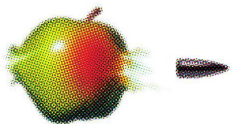


*Newspapers build quality and brand commitment
for Toyota Avensis*



A case study



Objectives of the test



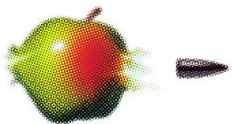
Newspaper Creative



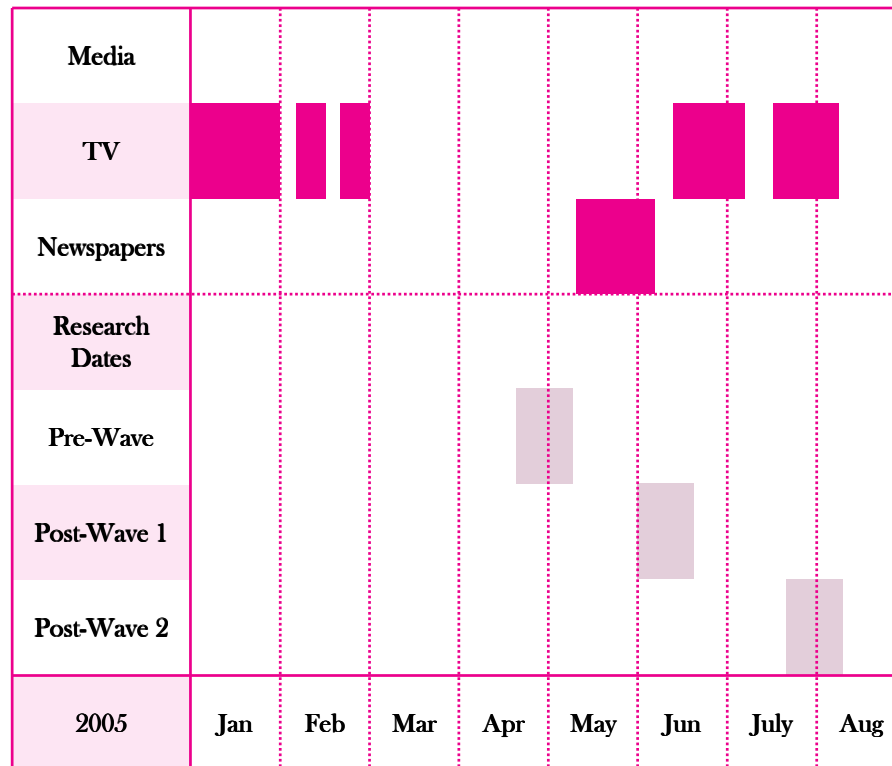
Stills from TV

To evaluate the effectiveness of newspapers (compared to running a further TV burst) in building quality credentials for the Toyota Avensis.

To increase brand identification and strengthen consideration and commitment.



Tracking *the advertising*



The campaign was tracked amongst a national sample of men aged 25-55 years, ABC1 (90%) and C2DE (10%), who had bought or intended to buy a new car in £14-21K price bracket within 2 years.

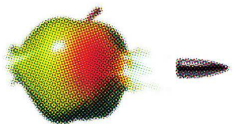
Hall & Partners' research measured the target's relationship with Toyota Avensis pre to post the advertising. The main scaled measures included:

Brand commitment: likelihood to purchase Toyota Avensis

Brand Familiarity: depth of knowledge of the brand

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

- *Newspapers only*
- *TV only*
- *TV + Newspapers*



The Findings – *The top line*

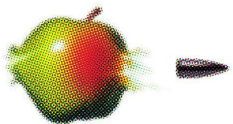


Newspaper Creative

The national newspaper campaign outperformed a further burst of TV in building quality perceptions, brand knowledge and consumer involvement.

Newspapers prompted a significant lift in brand commitment.

Newspapers were *twice as cost effective* as the subsequent TV burst in generating brand familiarity and quality perceptions.



Toyota *endorsed the use of newspapers for brand building*

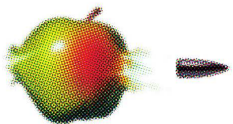


“We knew that newspapers were a strong medium for reaching our male target audience, but I was initially unsure whether newspaper ads were ideal for communicating quality. Newspapers allowed us to build on the TV campaign and express the deeper quality story for Toyota Avensis.

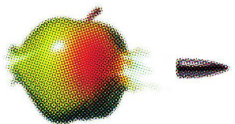
I was particularly impressed by the way that the ads looked in the papers. The car clearly came across as stylish and elegant”

Robin Giles

*General Manager, Marketing Communications,
Toyota plc*

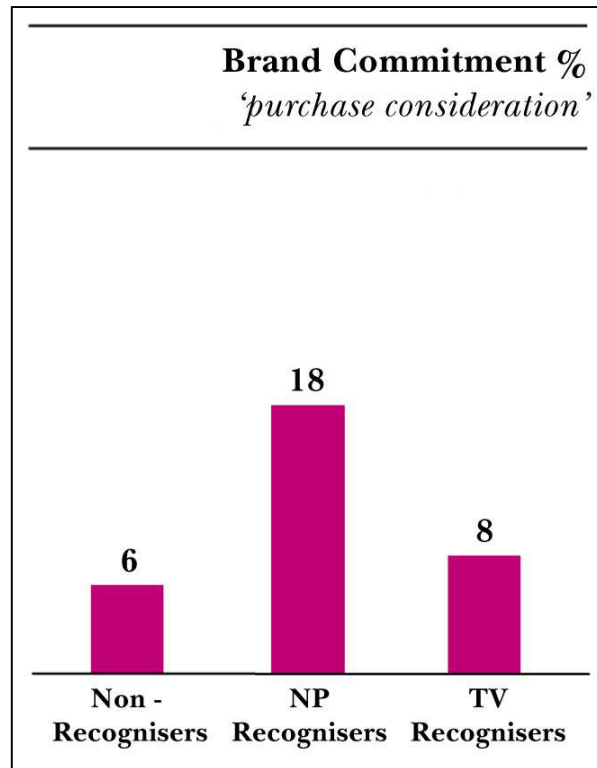


Detailed *results*



Campaign Objectives Execution *Results*

Seeing newspaper ads *trebles brand commitment*

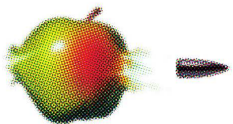


Source: Hall & Partners

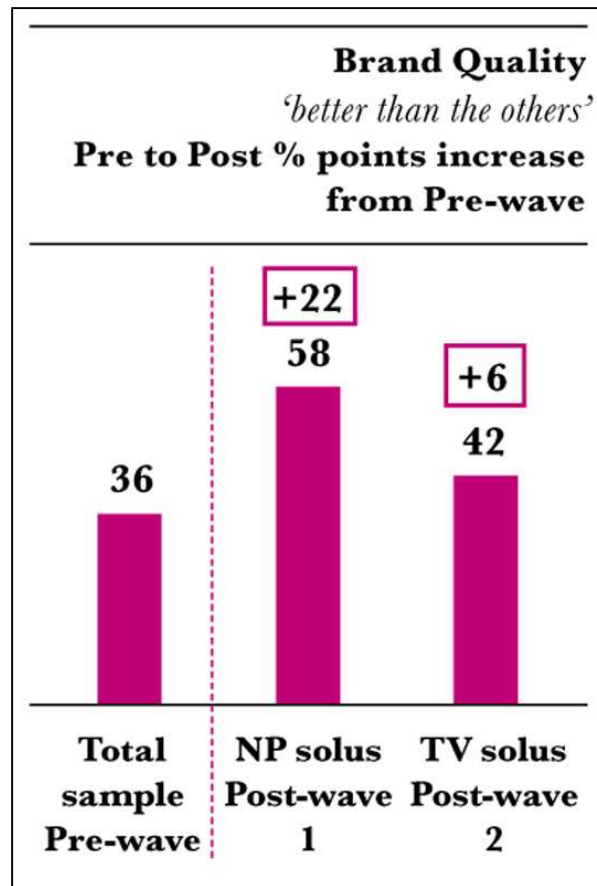
3 times as many people in the newspaper sample agreed that the Avensis would be *the first, or one of the first* they'd consider, compared to those not seeing newspaper ads.

Overall, 52% of people seeing newspaper ads placed the Avensis in their consideration set, compared with 29% of non-exposed. Rejection levels also decreased significantly.

The further burst of TV was less powerful in raising preference levels.



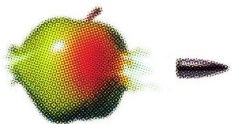
Newspapers *drive quality perceptions*



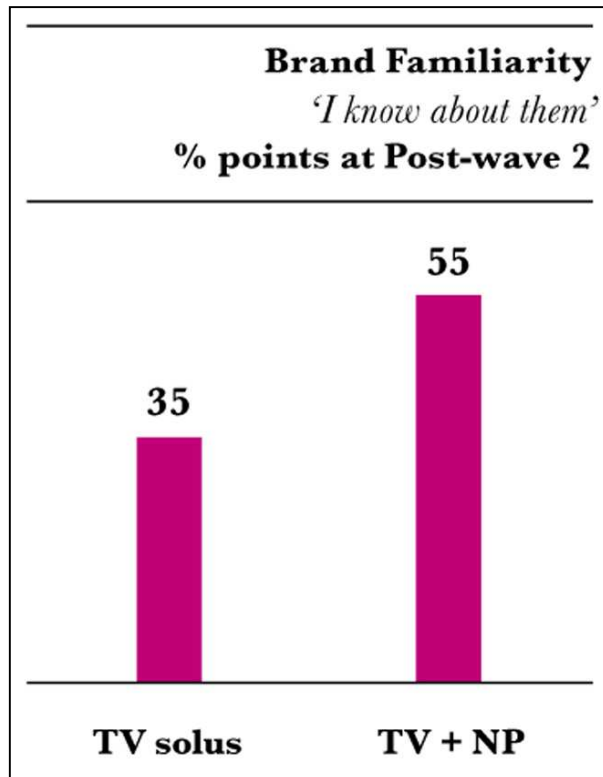
Source: Hall & Partners

Newspapers outperformed a further burst of TV in delivering the primary objective of improved quality perceptions for Toyota Avensis.

Newspaper advertising highlighted specific quality benefits, leading to significant shifts in appreciation of the car's quietness, quality feel and superior diesel engine.



Adding newspapers *boosts brand knowledge*



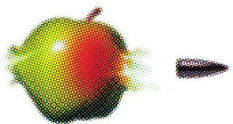
Source: Hall & Partners

People who saw *both* TV and newspaper ads felt substantially more knowledgeable about the Toyota Avensis than people seeing TV alone.

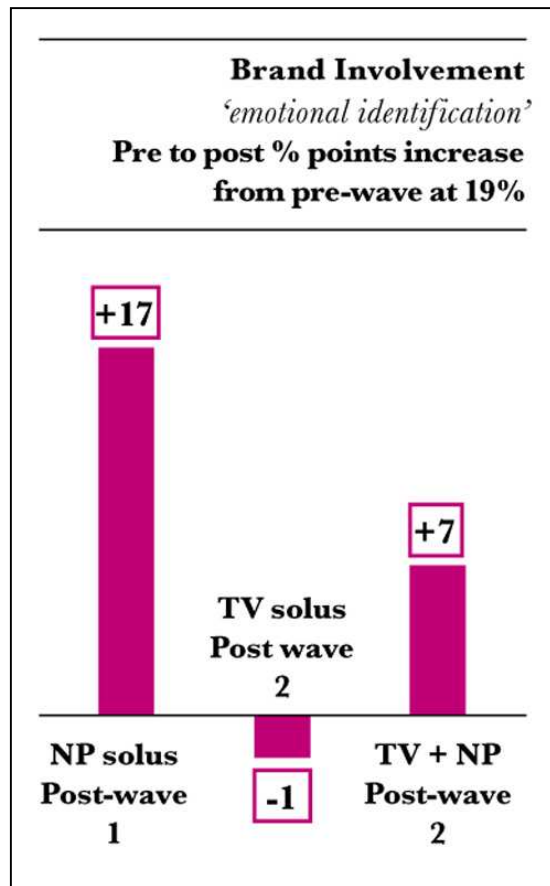
The newspaper ads provided relevant information, creating 10% points more re-appraisal than TV:

Newspapers solus 31%

TV solus 21%



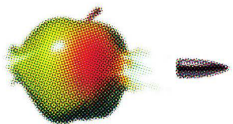
Newspapers *build strong emotional engagement*



Source: Hall & Partners

Newspaper advertising sparked high levels of emotional identification.

Brand involvement among those seeing the newspaper campaign was 17% points higher than pre-campaign.



National Newspapers *cost-effective for raising brand familiarity and quality perceptions*

	Post-wave 1 NP solus	Post-wave 2 TV solus
Brand Familiarity (%)	56	35
Brand Quality (%)	58	42
Cost (£ Thousands)	1022	1386
Cost per % Familiarity (£ Thousands)	18.3	39.6
Cost per % Quality (£ Thousands)	17.6	33.0

Newspapers were extremely cost-efficient in developing depth of knowledge and quality credentials.

The cost of achieving each % point of familiarity and brand quality among those seeing only newspapers was *half the cost* of the subsequent TV.

Source: Hall & Partners

