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Worked out by tanagra s. r. o. for UVDT



The sunset glares
the whole screen
holds tight.

:: PRINT ADVERTISEMENT WORKS ::

Results of the research on Print advertisement effectiveness



she gives him big
kiss goodbye and
a teddy bear. They
can hardly separate
from each other.



The boy enters
the aircraft with
his father, and
the mother sends them
a wind kiss...BREAK

Oh, you pressed the tear in...

...but did not find out how
many days can your Insurance
office cover the necessary
hospitalization, and what
the complementary assistance
services are?



Print communicates rational message better
than TV, on the other hand, TV delivers emotions.
(From the research on Print advertisement
effectiveness, April 2003, source: Millward Brown,
Detailed information on: www.uvdt.cz)

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Client

Publishers association (UVDT) is the only publishers association of periodicals in the Czech Republic. It associates vast majority of publishers of national and regional dailies and publishers of high-volumes and professional magazines. Members of the publishers association publish over 200 titles of periodicals (not including their regional versions) and over 100 on-line products (more detailed information on www.uvdt.cz). UVDT's primary objectives include support of publishing industry and building knowledge for this activity. In 2002, the Association selected an agency to make a research on Print advertisement effectiveness, first of its kind in the Czech Republic.

The main objective of the research was to verify whether the key attributes of effective Print campaigns in the Czech Republic are similar as in other markets and the results proved that.

The study also delivered a range of specific knowledge which summary should be useful for every person working in environment of marketing communication.

We have published this publication to help advertisers during their planning of marketing communication and we believe that it will be accepted.

Jan Šusta
Director of UVDT

Research Agency

Millward Brown is one of the world's leading market research agencies, specialised on brand equity research, marketing campaigns and communication effectiveness research. Millward Brown was established in 1973 in England and it is now in 37 countries with 67 offices.

Millward Brown operates in the Czech Republic since 1999 and it is now one of the leading market research agencies on the Czech market.

Amongst the products preferred by clients are tools focused on

advertisement pre-tests and post-test. Therefore, Millward Brown became the agency selected to conduct the research on Print advertisement effectiveness in the Czech Republic. Millward Brown owns, among others, a broad database of tested adverts in the Czech Republic that enabled clear and comprehensible interpretations of the different roles of Print and TV during the communication strategy.

Petra Průšová
Director of MB for Central and Eastern Europe

Research Methodology

Methodology - continuous tracking study with weekly data collection, individual interviews based on standardized questionnaire. 120 interviews collected every week. .

Target group – population aged 18 to 60 years, 50% male sample, 50% female sample. 3960 respondents interviewed in total.

Tested Campaigns

10 campaigns for 10 various brands were included in this study. Media agencies based on the agreement with their clients selected these campaigns. It was necessary to keep the clients, who provided us with the data confidential; therefore, the campaigns are presented only under their product names.

- 3 of Car category – A,B,C

- 3 of HPC – A,B,C

- 2 of Telecommunications – A,B

- 1 of Cosmetics

- 1 of Food (beverages)

Fieldwork dates – April 24th 2002 – December 15th 2002. 32 weeks of data collecting in total. Every Print advert was pre-tested in-hall and on one campaign was demonstrated the methodology Total LINK™.

The selected campaigns had variable volumes and variable media mix, i.e. there were both strong and weak Print campaigns, solus Print campaigns, as well as campaigns combined with TV or Outdoor advertisement.

The diversity of monitored Print campaigns enabled us to focus on the following aspects of Print advert:

- Effectiveness of Print advert in comparison with other media
- Print's characteristic impacts and its irreplaceable role within communication strategy
- Key factors determining the Print advert's effectiveness

Main Terms

GRPs (Gross Rating Points) – it is cumulated impact on target group, showing the potential % size of the target population impacted by the advert on varied repeats. The target group can see the advert potentially 3 times on 300GRPs. In connection with Print (especially if compared to TV) having slightly moved meaning, because it derives from individual title rating indicators. Especially where Print is read repeatedly by one person – which is very typical for magazines – is the count of real potential impact higher. This effect is clearly revealed in all analysis.

Awareness Index (AI) – one of key indicators of campaign effectiveness. E.g. AI = 8 means the advert's brand awareness increased by 8% after one spot by the target group. In an ideal case, AI reflects % enhancement of brand communication awareness to 100 GRPs. AI is

connected with advert's creative power, especially the ability to "be seen". However, in reality, it is not the absolute enhancement, because there are other factors entering the scene – especially the cumulated awareness of brand's previous communication and degree of memorability.

Effective GRPs – Count as GRPs x AI (/100). This indicator counts with both the advert's creative power and medial weight.

Base level - Base level from which the brand communication awareness is enhanced. We understand it as cumulative awareness of previous communication. Strong advert supported with sufficient medial weight usually strengthens this level.

Wear – out – evaporation, decay of advert's impact due to creative wear-out.

STUDY'S MAIN FINDINGS

- Campaigns in our study had visibility 3 times higher than TV.
- Although, the solus TV campaign can enhance brand awareness faster than solus campaign in Print, it lasts only for a short period. Print campaign is vital for the long-term impact of the message.
- Print advert should have its creative power strengthened by sufficient media volumes. Lower media volumes can make a creatively good campaign less visible than what can be generally expected with appropriate media volumes.
- If the campaign is creatively good then Print, even with lower media volumes on product launch, can support the overall brand's visibility more than the average TV campaign.
- Print advertisement communicates rational message better than TV, on the other hand, TV ad brings emotions.
- The creative side of Print advertisement campaign should not "simply" copy TV advert creative content, notwithstanding its excellence. Print advert must focus on message understandability and product relevance for the reader – potential customer. Message importance is a vital attribute of the Print advert.
- Print must be, above all, credible. View that it is not necessary to believe everything in TV advert, definitely does not count in Print.
- Print does not work with real and strictly specific time of TV, a factor that often leads to informational saturation of TV audience and decline of the message

relevance. On contrary, Print requires the reader's full activity deciding on his own degree of time and attention passed. The readers have a possibility to read the advert repeatedly, and they often do it. It is evident from other studies outside of Czech Republic that Print GRPs are often higher than in the standardized rating research.

- Dailies and magazines do not work in the same way in an advertising campaign. Dailies are more suitable channel of communication for messages that could "get old" in a time. Dailies play a unique role as a channel of communication for messages, which need a prompt enhancement on brand awareness (similar to TV) in conjunction with the rational part of the message (TV is not able to deliver effectively a specific information). The advantage of magazine is in the long-term impact of the message and its ability to focus on specific facts.

- Print's ability to convey more information does not limit effectiveness of the messages, which are focused on the brands or product image.
- Another factor influencing the brand's visibility is the size of the advert. The research proved that the bigger sized ads generate on average a higher awareness than smaller sized adverts.

1. Why Research on Print Advertisement Effectiveness?

Share of individual media on overall advertisement budgets in 2001 (%):

| | Print | TV | Radio | Outdoor |
|----------------|-------|------|-------|---------|
| Finland | 73,5 | 18,3 | 3,7 | 3,3 |
| Luxemburg | 69,8 | 10,2 | 16,3 | 2,5 |
| Switzerland | 68,0 | 13,2 | 3,2 | 14,5 |
| Sweden | 65,5 | 21,6 | 3,2 | 3,8 |
| Germany | 59,4 | 29,0 | 4,4 | 4,9 |
| Austria | 59,1 | 24,5 | 8,6 | 6,6 |
| Ireland | 58,8 | 22,6 | 8,0 | 9,9 |
| Denmark | 57,0 | 33,1 | 1,1 | 4,2 |
| Norway | 54,6 | 34,5 | 3,8 | 2,0 |
| Holland | 46,4 | 40,0 | 8,2 | 4,3 |
| France | 45,1 | 32,5 | 7,4 | 12,8 |
| Greece | 45,0 | 30,4 | 4,0 | 13,3 |
| Spain | 43,6 | 40,0 | 9,2 | 9,2 |
| Great Britain | 43,1 | 40,0 | 5,5 | 7,7 |
| Romania | 17,7 | 75,3 | 2,9 | 3,8 |
| Hungary | 27,3 | 59,4 | 4,9 | 7,3 |
| Italy | 37,6 | 53,0 | 4,3 | 2,8 |
| Czech Republic | 37,7 | 45,5 | 7,0 | 7,2 |

Source: Advertising 2002, IP

In majority of countries of Western, Central and Northern Europe Print is perceived as a primary medium for advertising communication. Especially in Scandinavia, but even in Germany, Austria and Switzerland more than half of the budget is devoted to Print advertisement. The results on Print advertisement effectiveness are available for all those countries – why Print, when prioritize Print, what rules to follow when using Print as a communication tool. So far, in the Czech Republic we have been using data from foreign surveys – but are these findings from Western Europe applicable in our market? Are the Czech Print and Czech reader really similar? No satisfactory answers based proper data sources have been available so far.

These were the reasons why Unie vydavatelů in co-operation with AKA Research had decided to launch a research project, first of its kind in the Czech Republic. Main focus of this research was to monitor the Print advertisement effectiveness; its specifics, advantages and possible limits – based on the concrete campaigns. This research is the first step towards creation of database of monitored Print adverts. The long-term objective is to provide the advertisers with sufficient amount of information to make the use of Print, as a message carrier, effective.

2. Key Parameters of Monitored Campaigns

| | | Print | | | | | TV | | |
|----------|-----------------|-------|---------|-----------|-------|---------------|------|----|----------------|
| Campaign | Category/ brand | GRPs | AI | | | Effective GRP | GRPs | AI | Effective GRPs |
| | | | dailies | magazines | total | | | | |
| 1 | Cars A | 95 | 4 | 14 | 9 | 9 | 354 | 2 | 5 |
| 2 | Cars B | 147 | 8 | 14 | 11 | 16 | 580 | 4 | 23 |
| 3 | Cars C | 66 | | 9 | 9 | 6 | | | |
| 4 | HPC A | 80 | | 10 | 10 | 8 | | | |
| 5 | HPC B | 375 | | 9 | 9 | 34 | | | |
| 6 | HPC C | 283 | | 4 | 4 | 11 | | | |
| 7 | Telecoms A | 442 | 6 | 11 | 8 | 35 | 695 | 3 | 21 |
| 8 | Telecoms B | 467 | 2 | 2 | 2 | 9 | 692 | 2 | 14 |
| 9 | Cosmetics | 60 | | 13 | 13 | 8 | 472 | 2 | 9 |
| 10 | Food | 80 | | 6 | 6 | 5 | | | |
| average | x | 210 | 5 | 9 | 8 | 14 | 559 | 3 | 15 |
| | | | | | | | | | |

Study's average effect of Print measured by Awareness Index (AI) was 8. Enhancement of brand communication awareness to 100 GRPs.

Study's average effect of TV measured by Awareness Index (AI) was 3. However, these were creatively bellow-average ads. The average benchmark for TV in CZ oscillates between values AI = 6-7.

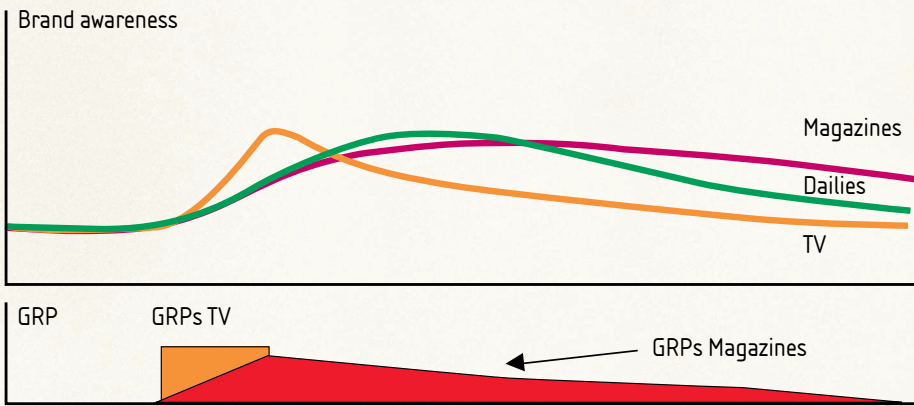
Direct comparisons showed that if Print campaign is creatively good and well planned, it has the same „visibility“ as TV advert. Print generates awareness with at least the same effectiveness as TV.

3. Print Works Differently Than TV

TV advert is consumed passively; having the time for message delivery limited. The whole message must be covered in this real time, which often leads to informational saturation of the TV viewer. On contrary, Print advert works with the recipient's active approach. The reader decides himself on the amount of time he is going to pay the advert. In an ideal case, TV campaign brings both clear associations linked to the brand and brand awareness. Print campaign holds this brand awareness for a longer time, moreover, conveys a message which TV cannot accomplish during its limited time.

Difference between media impact

The same advertisement volume produces different patterns in awareness build up and decay.

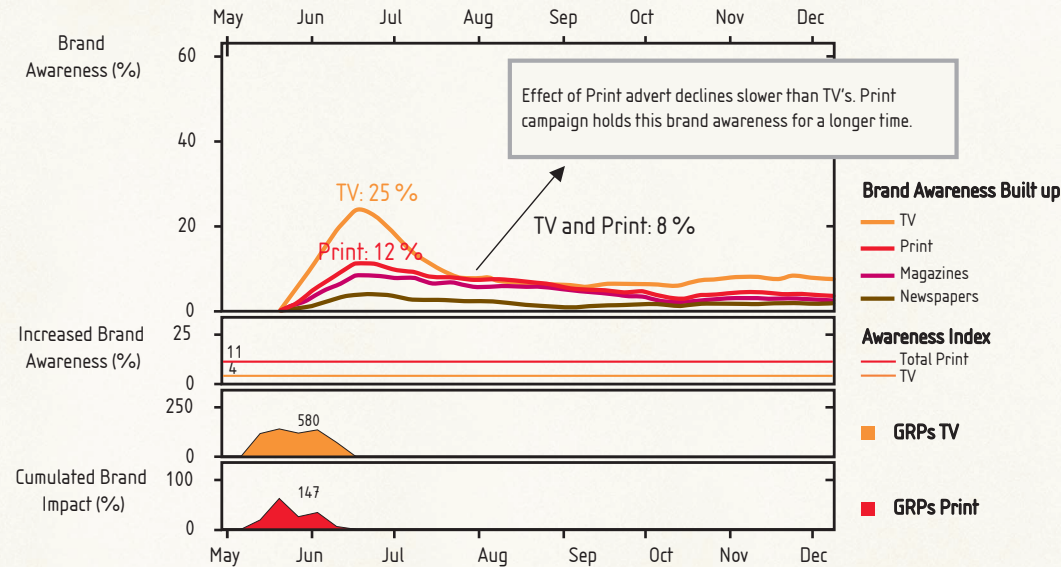


We demonstrate it on case study of one advertising campaign, which aim was to introduce a new version of a car.

The communication was placed in TV and Print simultaneously during one month. Despite the lower budget devoted to Print advert, it was Print who helped to increase the brand awareness, more then TV campaign.

Print advert was more involving, communicated the brand more understandably and achieved an outstanding brand visibility. These results of Print advertisement pre-test were also reflected in the Print's powerful role during the advertising campaign. The overall Awareness Index of Print campaign was 11, TV's only 4. Engaging both media simultaneously both effects were reached - short-term and long-term. The brand awareness remained high even six months after the campaign had ended.

Example of effectiveness of the conjunction of TV and Print campaigns



4. What Does Print Communicate Better

Another case study shows advertising campaign for a car. This campaign was tested by the method Total LINK™, when individual parts of the campaign (TV, Print, and Outdoor) were tested independently, and then all respondents evaluated the overall campaign. Research was done on the benefit other media could have on the campaign's overall performance.

Print communicated rational message better than TV, on the other hand, TV delivered emotions.

It is evident from the below example that Print has an important role in conveying the rational attributes of the product. In this case, Print worked better as solus than in the overall synergic effect with the other media (TV, Outdoor).

When the respondents evaluated the individual statements, they remembered the rational parts of the advert, car utility characteristics, communicated during the campaign – especially owing to the fact that they had seen the Print ad

| | TV % | Print % | Multimedia effect % |
|------------------------------|---------|------------|------------------------|
| Is comfortable | 55 | 65 | 63 |
| Has best technology devices | 35 | 48 | 43 |
| Good usage of new technology | 36 | 49 | 42 |

5. Is It True That Print Is Not Suitable For Launching New Products?

Common argument for using Print only as an additional medium in communication campaigns is that Print does not have the ability to create long-term associations with the advertised brand. Therefore, due to limited budget reasons, the most frequent choice is the solus TV campaign.

The following examples show, that creatively good Print campaign can communicate the launched product well, despite the low volumes, and that it has a bigger share on the overall brand's visibility than TV campaign. The Print's role is essential even for the new product. Conjunction with TV advert enables Print to use its potential - to communicate more difficult and rational

aspects of the message and by that "create" a brand according to needs of the advertiser. With respect to that, the role of Print cannot be substituted by any other medium.

When combined with TV and with suitable distribution of the campaign in time, the Print supplements the message and prolongs the time of increased brand awareness. If Print and TV have similar style, the various role of a medium creates even bigger synergic effect. We present two examples demonstrating the importance of Print in new product launch phase. In one case, Print and TV ran simultaneously, in the other case the Print was the first channel of communication.

A/ Print and TV Campaigns Timed Together

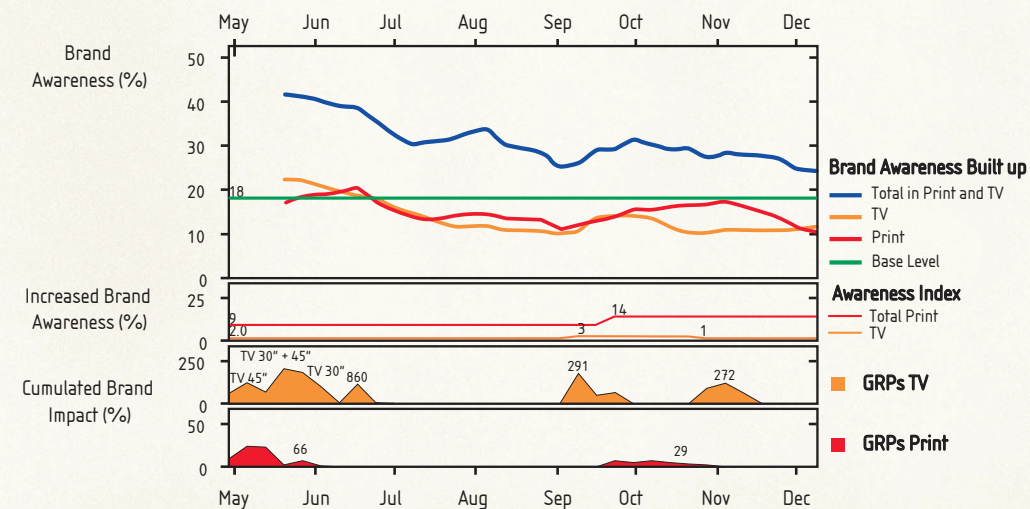
Campaign – Cars A (see page 13)

Goal - to launch new product on the market, to create brand awareness of new version of established brand

Media weight – Print campaign – May; TV – May, June, second wave in autumn

Creatively weaker TV campaign could not markedly enhance the brand awareness even when running solus. Print fulfilled its aim to keep up long-term brand awareness. The distributed use of Print during the year distinctly strengthened the overall effect of Print advert.

Creatively good Print advert worked better than TV advert

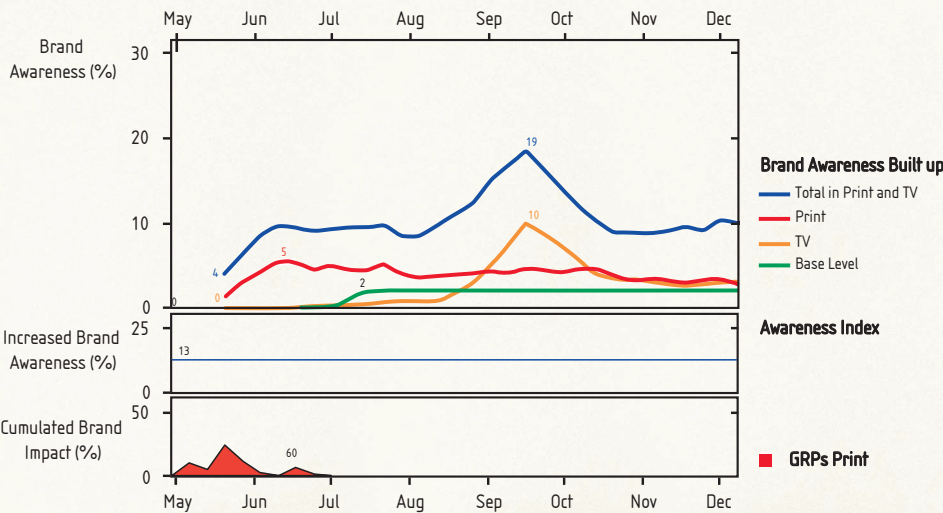


B/ Print Campaign Preceded TV Campaign

Campaign – Cosmetics (see page 13)
Goal – to launch new product on the market, to create brand awareness
Media weight – Print campaign – May, June; TV – May to September
Print had 2 executions, one of them more involving and containing more relevant message.
The communication awareness increased by 5% during the

campaign and it kept remained on this level even after the campaign ended. Significantly, higher investment in TV was not reflected in the brand’s higher visibility. The awareness of brand communication in TV increased by 10% during the campaign. However, after the campaign ended it kept wearing out, having no enhancement on “base level”. Print campaign had almost the same effect on the visibility of the communication even with lower score of GRPs.

Print generated higher awareness of brand communication than TV

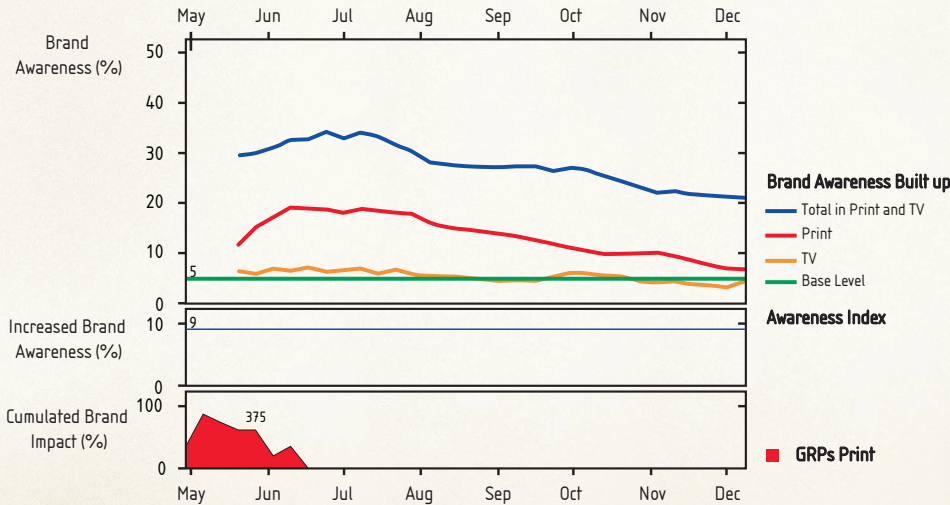


6. Is Solus Print Campaign Effective?

In case that the campaign should convey more complex information about the brand or product, it is necessary to set the share of volumes on Print and TV advertisement carefully, or even consider the usage of solus Print campaign. Informative campaign was one of the most successful Print adverts tested in our research. It offered enough reading material and respected the nature of the medium.
Campaign – HPC B (see page 13)
Target – to remind and to strengthen the product’s advantages

Media weight – April to June, 2 Print executions
It was well-known brand in its category. This high brand awareness, in combination with relatively long time devoted to reading, created a visible reaction on the campaign. The awareness of brand communication in Print increased by 6% on first 100 GRPs (Awareness Index = 9) during this campaign. Yet this awareness of brand communication, especially due to advert’s weaker creativeness, had a relatively fast wear-out after the campaign ended.

HPC B – Informative campaign



7. When To Use Dailies and When Magazines?

The information presented in dailies and magazines is processed, by the reader, in a similar way. It differs only in its influence. The influence relies on the type of the periodical. Print advert keeps up the level of communication awareness for a longer time, especially, if the advertisement is placed in magazines with longer publishing periodicity. Due to spread reading, the effect of the Print advert declines slower than at dailies. Dailies, on contrary to magazines, can offer a relatively precise targeting of the campaign in time, because the day of reading usually corresponds with the day of publishing. Therefore, it is always necessary to choose a suitable periodical, based on the communication's objectives.

For messages that are topical and extensive and pay attention to rational part of the message, the dailies seem to be the right channel of communication. Moreover, the dailies have more informative character, while magazines (except professional and news oriented titles) have rather recreational and entertaining role. It is evident from the research that if the advert respects the various characters of Print titles, it does not only get to be "seen" better than TV, but it can also be economically more favourable.

8. What Size Of the Advert Is Effective?

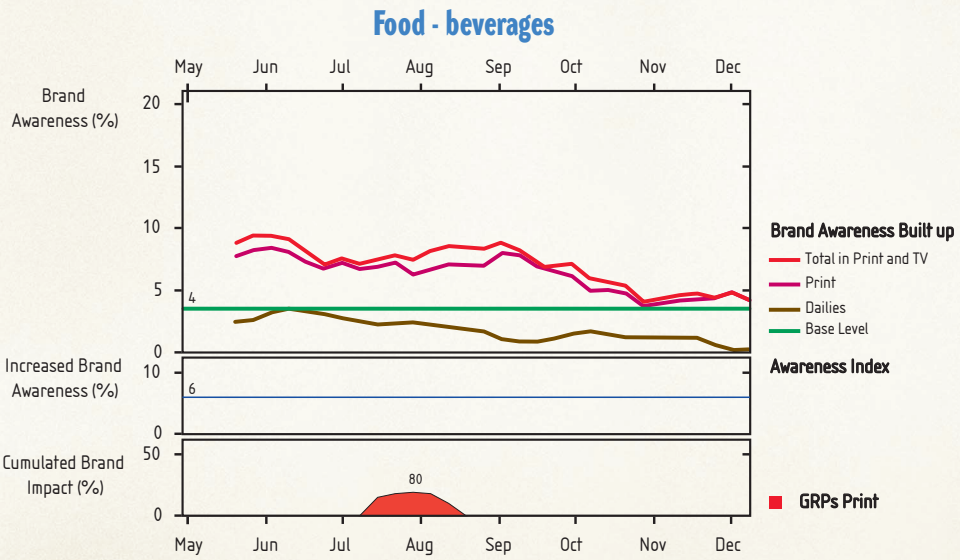
The advert's visibility in the campaign is influenced by the size of the ad. It was proved that the size of the advert is not a decisive condition for higher effectiveness of the campaign. Smaller adverts, however, reach lower AI than coloured whole-page format. Campaign in Food category is presented as an example.

Campaign - Food - beverages (see page 13)

Goal - point on new product, revitalise the sales of brand by a new attribute

Media weight - July to August, solus Print campaign

This campaign used page format and, although, it had good creative parameters, the execution did not reach the average level of AI in the study. Overall, lower impact was further influenced the campaign's small media volume. The combination of low volumes and small size format was not suitable in this case. Moreover, the very difficult and "saturated" character of this food product category contributed to the weaker effect of the campaign's communication.



9. How Many Repeats In One Campaign?

Print advert experiences, more often than TV, a wear-out effect, i.e. evaporation. The reader chooses himself what he wants to read in Print. After several repeats reader usually loses his interest in reading the advert again, eventually, he pays the advert a lower attention.

Especially massive campaigns must work with the fact that four repeats are still effective. The effect gradually declines with higher frequencies. Yet, there was no typical example of strong and longstanding campaign, amongst the 10 monitored, on which we could clearly demonstrate the displays of “wear-out”.

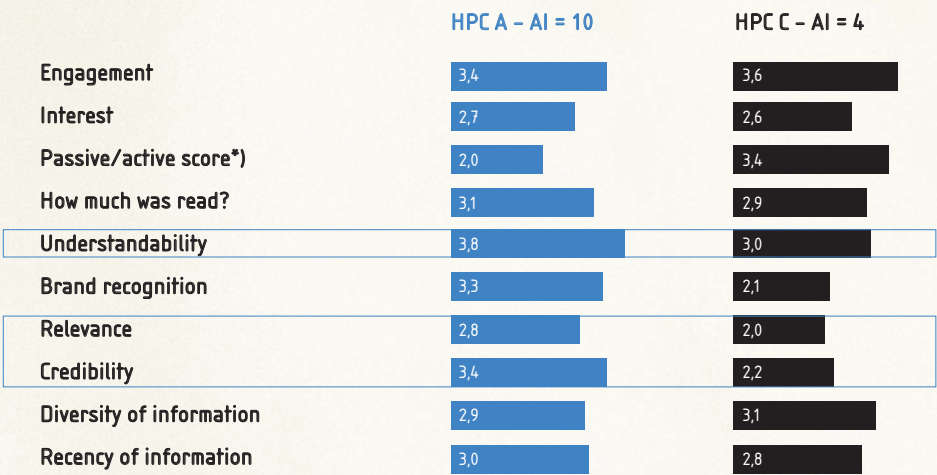
10. Success Is Based In Creatively Good Campaign.

It is generally known that the basis of successful campaign lies in good creative style; nevertheless, different attributes are typical for Print advert than they are for TV advert. TV advert is often perceived passively, often lacks the “branding”, e.g. viewer’s ability to distinguish the advertised brand. For Print, the importance of this factor is lower. Reader himself sets the time he is going to pay the advert, which creates a space for noticing the advertised brand. Alike for TV also for Print is important the message appeal. Nevertheless, it cannot bring efficiency on its own. The study

monitored the adverts which, despite their good appeal, were rather below-average regarding their “visibility”. Even an appealing ad can be quickly abandoned by the reader if it does not fulfil the 3 most vital requirements of Print advert:

- understandability
- message relevance
- credibility

To demonstrate the importance of these 3 parameters for Print we used 2 campaigns of the HPC category



Average values of indicators on 1-5 scale, re-calculated from 0-10 scale.

It is obvious from the below charts that campaign "HPC A" compared to campaign "HPC C" reaches above-the average values with the all 3 key requirements for Print. Due to good creative style, campaign "HPC A" performed better than campaign "HPC C" in these key requirements. The overall brand awareness of "campaign A" had increased on one spot by 10%, at "C campaign" only by 4%. Campaign "HPC A" had 2, 5 times higher visibility than campaign

"HPC C". The overall good creative style of "A campaign" made it more successful even with lower volumes compared to "C campaign". Moreover, the effectiveness of campaign "HPC A" was strengthened by the use of coloured whole page format, campaign "HPC C" worked only with page formats.

