

## **BRAND DATING: MEASURING THE INCREMENTAL IMPACT OF CROSS-MEDIA AD CAMPAIGNS**

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### **1. Introduction**

In 2007 Corelio was the first Belgian publisher to measure the incremental reach of cross-media newsbrands, leading to the National Newspublishers Survey in Belgium. This survey confirmed the selling argument for cross-media campaigns towards advertisers as it provided reassurance of the additional reach compared to mono-media campaigns.

In 2012 Corelio wanted to understand additionally whether higher ad effectiveness is achieved when readers were touched twice by the same campaign in different newsbrand media.

Corelio and Ipsos came up with a solid research design for the evaluation of advertisements in a consistent and validated way to test this hypothesis: the brand dating survey.

### **2. Background - Corelio as Thought Leader in Newsbrand Research: an Overview**

#### **Newspaper Reach – Belgium as a Curiosity**

In contradiction to alarming reach figures in some European countries, the total net audience reached by Belgian paid newspapers remains stable since the beginning of the 21st century. Already since the end of the previous century Belgian newspapers reach 1 out of 2 Belgians on an average day<sup>1</sup>. This strong coverage is a consequence of the continuous investments in the paid newspaper market in Belgium. These investments in both newspapers, newspaper magazines and also in digital newspapers secured the existing audience and even attracted new readers.

#### **Newsbrand Reach – Measuring the Integrated Audience of a Newsbrand**

Despite these strong coverage results for newspapers, newspaper websites and newspaper magazines, Belgium lacked a single-source audience survey to measure the net reach of a newsbrand. A simple question as “how many people does a newsbrand reach on an average week by means of the different channels: newspaper, newspaper magazine & the website” could not be answered.

In 2007 Belgian editor Corelio launched in cooperation with TNS Media a single-source audience survey, INA (Integrated Newsbrand Audience) in order to measure the net reach of a newsbrand and to integrate this data in media planning software (duplication, accumulation, exclusive reach,...). This audience survey showed that surfers of newspaper websites are not exclusively the regular readers of the newspaper (Corelio Connect, 2007). Newspaper websites attract also new newsbrand consumers that are not reached by its newspaper.

In 2008, the study was repeated together with all Belgian editors (except 2) which resulted in the Newsbrand Qualifier (NBQ) study and which were awarded with an AMMA Award for the best media research in Belgium. Finally in 2010, the study was repeated for a second time with all Belgian editors. The National News publishers Survey (NNS) was developed and awarded with a European IAB research award 2010, category cross-media.

The NNS survey (Corelio Connect, 2010) indicates that on an average week 8 out of 10 Belgians are reached by at least one newsbrand channel. On average the net audience of a Belgian newspaper increases with 34.5% when adding the audience of one day of its newspaper website. When adding the weekly reach of its newspaper website, the audience even increases with 64.5%<sup>2</sup>.

#### **Newsbrand Advertising – Measuring Impact**

In a separate project, but in line with the integrated audience measurement vision, Corelio launched its impact survey tool (Connectometer in cooperation with InSites Consulting). The Connectometer measures more classic impact parameters such as recall, attribution, effective score ... Through this study we were already able to measure the (combined) impact of advertising campaigns that appeared in the online and offline channels of a newsbrand. Several cases proved that the impact amongst newsbrand consumers that read the newspaper and surfed to the website was bigger than the sum of those newsbrand consumers that only read the newspaper or only surf to the website. A campaign that is launched through more than one newsbrand channel significantly increases the OTS, reinforces recognition and attribution to the brand. Moreover, the combined impact is bigger than the sum of the separate impact of the different (online & offline) channels.

### **Newsbrand Advertising – Measuring Influence and Word-of-Mouth**

Belgian editor Corelio was convinced that another important key element in understanding the power of newsbrands remained unknown: the role of newsbrand to support brand related conversations between consumers. As after receiving an advertising message, there are still numerous processes which influence the impact of the message before changes in shopping behavior of consumers can be noticed.

The word-of-mouth study was conducted by InSites Consulting in Belgium in 2010 for Corelio. This study was developed to understand the impact of advertising on brand and product related conversations (offline & online). More specifically the ultimate goal of the study was to identify the unique profiles of newsbrand consumers as participants in brand related conversations, and secondly outline the role of the different newsbrand channels within these conversations. In other words connect the power of newsbrands to the power of conversations.

In 2011 Corelio conducted a second wave of the WOM study, to enrich the data, and increase the relevance for the customers. During this second wave, both qualitative as quantitative methods were used, with an extra focus on media and advertising experience. This enabled Corelio to include media experience as a second explanatory factor for powerful conversations in the WOM model and to analyze the impact of these conversations on some essential brand parameters as well. This second WOM study was rewarded with an AMMA award for best media research in 2011.

### **3. Research Objectives**

#### **Newsbrand Advertising – Measuring Impact of Integrated Newsbrand Campaigns**

In 2012, Corelio and Ipsos combined the integrated newsbrand approach, and the Corelio ad impact philosophy, together in one pioneering study: *Brand Dating: How to hit the sweet spot through newsbrand advertising*.

Each newsbrand medium (dailies, online, magazine) is consumed differently: another time of the day/week, another mood, another information need, another way of processing the news, etc. The objective of the study was to understand how advertising on each newsbrand platform is differently processed and evaluated by its readers. Secondly, we wanted to investigate if combining the different platforms would lead to additional advertising impact.

The research objectives can be formulated as follows:

- Where's the added value of an integrated newsbrand campaign, combining print and newssite advertising?
- Which learnings can be formulated, by medium and by sector, for impactful advertising?
  - Which ads make a connection between the reader and the advertising brand?
  - Which ads succeed in starting a conversation about the brand?
  - What cognitive and emotional elements are needed to create this 'click'?

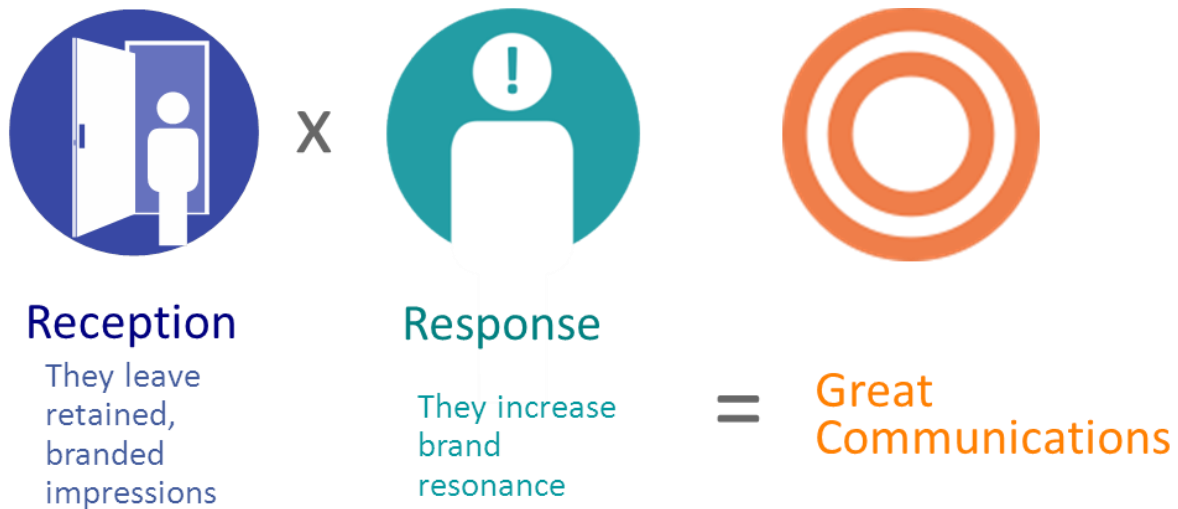
### **4. Methodology: measuring ad impact through means of a standardized online survey**

In order to find answers to the research objectives, Corelio and Ipsos came up with a solid, standardised research design. An intense fieldwork set-up with over 90.000 newsbrand readers interviewed, covering 6 research waves per week with about 5 ad evaluations per wave, 8 weeks in a row, resulted in a robust data set with over 200 ad evaluations across different sectors, using either one specific newsbrand medium (traditional newspaper, website or newspaper magazine) or combining different media in a cross-media campaign. All respondents had in common that they either read or visited the newsbrand where the tested ad was on display, they all had an actual opportunity to see the ad. All newsbrand readers were questioned via an online questionnaire (CAWI, computer assisted web interviews) on the day the tested ad was on display (day on recall).

The online questionnaire was an elaborated version of the existing Connectometer developed in line with the Ipsos ASI philosophy to measure great communications (see below):

- Socio-demographic profile and newsbrand consumption to determine which ads to evaluate (based on that days reading behavior)
- Brand awareness and brand behavior
- Ad impact
- Word-of-mouth to make a link to previous research of Corelio

According to the Ipsos ASI philosophy measuring impact goes beyond standard KPI's such as recall, recognition and correct brand attribution.



First of all an ad must be capable of reaching a specific audience. Being noticed and recognized is only the first step in the process. At least as important is that the ad must evoke a response towards the brand, differentiating the brand image or either evoking a brand reaction (making the consumer eager to look for more info, or have the desire to purchase the product...). Combining those two attributes results in great communications that make a difference.

Two important elements to determine if an ad has the potential to become a great communication are the potential to create a cognitive and/or emotional link between the ad and the consumer. Connecting on an emotional level with consumers means that the ad is capable of arousing emotions by means of the perceived “mood” or “style” of the ad. Great communications lead to an emotional connection with, engagement with or enjoyment of the ad. On the other hand a good ad is capable of transferring information by means of the perceived amount of relevant, credible, newsworthy information of the ad. Therefore, great communications lead to a cognitive connection with the ad as well.

First analysis focused on isolating those attributes determining the emotional and cognitive link. Multidimensional scaling confirmed the 2 underlying dimensions, emotional and cognitive. Based on intercorrelations from the MDS analysis, those individual elements that drive both dimensions were determined:

Emotional index was determined by the possibility of the ad to:

- Gives me a good feeling
- Surprises me pleasantly
- Is nice to look at

Cognitive index was composed out of 5 elements:

- Has a clear message
- Is informative
- Contains useful information
- Teaches me something new about ...
- Shows me the advantages of ...

Cronbach's alpha and correlation indici between both dimensions learned that it were valid indici measuring 2 different dimensions.

Cronbach's alpha Emotional index	0,85
Cronbach's alpha Cognitive index	0,82
Correlation Cognitive index-emotional index	0.49

The impact of an ad can be measured by a lot of parameters and goes beyond recall, recognition and correct brand attribution. In line with the Ipsos ASI philosophy we measured this through means of 2 constructed indici:

- the potential to build brand connections,
- the potential to start brand conversations.

Building brand connections is the ability of the ad to connect with the consumer by evoking a brand reaction. Based on intercorrelations, 4 elements were considered to measure the brand connections index:

- Makes me look for more information (for myself or someone else) (= search for info)
- Gives me a more positive opinion about the brand/product
- Makes me consider this brand (for myself or someone else) (= buying intention)
- Increases the involvement towards the brand/product (= brand involvement)

All had an intercorrelation of 0.7 to 0.8 with a Cronbach’s Alpha of 0.92 between all elements.

The second impact index: the brand conversation index, which was especially developed for Corelio, links the results to their previous surveys results (The WOM study). The conversation index needed to capture the potential of the ad to become a conversation starter. In this index 2 elements were combined:

- The recommendation level: to what extend would they recommend the product or brand after seeing the ad
- And the potential to share opinions with others, and if so to what extent

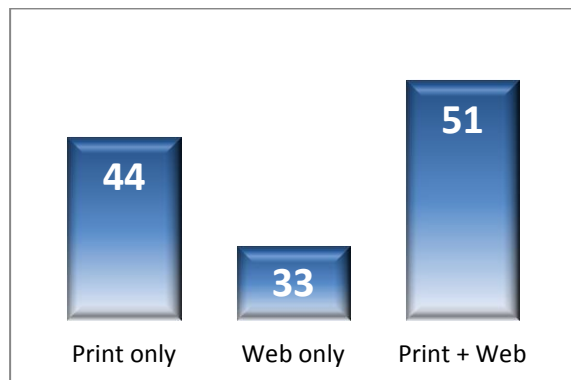
Both attributes had a correlation index of 0.64 and the index had a Cronbach’s alpha of 0.76. This index is a measure that quantifies the potential of an ad to start conversations between consumers.

**5. Results: focus on cross-media campaigns**

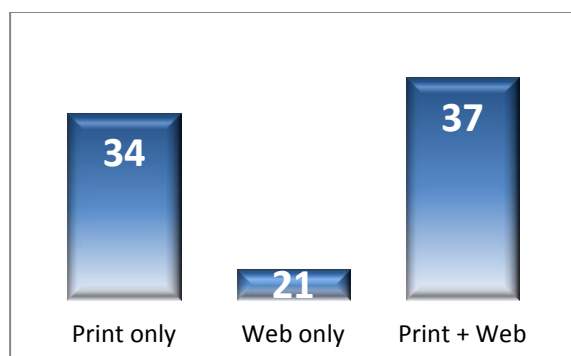
As stated over 200 campaigns were tested during the 8 weeks of field. 15 of them were cross-media campaigns using newsbrand papers with newsbrand websites on the same day. The amount of evaluations opened up opportunities to compare the impact of cross-media campaigns split on the reading behavior of consumers, comparing consumers that were confronted with only 1 execution of the ad (either the online version or the paper version) with those being exposed to the 2 executions on the same day.

As the NNS survey already revealed that a cross-media campaign gives a boost to the audience reach, the first focus was to determine the incremental impact on the standard KPI such as recognition and effective score (recognition X correct brand attribution). Through this study we were able to measure the (combined) impact of advertising campaigns that appeared in the online and offline newsbrand channels. Several cases proofed that the impact amongst newsbrand readers of the newspaper and newssites was bigger than the sum of those newsbrand consumers who only read the newspaper or who only surf to the newssite. A campaign that is launched through more than one newsbrand channel significantly increases the OTS, reinforces recognition and attribution to the brand.

**Figure 1 Average recognition of the unbranded ad**



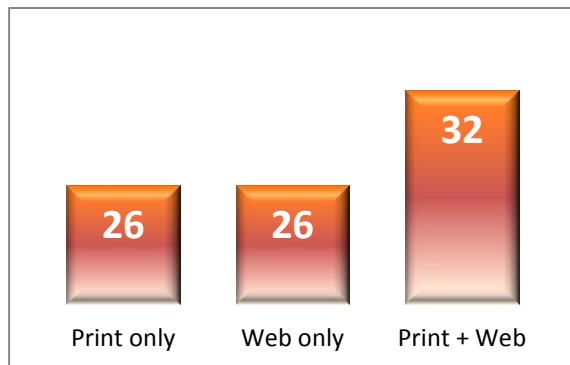
**Figure 2 Average effective score of the unbranded ad**



Recognition amongst cross-media readers is 14% higher than print only readers, and even 54% higher than online only readers. Leading to an effective score that is 79% higher amongst cross-media readers compared to online only readers. This analysis demonstrates that those who are touched by the 2 executions of an ad have a better take out of the ad, and most definitely that adding a print ad to your online campaign can actually make a difference in terms of recognition and effective score.

As recognition and effective score are only the first steps in the impact process further analysis focused on the cognitive and emotional link of these cross-media campaigns. On aggregated level we can conclude that if a consumer is confronted with both executions of the same campaign the impact is higher compared to those being exposed to one execution. It starts with the 2 predictive parameters the cognitive and emotional link.

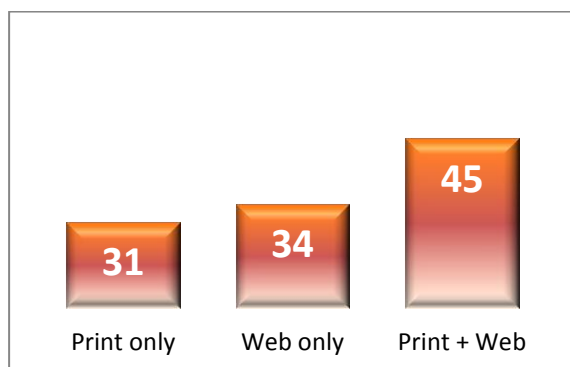
**Figure 3 Emotional index split on readership**



As figures 3 makes it clear ads make a better emotional link with cross-media consumers than with consumers only exposed to one execution. The emotional link between a cross-media campaign and cross-media readers is stronger compared to readers being confronted with only 1 execution of the ad that day. On average the printed or online ad achieves an emotional index of 26. When being evaluated by readers who were confronted with both executions, the emotional link increases with 23%.

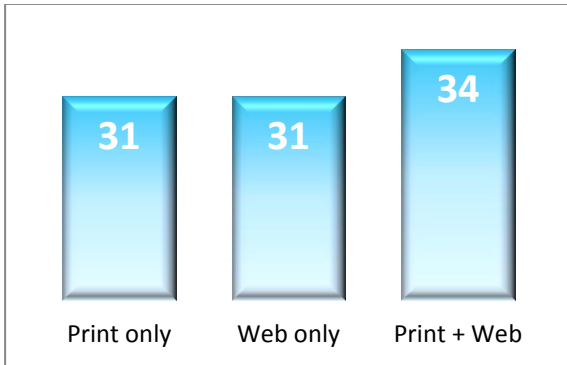
One of the best performing campaigns in terms of creating an emotional link between readers and the advertised brand was Mercedes. Both the newspaper execution and the online version of the ad performed above average on the emotional dimension. The cross-media campaign succeeded in creating a strong emotional link amongst readers that was supported by both executions.

**Figure 4 Emotional index – Mercedes campaign**



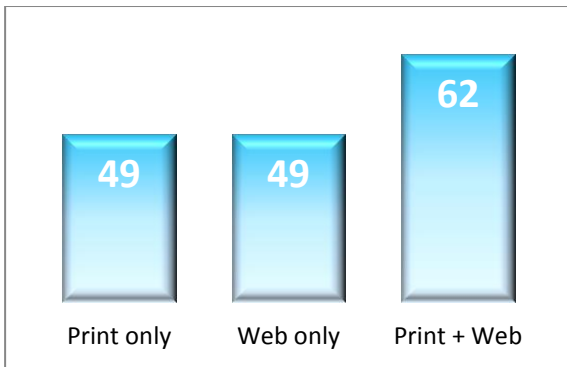
In line with their newspaper DNA, newsbrands perform slightly better on creating a cognitive link compared to an emotional link. But again, combining both media into one campaign leads to an incremental increase of 11% in emotional index amongst readers who had the opportunity to see 2 executions compared to those who only had the opportunity to see one execution.

**Figure 5 Cognitive index split on readership**



One of the best performing campaigns in term of cognitive link is a Jupiler ad, with a very clear and attractive message.

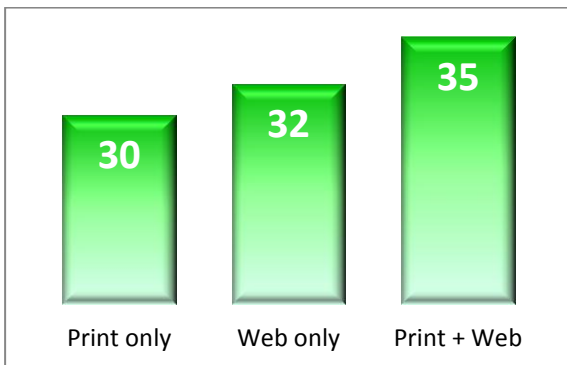
**Figure 6 Cognitive index – Jupiler campaign**



Even those consumers who viewed only 1 execution of the ad, rate it very high on a cognitive level. Those being confronted with both executions evaluated it 26 % higher.

So cross-media campaigns tend to perform better on both predictive variables and, although less outspoken, also lead to a higher response level in terms of building brand connections and starting brand conversations.

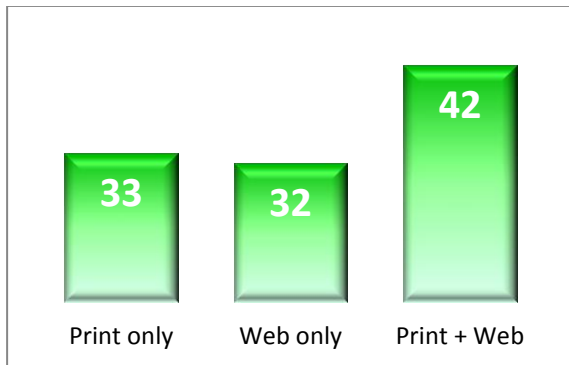
**Figure 7 Brand connections index split on readership**



Cross-media campaigns succeed 16% better in creating a brand connection between brands and newsbrand consumers than print only media. Compared to online only the incremental benefit is less outspoken (9%), but remains positive for cross-media campaigns.

Best practice here was found for the Ikea campaign leading to a brand connection index of 42 amongst those readers being in touch with both executions of the ad. Readers confronted with only 1 execution that day clearly have a lower brand connection score.

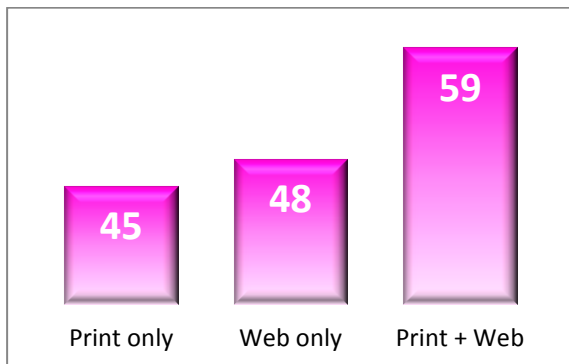
**Figure 8 Brand connection index- Ikea campaign**



The second response parameter was the capability of the ad to start brand conversations. Again cross-media readers tend to have a higher intention to start conversations about the advertised brand, the index is 45 where only print readers achieve an index of 39 (14% lower). The difference with online only readers is less outspoken, limited to 7 % incremental benefit.

The Jupiler campaign made it already clear that their cross-media campaign was better in creating a cognitive link between the brand and the reader. In this case it's also leading to a very high brand conversation index which clearly illustrates the positive impact of their cross-media advertising strategy.

**Figure 9 Brand conversation index- Jupiler campaign**



Cross-media readers evaluated the brand conversation potential 23% higher compared to online only readers, and 31% higher compared to print only readers. Compared to other campaigns, the Jupiler campaign leads to a very high brand conversation index. It also leads to more actual conversation. In addition to the impact survey we also questioned participants about the brand conversation they had the day before. This led to a registration of over 30 000 brand conversations during that 8 weeks of fieldwork. Focusing on the conversations regarding drinks learned that out of all conversations registered discussing one or more “drinks”, 12.6% of those topics concerned the brand Jupiler. During the 8 week test period Jupiler had an active billboard campaign. We clearly see an increase of the number of conversations in those weeks were Jupiler used newsbrand advertising. In week 5 they only used a print ad to announce a clear promotion on their beer. In week 7 they used a cross-media campaign with a (different) appealing promotion on their Jupiler beer. Not only did we found an intention to start brand conversations, we actually found 51% more brand conversations discussing the Jupiler brand during the week of the cross-media campaign compared to an average week.

Figure 10 % of all “drinks” conversations discussing Jupiler

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
% of conversations	10%	14%	14%	16%	<b>17%</b>	15%	<b>19%</b>	15%

**6. Conclusion**

The Integrated Newsbrand audience survey already provided evidence that cross-media ad campaigns touch an additional audience compared to traditional print campaigns by adding a newsbrand website to the mediaplan. So on the one hand your reached audience becomes larger with a cross-media campaign but on the other hand you touch reached readers 2 times with an ad for your brand, once through the traditional newspaper, once through the website. This research demonstrates that this second exposure is not a lost one, but actually increases the impact of the ad campaign.

By analyzing data of 15 cross-media campaigns evaluated by readers that had an actual opportunity to see the ad on a specific day we learned that readers confronted with both the online and print execution of the ad have a better take out compared to those readers only viewed 1 execution. In terms of traditional KPI, (recognition and effective score) cross-media readers have a much higher recognition and effective score than online only readers and, less outspoken, than print only readers.

A second confrontation in a different medium also helps to transfer emotional and cognitive information to the readers. Compared to single media readers the cognitive link was 11% higher amongst cross-media readers, and even 23% higher in terms of the emotional link. This better performance resulted in a higher brand connection index and a better brand conversation index.

This research made it clear that next to the incremental reach cross media campaign have an added value in terms of advertising impact on cross-media readers.

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<sup>i</sup> CIM Pers 2012

<sup>ii</sup> NNS study 2010