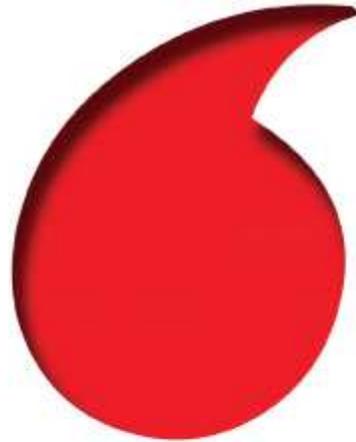


Abbey Savings – Case study



The combination of TV, Newspaper and Online advertising played a key role in the successful launch of our Super Saver campaign.

*Keith Moor
Director of Brand & Communications,
Abbey, Alliance & Leicester,
Bradford and Bingley*



Newspapers: Perfect Partner to TV

Abbey Savings: *The evidence*



NEWSPAPERS + ONLINE NEWSPAPERS DROVE WEB TRAFFIC:

- 51% traffic increase to the Abbey Savings landing pages
- Longer dwell times and more pages viewed than average visitor
- At print newspaper ad campaign launch traffic via Google Search increased by 39%, Direct Abbey home page traffic boosted by 47%

NEWSPAPERS + TV PERFECT BRAND-BUILDING PARTNERSHIP:

- Brand commitment and consideration increased. Brand involvement up 5% points

NEWSPAPERS MADE EFFECTIVE TV CAMPAIGN WORK HARDER

- TV ad more effective across all measures when people had also seen NP:
Likelihood to apply +10% points Ad enjoyment +14% points
Branding +22% points Communication +10% points

MULTIPLE NEWSPAPER EXECUTIONS BOOST CAMPAIGN PERFORMANCE:

- Call to action up 86% and emotional brand values up 49% vs TV solus

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

“ The combination of TV, Newspaper and online advertising played a key role in the successful launch of our Super Saver campaign.

And we’ve clear evidence that this combination of media built both involvement with the brand and increased web traffic during this campaign.

It’s clear to us, that going forward, a multi-media campaign that involves, TV, newspaper and online advertising will remain an important part of Abbey’s future integrated advertising campaigns, to meet our response and brand objectives.”



Keith Moor

Director of Brand & Communications, Abbey, Alliance & Leicester, Bradford & Bingley

Abbey Savings: *The Creative work*



Newspaper creative



TV creative

Abbey Savings: *The Creative work*

PICTURE EXCLUSIVE: Star players in the lesbian partner swap rocking Hollywood

Jodie Foster with the woman she left her lover of 14 years for

Abbey is a super safe place for long term savings.

Abbey has a range of 0-20% tax every 40,000 units.

If you like to save for the long term, then Abbey Super Saver offers an impressive fixed return over 5 years when you roll the same amount into a fixed term investment. That means your 20% return will roll over.

Bank of Abbey has the backing of the Bankers' Commission of the world's biggest banks, so you can be sure that your money is in a super safe hands.

0800 892 4263
Visit your local branch or
www.abbeybank.com

Abbey
Don't miss out
Plan Saver

9.1%
SUPER SAVER
AER

Newspaper creative

Apply now >

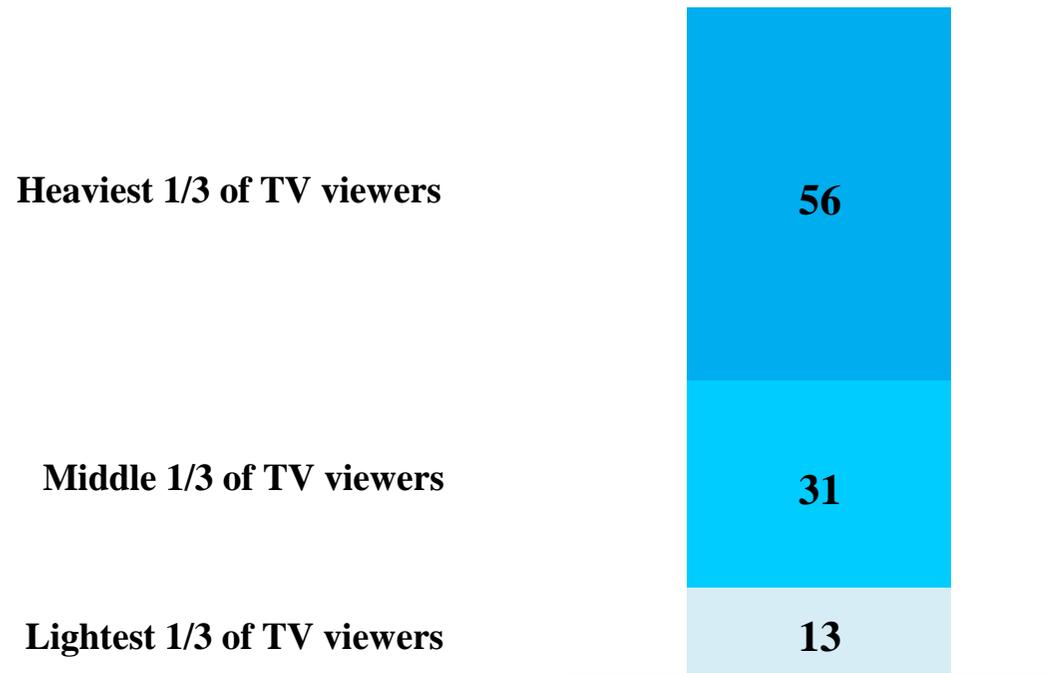
Abbey
PART OF THE SANTANDER GROUP

Online newspaper creative

TV naturally delivers over 1/2 of campaign weight to *heaviest 1/3 of viewers*

Abbey Savings TV campaign

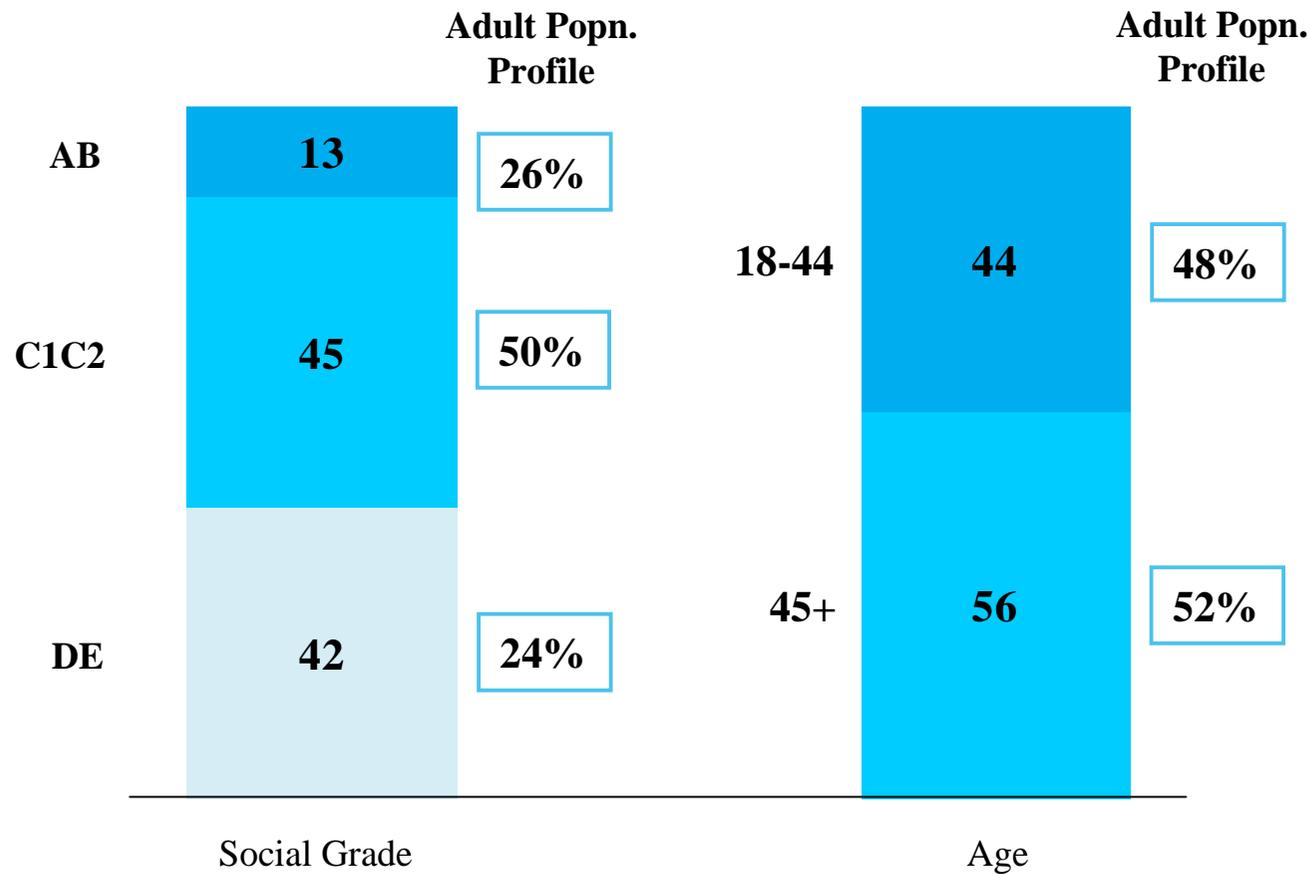
Share of campaign weight by light, medium & heavy TV viewer



*Source: BARB analysis of Abbey Savings TV campaign
– Adults 18+ / TGI population profile 2008 Qtr 3*

Heavy TV viewers are *older and more down-market*

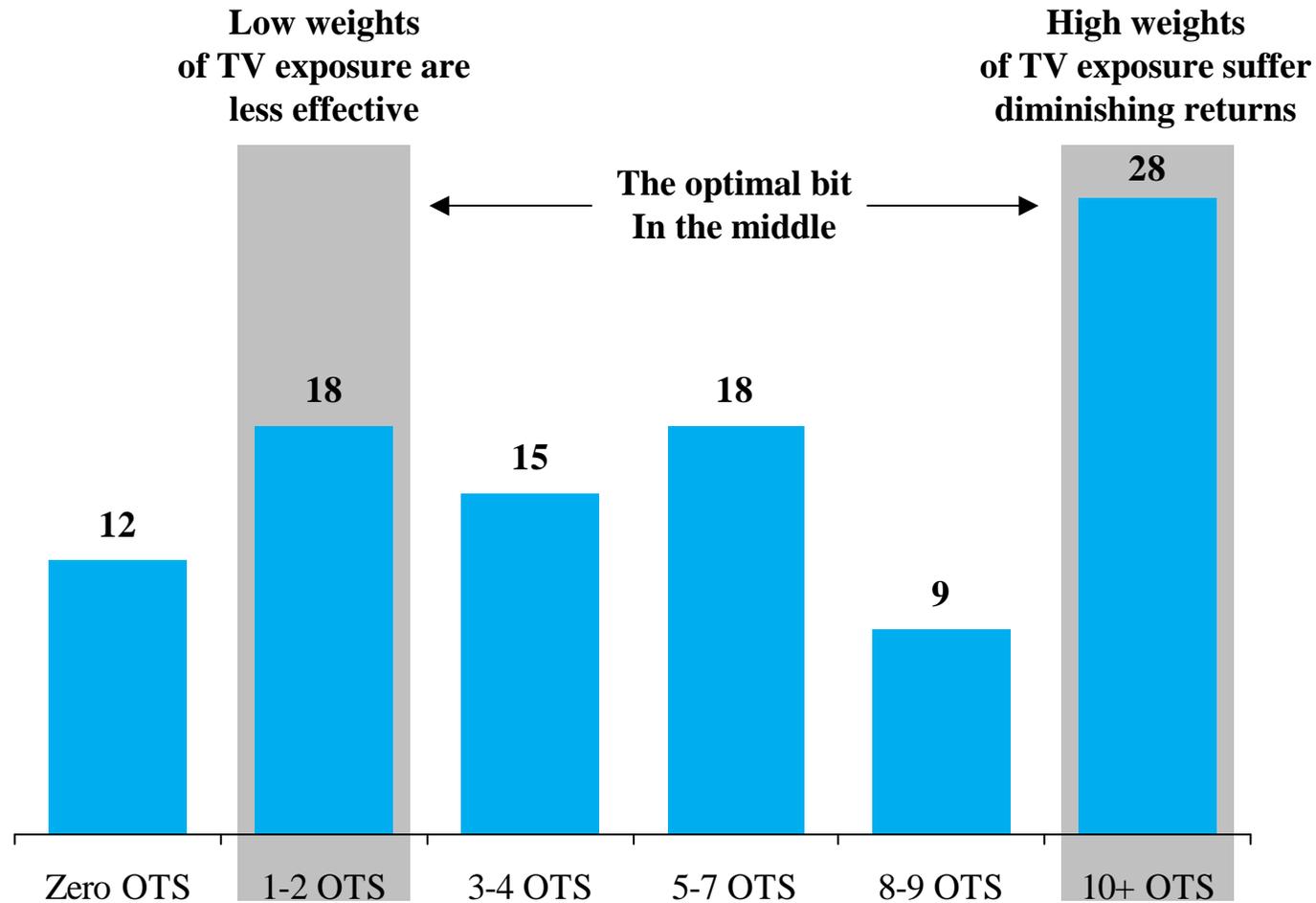
Abbey Savings TV campaign *Analysis of Heavy TV viewers by social grade & age*



Source: BARB analysis of Abbey Savings TV campaign
– Adults 18+ / TGI population profile 2008 Qtr 3

Adding newspapers helps *balance exposure among light TV viewers*

Frequency distribution for Abbey Savings TV campaign



Source: BARB, analysis of Abbey Savings TV campaign
- Adults 18+

previous

next



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Abbey Savings:
The Findings

Abbey Savings: *Test Detail*

Media Plan

		Mar 08	Apr 08	May 08	Jun 08	£m
Media <i>Target Audience: Adults 30-64 Established families /mature workers</i>	TV – 30 sec			Savings 618 TVRs		2.0
	Non-test TV	Super ISA 570 TVRs				1.9
	Newspapers			435 GRPs		0.6
	Online NP					0.1
Research dates: <i>(Millward Brown)</i>	Pre-wave					
	Post-wave					

Campaign Objectives

To ensure that Abbey is part of prospective savers' consideration set, by communicating Abbey's competitive range of savings products.

Research sample: 30-64 current owners of savings account/product, main or joint decision makers

Media Source: NMR/BARB/NRS

Newspapers drive 51% uplift *in web traffic*

Print and online newspaper advertising effect on web traffic

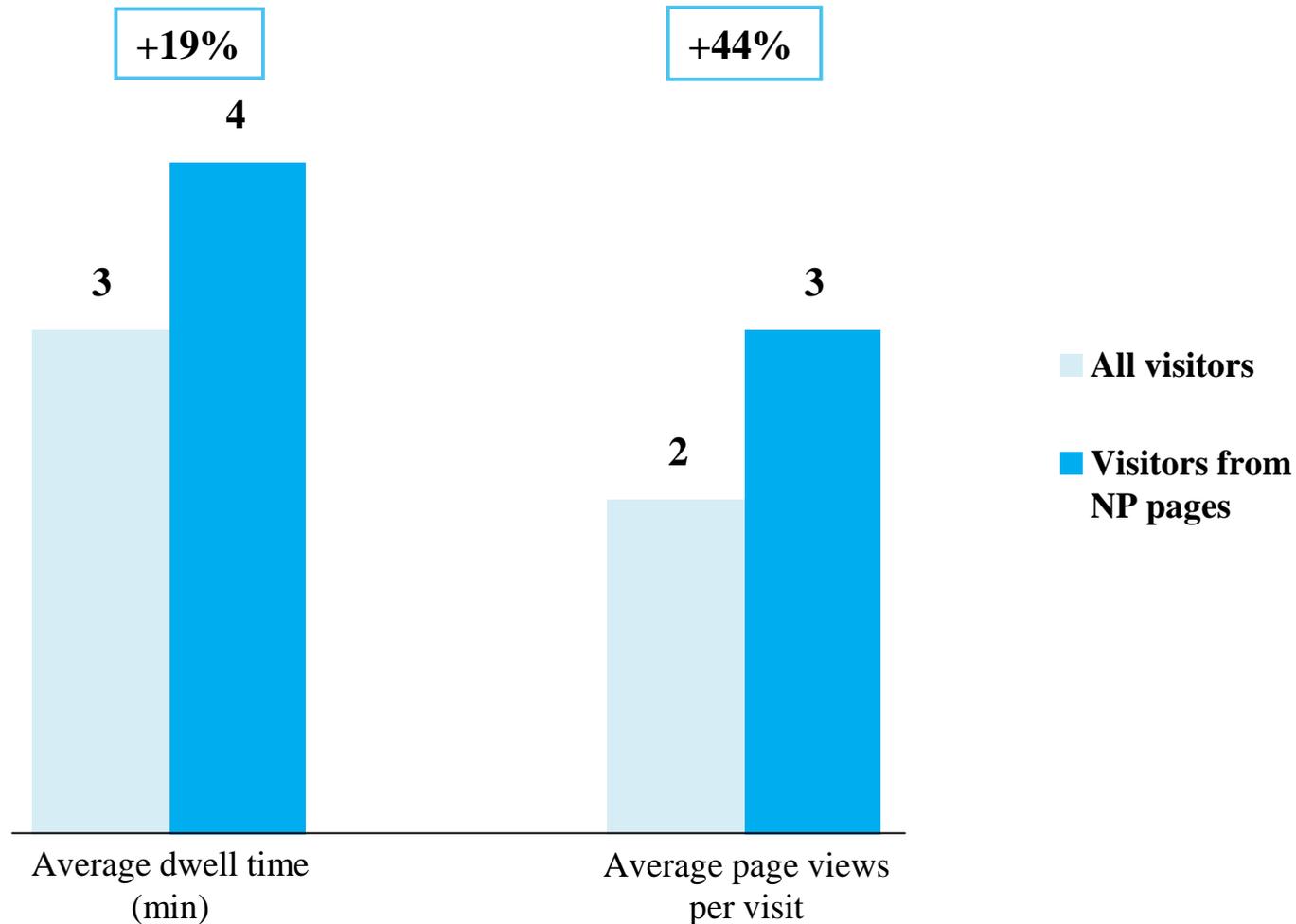
Unique visitors

% increase vs period with no advertising



Longer dwell time *for newspaper readers*

**Newspaper advertising effect on dwell time and page views
% increase vs all visitors**

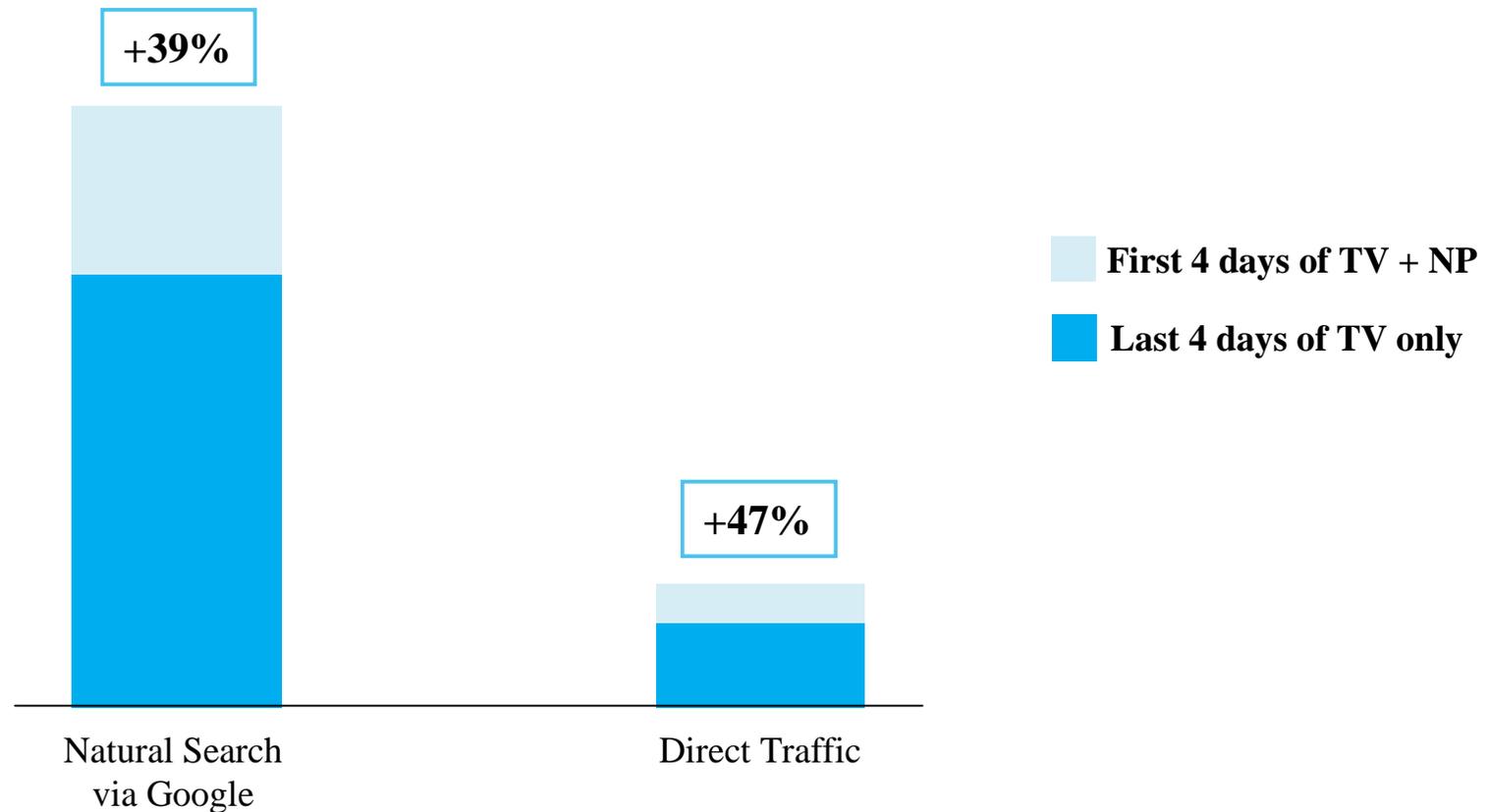


Search and direct traffic *boosted by newspapers*

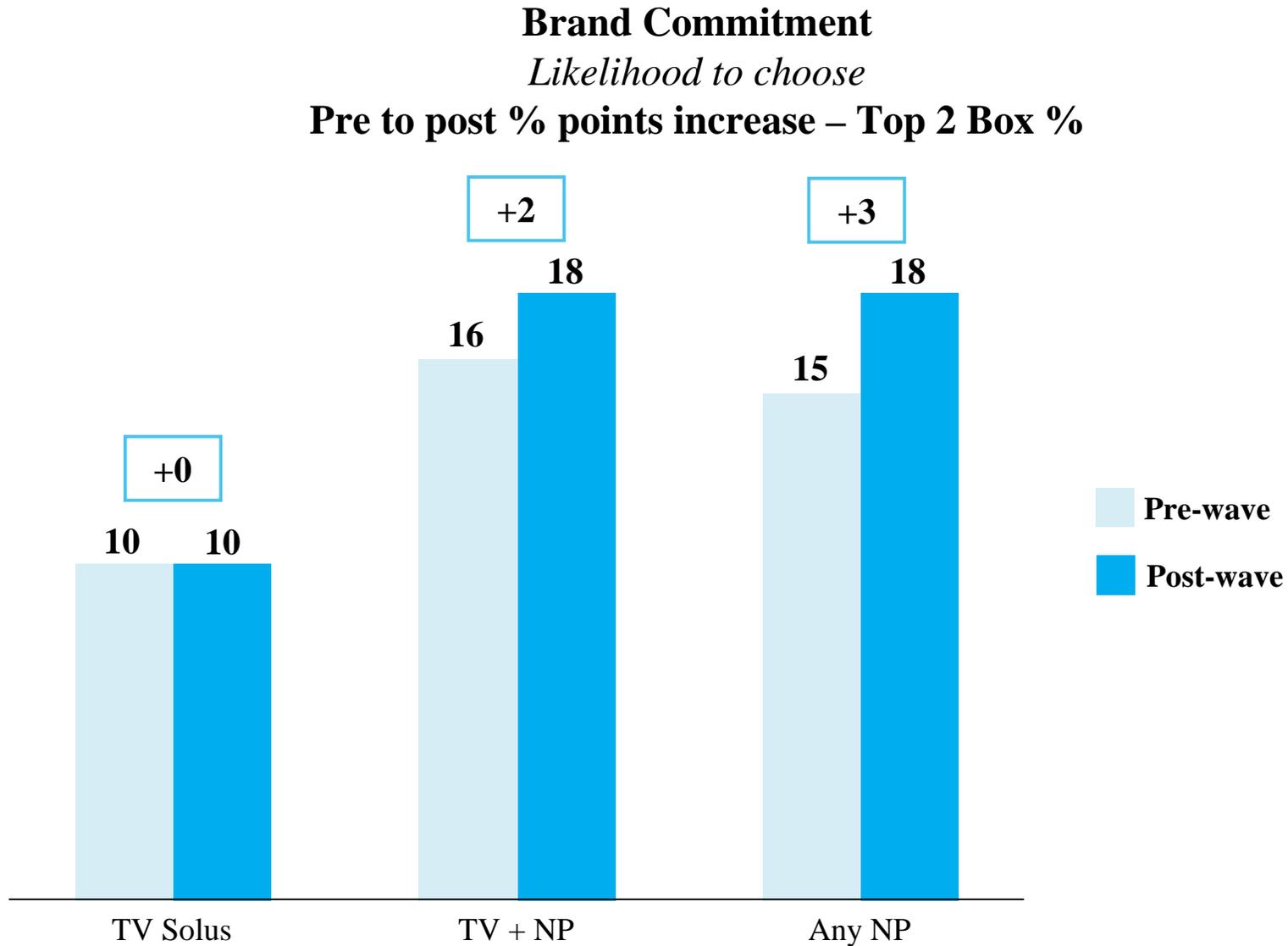
TV + Print newspaper advertising effect on web traffic

Average daily UV traffic to abbey.com

% increase



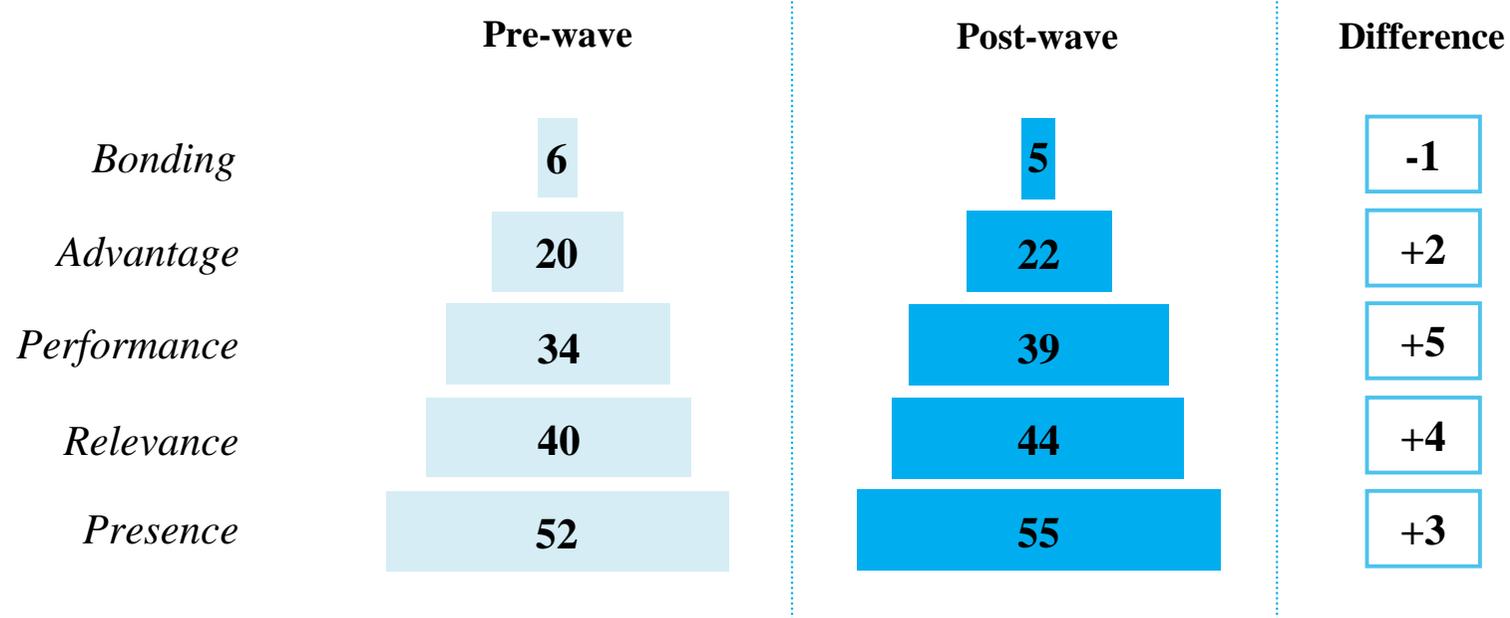
Adding newspapers increases *brand commitment*



TV plus newspaper campaign *builds brand equity*

Brand Dynamics Equity Analysis Pre-post % points change

Base: Total sample

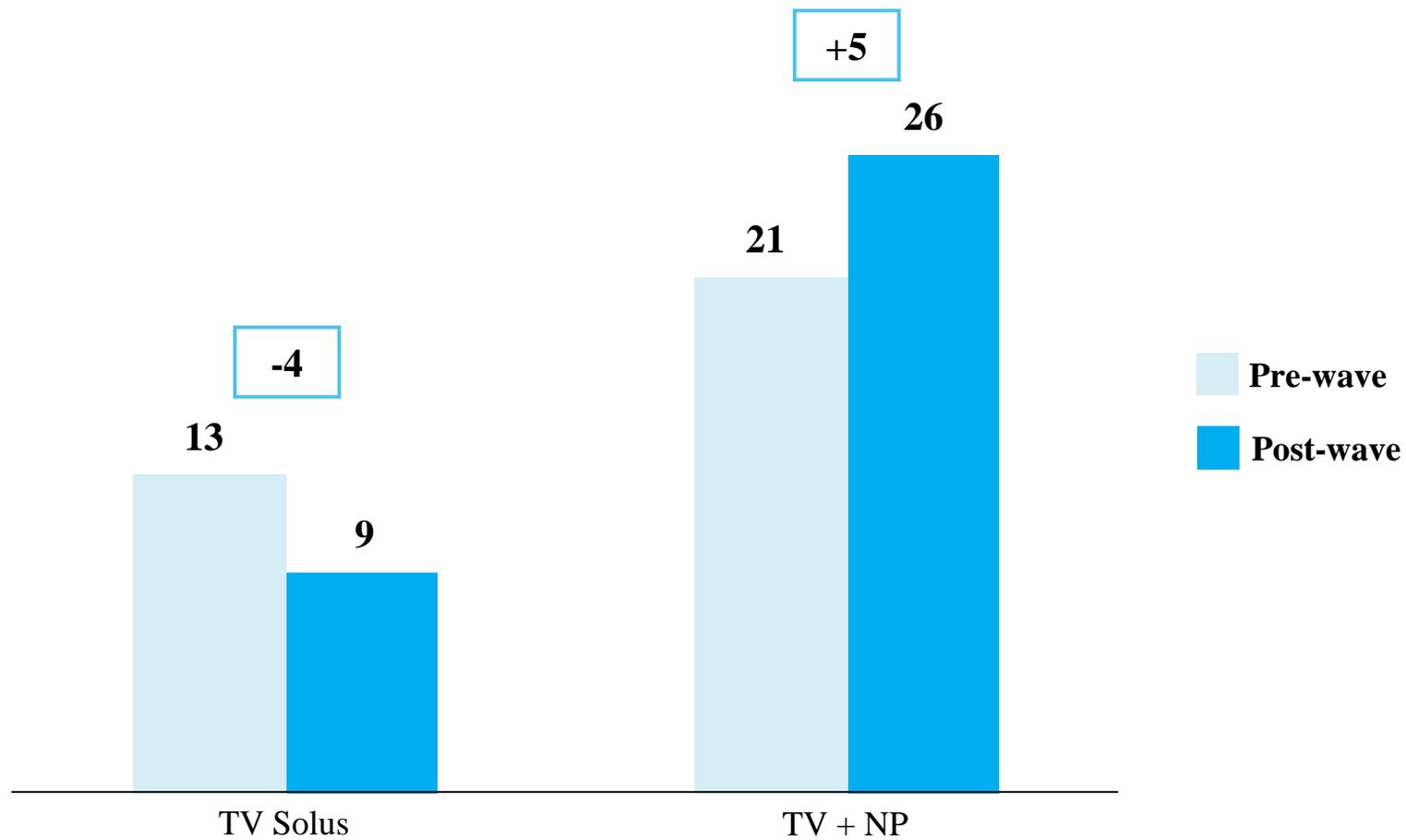


Increase in brand involvement *with TV + newspapers*

Brand Involvement

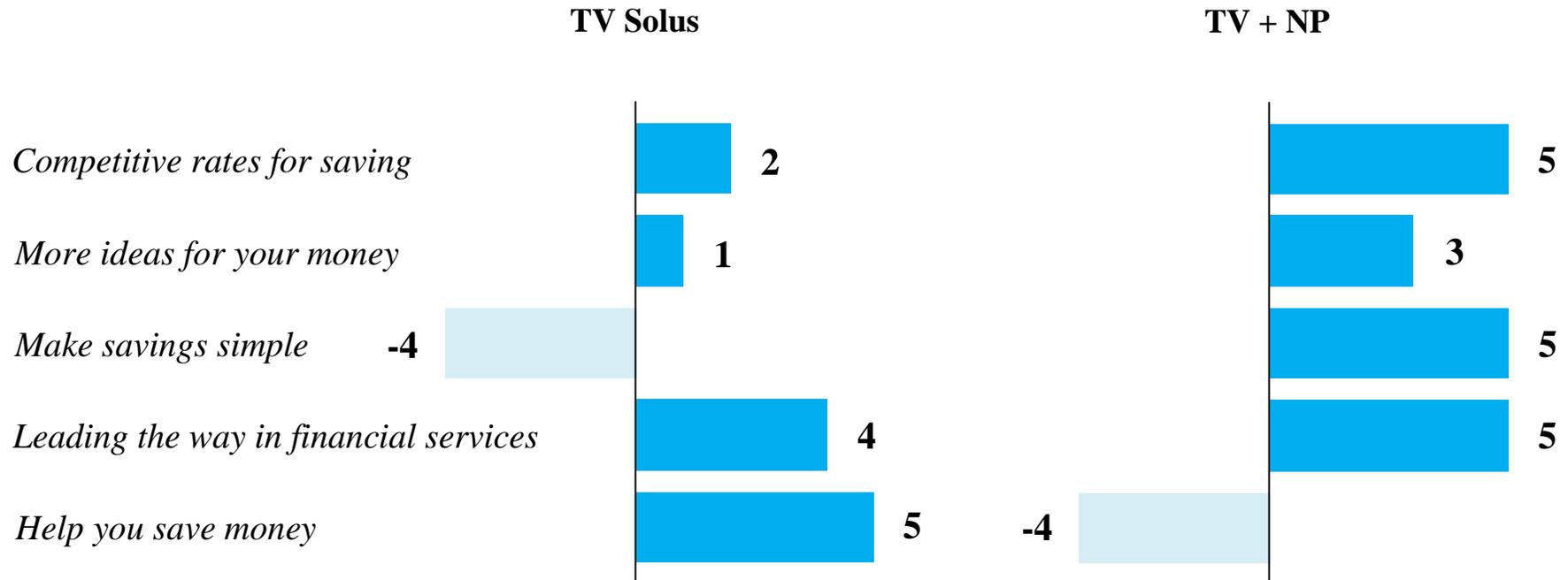
Someone I like

Pre to post % points increase – Top 2 Box %



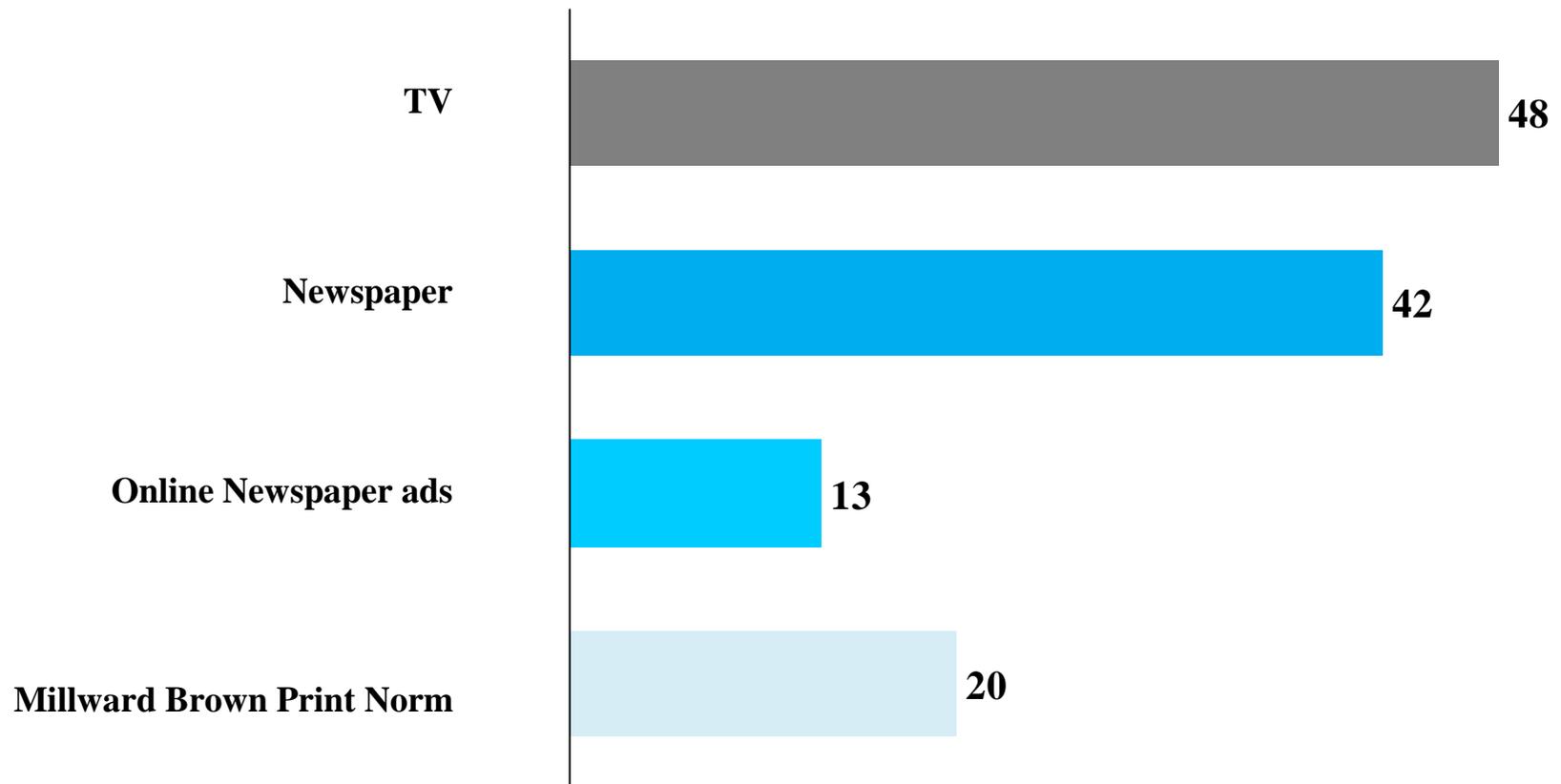
Brand image *shifts with TV + newspapers*

Brand Image
Pre to post % points change
% endorsing Abbey Savings



High newspaper recognition

**Recognition – Abbey Savings ads
% recognising**



Newspapers boost *ad performance*

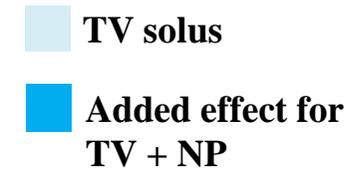
TV Ad Branding

Definitely remember ad was for Abbey Savings %



TV Ad Enjoyment

Enjoyed watching %



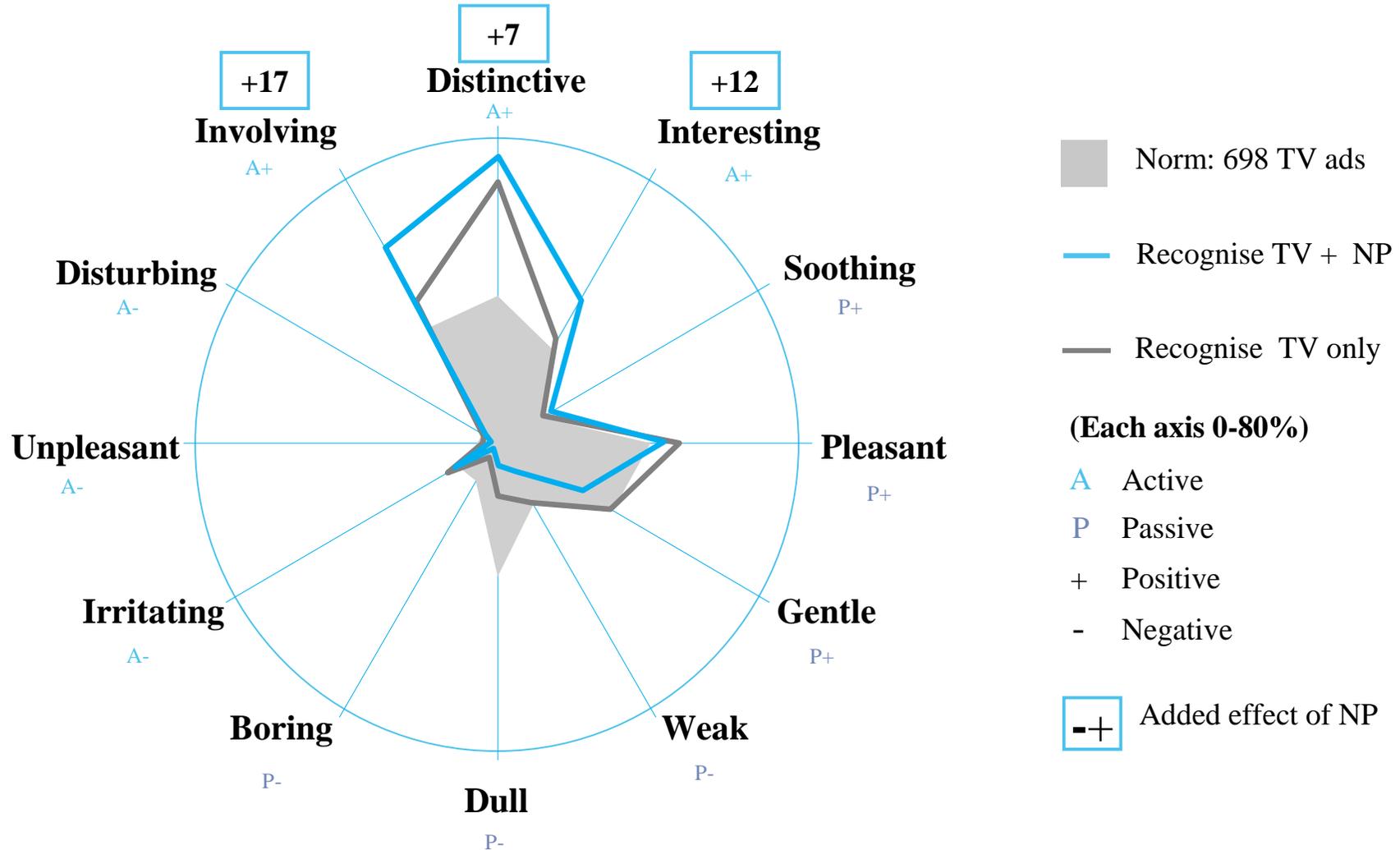
TV Ad Persuasion

Made me more likely to apply for an Abbey Savings account %



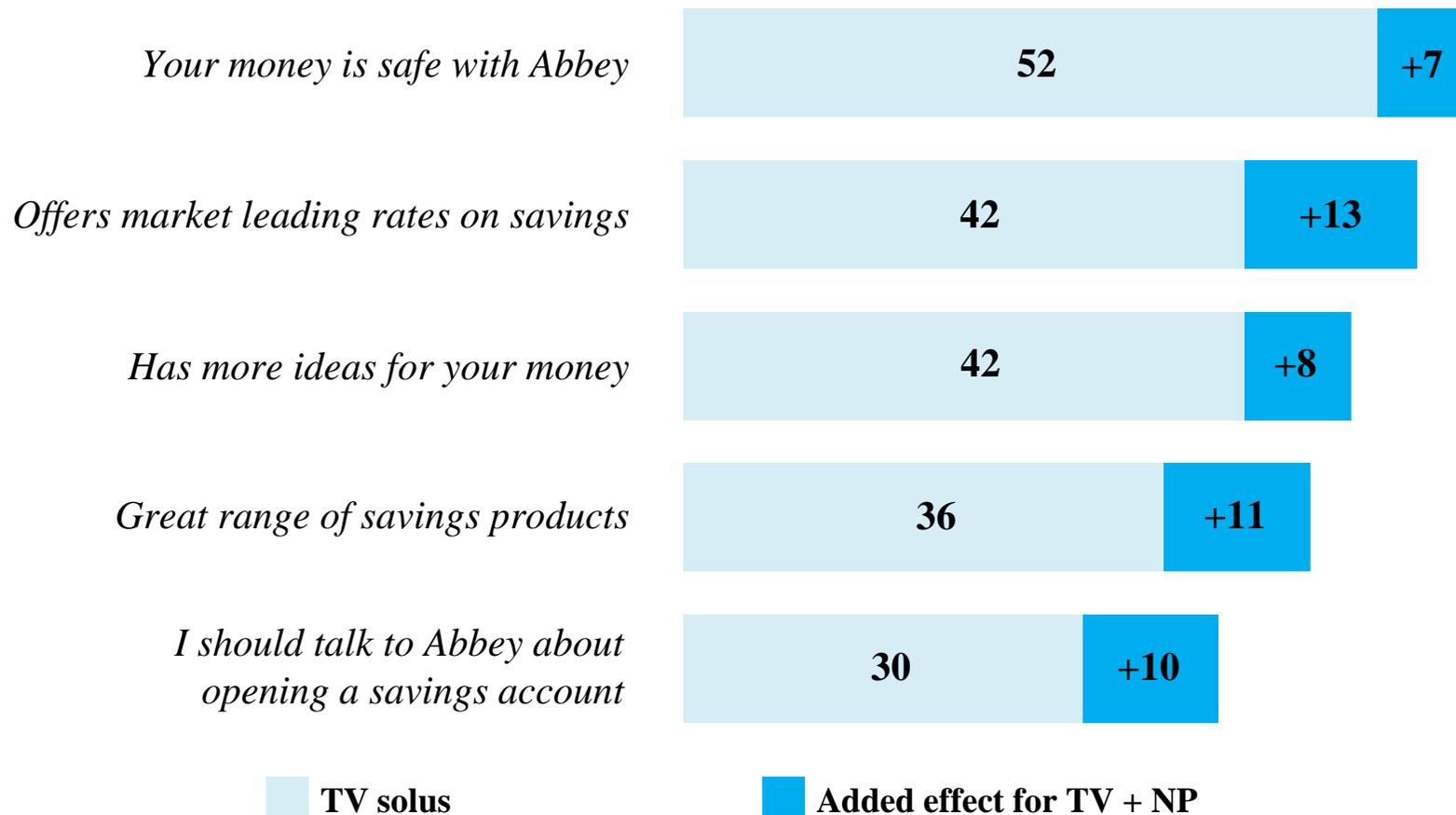
TV engagement enhanced when *seen with newspaper ads*

TV Involvement Diagnostics



Newspapers enhance *TV ad messaging*

TV advertising
Strongly suggests
% answering

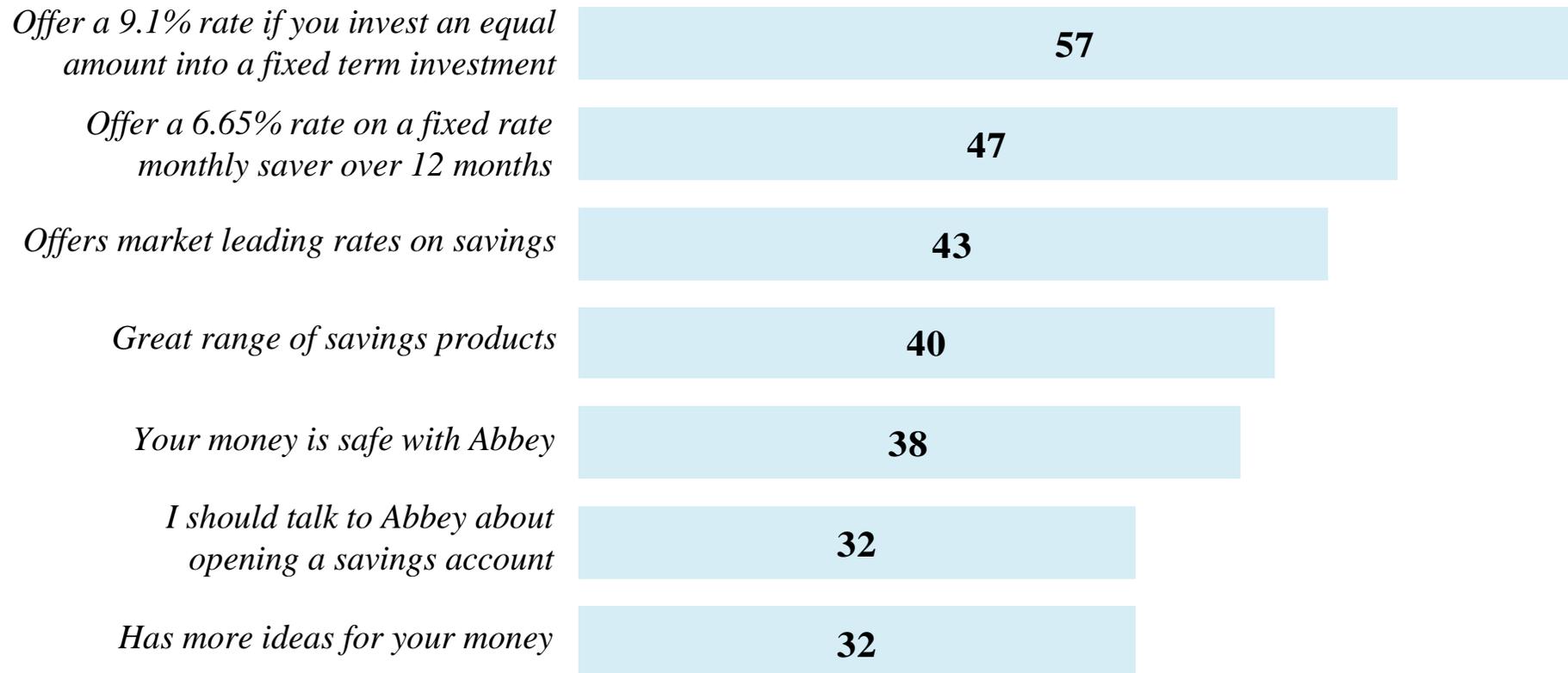


■ **TV solus**

■ **Added effect for TV + NP**

Newspapers *build messaging*

Newspaper advertising *Strongly suggests* **% answering**

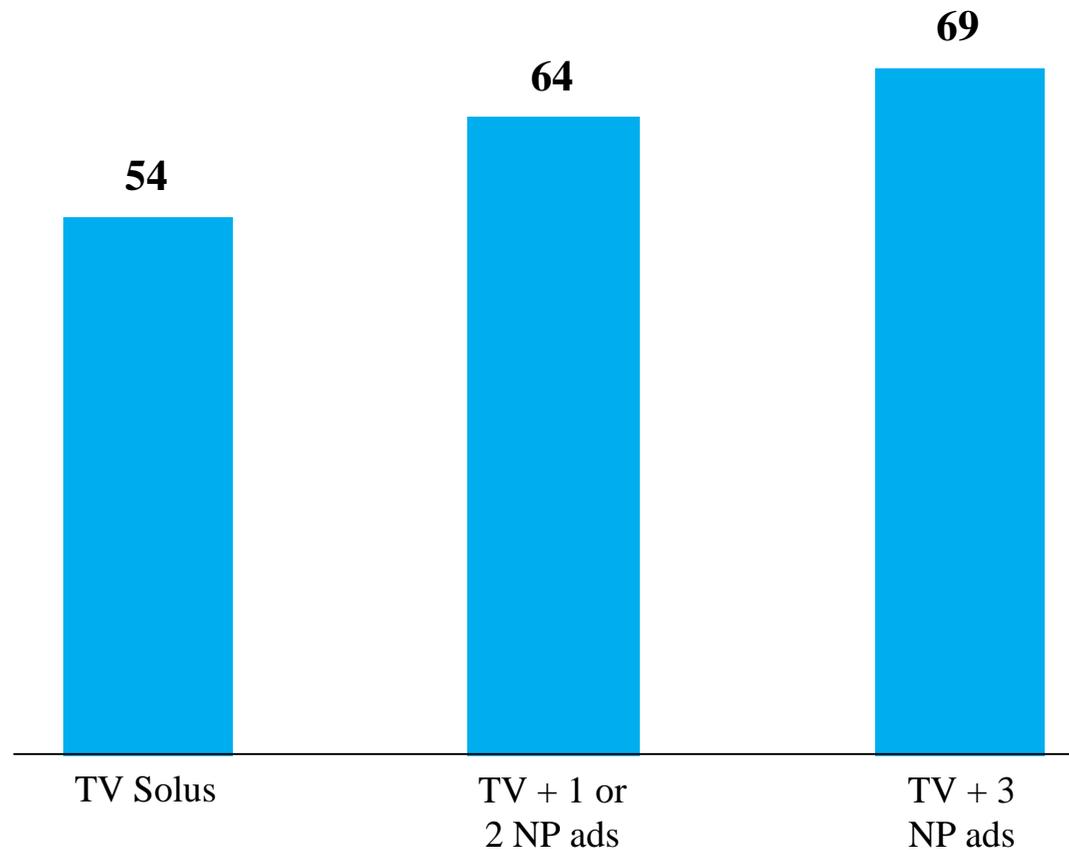


Newspapers add depth of *information*

Advertising measures – Depth of information

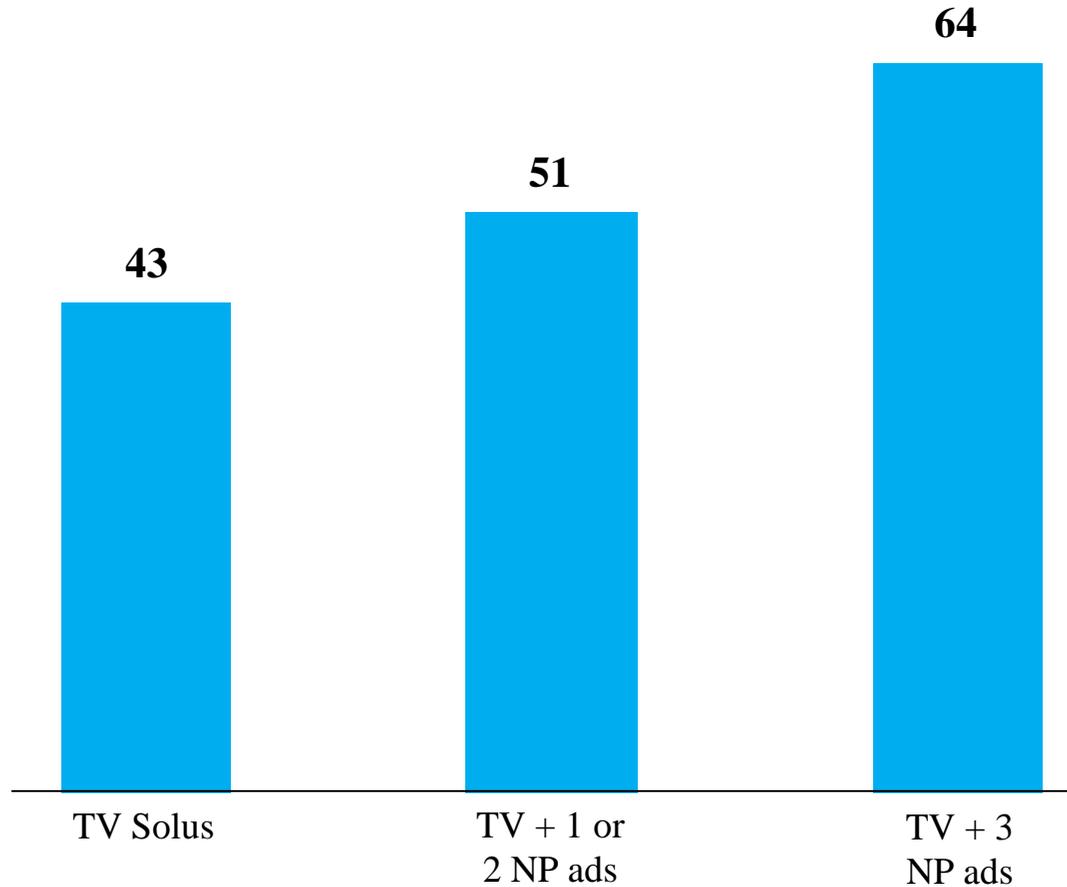
Gives me enough information to decide

Top 2 Box %



Newspapers boost *emotional connection*

Advertising measures – Brand values
Helps me to connect and identify more strongly
Top 2 Box %



Call to action up 86% when *multiple executions added*

Advertising measures – Call to action

Gives me a reason to go out and buy

Top 2 Box %

