

MAGAZINE/TELEVISION COMMUNICATION SYNERGY-
THE U.S. EXPERIENCE
... MORE ON THE LEVERAGING EFFECT

Robert Warrens
Sr. Vice President
Director of Media Resources & Research
J. Walter Thompson Company

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Magazine/Television Communication Synergy-
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... More On The Leveraging Effect

Results of the United States study (Wave I) entitled simply The Research Study, mirrors much of what similar research around the world has found in recent years;

There is indeed a measureable leveraging effect for those brands tested when using a combination of magazines and television which does not exist with either medium individually.

That is not surprising. Recent work however, has helped us put numbers on that effect. At this time we do not have enough data to generalize about those, however. We need more categories, more campaigns, more sample. See appendix for findings Summary.

General Findings

- o The combination of magazines and television for the brands tested provided:
 - better communication of brand attributes,
 - higher levels of brand selection and
 - increased competitive imagery scores.
- o The methodology seems to work when the execution is carefully controlled. The process for each participant is very rigorous.
- o Pre-qualifying magazine ads for communication success is important.

In addition to direct discoveries about leveraging, I suspect, as in the U.S., a number of other interesting findings have emerged from each of our projects and I will touch on some of those as well.

Purpose

The purposes of our individually devised and executed studies appear to be similar; to investigate the communication values of magazines and television separately and in combination, and to measure the synergy between the two.

Test Candidates

We used three magazine/television campaigns in wave I of our planned four-wave study. The brands are:

1. Kraft Miracle Whip
2. Reynold's Crystal Color Plastic Wrap
3. Warner-Lambert's e.p.t., early pregnancy test

Factors Analyzed

Each of the brands was analyzed for:

1. Competitive Imagery Shift
2. Brand Selection (pre/post)
3. Brand Recall

Of the three, the competitive imagery numbers are judged to be the most revealing. Competitive imagery has been closely linked with brand selection and expressed purchase intent in many studies. Recall has been shown to have little correlation (by itself) to actual sales improvement in studies reported by both the ARF and AMA in the U.S. Because we can measure relative brand image in degrees (with a rating scale) we think it is a more sensitive indicator than other binary measures such as recall or purchase intent.

A Unique Team Effort

It is rare when several constituents of an industry can be brought together on a project. While we can't claim absolute coordination, it is amazingly true that five important members of our advertising community contributed to the process.

1. The Magazine Publishers of America (MPA), through its board of directors, contributed large amounts of dollars and committed its research and marketing director to the effort. Thanks Marion Confer and Jim Guthery respectively.
2. The publisher members of the MPA contributed significantly by printing special test covers and issues of scaled-down editions.
3. The advertisers who agreed to allow their creative materials to be used (Kraft, Reynolds and Warner-Lambert) deserve credit for their support.
4. ABC, CBS and NBC television networks all agreed to supply programming for the test, an indication that the test design was judged fair to television even though there is no endorsement intended on their part.
5. J. Walter Thompson's Media Research Department participated in every phase of the work from design to analysis and coordinated advertiser participation in round one and two.

We can tell everyone from painful experience, working with so many interests greatly complicates and lengthens the research project. We do continue to feel the effort was worthwhile, however.

Unique Design Factors - Overview

A number of features are unique to this study. They were possible only because of innovative technology, cooperation of industry constituents and an adequate budget.

1. Exposure Opportunity - Because respondents had control of the physical magazines and television set tuning, we were able to achieve exposure opportunity - instead of forced exposure. In fact, some study participants did not get exposed to some ads because they were able to avoid them or did so randomly. We know who was exposed to particular print ads and commercials through unobtrusive video recording. Analysis was performed on the total base and on only those who were, in fact, really exposed to the ads.
2. Respondent Media Control - Participants had physical control of the magazines used in the study. Each magazine consisted of 40 pages (25 editorial, 15 ads). Subsequent studies will use 56 pages (27 editorial, 29 ads).

Television sets provided three channels with remote control in the hands of respondent who could switch at will. Two pods of commercials were used 2/3 30-seconds, 1/3 15-seconds. All test commercial's were 30-seconds and imbedded in a 30 minute program.

3. Vehicle Selection Preference - Respondent could chose among six magazines and three television channels (able to switch among them during test). Publishers assembled books with real covers and editorial.
4. Unobtrusive observation, recording - Hidden video cameras recorded readership activity of each respondent and a computer recorded switching activity of television.
5. Competitive Imagery Measure - This is a relative brand perception measure, collected by questionnaire using a nine point attribute rating scales which attempts to reflect strength of belief of specific competitive brand attributes.

Questions like "Reynolds Plastic Wrap is a stronger plastic wrap than Sarah wrap" were used with an agree/disagree scale.

6. Pre-Testing Ads - All ads were pre-tested to determine they communicated what they were designed to communicate (and how well they did that). The norms from the top 25% of ads tested were used as a threshold for the test.

U.S. Study Design

- o Three brands are tested simultaneously in each wave
- o Ads, Commercials pre-tested
- o Respondents screened for pre-disposition to category
- o Control cell with no exposure included
- o Test groups matched to advertiser's target
- o Geographic dispersion in eight markets.
- o 800 respondents/test - 200/cell (two point, two tv, one print/one tv, no exposure)

Procedure

- Step 1. Respondent Brand Selection from list (Pre)
 - Five product categories
 - Four to Five brands per category
 - First and Second choice recorded

- Step 2. Reading Magazine/Viewing TV
 - Given choice of magazine to read

- Step 3. Brand Recall Questions
 - Unaided
 - Aided

- Step 4. Brand Selections from list (Post)

- Step 5. Competitive Imagery Questionnaire
 - Rating Scales of Attributes
 - Nine point - agree, disagree

Some Related Learning

- o Ads can benefit from pre-testing of basic attribute communication effectiveness.
- o Test scores are effected by specific creative and by product/product category.
- o Test results show more differentiation when respondents are interested in the category.

Discussion

At this writing, results from round two, which included men-targeted brands, (Ford Trucks, Bosch Sparkplugs and Budweiser Lite Beer) are not ready for publication. More brands may be added to this round. Clearly, high ticket, considered purchase products like trucks have a different dynamic than package goods.

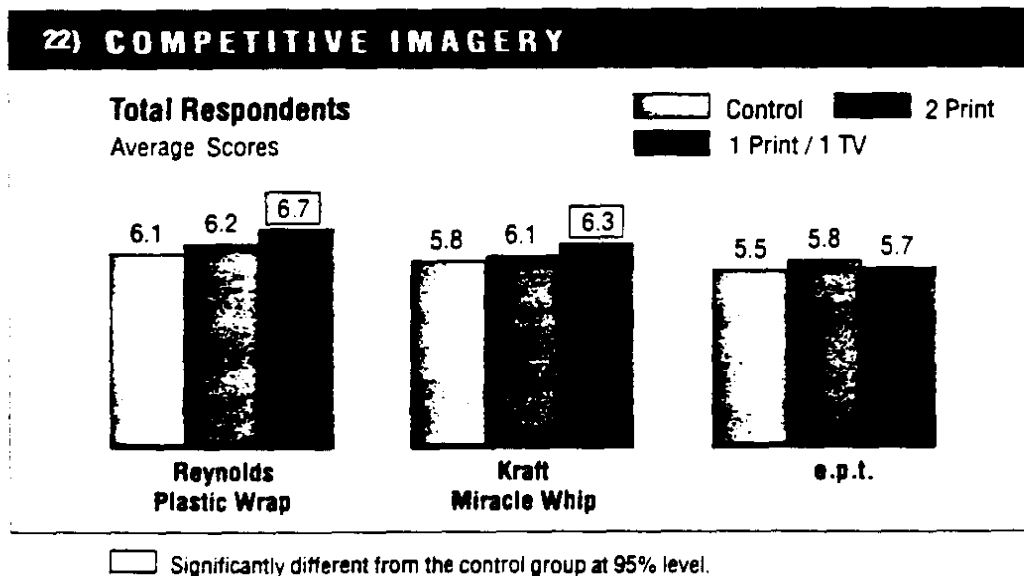
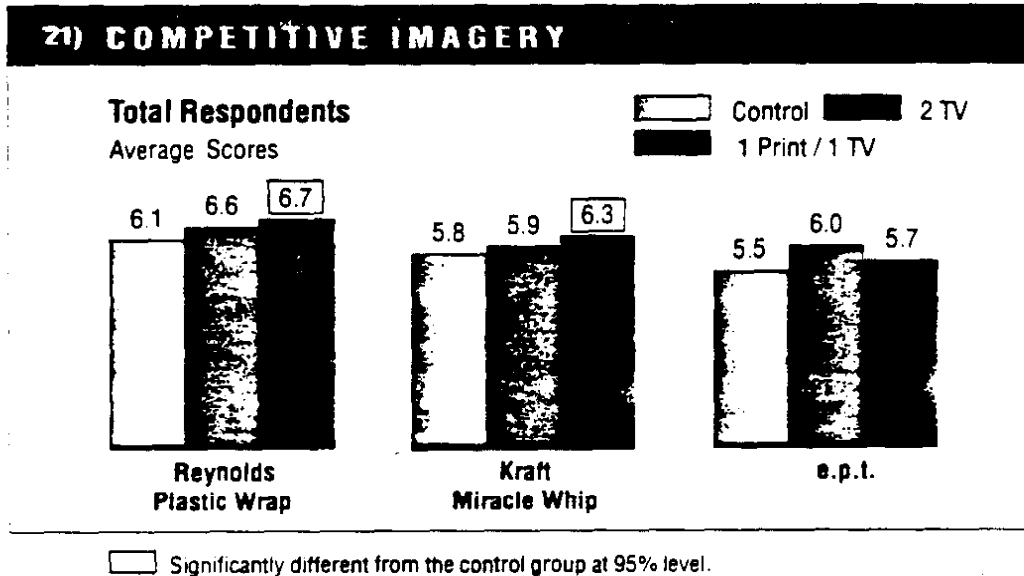
The long-term goal of the MPA/JWT effort is to initiate a live-market test phase where marketplace reactions can be part of the measurement. There are a number of live-market services which might be able to support such a project in the future. It will be expensive and require even more industry participation.

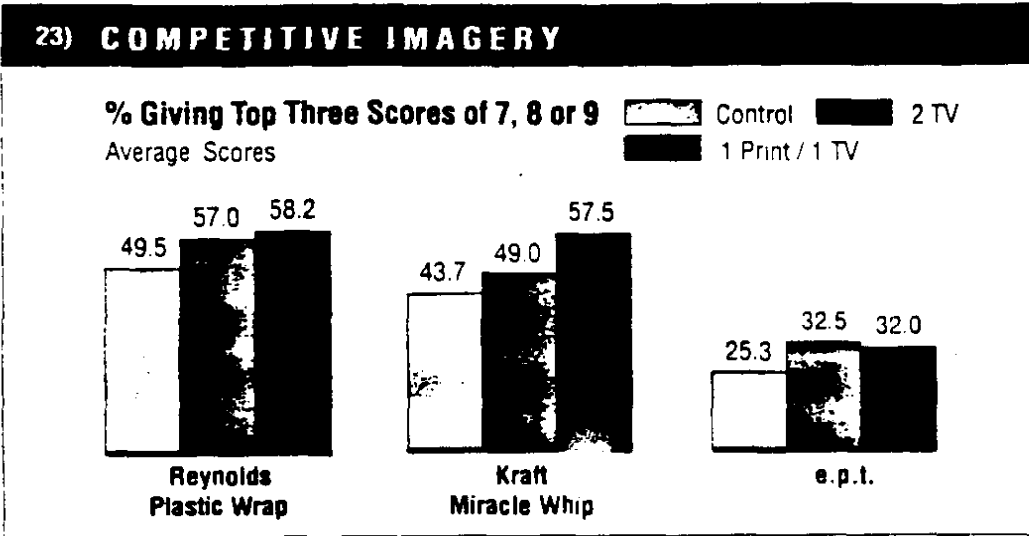
Clearly, more cases need to be accumulated for us to draw definitive conclusions. The intent of this work (and we think of other similar works around the world) is to contribute to the industry's knowledge about the synergy between magazines and television (to "push the envelope") and to learn more about the process of testing that relationship.

RECAP OF FINDINGS

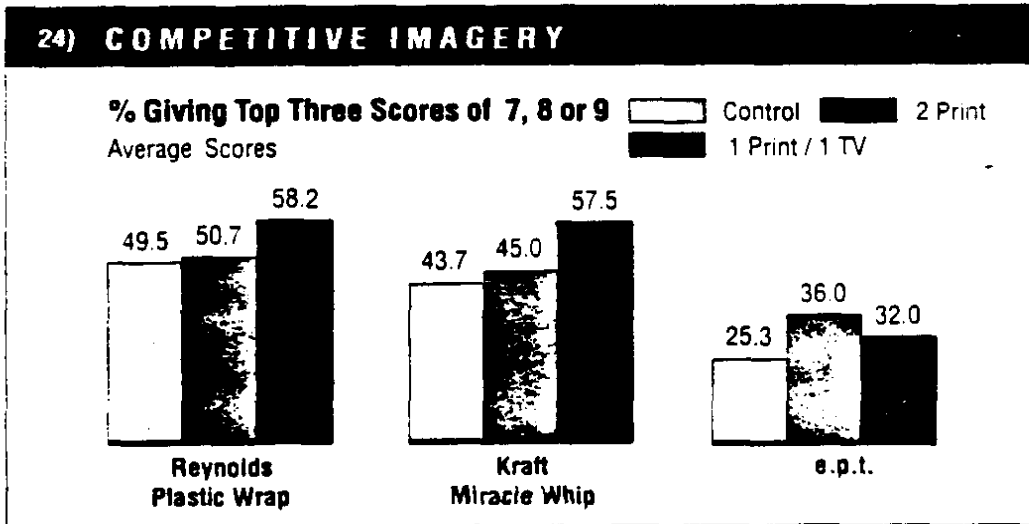
Combination of print and television maximizes ad effectiveness.

The next six graphs recap the findings of this first wave of THE Research Study on the measurements of Competitive Imagery, Competitive Imagery, top three box scores, Brand Selection and Brand Recall. (see 21-26)





Based on total respondents.



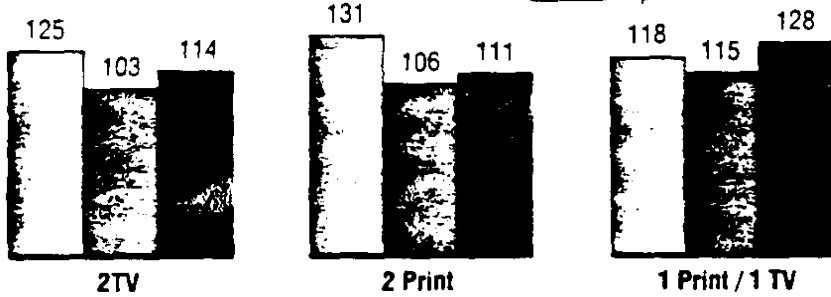
Based on total respondents.

25) BRAND SELECTION

Post-Exposure

Index

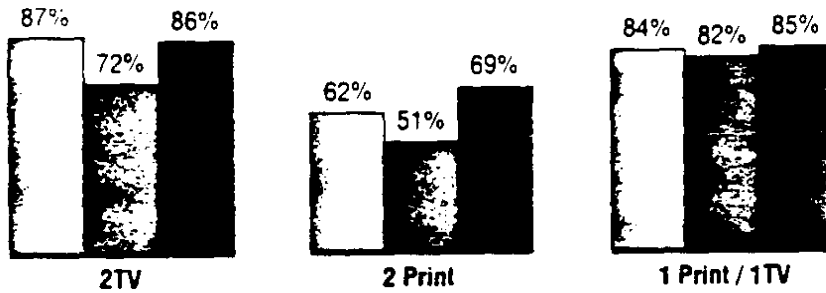
Reynolds Plastic Wrap
 Kraft Miracle Whip
 e.p.t.



Pre-exposure = 100 Based on total respondents.

26) TOTAL BRAND RECALL

Reynolds Plastic Wrap
 Kraft Miracle Whip
 e.p.t.



Based on total respondents.