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PAGE features news, research and articles of specific relevance to the media agency and magazine publishing communities.
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Magazines Rev Up Jeep Launch

New Study Measures Media Effectiveness Across the Automotive Purchase Funnel

Chrysler's Jeep division and Dynamic Logic, a market research company, studied the launch of the Jeep Compass to measure the effectiveness of its integrated media campaign:

- Each advertising component was compared to measure the influence that TV, magazines and online—alone and in combination—had on consumers at each stage of the purchase decision-making process.
- Overall campaign impact was examined.
- Exposure frequency of magazines and magazines with other media was quantified at each stage of the purchase funnel.
- The cost-efficiency of each medium and combinations of media was quantified.

Overall Conclusions

- The Jeep Compass advertising plan produced positive results, raising brand metrics at each stage of the purchase funnel, including brand awareness, advertising awareness, message association, brand favorability and purchase consideration.
- The combination of all three media generally yielded the greatest impact although magazines plus online and magazines plus TV generated nearly the same (or sometimes greater) results as the combination of all three media.
- Magazines alone or magazines working synergistically with other media, usually online, most consistently yielded positive results across the purchase funnel.
- The higher the number of exposures to magazines, the better the results were when looking at magazines in isolation or magazines plus TV plus online.
- Magazines alone or magazines plus online demonstrated the best cost efficiency at all stages of the purchase funnel.

To assess whether their advertising plans are meeting specific objectives, many marketers now track consumers as they move through the purchase funnel, from initial brand awareness to purchase intent. For the Jeep Compass study, the effect of advertising on consumers as they make purchase decisions was defined as a six-stage process:

The Purchase Funnel

Aided Brand Awareness: A measure of the respondents' familiarity with the Jeep Compass brand name

Aided Ad Awareness: A measure of the extent to which respondents recall seeing Jeep Compass advertising

Message Association: A measure of a respondents' ability to associate the messaging in the advertising with the Jeep Compass (versus its competitors)

Brand Imagery: A measure of respondents' agreement with certain brand attributes as they relate to the Jeep Compass

Brand Favourability: A measure of respondents' opinions of the Jeep Compass, rated by responses to a five-point scale, i.e.: very favourable, somewhat favourable, neutral, somewhat unfavourable and very unfavourable

Purchase Consideration: A measure of respondents' likelihood to consider purchasing or leasing the Jeep Compass sometime in the future



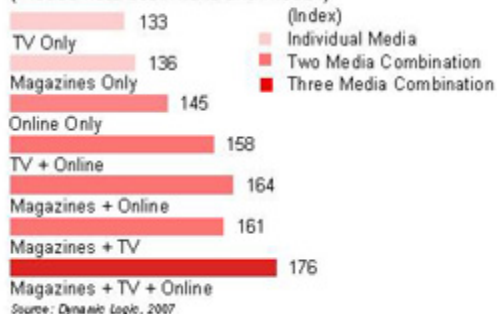
Detailed Results across each Stage of the Purchase Funnel

Aided Brand Awareness: The Jeep Compass advertising campaign was developed as a launch campaign, making brand awareness a major goal. The results showed that:

- Each of the media studied produced major increases in aided brand awareness. When media were evaluated in isolation, online was associated with the largest gains.
- When looking at combinations of two media, the media pairings that included magazines generated the best results.
- The combination of all three measured media—magazines plus TV plus online—produced the strongest result, increasing aided brand awareness 76% versus pre-control metrics.

Aided Brand Awareness

Based on the question: have you heard of the following vehicles?
(Please note both make and model.)

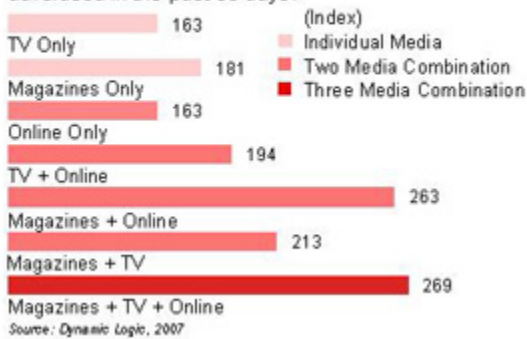


Aided Advertising Awareness: Individually, each of the media in the campaign led to significant increases in aided advertising awareness, with magazines producing the greatest increase (81%). Results for aided advertising awareness included:

- Combinations of two media produced larger increases than individual media.
- The combination of three media did not produce significantly higher ad awareness results than magazines plus online.
- Magazines alone, or as part of the media mix, produced higher aided advertising awareness than any other medium in isolation or in a combination of media that did not include magazines.

Aided Advertising Awareness

Based on the question: Have you seen the following vehicles advertised in the past 30 days?

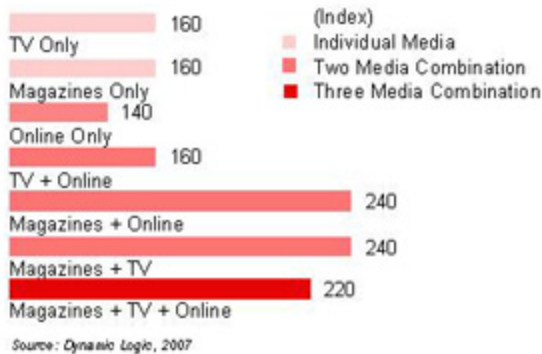


Message Association: The Jeep Compass advertising message was effectively conveyed by each media and media combination. The study found that:

- Similar to other stages of the purchase funnel, each of the media used on its own generated increases in message association, with TV and magazines in isolation at the same level (60% lift) and above that of online in isolation (40% lift).
- Magazines in combination with either TV or online boosted message association the most, even more than when all three media were used together.

Message Association

Based on the question: Which of the following compact/small SUVs, if any, uses this message in its advertising, "Freedom is a whole new dimension"?



Brand Imagery: The effectiveness of each medium's creative at communicating key attributes of the Jeep Compass brand was measured. While individual attributes are masked below, they included brand relevant factors such as "is fun" and "for someone like me." Findings show that:

- Across individual media in isolation, magazines generated the most significant shifts in brand imagery. TV also yielded notable increases in a variety of brand attributes. Online, on its own, did not influence brand imagery versus pre-control metrics.
- Magazines in combination with either TV or online boosted brand imagery more than the combination of TV and online.
- Magazines paired with online generated overall results that were generally similar to the combination of all three media.

Brand Imagery

Based on strength of agreement with each attribute

	Individual Media			Two Media Combination			Three Media Combination
	TV Only	Magazines Only	Online Only	TV + Online	Magazines + Online	Magazines + TV	Magazines + TV + Online
Attribute A	136*	132*	82	136	200	177	200
Attribute B	135	160	75	155	215	200	225**
Attribute C	110	135	55	115	185	165	170
Attribute D	130	150	75	145	175*	180*	195**
Attribute E	128	150	89	144	200	183	206
Attribute F	115	135	65	135	190	160	170

* Not Statistically different within section

** Shows significant Statistical difference versus best two-media combination

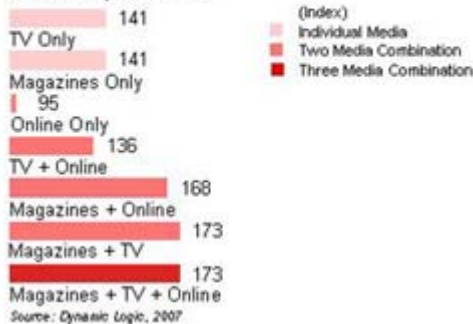
Source: Dynamic Logic, 2007

Brand Favourability: Brand favourability is generally one of the most difficult metrics to affect in the purchase funnel. In the Jeep Compass campaign, findings indicate that:

- Brand favourability significantly increased using either magazines only or TV only.
- The highest gains were achieved when magazines were used in combination with other media. The impact of all three media (73% lift) was equal to the impact of magazines plus TV (73% lift) and similar to magazines plus online (68% lift).
- Online on its own did not produce positive brand favourability although it did boost results when used in combination with magazines.

Brand Favourability

Based on the question: How would you describe your overall opinion about each of the following small/compact SUVs?

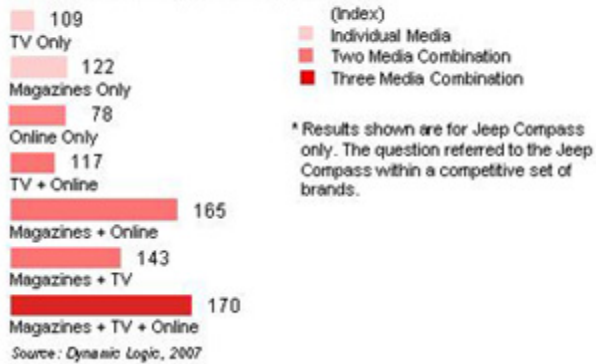


Purchase Consideration: Considered one of the most important metrics in the purchase funnel, findings indicate that:

- Magazines, alone or in combination with other media, drove purchase consideration more than any other measured medium in isolation or media combination.

Purchase Consideration

Based on the question: The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



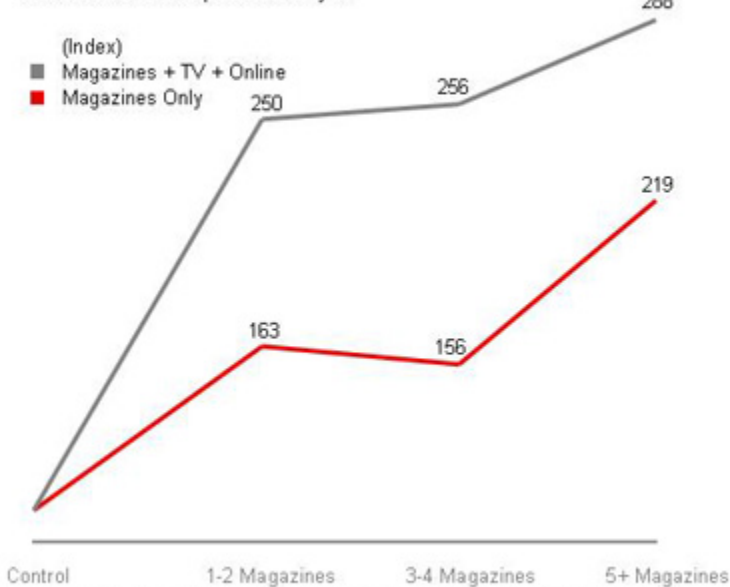
Exposure Frequency and Effectiveness

Aided Advertising Awareness: When Dynamic Logic looked at frequency of exposure to media relative to impact on aided advertising awareness, they found that:

- Magazines alone and in combination with other media significantly impacted aided advertising awareness.
- The combination of magazines, TV and online produced the highest levels of aided advertising awareness.
- Results from magazines alone mirrored the results from all three media, suggesting that magazines contributed significantly to the overall results.
- In general, as frequency of exposure to magazines increased, so did aided advertising awareness, with five or more magazine exposures resulting in the highest ad awareness levels.

Exposure Frequency and Aided Advertising Awareness

Based on the question: Have you seen the following vehicles advertised in the past 30 days?



Note: Dynamic Logic controlled for TV and online consumption levels, including time periods, to isolate the synergistic impact of magazine frequency between magazine frequency exposure groups.
Source: Dynamic Logic, 2007

Brand Favourability: Frequency of media exposure, as it relates to impact on brand favourability, indicates that:

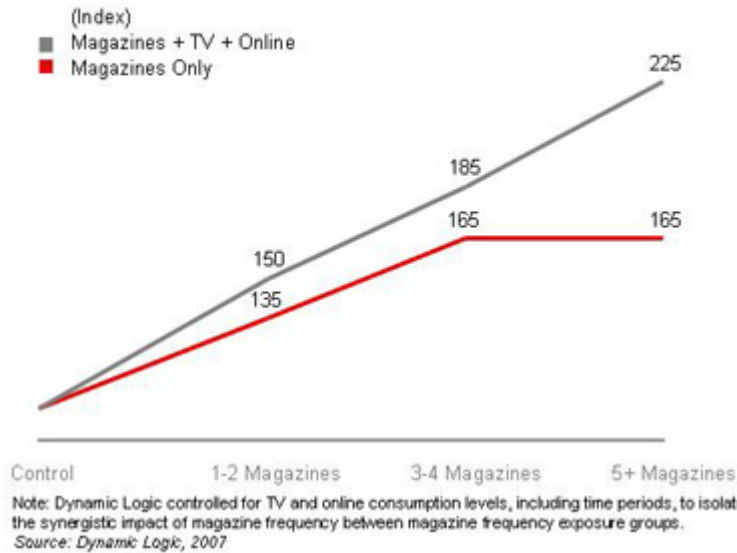
- Brand favourability increased as frequency of exposure to magazines and magazines

plus other media increased.

- As with aided advertising awareness, 1-2 exposure opportunities to magazines alone and in combination with other media had significant impact on brand favorability.

Exposure Frequency and Brand Favourability

Based on the question: How would you describe your overall opinion about each of the following small/compact SUVs?

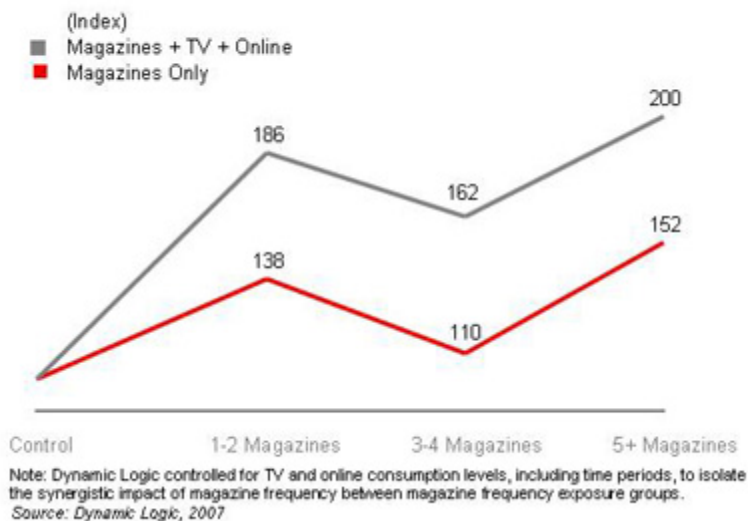


Purchase Consideration: When Dynamic Logic looked at frequency of exposure relative to impact on purchase consideration, they found that:

- Higher magazine exposure frequency contributed to higher gains in purchase consideration for magazines alone or in combination with other media, although some variation occurred.
- Even with just one issue exposure opportunity, magazines in isolation and in combination with other media significantly impacted purchase consideration.

Exposure Frequency and Purchase Consideration

Based on the question: Next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?



Cost Efficiency across the Purchase Funnel

The study examined the efficiency of each medium and combination of media for each stage of the purchase funnel. Findings include:

- Magazines in isolation or magazines plus online were the most efficient of the various media and media combinations (Note: Index of 100 represents the "most efficient" medium or media combination and all other costs were indexed against the most efficient cost. Therefore, an index higher than 100 is less efficient.)

Calculated Cost-per-Person (CPP) by Metric and Exposure Cell
Lower Index = Greater Efficiency. Therefore, 100 indicates the most efficient result.

	Individual Media			Two Media Combination			Three Media Combination
	TV Only	Magazines Only	Online Only	TV + Online	Magazines + Online	Magazines + TV	Magazines + TV + Online
Aided Brand Awareness	236	100	131	282	133	314	207
Aided Ad Awareness	434	100	167	1666	147	380	212
Message Association	186	113	115	644	100	239	322
Brand Imagery							
Attribute A	-	-	-	-	100	461	301
Attribute B	-	183	-	-	100	238	199
Attribute C	-	156	-	-	100	204	215
Attribute D	1914	-	-	-	100	553	232
Attribute E	-	163	-	-	100	646	242
Attribute F	-	-	-	-	100	500	586
Brand Favourability	594	112	-	2496	100	330	317
Purchase Consideration	-	-	-	-	100	1887	960

Note: A dash means that the increase was under one percentage point or did not increase
Source: Dynamic Logic, 2007

Additional Observations

Results from the Jeep Compass study mirror those that Dynamic Logic found in earlier studies that looked across categories at the purchase funnel. Overall, they found that magazines, when in a media mix that included online and TV, contributed:

- 59% of the total increase in brand favourability (7.3% of a total 12.3% shift)
- 67% of the total increase in purchase intent (9.0% of a total 13.5% shift), which was three times as strong as TV's influence and more than six times stronger than online's influence

Incremental Effect of Medium on Brand Metrics

Average Percentage Point Increase, in 17 Studies, Versus Unexposed (Control) Baseline



Dynamic Logic's findings from the Jeep Compass advertising campaign reinforce other studies that have measured the effectiveness of magazines in the automotive category, including "Measuring Media Effectiveness" (which includes aggregated results of four automotive studies) and "What Drives Automotive Sales."

Methodology Overview

From July through December of 2006, Dynamic Logic surveyed nearly 4,500 respondents about their media habits and attitudes toward Jeep Compass launch advertising. Data were balanced between pre-control groups and opportunity-to-see (OTS) groups:

- TV OTS was determined by asking questions on overall TV consumption, day-part viewing, and program/network viewing.
- Magazine OTS was determined by asking if respondents had read specific issues of titles in which advertising from the campaign had appeared.
- Online exposure opportunities, which did not include search, were determined by the presence of electronic ad tracking data indicating that a visit to the website had occurred.
- Each respondent cell was unique, i.e.: "TV only" consumers were exposed only to the TV advertising; "Magazines and Online" respondents were exposed only to magazine and online advertising; "Magazines, TV and Online" respondents were exposed to advertising in all three media.

Dynamic Logic, a Millward Brown company which is part of The Kantar Group, the information and consultancy arm of WPP, is a leading marketing research company with expertise in measuring advertising and marketing effectiveness. The company specializes in providing solutions to evaluate multimedia campaigns, planning and benchmarking campaigns. Clients include leading marketers, advertising agencies and media companies.

Source: Revving Up Auto Sales Media Effectiveness and Efficiency across the Automotive Purchase Funnel (Full Study), MPA, May 2007

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