CONNECTING PRINT WITH ADVERTISING TRACKING

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Introduction

Tracking studies, in which the impact of advertising communication is measured, are a well-established part of the marketing information process. They are used extensively by brand owners to monitor the effects of their marketing programmes. In many cases, attempts are made to relate their findings to media expenditure. Decisions about future activity may be taken on this basis.

How well do they deal with print? Some print media owners feel that the techniques employed do not always fully cater to the advantages of the medium. Print allows great precision in linking advertiser brands with specific magazine and newspaper vehicles – both in matching the image of the brand with the image of the publication, and the use of an appropriate reading environment. These are benefits which large-scale studies for tracking heavyweight TV campaigns are sometimes not designed to show.

BMRB/KMR and Millward Brown have developed a system of bridging information from one survey to another which allows tracking studies and print measurement to be linked – as well as being a useful segmentation system in its own right. Branded as 'Life Values', it works by the application of parallel segmentation to TGI and Advanced Tracking Programme (ATP) studies. In essence, the system allows us to evaluate whether a brand is aligned with the key values of its consumers. Going further, the bridge between the tracking study and TGI makes it possible to assess which media vehicles are the best matches for the brand, by comparing their value-positioning.

Brands and Values

The nature of brands is changing. They have moved from simply being products with personality to being objects that embody values. The brands that are clearest about the values that they stand for are the brands that tend to be most successful.

But of course it is consumers who buy our brands. So we need to understand what makes them tick, what distinguishes them from each other, and what binds them together.

It is critical that a brand stands for something. The more that customers can identify with it, the stronger the ties which bind. Many of today's most successful brands do not owe their profitability to having rational advantages over competitors in their market sector. They have created a positioning around emotions, passions, even some kind of kinship and iconography. The bonds that tie their users together are more conceptual than physical. They are based on shared feelings and values.

Can we identify these shared values? Can we group consumers together in ways that are useful? Can we gain understanding of value-groups and apply them to the marketing of consumer products and services? We believe that this is possible.

Segmentation

Consumer segmentation comes in many shapes and sizes, and many companies use a variety of techniques for different purposes. For instance, segmentation by demographics is most commonly used for targeting and as the starting point for many brand strategies; segmentation based on brand loyalty is used extensively for CRM (Customer Relationship Management); segmentation based on what consumers are looking for in the category is often used for portfolio management.

The Life Values segmentation tool that we describe in this paper segments consumers on a further dimension: their broad, overriding priorities in life. Are they risk-takers, or more cautious? Are they altruistic, or do they tend to put themselves first? This has several key benefits:

- It can lead to more effective brand strategies, by highlighting the match – or mismatch – between what the brand stands for, and category consumers' priorities.
- It also allows us to assess whether the brand's marketing activity is resonating with the brand's attitudinal target – are the people most receptive to the brand positioning getting it?
- It lets us explore how the brand's communications might best be targeted: into which media and which specific vehicles.

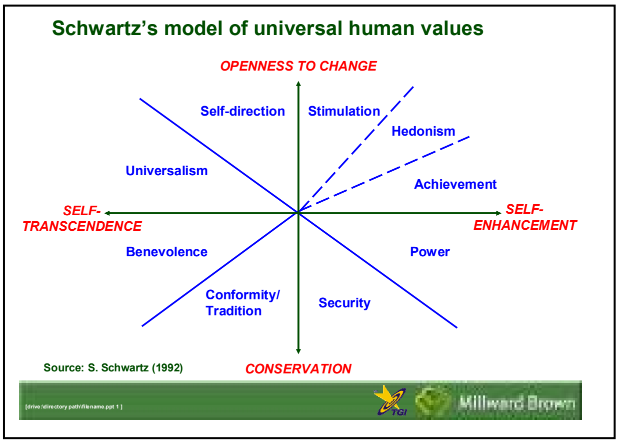
Consumer segmentations based on overall priorities have been conducted before. The notable features of this tool are that:

- It allows Millward Brown tracking (and equity and copy testing) tools to be tied to TGI databases. Thus marketers can line up these two sources of information. The Millward Brown study can highlight how a brand's marketing activity is performing among key groups, and the TGI study can provide extensive guidance for media targeting and cross-promotion.
- It's simple. The segmentation tool takes only a couple of minutes to administer, so it can be easily added to any existing Millward Brown study.
- It's robust, having been carefully designed to give meaningful answers from just a few statements, and to work across borders. It segments consumers the same way, from the US to the UK to Mexico to China.

Building the Life Values segmentation

Our approach is based on well-established psychological evidence. A review of the literature on values strongly suggests that people's fundamental values fall across a pattern that can be described by two independent dimensions (e.g. S. Schwartz's model of universal values – see Figure 1).

Figure 1 – Schwartz's model of universal human values



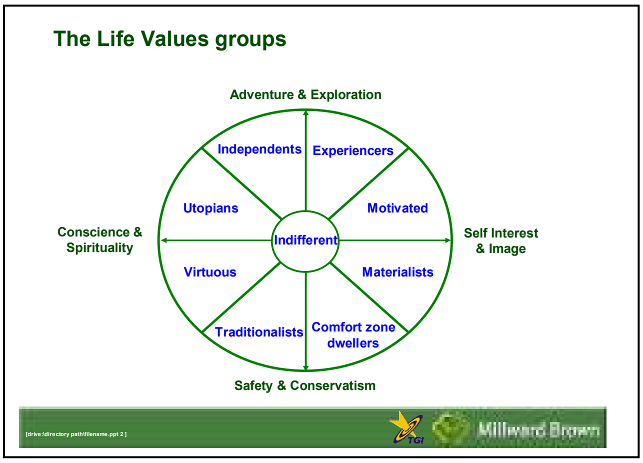
Our two dimensions are:

- *Conscience & Spirituality – Self interest & Image*, i.e. the extent to which someone is focused on their own needs compared to the needs of others.
- *Safety & Conservatism – Adventure & Exploration*, i.e. the extent to which someone embraces change compared with clinging to existing rules and customs.

While individuals' priorities will vary, and people in one culture may tend to prize one goal more than people in another culture, the goals of all individuals and cultures can be described in terms of these two broad dimensions.

So our approach uses a small but carefully selected number of statements to score each individual on these two dimensions. The individual statements used for each country's solution tend to vary, but the two main dimensions are constant. Based on each individual's position on these dimensions relative to the country average, we can assign them to one of nine groups, each of which has distinctive characteristics. Figure 2 shows these groups, and their relative priorities on the two dimensions.

Figure 2 – The Life Values groups



Who are the different groups?

Experiencers have a strong desire for adventure and novelty, as well as tending to focus more on their own interests. They tend to be thrill-seekers, self-expressive and image-conscious.

Motivated individuals tend to put themselves first, and this is allied to an openness to change. They tend to be highly ambitious, and are willing to take risks to get where they want to go. They are very concerned with image and appearance, and are avid consumers.

Materialists tend to focus on themselves, but are also somewhat conservative. They very much want to project the 'right' image – but that's the image that society values and endorses (e.g. wealth and success) rather than individuality. They therefore like to use brands and labels, especially premium brands, to express their self-identity. Along with the Motivated group they are the most positive about marketing

Comfort Zone Dwellers are primarily conservative but also focused on themselves. They are very risk-averse, and tend to value image and appearance, so they worry about what others think of them. They also tend to be family orientated, reserved and often hold somewhat 'old-fashioned' views.

Traditionalists are conservative but with a less self-centred orientation. They tend to be patriotic and value society's existing customs. They are often religious, and live fairly 'sedate' lives.

The *Virtuous* group tends to be more altruistic and somewhat conservative. Doing your duty is an important consideration, and they are willing to donate time to good causes. They act responsibly and tend to reject hedonistic or immature behaviour.

Utopians are more philanthropic and spiritual, but also welcome change and risk. They tend to be idealistic and have strong convictions, so they support many liberal causes such as environmental groups or conservation groups. They tend to reject materialism, and expect people and organisations to behave ethically.

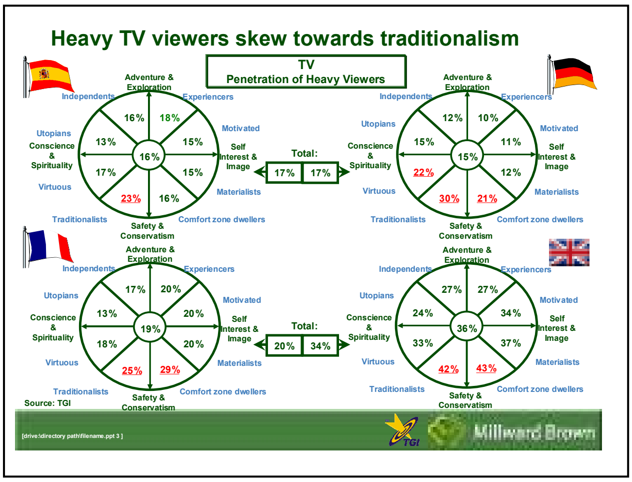
Independents tend to be more adventurous, combined with a more selfless attitude. They enjoy being different, and have a strong sense of self-belief. They are often creative and consider themselves free-thinkers, while rejecting superficial symbols of wealth or success.

The *Indifferent* group is the hardest to pin down, as they find very little with which to agree. Rather than being inconsistent, they tend to be neutral on many attitudes.

The groups are therefore attitudinally quite distinct, and this has consequences for other behaviours. For instance there are strong skews in the types of music the groups listen to, the newspapers they read, and the amount and type of television they watch.

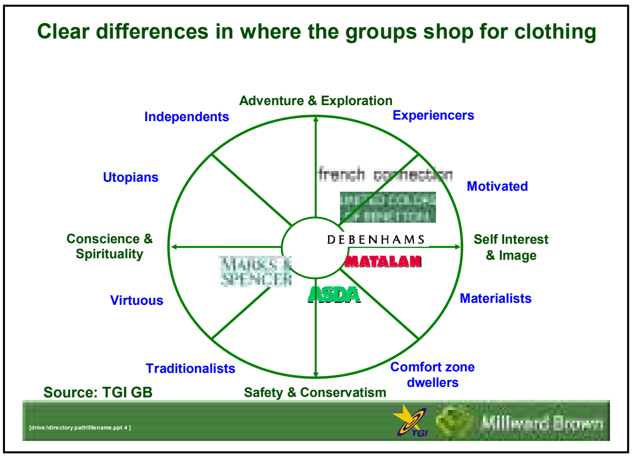
This is a conclusion that applies across markets. Figure 3 show how heavy TV viewers fall disproportionately among Traditionalists and Comfort Zone Dwellers in the four European markets of Spain, Germany, France and Britain.

Figure 3 – Heavy TV viewers skew towards traditionalism



Crucially the nine groups also have distinct skews in the different brands and categories that they buy. For instance, in Britain the groups differ greatly in the stores where they tend to shop for clothing. The Experiencers and Motivated groups are more likely to shop at French Connection, and the Motivated group in particular are more likely to shop at Benetton and to a lesser extent Debenhams. The Materialists, who value designer brands, are the group most likely to shop at Matalan. The Comfort Zone Dwellers are more likely than others to shop at Asda for clothes, and the Virtuous group are the most likely to shop at Marks & Spencer (see Figure 4).

Figure 4 – Clear differences in where the groups shop for clothing



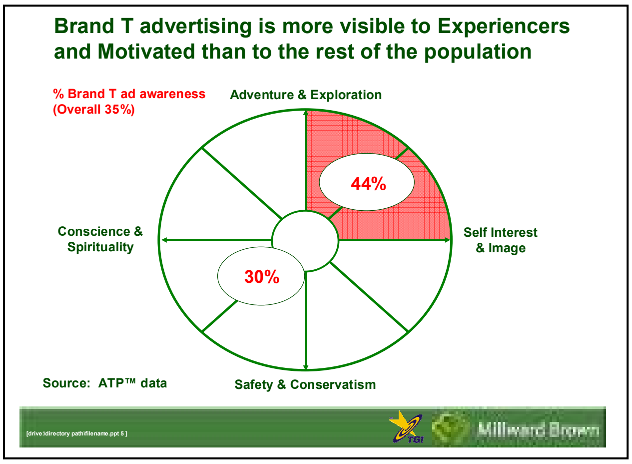
Client Marketing Case Study 1: Using the Life Values segmentation to improve marketing programmes

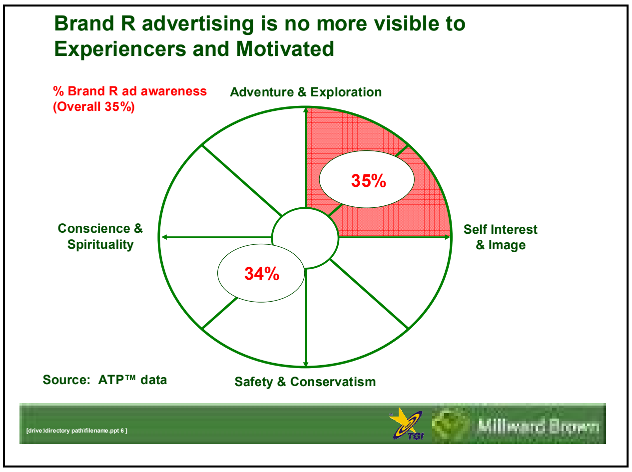
By applying the segmentation to a Millward Brown tracking study, and then cross-referencing this with TGI data, we were able to give clear strategic and media guidance to a soft drink client. The client has two key brands in its portfolio which we have called R and T here to maintain confidentiality. The tracking study clearly showed that the target market for both these brands skewed towards the Experiencer and Motivated groups – both category and brand purchasers within the brands' target demographic (ABC1C2 aged 18-55) were most likely to belong to these groups.

By examining the brands' strategies against the values of these key groups, we were able to confirm that the direction the brands were being pushed in was congruent with the values of these two groups. Brand R's positioning was slightly more suited to the Experiencer group, and Brand T more suited to the Motivated group. This also gave a useful point of difference between the two brands.

We were also able to show that Brand T's marketing activity seemed to be resonating more, and was effectively targeted at the Motivated and Experiencer groups, since it was much more visible among those groups. However, Brand R showed no such skew in advertising awareness among these key groups (see Figures 5 and 6).

Figures 5 and 6 – Advertising awareness for brands T and R





Examination of the communication from the TV commercial suggested that this was on strategy, and therefore the issue was to do with media targeting. By interrogating the TGI database, we were able to give guidance on the media vehicles that were most likely to deliver an audience skewed towards these key groups within the brand's demographic target and therefore inform a tighter media strategy. In this case, late night Channel 4 and both men's and women's lifestyle magazines seemed to offer better targeting opportunities for this brand (Figures 7 and 8).

Figure 7 – TV programmes that Experiencers/Motivated specially choose to view

TV programmes that Experiencer/Motivated groups specially choose to view

Programmes watched*	Index vs total ABC1C2 18-55	Comment
Driven	140	High
South Park	133	High
The Simpsons	128	High
Will and Grace	128	High
Sex and the City	126	High
The Sopranos	123	High
Heatbeat	81	Low
House Doctor	77	Low

*Selected programmes analysed

Source: TGI GB

Figure 8 – Magazines that Experiencers/Motivated are more likely to read

Magazines that Experiencer/Motivated groups are more likely to read

Magazines read	Index vs total ABC1C2 18-55	Comment
Maxim	178	High
Loaded	157	High
FHM	155	High
Q	148	High
Heat	145	High
Glamour	135	High
Elle	123	High
Cosmopolitan	122	High
Sky Customer Magazine	121	High

Source: TGI GB

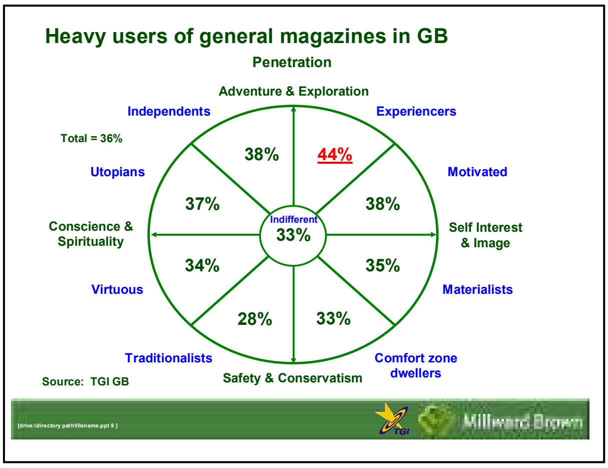
*Selected magazines analysed

Using Life Values with Print

There are a number of ways in which the Life Values technique can be applied to print.

Firstly, one can simply profile print and print types in order to gain an appreciation of the value groups that particular types of publication are especially adept at reaching. For example, at the overall level general magazines in GB are strong at reaching the Experiencers group in particular, as Figure 9 shows. Heavy readers of general magazines are somewhat more adventurous in their outlook on life than the overall population.

Figure 9 – Heavy users of general magazines in GB

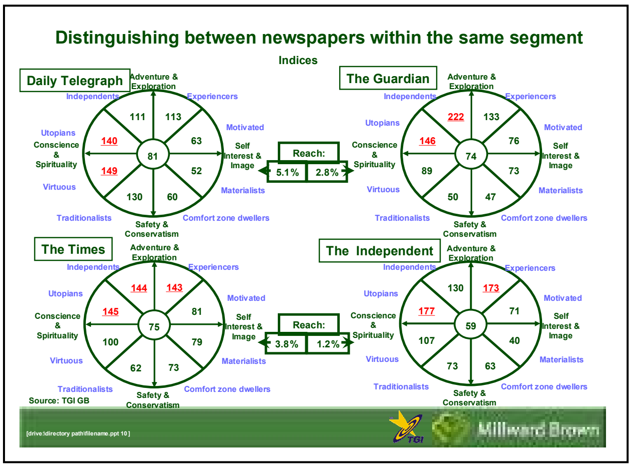


Going into more specific detail, we can profile specific publications in order to gain understanding of the value-profile of the readers of each. If you are a publisher, it can be interesting and very useful to assess whether the editorial tone of your title is pitched appropriately and in accordance with the value-set of your readers. Equally, if you are looking at re-positioning your title, you need to judge the appropriate editorial tone for the group you want to attract. Given that these values are of fundamental importance to people, it is vital that you get this right.

Life Values also offer a way of distinguishing between titles in a sector. This could be helpful both to planners who are trying to identify which titles to use for a particular objective and to print owners who are seeking to differentiate their title from its competitors.

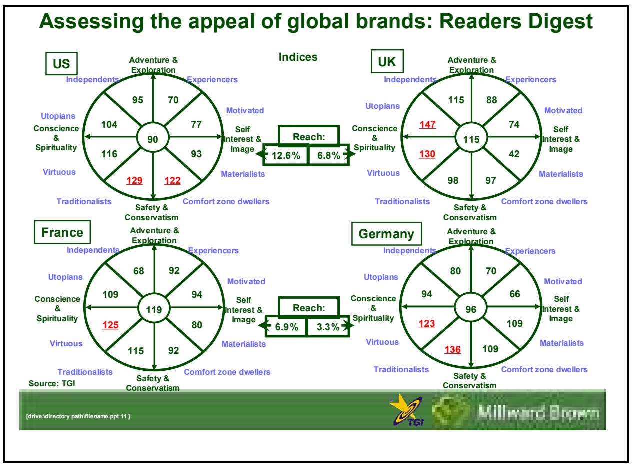
The daily broadsheet newspaper market in Britain has several occupants. Four of them are illustrated in Figure 10. The social grade profiles of these titles are very similar, but their Life Values profiles show some interesting nuances in their readers' underlying values. Knowing this could be very important for the planning of certain campaigns.

Figure 10 – Distinguishing between newspapers within the same segment



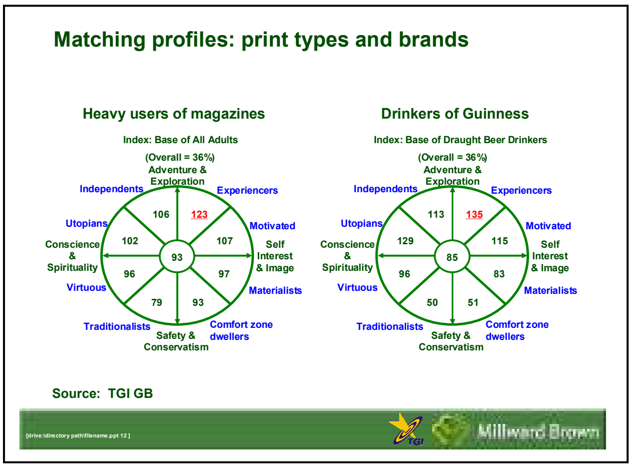
For global publications, which publish different editions in many markets, Life Values offers a way of comparing readership profiles. For example, the profile of Readers Digest across four major western markets in which it has a significant presence is consistent, with the Virtuous group in particular a key target (Figure 11).

Figure 11 – Assessing the appeal of global brands: Readers Digest



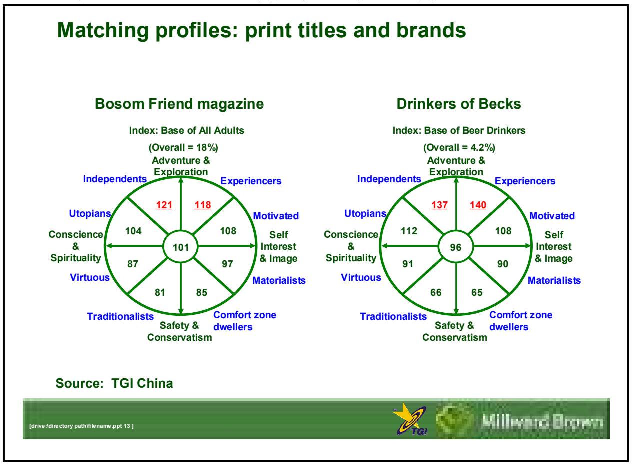
One can extend this approach into making the case for print generally. When looking at the Life Values profile of a brand you may find that its 'footprint' is biased towards groups in which Print – or certain types of publication – have a strong presence. If we look again at heavy readers of general magazines in Britain, and at the peak in appeal among the Experiencers, we see how the case for Guinness to be advertised in print, which also has its peak in appeal among the Experiencers, can be made (Figure 12).

Figure 12 – Matching profiles: print types and brands



Publishers and agencies often talk about the idea of matching brand with brand; this technique allows matches to be identified through the conduit of the value sets of readers/brand users. It allows the case for specific titles to be made. Some titles can be found to have Life Values profiles that match those of given brands very well indeed. In such cases the fit between publication and brand is close to perfect – at both the numbers level and in terms of the value-fit. The title might be said to be the perfect advertising vehicle for the brand. A clear example of this, from TGI China, is the match between Beck's beer and Bosom Friend magazine (Figure 13).

Figure 13 – Matching profiles: print types and brands



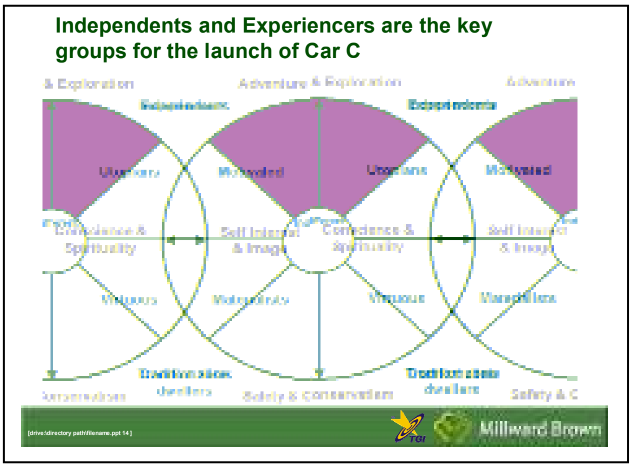
Alternatively, if a brand owner is seeking to shift the value-profile of a brand, certain publications might offer the perfect target profile for the desired repositioning of the brand. Again the case for using the title as an advertising vehicle could be made.

Client Marketing Case Study 2: Evaluating and optimising a print campaign

The earlier examples, for the soft drinks brands R and T, show clearly how the segmentation scheme can be used to plan media effectively. Going further, by tying up TGI with Millward Brown data, we can use in-market feedback to assess how effectively the campaign is impacting its intended audience, how they are responding to it, and therefore refine both the creative and the media laydown.

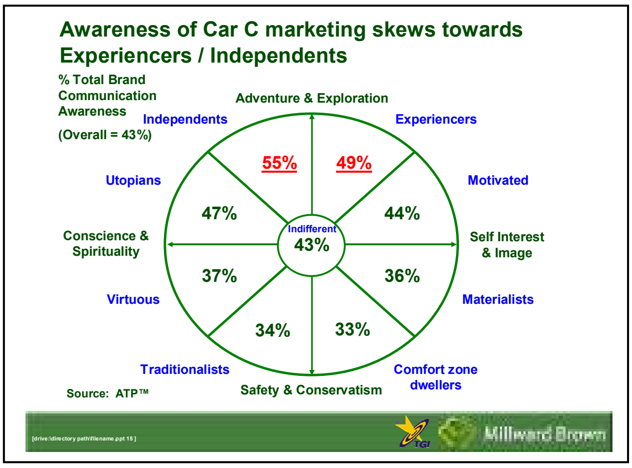
In this example we see exactly that. The brand was a new car, which for reasons of confidentiality we have called Car C. This was a radically designed model, with its key selling point being its distinctive styling, which would appeal to people who wanted a car which was a little different, and who were more open to unusual design. By applying the Life Values segmentation, we were able to identify the key consumers on our tracking study sample who fitted that description – the Experiencers and the Independents. These are our most forward-thinking groups (see Figure 14).

Figure 14 – Highlighting the key groups for the launch



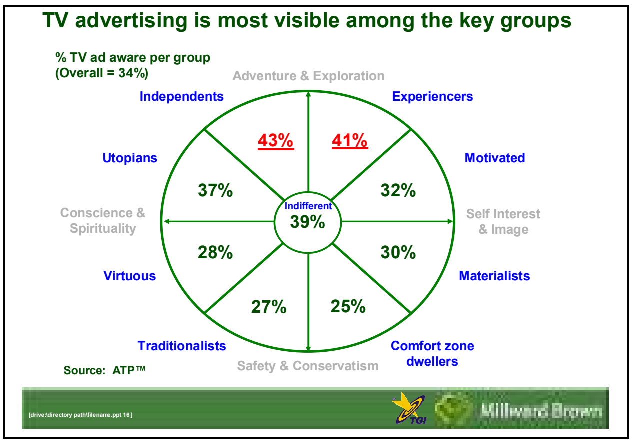
The launch of Car C was supported by a multimedia campaign, combining TV, print, internet and PR activity. Analysis of the tracking study showed that this created significant visibility for the new car – and crucially, this marketing pressure was focused on the right groups. Figure 15 shows the total level of branded advertising awareness achieved during the launch campaign, looking across the different Life Values groups. Advertising awareness was significantly higher among Independents (at 55%) and Experiencers (49%) than the rest of the population (overall 43%).

Figure 15 – Total Brand Communication Awareness for Car C



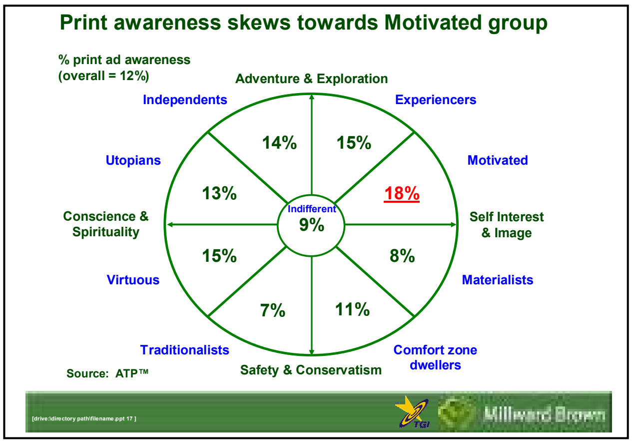
We were also able to deconstruct this level of ad visibility to diagnose different elements of the marketing mix. In this case, TV was a significant driver of ad awareness – and was clearly working effectively among more forward-thinking consumers. As figure 16 shows, TV advertising awareness was significantly higher among Independents (43%) and Experiencers (41%) than the rest of the population (overall 34%).

Figure 16 – TV advertising awareness



However when we looked at print advertising awareness, we saw that even though the print element of the campaign performed well among the key groups (14% and 15% compared to 12% overall) it was in fact skewing most clearly towards a slightly off-target group, the Motivated, where 18% awareness was found (Figure 17).

Figure 17 - Print advertising awareness.



Why was this? Could the media laydown have been the cause? We were able to analyse TGI to examine this.

This was a heavyweight print campaign. As Figure 18 shows, coverage among every group was over 85%. Advertising appeared in many national daily and Sunday newspapers and their supplements. Additionally, given the key selling point of the car, the magazine element of the print media plan had been slanted towards men's and women's 'style' magazines, and automotive titles.

Overall the print plan had delivered most strongly in GRP terms against the two key groups, the Experiencers (707 GRPs) and the Independents (675 GRPs). In fact it delivered less strongly against the Motivated group (545 GRPs). Yet, as we saw, the Motivated were the group most likely to remember the copy. Could the inclusion of the style and automotive titles have contributed to this?

Figure 18 – Print campaign results

Print campaign results

Life Values group	Cover %	Average Frequency	GRP	'Style & Auto' GRP
Experiencers	88%	8.0	707	145
Motivated	89%	6.1	545	131
Materialists	88%	5.6	490	130
Comfort Zone Dwellers	89%	6.0	535	85
Traditionalists	86%	6.0	518	70
Virtuous	91%	6.5	592	51
Utopians	90%	6.6	595	84
Independents	94%	7.2	675	102
Indifferent	90%	5.8	521	93

Source: TGI GB

The reason is probably more fundamental. When analysing the TGI attitude statements related to motoring, it is significant that the Motivated – alongside the Experiencers – are the group most impressed by appearance in a car (Figure 19). It seems to be the case that the group with the highest level of predisposition to appearance in a car had been the most impacted by print advertisements that talked about the car's design. We should not be surprised by this – consumers' level of interest in a category will inevitably be a key factor in how they respond to the ways in which advertising is presented.

Figure 19 – Experiencers and Motivated get more excited about cars

Experiencers and Motivated get much more excited about cars...

Index vs new car buyers

Statement:	Exper-iencers	Indep-endents	Motiv-ated
I like innovative cars	182	102	155
My car should catch peoples attention	174	94	203
I like a car that stands out	154	87	166
I like to drive fast	152	106	137
My car should express my personality	147	94	171
Can judge a person by car they drive	138	69	144
I'm possessive about my car	120	99	106
I like driving	104	108	108
My car is only for getting from A to B	72	99	75

Source: TGI GB

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Diagnosis of consumers' reaction to the various advertising treatments revealed no enormous biases overall – it wasn't that the Motivated group liked the creative better than the others. Indeed, TV treatment A worked best among the more forward-thinking Experiencers and Independents (Figure 20). However, TV treatment B was found equally engaging by the other groups too (Figure 21). If anything, the print treatment worked less well among the Experiencers and Independents than among the rest of the groups (Figure 22). This may well also help to explain the lower level of print advertising awareness among these two groups than among the Motivated. Clearly this indicated that the copy could be improved to appeal differentially to the key groups.

Figures 20, 21 and 22 – reaction to ad treatments

Reaction to TV treatment A is polarised - key groups enjoying the ad more and getting more involved

	Forward thinkers	Rest of sample
		
Engagement with ad (0-10)	7.12	5.98
Enjoyment of ad (0-10)	7.23	6.05
Base: Recognise TV treatment A	(59)	(163)

Source: ATP™

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Reaction to TV treatment B is much less polarised

	Forward thinkers	Rest of sample
		
Engagement with ad (0-10)	6.53	6.52
Enjoyment of ad (0-10)	7.96	7.67
Base: Recognise TV treatment B	(71)	(257)

Source: ATP™

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Millward Brown

Reaction to print ad is very uniform

	Forward thinkers	Rest of sample
		
Enjoyment of ad (0-10)	6.35	6.50
% Endorsement of:		
Striking	37	37
Clever	15	17
Intriguing	24	24
Base: Recognise Print ad	(144)	(510)

Source: ATP™

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Millward Brown

Further analysis of the TGI database yielded additional insights into our two key groups. Although the Experiencers and Independents are both equally ‘forward-thinking’ and open to new ideas, there are some important differences between them. Experiencers are more concerned with image, and more self-focused than Independents, and this translates into differences in their attitudes towards cars, and the media they consume.

For instance, it is clear that the Experiencers are much more interested in cars, and get more excited about them. They are much more likely to agree with attitude statements that relate to the image value of a car or its appearance, as noted above (see Figure 19). In this respect they are more similar to the Motivated group than the Independents.

Experiencers are also much more likely to say that, second only to speed, the design and style of a car are important in the decision-making process. Independents look at a rather different set of factors, which are much more practical. Even so, the design and style of the car do matter to them (Figure 23). This common interest of the two groups backs up the positioning of the new model towards them jointly.

Figure 23 – Independents and Experiencers are looking for different things…

Experiencers and Independents are looking for different things when choosing a car

Most important factors when choosing car*:	New car buyers	Experiencers Index vs new car buyers	Independents Index vs new car buyers
Reliability	25.8%	89	131
Style/design	21.9%	126	115
Comfort	21.7%	105	102
Price	20.4%	91	92
Fuel consumption	15.3%	102	131
Safety	13.4%	81	151
Personal experience	13.4%	82	138
Company reputation	4.6%	68	131
Insurance premiums	4.5%	70	180
Speed	2.7%	211	107

*Selected factors analysed

Source: TGI GB

As a result of this heightened interest in cars, Experiencers are also more likely to watch motoring programmes, and to read about motoring in newspapers and magazines, as we can see in Figures 24 and 25

Figure 24 – TV motoring programmes chosen to view

Experiencers are more interested in motoring programming on TV

Programmes specially choose to watch*	Experiencers Index vs new car buyers	Independents Index vs new car buyers
Top Gear	156	73
Driven	155	82

*Selected programmes analysed

Source: TGI GB

Figure 25 – Reading about motoring in newspapers and magazines

Experiencers are more interested in reading about motoring

How interested in reading about motoring:	Experiencers Index vs new car buyers	Independents Index vs new car buyers
in Newspapers		
Very	170	64
Fairly	135	124
A little	99	102
Not at all	76	107
in Magazines		
Very	167	58
Fairly	116	111
A little	101	115
Not at all	88	104

Source: TGI GB

Refining the media plan

So naturally the question was asked: should the brand team be targeting Independents at all, given that they are less passionate about cars, and the styling of cars? The answer was still 'yes' – because although they may be less interested in cars, they are still driven by a desire to appreciate and enjoy many aspects of life, and to be distinctive and different. And they do still drive. So when thinking about making a car purchase, they are still likely to be more attracted to Car C than the rest of the population.

Given this, by analysing the media consumption of Independents, clear direction can be generated for the client on how to improve the targeting of this group in future print campaigns. As Figure 26 shows, Independents' print consumption skews more towards arts, educational and 'cultural' titles. Clearly the media plan still needs to capture those who are in the car-purchase decision window, and target the Experiencers as well. So the sorts of titles used in the current plan are still appropriate.

However, given the inherently higher level of interest in cars among the Experiencers, it might be appropriate to upweight the level of media activity that targets the Independents. Print can offer a great benefit here, because of its ability to provide sharply defined target audiences. The sorts of titles shown in Figure 21 index very strongly among this key group – among whom further impact is desirable. Including them in the media plan should improve the performance of the campaign among the Independents.

Figure 26 – Independents' print media biases

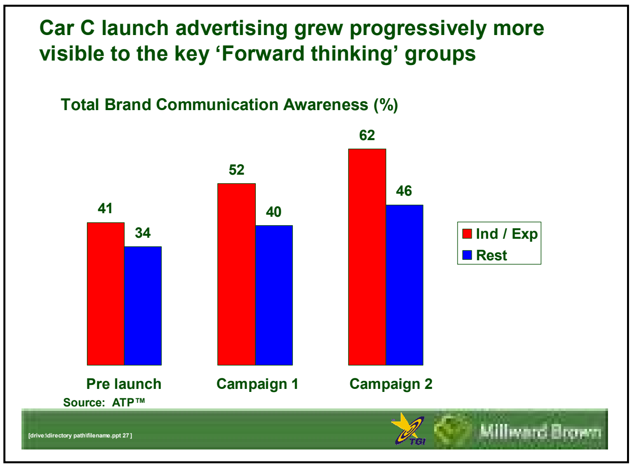
Independents' magazine readership skews more towards arts/culture

Example Titles	Independents (Index vs new car buyers)
Q	255
National Geographic	219
Top Sante Health & Beauty	214
Golf Monthly	192
Heritage Today	190
Red	177
House and Garden	176
New Woman	172

Source: TGI GB

Finally, it was encouraging to note that, as the communications campaign was tracked over time, its visibility among Experiencers and Independents grew. After two campaign waves, the TBCA (Total Brand Communications Awareness among these two groups combined had risen by 51% (from 41% pre-launch to 62% after Wave 2). This compared with a 35% growth in TBCA among the rest of the groups (from 34% pre-launch to 46% after Wave 2). This shows clearly a heightened effect of the campaign among the desired Life Values groups (Figure 27).

Figure 27 – growth in TBCA over time



At the time of writing these findings were still being discussed with the client – but the implications for enhanced targeting of all more forward-thinking car buyers are clear.

Conclusion

Many marketers have access to a number of brand measures – strength among target consumers, levels of usage and awareness, and more. Most also know the demographics and regionality of their consumers. But this isn't the same as having a deep understanding of them.

Segmenting consumers according to their broad priorities in life throws light on their motivations. By applying the same segmentation to TGI we can open up a vast range of analysable additional information. Among several other benefits, this can be used to enhance the media planning for a brand in the context of its value positioning and the marketing and media needs that arise from that positioning.

As far as print is concerned, this paper has shown how – by connecting TGI to advertising tracking studies – print's contribution to an advertising campaign can be isolated and analysed. This process gives us the information to take decisions about refining and enhancing print activity in the interest of generating even greater advertising effect.