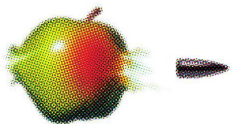


*Newspapers + TV increase brand involvement and  
drive sales for Sure for Men*



*A case study*



## Objectives of the test



Newspaper creative



Stills from TV

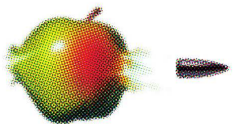


Outdoor creative example  
British Lions Sponsorship  
campaign

*To evaluate the effectiveness of a media combination of national newspapers and TV in building men's identification with and commitment to Sure for Men.*

*To build brand values and associate Sure for Men with masculinity and performance.*

*Newspaper advertising was placed in sports pages to provide a relevant context.*



## Tracking *the advertising*

Media					
TV					
Sponsorship					
Newspapers					
Research Dates					
Wave 1					
Wave 2					
Wave 3					
2005	Apr	May	June	July	Aug

The campaign was tracked among men aged 25-64 years, ABC1, 75% of whom 'buy good quality/functionally superior brands'.

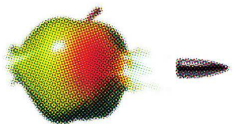
Hall & Partners' research measured the target's relationship with Sure for Men pre to post the advertising. The main scaled measures included:

*Brand commitment: likelihood to purchase Sure for Men*

*Brand involvement: emotional identification*

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

- *Newspapers only*
- *TV only*
- *TV + Newspapers*
- *TV and Sponsorship*



## The Findings – *The top line*



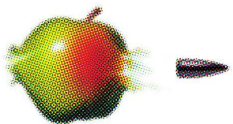
*Newspaper Creative*

Newspapers generated **16% points more brand involvement** than TV

Newspapers + TV maintained rise in brand commitment at 38% of the cost of initial TV + sponsorship

Newspapers drove **4% sales increase** in Tesco during and 4% post campaign – and accounted for a **3% halo effect** on total Sure brand

Adding newspapers significantly increased emotional and functional brand dimensions



## Sure for Men *endorsed the use of newspapers for brand building*



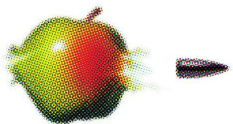
*Newspaper Creative*

“Newspapers offered us a great opportunity to communicate with our difficult-to-reach male target. We know they like to be informed, and are passionate about their sport, so newspaper sports pages provided a relevant environment.

The test showed that newspaper advertising helped build brand values and was synergistic with TV and sponsorship activity. Not only did each media choice work well individually, but it was clear that the combined effect was even more positive”

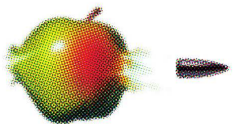
**Victoria Franks**

*Brand Manager, Sure for Men, Unilever.*



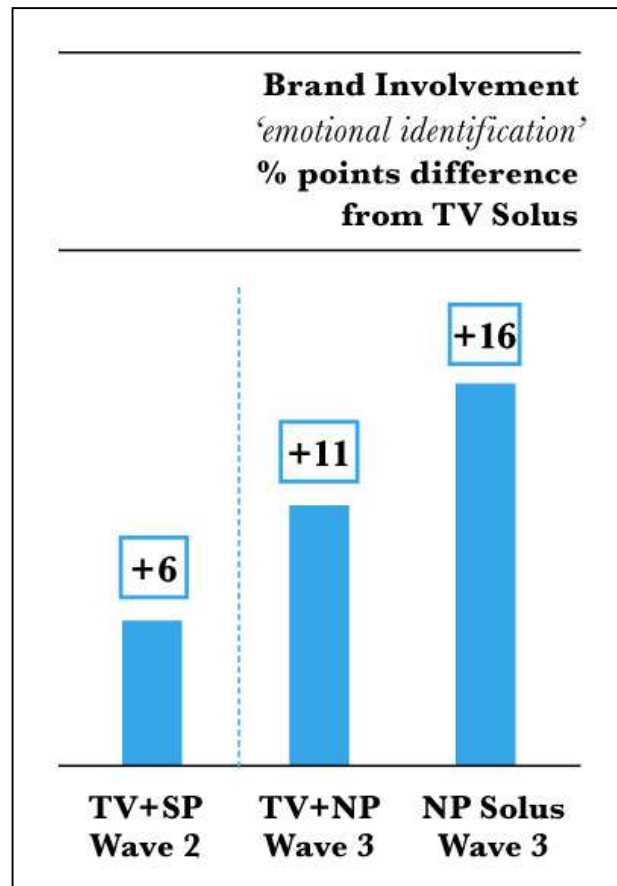
Campaign Objectives Execution *Results*

## Detailed *results*



Campaign Objectives Execution *Results*

## Newspaper advertising *impacts more on brand involvement than TV*

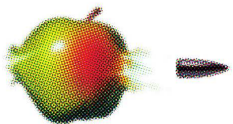


Source: Hall & Partners

Newspaper advertising increased men's emotional identification by 16% points more than solus TV.

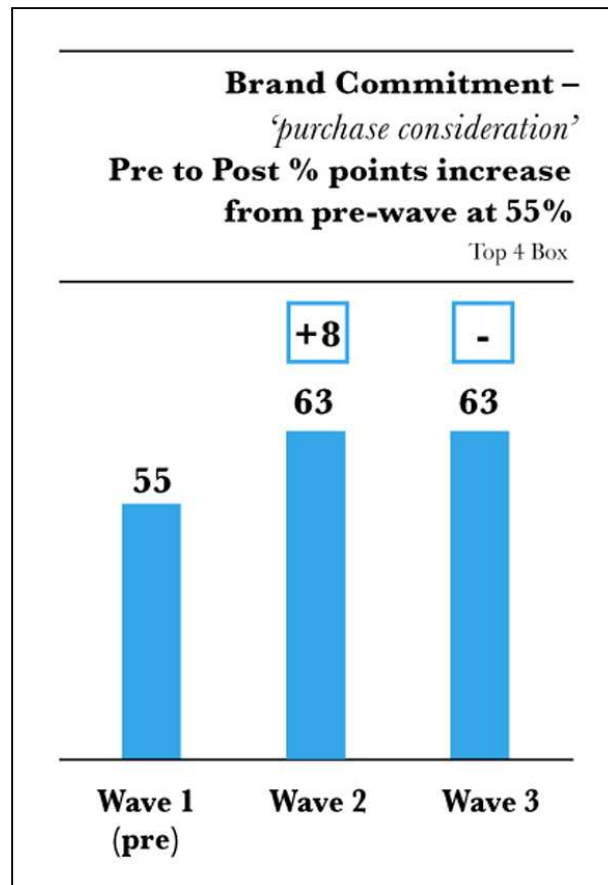
Newspapers were also extremely cost-efficient at building emotional connection with the brand:

For every % point increase in brand involvement, newspapers cost £60k, compared to £489k for the launch TV and sponsorship activity.





## Adding newspapers helps *strengthen brand commitment*

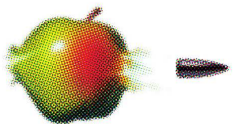


Source: Hall & Partners

Heavyweight TV and sponsorship activity advanced repertoire brand commitment by 8% points – 63% of men said they would buy Sure for Men at least occasionally.

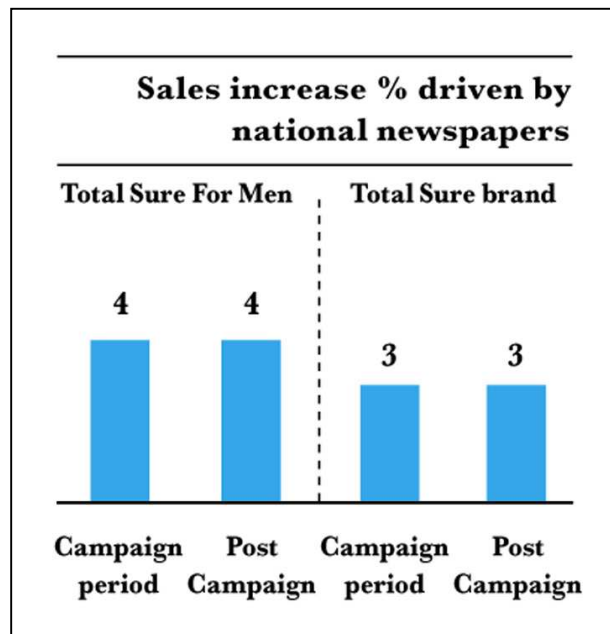
Newspapers and 10-sec TV maintained this higher level of brand commitment at just 38% of the cost:

TV/sponsorship: £3.4m  
Newspapers/TV: £1.3m





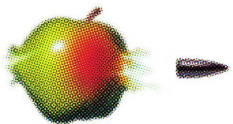
## Newspapers *boost sales*



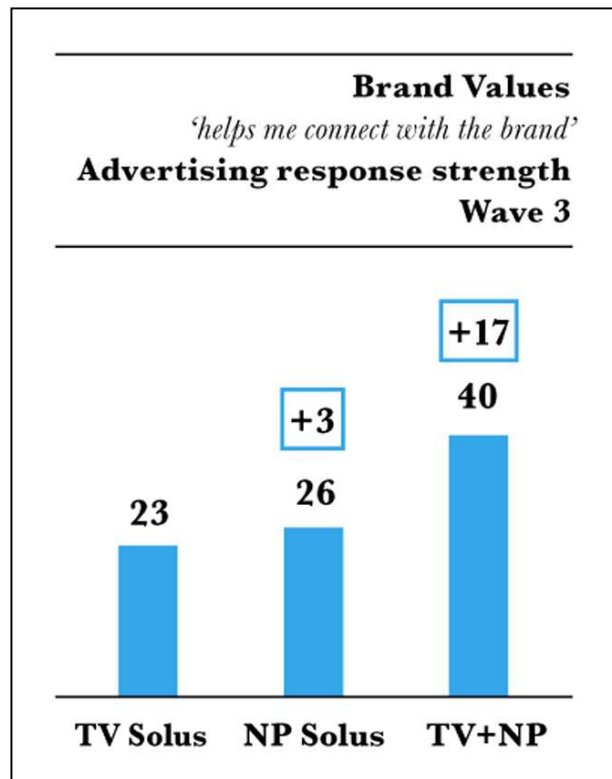
Source: dunnhumby

Newspapers drove 4% sales increase for Sure for Men during the campaign and a further 4% across the following 8 weeks, according to dunnhumby analysis of anonymised Tesco clubcard data.

In addition, newspapers drove a halo effect for the total Sure brand of +3% both during and post campaign.



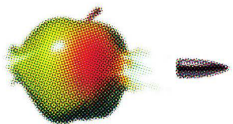
## Adding Newspapers *strongly promotes brand values*



Source: Hall & Partners

Seeing both newspapers and TV was significantly more powerful in building brand values than seeing TV alone.

40% of men seeing the TV/newspaper combination agreed that the advertising helps them connect more with the Sure for Men brand so they identify with it more strongly – almost 75% higher than the TV solus sample.



## Newspapers *enhance distinctive emotional attributes*

The size... and it's bold... it oozes strength

Power isn't it? It's stronger twice the power... it's going to stick in your mind

It's so simple and bold... sometimes less is more

*Source: Research Plus, June 2005*

Tracking demonstrated that adding national newspapers to TV significantly increased specific emotional brand attributes:

*stylish, confident, sporty, they understand my needs and passionate*

Qualitative research confirmed men's positive response to the style, impact and clarity of the ads

