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THE SALZBURG YARDSTICKS FOR EXPOSURE QUALITY – A DIFFERENT EXPERIENCE

INTRODUCTION

The proceedings of the 1985 Symposium at Salzburg contain a paper by Ursula Wangard and Rolf Speetzen entitled 'Yardsticks for exposure quality'. This presents the results of a joint survey carried out by the Axel Springer Publishing House (ASH) and the German Advertising Agency Association (GWA). First performed in 1984, the survey was repeated and expanded in 1986 with the same survey and evaluation methodology. Survey results were published for 111 individual titles and combinations of titles (compared with 68 titles in 1984).

Of all the titles ranked according to a contact quality index, the weekly newspaper *Die Zeit* occupied the very last – the 111th – position. A reading/noting study had, however, not been carried out for *Die Zeit* with readers of that newspaper. The ranking was solely due to the answers to a limited number of questions – roughly as described in the Wangard/Speetzen paper.

Die Zeit had reservations about accepting a survey procedure where the scores obtained for 11 magazines were simply applied to 80 further non-surveyed magazines and weekly newspapers. The Marketing Department of *Die Zeit*, along with the Institute Media Markt Analysen, Dr Eva-Maria Hess, and the media advisor Peter Beike, both located in Frankfurt, therefore carried out an analysis of *Die Zeit* and its readership – exactly following the procedure described by Wangard/Speetzen – with 600 readers (more than were asked per title in the ASH/GWA study). The *Zeit* study contained a reading/noting stage based on an original issue with 15 original articles and 15 advertisements.

The analysis performed by *Die Zeit* proves that – at least for this specific newspaper – there must be a different method of analysis from the published results of the ASH/GWA study.

The results obtained by the *Zeit*-specific survey were totally different. Furthermore, a strong suspicion exists that all the contact quality index values for the 89 titles in the ASH/GWA ranking were more or less false. Several publishing houses are already having their titles analysed through the *Zeit*-research method. We eagerly await their results.

The model adopted by the Axel Springer Publishing House, and supported by the GWA, can perhaps be a correct approach if every title is individually surveyed and its corresponding criteria are determined and validated, if the declared variance is calculated for the individual titles and the contact quality classes are established through a segmentation analysis.

The mistake in the ASH/GWA study was in applying average values calculated for a selection of 11 titles to every individual title, and even to titles which had not even been surveyed.

Furthermore, one additional problem appears to be what should be the order of the interview; first the contact-qualifying questions and then the reading/noting stage (as with the ASH/GWA approach), or vice versa.

Die Zeit tested both alternatives, at least as regards *Die Zeit*. Performing the recognition stage first, and then – only after an appropriate interval – asking the contact-qualifying questions, provides the most accurate data.

CONTACT QUALITY IN DIE ZEIT – AN INDIVIDUAL APPROACH TO VALIDATION

The Axel Springer House (ASH) and the German Advertising Agency Association (GWA) recently developed a model to measure the quality of magazine media contacts.

The drawbacks inherent in this approach is that it was validated for 11 magazine titles only (in other words, analysed with regard to the magazines' measurability for evaluating advertising contacts). The results of this validation process were then applied to all titles contained in the German Media-Analyse, without these titles having actually been analysed.

At this point, suspicions arose at *Die Zeit* that the highly specific characteristics of a specialised title like *Die Zeit* could not be adequately evaluated through the foreign validation of 11 extraneous titles.

Die Zeit therefore repeated the ASH/GWA model's general validation procedure through three reading/noting studies of *Die Zeit* involving over 600 respondents. This approach was intended to determine whether a general validation model could also be applied without modification to *Die Zeit*, or whether a specific validation was necessary to adequately evaluate advertising awareness in *Die Zeit*.

Survey methodology

The analysis was performed through one study based on the 45/87 issue and two studies based on the 46/87 issue of *Die Zeit*. Responsible for the analysis was the Institute Media Market Analysen. The survey contained a total of 24 individual questions for contact qualification from the original ASH/GWA model approach.

The ASH/GWA model asked respondents about their contact-qualifying behaviour *before*

the accompanying reading and noting stage was carried out. Of the three reading/noting studies for *Die Zeit*, however, in two tests the contact-qualifying criteria were asked *after* the reading/noting questions. And for issue 46/87, an additional study was carried out where questions pertaining to contact criteria were *before* the recognition stage.

For *Die Zeit*, advertising recognition and contact-qualifying characteristics follow definite patterns.

The GWA model developed seven criteria which could be used to predict advertising recognition. The first task for the *Die Zeit* reconstruction was to determine to what extent these criteria also played a correspondingly important role for *Die Zeit*. To this extent, multiple regression analyses were performed: the independent variables were first the seven GWA criteria, and second, all 24 criteria from the GWA model. The dependent variable, in other words those variables whose variances were to be determined through a regression analysis, was the overall advertising recognition. The total sum of recognised advertisements was set as a criterion. And just what were the results of this analysis? The following sections attempt to provide an answer.

When asked prior to the accompanying copy test, of the seven individual criteria only two provide any substantial contribution towards explaining advertising recognition in *Die Zeit*. And these two account for 7.2% of the total survey variance.

As seen in the upper left-hand of Table 1, three criteria – when asked after the accompanying reading/noting study – significantly account for fully 16.0% of the total advertising recognition variance. And when all 24 characteristics are admitted as descriptive variables, of the seven variables from the ASH/GWA model only two retain their validity. If the contact-qualifying

Table 1

Variance in advertising recognition accounted for by the criteria.

Dependent variable: advertisement seen

	Contact quality before copy test %	Criteria asked after copy test %
Independent variables:		
Of 7 contact quality criteria from the AS/GWA validation approach, the following were found to be significant ($F > 3.8$)		
Advertising is helpful	-	10.0
Advertising is entertaining	4.5	3.8
Number of magazine pages opened	2.7	2.2
Sum of variance	7.2	16.0
Independent variables:		
Of all 24 contact quality criteria, the following were found to be significant		
Advertising is helpful	-	10.0
Number of magazine pages opened	2.2	3.8
Means of obtaining the issue	4.3	3.5
I like looking at advertisements	6.3	3.1
Affinity E: I prefer other titles	-	3.3
Affinity M: I do not agree with everything that the title contains	-	2.5
Affinity F: It has not disappointed me yet	4.7	-
Sum of variance	17.5	26.2

questions are asked prior to the copy test, three additional questions become valid. The overall amount of declared variance is nonetheless 17.5%.

When the contact-qualifying questions are posed *after* the copy test, the variables change to a certain extent: to some extent their amount of declared variance is shifted. *Advertising is helpful* and the *number of magazine pages opened* are the only criteria which remain from the original GWA approach, while three new criteria are added: *Means of obtaining the issue*,

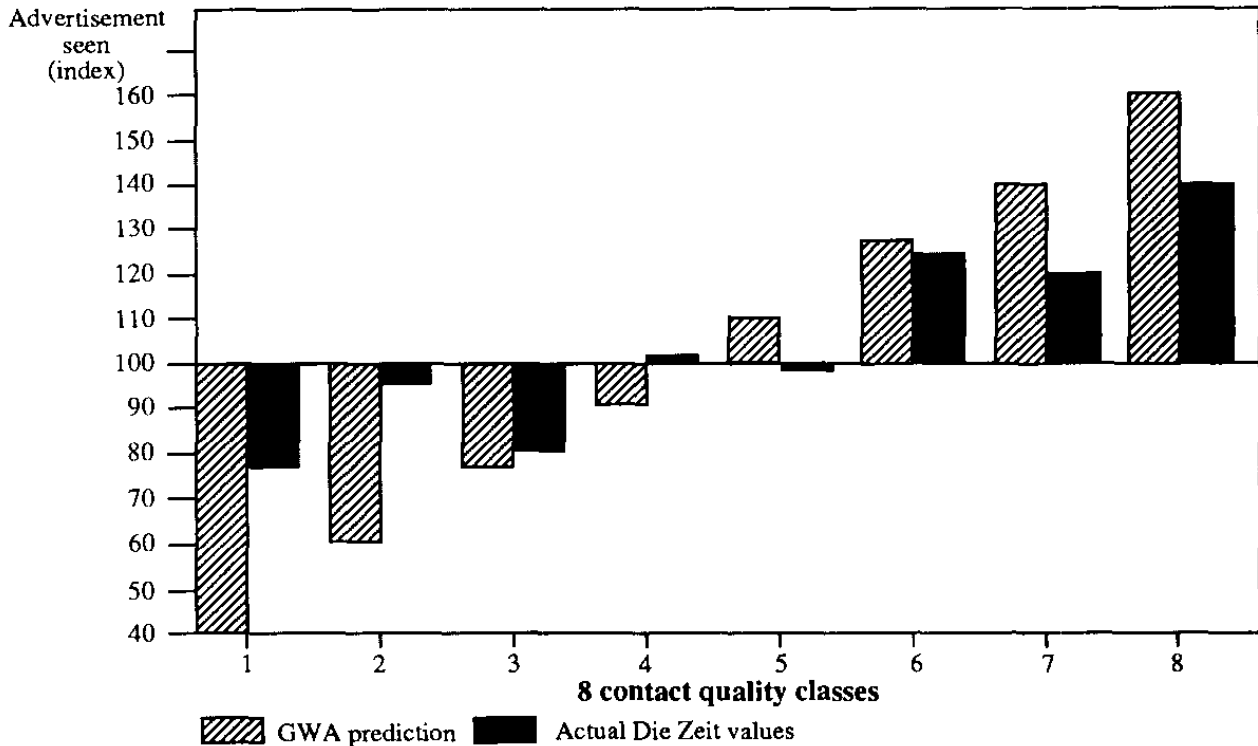
I like looking at advertisements, *This magazine has not disappointed me yet*. The amount of declared variance is here 26.2%, a level which is seldom found among comparable analyses.

When comparing the results between the seven ASH/GWA criteria and the analysis where all 24 variables were accepted, it became clear that *Die Zeit* needed other, additional criteria out of all the 24 variables in order accurately to predict advertising recognition with a correspondingly high amount of declared variance.

Chart 1

Contact quality classes for Die Zeit

According to the ASH/GWA method



Subsequent analyses reconstructed the validation approach of the ASH/GWA model through segmentation analyses of the contact criteria with varying degrees of advertising recognition. The segments were ultimately grouped into eight contact classes according to the degree of contact quality.

The formation of contact quality classes – as performed in the ASH/GWA model

As was performed for the ASH/GWA model, first the segments, and then the eight contact quality classes were defined.

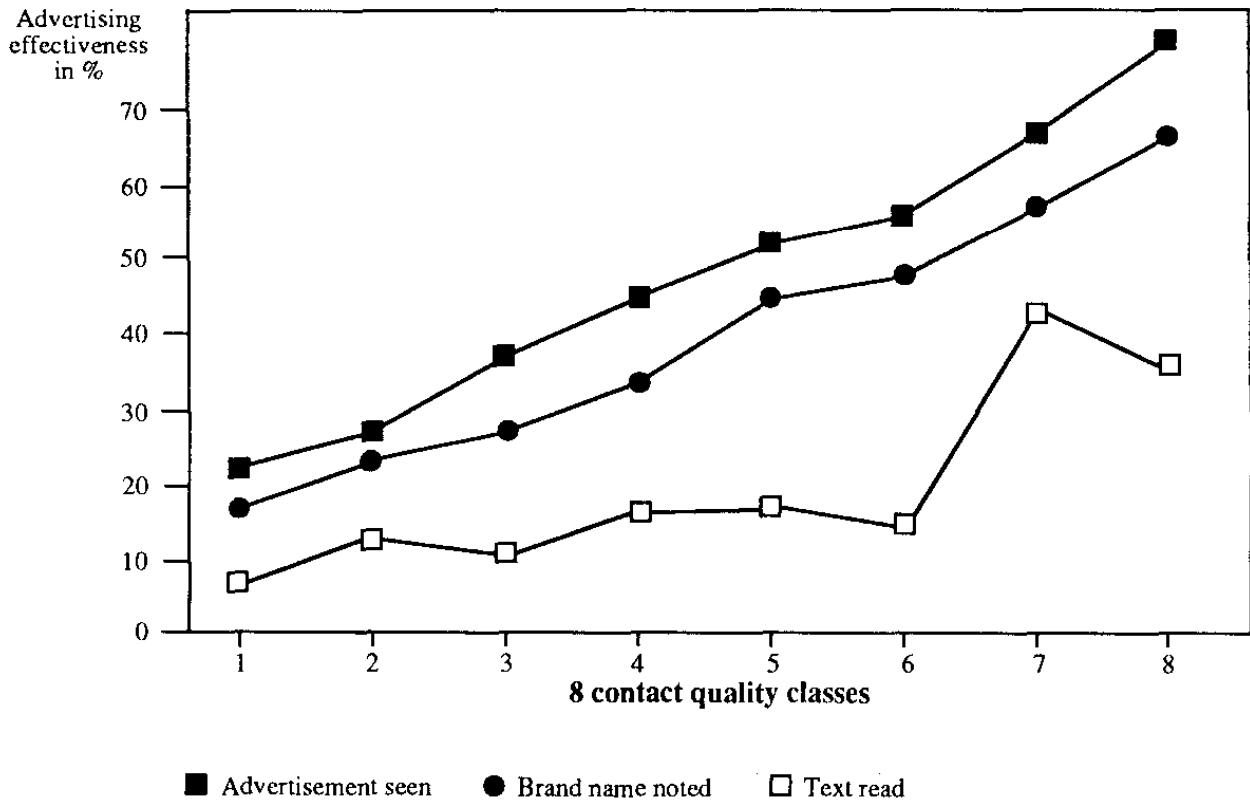
Chart 1 shows first the result as set forth in the ASH/GWA model's validation based on the 11 titles, and second the actual advertising recognition scores for *Die Zeit* as they were obtained from the *Zeit* studies.

The selectivity of the respective contact classes, and correspondingly their usefulness for predicting advertising recognition in *Die Zeit*, is very low. There is a wide divergence between the individual classes; there is no cohesive relationship to advertising recognition. The positioning of a reader of *Die Zeit* on such a scale of advertising contact opportunities can not be accurately calculated through this model.

Chart 2

Advertising effectiveness in the contact quality classes

Contact quality classes for Die Zeit according to 7 ASH/GWA criteria



Segmentation analyses specifically related to Die Zeit with seven ASH/GWA criteria and six criteria specific to Die Zeit.

A totally different picture arises, however, if one constructs a new segmentation of the seven ASH/GWA criteria based on data from *Die Zeit* surveys. For the contact classes described in the remainder of this first section, a continuous increase in advertising recognition from class one up to class eight can be observed.

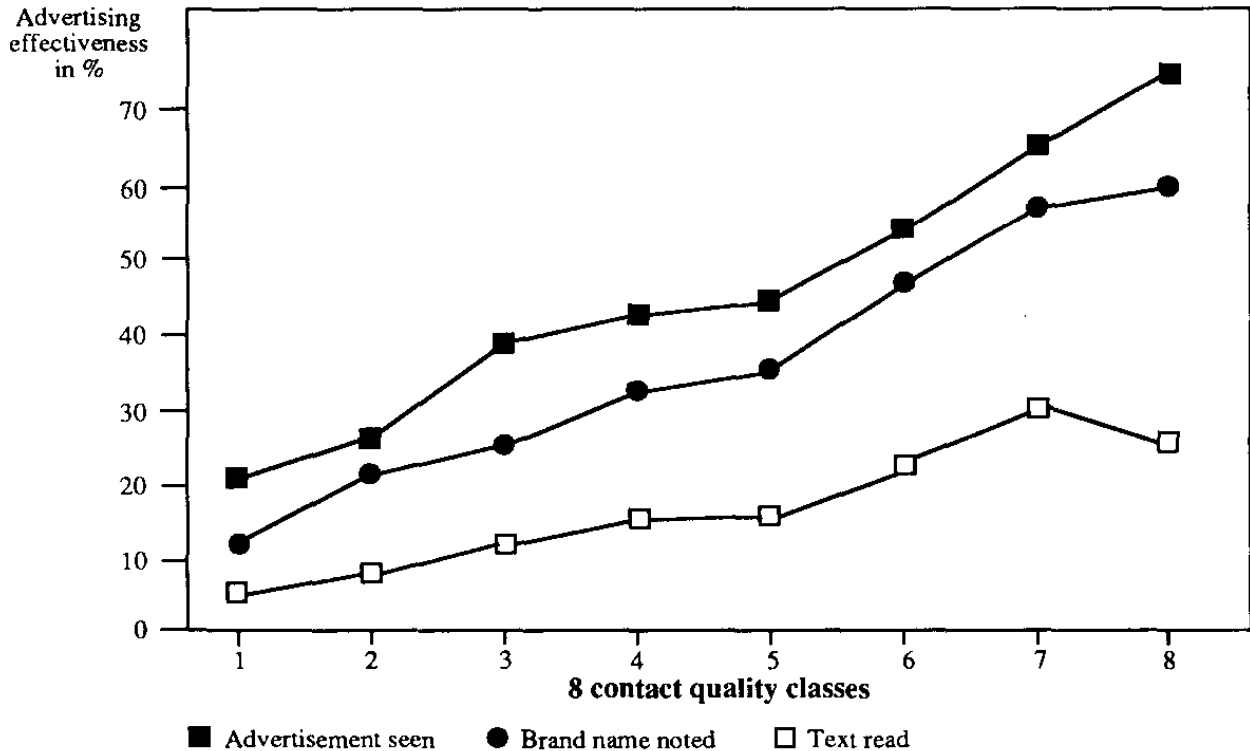
This is also true, by the way, for the brand name and copy recognition, as shown in Chart 2.

Regression analyses based on the data from *Die Zeit* studies yielded six criteria which attained an especially high amount of the declared variance of advertising recognition in *Die Zeit*. As a third approach, eight contact quality classes were formed on the basis of these six criteria through a segmentation process. This classification likewise shows a uniformly rising intensity with regard to advertising recognition in *Die Zeit* (see Chart 3).

Chart 3

Advertising effectiveness in the contact quality classes

Contact quality classes for Die Zeit according to 6 criteria specifically for Die Zeit



THE PREDICTION VALUE OF THE VARIOUS APPROACHES

In a mathematical comparison with simple regression analyses, only one independent variable remains – and that is respectively one of the three contact classifications which we have been discussing here.

It has been proven that a reconstruction of the ASH/GWA approach without including a validation carried out specifically for *Die Zeit* is totally insufficient as a valid means of predicting the media contact chances for *Die Zeit*.

A segmentation performed specifically for *Die Zeit*, based on the seven ASH/GWA criteria, explains the variance up to three times more accurately than the pure application of the eight quality classes of the ASH/GWA model (Table 2).

One aspect, perhaps not so evident in the graphic representation, is the clear advantage of the third approach using contact quality criteria specifically for *Die Zeit*.

Here, the prediction of advertising recognition as well as brand name noting and the extent of

Table 2

Variance accounted for through regression analysis	Advertisement seen %
Contact quality classes reconstructed on the ASH/GWA model	5.6
Segmentation specifically for <i>Die Zeit</i> performed on the 7 ASH/GWA contact quality criteria	17.7
Segmentation specifically for <i>Die Zeit</i> performed on 6 contact quality criteria specifically for <i>Die Zeit</i>	21.6

the copy being read are considerably more precise than when using the second approach.

SUMMARY SO FAR

A formal acceptance of the ASH/GWA approach is not possible for *Die Zeit*, as this would result in a false classification of readers of *Die Zeit*.

A noticeable improvement is achieved when the classification is based on the seven ASH/GWA criteria, using, however, a mathematical model specifically for *Die Zeit*. One prerequisite to this approach is a validation process also performed specifically for *Die Zeit*.

The third approach offers the most accurate predictions of media contact opportunities for *Die Zeit*, if criteria specifically for *Die Zeit* are used in forming the contact quality classes.

This would entail an enlarged survey above and beyond the ASH/GWA approach (with respect to the criteria as well as to recognition). This method would produce the most accurate data as regards *Die Zeit*.

A NEW APPROACH – MEDIA CONTACT PROBABILITIES BASED ON DEMOGRAPHIC CHARACTERISTICS

However, reading/noting results make it possible to analyse the area of media contact opportunities from a fully new perspective.

Model description

Without resorting to comprehensive theoretical model, the basic direction of this approach can be defined as follows:

- (1) Due to their contents and function, the media attract a specific audience. This is expressed in specific probabilities of usage which are found in the individual demographic segments.
- (2) As a rule, grouping specific target groups of the respective media is also related to the media behaviour regarding the various advertisements.
- (3) The question therefore arises to what extent the probability of usage for advertising in the respective media can be directly calculated from the demographic composition of reader segments – also without the use of contact-qualifying characteristics for the respective media.
- (4) To this extent, segmentation analyses based on demographic criteria are necessary to determine advertising recognition.

Following this chain of arguments, another approach (analogous to reading probabilities) attempts to calculate probabilities of advertising awareness through the use of segmentation analyses.

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Advertising awareness based on 12 demographic characteristics

To carry out this approach on a pure basis, only demographic characteristics were used in the segmentation without such title-related criteria as, for example, frequency of usage. This helped in analysing the relationship between demographic characteristics and the probability of advertising recognition. It naturally seems advisable – in the event of this approach being carried out further – similarly to survey combinations of demographic and title-related characteristics as well.

The following demographic characteristics were surveyed. The first eight are those which actually came to the fore in the segmentation round.

- (1) Level of education
- (2) Household income
- (3) Age
- (4) Sex
- (5) Religion
- (6) Respondent's occupation
- (7) Size of household
- (8) Occupation of household head
- (9) Head of household
- (10) Housewife
- (11) Employment status
- (12) Marital status.

Advertising awareness – expressed as a P-value – was set as an external criterion, a person who had seen half of all advertisements being given an advertisement awareness P-value of 0.5.

If from the results of the segmentation analysis eight classes are created for the probability of advertising recognition in the same way as for the contact-qualifying characteristics, the distribution shown in Table 3 is produced. (Instead of the creation of eight classes, the original segments could of course also be

Table 3

Demographic segmentation based on 12 demo-criteria

Media contact class	Share of the class of the total %	Advertising recognition within the class %
Total	100.0	46.8
1	4.7	19.6
2	11.4	30.0
3	17.3	35.6
4	21.5	42.5
5	14.4	51.0
6	9.0	55.8
7	9.6	63.4
8	12.1	72.0

retained. At this juncture, the summary of eight classes is presented to enable direct comparison with the preceding classification).

There is a very good distribution of respondents among the classes and of the P-values for advertising recognition. Chart 4 shows the results of the demographic segmentation.

The results are quite convincing: with the help of a demographic segmentation the same distribution of advertisement recognition probabilities are obtained as with the classification based on contact-qualifying criteria specifically for *Die Zeit*.

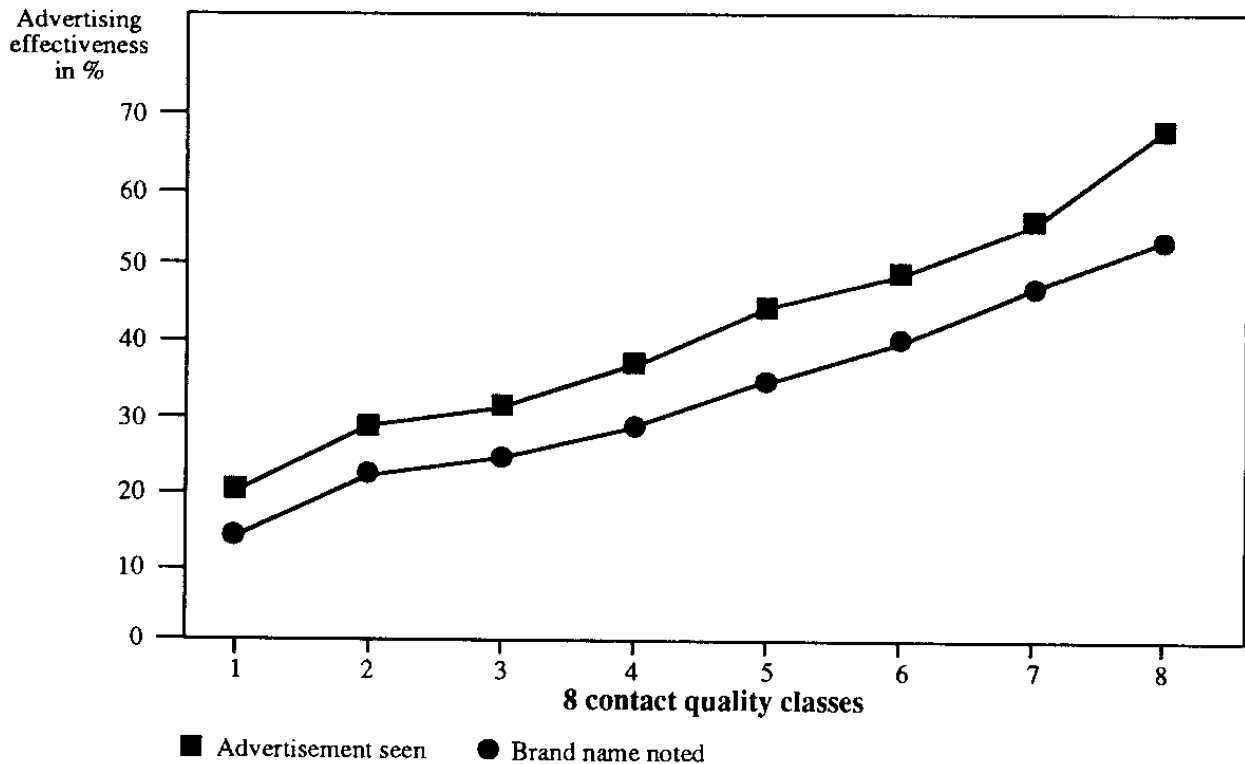
The predictive value of the demographic classification

At this point, as with the three contact-qualifying classifications, the predictive values

Chart 4

Advertising effectiveness based on demographic segmentation

Media contact classes according to demographics



of the eight demographic classes can be mathematically analysed. The basis is a regression analysis with advertising recognition as the dependent variable and the eight demographic classes as the independent variables.

For comparison, the results of the contact-quality classification based on criteria specifically for *Die Zeit* are also presented.

Advertising recognition – in other words the characteristic which was the basis for the segmentation – can be predicted just as accurately

through a demographic classification as through a contact-quality classification specifically for *Die Zeit* (Table 4).

SUMMARY

Four concluding remarks:

- a demographic classification has the same prediction value for advertising recognition as a classification of contact quality specifically for *Die Zeit*.

Table 4

Variance explained by regression analysis

	Advertisement seen %
Media contact classes by demographics	21.3
As a comparison	
Segmentation for Die Zeit based on 6 contact-quality criteria specifically for Die Zeit	21.6

– it is therefore possible to produce P-scores for advertising contact probabilities, analogous to media contact probabilities, through demographically defined segmentations.

– such a procedure is interesting because, analogous to the P-scores for media contacts, this approach can establish advertisement contact probabilities which can be calculated solely from standard demographic characteristics without additional measurement criteria.

– the prerequisite for this procedure is validations based on reading/noting studies for the individual titles, for it appears evident that such demographic segmentations – as with the media P-scores – must be established for every individual title.

The survey series will be continued with the following experiment:

– title-related criteria (special frequency values) will be incorporated in the segmentation.

– as soon as new surveys have been carried out, separate segmentations will be conducted by sex wherever the sample size is adequate (as men and women react quite differently to the advertisements in the various publications).

– further segmentations with the demographic data only will not only be conducted for the criterion *advertisement seen* but also for *brand name noted* and *text read*.

The results could form an approach for setting up ranking lists of media in order to evaluate advertising contact chances.