

Communication Effectiveness

The 5-Second Communication Solution

What can a magazine advertisement communicate in the amount of time it takes to read this sentence? The answer may surprise you. A group of consumers were given just five seconds to view a magazine ad. During that time, each respondent's focal points on the ad page were tracked electronically. These focal points tend to cluster in three key areas: the advertised product, the strategic benefit(s) and brand names/logos. Each numbered, coloured square indicates the first, second and third point on the page that each respondent saw.

Example 1



Consumer Benefit

Product

Branding

Example 2



Example 3



Branding

Consumer Benefit

Product

Branding

Example 4



Source: ClickResponse "MAGnify" Study, March 2005 (Rogers Media)

Conclusion

In today's time-compressed world, it is increasingly important that consumers quickly understand who the advertiser is, what's being advertised and the key communication points for each product. In just five short seconds, magazines provide advertisers with a highly effective and timely communication solution. Put the five-second magazine solution to work for you.