

Creative Use of the Medium

High Impact Executions #3

Make your advertising irresistible to your customers. Innovative, interactive, high impact executions like video-in-print, elnk or augmented reality are sure to grab attention and demand an extra level of reader engagement. These creative elements add significant value to the advertising message.

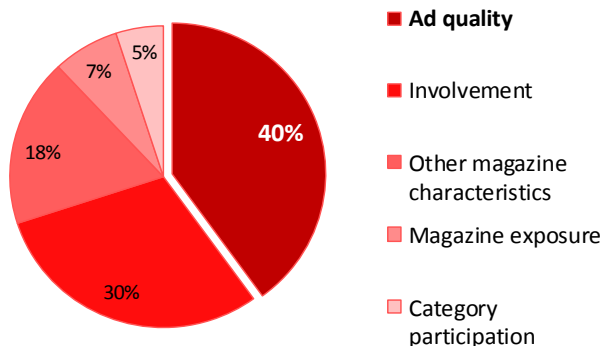
Innovative/Interactive Executions

Innovative or interactive executions are a sure way to engage consumers. Compared to already high ROP (run of press) ad norms, innovative executions make a splash:

	ROP Norm	Total	Male	Female
(7-10 out of 10)	Index	<i>Index</i>	<i>Index</i>	<i>Index</i>
Interesting	100	131	144	119
Innovative	100	144	136	152
Visually Appealing	100	140	133	147
Eyecatching	100	125	120	130
Average Scores	100	136	134	138

Source: Exploration of Magazine Advertising Formats, Starch Research

Research also tells us that ad quality and involvement are key drivers of advertising recall. These qualities are seen to be important features of creating consumer engagement



Source: Identifying Key Metrics for Magazine Planning, Ware (Meredith Corp.), Baron (DRAFTFCB) & Edge (Knowledge Networks), worldwide Readership Research Symposium (Prague). Base: 27% of ad recall that could be explained.

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When looking for ways to make your ads irresistible, contact Magazines Canada or visit www.magazinescanada.ca for examples of how magazines may be put to work for you.

Video-in-Print



Paper-thin, video screen capable of playing short videos

Video play buttons

elnk



elnk messages flash and scroll across the page

Augmented Reality



Hold a special scan Code (QR Code) in front of a webcam to trigger specific actions, e.g. play a video, and much more