

**Magazines
Canada**

Canadian Research on Magazine Effectiveness

Three Canadian Studies

Timing

Focus

Partners

1988 - 1989

Main Message
Communication
(Lab Test)

Kraft
Campbell Soup
Air Canada
Maclaren Advertising
Reader's Digest
Maclean-Hunter
Telemedia

1999 - 2000

In-Market Sales
Effectiveness

Procter & Gamble
Multi-Vision Publishing
Rogers Media Publishing
Transcontinental Publishing

2001 - 2002

In-Market Sales
Effectiveness

Unilever
HYP&N
Reader's Digest
Rogers Media Publishing
Transcontinental Publishing

The Multiplier Effect

Few Media Concepts Have Been As
Well Documented



The Addition of
Magazines
to a TV Plan
Increases
Market Performance



Two Key Benefits

1. Targeting Effect:

- Reach light TV viewers
- Tighter targeting (beyond demos → interests)

2. Communication Effect:

- Editorial environment creates magazine/reader connection
- Tell whole brand story to add depth
- Access to message at own pace
- Active process of reading: “When you read it, you get it...”

Net Effect:
**Increased
Brand
Performance**



Test #1

Campbell's / Kraft / Air Canada

Campbell's / Kraft / Air Canada

Objective

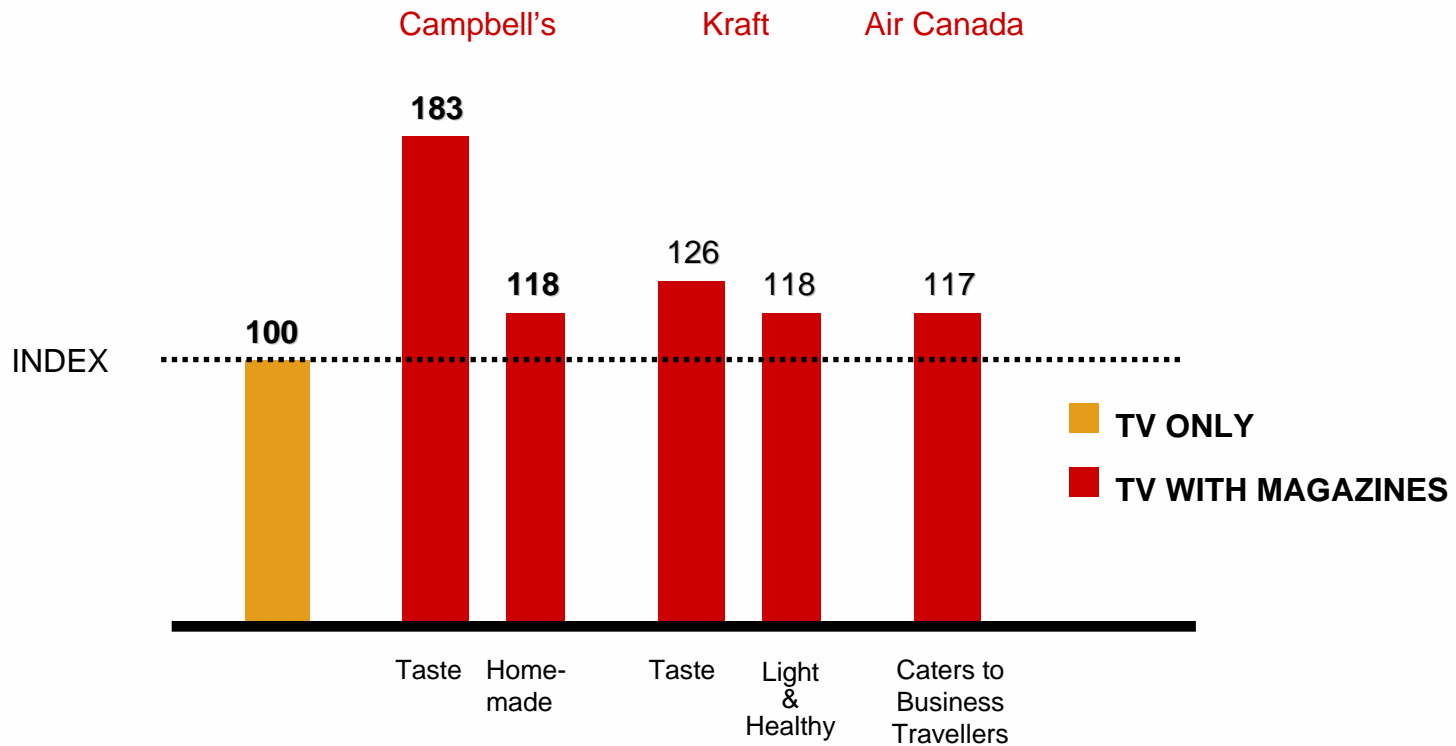
- To investigate the compounding result of magazines and television when used together.

Methodology

- Personal interviews (mall intercept) in 1988
- Measured actual change in main message communication of TV ads, with and without exposure to corresponding magazine ads
- 508 respondents, aged 21 to 54 (Toronto)
- Designed/fielded/analysed by Canadian Facts

Campbell's / Kraft / Air Canada

MAIN MESSAGECOMMUNICATION



Did The Results Meet Advertiser Needs?

Prove
Magazine Ads
Drive
Brand Sales



Test #2

Procter & Gamble



Procter & Gamble

Objective

- To determine the business potential that arises from replacing all or part of a TV buy with magazines.

Methodology

- Test (Edmonton) vs. control markets (Ontario; Vancouver) in 1999
- Measured actual change in brand volume in response to media input, all other factors held constant
- Equivalent spending was maintained in test and control markets
- Measured by 'AC Nielsen Marketplace Analytics'

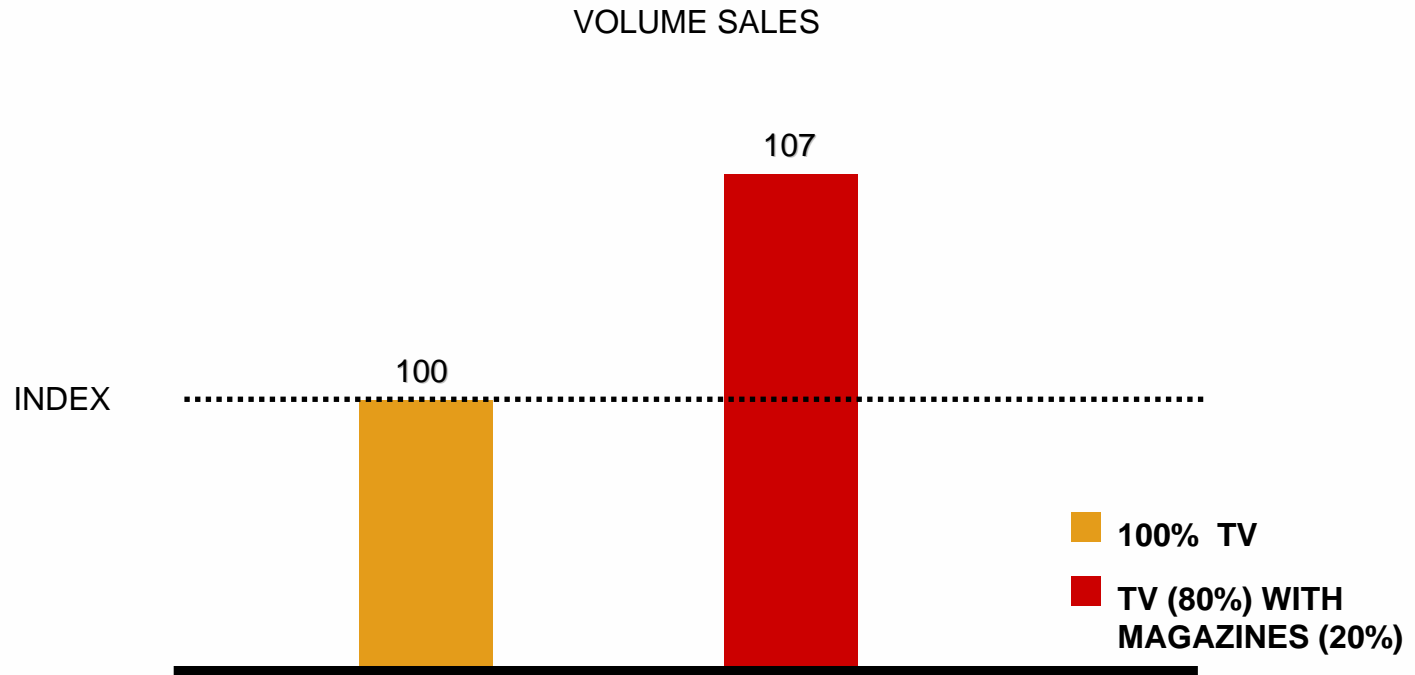
Marketplace Analytics

Overview

- Third-party test management (AC Nielsen)
- Isolatable regions selected for test and control media input
- Stores in test area carefully matched to stores in control area
- Promotion, pricing and other market factors modelled out to quantify impact of media activity on brand sales
- Credibility, Familiarity

Procter & Gamble

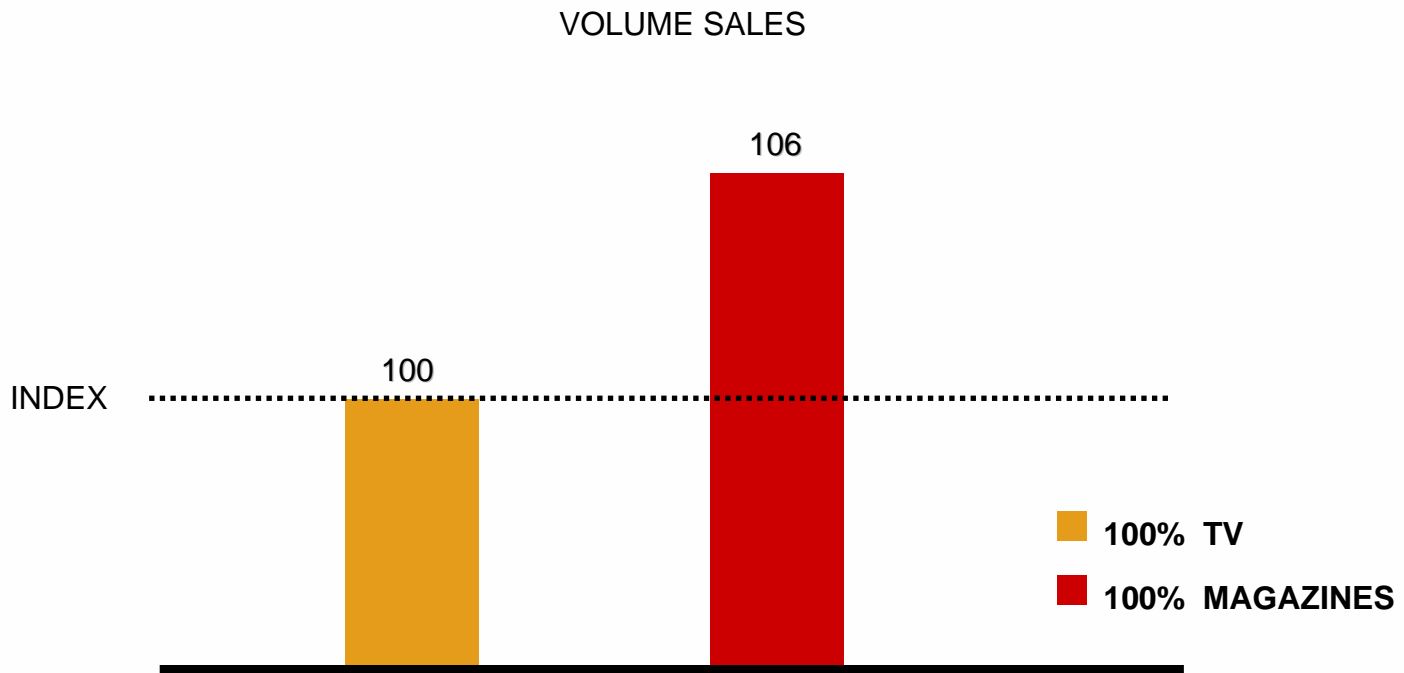
Dental Care Category



Procter & Gamble

Laundry Category

(Small Budget Brand: Borderline TV)



Was
The Test
A
Success?

Procter & Gamble Canada

P&G Magazine Ad Spend Trend

	Before the Test	After the Test
Total Ad Pages	300	4,000
<i>Index</i>	100	1,333
Magazines As % Total Spend	5.1%	29.0%

Test #3

Unilever



Unilever

Objective

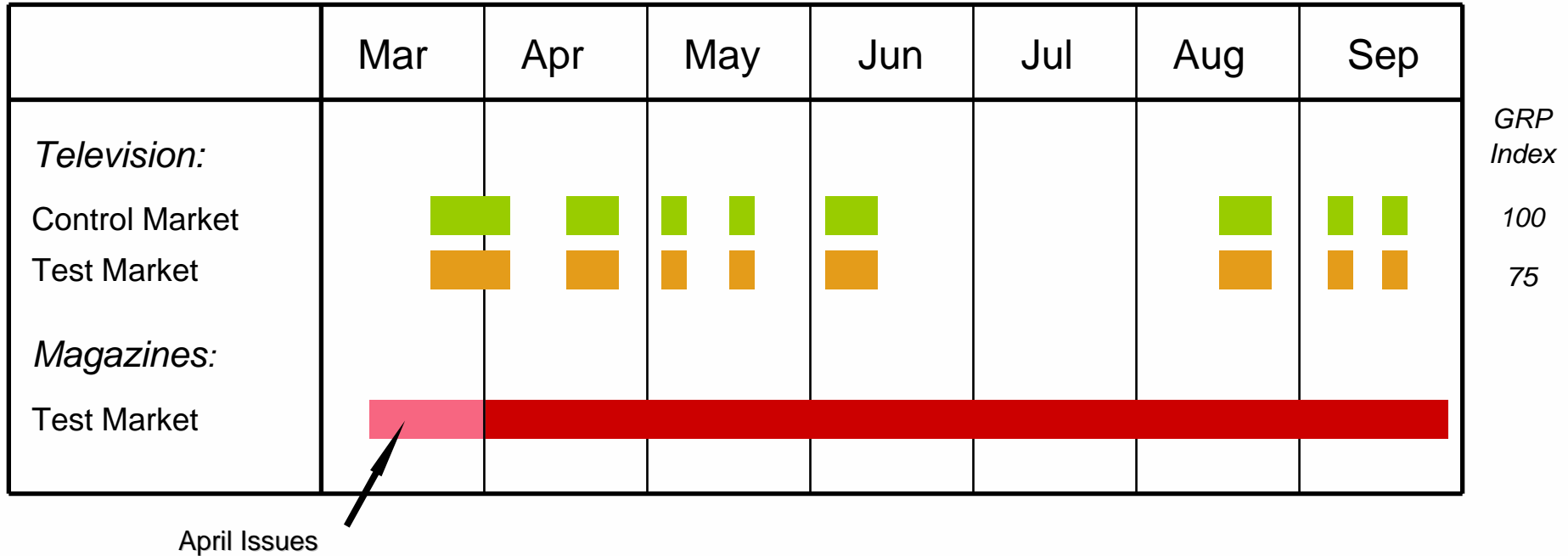
- Test to increase understanding of how magazines and television work together, versus TV in isolation, to impact sales response.

Methodology

- Alberta (test) vs. Man/Sask (control) in 2001
- Measured by 'AC Nielsen Marketplace Analytics'
- Measured actual change in brand volume in response to media input, all other factors held constant
- Equivalent spending was maintained in test and control markets

Unilever

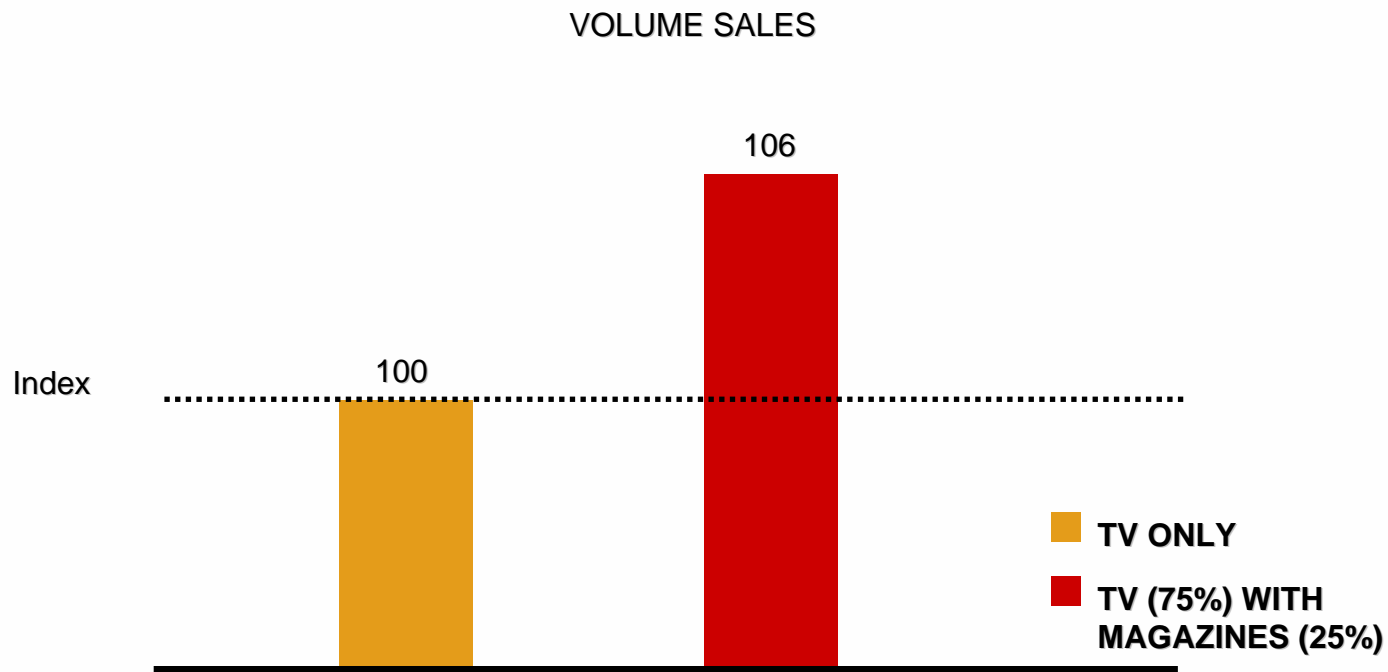
Food Category




GRP Index
100
75

Unilever

Food Category



Was
This Test
A
Success?



Unilever

Unilever/HYP&N Conclusions

- Magazines provide incremental benefit to TV alone
- Based on the incremental reach, increased exposure among lighter TV viewers and previously documented benefits of the Multiplier Effect, it is fair to conclude that brands benefit from the media mix


Summary Results

Company	Category	Test Media Mix	Control	Sales Result
Campbell's	Food	TV plus Magazines	100% TV	+83% (Taste)
Kraft	Food	TV plus Magazines	100% TV	+26% (Taste)
Air Canada	Bus. Travel	TV plus Magazines	100% TV	+18% (Business Travellers)
Unilever	Food	75% TV / 25% Magazines	100% TV	+6%
Unilever	Laundry	80% TV / 20% Magazines	100% TV	Flat
P&G	Laundry	80% TV / 20% Magazines	100% TV	Flat
P&G	Laundry	100% Magazines	100% TV	+6%
P&G	Dental Care	80% TV / 20% Magazines	100% TV	+7%

Canadian Marketers
Now Have
First-Hand Proof
That
Magazines
Deliver
Sales Results



Key Learning

- TV and magazines together outperform television- only in communicating main message
 - TV and magazines together outperform television- only in driving in-market brand sales
 - Proved that magazines alone outperform television for small budget brands that cannot properly support a TV budget
- 

These Are Important
Results And They
Are Canadian



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To Work
For You...!



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