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2.3 RESEARCH TO MARKET PRINT MORE SUCCESSFULLY: A MULTI-NATIONAL ADVERTISER'S VIEW

PRINT RESEARCH – THE CHALLENGE OF THE 1990'S

This is the Fourth International Research Symposium designed significantly to improve the knowledge and understanding of the key issues facing print research. Therefore I suggest that we review where print stands within the multitude of media options we have today, and most importantly, how advertisers are likely to assess their overall media investment in the years ahead.

Against this background I suggest we should stop the clock for a moment. Over the past three Symposia and ten years or so, are we making significant progress? As we identify issues, do we have agreement on them by media, agencies and advertisers? Where there is a disagreement, do we understand each other's views? Are we taking the critical step of also prioritising these issues? In this same vein, is the research relevant to advertisers on their marketing objectives for 1989 and beyond?

Given the many research services that seem to proliferate more than rabbits, what is the cost/value relationship of the planned improvement or new service? This may seem impertinent, but regretfully, as a marketer that operates in over eighty countries, there are still too many open questions from the past.

Let me challenge you at this Symposium to get some fundamentals out of the way. What is a reader? Is it a person who has a subscription, who looks through an issue, who glances at the editorial around my advertisement, or is it one who notes or reads the advertisement?

Primary versus secondary readership is still with us. If my wife passes on her magazine to the woman next door, within a month, and that person reads it as attentively as my wife, why is she not a primary reader?

Considerable space is being sold on the basis of editorial adjacency. What is its true value? Maybe it is worth a premium. Maybe not. Or what about the role of the magazine in the everyday experience of a target user? How does print enhance the communication story? Potentially, does print provide a different, perhaps more valuable access point into the mind of the consumer? If such is an option, how can I adopt my creative to take advantage of this opportunity?

Bottom line, will the print make my media investment more effective? Before you answer, definitely yes, do we have agreement on a definition for effectiveness? As I move around the world I see examples of claimed print effectiveness as defined by the presenter. But maybe, before such work is done, we had better agree on the definition.

This leads to a broader concern, and that is the parochial approach to research. Global marketing is here now. In 1992 we will have unification in Europe. At Colgate we are well along on preparing for the internal and external changes that have to be made in this world marketplace. Will we have the media research to support this evolution?

Too many countries, countries that on their own are critical to companies such as Colgate, do not have even the bare minimum of media research.

I believe that a professional group such as this should be providing the leadership in prioritising the necessary research, and from your outstanding bank of knowledge, establishing guidelines effectively to implement this work. You may or may not agree with this, but it is this far back that we have to start.

Before you perhaps suggest that it is of limited interest, reflect not on advertisers' global plans, but also the emergence of global media conglomerates. You may be working for a German magazine today, and overnight a global medium. I am currently wrestling with standardised, competitive media spending and cost efficiencies for like media. This issue is here now, today, as we embark on Pan European media strategy and planning.

Reader's Digest, of all the magazines, turns up in many countries, so I asked them to take three dimensions, time spent reading, number of reading, occasions and attitude to magazines. The results, shown in Table 1, were most disappointing.

In the course of a year I visit around fifteen countries as well as having direct responsibility for the US. If I may be excused for a most general observation, I am left with a perception that print competes against print. If *Family Circle* can take 50 pages from *Ladies Home Journal*, that's progress. Is it, if magazines' share have not changed?

Rightly or wrongly, that is the impression and I respectfully suggest that your objective should

Table 1

Reader's Digest

Country	Time spent reading		Reading occasions	Attitude to magazine/ loyalty data	Available for other magazines
Denmark	109	min.	N/A	N/A	Yes
Finland	N/A		N/A	Yes	Yes
France	102	min	3.6	N/A	Yes
Germany	122.5	min.	N/A	N/A	No
Netherlands	69.3	min.	2.3	N/A	Yes
Norway	2.4	hrs	N/A	N/A	No
Portugal	4.5	hrs	3.8	N/A	No
Spain	84	min	N/A	N/A	No
United Kingdom	56	min	4.5	Yes	Yes
Asia	3.2	hrs.	4.6	N/A	-
Australia	N/A		N/A	Yes	Yes
Canada	153.1	min.	5.4	Yes	Yes
India	3.3	hrs.	N/A	N/A	No
Korea	4 hr	49min.	N/A	N/A	No
Mexico	5.2	hrs	3.2	N/A	No
New Zealand	94.8	min.	4.3	Yes	No
South Africa	148	mn.	Limited	N/A	Yes

Source: Reader's Digest International sales

Table 2

Print spending ratio to TV

	1982	1983	1984	1985	1986
West Germany	88	88	88	87	88
France	74	71	72	71	76
Canada	70	69	69	69	69
United Kingdom	68	63	67	67	65
United States	69	62	66	59	59
Australia	60	59	58	59	58
Japan	51	51	50	50	50
Italy	59	59	48	45	46
Brazil	45	44	31	35	37
Mexico	19	N/A	N/A	N/A	25

be very clear. What print research do we need to increase print's share of marketing spending? A secondary objective would be to reduce print's share erosion as television expands.

Y&R kindly provided for major countries in each hemisphere the split between TV and print shown in Table 2. Germany is holding, but as it becomes more television commercial viable, I see print's share declining. The expansion of the German print companies into other countries seems to support this assumption. Italy is probably the most dramatic example of such erosion.

Earlier I spoke about the marketing investment. The trend for media in the US shown in Table 3, demonstrates the support behind trade and consumer promotion. We have to capture a larger share for media if we are to develop long-term franchises for our brands and services.

Media credibility and accountability is, I suggest, a major problem facing us with senior management.

There is a growing frustration with marketing productivity. Over four years ago, Mr Reuben Mark, Colgate's Chairman and CEO, implemented a programme for creative excellence. Our creative product today is fresh, challenging and working. I firmly believe that as we move into the 1990's, media will receive the same, if not more, management attention.

Already single source has changed how we plan trade and consumer marketing activity. It has provided a quantum leap in knowledge on how different promotions work at the store level and how consumers respond to price changes. To a great degree promotion activity can be accurately monitored and the marketing investment evaluated. We must have, in my judgment, comparable data for the media investment.

Single source may be a potential source. I say potential because there are still too many unanswered questions. The primary suppliers of single source information may not be in a position to assure the type of service that we will require in the 1990's. Their priorities may vary from ours. In addition, as we have seen in many areas, entrepreneurs may offer better analytical systems. Therefore I suggest the necessary access to the raw data may still be open to discussion. In this same vein, our ability to roll-out single source at least to the larger countries of the world is still under development and ultimate question as to its feasibility.

Table 3

The marketing investment (United States)

	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %	1986 %	1987 %
Media	42	41	44	44	45	41	35	35	36	36	35	35
Consumer promotion	19	20	20	19	22	20	23	27	27	23	25	26
Trade promotion	39	39	37	37	33	39	41	38	37	41	40	39

Source: Donnelley Marketing/Advertising Age 1988

Some services are proposing a national service, others various forms of local market. From our analysis the necessary configuration cannot be resolved at this time. Therefore we lean towards starting from a base of a local market and having the ability to consolidate these markets according to our category, brand or marketing management requirements.

Currently, the US services will report usage of the local stations or channels with no break-out of the traditional methods of delivery, network daypart, syndication, cable or local spot.

With the exception of AGB, who are currently not in one of the existing single source supplier services, we will have no data on video cassette usage. That one has to say is a minor problem besides the issue of non-inclusion of other media, although some consideration is being given to limited magazine receipt information.

We also need radio, newspapers, and longer-term, other media that carry our consumer story.

This leads to the last issue: the need for comparable data across media. Magazines will be reported on the basis as having been picked up in the store or as having a subscription in the home. Are magazines in the home equivalent to watching an average quarter hour including commercials or if we go to the next stage of television reporting, in-the-room while the commercial was on?

While recognising these serious problems we have to make a start in more effectively justifying the media investment. Single source looks promising but we must not let up on our efforts to improve its data collection process. If single source is not a solid answer, or is not 'right' for a fair evaluation of print, then what is your proposal?

As a manager charged with effectively and efficiently evaluating a media investment of around four hundred million dollars around the world, one has to keep an eye on the future – no, not next week, but five years out as we develop our long-range strategic plans.

If single source overcomes its limitations, then the role of the existing print readership services has to be questioned. Will claimed purchases or purchase intent by category or brand be adequate, for example?

There is also considerable discussion on the reliability of the traditional awareness, trial and usage tracking studies and the role of awareness and persuasion as guides for the assessment of the advertising product. A side issue is our ability to pick up or pick out the role of print, or any other medium versus television as the claimed or perceived carrier of the advertising message. Finally, there is to the advertiser, the priority we may give to media sponsored research versus our internal research needs.

While I have attempted to share with you our concerns as a global marketer, the future of print is not all gloom. I firmly believe, more than ever, that our brands need print as an important part of the communication process. I say this against the reality that we have not met the creative challenge of print. It continues to play second fiddle to the television commercial and we may not fully understand how the print environment can be used to reinforce the communication of our strategy.

Underlying this presentation and my presence here is the added concern that print must do a more effective job of substantiating its role in our media plans.

I am *not* recommending that the media research practitioners here today stop the work in improving today's media research product. However, I am suggesting that this be balanced with an assessment of the anticipated needs for marketing in the 1990's. If this means taking a leap forward, then such may, in the long-term, be the lower risk.