NEW EFFECTIVENESS STANDARDS FOR MAGAZINES MEDIA PLANNING

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Introduction

The press is considered as a 'traditional' medium and, due to influence and experience, it has long proven its effectiveness in terms of public perception of brands and general brand likeability.

Various approaches have led to common conclusions about the effectiveness of this medium:
- The supremacy of pressure variables to accentuate buying intentions and marketing variables to create a link with the brands
- An effectiveness that is proportional to GRP pressure and higher when there is a homogenous delivery of GRP each week
- The positive effect of persistence over time

Today's objective, which is also the theme of this presentation, is to take the use of effectiveness results a step further by providing an operational media planning response, particularly in terms of the optimal level of exposures.

Objectives of the research

After collecting results concerning this effectiveness and operational information to serve FUTURE campaigns, the challenge is now:
- To define, <u>EARLIER ON IN THE PROCESS</u>, the repetition references required to ensure better returns on investment:
    - What degree of effectiveness per criterion according to the distribution of exposures?
    - What optimal distribution according to the objectives of the campaign?
    - What roles do marketing and media variables play?
    - What role does repetition play in building up effectiveness depending on GRP?

- To identify and create optimal repetition references according to mix marketing and media elements.

Methodology

Research based on the *Effipresse* tool created by the Effectiveness Committee of the APPM (French Association for the Promotion of Magazines) allowed the study of ad hoc cases, which provides a judgement with the benefit of hindsight and a specific response to a given campaign.

How *Effipresse* works?

Effipresse is based on the TNS AdEffect methodology.
• The sample, national and representative of the French population, is drawn from an Internet Access Panel (TNS 6th dimension) and is composed of 1000 people for each study.
• The questionnaire includes questions on the advertising (recall, recognition, likeability), on the brand (awareness, brand likeability, attitudes, behaviour, buying intention) and on the media consumption.
• Each monthly wave of the study covers five magazine and/or multi-media campaigns.
• The analysis of results identifies the relationship between media exposure and the level of the various effectiveness indicators.
• To achieve this, the probable number of exposures to the campaign is calculated for each interviewee, based on individual answers to media frequency questions. Panel members are then ranked and grouped. The effectiveness indicators can thus be related to the weight of exposure to the campaign.
• For multi-media campaigns, the contacts with each medium are calculated, and therefore it is possible to evaluate the contribution of all media (and especially of magazines) to the global effectiveness of the campaign.

The *Effipresse* system is operated in the following way. Magazine sales houses offer agencies and advertisers free studies of certain campaigns, under the coordination of the APPM Research Committee (the main publisher's research executives committee). The final choice of campaigns is based on the campaign's potential value as an example of good practice in magazine advertising, or on the commercial perspectives related to a specific advertiser. The independent research institute TNS-Sofres processes, analyses and presents the results; consequently these effectiveness studies have a strong credibility. They have proved to be a good way of re-assuring advertisers about the value of magazines as a medium.

Each presentation is made by TNS Sofres with sales houses' research executives. No sales people attend these meetings in order to maintain the credibility of the approach.

Each month a case study is published in APPM's newsletter, including main results and an interview with the advertiser or media agency executives.

The base of the *Effipresse* tests studied here is made up of a corpus of over 40 varied campaigns spanning from consumer goods manufacturers and distributors to the luxury sector, focusing on strong, mostly well-established and well-known brands.

For each test the method allows an evaluation of the effectiveness according to the distribution of campaign exposures. So, each campaign proposes its particular number of exposures, from the lowest media exposure to the highest media exposure and the individual data allows us to establish an average distribution for the 20,000 interviewees. Thus we obtain a new list of exposure distribution (all campaigns considered)

String	Frequency		Cumulative	
00000.0000	17	4.3%	17	4.3%
00000.1200	4	1.1%	22	5.4%
00000.1400	2	0.6%	24	6.0%
00000.1800	1	0.4%	25	6.3%
00000.2600	1	0.4%	27	6.7%
00000.2800	1	0.1%	27	6.8%
00000.3000	1	0.2%	28	7.0%

00000.7900	1	0.2%	55	13.6%
00000.8400	2	0.6%	57	14.2%
00000.8500	1	0.1%	58	14.4%
00000.8900	2	0.4%	59	14.8%
00000.9000	2	0.4%	61	15.2%
00000.9200	1	0.1%	62	15.4%
00000.9400	1	0.2%	62	15.6%
00000.9600	1	0.1%	63	15.7%
00000.9700	1	0.2%	64	15.9%
00000.9900	3	0.9%	67	16.8%
00001.0000	3	0.9%	71	17.6%
00001.0100	1	0.2%	72	17.9%
00001.0500	0	0.1%	72	18.0%
00001.0600	3	0.7%	75	18.7%
00001.0800	2	0.4%	76	19.0%
00001.1000	1	0.3%	78	19.4%
00001.1100	2	0.4%	79	19.7%
00001.1200	1	0.3%	80	20.0%

Therefore we were able to create consolidated exposure categories, all tests considered.

	Staff	%	Average number of exposures
– PR0 ………………………………	1500*	X %	Y1**
– PR1 ………………………………	1500	X %	Y2
– PR2 ………………………………	1500	X %	Y3
– PR3 ………………………………	1500	X %	Y4
–	... ...	... ...	... ...
– PRN ………………………………	1500	X %	YN

In order to eliminate the effects of structure the samples per levels of exposures are matched up according to classic socio-demographic criteria.

All the sectors are represented in this base, as well as the major media targets.

Criteria evaluated	Effectiveness indicators	Marketing and media variables
Impact Notoriety/Recognition <u>Image elements:</u> Innovation Differentiation Proximity Buying intentions	% according to the number of exposures Distribution of effectiveness gains to determine the positive effectiveness threshold Average numbers of exposures achieved and optimised	Sectors Targets GRP Media strategies Levels of investments Magazine influence

1- What are the levels of repetitions observed?

The average effectiveness gains correspond to an average level of 2.9 exposures achieved, the maximal average level (number of contacts to which 95% of the population is exposed, excluding the extremes that bias the analysis) being 11 exposures.

The difference in effectiveness gain between the average exposure and the maximal exposure shows the high potential for gain between average repetition and maximal repetition. For example the histogram below shows a gain of 12 effectiveness points on the impact.
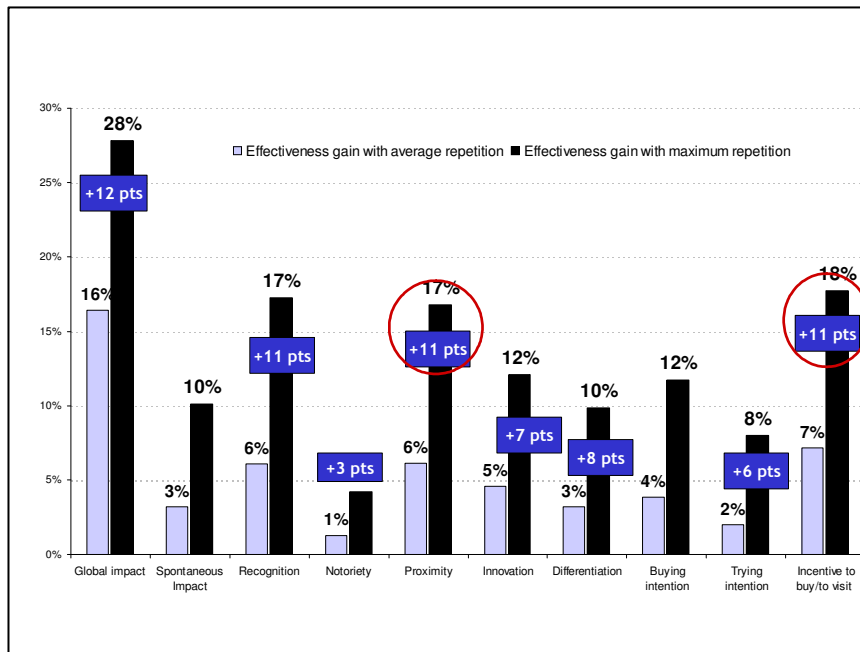
What is the distribution of marginal effectiveness gains per level of exposure?

The distribution of answers allows us to identify at what level of exposure we can observe the best marginal gain and what score it corresponds to for each of the criteria evaluated.

Concerning overall recall, the maximal effectiveness contribution corresponds to an average score of 41% for an average level of 5 exposures.
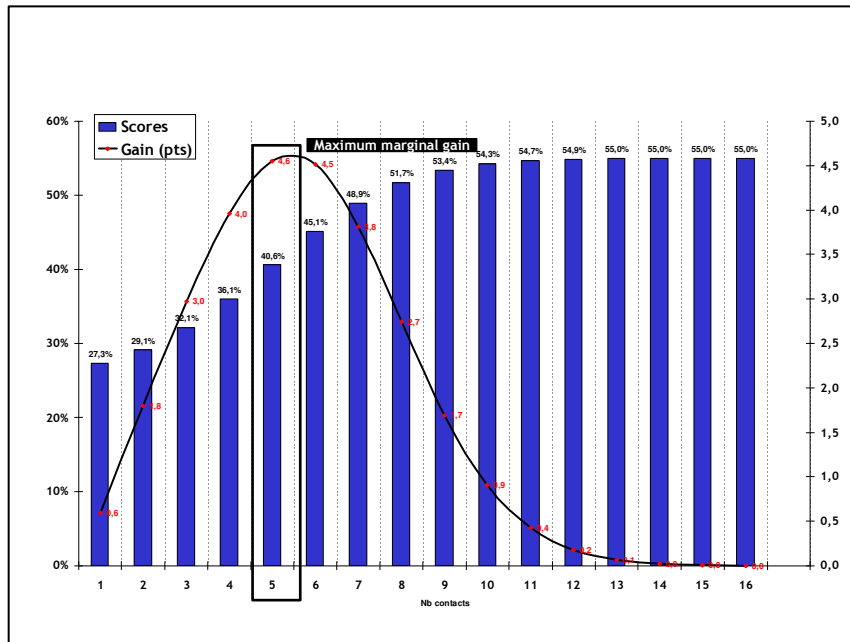

It is also worth defining the level of saturation observed according to the number of exposures and this at several levels: to the threshold of 80% of the effectiveness work (from point 0 to the asymptote) and to the saturation threshold (zero marginal gain). 80% of achieved effectiveness corresponds to an average score of 52% for an average level of 8 exposures.
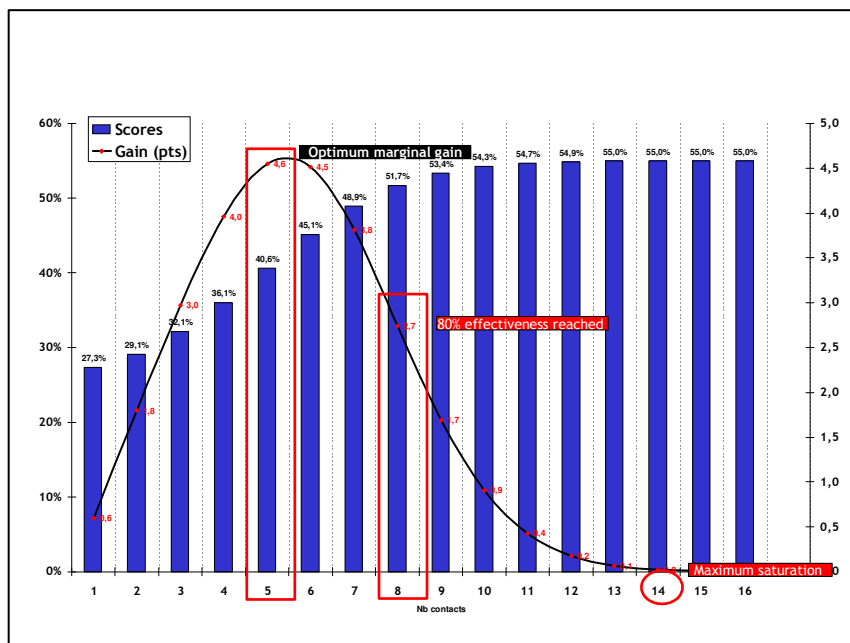
The repetition required to increase effectiveness varies depending on the indicator evaluated. The best marginal gain in effectiveness corresponds to an average score and an average level of exposures distributed in the following way:

- *Overall recall of the campaign*: The maximal effectiveness contribution corresponds to an average score of 41% for an average level of 5 exposures
- *Innovation*: Average score of 52 % for an average level of 8 exposures
- *Proximity*: Average score of 51 % for an average level of 9 exposures
- *Differentiation*: Average score of 49% for an average number of 11 exposures
- *Incentive to buy*: Average score of 49 % for an average level of 10 exposures
- *Buying intention*: The average score is 35% for an average number of 7 exposures.
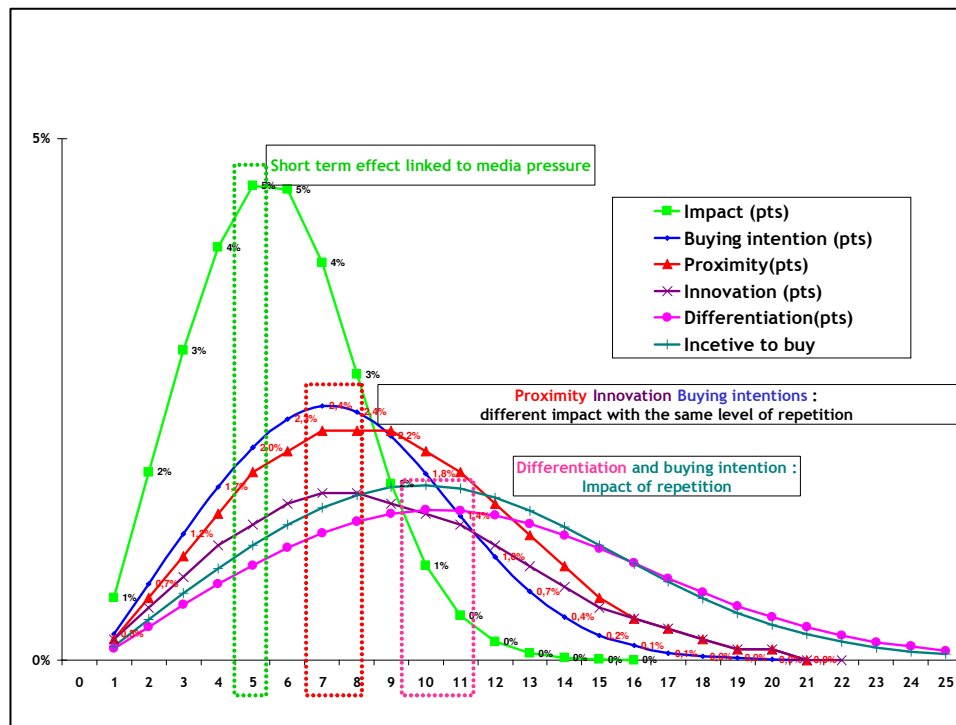
First conclusion:

Impact is optimised with 5 exposures and saturation begins after the 7th exposure.
However:

- The criteria of buying intention, innovation and proximity to the brands require more exposures to optimise the gain in effectiveness.
- To gain in effectiveness for the criteria of differentiation and buying intention, a higher average level of exposures is required, i.e. around 12.
- If the impact reaches saturation at 15 exposures, the effectiveness in terms of brand values and buying intentions continue up to over 20 exposures. It is essential not to end the campaign before reaching the average level.

2- Where to place the line in order to optimise the level of exposures?

Since the number of exposures varies depending on the type of campaign, where should the line be placed to optimise the number of exposures?

- If the objective is *to generate impact*, the optimised exposures zone is between 5 and 7 exposures. An optimal repetition at this level will result in gains in effectiveness of +14 to +22 points on the impact.

- If the objective is *to consolidate a brand value*,
    - On *innovation* 'an innovative brand': the repetition required is between 8 and 11 exposures,
    - On *the differentiation* 'a brand that stands out from the rest': since this criteria does not reach saturation, differentiation requires a high repetition: over 11 exposures.

- If the objective is *to consolidate the links with the brand* 'a brand that I feel an affinity with': the optimal level of exposures is between 9 and 11 exposures. Above this point, we reach saturation. This criterion clearly illustrates the function of the building of links in magazine press media circles.

- Finally if the objective is *to attract new customers* 'the advert makes me want to try the brand', a wider range of exposures is required. It starts at the maximal level of exposures achieved, i.e. 11 exposures and reaches saturation at 16 exposures.

Second conclusion:

All these repetition references differ from the generally accepted notion:
- Optimisation of repetition is far from the effective reality
- The optimised minimum number of exposures varies between 5 and 11 exposures depending on the criteria evaluated.
- To attain 80% effectiveness, the point of saturation is between 7 and 17 exposures depending on the objectives of the campaign.

3- What repetition levels to reach per sector/target?

Each sector has a specific effectiveness:
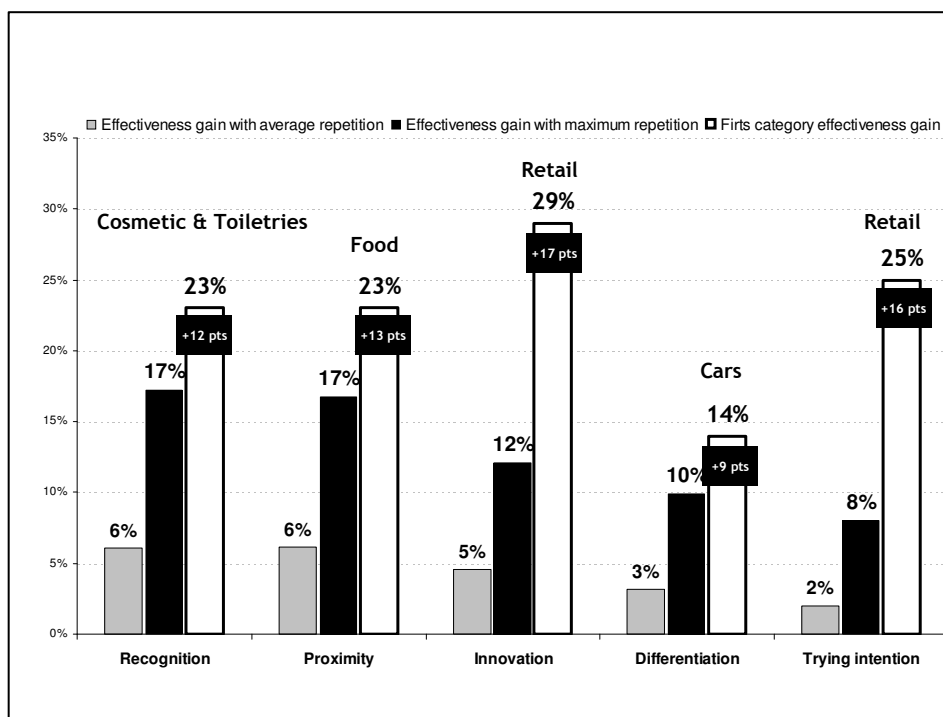
How do we optimise repetition per target? The histogram below shows the optimal zones of exposure for an objective of creating traffic according to the target.

Example of results: For the 'buying intention' criterion in the under 35 age group, the optimisation zone is between 3 and 7 exposures.
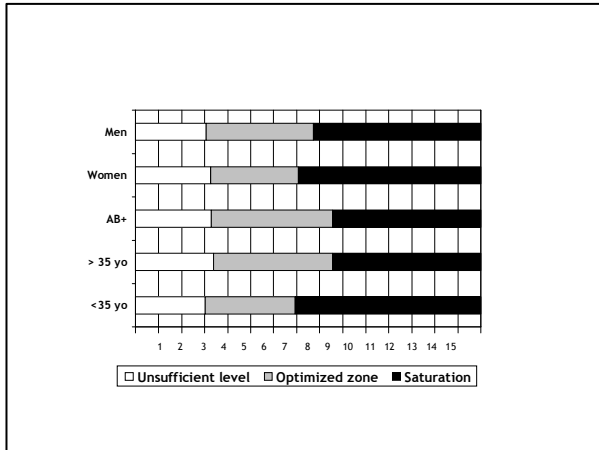

Third conclusion:

Maximal effectiveness is shown to be between 3 and 9 exposures depending on the targets. It appears very logically depending on the target/sector pairing.

4- What levels of repetition to achieve according to the level of investment and the degree of influence of the press?

It goes without saying that the overall memory (recall) of a campaign varies depending on its GRP level and the choice of media that will broadcast the message. So what is the optimisation zone per target and media strategy?

The histogram below shows the maximal zone for the criterion 'makes me want to try the brand'
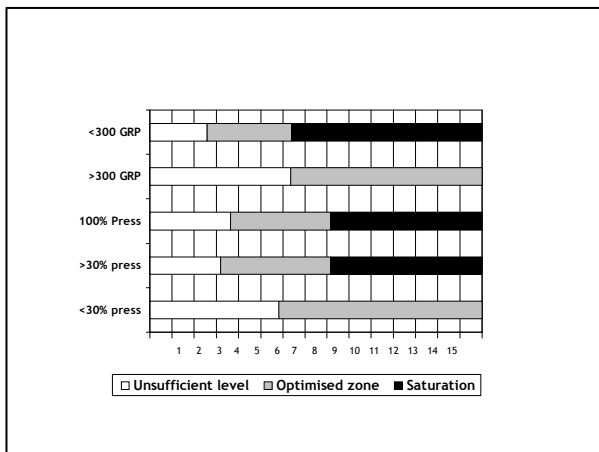
Fourth conclusion:

The extent to which the press is used in media supports has a clear influence on the level of repetition needed for the campaign to be noticed and the effectiveness of the behavioural criteria and attitudes.
Overall, for all these media criteria, the common optimisation zone is between 6 and 7 exposures. In the end, it proves to be close to empiric standards.

The perspectives

The objective now is to consolidate this analysis with the progression of the EFFIPRESSE campaign corpus.
Depending on the campaigns studied, it may be necessary to refine the targets/sectors approach, to bring in extra framing elements concerning optimisation of coverage/repetition and to extend the analysis to include *web-based media mechanisms*.