

Driving Purchase Intent

Magazines: The Medium of Action



In this age of accountability, marketers are making the shift from reach-based marketing to effectiveness-based marketing. That means media planners are approaching media differently, particularly in today's economic environment when budget cuts are forcing hard choices about which media will produce the best outcomes.

Reach-based planning focuses on the maximum number of eyeballs at the lowest cost which some are now calling "old thinking". However, effectiveness-based marketers are more focused on outcomes, based on their objectives and the cost to achieve them. In other words, how do you drive purchase intent for the lowest cost?

Magazines Drive Outcomes

The good news for magazines is research shows that magazines are "the medium of action". Effectiveness-based planning is driven by cost-per-impact: the cost to get one person to act in response to the advertising. Effectiveness-based marketers look beyond awareness as a marketing goal by driving purchase intent and doing it at the lowest cost.

Creating Awareness

A leading accountability researcher, *Marketing Evolution*, studied the cost of driving brand awareness. Research found that TV drives awareness most efficiently costing, on average, \$.98 cents for every person whose awareness of a brand increased. Magazines also performed extremely well costing \$1.08, just a 10% difference. Online contributed to awareness but at a more distant \$1.97. If awareness is the over-riding objective, marketers would be well-served to use TV with magazines in an important supporting role.

	Cost/Impact	Index
Television	\$.98	100
Magazines	\$1.08	110
Online	\$1.97	201

Driving Purchase Intent

When purchase intent becomes the marketing objective, the roles reverse: magazines play a starring role, with TV in the background. On average, it costs just \$1.23 per person whose purchase intent shifted due to magazine ads, compared to \$1.77 for TV (144 index) and \$2.61 for online (212 index). In fact, the cost to get one person to want to buy your brand via magazine advertising is not much more than it is to generate awareness of your brand.

	Cost/Impact	Index
Magazines	\$1.23	100
Television	\$1.77	144
Online	\$2.61	212

Consistent Findings



Time and time again, third-party research proves that magazines work hardest at driving purchase intent, both as a stand alone medium or in a media mix with television and/or the Internet. The *Marketing Evolution* study is additional proof that magazines drive action at the bottom of the purchase funnel. Magazines deliver purchase intent at a superior return on investment. Make the connection with magazines!

Source: *Magazines: The Medium of Action in a Slow-Moving Economy*, Publishing Executive, by Ellen Oppenheim, May 09