



Sales Scan

A Magazine Advertising
Effectiveness Study from ACNielsen

MPA

Magazine Publishers *of* America

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Executive Summary

Sales Scan examines the purchase behavior of consumer households that were exposed to specific campaigns in magazines, versus a matched group of households that were not exposed to magazine advertising. The impact of ten magazine campaigns running in the second quarter of 1998 were analyzed, as well as the relative sales impact of the advertising over time

Magazine Advertising Generates Short-Term Sales

- More households that were exposed to magazine advertising purchased the advertised product for 9 of the 10 brands measured
- Volume increased among magazine exposed households for 8 of the 10 brands measured
- Sales increased among magazine exposed households for 8 of the 10 brands measured

Magazine Advertising Generates Sales Over Time

- Households buying the advertised product increased at a greater rate - or declined at a lesser rate - among exposed households for 7 of the 10 brands measured
- Sales of the advertised product increased at a greater rate - or declined at a lesser rate - among exposed households for 6 of the 10 brands measured
- Share of the advertised product increased at a greater rate - or declined at a lesser rate - among exposed households for 6 of the 10 brands measured

Implications

- The **Sales Scan** findings provide clear evidence that magazine advertising effectively generated short term sales among those reached by the campaign for the majority of brands measured
- Magazine readers buy more - and spend more - on a host of packaged goods products
- The brands in the study generally ran minimum magazine weight levels (GRPs) compared to broadcast - an average of 5 to 30 magazine GRPs per week
- By increasing magazine weight, packaged goods advertisers can broaden the sales impact of their campaigns by increasing reach and frequency among prime prospects and buyers

Methodology

The ACNielsen Household Scanner Panel

ACNielsen's Homescan Consumer Panel captures actual consumer purchase information for approximately 50,000 households in the United States. Using in-home scanning technology, the Nielsen panel measures buying behavior across every outlet. Nielsen's Household Scanner Panel is demographically balanced to represent the national population.



The Survey Questionnaire

In July 1998, a four-color questionnaire was mailed to all Nielsen panel households. Using their hand-held scanners, each adult in the household was asked to provide their demographic profile, television viewing habits, and issue-specific readership during the second quarter 1998 of fourteen magazines. Respondents then downloaded their survey answers along with their weekly product purchase information. At the close of the survey in September 1998, a total of 78% of Nielsen households had responded.



The Magazines Measured

Better Homes & Gardens
Cosmopolitan
Family Circle
Glamour
Good Housekeeping

Ladies' Home Journal
McCall's
Parents
People
Reader's Digest

Redbook
TV Guide
Vogue
Woman's Day

The Brands Measured

Using published advertising reports from Competitive Media Reporting (CMR), the marketers that advertised in these magazines during the second quarter 1998 were identified. Ten brands were then selected for analysis based on the following criteria:

- Incidence of scanned purchases among Nielsen panel members
- Sufficient magazine weight and frequency for the test period
- The number of test magazines in which the advertising appeared
- The percent of total magazine spending running in the test magazines

The Nielsen Analysis

ACNielsen then identified households that had the opportunity to be exposed to these specific campaigns, and a balanced group of households that were not exposed to the magazine advertising. Households were matched on respondents' demographic and geographic traits, as well as their television viewing habits.

The actual purchase behavior of each group was then computed for the pre-period (16 weeks prior to the on-sale date of the April issues) and post-period (16 weeks following the on-sale date of the April issues) to determine if households that were exposed to specific campaigns in magazines purchased more of the advertised product than households that were not exposed. Exposure was defined as:

- Exposed - *Principal shoppers who had the opportunity to be exposed to magazine advertising during the second quarter 1998 and who read a minimum of one April issue in which an ad for the brand appeared*
- Unexposed - *No member of the household read any magazine issue in which the advertised brand appeared*

The purchase behavior of both exposed and unexposed groups was then evaluated for the pre and post periods on the following effectiveness measures:

Brand Penetration The percent of households that purchased the advertised product

Volume The average number of ounces of the advertised product purchased for every 100 households

Dollars Spent The average dollars spent on the advertised product for every 100 households

Dollars Share The percent of sales that the advertised brand represents of total category sales

Campbell's Cream of Chicken Soup

Campbell's
GREAT TASTE IN NO TIME

Try this fast family pleaser from Campbell's and Minute Rice.

15 Minute Chicken & Rice Dinner

1 lb. of
2 small frozen chicken breasts
1 1/2 cups water
1 can (10.75 oz) Campbell's Cream of Chicken Soup

1 1/2 cups Minute® White Rice
2 cups fresh or frozen broccoli florets

1. Heat oil in large nonstick skillet on medium-high heat. Add chicken pieces. Cook 5 min. on each side or until cooked through. Remove chicken from skillet.
2. Add water, soup and seasonings; stir. Bring to a boil.
3. Stir in rice and broccoli. Top with chicken pieces. Cook on low heat 5 min. Serve.

*For calories, see nutrition label. © 1998 Campbell Soup Company. Campbell's is a registered trademark of Campbell Soup Company.

Campbell's Makes Everything *Min!* *Min!* Better.

Advertiser Profile

Q1/98 (the pre-period)

Magazines	\$0	
Television	\$3,600,000	(100%)
Total	\$3,600,000	(100%)

Q2/98 (the test period)

Magazines	\$800,000	(31%)
Television	\$1,800,000	(69%)
Total	\$2,600,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages
- 5 issues in 5 measured magazines
- Average weekly magazine GRPs: 5
- Percent of total magazine spending in measured magazines: 94%

Campbell's Cream of Chicken Soup

The Magazine Campaign's Results

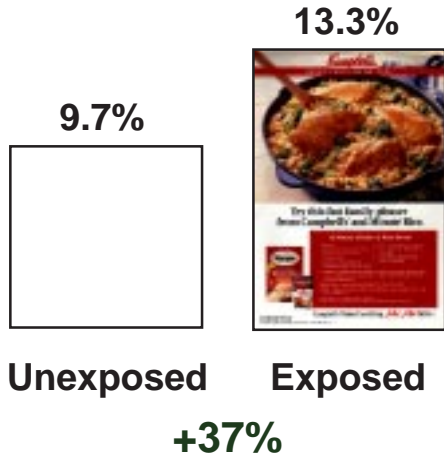
Sales Results During the Test Period

- The proportion of households buying Campbell's Soup was 37% higher among households exposed to magazine advertising
- Magazine exposed households bought 27% more volume than unexposed households
- Magazine exposed households spent 28% more on Campbell's Soup than unexposed households

Sales Results Over Time

- The percent of households buying Campbell's Soup decreased at a greater rate among unexposed households
- Spending on Campbell's Soup decreased at a similar rate among both exposed and unexposed households
- Dollar share for Campbell's Soup increased at a similar rate among both exposed and unexposed households

Campbell's Cream of Chicken Soup



Brand Penetration

The proportion of households buying Campbell's Soup was **37% higher** among households exposed to magazine advertising

Volume

Exposed households bought **27% more** volume than households not exposed to the magazine campaign



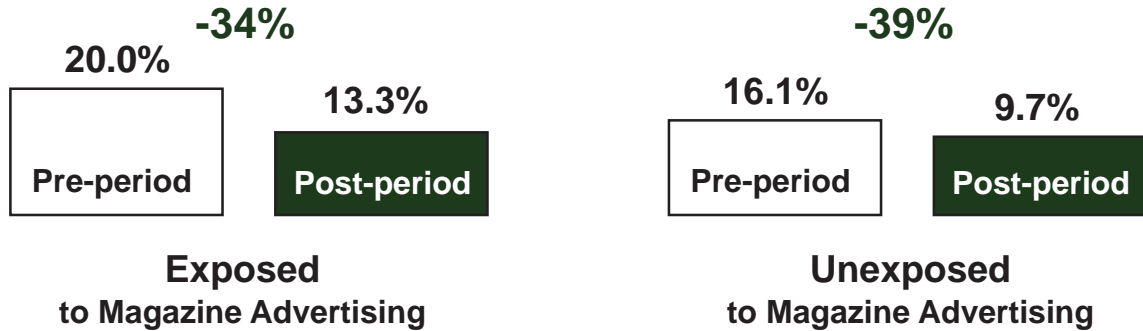
Dollars Spent

Exposed households spent **28% more** on Campbell's Soup than unexposed households

Campbell's Cream of Chicken Soup

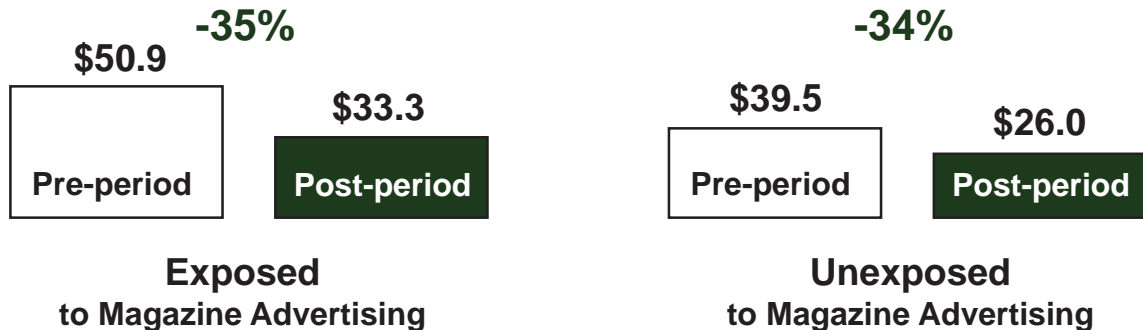
Brand Penetration

The percent of households buying Campbell's Soup decreased at a greater rate among unexposed households



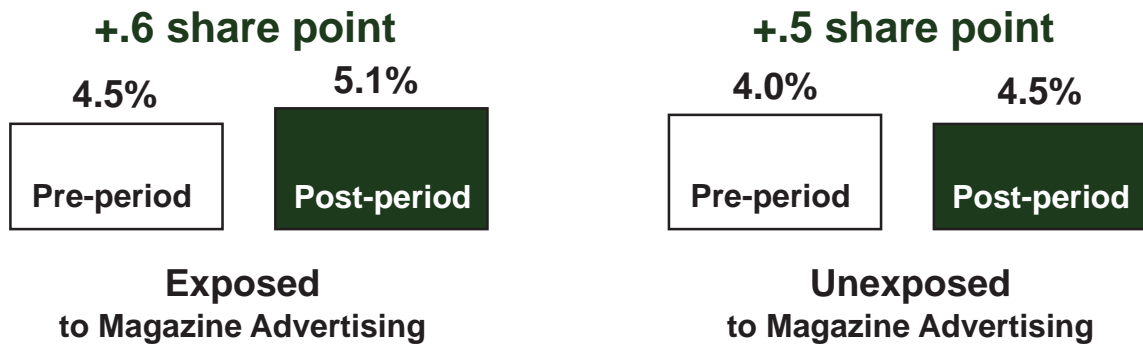
Dollars Spent

Spending on Campbell's Soup decreased at a similar rate among both exposed and unexposed households



Dollar Share

Dollar share for Campbell's Soup increased at a similar rate among both exposed and unexposed households



Cool Whip Topping



Advertiser Profile

Total Advertising

Q1/98 (the pre-period)

Magazines	\$800,000	(16%)
Television	\$4,100,000	(84%)
Total	\$4,900,000	(100%)

Q2/98 (the test period)

Magazines	\$2,600,000	(46%)
Television	\$3,000,000	(54%)
Total	\$5,600,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages, 4C half-pages, 4C one-third pages
- 25 issues in 9 measured magazines
- Average weekly magazine GRPs: 30
- Percent of total magazine spending in measured magazines: 97%

Cool Whip Topping

The Magazine Campaign's Results

Sales Results During the Test Period

- The proportion of households buying Cool Whip was 30% higher among households exposed to magazine advertising
- Magazine exposed households bought 31% more volume than unexposed households
- Magazine exposed households spent 35% more on Cool Whip than unexposed households

Sales Results Over Time

- The percent of households buying Cool Whip decreased overall, but at a lesser rate among magazine exposed households
- Spending on Cool Whip by exposed households decreased at almost half the rate of the decline among unexposed households
- Although share declined among all households, the decline among exposed households was less than that of unexposed households

Cool Whip Topping

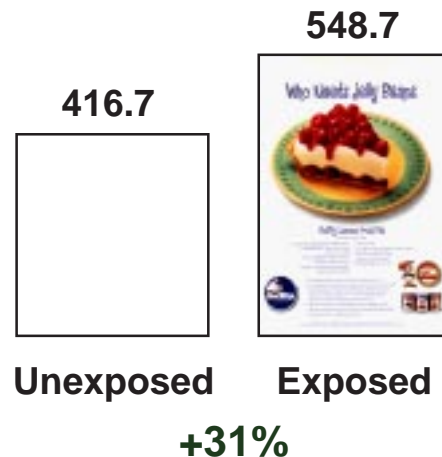


Brand Penetration

The proportion of households buying Cool Whip was **30% higher** among households exposed to magazine advertising

Volume

Exposed households bought **31% more** volume than households not exposed to the magazine campaign



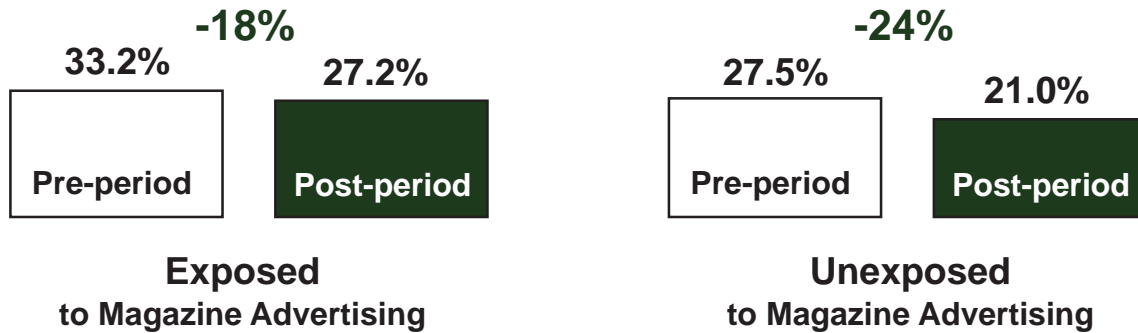
Dollars Spent

Exposed households spent **35% more** on Cool Whip than unexposed households

Cool Whip Topping

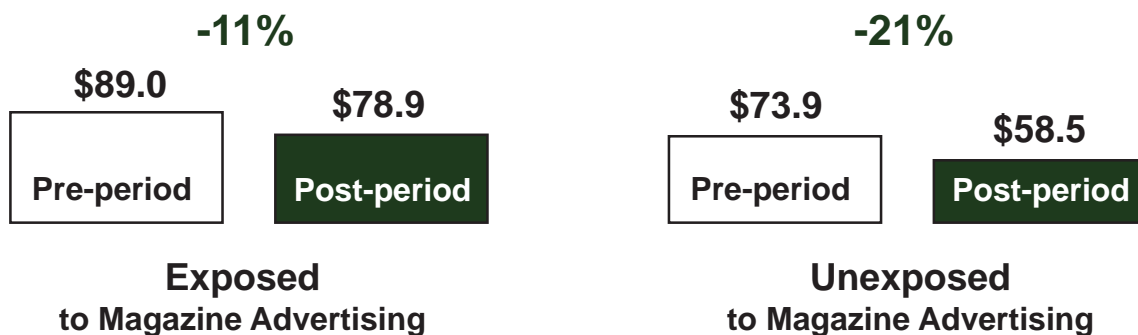
Brand Penetration

The percent of households buying Cool Whip decreased among exposed households at a lesser rate than among unexposed households



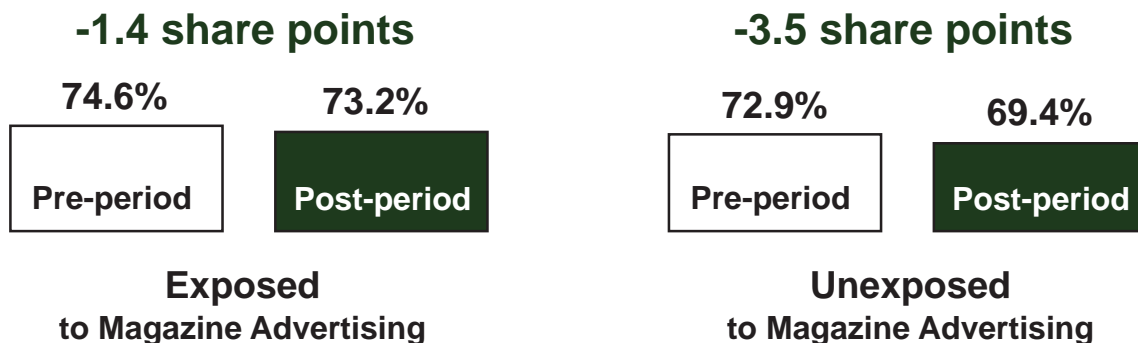
Dollars Spent

Spending on Cool Whip by exposed households decreased at almost half the rate of the decline of unexposed households



Dollar Share

Although share declined among all households, the decline among exposed households was less than half that of unexposed households



Grey Poupon Mustard



Advertiser Profile

Total Advertising

Q1/98		Q2/98		
Magazines	\$0	Magazines	\$3,300,000	(100%)
Television	\$0	Television	\$0	-
Total	\$0	Total	\$3,300,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages & consecutive pages, 4C half-page spreads
- 12 issues in 5 measured magazines
- Average weekly magazine GRPs: 12
- Percent of total magazine spending in measured magazines: 94%

Grey Poupon Mustard

The Magazine Campaign's Results

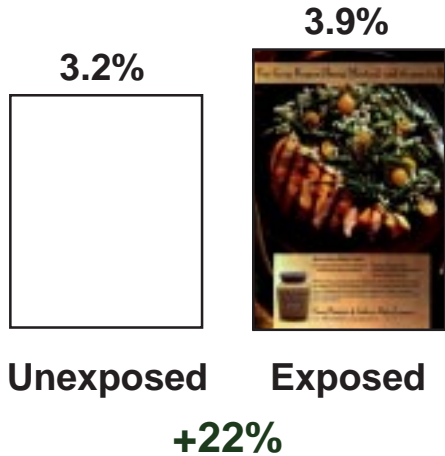
Sales Results During the Test Period

- The proportion of households buying Grey Poupon was 22% higher among households exposed to magazine advertising
- Magazine exposed households bought 4% more volume than unexposed households
- Magazine exposed households spent 4% more on Grey Poupon than unexposed households

Sales Results Over Time

- The percent of households buying increased among exposed households, while it declined among unexposed households
- Spending on Grey Poupon increased at a greater rate among households exposed to magazine advertising
- Although dollar share declined among all households, share declined at a lesser rate among exposed households

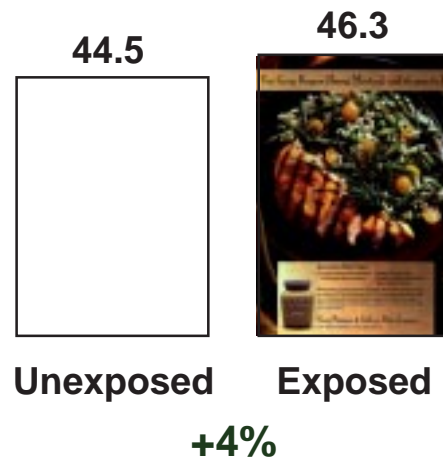
Grey Poupon Mustard



Brand Penetration

The proportion of households buying Grey Poupon was **22% higher** among households exposed to magazine advertising

Volume
Exposed households bought **4% more** volume than households not exposed to the magazine campaign



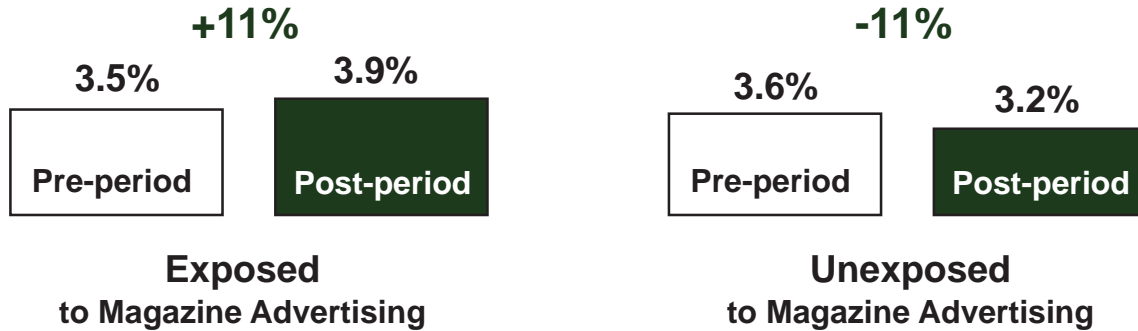
Dollars Spent

Exposed households spent **4% more** on Grey Poupon than unexposed households

Grey Poupon Mustard

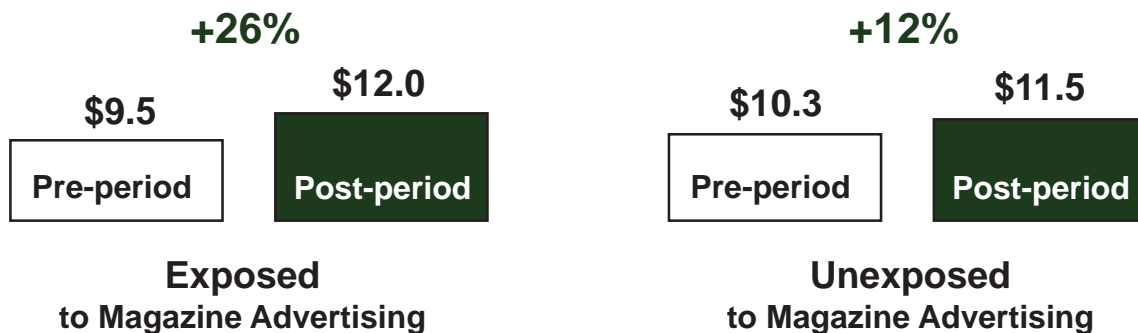
Brand Penetration

The percent of households buying Grey Poupon increased among exposed households, while it declined among unexposed households



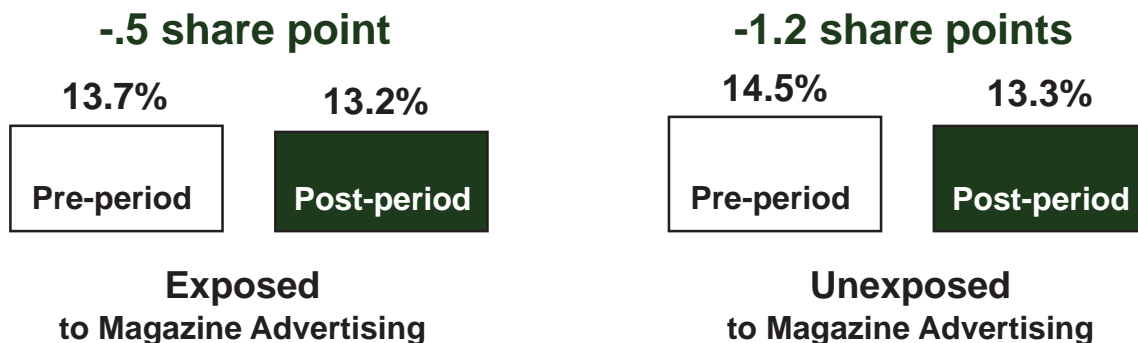
Dollars Spent

Spending on Grey Poupon increased at a greater rate among households exposed to magazine advertising than among unexposed households



Dollar Share

Although share declined among all households, the decline among exposed households was less than half that of unexposed households



Jell-O Instant Pudding



Advertiser Profile

Total Advertising

Q1/98 (the pre-period)

Magazines	\$0	
Television	\$740,000	(100%)
Total	\$740,000	(100%)

Q2/98 (the test period)

Magazines	\$900,000	(18%)
Television	\$4,000,000	(82%)
Total	\$4,900,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages
- 6 issues in 6 measured magazines
- Average weekly magazine GRPs: 5
- Percent of total magazine spending in measured magazines: 92%

Jell-O Instant Pudding

The Magazine Campaign's Results

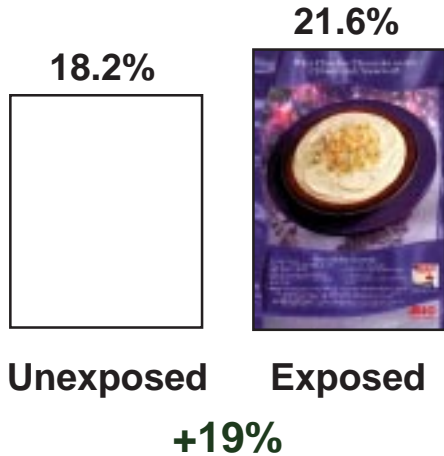
Sales Results During the Test Period

- The proportion of households buying Jell-O was 19% higher among households exposed to magazine advertising
- Magazine exposed households bought 16% more volume than unexposed households
- Magazine exposed households spent 17% more on Jell-O than unexposed households

Sales Results Over Time

- The percent of households buying Jell-O decreased at a similar rate among both exposed and unexposed households
- Spending on Jell-O decreased at a lesser rate among households exposed to magazine advertising
- Dollar share among exposed households increased, while share among unexposed households declined

Jell-O Instant Pudding



Brand Penetration

The proportion of households buying Jell-O was **19% higher** among households exposed to magazine advertising

Volume

Exposed households bought **16% more** volume than households not exposed to the magazine campaign



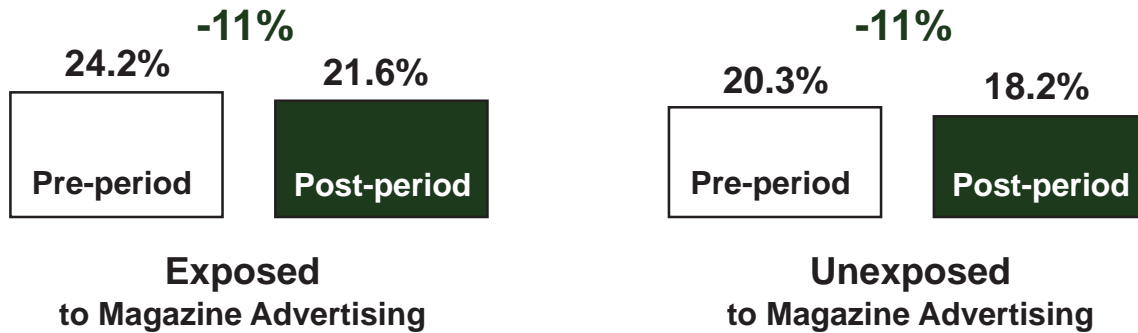
Dollars Spent

Exposed households spent **17% more** on Jell-O than unexposed households

Jell-O Instant Pudding

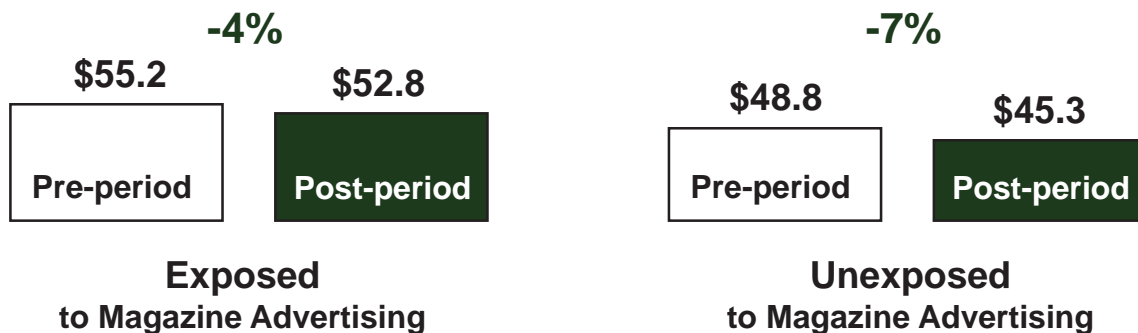
Brand Penetration

The percent of households buying Jello decreased at a similar rate among both exposed and unexposed households



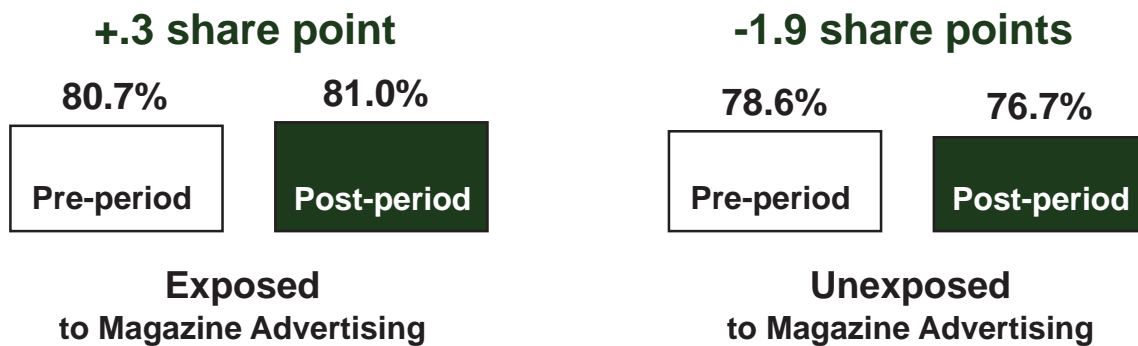
Dollars Spent

Spending on Jell-O decreased at a lesser rate among households exposed to magazine advertising than among unexposed households



Dollar Share

Dollar share increased among exposed households, while share declined among unexposed households



Oil of Olay Beauty Fluid



Advertiser Profile

Total Advertising

Q1/98 (the pre-period)

Magazines	\$2,100,000	(45%)
Television	\$2,600,000	(55%)
Total	\$4,700,000	(100%)

Q2/98 (the test period)

Magazines	\$2,100,000	(78%)
Television	\$600,000	(22%)
Total	\$2,700,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages, 4C inside back covers
- 16 issues in 9 measured magazines
- Average weekly magazine GRPs: 14
- Percent of total magazine spending in measured magazines: 100%

Oil of Olay Beauty Fluid

The Magazine Campaign's Results

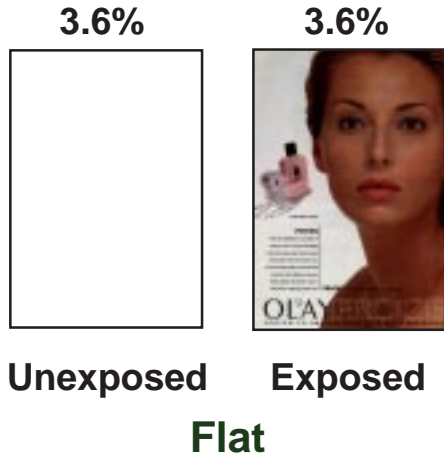
Sales Results During the Test Period

- The proportion of households buying Oil of Olay was similar among both exposed and unexposed households
- Magazine exposed households bought 8% less volume than unexposed households
- Magazine exposed households spent 4% less on Oil of Olay than unexposed households

Sales Results Over Time

- The percent of households buying increased among exposed households, while it remained flat among unexposed households
- Spending on Oil of Olay increased at a greater rate among households not exposed to magazine advertising
- Dollar share among exposed households increased, while share among unexposed households declined

Oil of Olay Beauty Fluid



Brand Penetration

The proportion of households buying Oil of Olay was similar among both exposed and unexposed households

Volume
Exposed households bought **8% less** volume than households unexposed to the magazine campaign



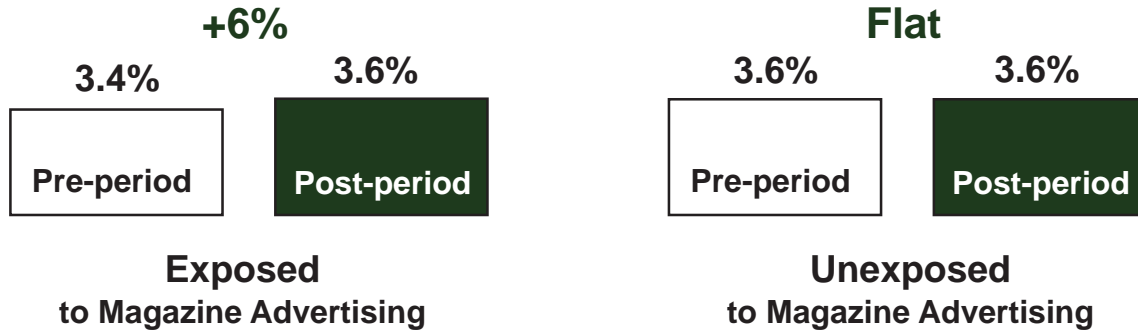
Dollars Spent

Exposed households spent **4% less** on Oil of Olay than unexposed households

Oil of Olay Beauty Fluid

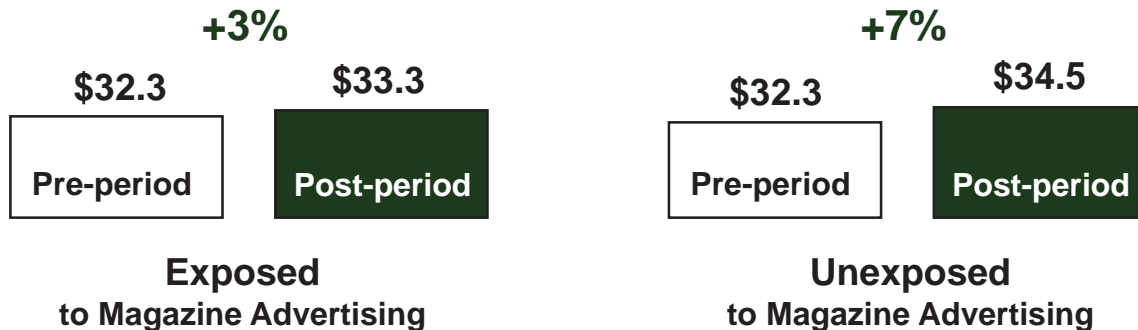
Brand Penetration

The percent of households buying Oil of Olay increased among exposed households, while it remained flat among unexposed households



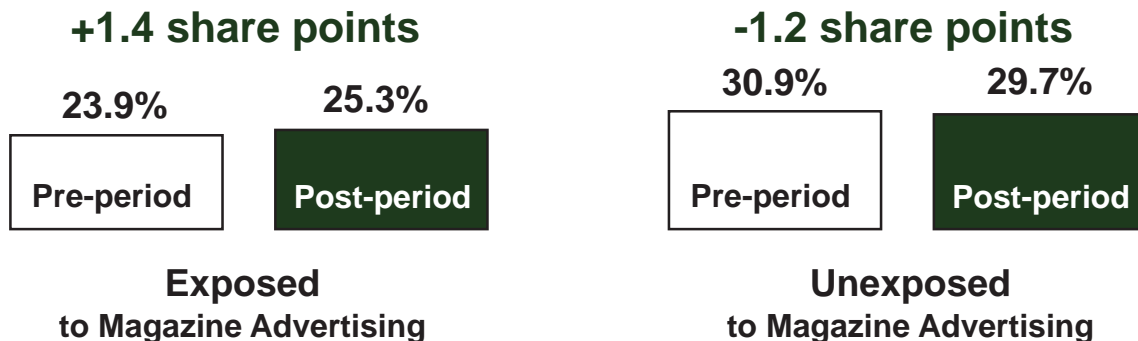
Dollars Spent

Spending on Oil of Olay increased at a greater rate among unexposed households than among households exposed to magazine advertising



Dollar Share

Oil of Olay's share among exposed households increased, while dollar share among unexposed households declined



Pantene Pro V



Advertiser Profile

Total Advertising

Q1/98			Q2/98		
Magazines	\$4,700,000	(100%)	Magazines	\$5,600,000	(100%)
Television	\$0		Television	\$0	-
Total	\$4,700,000	(100%)	Total	\$5,600,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages, 4C inside back covers, 4C 1/5 pages
- 29 issues in 10 measured magazines
- Average weekly magazine GRPs: 28
- Percent of total magazine spending in measured magazines: 80%

Pantene Pro V

The Magazine Campaign's Results

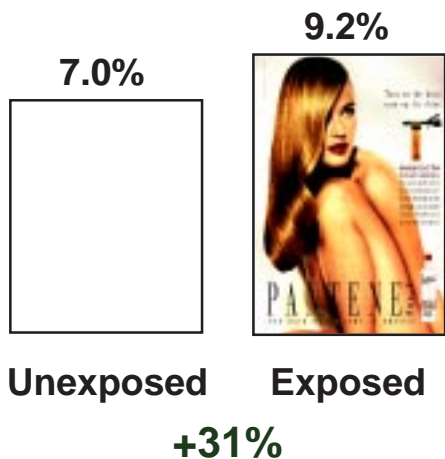
Sales Results During the Test Period

- The proportion of households buying Pantene was 31% higher among households exposed to magazine advertising
- Magazine exposed households bought 11% more volume than unexposed households
- Magazine exposed households spent 13% more on Pantene than unexposed households

Sales Results Over Time

- The percent of households buying Pantene decreased at a similar rate among exposed and unexposed households
- Spending on Pantene decreased at a greater rate among households exposed to magazine advertising
- While dollar share declined among exposed households, share increased among unexposed households

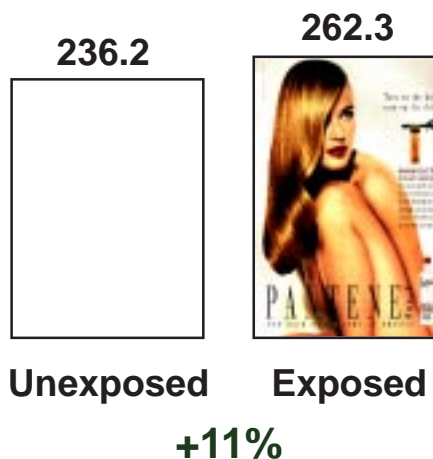
Pantene Pro V



Brand Penetration

The proportion of households buying Pantene was **31% higher** among households exposed to magazine advertising

Volume
Exposed households bought **11% more** volume than households not exposed to the magazine campaign



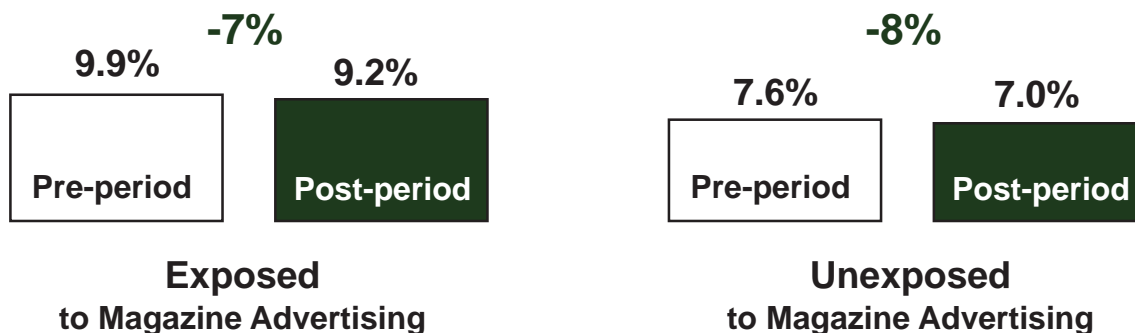
Dollars Spent

Exposed households spent **13% more** on Pantene than unexposed households

Pantene Pro V

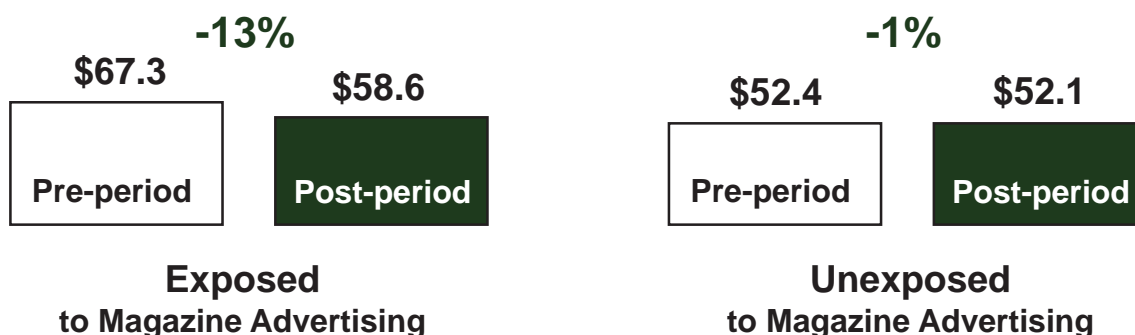
Brand Penetration

The percent of households buying Pantene decreased at a similar rate among both exposed and unexposed households



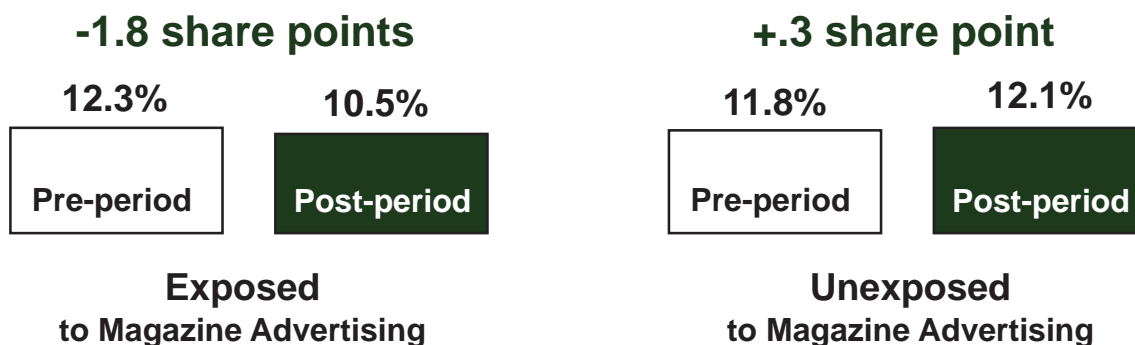
Dollars Spent

Spending on Pantene decreased at a greater rate among households exposed to magazine advertising than among unexposed households

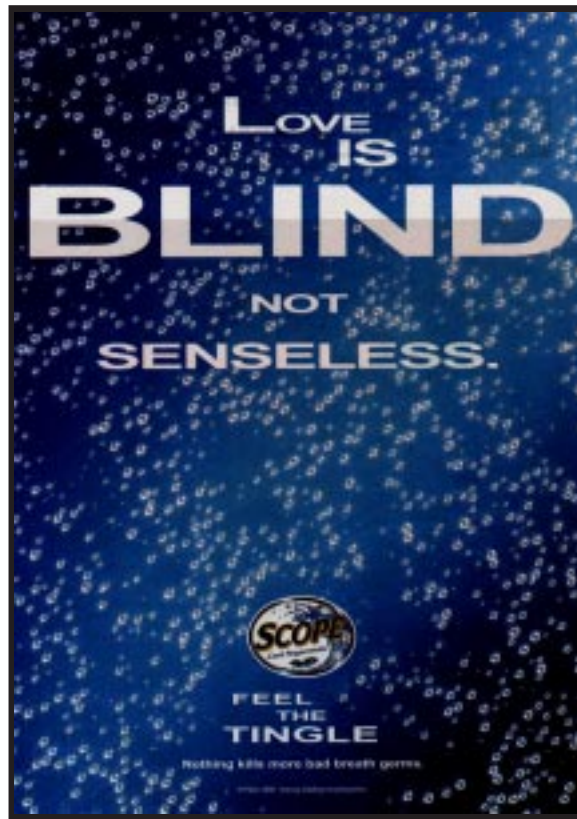


Dollar Share

While share declined among exposed households, dollar share increased among unexposed households



Scope Mouthwash



Advertiser Profile

Total Advertising

<i>Q1/98 (the pre-period)</i>			<i>Q2/98 (the test period)</i>		
Magazines	\$1,700,000	(27%)	Magazines	\$2,200,000	(36%)
Television	\$4,500,000	(73%)	Television	\$3,900,000	(64%)
Total	\$6,200,000	(100%)	Total	\$6,100,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: 4C pages
- 13 issues of 7 measured magazines
- Average weekly magazine GRPs: 16
- Percent of total magazine spending in measured magazines: 97%

Scope Mouthwash

The Magazine Campaign's Results

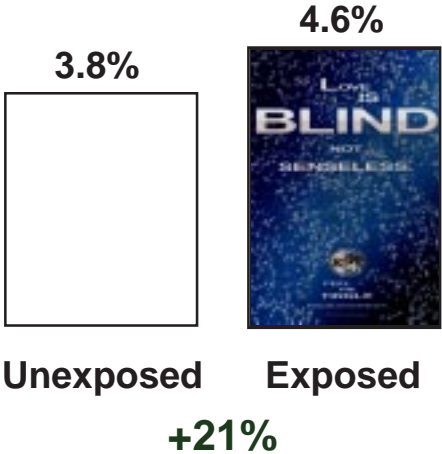
Sales Results During the Test Period

- The proportion of households buying Scope was 21% higher among households exposed to magazine advertising
- Magazine exposed households bought 17% more volume than unexposed households
- Magazine exposed households spent 14% more on Scope than unexposed households

Sales Results Over Time

- The percent of households buying Scope declined at a similar rate among both exposed and unexposed households
- Spending on Scope decreased at a lesser rate among exposed households than among unexposed households
- Dollar share among exposed households increased, while share among unexposed households declined

Scope Mouthwash

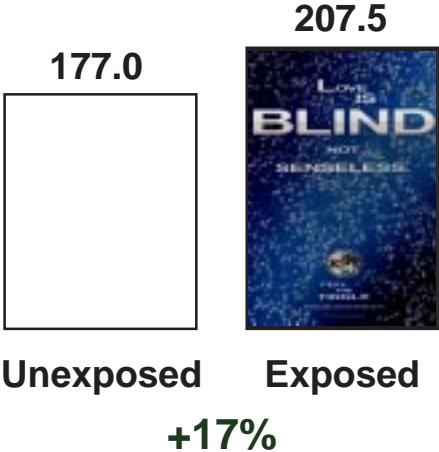


Brand Penetration

The proportion of households buying Scope was **21% higher** among households exposed to magazine advertising

Volume

Exposed households bought **17% more** volume than households not exposed to the magazine campaign



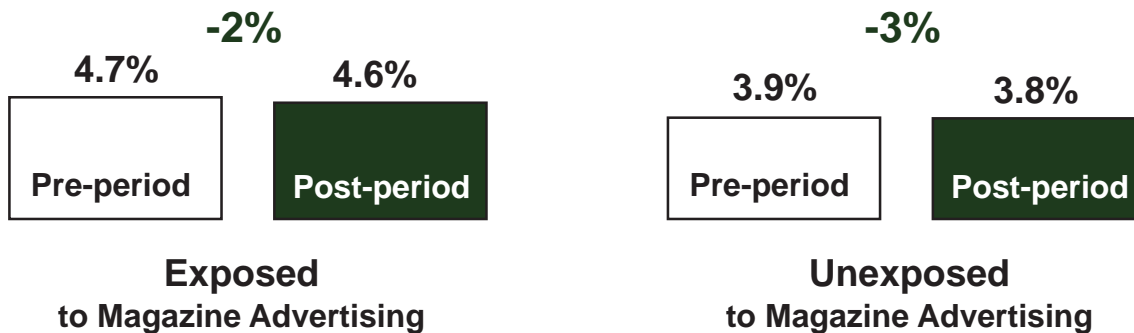
Dollars Spent

Exposed households spent **14% more** on Scope than unexposed households

Scope Mouthwash

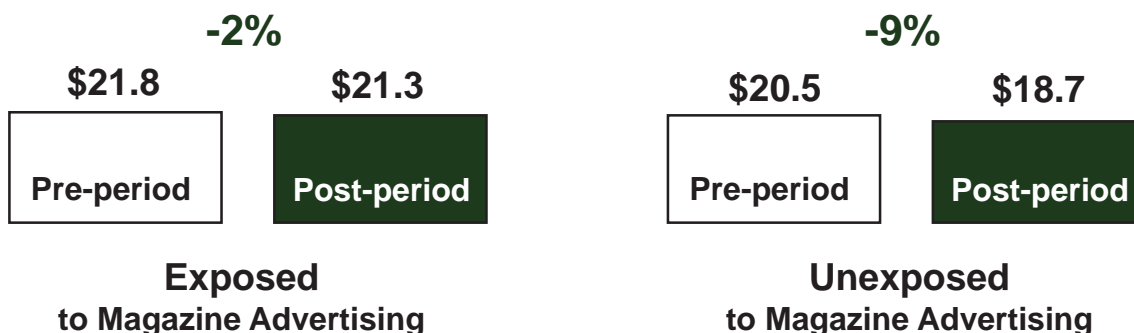
Brand Penetration

The percent of households buying Scope declined at a similar rate among both exposed and unexposed households



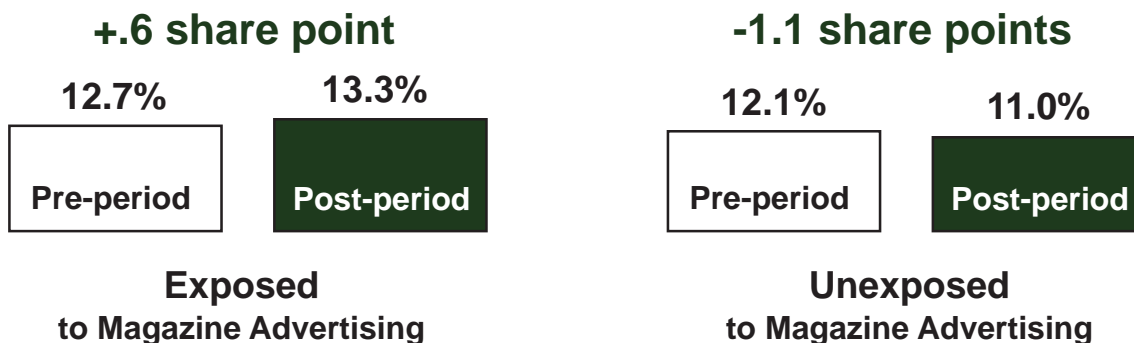
Dollars Spent

Spending on Scope decreased at a lesser rate among households exposed to magazine advertising than among unexposed households

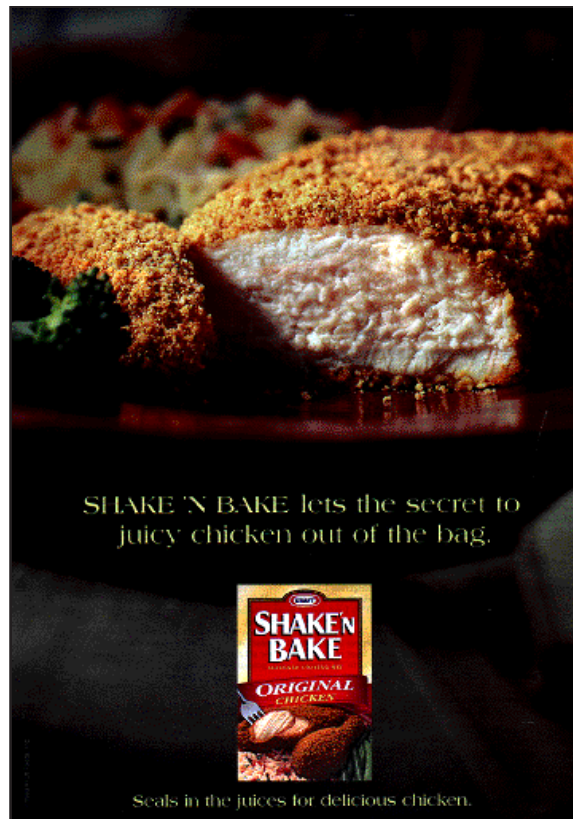


Dollar Share

Scope's share increased among exposed households, while share declined among unexposed households



Shake 'n Bake Coating Mix



Advertiser Profile

Total Advertising

Q1/98			Q2/98		
Magazines	\$1,200,000	(25%)	Magazines	\$1,900,000	(63%)
Television	\$3,600,000	(75%)	Television	\$1,100,000	(37%)
Total	\$4,800,000	(100%)	Total	\$3,000,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: **4C pages**
- **11 issues** of 6 measured magazines
- Average weekly magazine GRPs: **10**
- Percent of total magazine spending in measured magazines: **90%**

Shake 'n Bake Coating Mix

The Magazine Campaign's Results

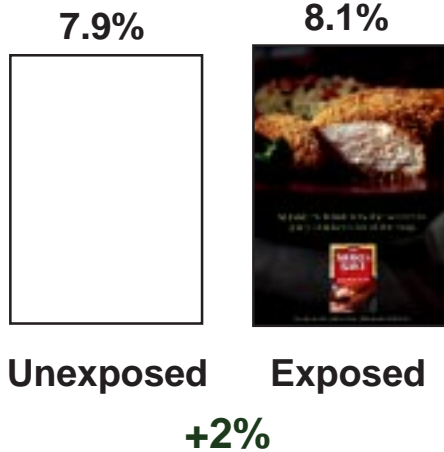
Sales Results During the Test Period

- The proportion of households buying Shake 'n Bake was 2% higher among households exposed to magazine advertising
- Magazine exposed households bought 8% less volume than unexposed households
- Magazine exposed households spent 6% less on Shake 'n Bake than unexposed households

Sales Results Over Time

- The percent of households buying decreased at a greater rate among exposed households than among unexposed households
- Spending on Shake 'n Bake decreased at a greater rate among exposed households than among unexposed households
- Dollar share among exposed households declined at a greater rate than among unexposed households

Shake 'n Bake Coating Mix



Brand Penetration

The proportion of households buying Shake 'n Bake was **2% higher** among households exposed to magazine advertising

Volume
Exposed households bought **8% less** volume than households not exposed to the magazine campaign



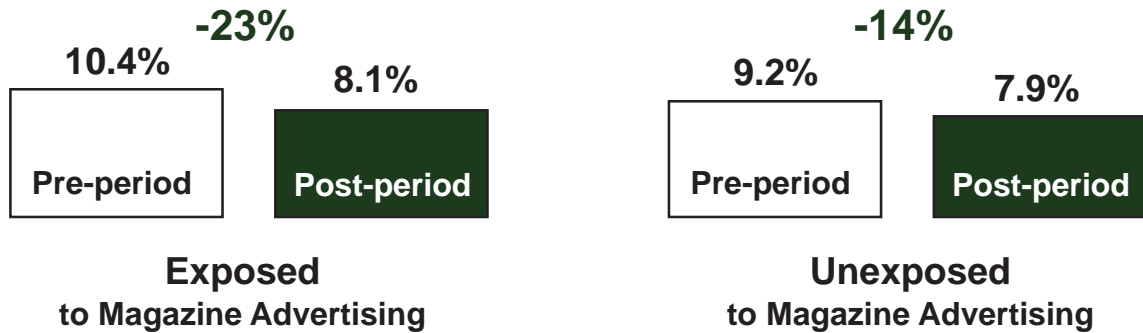
Dollars Spent

Exposed households spent **6% less** on Shake 'n Bake than unexposed households

Shake 'n Bake Coating Mix

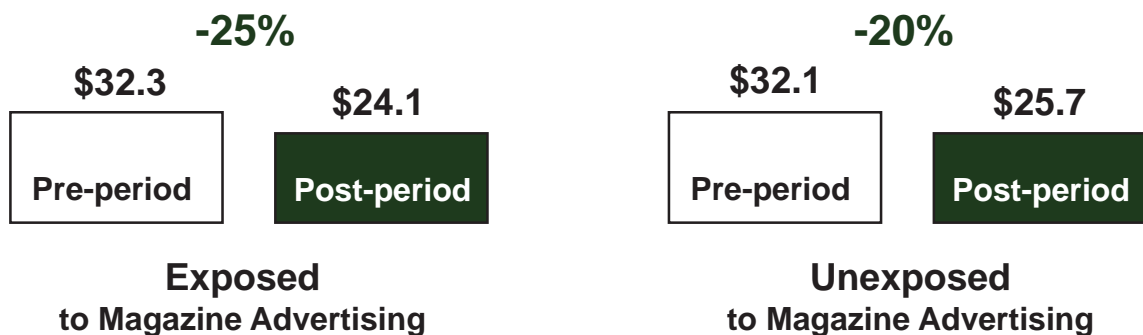
Brand Penetration

The percent of households buying Shake 'n Bake decreased at a greater rate among exposed households than unexposed households



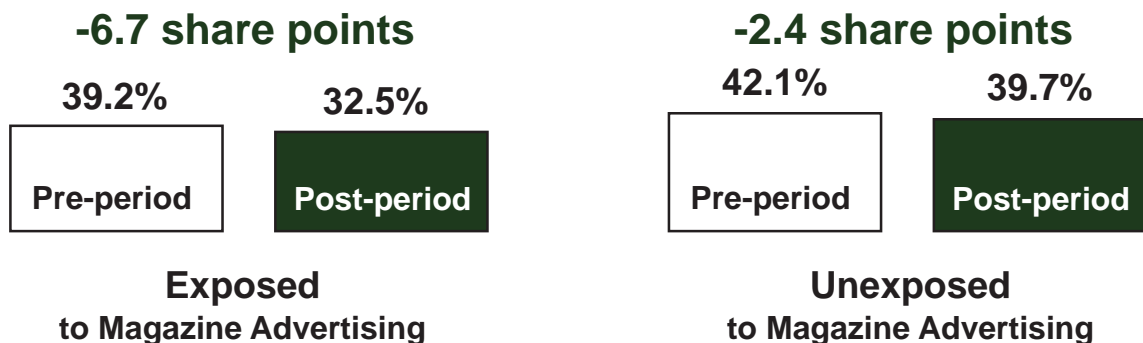
Dollars Spent

Spending on Shake 'n Bake decreased at a greater rate among households exposed to magazine advertising than among unexposed households



Dollar Share

While share declined among all households, the decline among exposed households was greater than that of unexposed households



Snackwell's Fruit Snacks



Advertiser Profile

Total Advertising

Q1/98			Q2/98		
Magazines	\$800,000	(100%)	Magazines	\$1,900,000	(100%)
Television	\$0		Television	\$0	-
Total	\$800,000	(100%)	Total	\$1,900,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: **4C pages**
- **10 issues** in 7 measured magazines
- Average weekly magazine GRPs: **11**
- Percent of total magazine spending in measured magazines: **80%**

Snackwell's Fruit Snacks

The Magazine Campaign's Results

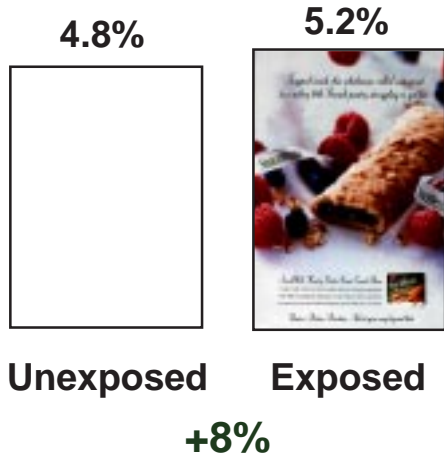
Sales Results During the Test Period

- The proportion of households buying Snackwell's was 8% higher among households exposed to magazine advertising
- Magazine exposed households bought 22% more volume than unexposed households
- Magazine exposed households spent 26% more on Snackwell's than unexposed households

Sales Results Over Time

- The percent of households buying increased among exposed households, while it remained flat among unexposed households
- Spending on Snackwell's increased at a greater rate among households exposed to magazine advertising
- Snackwell's dollar share declined among both exposed and unexposed households

Snackwell's Fruit Snacks



Brand Penetration

The proportion of households buying Snackwell's was **8% higher** among households exposed to magazine advertising

Volume

Exposed households bought **22% more** volume than households not exposed to the magazine campaign



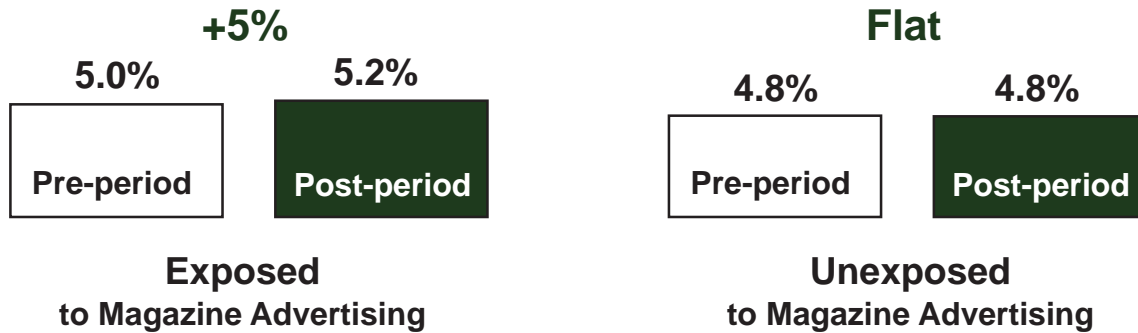
Dollars Spent

Exposed households spent **26% more** on Snackwell's than unexposed households

Snackwell's Fruit Snacks

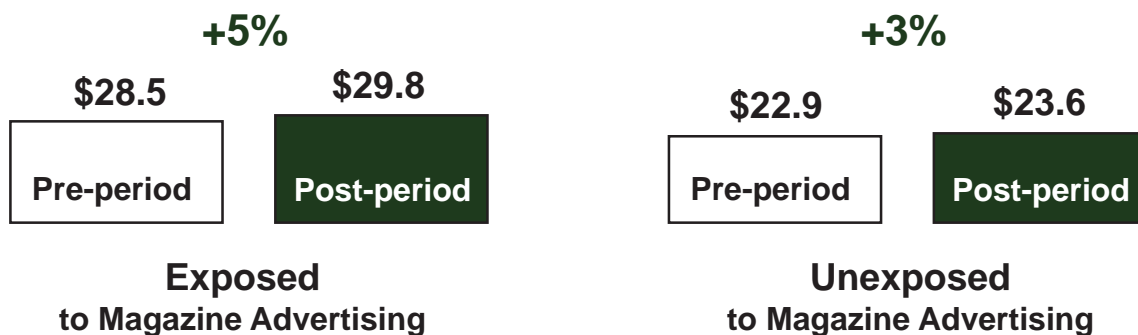
Brand Penetration

The percent of households buying Snackwell's increased among exposed households, while it remained flat among unexposed households



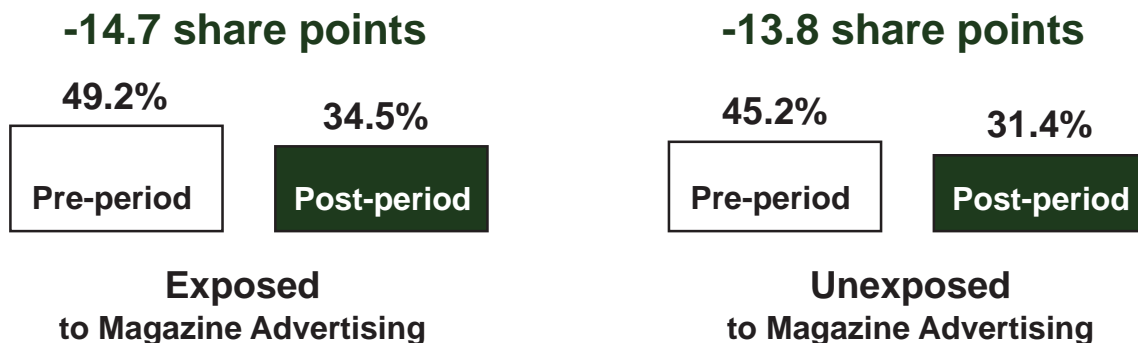
Dollars Spent

Spending on Snackwell's increased at a greater rate among households exposed to magazine advertising than among unexposed households

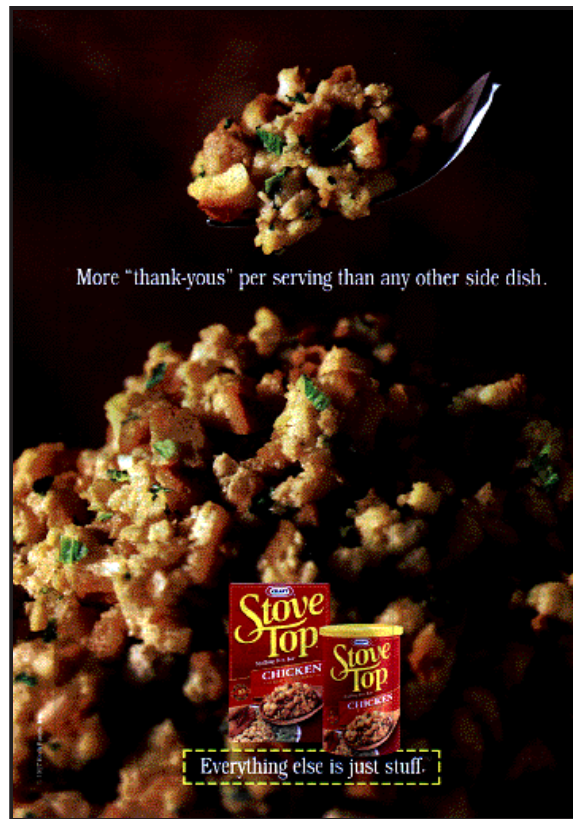


Dollar Share

Snackwell's dollar share declined among both exposed and unexposed households



Stove Top Stuffing



Advertiser Profile

Total Advertising

Q1/98 (the pre-period)			Q2/98 (the test period)		
Magazines	\$1,800,000	(21%)	Magazines	\$2,100,000	(34%)
Television	\$6,600,000	(79%)	Television	\$4,100,000	(66%)
Total	\$8,400,000	(100%)	Total	\$6,200,000	(100%)

The Magazine Campaign (Q2/98)

- Ad size: **4C pages**
- **9 issues** in 5 measured magazines
- Average weekly magazine GRPs: **8**
- Percent of total magazine spending in measured magazines: **100%**

Stove Top Stuffing

The Magazine Campaign's Results

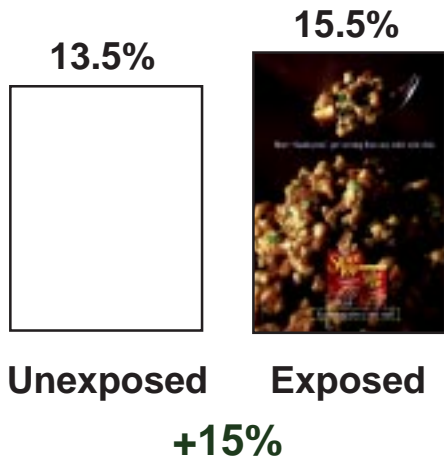
Sales Results During the Test Period

- The proportion of households buying Stove Top was 15% higher among households exposed to magazine advertising
- Magazine exposed households bought 17% more volume than unexposed households
- Magazine exposed households spent 15% more on Stove Top than unexposed households

Sales Results Over Time

- In a seasonally declining category, the percent of households buying decreased at a lesser rate among unexposed households
- Spending on Stove Top decreased at a greater rate among households exposed to magazine advertising
- Dollar share among all households increased, while dollar share among exposed households increased at a lesser rate

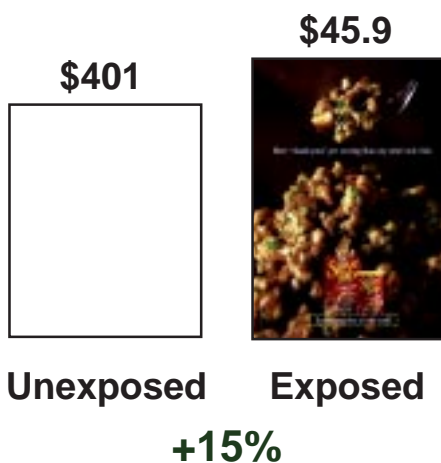
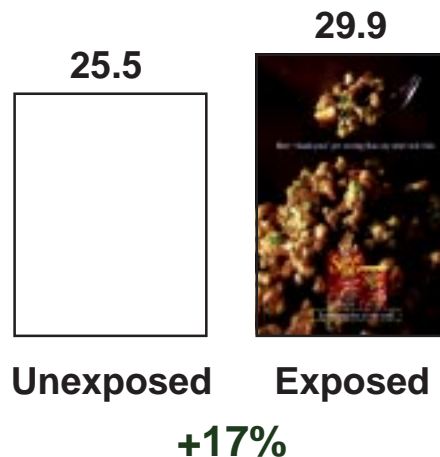
Stove Top Stuffing



Brand Penetration

The proportion of households buying Stove Top was **15% higher** among households exposed to magazine advertising

Volume
Exposed households bought **17% more** volume than households not exposed to the magazine campaign



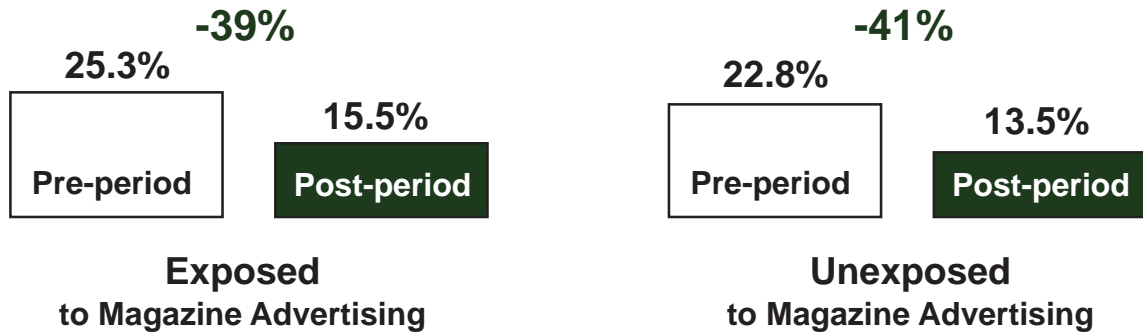
Dollars Spent

Exposed households spent **15% more** on Stove Top than unexposed households

Stove Top Stuffing

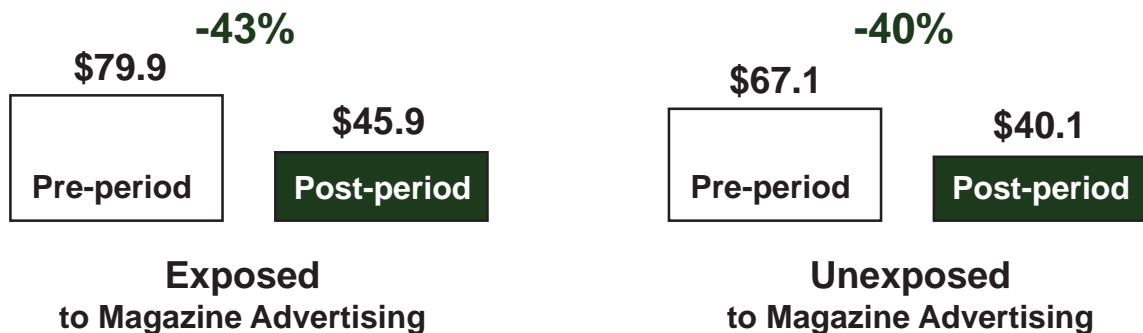
Brand Penetration

In a seasonally declining category, the percent of households buying Stove Top declined at a lesser rate among unexposed households



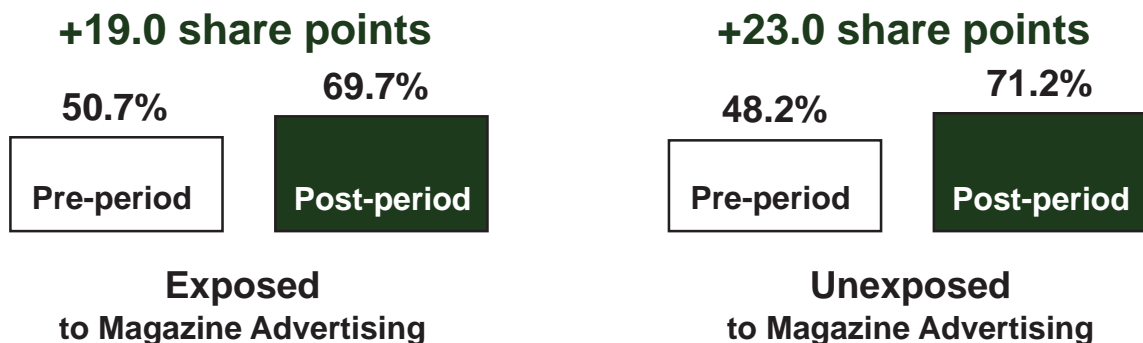
Dollars Spent

Spending on Stove Top decreased at a greater rate among households exposed to magazine advertising than among unexposed households



Dollar Share

While share increased substantially among all households, the increase among exposed households was less than that of unexposed households



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