

NEW

# Rewing Up Auto Sales

## Media Effectiveness and Efficiency Across the Automotive Purchase Funnel

### Full Study

Chrysler's Jeep division and advertising agency PHD, in partnership with Magazine Publishers of America, selected Dynamic Logic, a leading market research firm, to conduct research on the effectiveness of the media—alone and in combination—that was used in an integrated advertising campaign for the launch of the Jeep Compass. Chrysler and PHD asked Dynamic Logic to determine overall advertising effectiveness. Analysis included:

- Examining overall campaign impact
- Comparing the influence that TV, magazines and online—alone and in combination—had on consumers at each stage of the automotive purchase decision-making process (a.k.a. “purchase funnel”)
- Quantifying the cost efficiency of each medium and combinations of media
- Evaluating how exposure frequency of magazines and magazines with other media affected results across the purchase funnel

### Overall Conclusions

- **The advertising plan produced positive results, raising brand metrics at each stage of the purchase funnel**, from brand awareness, advertising awareness, message association, and brand favorability through to purchase consideration.
- The combination of all three media generally yielded the greatest impact. **Magazines plus online or magazines plus TV generated nearly the same or greater results as the combination of all three media did.**
- **When looking at which medium most often improved results, magazines alone or magazines working synergistically with other media—usually online—most consistently yielded positive results across the purchase funnel.**
- **Magazines on their own or magazines plus online demonstrated the best cost efficiency at all stages of the purchase funnel.**
- **Overall, 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.**

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**Methodology Overview**

From July through December of 2006, Dynamic Logic conducted surveys online, asking nearly 4,500 respondents about their media habits and attitudes toward Jeep Compass' advertising. Respondents were recruited via websites that were part of Jeep Compass' media plan. Data were balanced between pre-control groups and opportunity-to-see (OTS) groups based on U.S. census data and media consumption data from syndicated media research.

Dynamic Logic determined TV OTS by asking questions on overall TV consumption, daypart 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. A three-month screener and "specific issue read" were asked for each magazine. Online exposure opportunities, which did not include search, were determined by the presence of advertising electronic tracking data, indicating that a visit to the website had occurred. Each respondent cell was unique, for example:

- "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** 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 online campaigns through a syndicated ad effectiveness database and copytesting online ads. Founded in 1999, Dynamic Logic's headquarters is in New York City, with offices in Chicago, San Francisco, London and Tokyo. Clients include leading marketers, advertising agencies and media companies. Dynamic Logic is a Millward Brown company, which is part of The Kantar Group, the information and consultancy arm of WPP ([www.dynamiclogic.com](http://www.dynamiclogic.com)).

**Magazine Publishers of America (MPA)** is the industry trade association for consumer magazines. Established in 1919, MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members. For information on the research presented here, please contact Wayne Eadie, Senior Vice President, Research, Magazine Publishers of America, at [weadie@magazine.org](mailto:weadie@magazine.org). For copies of MPA resources, please e-mail [promotion@magazine.org](mailto:promotion@magazine.org) or visit MPA's website: [www.magazine.org](http://www.magazine.org).

## Defining the Purchase Funnel

Measuring the effect of advertising on consumers as they make purchase decisions —i.e., go through the purchase funnel from initial brand awareness to purchase intent—is a common way for marketers to assess whether their advertising plans meet their objectives.

For the Jeep Compass study, the purchase funnel metrics were defined as a six-stage process:

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

**Aided Ad Awareness:** A measure of the extent to which respondents recall seeing the Jeep Compass advertised, including media not included in this study

**Message Association:** A measure of 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 attributes as they relate to the Jeep Compass

**Brand Favorability:** A measure of respondents' overall opinion of the Jeep Compass (rated by responses to a five-point scale: "Very favorable, somewhat favorable, neutral, somewhat unfavorable, very unfavorable")

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

### Purchase Funnel



## Individual Stages of the Purchase Funnel

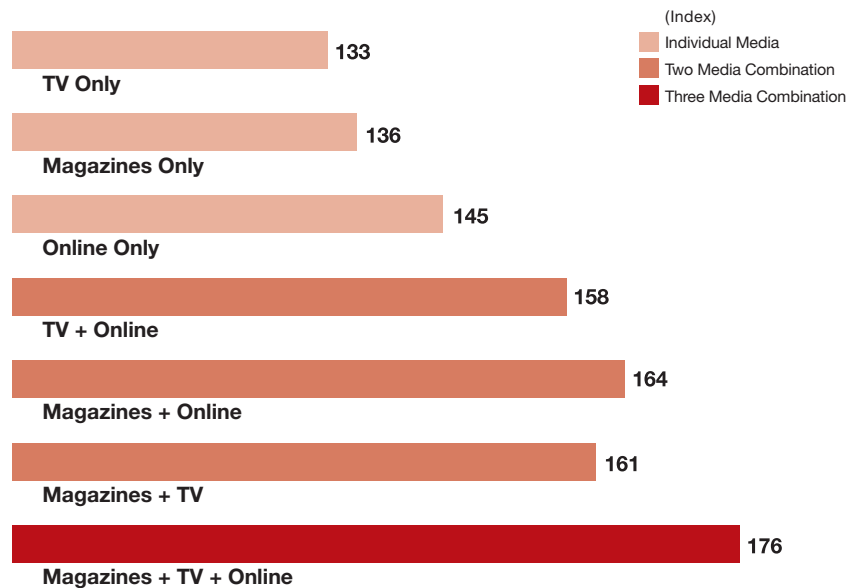
### Aided Brand Awareness

The advertising campaign was developed to launch the Jeep Compass into the marketplace; consequently, brand awareness—the first stage of the purchase decision-making process—was a major goal of the campaign. The results showed that:

- Each of the media studied—TV, magazines and online—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 pairs that included magazines generated the best results.**
- The combination of all three media—magazines plus TV plus online—produced the strongest results, increasing aided brand awareness 76%.

### Aided Brand Awareness

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



Source: Dynamic Logic, 2007

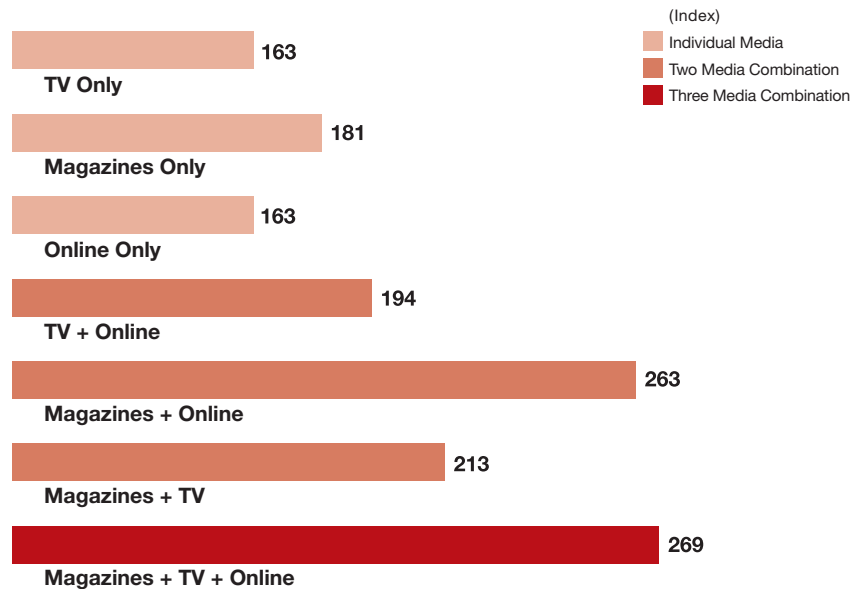
### Aided Advertising Awareness

When used on their own, each of the media in the Jeep Compass campaign led to significant increases in aided advertising awareness, with magazines producing the greatest increase from a single medium (81%). Results for aided advertising awareness included:

- Combinations of two media produced larger increases than when one medium was used alone.
- The combination of three media did not produce significantly higher results in aided advertising awareness than magazines plus online did.
- **When magazines were used alone or as part of the media mix, the campaign produced higher aided advertising awareness than any other medium in isolation or 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?*



Source: Dynamic Logic, 2007

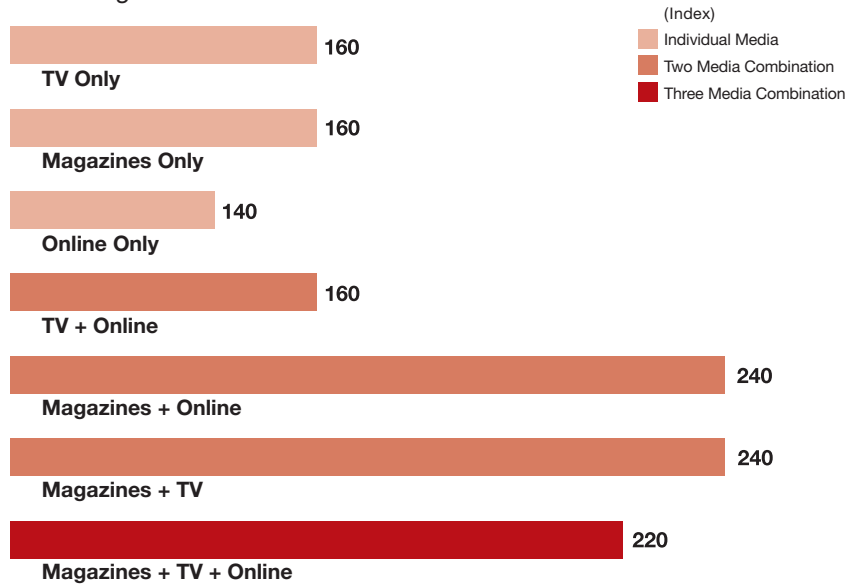
### Message Association

Jeep Compass' advertising message was effectively conveyed in all of the media and media combinations that were used. Dynamic Logic 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"*



Source: Dynamic Logic, 2007

## Brand Imagery

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

- When looking at each medium 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.
- **Magazines in combination with either TV or online boosted brand imagery more than the combination of TV and online.**
- **Magazines paired with online produced the highest overall results that generally exceeded or equalled the combination of all three media.**

### Brand Imagery

*Based on strength of agreement with each attribute*

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

\*Not statistically different within section

\*\*Shows significant statistical difference versus best two-media combination

Source: Dynamic Logic, 2007

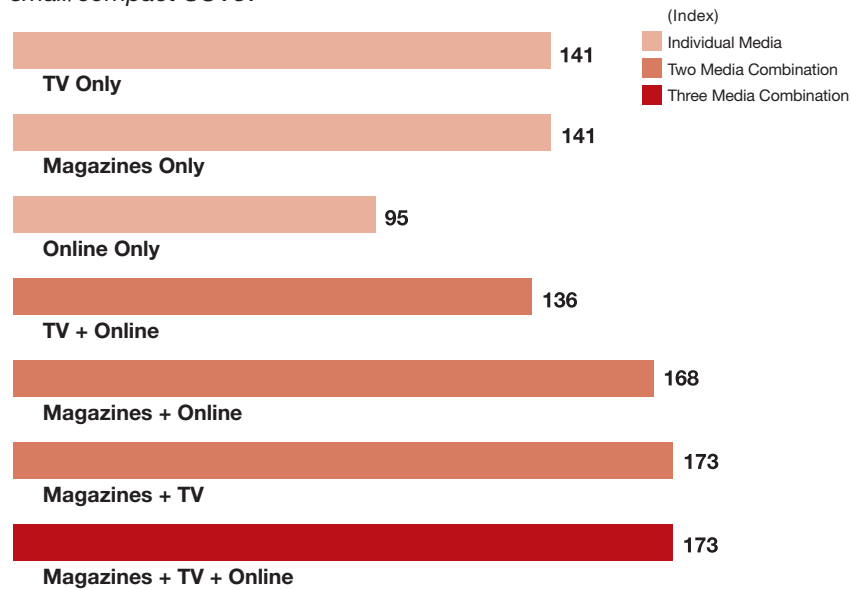
### Brand Favorability

Brand favorability is generally one of the most difficult metrics to affect in the purchase funnel. In the Jeep Compass campaign, Dynamic Logic found that:

- Brand favorability significantly increased using either magazines only or TV only exposures.
- **The highest gains were achieved when magazines were used in combination with other media.** The impact of all three media (73% increase) was not significantly better at increasing brand favorability than magazines plus TV (73% increase) or magazines plus online (68% increase).
- Online did not produce positive brand favorability results on its own, though it did boost results when working in combination with magazines.

### Brand Favorability

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



Source: Dynamic Logic, 2007

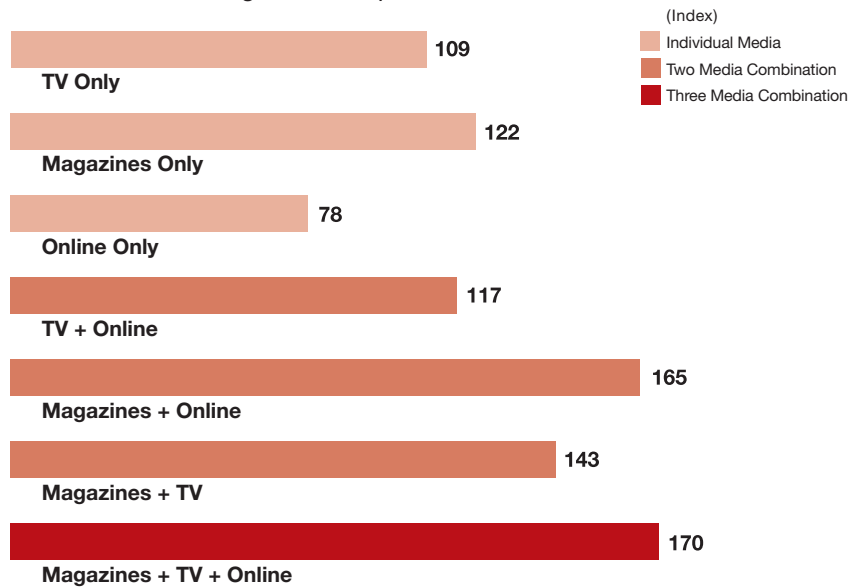
### Purchase Consideration

When it came to looking at purchase consideration—the final stage before a consumer decides to make a purchase—Dynamic Logic found that:

- **Magazines—whether alone or in combination with other media—drove purchase consideration more than any other medium in isolation or media combination.**
- When TV was added to magazines and online, the gains in purchase consideration were not significantly higher than magazines plus online alone.

### 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?\**



\*Results shown are for Jeep Compass only. Question referred to the Jeep Compass within a competitive set of additional brands.  
Source: Dynamic Logic, 2007

## Purchase Funnel Metrics for Consumers Who Had Previously Considered Purchasing a Jeep

Jeep Compass wanted to look at how the campaign affected consumers who had considered purchasing a Jeep in the past. Limited sample size resulted in insufficient measurable results for magazines or online in isolation or the combinations of TV plus online and magazines plus online. However, the results for the remaining cells yielded a number of insights, including:

- For most stages of the purchase funnel and brand attributes, **magazines paired with TV produced the best results.**
- Overall, the addition of online to magazines plus TV did not produce positive results throughout the purchase funnel, except for a 15% increase in purchase consideration when used with TV and magazines for one of the attributes.

### Purchase Funnel Results

Consumers Who Previously Considered Purchasing a Jeep Compass

	TV Only	TV + Magazines	TV + Magazines + Online
Aided Brand Awareness	150	<b>166</b>	155
Ad Awareness	170	<b>235</b>	<b>230</b>
Message Association	133	<b>267</b>	200
Brand Imagery			
Attribute A	124	161	<b>176</b>
Attribute B	126	<b>174</b>	<b>174</b>
Attribute C	100	<b>133</b>	<b>133</b>
Attribute D	118	<b>150</b>	<b>147</b>
Attribute E	103	<b>155</b>	<b>155</b>
Attribute F	100	<b>143</b>	<b>143</b>
Brand Favorability	140	<b>160</b>	134
Purchase Consideration	105	<b>124</b>	<b>127</b>

Note: A/B/C/D = Statistically significant difference at a 90% confidence level  
Source: Dynamic Logic, 2007

## Exposure Frequency and Effectiveness

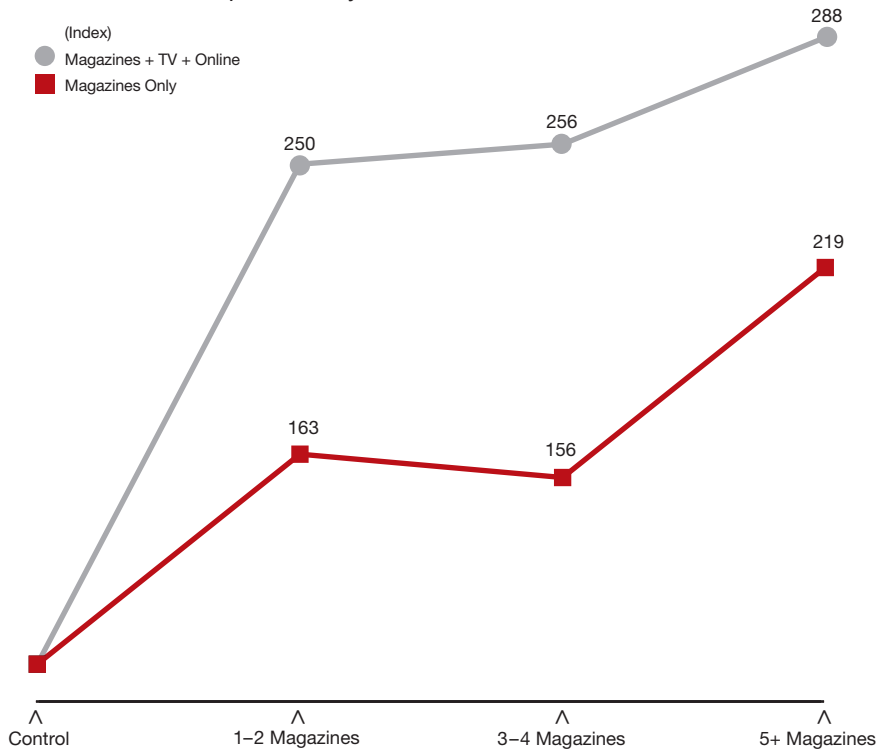
### Aided Advertising Awareness

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

- 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 to the overall results.**
- In general, **as exposure frequency to magazines increased, so did aided advertising awareness**, with five or more magazine exposures resulting in the highest levels.
- **Magazines alone and in combination with other media significantly impacted aided advertising awareness.**

### 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

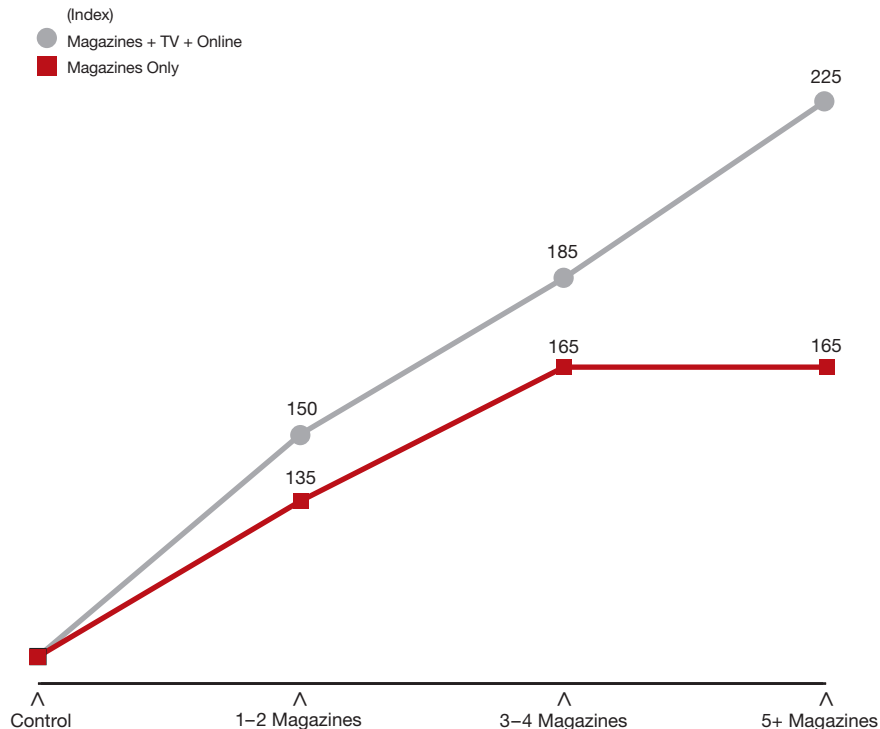
## Brand Favorability

When Dynamic Logic looked at frequency of exposure to media relative to impact on brand favorability, they found that:

- **Brand favorability increased as frequency of exposure to magazines and magazines plus other media increased.** For magazines alone, brand favorability remained stable when exposure frequencies increased to five exposures from three to four exposures. However, when magazine exposures increased from three to four exposures to five exposures, brand favorability increased 40% for magazines plus other media, indicating magazines' value to overall results.
- As with aided advertising awareness, **even just one exposure opportunity to magazines alone and in combination with other media had significant impact on brand favorability.**

### Exposure Frequency and Brand Favorability

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



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

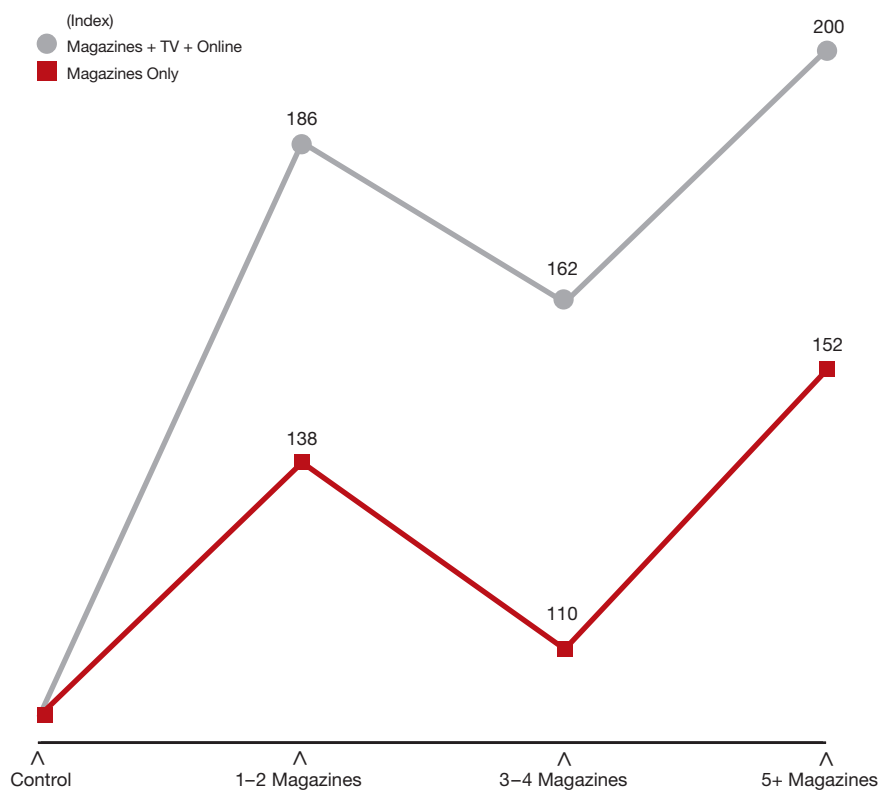
## Purchase Consideration

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

- Though some variation occurred, **overall, higher magazine exposure frequencies—magazines alone or in combination with other media—contributed to higher gains in purchase consideration.**
- **Even with just one issue exposure opportunity**, as demonstrated with aided advertising awareness and brand favorability, **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?*



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

## TV Advertising Effectiveness Over Time

TV is often viewed as a medium that gets immediate results. However, for the Jeep Compass campaign, Dynamic Logic found that across the purchase funnel, TV alone was most effective at months four and five within the campaign study period.

### Longitudinal Analysis (Effects of Cumulative TV)

	Month 1 A (%)	Month 2 B (%)	Month 3 C (%)	Month 4 D (%)	Month 5 E (%)
Aided Brand Awareness	100	84	116	<b>151</b>	138
Ad Awareness	100	78	122	<b>172</b>	<b>172</b>
Message Association*	100	133	100	167	<b>233</b>
Brand Favorability	100	105	133	<b>181</b>	148
Purchase Intent	100	136	121	171	<b>229</b>

\*Low base

Note: Analysis controlled for synergistic effects of magazines and online.

Source: Dynamic Logic, 2007

## Cost Efficiency Across the Purchase Funnel

Dynamic Logic examined the efficiency of each medium and combination of media for each stage of the purchase funnel. Their findings included:

- **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.)
- Except for unaided brand awareness, TV in isolation or in combination with other media was less efficient for this campaign.

### Calculated Cost-per-Person (CPP) by Metric and Exposure Cell

*Lower Index = Greater Efficiency*

	Individual Media			Two Media Combinations			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 Favorability	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

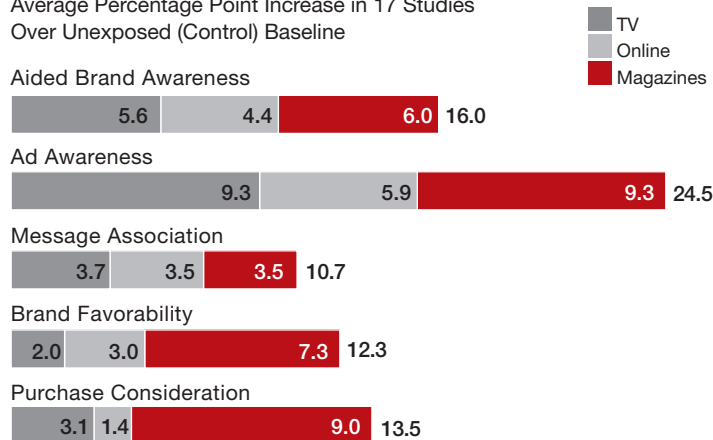
## Additional Observations

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

- 59% of the total increase in brand favorability (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  
Over Unexposed (Control) Baseline



Source: Dynamic Logic, 2006

Dynamic Logic's findings about the Jeep Compass advertising campaign reinforce a number of studies that have studied the effectiveness of magazines in the automotive category, including "Measuring Media Effectiveness Full Study" (which includes aggregated results of four automotive studies) and "What Drives Automotive Sales," available at [www.magazine.org/accountability](http://www.magazine.org/accountability).