

the **PROOF**

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



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exceeds 2000 despite reduced ad size and campaign spend

- Newspapers boost trial by 18% and introduce less



Test Hypothesis: Newspapers are perfect partners to TV



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profiles are complementary

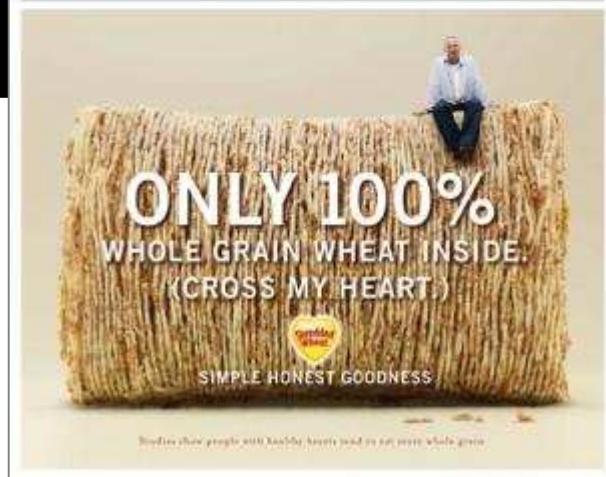
Together, the brand impact should be stronger than either medium separately

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Newspaper creative

success of the campaign owed much to how we were able to build clear creative, as well as synergies between newspaper and TV copy - a result of previous work that we had done with the



Ben Blake
Senior Brand Manager

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TV creative

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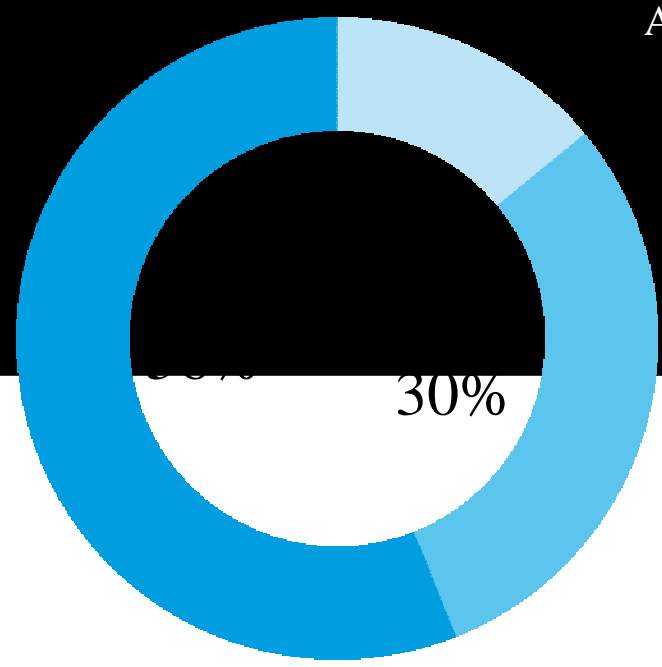
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Shredded Wheat TV campaign

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

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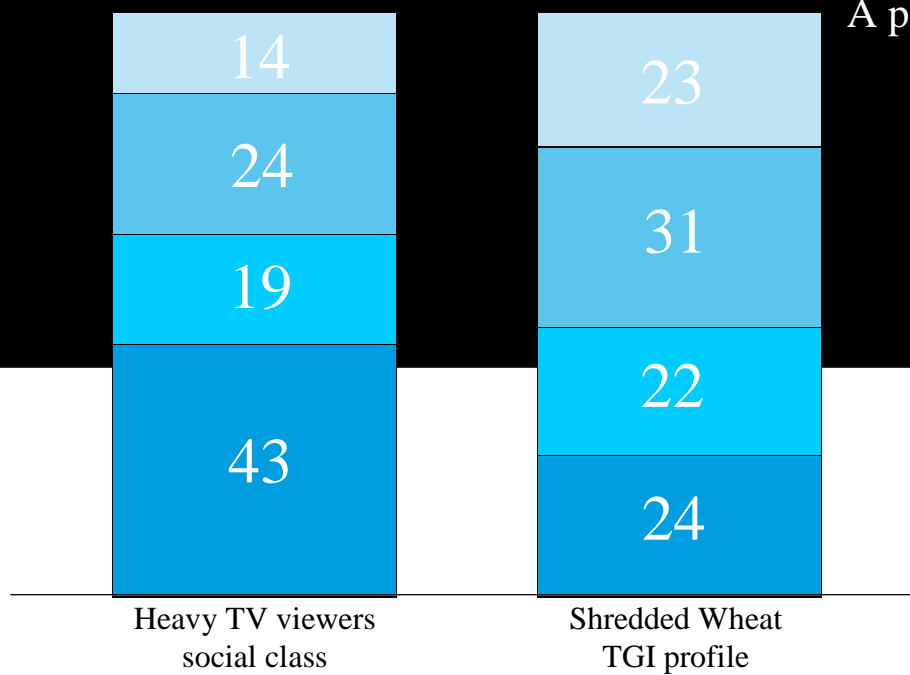


Source: FINANCE / Motors / Food / Drink / Pharmaceuticals / Cosmetics & Toiletries / Petcare / Household Stores
TV campaign – Adults

WELLS MOORE
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Shredded Wheat TV campaign Analysis of heavy TV viewers by social grade %

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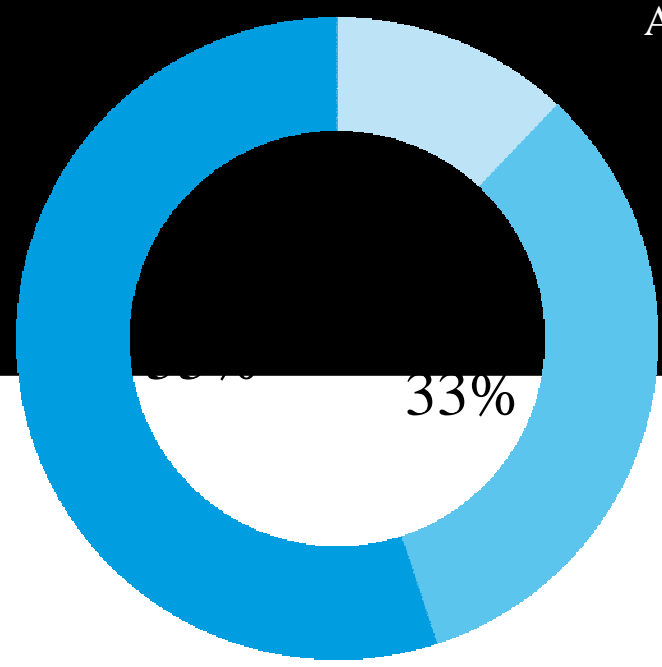


Source: BARB analysis of Shredded Wheat TV campaign
Adults/TGI 2008 Shredded Wheat Adults user profile
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Heavy TV viewers – Analysis of Employment status

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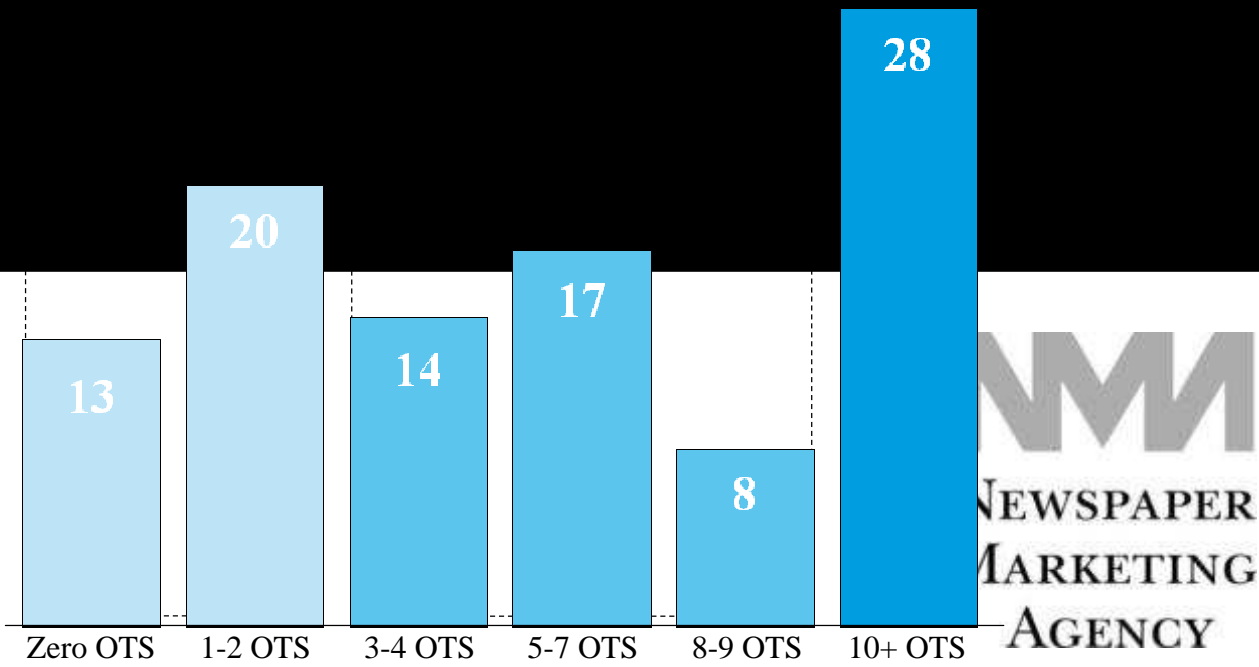
- Unemployed (inc. retired)
- Full-time
- Part-time

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Source: BARB/Markdata analysis – Adults

Frequency distribution for Shredded Wheat TV campaign

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Source: *BARB Analysis of Shredded Wheat TV campaign – Adults*
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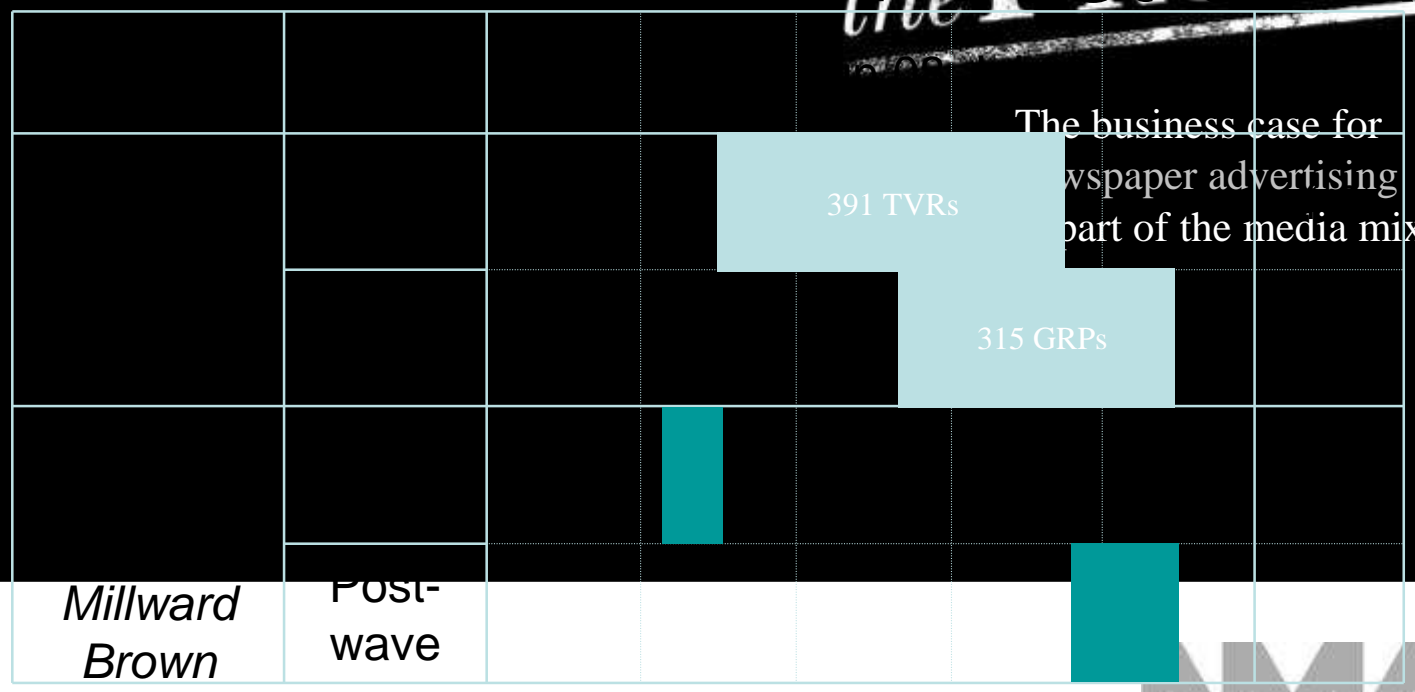
The Findings

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Media plan



Campaign objectives

Position Shredded Wheat as THE leader in health within the cereals category



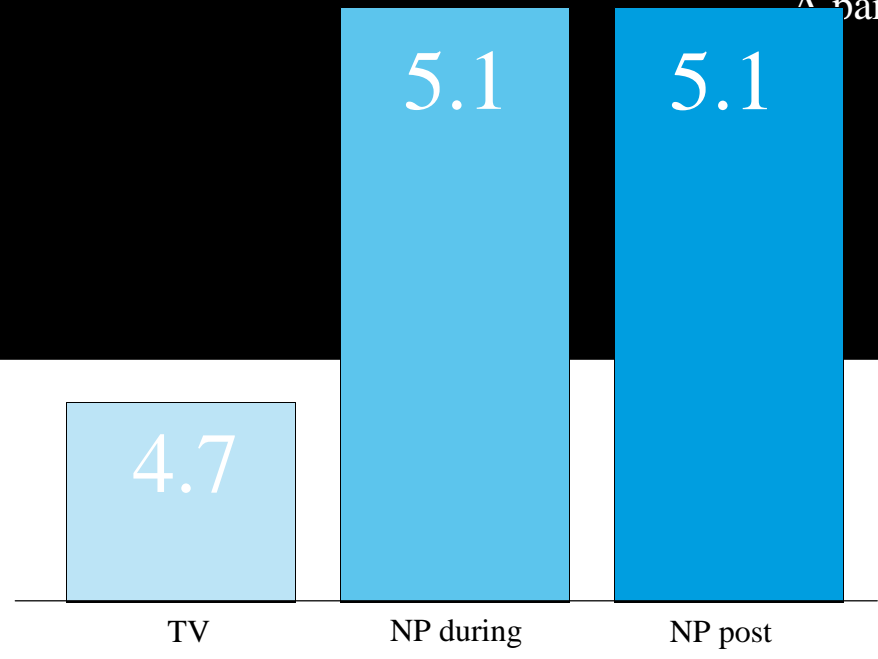
Sample: 688 Adults 30-69, chief shoppers, buy cereal regularly, non-allergic to wheat/dairy

Media Source: NMR/BARB/NRS Finance / Motors / Food / Drink / Pharmaceuticals / Cosmetics & Toiletries / Petcare / Household Stores

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Advertising effect on sales
% increase

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the **PROOF** is in the pudding

lower ad
Sales uplift of newspaper ads

	2006	2008
Sales uplift during	3.9%	5.1%
Sales uplift post	3.5%	5.1%
Newspaper activity	63 full pages	50 half pages/25x4
Newspaper spend (NMR)	£1.1m	£0.5m

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Newspaper advertising effect on sales at different OTS

% increase

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4.3

3+ OTS

8.6

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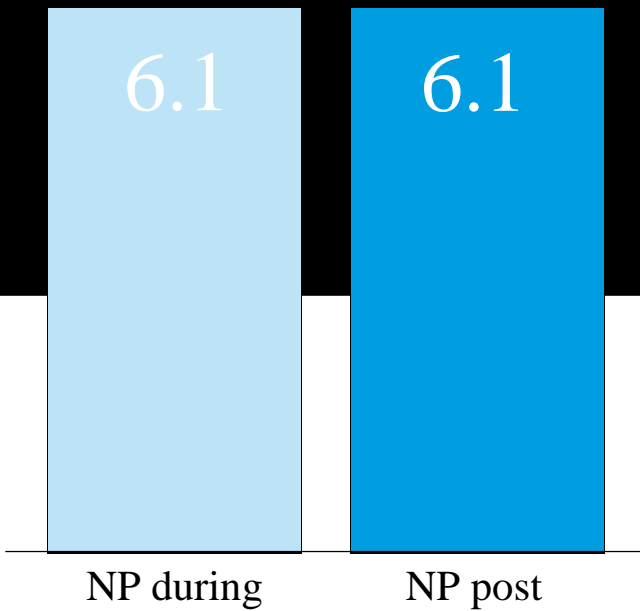
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**Newspaper advertising effect
on penetration**
% increase

case for
advertising

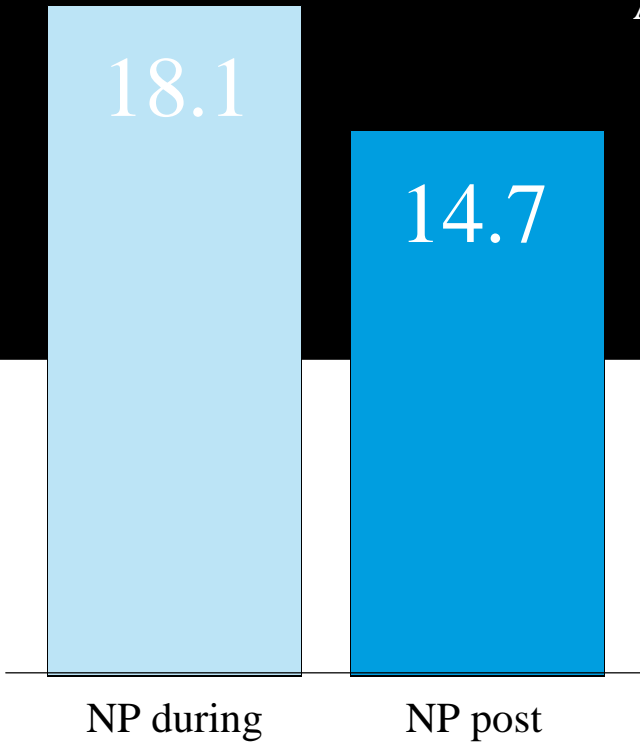
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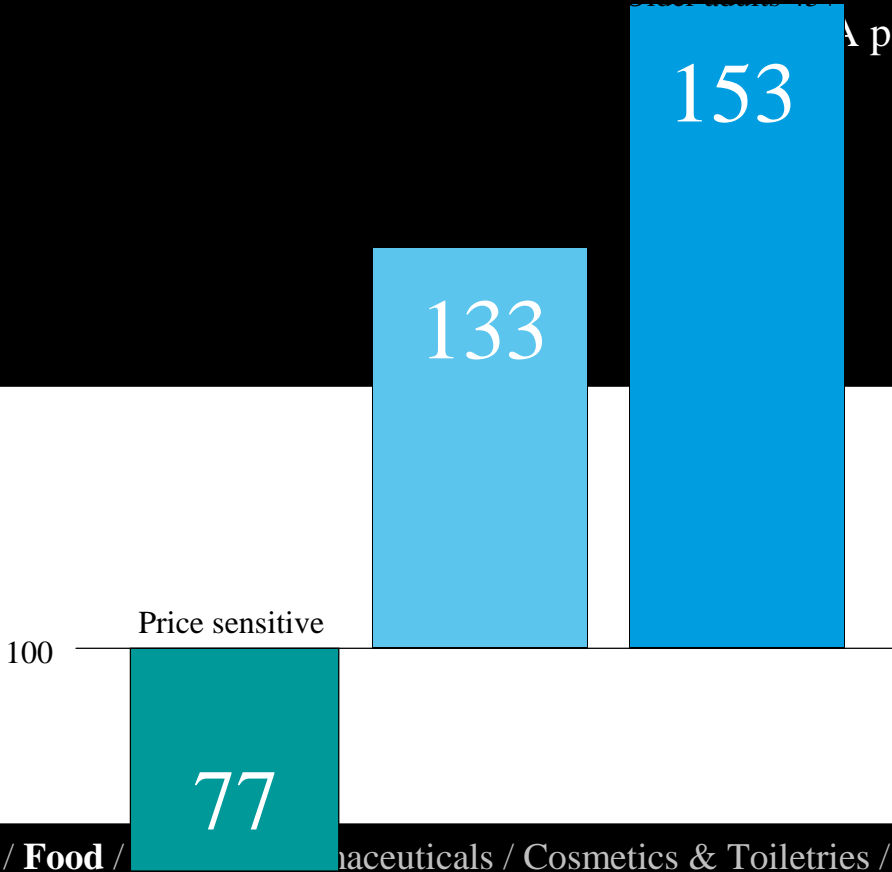
Newspaper advertising effect on trial
% increase

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Tesco Clubcard lifestyle profile
Newspaper brand trialists indexed against average Tesco Clubcard user profile

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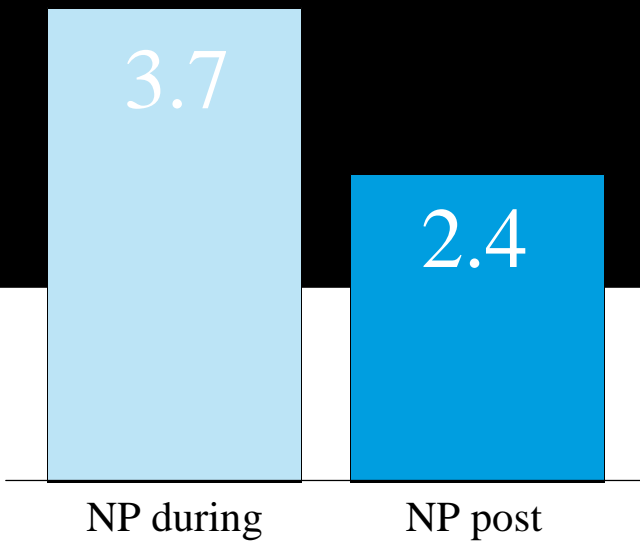
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Advertising effect on sales of Shredded Wheat portfolio
% increase

case for advertising

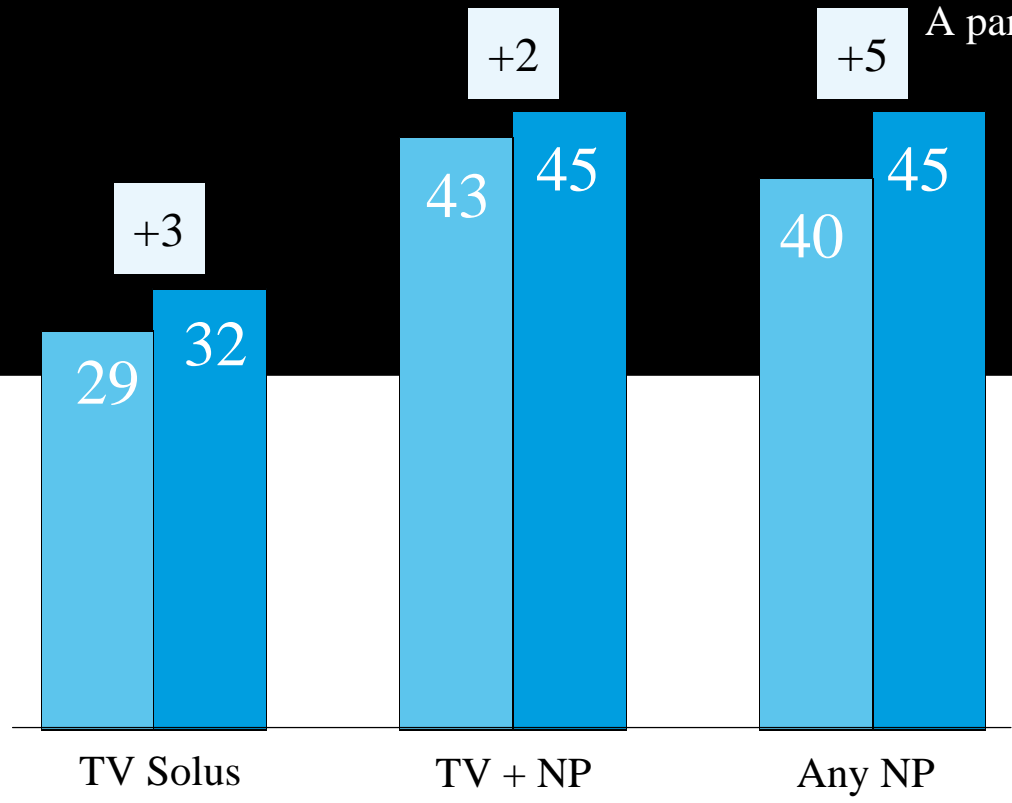
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Brand involvement – Someone I'd like
Pre to post % points increase
Top 2 Box %

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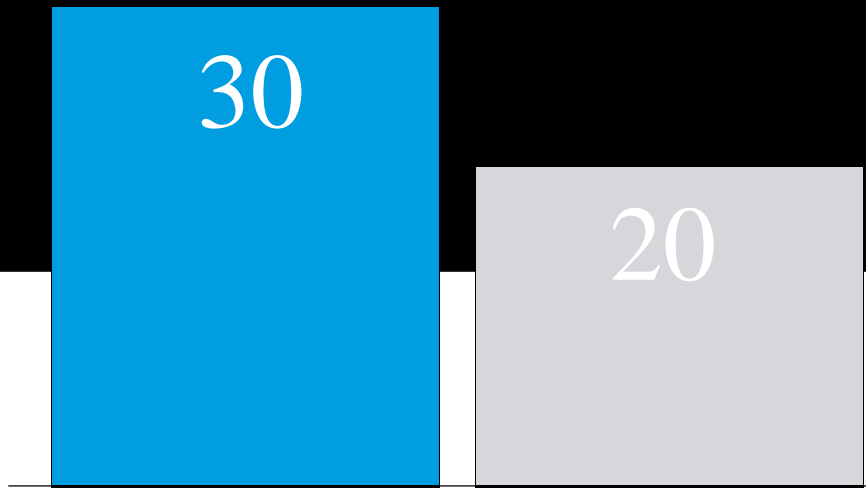


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Recognition – Newspaper ads
% recognising

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Shredded Wheat

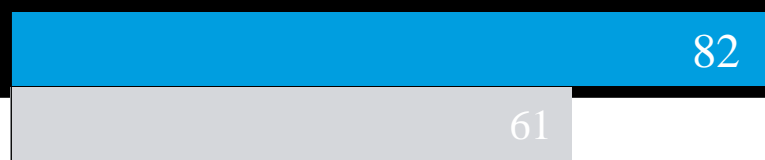
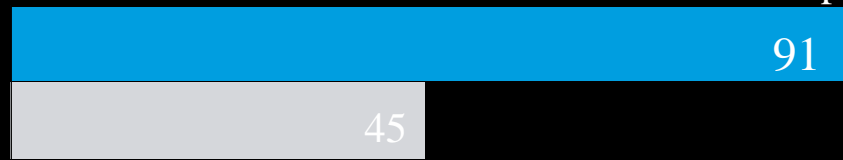
Millward Brown
print norm (326 ads)

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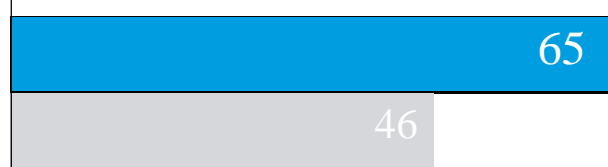
~~PROOF~~
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Newspaper ads
% agreeing

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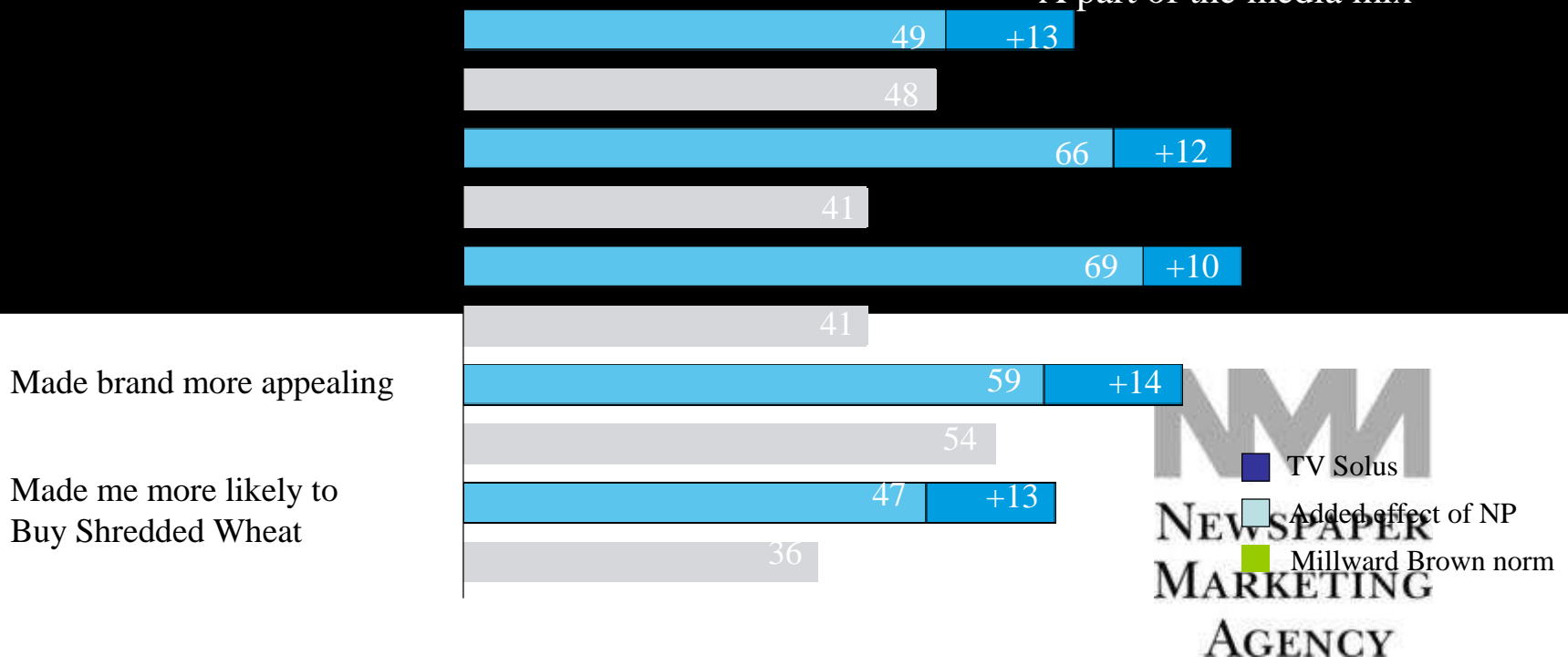
I'd stop and look rather than turn the page



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Response to TV ads
% agreeing

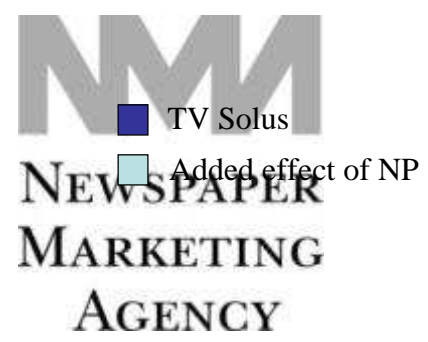
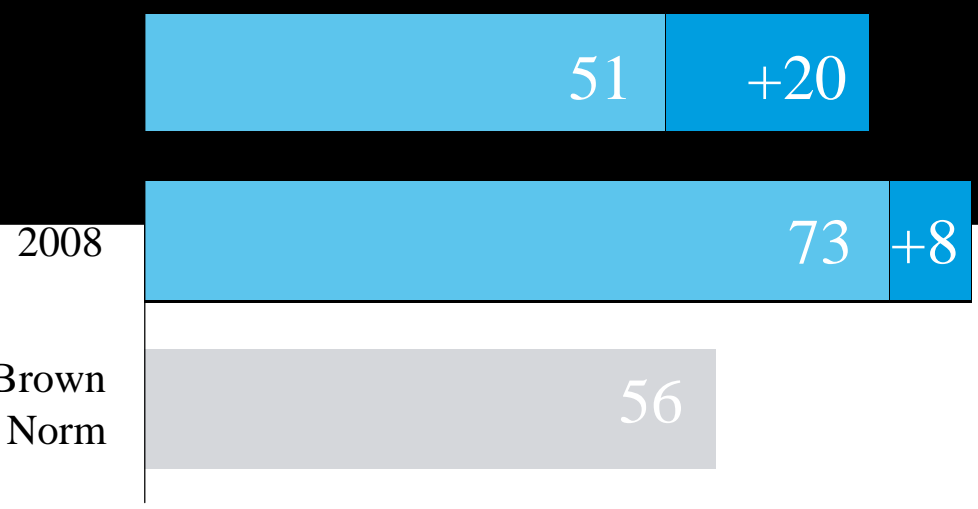
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TV ad enjoyment – Enjoyed watching
%

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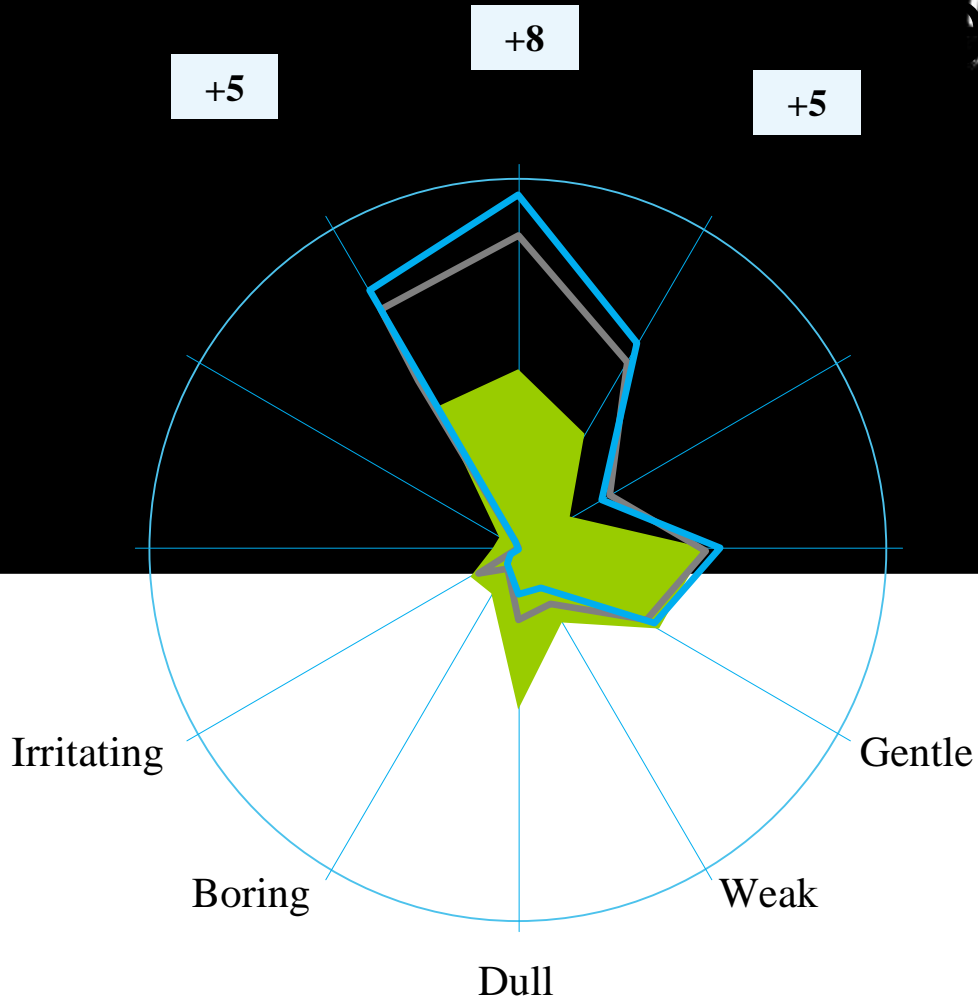


■ TV Solus
■ Added effect of NP

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TV involvement diagnostics

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(Each axis 0-80%)



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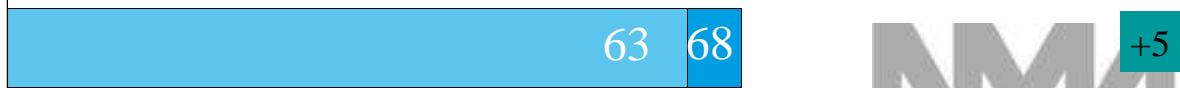
TV advertising strongly suggests
 The business case for
 advertising as a part of the media mix

TV advertising strongly suggests
% answering

The business case for



Has a great natural taste



Is one of the best cereals for health conscious adults



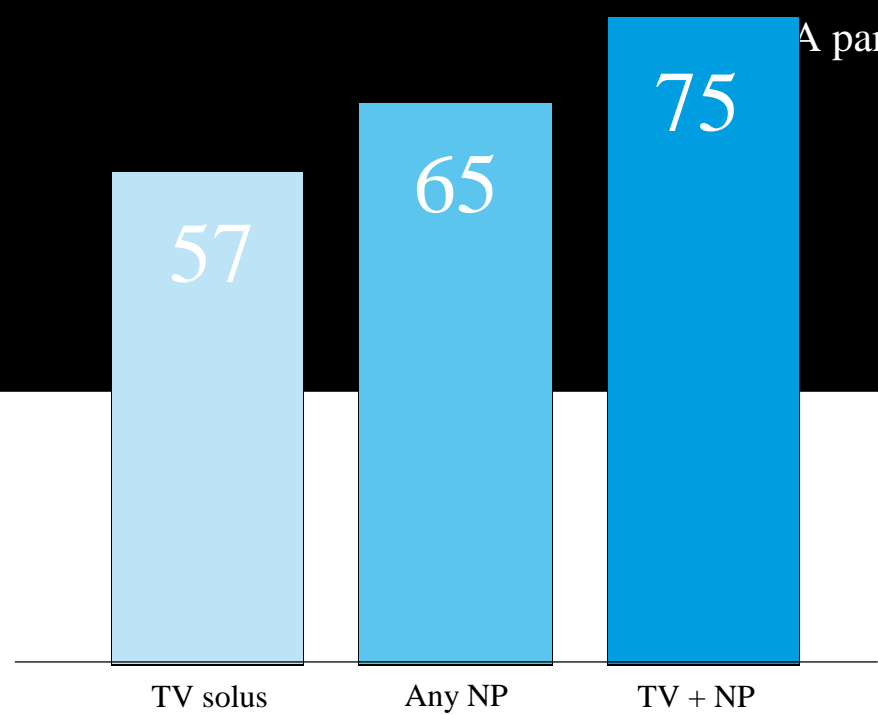
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■ TV Sales
 ■ TV + NP
 + - Added effect of NP

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Advertising measures – Re-appraisal
Surprising and gets me to think differently
Top 2 Box %

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Newspaper advertising strongly suggests
% answering

The business case for newspaper advertising



Is one of the best cereals for health conscious adults



Has a great natural taste



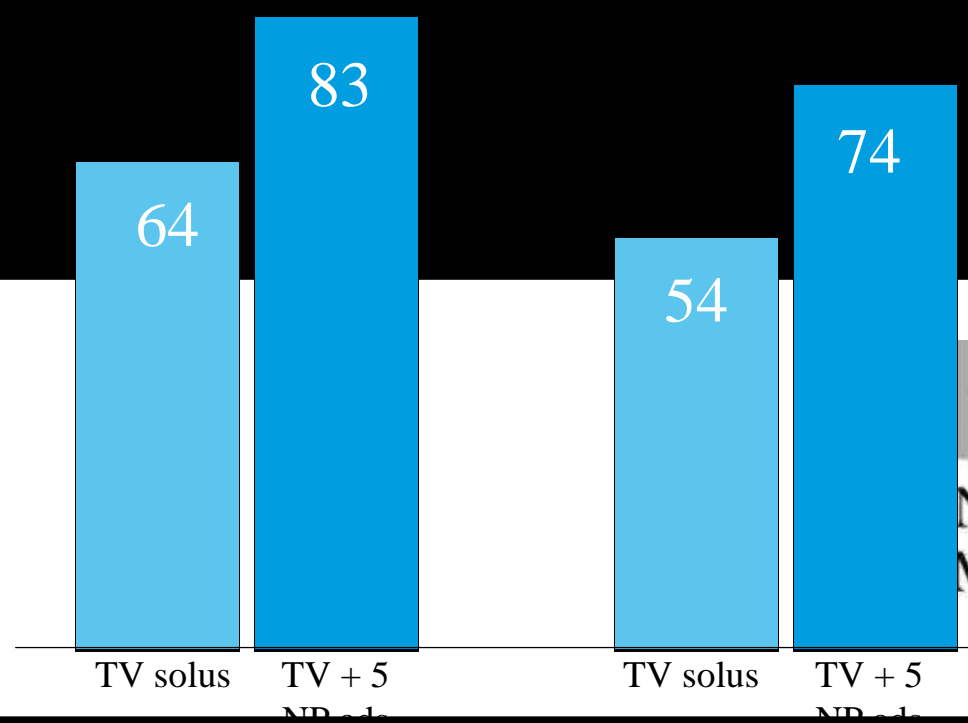
Millward Brown key message norm



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Advertising measures
Top 2 Box %

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