

What Makes a Great Newspaper Ad?

“Measuring Advertising Effectiveness”

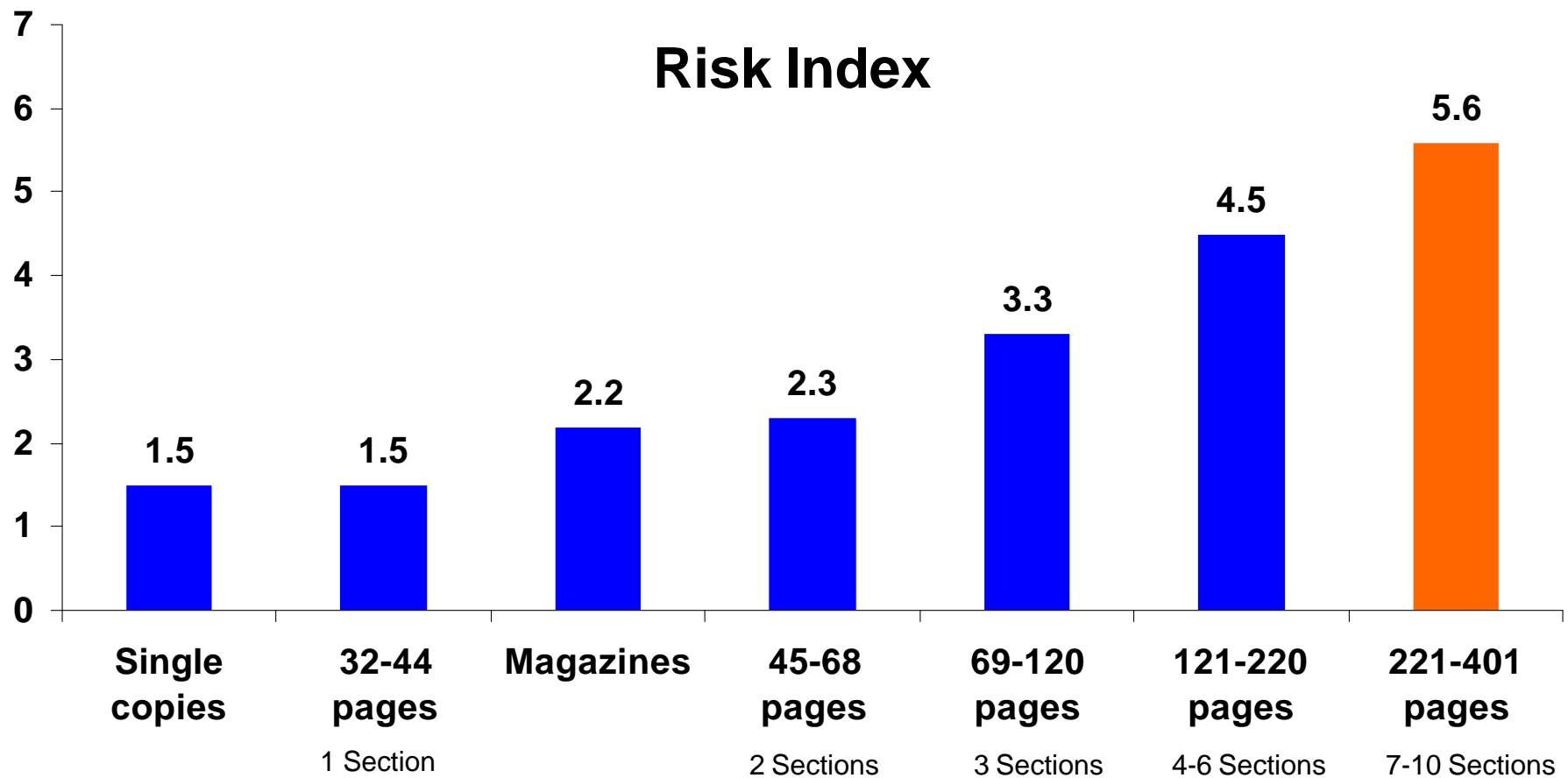
NAA Marketing Conference 2007

Overview

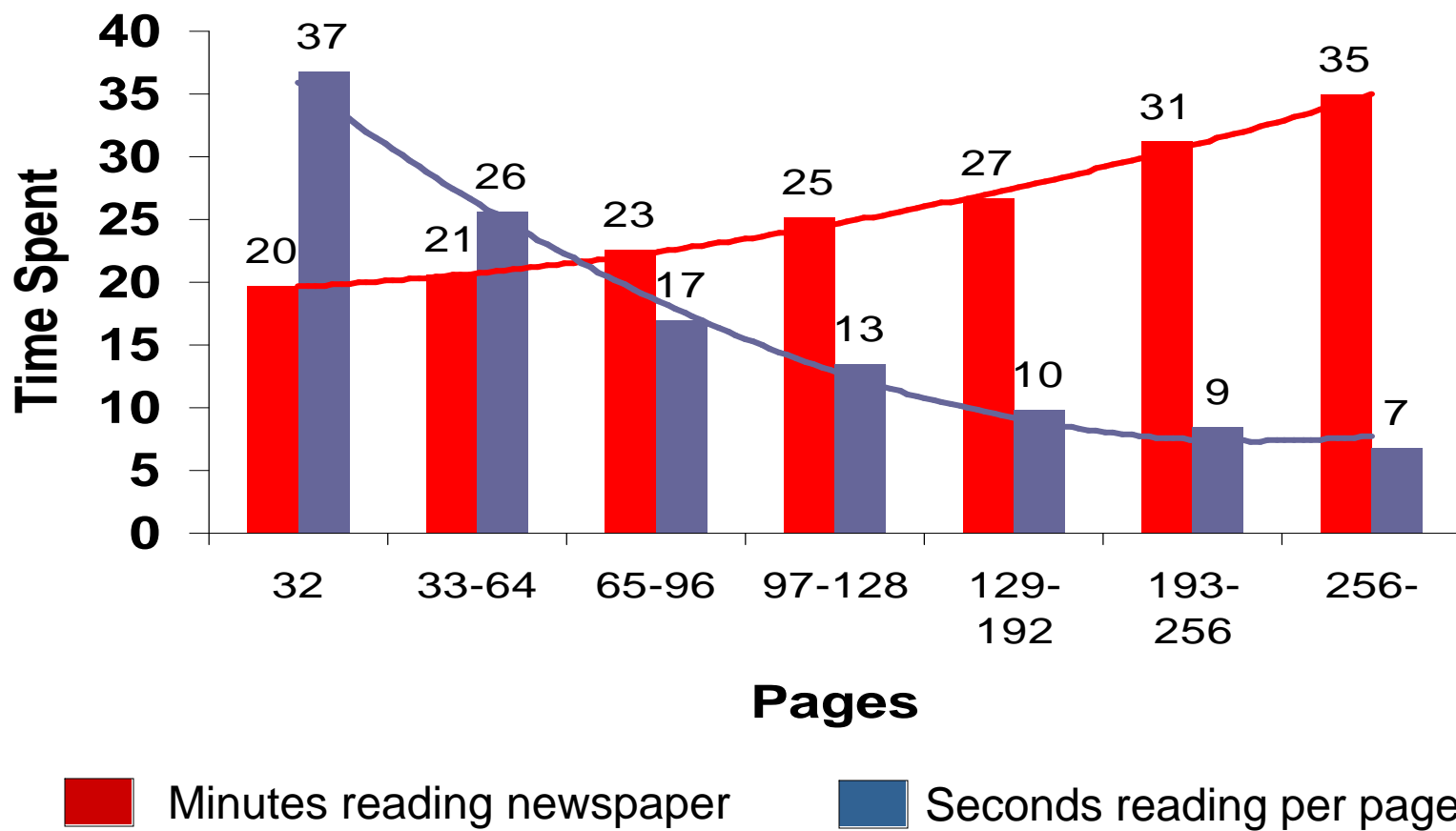
- Why study newspaper ads?
- Can “great newspaper ads” be measured and analyzed?
- The message of “great newspaper ads” should be on target.
- Are position, section, placement, size, or color the keys to a “great newspaper ad”?
- WEB and Editorial

Why study newspaper ads?

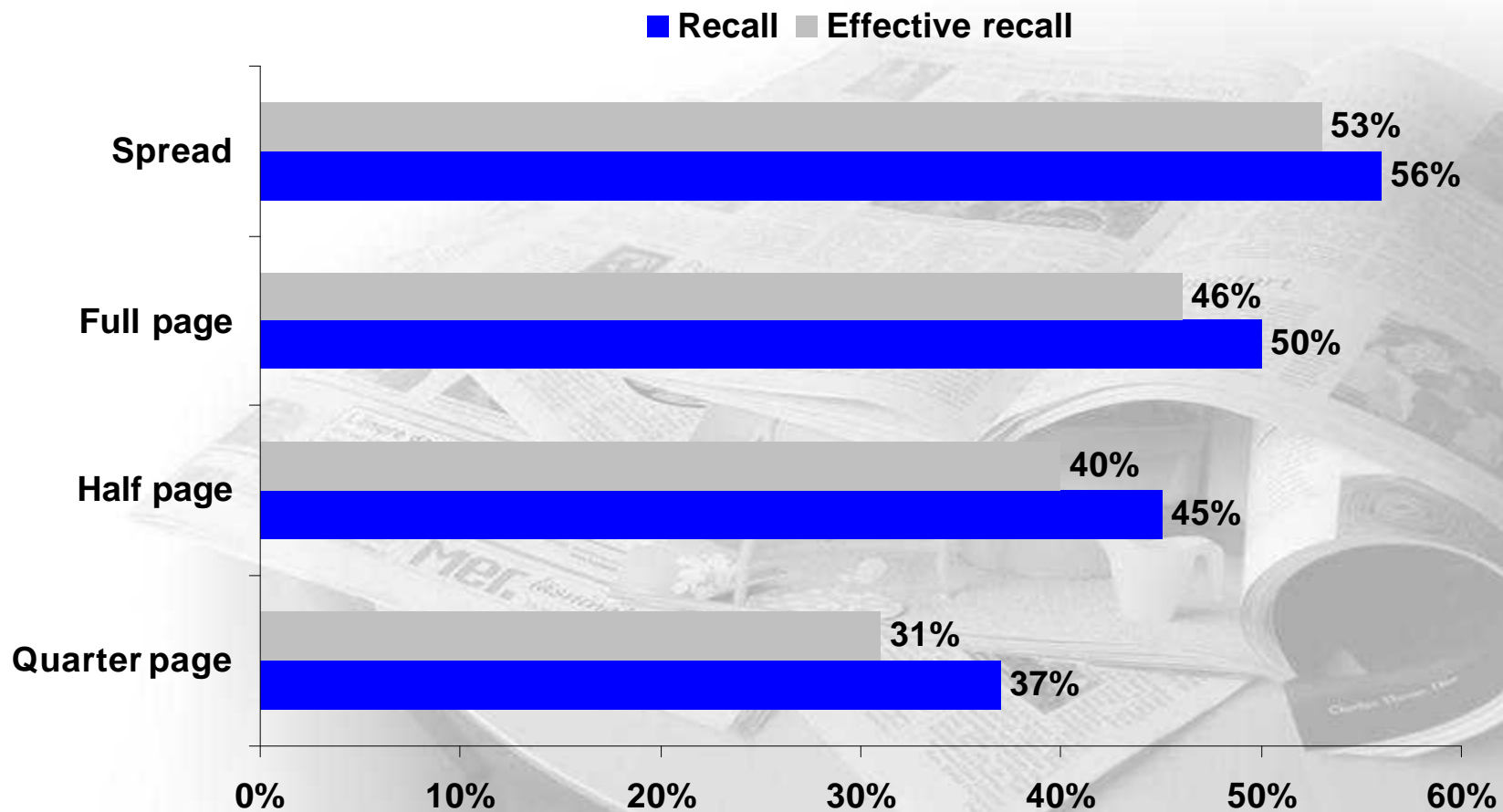
Need for measuring ad effectiveness



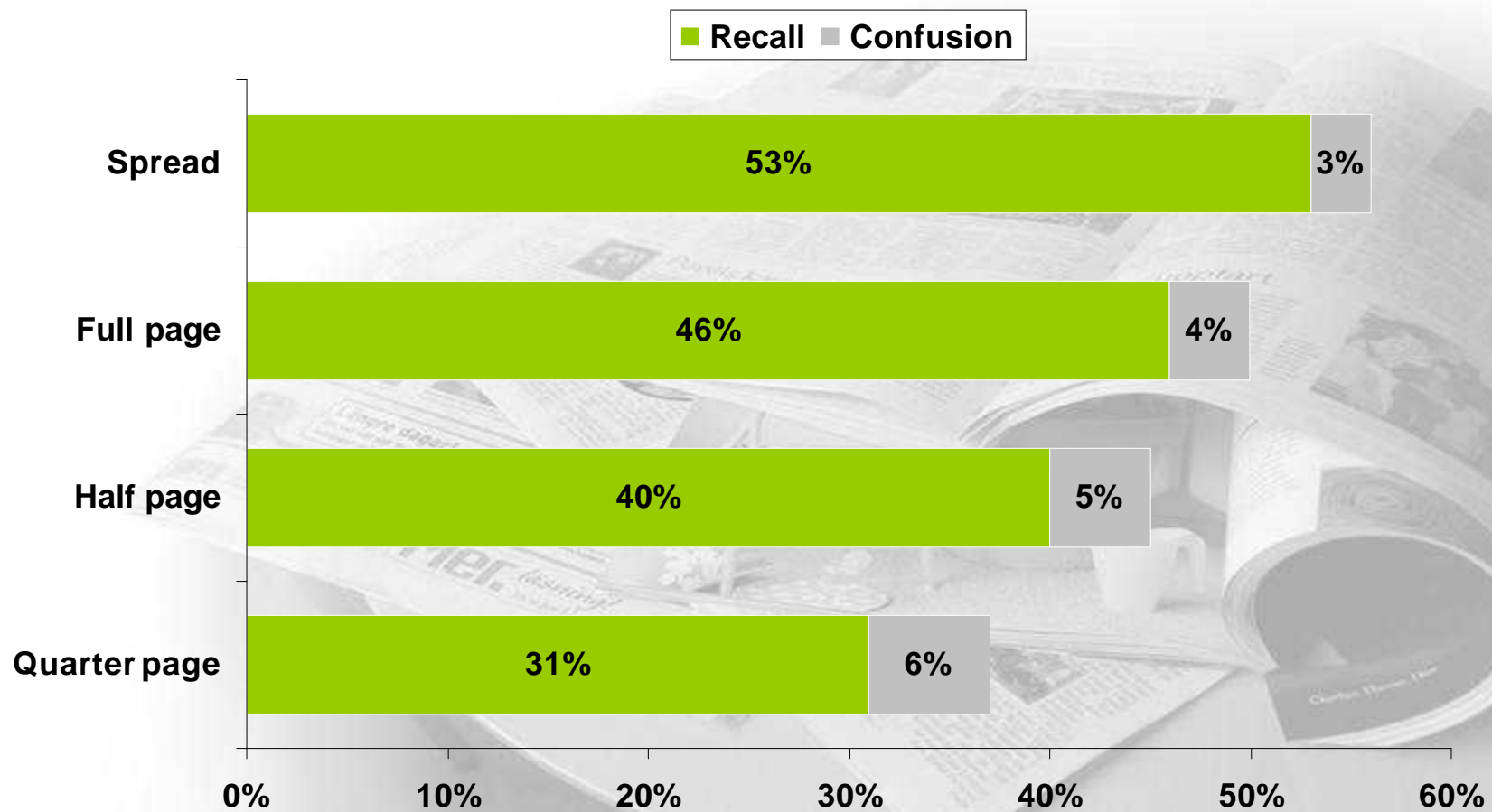
Time reading pages



Ad recall and effective recall in USA (section 1)



Effective recall and confusion - USA





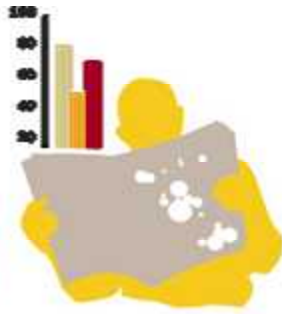
Can “great newspaper ads” be measured and analyzed?



Information Processing



Perception



Attention



Cognition



Emotion



Memory



Behavior

Four critical areas of measurement


Ad Recall

Brand


Appeal

Usefulness



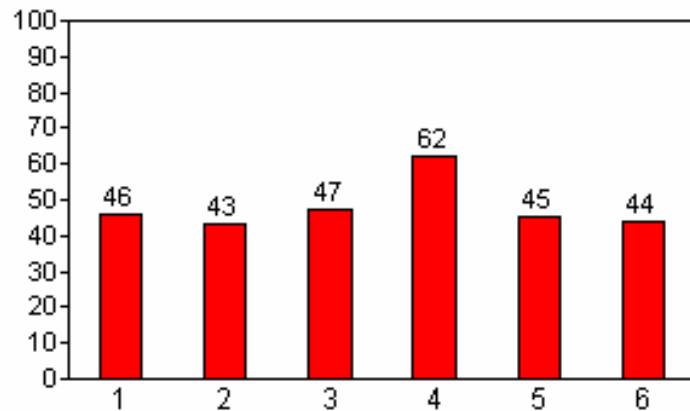


The message of “great newspaper ads” should be on target.

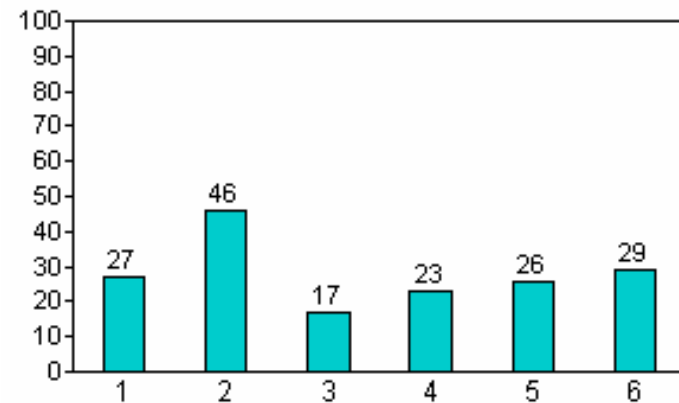


Who is looking at the advertisement

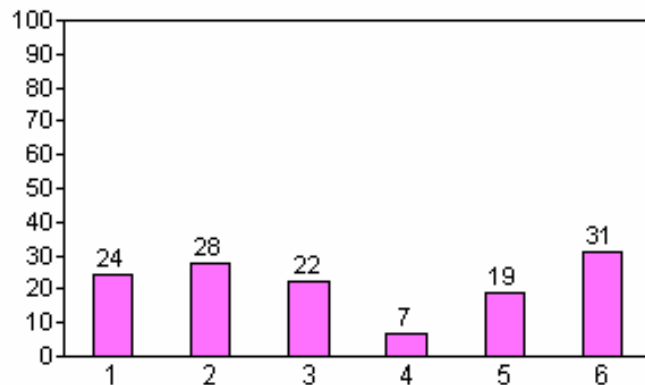
Ad Recall



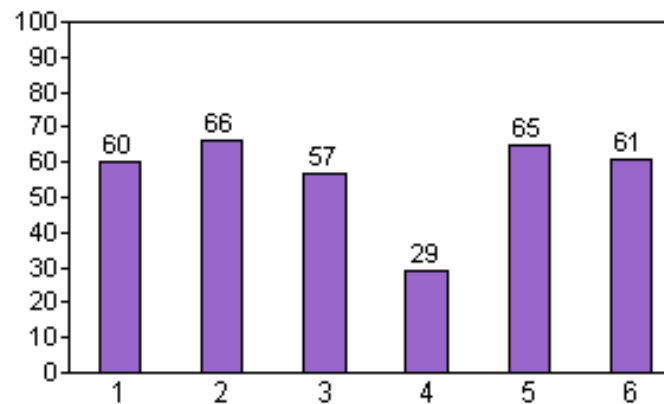
Total marks



Fresh approach



Sender identification



- 1 = All
- 2 = Men
- 3 = Women
- 4 = 16 to 29
- 5 = 30 to 49
- 6 = 50 plus

Case Study – Neutrogena Ad

IMPROVES YOUR GAME FACE

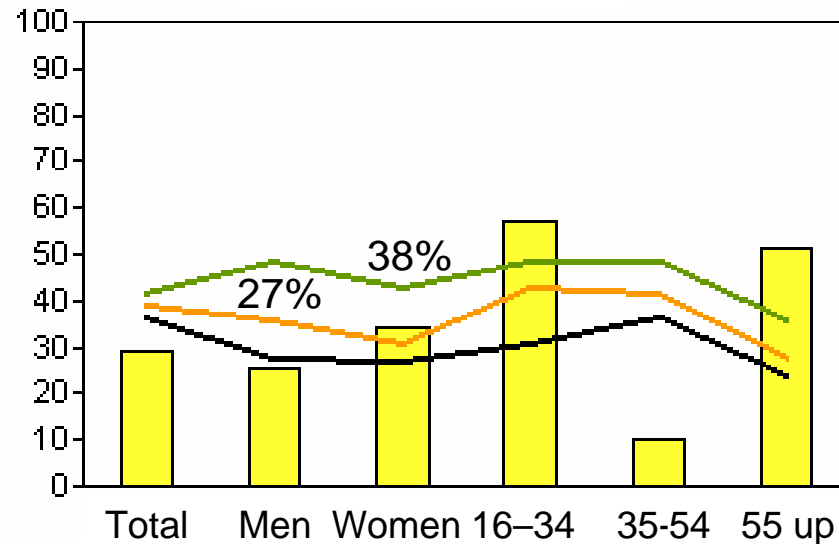


Neutrogena MEN

Men's Product
Color Ad, half page
In Sports Section

Women gave it higher marks ??????

Suitable for me



Case Study – HBO targeted reach



HBO intended to move 80% of its print budget to a competitor.
HBO believed the competitor had better demographics for their target viewers


The newspaper responded with a measurement of an ad on
the HBO series “Big Love.”

HBO® **BIG LOVE**




Results: Excellent ad recall
Hit HBO target demos

El Universal saved the HBO Budget

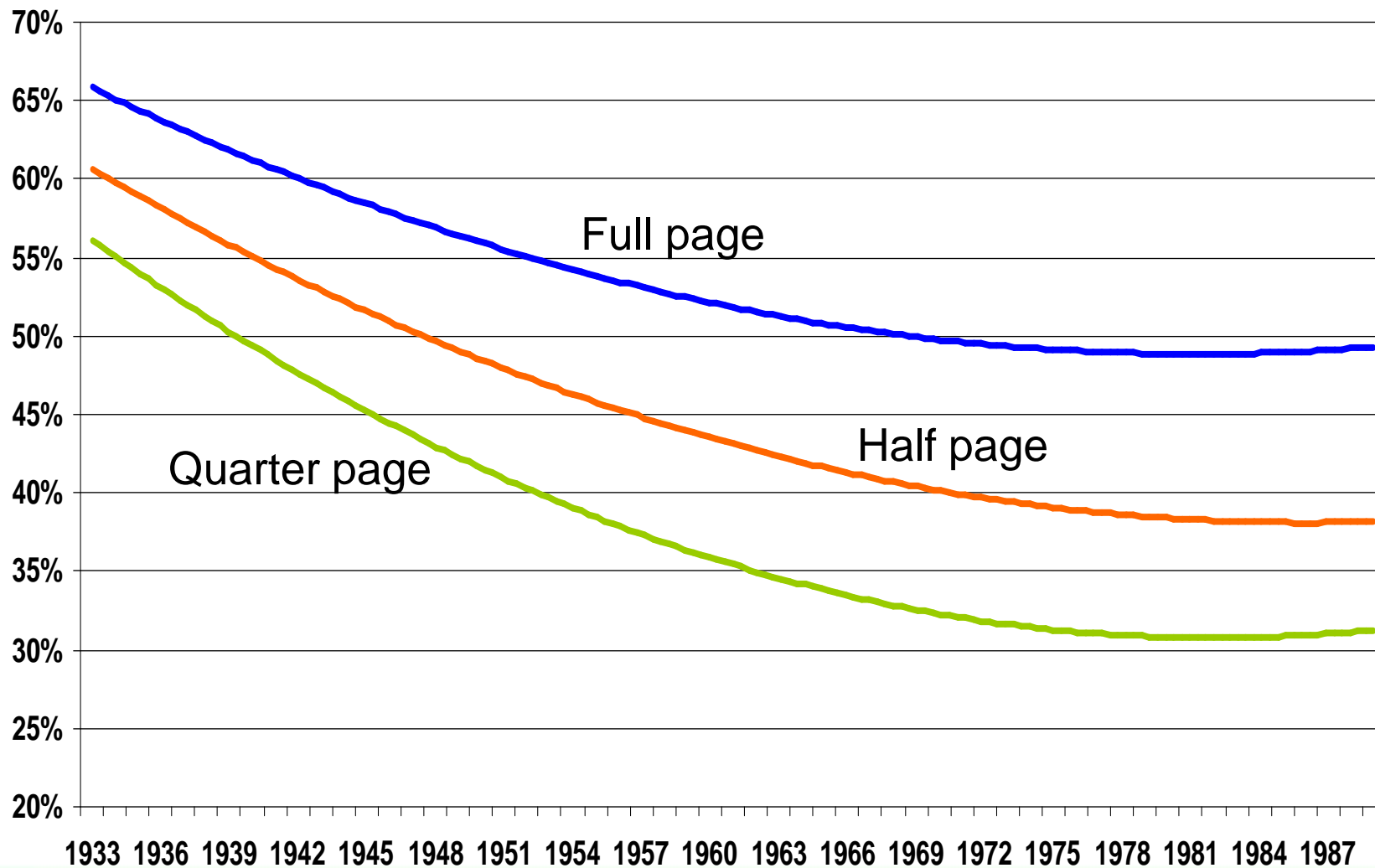


Are position, section, placement, size, design or color the keys to “great newspaper ads”?



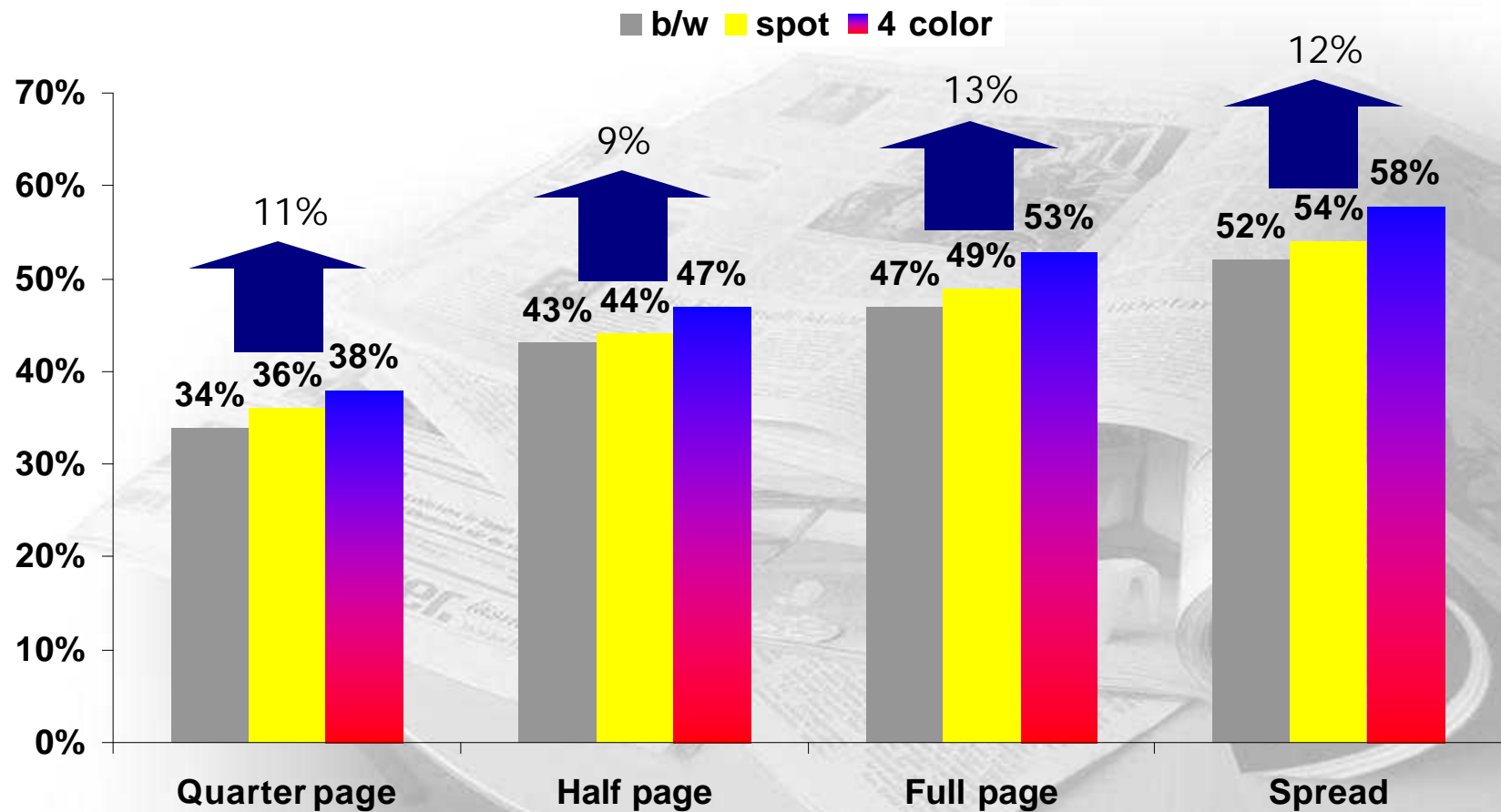
Ad Size

Ad size- relating ad recall to age

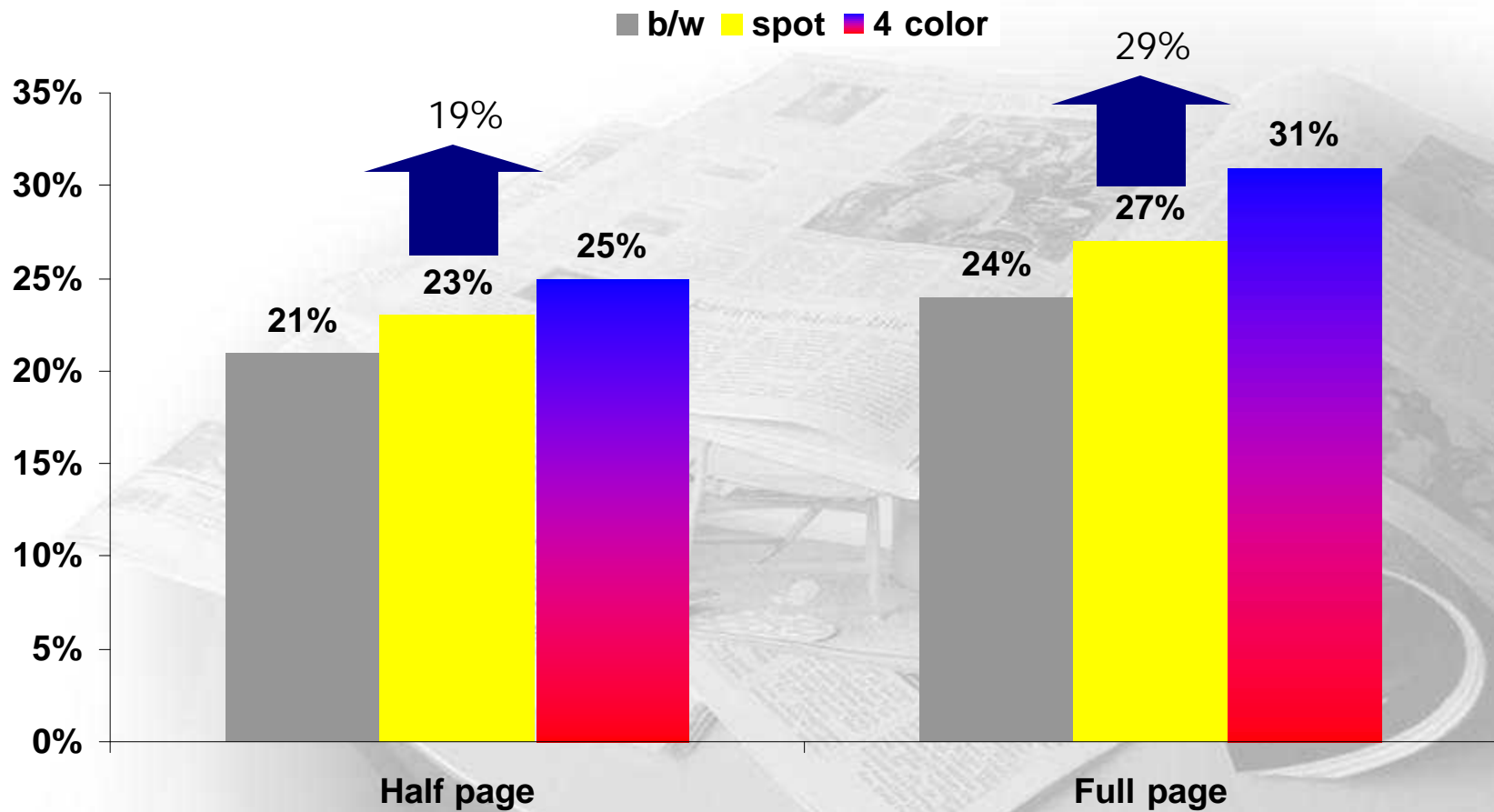


Ad Color

Ad recall in USA (display, section 1)



Ad recall in USA - Classified



Ad Position

Ad Position— Chili's case study



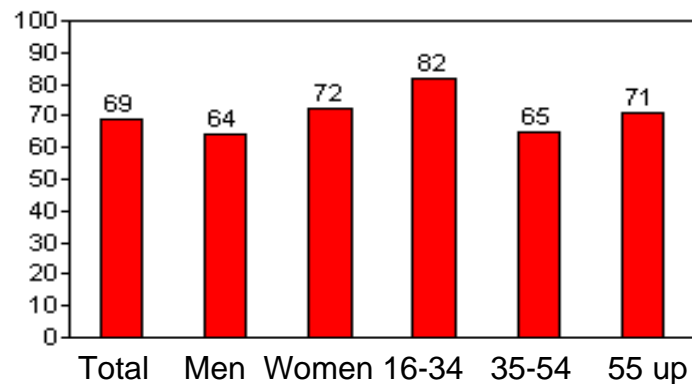
Chili's Requested: First Section
Right Hand Page
Near the front

Chili's Ad Ran: Page 80
Left Hand Page
Not Near the front

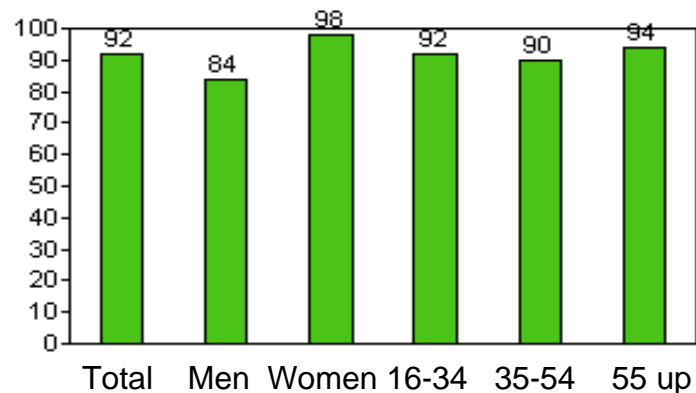
One very unhappy customer!

Ad Position— Chili's case study

Ad Recall



Benefit



Results of ad measurement:

- 69% ad recall!
- 92% benefit to me!

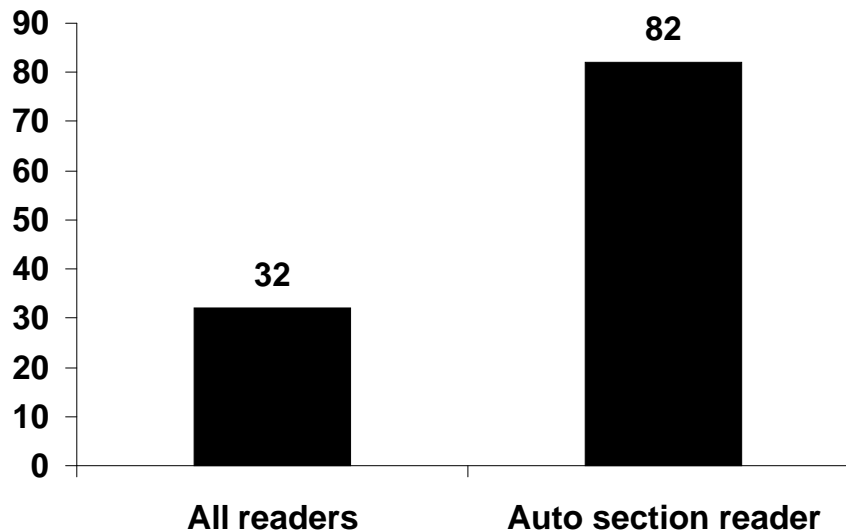
• This was also supported by an excellent response from the customers.

Response of Advertiser:

- One Very Happy Customer!

Section Placement- Affinity

With 39% of the total readership reading the auto section, the ad recall changes from 32% of the total to 82% for the reader of the auto section



RandallNoe.com
Say Yes to the Noe Family Plan

NO DEALER ADD-ONS **Randall Noe Will Beat Any Deal!** **FREE BEDLINER** IN ALL F-150S TRUCKS!

2005 F150 SUPERDUTY LARIAT MSRP \$24,570 NOE FAMILY PLAN \$24,490	2005 HONDA MSRP \$15,325 NOE FAMILY PLAN \$11,990	2005 FORD MSRP \$19,990
2005 F150 SUPERDUTY XLT MSRP \$21,737 NOE FAMILY PLAN \$19,990	2005 ESCAPE SPORT TRAC MSRP \$19,061 NOE FAMILY PLAN \$17,990	2005 FORD MUSTANG MSRP \$26,316 NOE FAMILY PLAN \$26,490
2005 EXPLORER MSRP \$26,164 NOE FAMILY PLAN \$18,790	2005 F150 F-150 MSRP \$14,490 NOE FAMILY PLAN \$13,990	2005 FORD TRAC MSRP \$22,335 NOE FAMILY PLAN \$20,990
2005 FORD MUSTANG MSRP \$27,893 NOE FAMILY PLAN \$25,990	2005 FORD SUPERDUTY MSRP \$24,338 NOE FAMILY PLAN \$22,490	2005 FORD FOCUS EX4 MSRP \$11,998 NOE FAMILY PLAN \$10,690
2005 HONDA CRUISE MSRP \$22,990	2005 ESCAPE MSRP \$16,990	2005 HONDA CRUISE MSRP \$21,839 NOE FAMILY PLAN \$17,930
2005 HONDA CRUISE MSRP \$21,988	2005 HONDA CRUISE MSRP \$19,330 NOE FAMILY PLAN \$18,490	2005 HONDA CRUISE MSRP \$26,990

1-800-325-0349
1600 West Moore, Highway 88 @ 205
Live! 20 minutes from Dallas! Or DFW and Houston! (Interstates)

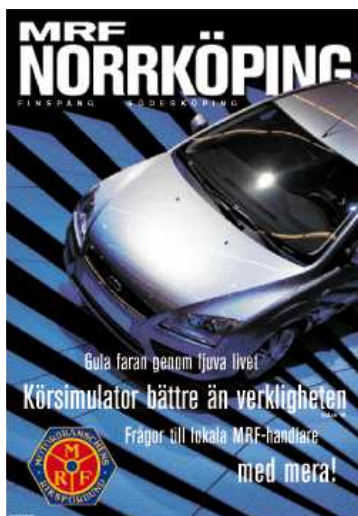
Ad Brand Awareness

Brand Awareness- Case Study MRF

Norrköpings Tidningar

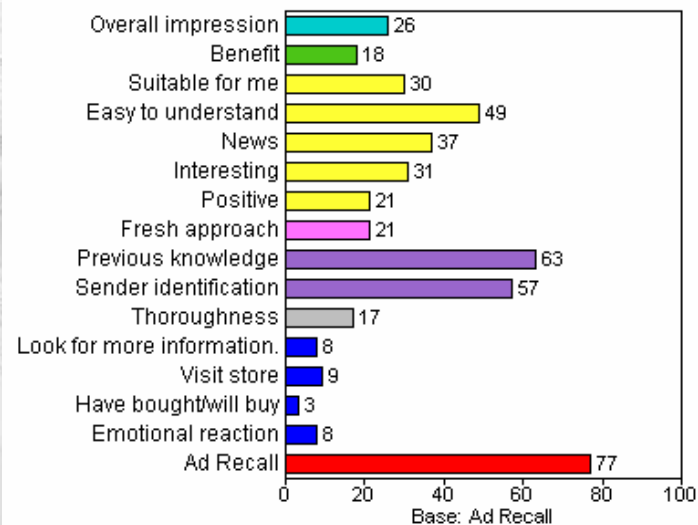
- Regional Auto Dealers Association
- Wanted own identity
- Move entire ad budget from newspaper
- Start MRF newspaper

Brand Awareness- Case Study MRF



Norrköpings Tidningar

Group meetings with dealers
Determined advertisers needs
Designed a marketing strategy



Brand Awareness- Campaign Results

Dealer Auto Sales Results

8-15%

Q4 2005

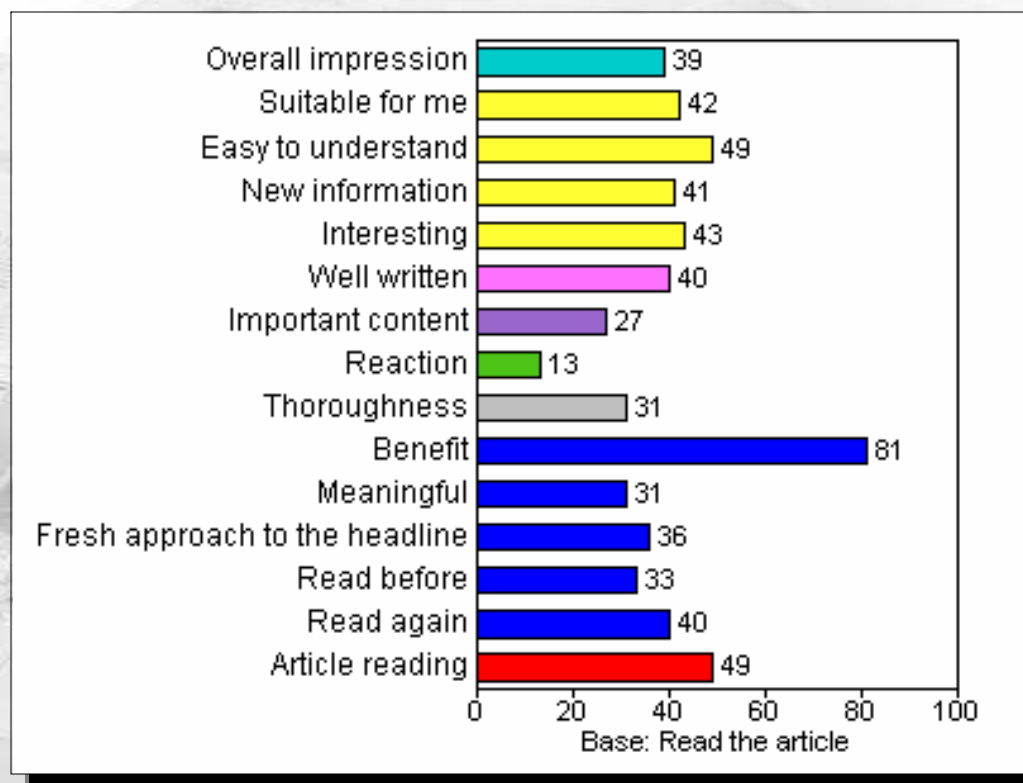
12-21%

Q1 2006

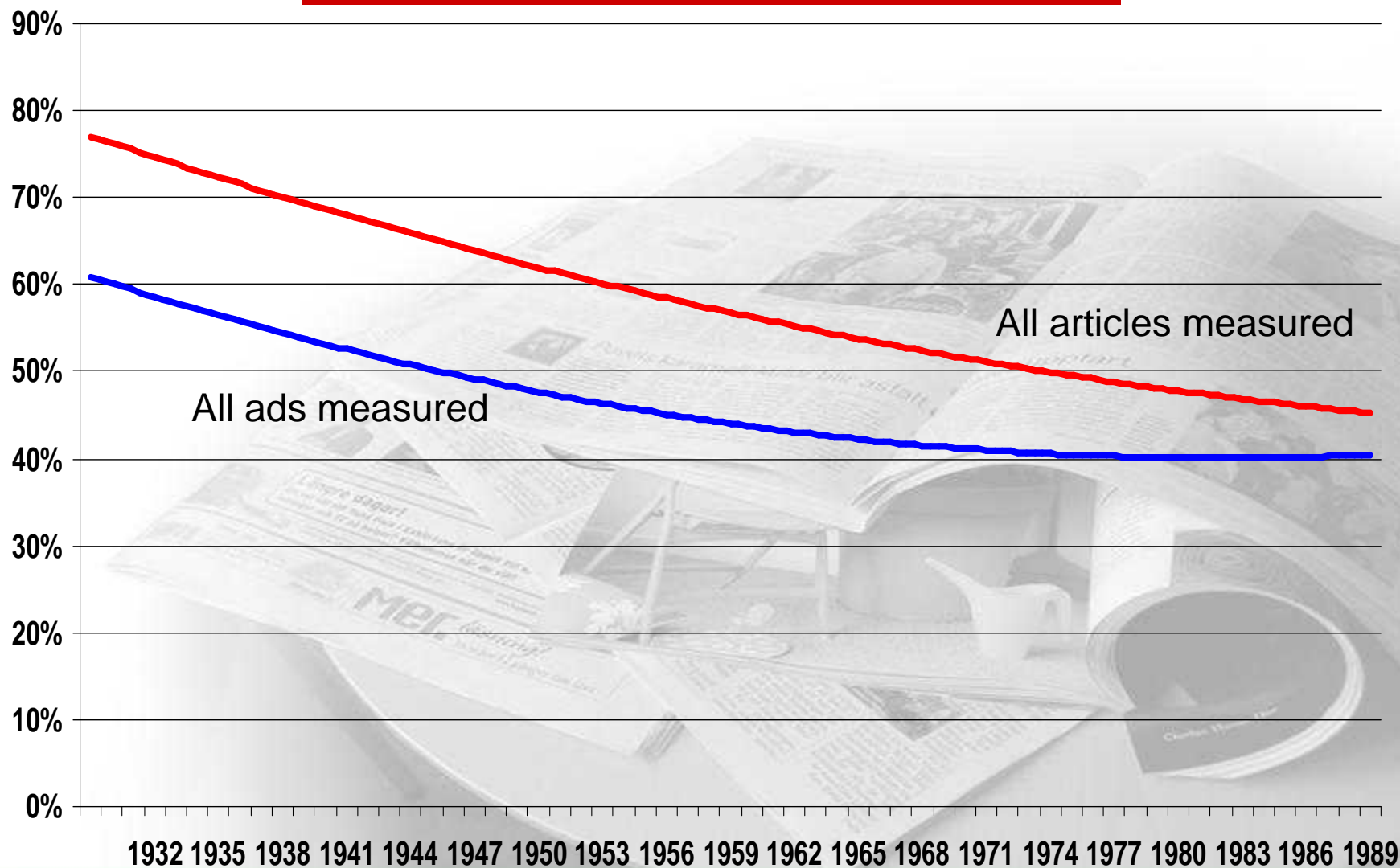
Ad Environment



Quality Editorial makes “great newspaper ads”



Ad/Article recall by age



Concepts for "Great Newspaper Ads" also make great Web Ads


The screenshot shows a newspaper website interface with the following elements:

- Top Navigation:** "Gratis paketinslagning lördag 16 december" and "MARIEBERG CENTRUM".
- Main Article:** "Två män åtalas idag för rånförsök mot Rusta".
- Left Sidebar:** "SENASTE NYTT" with a list of headlines and timestamps.
- Right Sidebar:** "NA webb-tv" and "SENASTE SÄNDNINGEN".
- Bottom Section:** "Nya Mercedes-Benz E-Klass" advertisement and "Biltjuv voltade med bilen och klämdes fast".



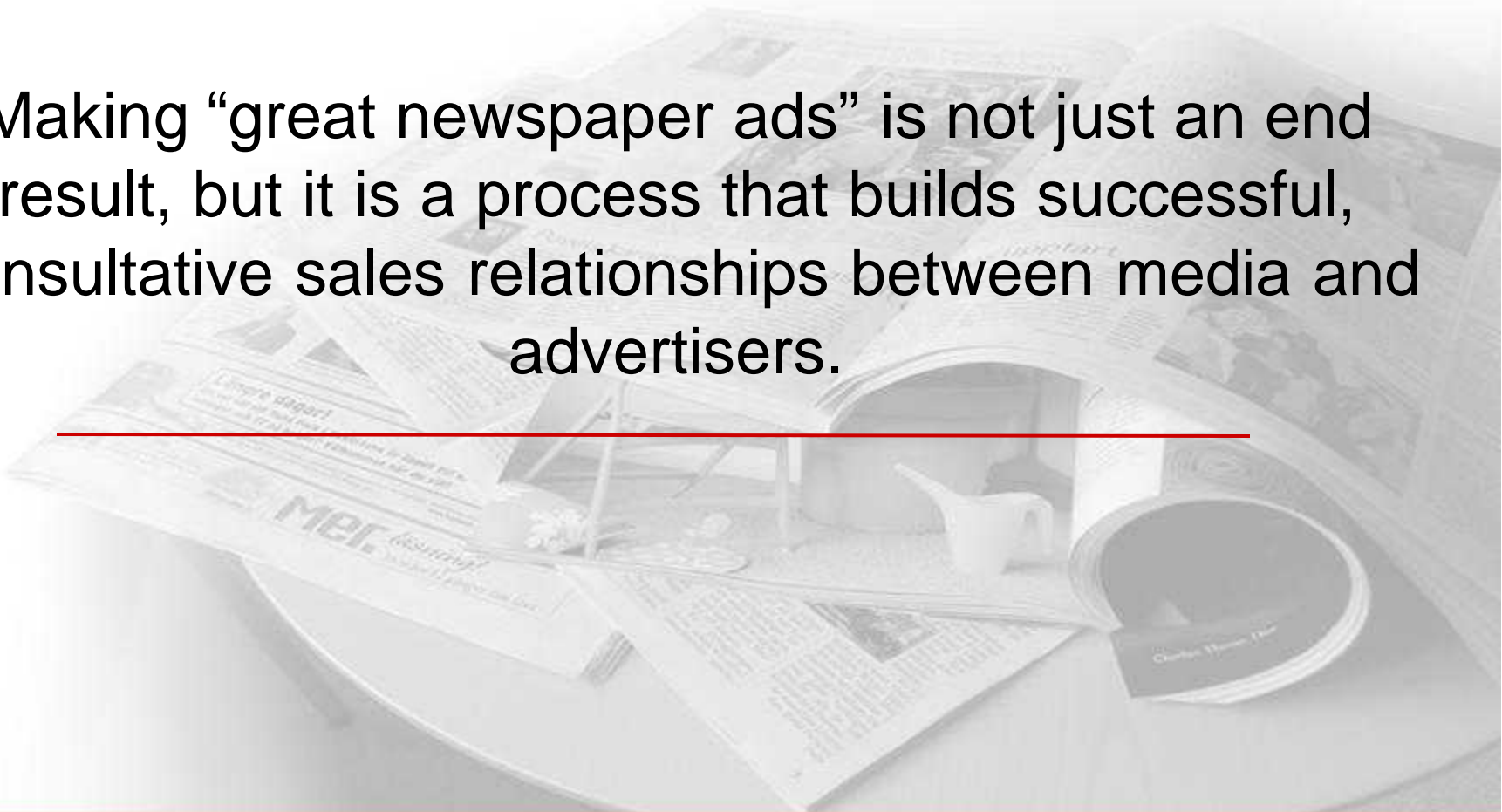
“Great Newspaper Ads”

- Size
- Color
- Position
- Effective recall
- Time spent reading matters
- Ad ratio and page number.
- Frequent advertisers
- The reader predisposition
- All ads and campaigns can improve



Summary Statement

Making “great newspaper ads” is not just an end result, but it is a process that builds successful, consultative sales relationships between media and advertisers.



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Data Sources: The data within this presentation was derived from the Research And Analysis (RAM) database of 4.8 million interviews