



Reader Involvement Improves ROI

***Making the Correlation Between Reader
Involvement and Ad Effectiveness***

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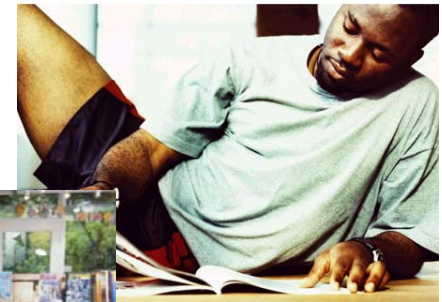
The Magazine Involvement Alliance (MIA)



THE INVOLVEMENT ALLIANCE

Importance of Connection

- #1 challenge for marketers is connecting with consumers – getting their attention.
- How can they be sure their advertising is connecting?





A Little History

- “Core Audience” ties to increased ad effectiveness (Needham, Harper, Steers, '83).
- Ad Effectiveness increased up to 42% with increased exposure (Politz, '60-'66).
- Brand recall increased in line with the number of issue reading days (P&G/Compton, '60's).
- Early ARF research showed higher ad recognition (23%) for readers spending 46+ minutes vs. (14%) with less than 15 minutes.



Involvement Index Feedback

- Agencies already using MRI qualitatIVES to measure involvement.
- A consolidated Index makes it easier, quicker than looking at each individual component. More time to spend on analysis.
- Clients recognize measuring connection and involvement equals increased probability of ad being seen.

Challenges

- What is the benefit of reader involvement to advertisers?
- What is the best definition of reader involvement?



74% of Print Buyers/Planners Agree:

“Magazines that are able to demonstrate a high level of reader involvement ***merit extra consideration*** in media selection”

Source: MediaLife/Guideposts, 12/02



Research Objective

- Determine whether reader involvement correlates with advertising effectiveness.
- Determine which specific element(s) of reader involvement are the critical drivers of ad recall as measured by MRI.

31+ Minutes Spent Reading

Read At Home

One of My Favorites

Read 4/4

Read 3+ Days

Primary Readers

Considerable Interest In Advertising

APX

Took Any Action



Sample & Fieldwork

Knowledge Networks

- Web TV-based panel. National probability sample – with/without Internet access using RDD recruitment – reliably projected to U.S. population.

Sample

- 1,044 readers of March or April '03 issues of top 5 magazines in overall readership
- Weighted by age, income and gender of each magazine's readership.

Interview

- 9 MRI qualitative measures; plus two new non-MRI measures.
- Followed by series of ad recall questions.
- Each respondent surveyed for only one issue of one magazine (>15 minutes).

Advertising Tested

- Five ads pre-selected from each magazine.
- National only, strong creative, limited TV or Print exposure, new campaign.
- Sixth (“ghost”) ad included in every interview as further control mechanism.



Ad Recall Question Series Dependent Measures

What brands of **Salad Dressing** did you see advertised in the March issue of Reader's Digest? Please type in all of the **Salad Dressing** brands that you remember seeing advertisements for in the March issue of Reader's Digest.

Type in the answer

Next Question

Unaided Brand Recall

Which of the following brands of **Salad Dressing** did you see advertised in the March issue of Reader's Digest?

Select all answers that apply

- Wish Bone
- Seven Seas
- Good Seasons
- Kraft Free
- Hidden Valley
- Other brand
- Don't remember

Next Question

Aided Brand Recall List

Please indicate whether you recall seeing each of the following ads in the March issue of Reader's Digest.


Select one answer from each row in the grid

	Yes	No
Ad for 3 Musketeers with a dog holding a fluffy pair of white slippers against a blue background and a candy bar cut open on the bottom right, showing its filling	<input type="radio"/>	<input type="radio"/>
Ad for Smucker's showing a jam covered piece of whole wheat bread on a plate with some fruit behind it and a jar of jam in front	<input type="radio"/>	<input type="radio"/>
Ad for Hidden Valley showing an Asian child in a cowboy hat as he holds a bottle of Hidden Valley and salad dressing on a carrot and on his mouth	<input type="radio"/>	<input type="radio"/>

Written Cue Ad Recall

Do you recall seeing the ad shown below in the March issue of Reader's Digest?

Select one answer only



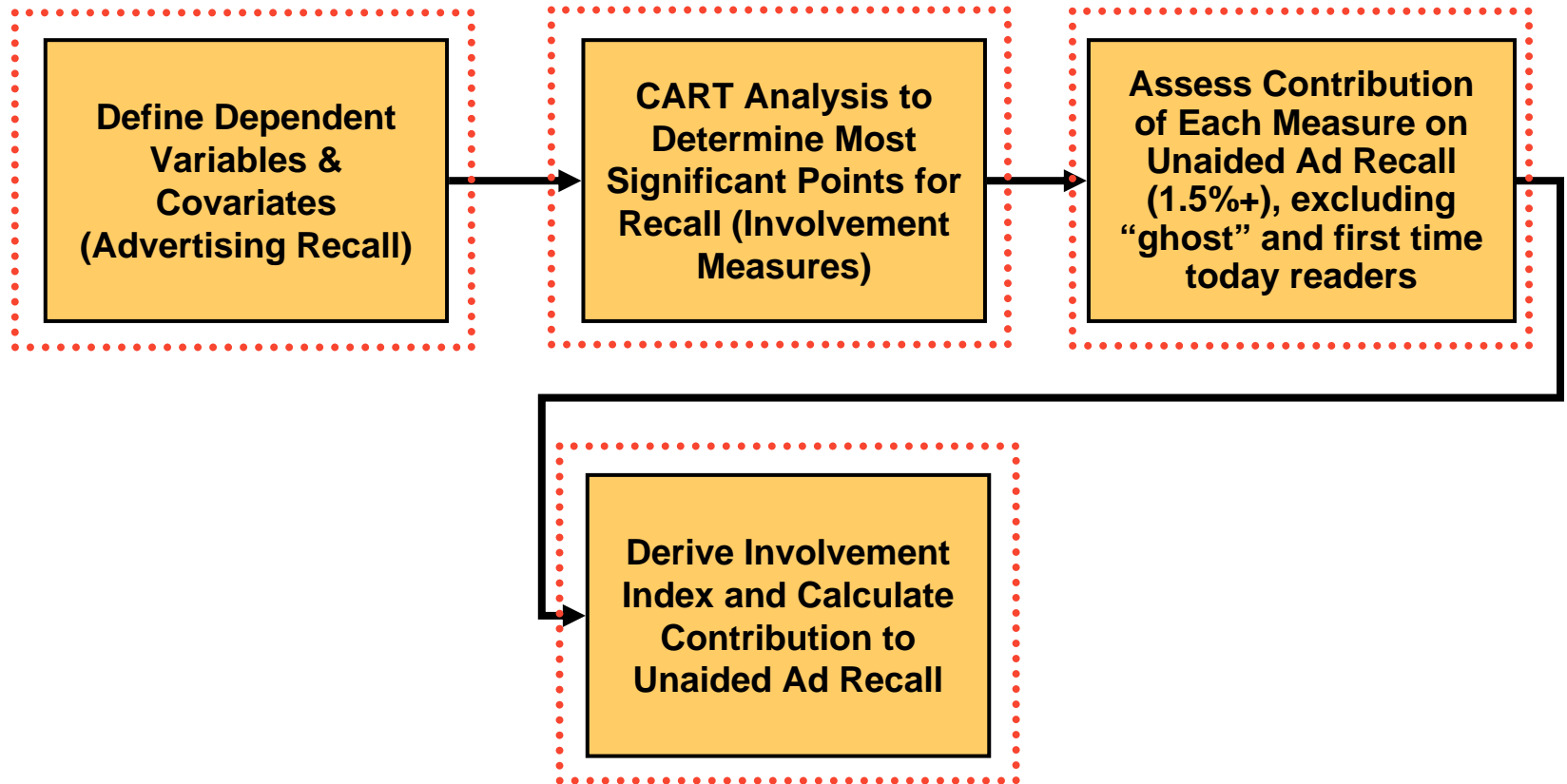
Yes
 No

Next Question

Visual Cue Ad Recall

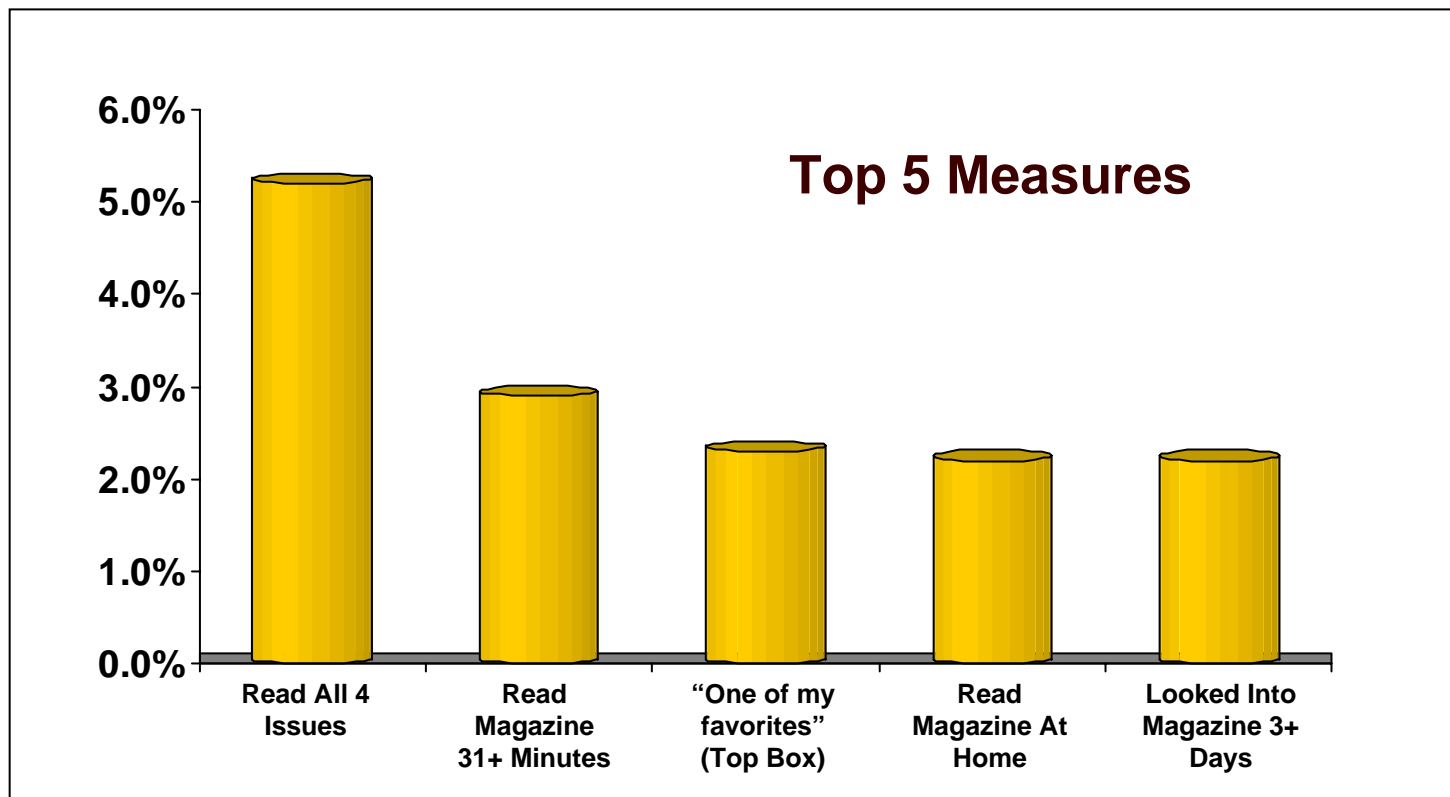


Methodology/Process



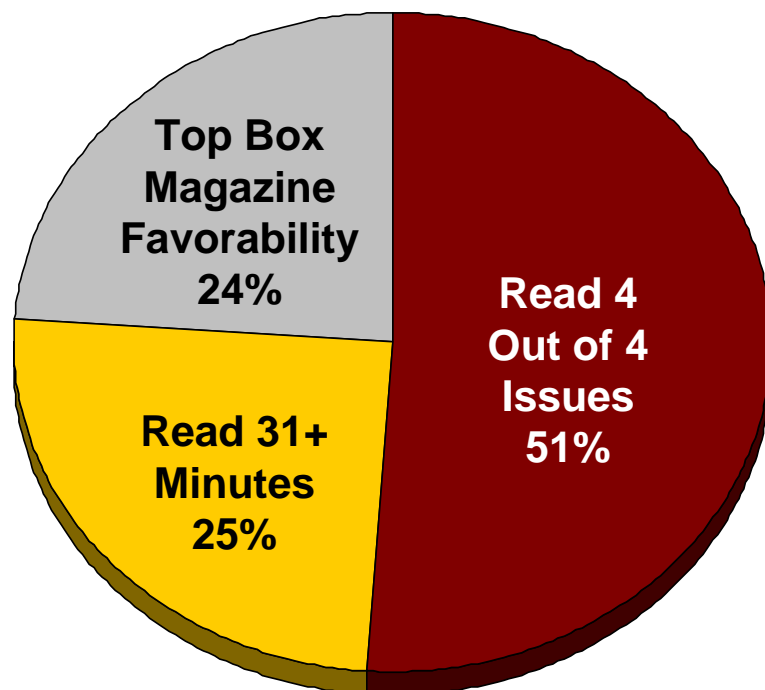


% Contribution to Unaided Ad Recall by Involvement Measure





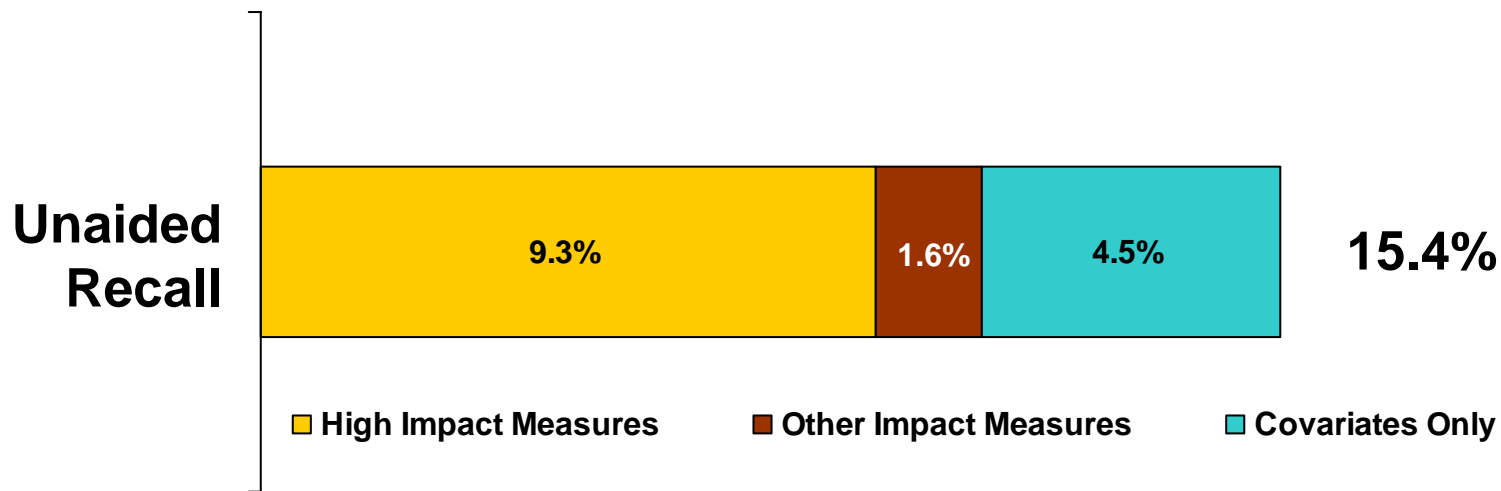
New Involvement Index





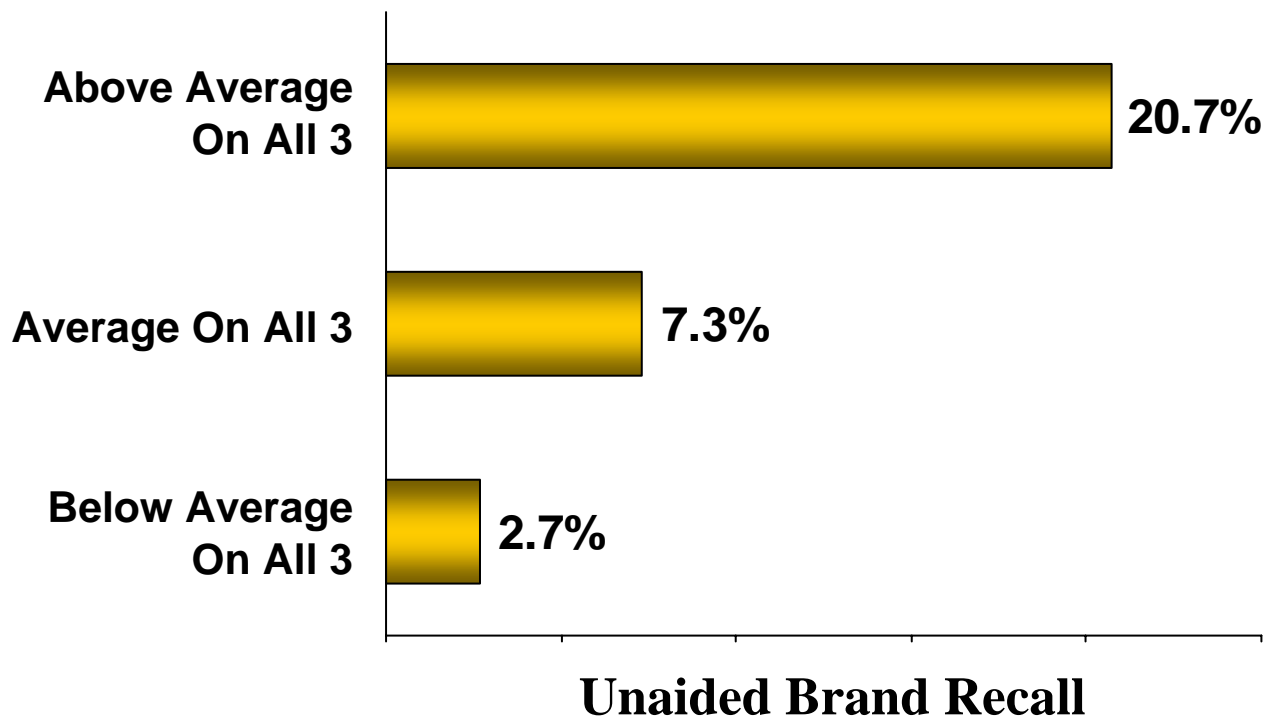
Contribution of Involvement Measures

- High Involvement Measures represent two-thirds of total contribution to Unaided Ad Recall.
- +30% vs. contribution of TV executional factors based on a TV Ad Effectiveness study (“A Study of 1000 Commercials”).





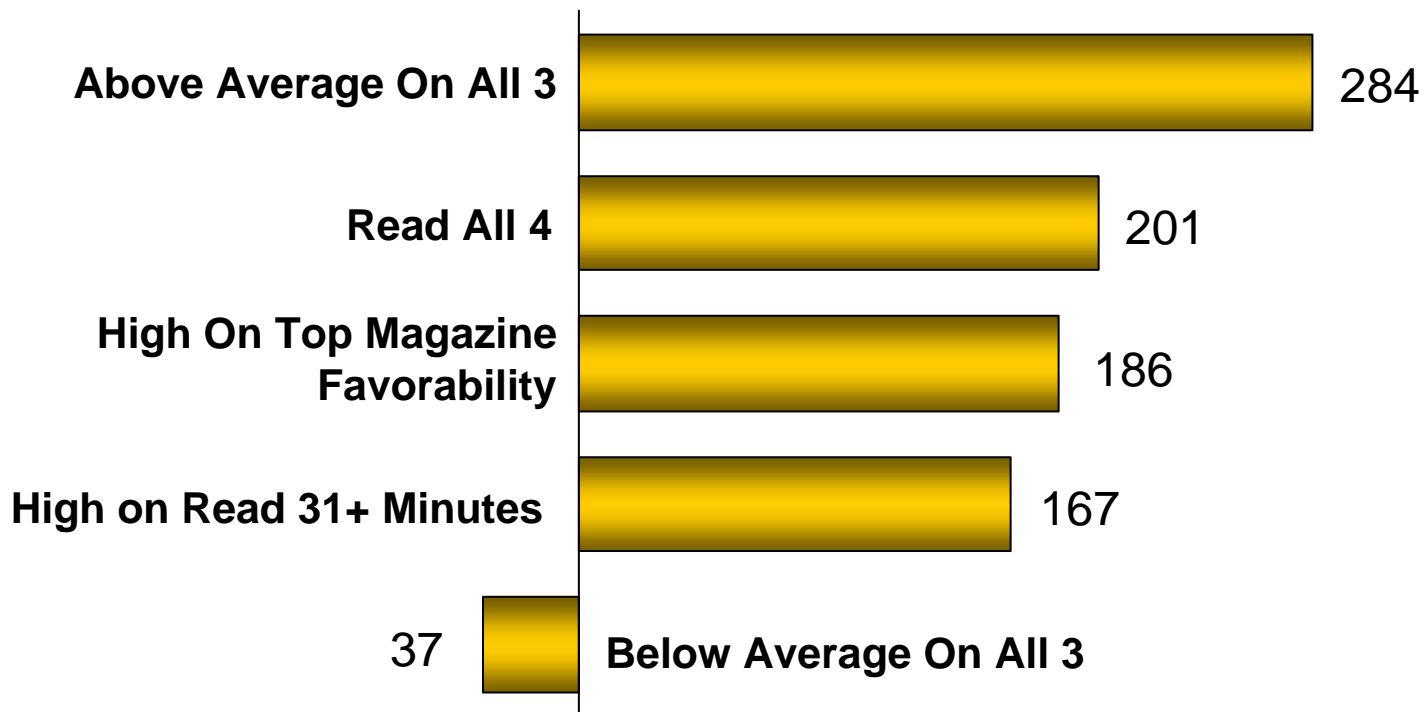
Involvement Index Impact/Lift





Involvement Index Impact/Lift

**Potential for Brand Recall Increases Nearly 3x
With Strong Involvement Index**





Findings

- Results consistent with historical learning – more involved readers translate into higher levels of brand recognition.
- The three Involvement Index measures significantly correlate to higher unaided ad recall.
- A more involved reader is more likely to engage in advertising



Importance of Connection

- #1 challenge for marketers is connecting with consumers – getting their attention.
- Increased focus on ROI – making every dollar, every impression count.

*Involvement Index
Addresses #1 Challenge*