

# Accountability and newspapers

Maureen Duffy and Anne Foster, NMA, show how newspaper advertising can build brands and influence people

**C**OMPANIES TAKE A LOT of care over buying machinery. They test out the options, and once they have bought a new machine they keep a close eye on how it performs. When buying advertising, they have been making substantial investments with much less information about the return.

The lack of satisfactory metrics for assessing the likely and actual impact of an advertising campaign is a long-standing issue. Compared to other board members, the marketing director has been, to a great extent, flying blind.

Existing metrics have shortcomings, even when applied to the purpose they were designed for - assessing the impact of advertising in TV-focused brand marketing. With media fragmentation, brand advertisers increasingly adopt multi-media campaigns, and advertising metrics have not caught up with that reality.

National newspapers face a particular challenge in that, being a mass-reach medium, there is significant cost attached to their part of a campaign. But without evidence of what impact their inclusion in a campaign has on the brand, how can the investment in the medium be justified?

To address these issues, the Newspaper Marketing Agency (NMA) began a programme of work to help advertisers use the newspaper medium better by:

- > finding out how people read newspapers and react to newspaper advertising
- > developing new ways of measuring the effectiveness of national newspaper advertising.

This was a substantial project, representing a commitment of £14 million by the national newspaper industry, including the cost of space and research, working with Hall & Partners and dunnhumby.

The results of the project have revolutionised the newspaper proposition, delivering new metrics and enhanced accountability for the medium.

## Identifying the model for newspaper advertising

Industry perceptions of newspapers are of a medium that is primarily for retail and detail, communicating hard information rather than delivering the emotional sell. The NMA's hypothesis was that this perception was wrong, that newspapers could and should be a powerful weapon in the brand marketer's armoury. This hypothesis was based on evidence from IPA Effectiveness studies, where the newspaper medium had built major brands such as Felix pet food and Haagen-Dazs ice cream, forcing reappraisal and driving brand values. Newspapers had also proved effective in public agenda and issue campaigns - campaigns designed to ignite people's feelings.

The first step was extensive qualitative research that was quantitative in scope, in that more than 100 interviewees participated. An idea-generation session led by Mike Hall of Hall & Partners, and involving senior client and advertising professionals, generated a range of ideas that were translated into concepts for testing. From this study emerged six distinctive, but not mutually exclusive, strategic roles that newspapers could fulfil.

1. Call to action: to get the consumer to do (or not do) something.
2. Depth of information: to provide new and additional information.
3. Brand values; to bring consumers closer to the brand.
4. Reappraisal: to create a stir and force the consumer to take notice of a brand, or to take a fresh look at it.
5. Public Agenda: to raise the profile of an issue or cause.
6. Extension: to remind consumers about the brand using established messages.

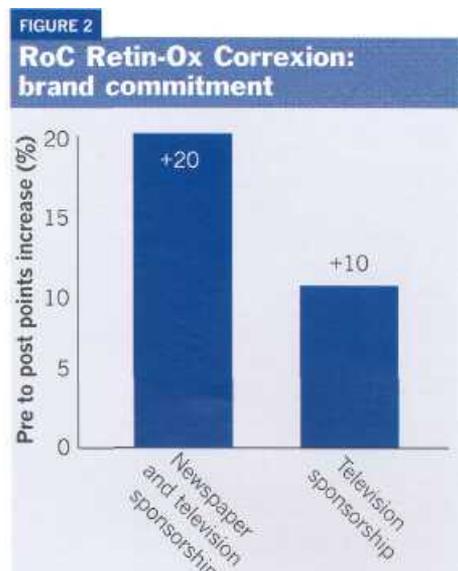
The first five roles relate to the role of the creative with the final role (extension) being specific to media. They form a model that can help advertisers to set their goals and researchers to work out how far they have achieved them.

## Development of the metrics

The aim of the second stage of the project was to provide a set of metrics that built on and worked with existing brand metrics that could be adopted by the market on a broad scale. These new metrics evaluate the degree to which each of the media in a multi-media campaign deliver against the different strategic roles. This enables advertisers to understand the contribution of the individual media, as well as the performance of the campaign as a whole.

Validation was achieved through forced exposure in hall tests with over 1,000 consumers.

Twelve multi-media campaigns were evaluated, using different combinations of TV, newspapers, radio and posters, with TV and newspapers included in all the tests. The campaigns were for a wide range of product categories.





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### Double increase in brand commitment

This validation stage provided substantive evidence of newspapers' ability to build brands. For four of the campaigns, the comparison was between TV solus, TV plus newspapers and TV plus radio. Here, TV and newspapers combined delivered double the increase in brand commitment (Hall & Partners' purchase-intent metric) for TV alone. Eight of the campaigns tested the impact of TV solus, TV plus newspapers and TV plus posters. In this case, TV and newspapers combined increased brand commitment by 50% more than TV solus and TV and posters combined.

The question was whether that 'hot-house' test result would be validated in in-market testing.

### In-market proof of effectiveness

In 2005, the NMA conducted 13 in-market tests across seven product categories. Major brands involved in the tests included Comet, Toyota, Sure for Men, Domestos, Nicorette and Andrex Moistened.

The results were consistent with the earlier findings. Ten of the 13 campaigns showed that newspapers had a positive effect on brand commitment, with the strongest result achieved for a TV-plus-newspapers campaign for Miiller (see Figure i). Adding newspapers to TV delivered nine times the increase in brand commitment achieved by TV alone - and did so cost-effectively. The addition of newspapers to RoC Retin-Ox Correxion's sponsorship of Channel 4's *Ten Years Younger* programme increased brand commitment by 100% more than the TV sponsorship alone (see Figure 2). Adding a national newspaper campaign to TV/cinema delivered 50% extra brand commitment for Bakers Meaty Meals, a Nestle Purina brand.

### Newspapers drive emotional involvement

Every one of the 13 campaigns led to a closer emotional involvement with the brand or to closer brand identification. This finding is a powerful rebuttal of the industry perceptions of the newspaper

medium as being just about rational messages and delivering information.

### Emotional involvement finding reinforced by further studies

In addition to the evidence from the core effectiveness project, the NMA has conducted more than 100 focus groups as part of category-specific initiatives designed to understand consumers' relationship with their paper and their response to the advertising. These studies reinforce the very emotional nature of the newspaper experience in addition to the rational information-seeking role. The key generic findings from these studies are as follows:

- > Readers experience a strong sense of personal connection to 'their' newspaper; the experience conjures up powerful images in their minds, with the paper providing a short-circuit to their emotions - 'to read it is to feel it'.

- > Reading the paper allows a personal sense of peace and quiet and 'space' (even in a noisy environment).

- > Reading the paper demands the reader's full attention and engagement. So information is both filtered and absorbed to a greater degree than with other media.

- > Readers' sense of control over how, when and what they use their newspaper for reinforces the sense of personal connection.

- > The reader's feeling of shared values with their paper validates their own feelings and opinions.

- > Papers provide both information and entertainment. Different types of content can inspire different feelings as the reader moves through the paper.

- > Newspapers deliver 'social currency' - a sense of being connected to a wider world.

The potential for advertisers to tap into this mood state seems obvious; but to do so successfully the advertiser needs to consider the different sections of the paper and the mood and relevance of the creative in context. Strong creative is welcomed in the paper, particularly highly visual executions - consumers talk about newspaper ads as being things they 'eat with their eyes'.

### Newspapers drive consumers online

The effectiveness project also provided insight into the role of newspapers in driving consumers to websites. Particularly for the car market, this has become important to understand. Working with Sophus3, a consultancy that measures web traffic from car manufacturer websites across Europe and elsewhere, it was possible to isolate the impact of newspapers. In one of the in-market tests, the inclusion of a specific URL for the Vauxhall Tigra model allowed the estimation of incremental traffic driven by newspapers. It was 39%, demonstrating the papers' role in leading the consumer to a greater level of involvement with the brand and encouraging them to 'find out more'.

### An innovative technique for measuring sales impact

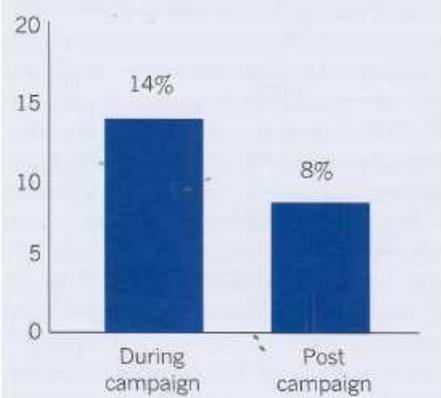
One of the challenges for newspapers as a mass-market national medium is the difficulty of providing proof of sales effect: specifically, to isolate the effect of newspapers within multi-media campaigns. An innovative technique was required. That came from dunnhumby, the consultancy that provides analysis of the Tesco Clubcard database.

Tesco is the leading retailer of newspapers, with a market share of 9%. For each campaign analysed, anonymised Tesco Clubcard data was used to identify shoppers who purchased newspapers carrying the advertisements. This was then restricted to a universe of those who shop at Tesco at least every eight weeks, and make more than 60% of their grocery spend there. This 'exposed' sample was matched according to category buying, brand buying, overall spending, TV region, lifestyle demographics and lifestyle to a 'control' sample that had no relevant newspaper purchases in Tesco stores. The number of households in each of the exposed and control groups were typically in excess of 100,000, enabling the analysis to deliver highly sensitive and confident results that smaller research panels would not be able to provide.

Sales of six of the 13 brands could be >

FIGURE 3

## Average sales increase driven by newspapers at 3+ OTS



analysed by the technique - Tesco does not sell cars, at least not yet. The brands analysed were Miiller, Domestos, Purina ONE, Sure for Men, listerine and Andrex Moistened. Every one of these tests showed a clear sales effect for newspaper advertising.

### Immediate rise in sales

The strongest result was an immediate sales uplift of 13% for a new Listerine variant - mild-tasting Listerine Citrus. The average uplift across the five brands showing an increase during the newspaper campaign was 6.3%. The average sales increase for the four brands showing a sales effect in the post-advertising period (4-6 weeks) was 3%. These increases were among those who had seen at least one of the newspaper ads in the campaign period.

### The importance of effective frequency

The dunnhumby analysis proved the importance of frequency. Among those who had bought a newspaper three or more times, the average sales increases were more than double those of the total sample - 14% during the campaign and 8% post (see Figure 3).

The effects of the newspapers on sales were probably greater than shown in the tests, since they did not take account of the possible exposure to the advertising in newspapers bought in stores other than Tesco among the control group. Using NRS

coverage figures to estimate exposure in the control group, dunnhumby calculated the total sales increase to be around 50% higher than those quoted in this article.

### Further evidence of sales effect

In addition to the dunnhumby analysis, one of the campaigns underwent independent analysis via the DDE Matrix econometric model. For Bakers Meaty Meals (a Nestle Purina brand) an increase of 10% was achieved during the campaign. A further £1 million halo effect on total Bakers sales was isolated (see Figure 4).

### The importance of pre-testing

The importance of the creative in driving strong results has already been mentioned. While the medium itself is a key element, the quality of the creative was the best indicator of strong results in the tests. Both advertisers and agencies could benefit enormously from ensuring that the creative is optimal for the medium. The creative for brand campaigns for TV is nearly always subject to copy testing, but this is not the case for the newspaper element of the campaign.

The NMA pre-tested the majority of the campaigns from the effectiveness project

qualitatively and the majority of the creative required additional work in order to achieve set communication objectives. The additional value derived from improvement via pre-testing would more than justify the investment in research required.

### Implications for advertisers

Newspapers have been largely ignored by advertisers and their agencies as a brand-building medium. The NMA's effectiveness project is the largest study into advertising effectiveness in newspapers ever conducted (the Hall & Partners tracking study element alone involved 21,000 interviews).

The project provides clear evidence that newspapers are an effective but under-used medium for brand building. The new metrics and methodologies represent a major shift, delivering enhanced accountability for national newspapers.

The marketing director no longer has to fly blind. He or she can seek assurances that an ad campaign is going to deliver value for the company's money. If they do not demand it, their colleagues in the boardroom will.

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FIGURE 4

## Econometric analysis demonstrating newspaper contribution to volume sales for Bakers Meaty Meals

