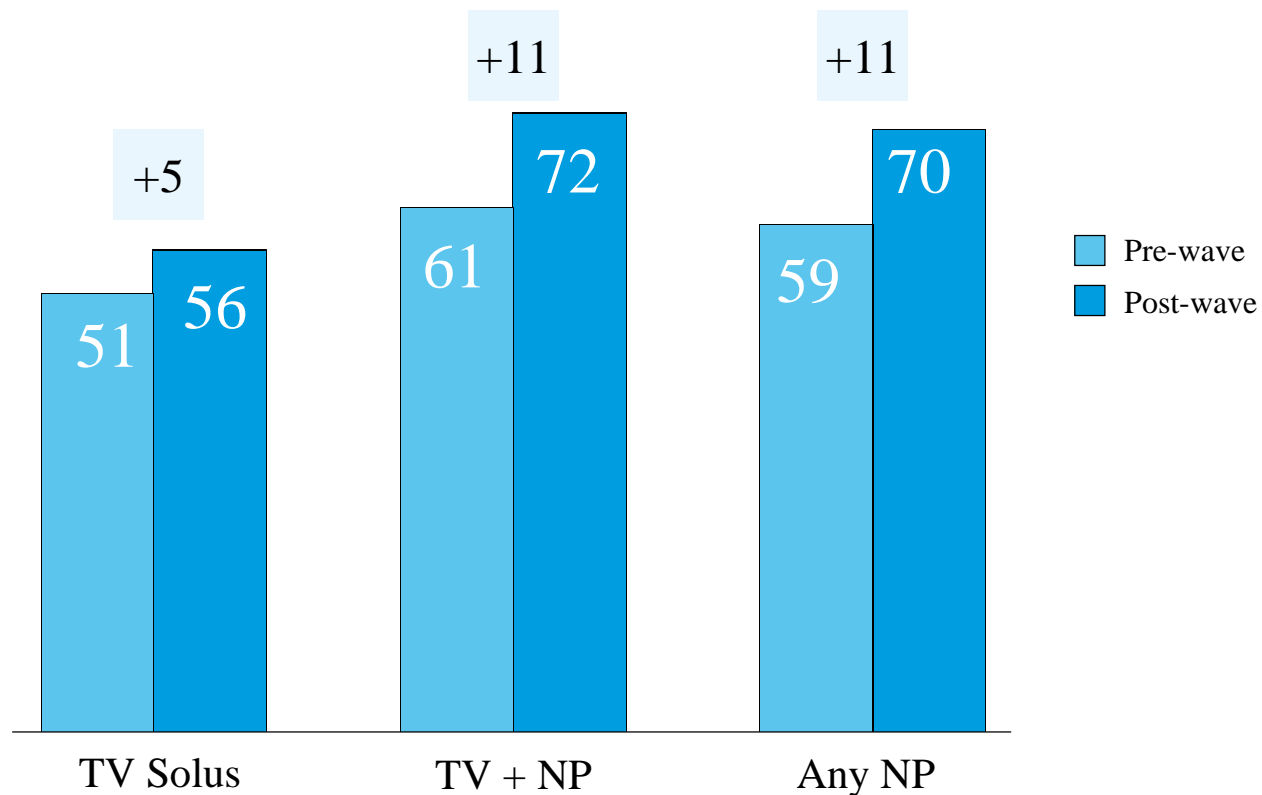


# Adding newspapers doubles increase in emotional brand connection

## Brand involvement – Someone I'd like

*Pre to post % points increase*

*Top 2 Box %*

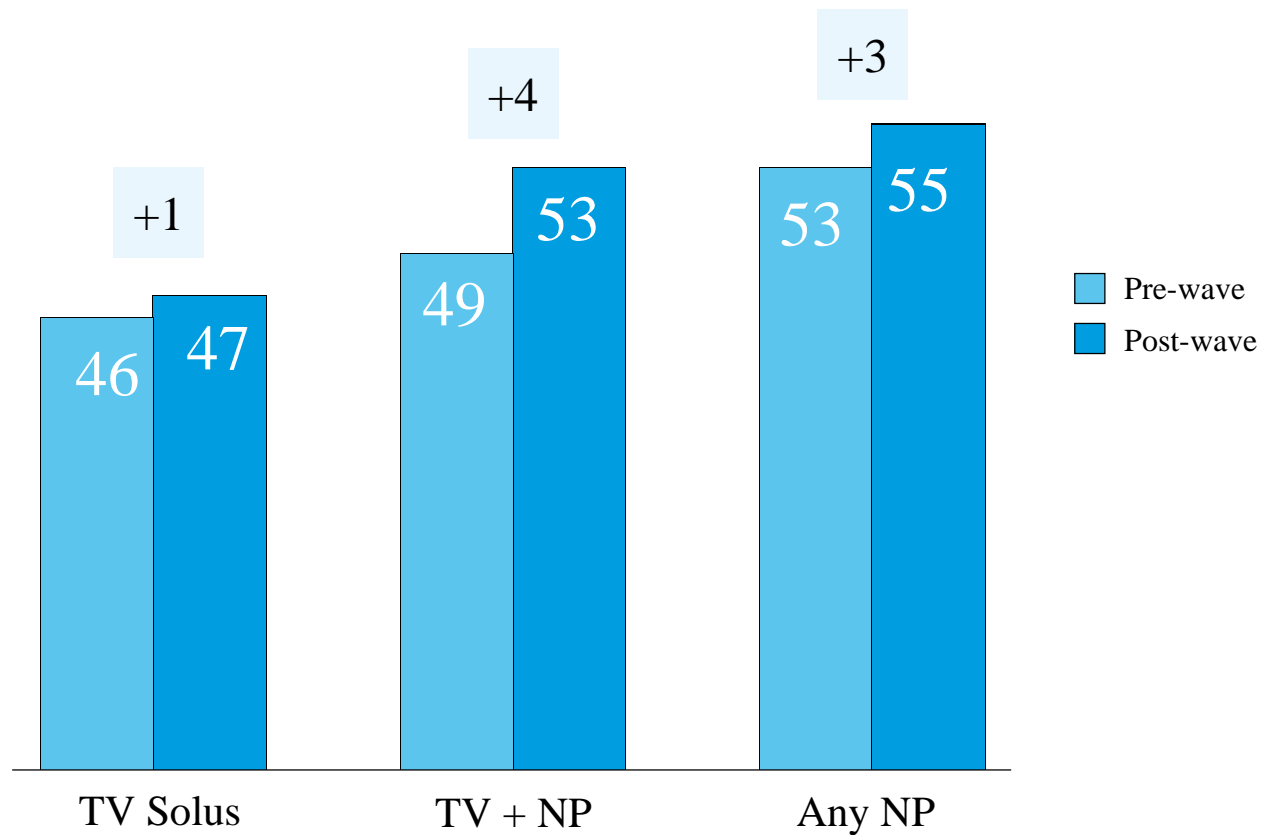


# Adding newspapers drives brand commitment

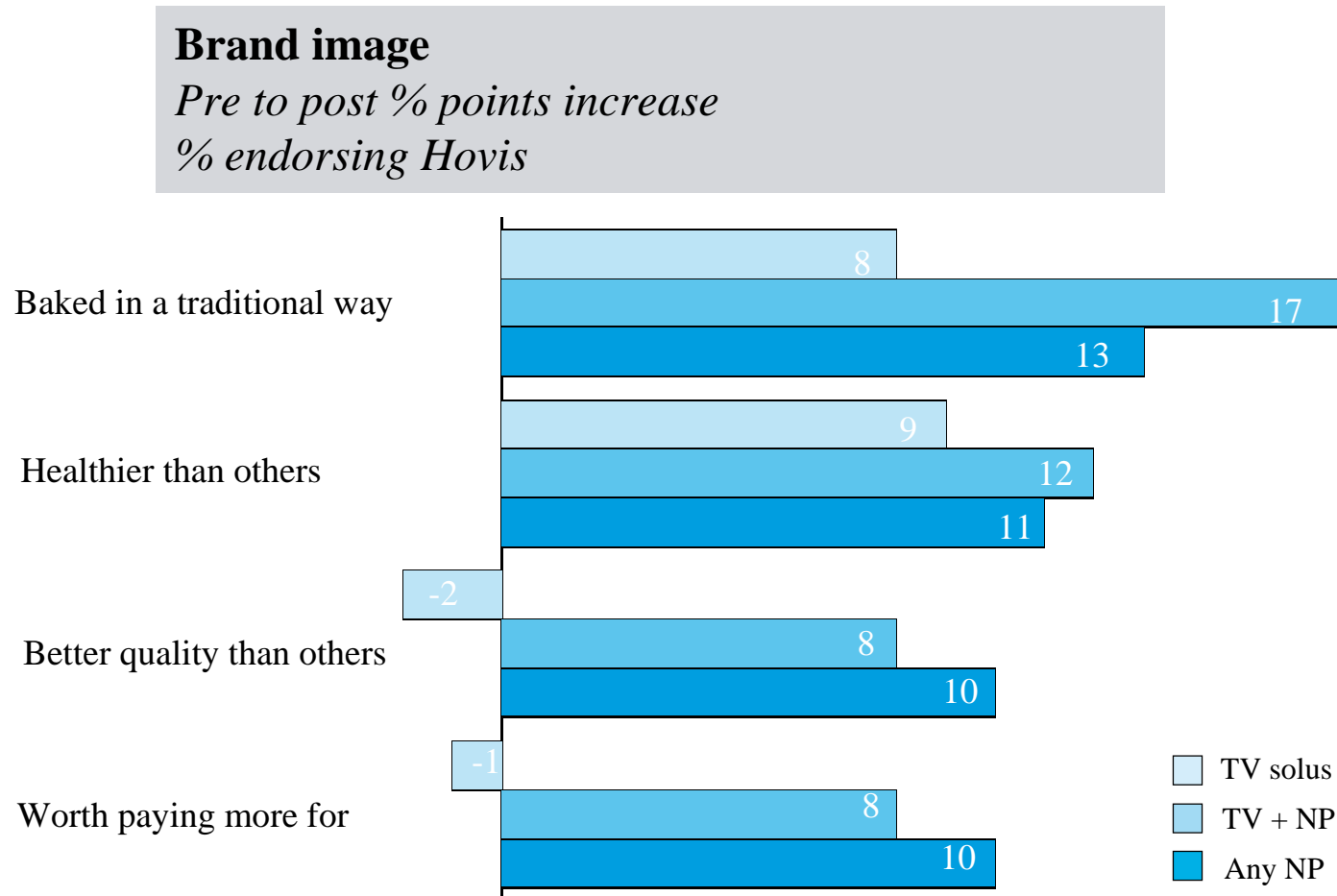
## Brand commitment – Likelihood to choose

*Pre to post % points increase*

*Top 2 Box %*

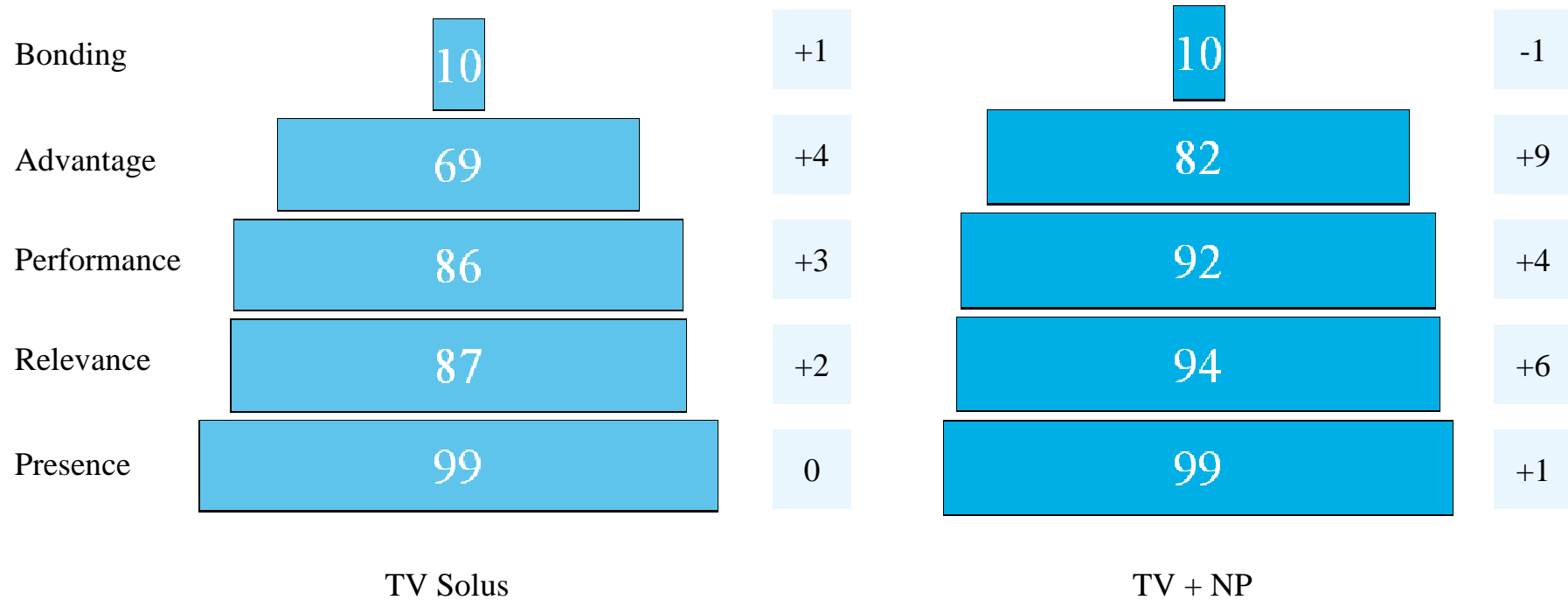


## TV + newspapers strengthens brand image



# Adding newspapers further builds brand equity

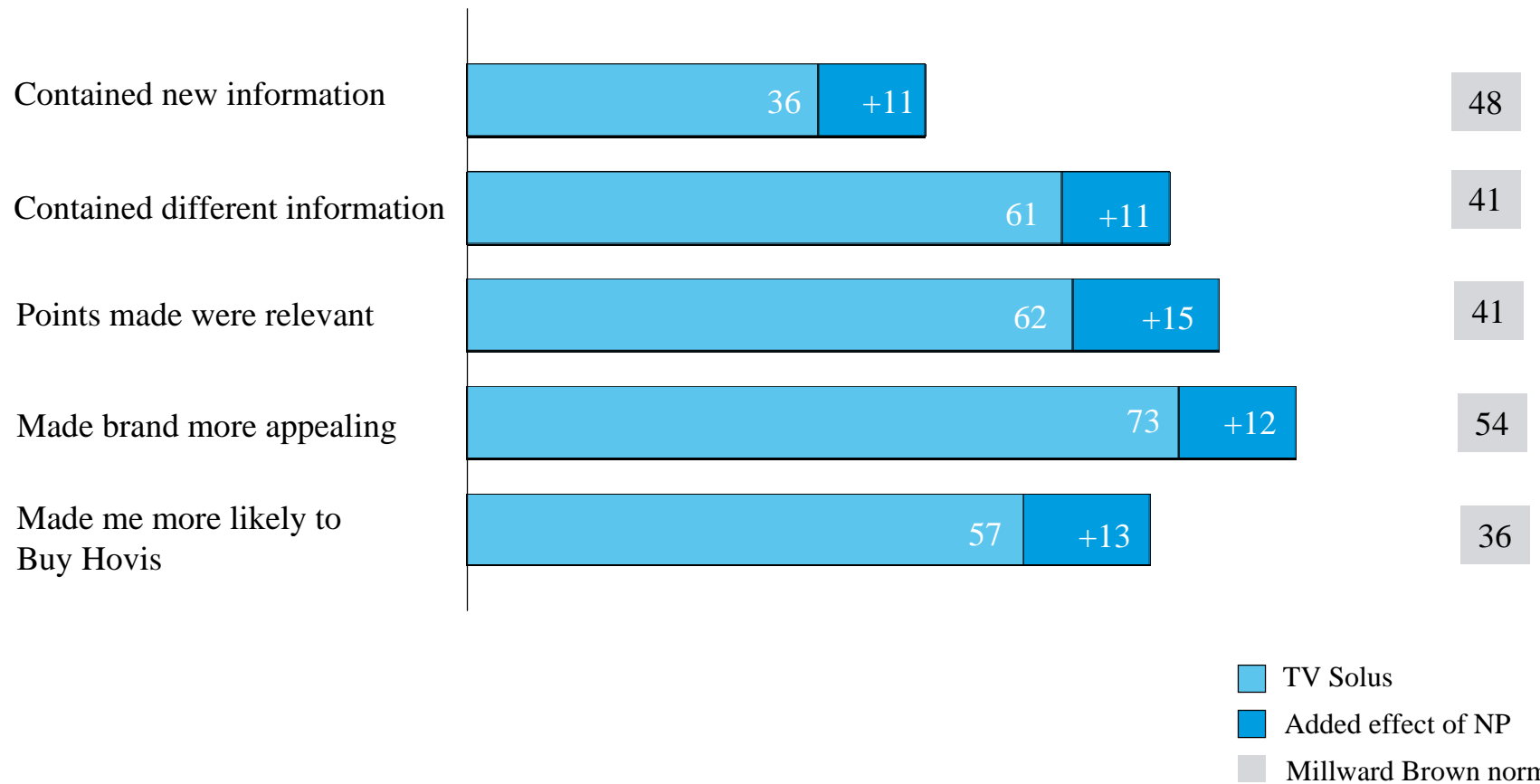
## Brand Dynamics equity analysis post-wave *% points change on pre-wave*



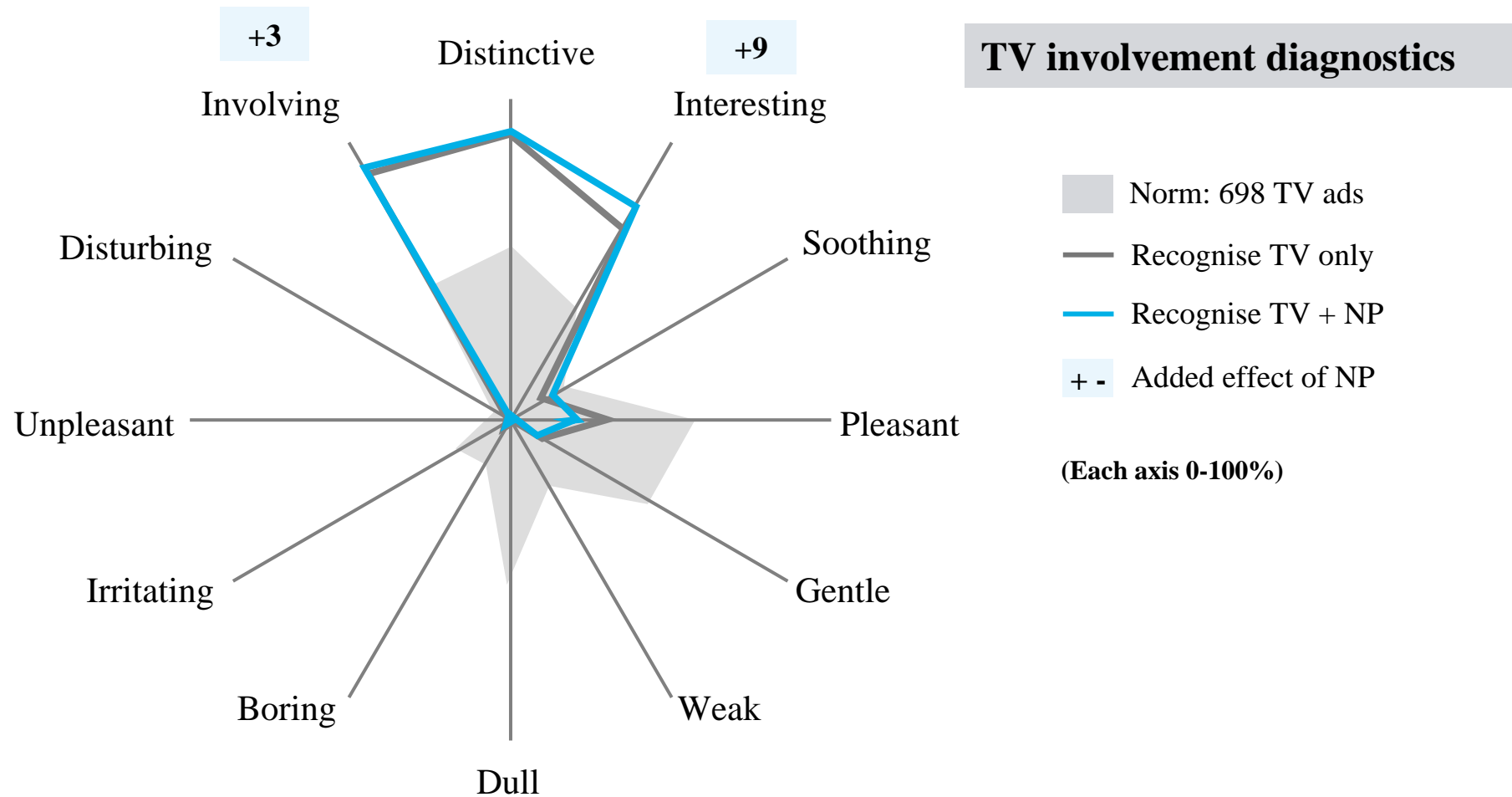


# Adding newspapers makes TV ad work harder

## Response to TV ads *% agreeing*

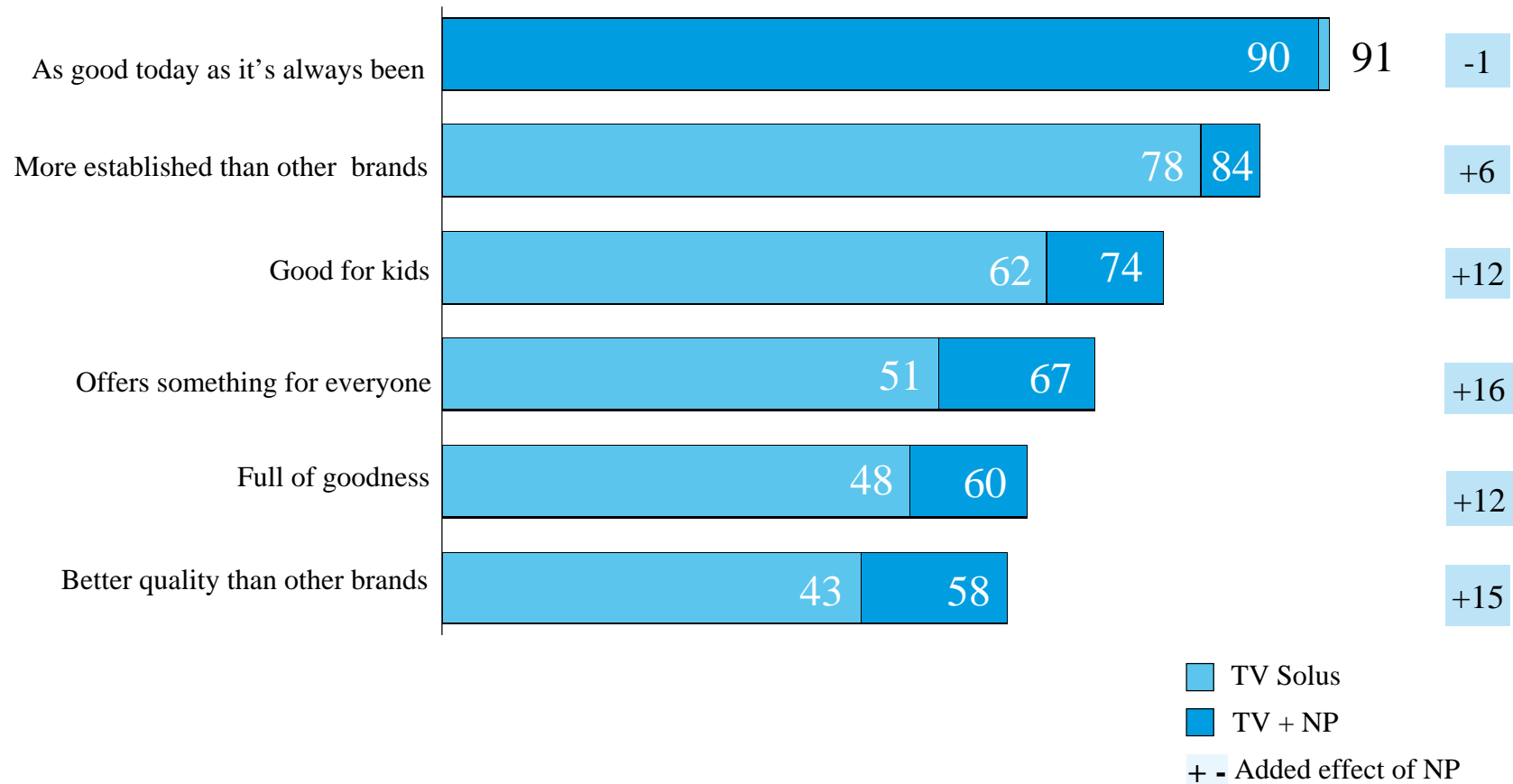


# TV engagement increased further when newspapers seen



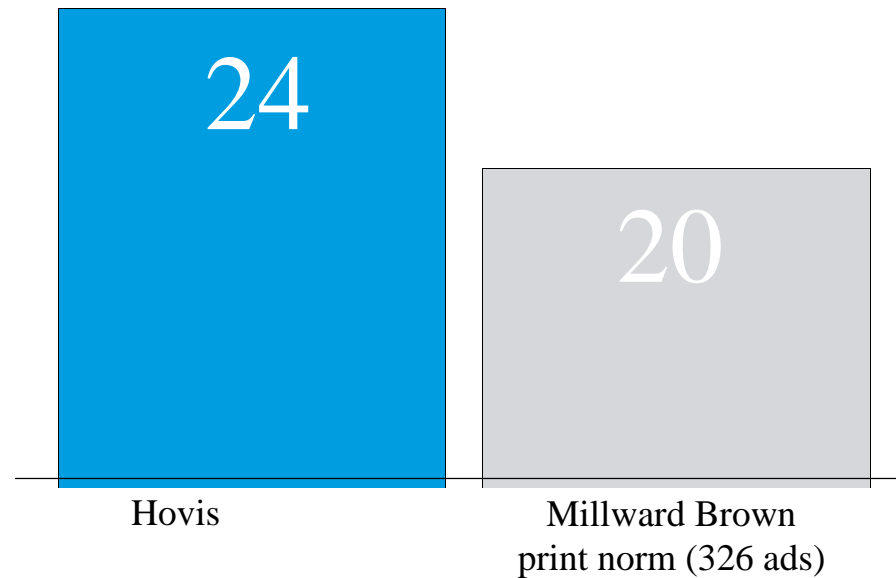
# Newspapers enhance TV messaging

**TV advertising strongly suggests**  
*% answering*



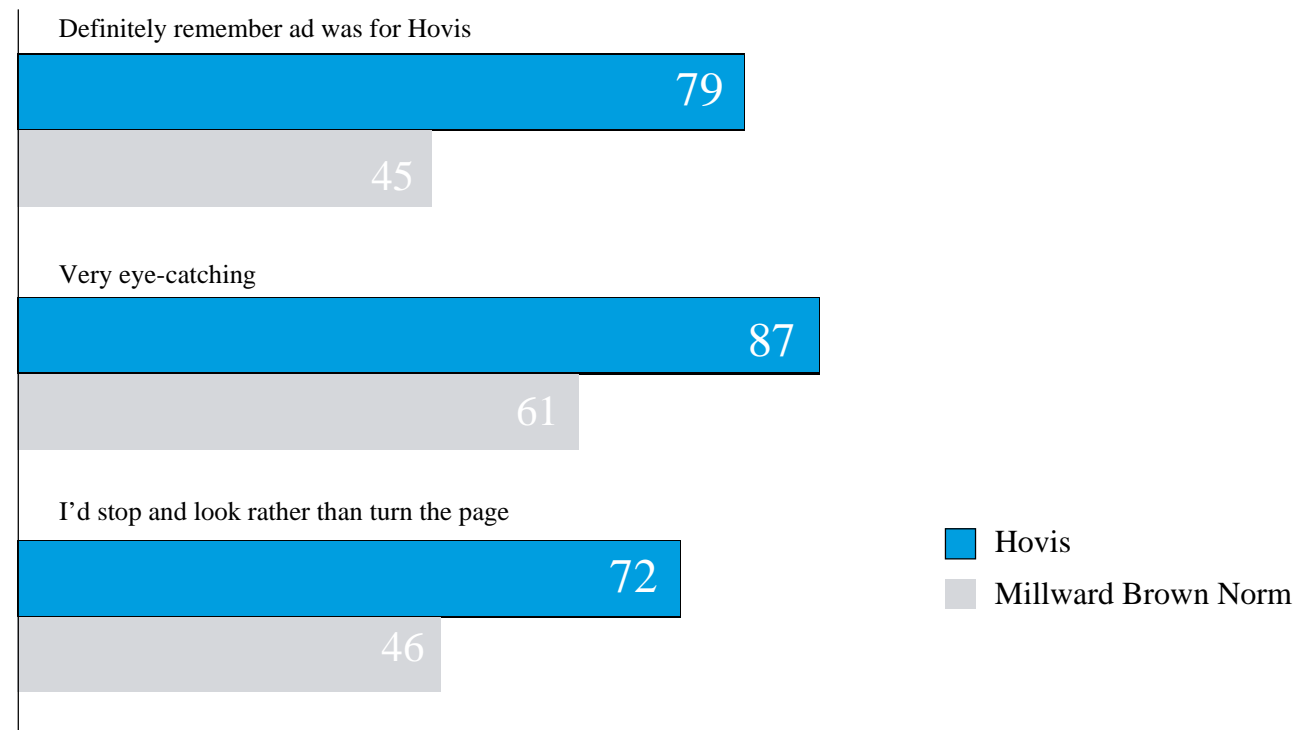
## Newspaper ad recognition above norm

**Recognition – Newspaper ads**  
*% recognising*



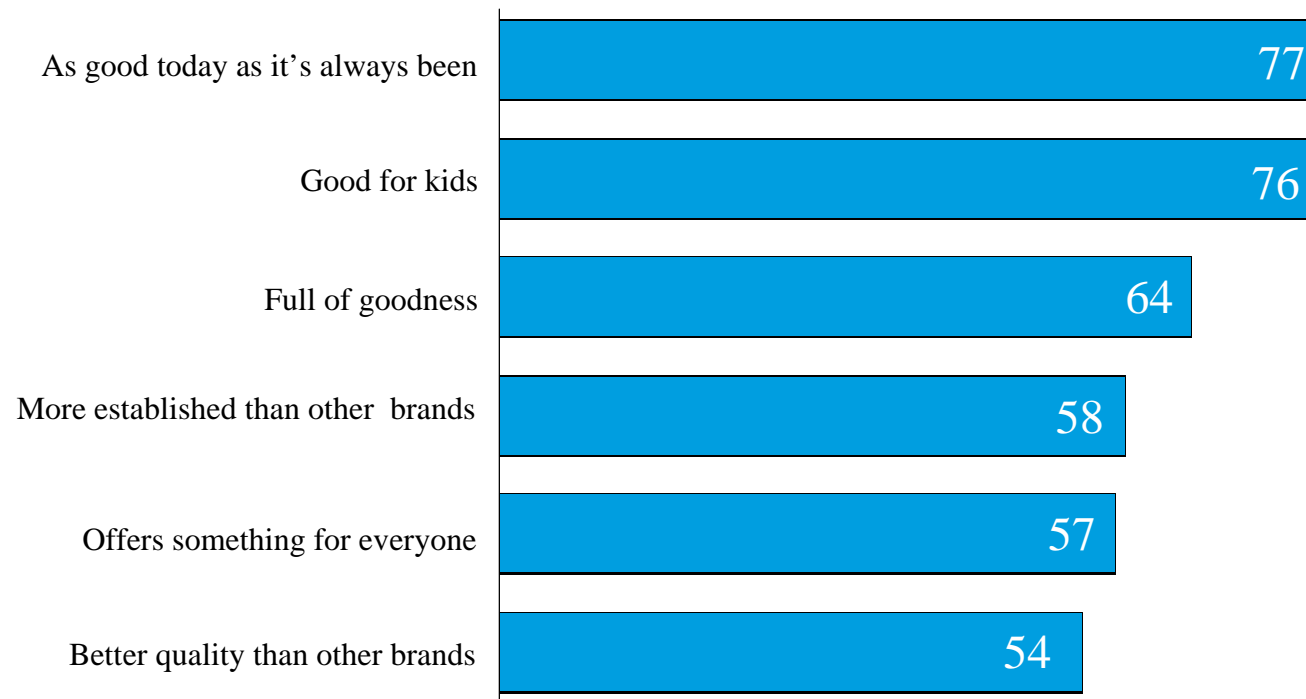
# Impactful, well-branded newspaper creative

## Newspaper ads *% agreeing*



# Newspapers communicate supporting messages

## Newspaper advertising strongly suggests *% answering*





# Newspaper ads newsworthy and persuasive

## Response to Newspaper ads *% agreeing*



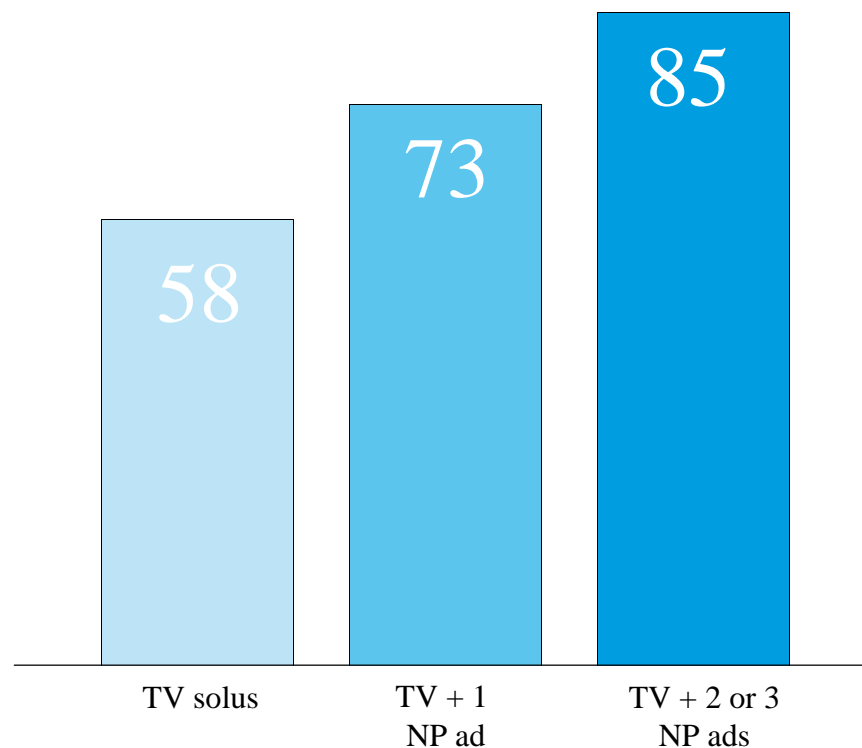
■ Millward Brown norm

## Call to action up 47% with multiple newspaper ads

### Advertising measures – Call to action

*Gives me a reason to go out and buy*

*Top 2 Box %*

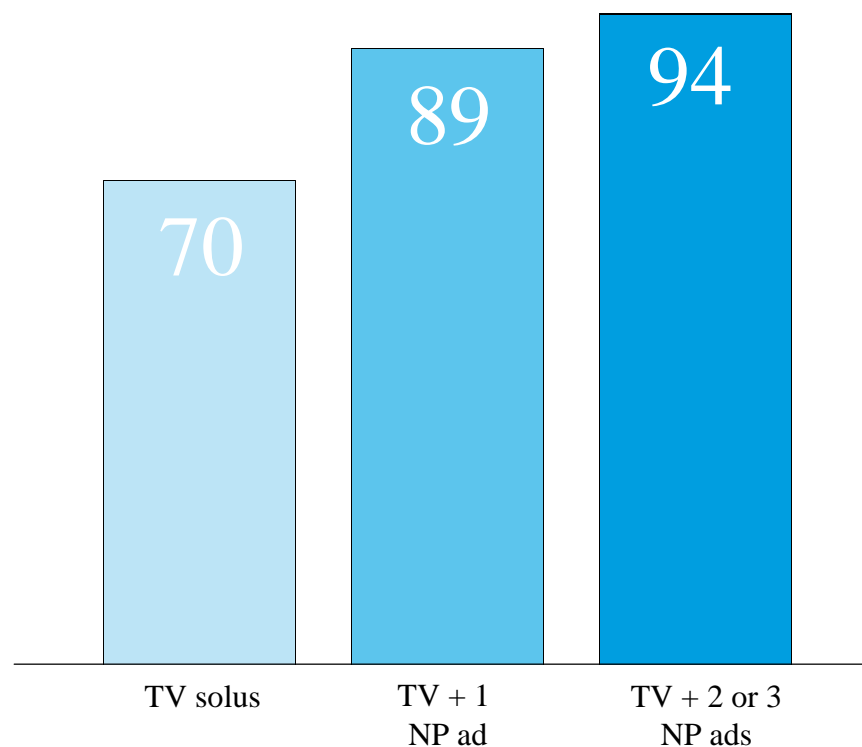


## Depth of information builds with newspapers

### Advertising measures – Depth of information

*Gives me enough information to decide*

*Top 2 Box %*

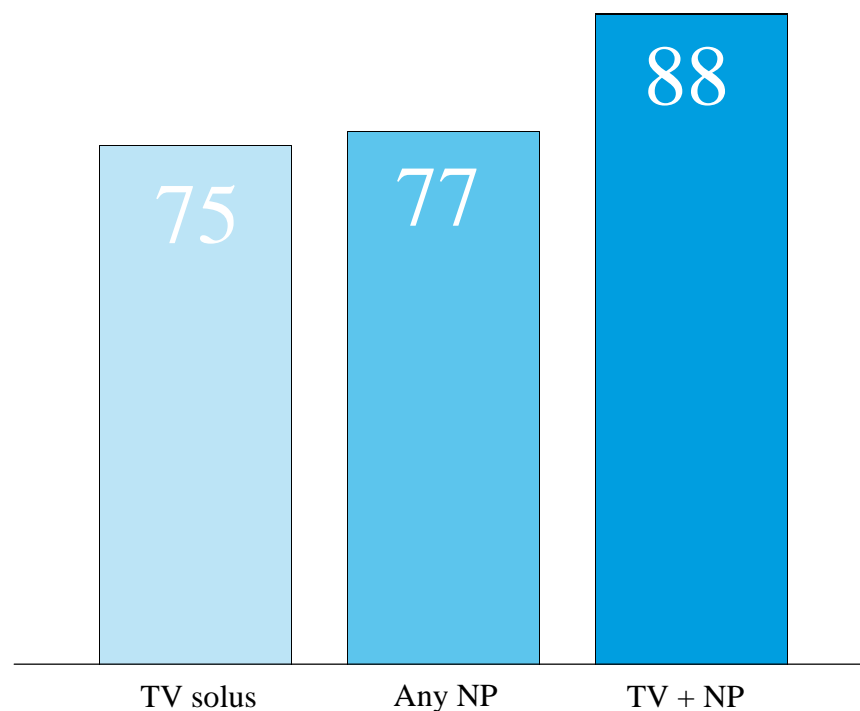


## Multi-media campaign heightens emotional impact

### Advertising measures – Brand values

*Helps me connect and identify more strongly*

*Top 2 Box %*



## Multi-media campaign drives re-appraisal

### Advertising measures – Re-appraisal

*Surprising and gets me to think differently*

*Top 2 Box %*

