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MACH 90
as a basis for targeted media planning.

Over the past two years Switzerland has developed a new media research concept for systematic exploitation of the potential offered by random sampling, public opinion polls, databank concepts etc.

Each year 40,000 telephone interviews are conducted for some 400 print titles and the cinema to establish the socio-demographic characteristics of the interviewees and their media behaviour.

These data are processed to produce a classic coverage analysis by socio-demographic segments.

Brief supplementary surveys are conducted among sub-samples from the same random sample group, for instance in order to establish consumption behaviour.

Picture of cube

The paper describes

— how media data should be tailored to increase their relevance for the client's marketing

— fundamental research design
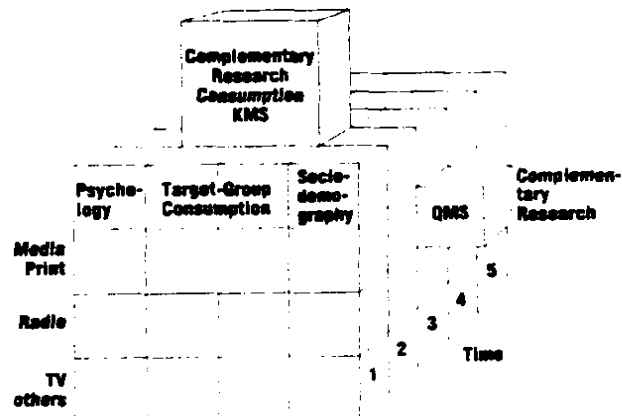
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MACH 90

Swiss Media Analysis
for the Nineties

as a basis for targeted
media planning

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CONTENTS

2

1 Introductory remarks

11 The media situation in Switzerland

Switzerland is a small country with an extremely highly developed economic system and a complex media situation:

Population 6.6 million
Three languages: German, French, Italian

220 newspapers
100 dailies
350 free sheets
100 general interest magazines
2000 trade journals and specialist magazines

The average circulation of the newspapers is less than 20,000 copies.

- a quasi-state-run TV station broadcasting in three languages
- approx. 20 foreign TV stations can be received (the number of cable TV subscribers in Switzerland is very high)

- a quasi-state-run radio station broadcasting three programmes in each of the three languages (without advertising)
- approx. 30 commercial private local radio stations
- approx. 50 foreign radio stations can be received VHF)

Advertising sales figures in Switzerland in 1989 (in million Swiss Francs)

Print

Newspapers	923
General interest magazines	265
Trade journals	296
Cinema	29
Local radio	54
Commercial TV	203
Teletext	6
Outdoor advertising	368
Classified listing booklets	78
Total survey values	3222
Direct advertising	2080
Overall total	5302

3

12 Media research in Switzerland

As of 1988 there were two organisations involved in print media research:

121 AG für Werbemittelforschung WEMF

This was formed in 1963 by the major associations of advertisers, agencies, publishers and space brokers and has produced an annual coverage survey for all print media at a cost of some SFr 1.5 million.

The WEMF was organised on equal representation lines with decisions being taken unanimously according to unwritten laws both on the administrative board and in the technical committees.

Under these circumstances it was practically impossible to improve the established concept and the study was basically produced according to the same standards for 25 years. Since the early 80s the research concept has attracted increasing criticism from publishers and space buyers alike.

The main points of criticism were:

- insufficiently large sample for measuring local newspapers
- lumping of random samples (interviews only conducted in a few places)
- unclear weighting methods
- the instrument reacted too slowly to changes.

In the late 70s demand arose from large newspaper and magazine publishers for consumption data and qualitative data. Since the WEMF was unable to meet these demands, at the beginning of the 80s the publishers founded.

122 AG für Ergnzende Mediastudien EMS

which produced two consumption media studies and prepared a third as well as developing a qualitative media study, which was tested in the field but never implemented.

123 The research service of the SRG

concentrates on the acquisition of data for television (meter system) and radio (personal interviews).

4

13   The merger of WEMF and EMS in 1988

Both WEMF and EMS were mainly financed by the same clients (print media publishers) and finally merged in autumn 1988 with the aim of

- implementing the planned projects and
- producing a proposal for a new concept.

At the same time discussions were held on cooperation with the research service of SRG; however, it was found that cooperation was not feasible in the short term and was thus postponed for the time being.

14   The research projects implemented by WEMF since 1988

MS   Media Study 1988 and 1989

- Newspapers incl. local press, general interest magazines, cinema
- German-, French- and Italian-speaking regions
- approx. 9,000 personal interviews
  (German = 6,000 / French = 2,500 / Italian = 500)
- At random, partially in quotas (youth)
- Socio-demographic breaks
- Cost approx. SFr 1.5 million per annum

KMS   Consumption Media Study 1989

- Newspapers excl. local press, magazines, cinema
- German- and French-speaking regions
- approx. 13,000 personal/written interviews
  (German = 8,000 / French = 5,000)
- Specified quotas
- Consumption segments (owners of durable consumer goods,
  users of consumer products for daily use, services)
- Cost approx. SFr 3 million

MAF   Media Analysis for Executives 1990

- Print media for executives
- German- and French-speaking regions
- approx. 2,500 telephone interviews (CATI)
  (German = 1,500 / French = 1,000)
- At random- Socio-demographic segments, consumption
  segments, decision-making capacities)
- Cost approx. SFr 650,000

5

QMS   Qualitative Media Study 1990

- Magazines, high-circulation newspapers
- German-speaking region
- 20,000 telephone interviews (CATI)
- Reader motives etc.
- Cost approx. SFr 2.0 million.

All of these studies were meaningful and necessary, but there was no overall concept. Each project was overseen by separate technical committees and individually financed so that coordination was either inadequate or completely lacking. One of the consequences was considerable insecurity on the part of the data users, since the published findings were only mutually comparable to a limited extent. Finally, the total costs of the research were too high.

The main drawbacks were:

- overlaps in content
- lack of coordination in terms of timing
- non-uniform publication modes
- different definitions of basic survey pool
- differences in methodology
- polling techniques
- readership measurement
- data processing.

6

2   MARKETING AND MEDIA RESEARCH

The market system (see Annex 1) comprises elements with specific rôles:

Target person
a)as media reader
b)as consumer of goods/services

Publishers as media offerers
a)to readers as carriers of editorial content
b)to space buyers as carriers of messages to consumers

Advertising clients
– as offerers of goods and servicers

21   Modern media research

– provides bases for marketing decisions

- by publishers
- by advertising clients- describes the readers and consumers (structure)

1. according to socio-demographic criteria
2. according to consumption behaviour
3. according to psychological characteristics

describes the reader attitudes to the media

1. in quantitative terms:
   which media do the readers use and how
   frequently (coverage)

2. in qualitative terms:
   why and how intensively do the readers use
   the media (motives, affinity)
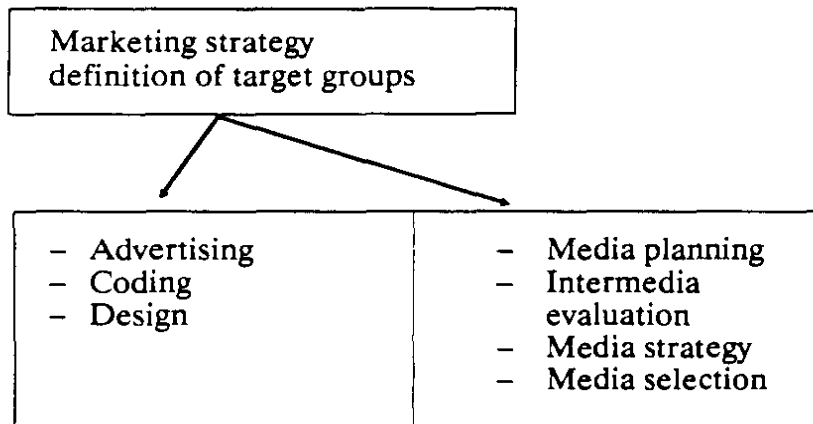
in the form of

- cross-sectional analyses (snapshot analyses)
- longitudinal section analyses (chronological sequences: changes and their trend)

The above details clearly show that

the information used by publishers for advertisement promotion

is basically the same as that used by space buyers for media planning.

7

22 Considerations on the status of media planning

Marketing, advertising and media are all intermeshed. Marketing in its modern sense determines the behaviour of a company vis-à-vis the market. If a planned marketing campaign is to have any likelihood of success, marketing, advertising and media must be mutually coordinated - they cannot be viewed in isolation: modern media planning is part of the complex of problems involved in marketing planning.

Marketing strategy definition of target groups	
– Advertising – Coding – Design	– Media planning – Intermedia evaluation – Media strategy – Media selection

The description of the market segments (description of target groups) should ideally be applicable throughout for the purposes of marketing, advertising (design) and media planning.

Ergo:
Target group definition is a matter for those responsible for marketing

221 Defining the target group

At the core of the market-oriented activities of a company lies the consumer. The definition of the market segments to be addressed - target group definition - thus acquires vital significance.

One is interested in knowing:

– what segments exist
– how the segments can be described:
  – in socio-demographic terms
  – in terms of consumption behaviour
  – in terms of psychological structures:
  – attitudes, motives
  – the size of the segments (estimation of market
    potential)
  – which media the segments consume (what types of advertising treatment
    should be adopted) to ensure that the "optimum" combination of advertising
    carriers for the message can be etermined.

8

The person responsible for marketing will generally base his definition of the target group on the purchasers and users of his product:

> Intensive users (heavy, frequent use)
> Extensive users (occasional use)
> Non-users

Supplementary psychological data can be used to determine, for instance

- whether the envisaged target groups are progressive, open-minded people who evince an immediate willingness to try a new product (and drop it just as quickly)

- or whether they are more conservative and can almost never be induced to change, but then remain faithful for many years.

Such information is important for the person responsible for marketing

> – when introducing new products
> – when expanding existing products into new segments

the advertising designer

> – to enable him to encode his message (translate it into words and pictures) in such a way as to really reach its target group.

Socio-demographic data are used for fine-tuning of target groups, e.g. by additional delineation of age groups or of geographic target areas.

222   Media planning

The target group definitions described above can be adopted directly for the purposes of media planning, i.e. the assessment of the quantitative and qualitative performance of media in reaching target groups.

223   Intermedia evaluation

The assessment of media groups (channels of communication) in respect of their fundamental suitability for solving communication tasks, taking into account the marketing strategy of the company

> – primarily based on non-measurable criteria (opinions)
> – qualitative interpretations of quantitative data (e.g. affinities)
> – quantified data (coverages etc.)

9

224 The media strategy

The culmination of the intermedia evaluation is the media strategy, which establishes

- media targets
- the applicable media categories
- their rles in the integrated media system (basic/ supplementary medium etc.)
- the injected financial funds (outline budgets) principles of chronological use.

225 Intramedia Comparison

The individual media within the media types are evaluated in an intermedia comparison, using quantitative data such as coverages, accumulations of contacts and also circulation figures, ratings.

23 Conclusions and requirements placed on the instrument

- the ideal media research provides target group descriptions and media performance values from a single source

- the instrument must supply informative data for all print media (incl., regional and local press)

- the random sampling must be sufficiently wide-ranging to ensure that the information obtained is sufficiently accurate in statistical terms and can be related to the basic survey pool within reasonable confidence parameters

- the instrument must be able to react rapidly to

    a) accommodate new titles and cancel deleted titles even during field work

    b) ensure rapid presentation of findings

- the instrument must be cost-effective

10

3 THE IDEAS BEHIND THE SURVEY CONCEPT MACH 90

The basic idea behind the survey concept MACH 90 is simple:

> Each media research must ascertain the socio-demographic characteristics and media behaviour.

We create a single source research system and break the survey down into:

31 Basic survey

with large-scale random sampling for all print media for measuring the media consumption (coverage) in terms of

- socio-demographic segments
- large consumption segments (smokers, car drivers etc.)

To this end we use computer-aided telephone interviews (CATI). (The reasons for choosing CATI will be explained in a paper by Peter Wild, Head of Research at WEMF).

32 Supplementary surveys

in sub-samplings with brief supplementary interviews to elicit replies to specific questions are conducted on a personal, telephonic or written basis depending on the particular requirement.

Using this method we only need to pose the same questions once and the individual supplementary surveys are compatible, i.e. comparable with the basic research.

Picture: Cube (see Annex 2)

33 The main problem areas

Basic survey

1) description of the target person according to characteristics and behaviour

2) Listing of media used

3) Definition of user and contact probability

4) Size of random sample and accumulation of information over the period

5) Specific supplementary polls among part-target groups

In order to ensure that we obtain answers from the greatest possible number of people the interviews must be brief. We keep to the basics and ask only what is actually relevant.

11

331 Description of target group

3311 On socio-demographic lines

Even if the importance of socio-demographic target group definitions is on the decline, they are still indispen-sable.

3312 By consumption behaviour

Certain key questions serve to identify consumer groups (target groups) where detailed information on consumption behaviour is obtained following the basic interview.
Examples:

- Car drivers
- Smokers
- Pet owners

3313 By basic psychological behaviour

General awareness of the significance of the basic psychological attitudes of consumers is constantly growing.

	extrovert	introvert
progressive		
conservative		

332 Media consumption

Finally, the interviewee provides information on his media usage habits, reporting on

- what he reads and how intensively (print media)
- what he listens to (radio)
- what he watches (cinema, TV)

333 Measurement of coverage and contacts

It is important to differentiate between two things:

a) the user definition and
b) the contact potential

3331 re. a) User definition

Anyone stating that he has "read or leafed through" a title is counted as a reader.

This procedure is sometimes criticised as measuring too imprecisely.

However, if one considers the task of the print media, this solution is not bad, since we read selectively, or, to put it another way, each article and each advertisement has a target group.

12

It is the task of the print medium to convey the advertising message, i.e. to create opportunities for contact by means of advertisements. It cannot be the task of the medium to prove that the particular advertisement was actually read or even had an effect.

Important factors which influence the behaviour of the reader are outside the control of the publishers, e.g.:

a) the consumer must be interested in the product on offer

b) the message must be designed in a sufficently telling manner
to ensure that the message is able to overcome the "in-built"
perception barriers.

3332 re b) the contact potential

33321 The numerical K1 value

The interviewee indicates how many he normally reads of six consecutive issues. This is used to establish a reading probability profile, which is then further used to calculate the contact probability for 1, 2,... n insertions.

Reading Yesterday/First Reading Yesterday

A large-scale qualitative media study was conducted on the basis of 20,000 CATI interviews in order to clarify the function of questions according to "Reading Yesterday" and "First Reading Yesterday". This is not the place to introduce a detailed analysis of the results, so we shall restrict ourselves to the basic findings:

33322 Reading Yesterday

measures the contacts extremely reliably. The question has been included in MACH 90.

33323 First Reading Yesterday

If one wishes to assess the coverage, then for methodological reasons the interviewee must state whether he read the particular issue yesterday for the first time (First Reading Yesterday FRY). These data are projected on the basis of the publication dates.

It is only with daily newspapers that this method generally works well.

However, previous experience has shown that in the case of titles which only appear infrequently it is not possible for heavy readers to state with sufficient accuracy whether he was reading the issue in question for the first time. This produces exaggerated coverage figures, which in extreme cases may exceed the widest readership circle.

13

The concept of First Reading Yesterday is thus not being pursued in Switzerland, at least for the time being.

The following additional information is obtained:

Number of pick-ups normally and yesterday
Purchase method: subscription, newspaper kiosk, other
Reading time in minutes
Quantity read: opened pages as % of magazine

Frequency of cinema visits

TV consumption and/or radio consumption is
assessed for half of the sample.

34 Supplementary surveys

Specific supplementary surveys are conducted with sub-samples from the basic survey, with a different subject matter each year.

A consumption study will be commenced in 1991.

In 1992 it is intended to undertake a qualitative
media survey (reading motives etc.).

In 1993 a survey will probably be carried out
among executives and possibly a differentiated
psychological target group survey.

In 1994 the cycle will start again, probably
with another consumption survey.

341 The consumption study

is conducted in writing among the members of the consumption group immediately following the telephone interview.

Aims:
– Identification of target groups
– Estimation of market potential

– Owners of durable consumer goods/year of purchase
– Users of consumer goods for daily use
– Enquirers into services

– Purchasing channels
– Creation of clear connections between consumer target groups and media users.

14

342   Basic psychological attitudes

There are as yet no clear concepts, but one can determine basic differences such as between the "stable" and the "chaotic buyer", who wears jeans together with a Rolex watch, eats at McDonalds at lunchtime but dines in an exclusive restaurant in the evening.

Or: If a consumer is willing to try out a new product, what is his attitude to spontaneous purchases, does he regard advertising as good or bad, does he tend to buy inexpensive goods or would he be prepared to pay a little more?

35   Random sample size

For the basic survey we carry out 40,000 interviews in the first year. These are evaluated according to coverages for all titles involved, incl. local press.

From the second year onwards the random sample includes 30,000 interviews. These are input onto a databank and accumulated over the course of time.

Thus, depending on the required level of statistical certainty, one, two or even more survey years can be taken as the basis.

36   Survey period

Daily random samples of the same size, representative of each week-day (incl. Sunday).

This enables a reliable picture to be formed for each title, irrespective of when they appear.

37   Geographical survey areas

Surveys relating to regional and local titles are only carried out in areas where such titles have a certain minimum distribution level. The smallest units are political administrative districts.

Surveys on other titles are undertaken in the entire language area.

38   Publication date

In late August/early September all data are produced as a written basic report and stored as a complete data file for standard PC programs and/or mainframes.

39   Costs

The basic survey costs approx. SFr 2.5 million per annum. The consumption survey costs approx. SFr 1.7 million.

Compared with the previous costs, these figures represent considerable savings with a much improved concept.

Financing

Only media which contribute to the financing are included in the survey.

Each title pays for the basic survey as follows:

- a fixed contribution of SFr 2,000.00
- SFr. 40.00 per 1000 copies of an issue
- SFr. 520.00 per million Swiss Francs advertisement turnover

15

4 FUTURE PERSPECTIVES

The surveys for the basic interviews commenced in mid- September 1990 for

- approx. 400 print titles
- cinema

It is intended to include other media at a later date.

The current target group criteria are:

- Socio-demography
- Consumption groups

It is intended to start with the basic psychological attitudes in the second year.

Individual supplementary information

The instrument enables

- the random samples to be increased in order to obtain
  results more rapidly

- individual supplementary questions to be introduced
  where information is required at short notice.

16

5 MEDIA RESEARCH AS MANAGEMENT PROBLEM

At the end of August 1988 it was decided the merge the two companies WEMF and EMS and to place the media research on a new footing. At that time there were no clear ideas as to concrete aims, nor the methods for achieving them.

In January 1989 an intensive closed meeting was held with representatives of publishers and other media, space buyers and researchers with a view to delineating the basic possibilities.

Based on this an initial concept was developed in the first half of 1989, which was then discussed and constantly refined during the summer in collaboration with small working groups representing specific interests (newspaper publishers, regional newspaper publishers, major space buyers, advertising agents etc.).

Parallel to this various financing models were developed and discussed with representatives of the interested parties.

In the autumn the political bodies of the shareholders' associations were informed as to the fundamental possibilities as a form of acceptance test.

Throughout the development process interim reports were constantly issued in the trade press and brief resums reporting on the progress of the work were published in WEMF's in-house customer magazine.

In January 1990 the research concept and the anticipated overall costs together with a proposal for a financing formula were presented to the publishers, who were asked to give their views on the overall concept and to confirm their willingness to participate in the basic survey.
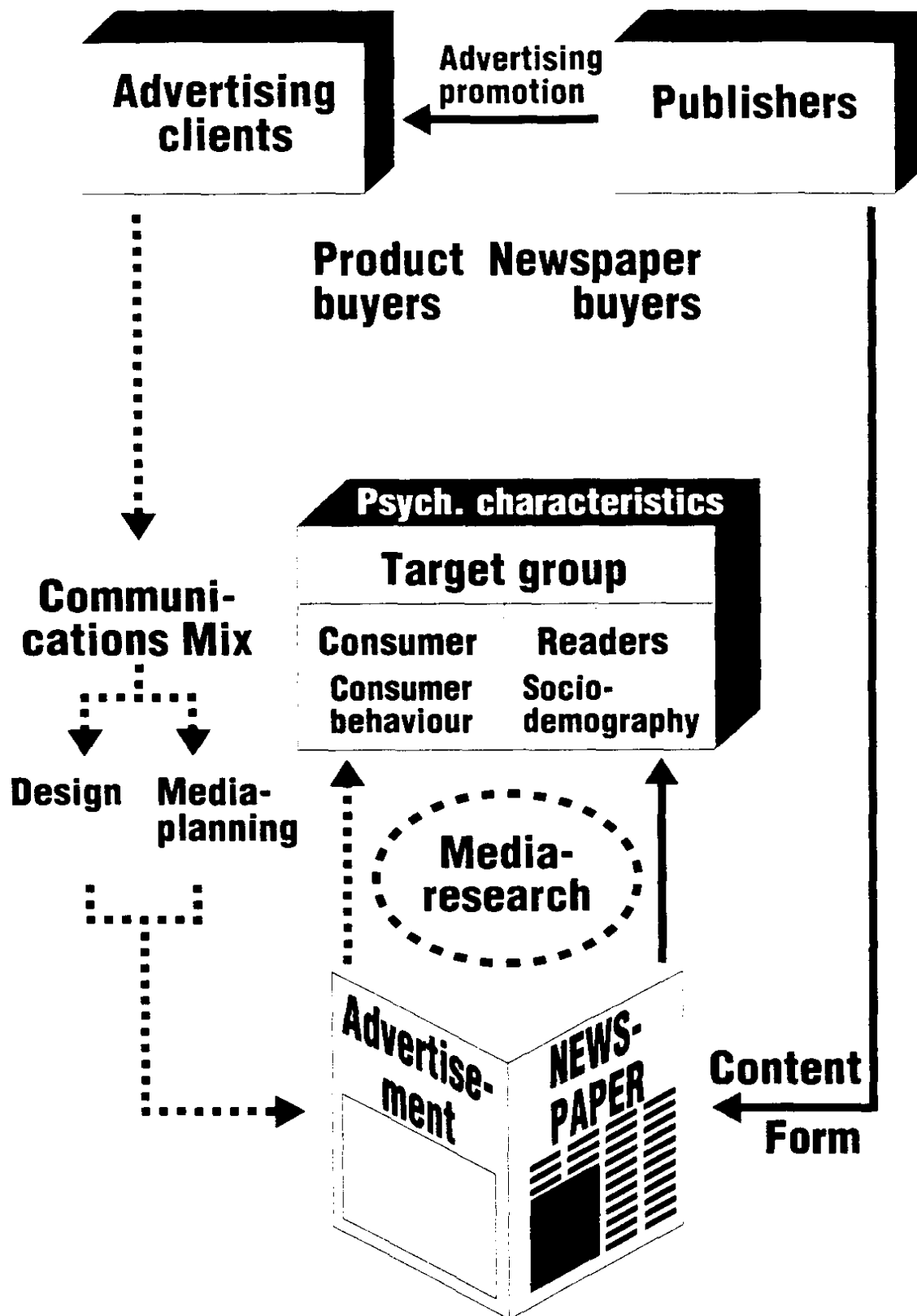
The response was extremely encouraging. Almost all the general interest magazines and all the newspapers took part in the study. However, the level of participation among free advertising newspapers and special interest titles remained below expectations.

Starting in May, some 450 individual financing agreements were concluded with the publishers for the basic survey and some 200 for the supplementary surveys. At the same time the individual survey areas were established for local and regional titles.

The survey work was commenced in September 1990 and no major difficulties have arisen to date.

The results of the first stage of the survey will be available for publication in early autumn 1991.

17

Media data determine marketing decisions

Advertising clients

Advertising promotion

Publishers

Product buyers Newspaper buyers

Communi- cations Mix

Psych. characteristics

Target group

Consumer	Readers
Consumer behaviour	Socio- demography

Design Media- planning

Media- research

Advertise- ment

NEWS- PAPER

Content

Form

The MACH 90 Cube