

The Multiplier Effect

Adding Magazines Increases Purchase Intent

Industry research proves, time and time again, the value of a media mix in driving brand success. Dynamic Logic released a cross-media study revealing that magazines, in a media mix, drive purchase intent among those exposed to the ads.

The Study

1. 39 cross-media studies, each using television, the internet and magazines
2. Findings include health & beauty, auto, consumables and household products.

Findings

1. All three media produced similar increases in aided brand awareness as well as ad awareness.
2. Magazines contributed to brand favourability at 2.6 times that of TV.
3. The inclusion of magazines nearly tripled consumer purchase intent. The magazine ads were often found to contain more product information than the TV spots.

Key Learning

Magazines, added to TV and Internet, nearly doubled purchase intent across the 39 studies, a highly significant finding given purchase intent is a difficult measure to move. The study validates the work of academic researcher John Philip Jones (Syracuse University) supporting the sales effectiveness of magazine advertising.

Sources: Dynamic Logic Cross-Media Research Studies, MediaPost

