

SYNERGY BROUGHT ABOUT THROUGH DUPLICATION OF CONTACT WITH NEWSPAPER AND INTERNET

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1. Summary

This paper touches upon an aspect of advertising effectiveness arising from the combination of two media: newspaper advertising and Internet websites. When the Internet is viewed as a mass medium, engaging in advertising communication using both newspapers and the Internet offers advantages similar to the joint use of other media.

The first advantage is target reach synergy. It is possible to attain coverage with newspapers of targets that cannot be reached only with the Internet, thus efficiently increasing overall reach of advertising communication. And furthermore, reading newspaper advertising leads readers contacting websites. The second advantage is the effect of improved communication quality arising from duplication through newspapers and the Internet of contact with information on a single theme (hereinafter referred to as the "duplication of contact"). This is the main theme of this paper. We have investigated the synergy arising from duplication of contact with newspapers and the Internet. The analysis is based on ten advertising communication case studies in Japan conducted at the same time with the same method. The findings of the analysis indicate the possibility that duplication of contact promotes deeper information processing of product information.

2. Introduction

1995 is commonly referred to as the first year for the Internet in Japan. Since that time the Internet has spread rapidly: the number of users already exceeds 25 million (the population of Japan is 127 million) and the household penetration rate exceeds 30% (the number of households in Japan is about 47 million). The influence of this growth of the Internet has extended to people's lifestyles in general, including the mass media environment. The Internet is also showing remarkable growth as an advertising medium, with Internet-related advertising expenditures in 2000 reaching US\$540 million compared to US\$15 million in 1996, the year Dentsu Inc. began compiling statistics.

*US\$=\110

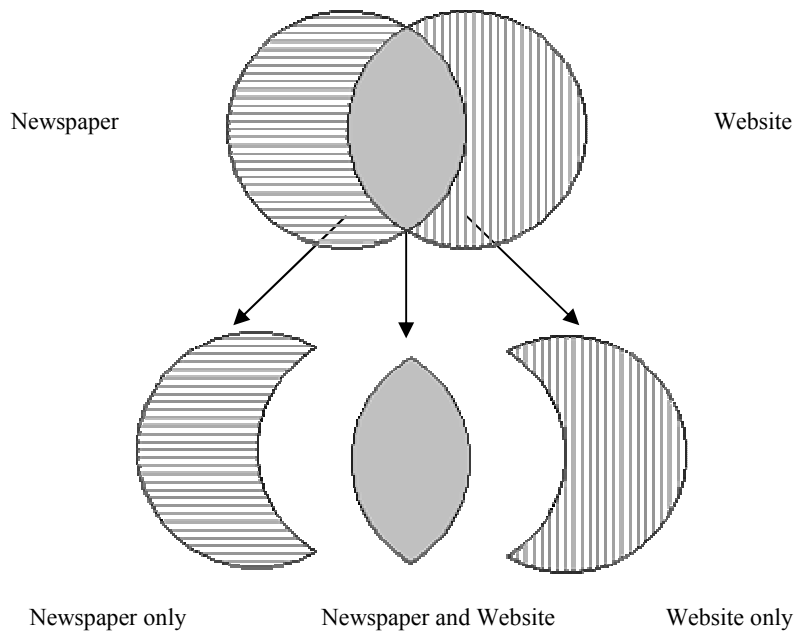
Amid these changes, there has been a continuing debate concerning the effective relationship between mass media and the Internet. In the area of media planning for the press media, there is a persistent need for documentation of the synergy between the Internet and press media. Because the Internet is an infrastructure with extraordinarily broad functions and cannot be simply termed a "medium," it is necessary to adopt a continuous, multi-faceted approach to evaluating the Internet.

From February to March of this year Dentsu conducted a large-scale on-line survey for the purpose of clarifying the circumstances of Internet user contact with newspapers and the Internet. We focused on ten case studies of advertising communication to investigate the synergy that duplication of contact brings to audience perception.

3. Method of Verifying Synergy

The ten advertising communication case studies examined in this analysis were selected from among companies that ran advertising for products and services in newspapers just before the term of the survey. These companies also delivered information on their corporate websites, including information on the products and services advertised in the newspapers. The survey provided data to allow us to analyze differences in respondent perception of the companies, products, and services arising from differences in the pattern of media contact. As depicted in Figure 1, the three patterns of media contact investigated were: contact with both newspaper advertising and the same company's website; contact with newspaper advertising only; and contact with the website only.

Further, in analyzing the findings we paid particular attention to respondents who had contact with websites only and to those who had contact with both websites and newspaper advertising to investigate how newspaper advertising supports information delivery on websites.



[Figure 1: Research Approach]



Comparatively little-known companies and products were included among the ten case studies, and it is necessary to secure a rather large research sample with a limited budget in order to make possible this type of approach outside a laboratory environment. Because Internet users were the targets of this analysis, to solve this problem we selected an approach involving an online survey using the Internet (Figure 2).

*Question wordings

With regard to the above advertisement from recent newspapers, choose one of the following.

1. Definitely read
2. Perhaps read
3. Not read

(The sum of 1. and 2. is advertising readership)

[Figure 2: Online Questionnaire]

4. Online Survey Overview

A. Survey Content

1. Research Area: the greater capital area (Tokyo and the six nearby prefectures: Kanagawa, Saitama, Chiba, Gunma, Tochigi, Ibaraki)
2. Research targets: male and female individuals aged 15 to 59 residing in the survey area
3. Sample size: Phase A (1,890 questionnaires collected, 25.2% response rate), Phase B (1,617 questionnaires collected, 21.6% response rate)
 - * Analysis was conducted using a random sample of 3,000 selected from Phases A (1,890s) and Phase B (1,617s) above, with 1,500 selected from each phase.
4. Research approach: notification by e-mail + self-administered questionnaire posted on a website (random sampling from a list of registered questionnaire participants recruited on the website)
5. Research schedule: Phase A (Feb. 24 (date posted) to Mar.4, 2001), Phase B (Mar. 10 (date posted) to Mar.18, 2001)
6. Research organization: Dentsu Research

B. Main Question Categories in this Survey

1. Circumstances of contact with the newspaper advertising
 - * The newspaper advertising was shown on the personal computer monitor
 - * Action taken by respondent after viewing newspaper advertising
2. Circumstances of contact with the websites
3. Perceptions of the companies, products and services
 - * Product brand awareness
 - * Understanding of product features
 - * Future use intention
 - * Corporate image (friendly, reliable, is internationalized, etc.)
4. Basic face sheet categories

C. Advertising Communication Covered in This Study

The ten communication cases covered in this study are as shown in Table 1 below.

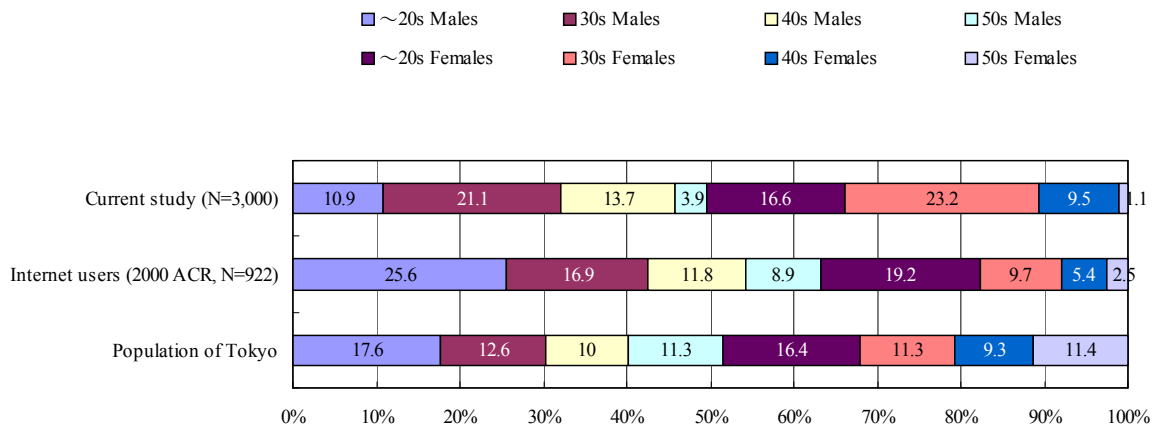
	Case A	Case B	Case C	Case D	Case E	Case F	Case G	Case H	Case I	Case J
Product category	Automobile	Automobile	Automobile	Online securities services	Online securities services	Personal computer	Personal computer	Personal computer	Corporate advertisement	Corporate advertisement
Survey phase	A	A	A	B	B	B	B	B	A	A
Newspaper	Five morning newspapers	Three morning newspapers	One morning newspaper	One morning newspaper	One morning newspaper	One morning newspaper	Two morning newspapers	Three morning newspapers	Two morning newspapers	One morning newspaper
	Nikkei, Asahi, Mainichi, Yomiuri, Tokyo	Nikkei, Asahi, Yomiuri	Nikkei	Nikkei	Nikkei	Nikkei	Nikkei, Asahi	Nikkei, Asahi, Yomiuri	Nikkei, Yomiuri	Nikkei
Dates run	2/23~24	2/22	2/19	3/5	3/9	3/8	3/6 8	3/9 13	2/19	2/23
Space	15-column, BW	5-column, 4C	15-column, BW	15-column, BW	7-column, BW	15-column, BW	15-column, 4C	15-column, BW	15-column, 4C: Nikkei 15-column, BW: Yomiuri	15-column, 4C

[Table 1: The Ten Communication Cases Covered In This Study]

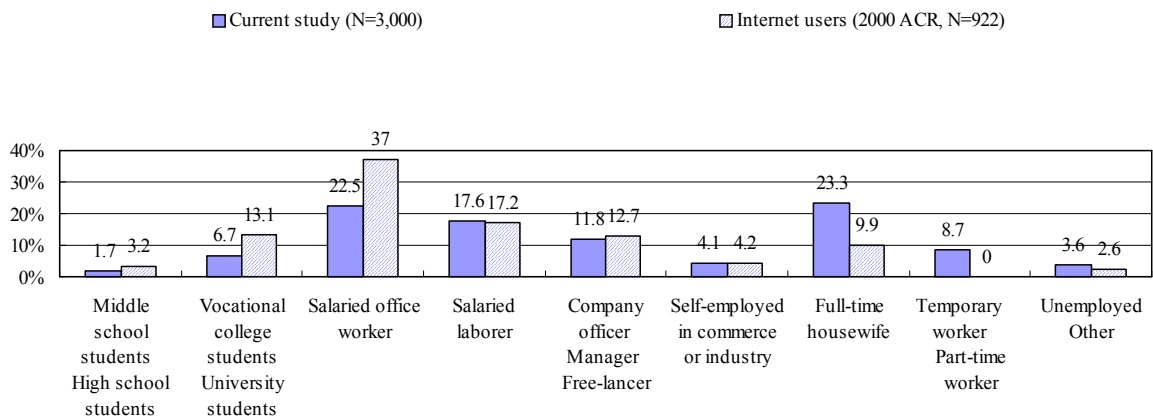
D. Respondent Profile

A profile representative of the respondents to this online survey is depicted in Graphs 1 to 3 below. Comparison with the profile of the average Internet user* reveals a slightly high proportion of housewives in their thirties among the registered questionnaire participants.

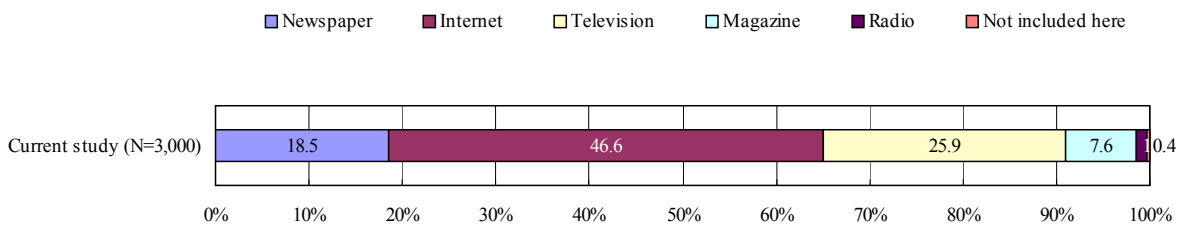
*According to ACR: ACR (Audience and Consumer Report) is single source syndicated data provided by Video Research Ltd.



[Graph 1: Gender and Age]



[Graph 2: Occupation]



[Graph 3: Most Important Information Source]

5. Summary of Findings

A. Reach Synergy

1.The ability to increase net target reach

The number of respondents by pattern of media contact for the ten case studies covered in this study is depicted in Table 2. The samples for each individual case and each individual contact pattern are large enough to be analyzed.

Pattern of contact	Case A	Case B	Case C	Case D	Case E	Case F	Case G	Case H	Case I	Case J
Newspaper and website contact	335	236	117	77	31	66	202	209	131	45
Newspaper contact only	234	155	93	96	101	72	217	214	78	53
Website contact only	295	381	281	194	44	225	183	307	462	331
Total	864	772	491	367	176	363	602	730	671	429

[Table 2: Sample Composition by Pattern of Media Contact]

The respondents who had contact with newspaper advertising only (hereinafter referred to as the "newspaper contact only group") is depicted in Table 3 as a ratio of all respondents who had contact with advertising communication. This finding indicates that newspaper advertising contributes to acquisition of broad reach.

Case A	Case B	Case C	Case D	Case E	Case F	Case G	Case H	Case I	Case J	Average
27.1%	20.1%	18.9%	26.2%	57.4%	19.8%	36.0%	29.3%	11.6%	12.4%	25.9%

[Table 3: Component Ratio of the Newspaper Contact Only Group]

2.Website contact initiated by newspaper advertising

As a general observation, reading newspaper advertising leads readers to access websites. Scores for cases in which respondents were led to website after reading newspaper personal computer advertising (Case F, G, H) are higher than the average score for the ten case studies.

Case A	Case B	Case C	Case D	Case E	Case F	Case G	Case H	Case I	Case J	Average
4.6%	4.1%	10.0%	6.9%	6.8%	13.8%	14.6%	11.1%	6.7%	7.1%	8.6%

[Table 4: Contact Ratio After Reading Newspaper Advertising]

B. Communication Improvement Synergy

We compiled the survey findings concerning differences in perception of companies and products (1. product brand awareness; 2. understanding of product features; 3. future use intention; and 4. corporate image) according to differences in the pattern of media contact. To analyze the data we defined an index for the duplication effect (that is, the communication support effect of newspaper advertising) as follows:

$$\text{Synergy Index} = (\text{Duplicated Contact Group} * 1 \text{ Score}) / (\text{Website Contact Only Group} * 2 \text{ Score})$$

*1 Respondents who had contact with both newspaper advertising and the website

*2 Respondents who had contact with the website only

1. Product Brand Awareness



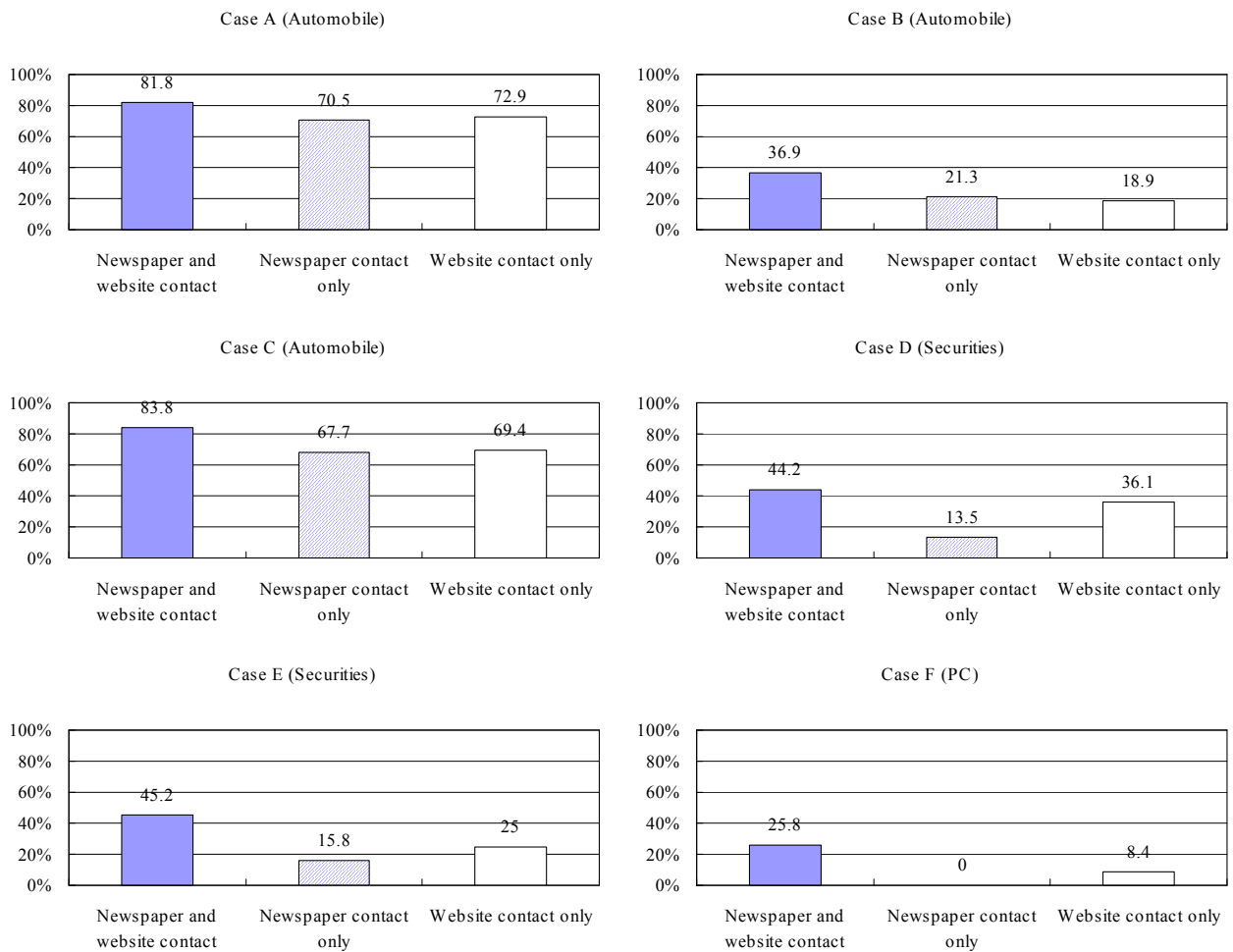
[Graph 4: Scores by Pattern of Media Contact (Product Brand Awareness)]

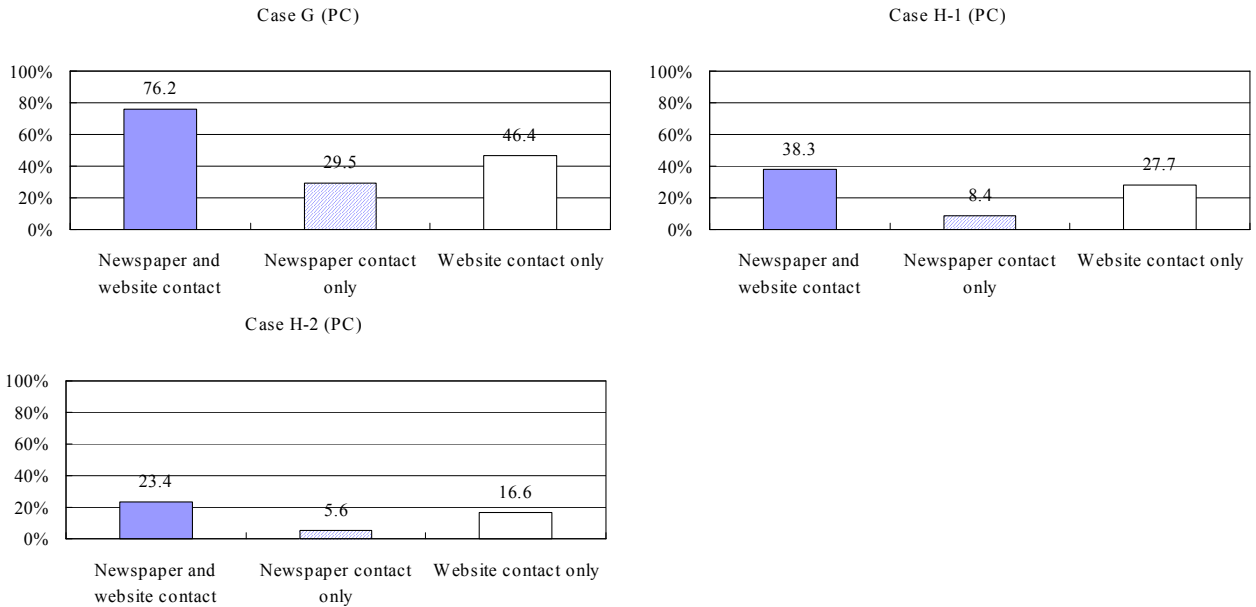
The duplicated contact group’s “product brand awareness” was 1.2 times greater than the website contact only group (Table 5). Although products and services with high awareness were covered in this study, higher duplication effect was observed in Case F. This product had a comparatively low awareness score.

	Case A (Automobile)	Case B (Automobile)	Case C (Automobile)	Case D (Securities)	Case E (Securities)	Case F (PC)	Case G (PC)	Case H-1 (PC)	Case H-2 (PC)	Average
All	1.00	1.28	1.04	0.99	1.17	1.88	1.14	1.14	1.19	1.20
Male	1.00	1.30	1.04	0.97	1.22	1.56	1.12	1.16	1.12	1.17
Female	1.00	1.24	1.05	0.93	1.20	3.61	1.19	1.08	1.37	1.41

[Table 5: Synergy Index (Duplicated Contact Group Score / Website Contact Only Group Score -- Product Brand Awareness)]

2. Understanding of Product Features





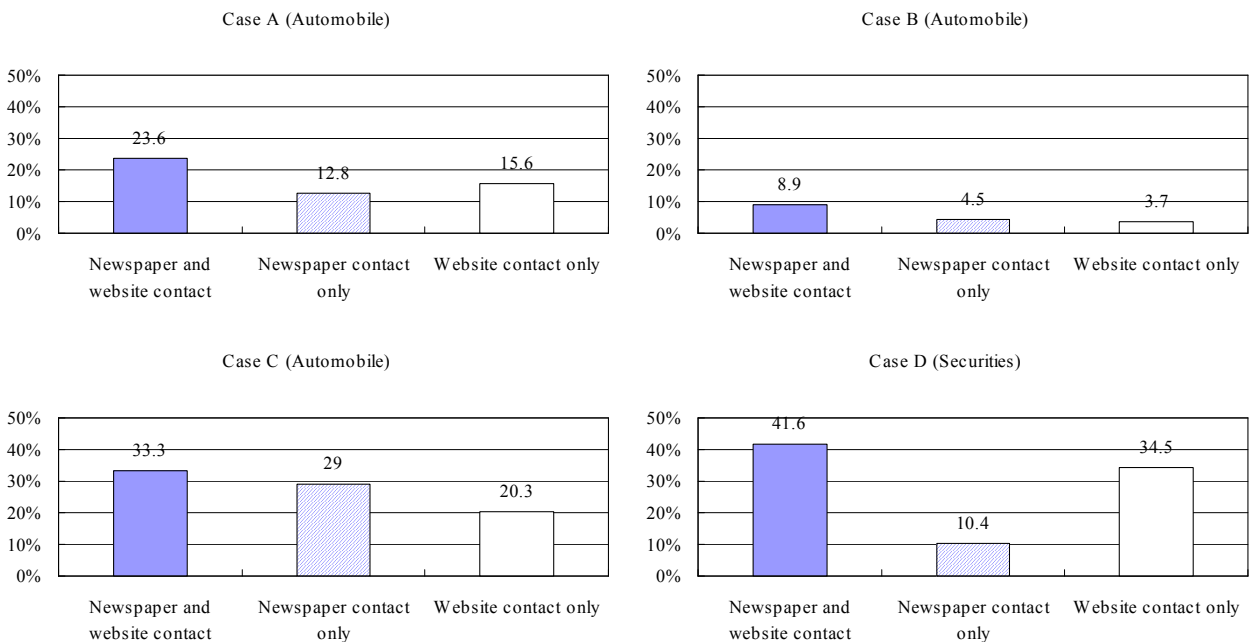
[Graph 5: Scores by Pattern of Media Contact (Understanding of Product Features)]

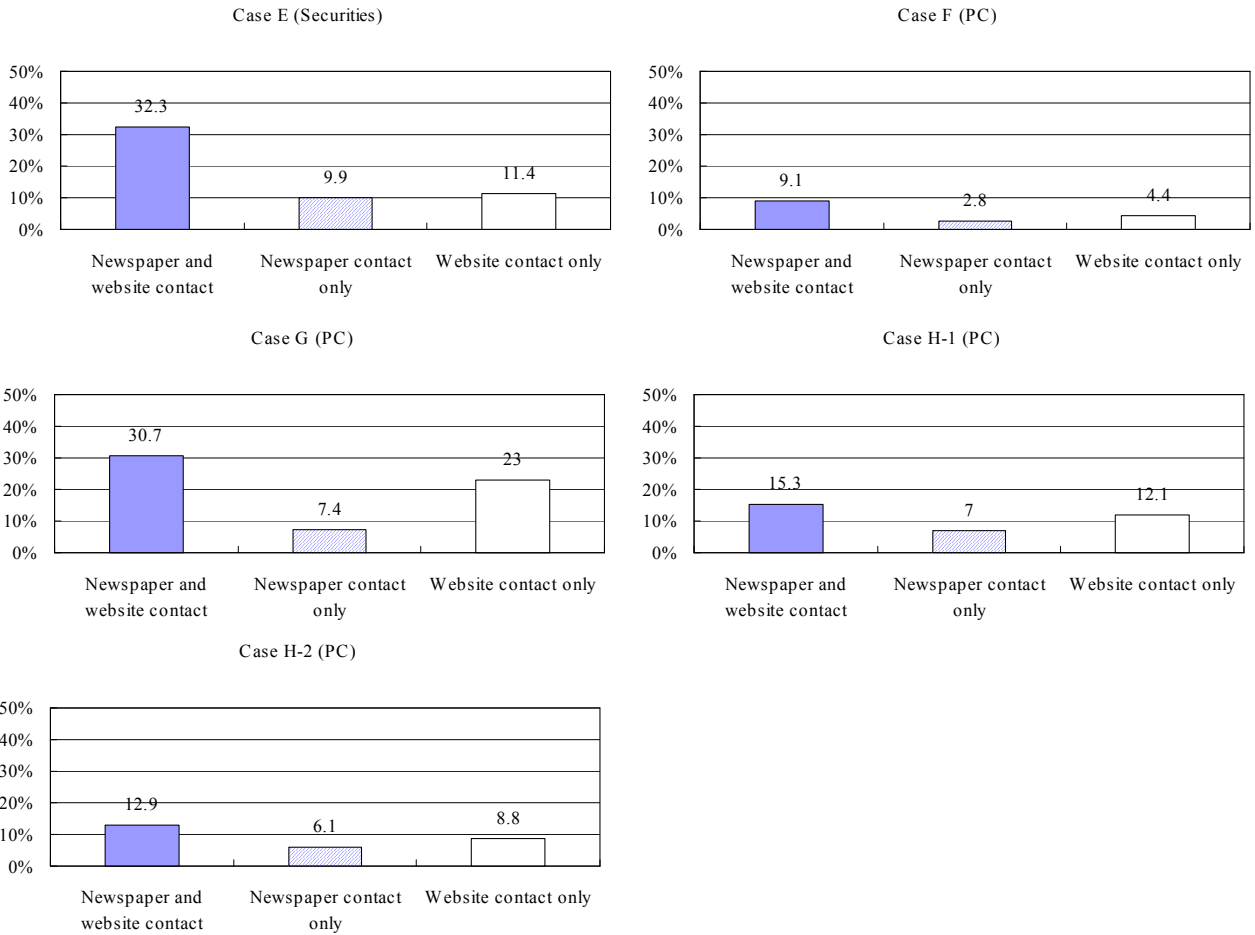
The duplicated contact group’s “understanding of product features” was 1.65 times greater than the website contact only group (Table 6). The score was higher for the duplicated contact group for every case studied. This shows the synergy is increased when the respondent needs more information.

	Case A (Automobile)	Case B (Automobile)	Case C (Automobile)	Case D (Securities)	Case E (Securities)	Case F (PC)	Case G (PC)	Case H-1 (PC)	Case H-2 (PC)	Average
All	1.12	1.95	1.21	1.22	1.81	3.07	1.64	1.38	1.41	1.65
Male	1.05	1.99	1.17	1.18	1.51	2.87	1.63	1.51	1.45	1.60
Female	1.24	1.76	1.19	0.83	3.38	3.69	1.63	1.01	1.13	1.76

[Table 6: Synergy Index (Duplicated Contact Group Score / Website Contact Only Group Score -- Understanding of Product Features)]

3. Future Use Intention





[Graph 6: Scores by Pattern of Media Contact (Future Use Intention)]

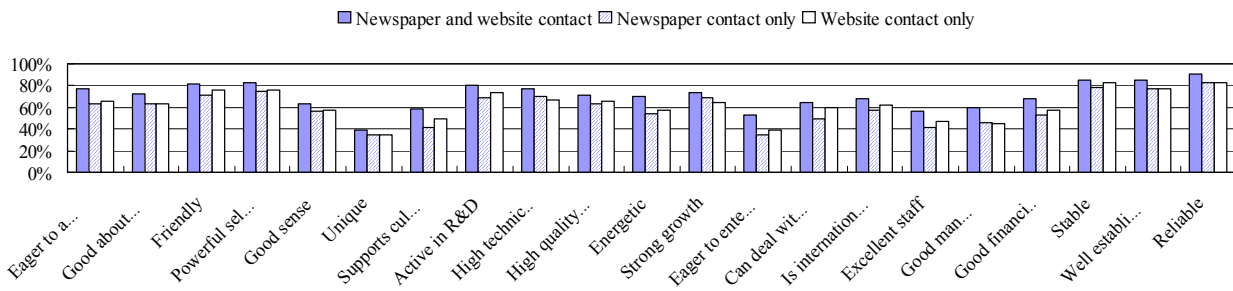
The duplicated contact group’s “future use intention” was 1.75 times greater than the website contact only group (Table 7). Here too, the score was higher for the duplicated contact group for every product or service studied. With Case E in particular -- a securities company with comparatively low awareness (usage) -- the 2.83 multiple for “future use intention” is a score that leads us to infer that synergy due to duplication of contact is more effective.

	Case A (Automobile)	Case B (Automobile)	Case C (Automobile)	Case D (Securities)	Case E (Securities)	Case F (PC)	Case G (PC)	Case H-1 (PC)	Case H-2 (PC)	Average
All	1.51	2.41	1.64	1.21	2.83	2.07	1.33	1.26	1.47	1.75
Male	1.37	2.40	1.52	1.49	2.57	1.60	1.28	1.52	1.57	1.70
Female	1.79	2.46	1.75	0.74	4.50	6.07	1.49	0.75	1.23	2.31

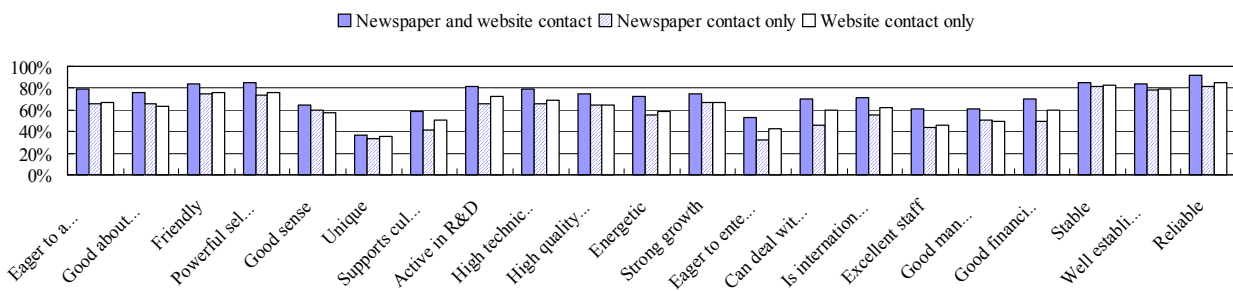
[Table 7: Synergy Index (Duplicated Contact Group Score / Website Contact Only Group Score -- Future Use Intention)]

4. Corporate Image

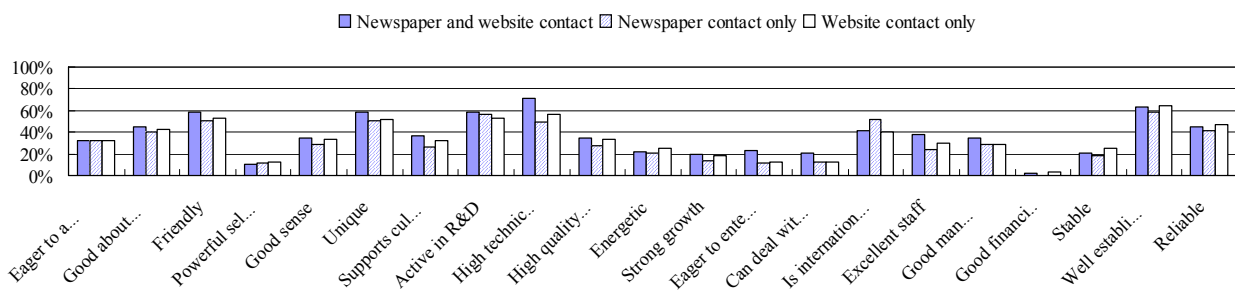
Case A (Automobile)



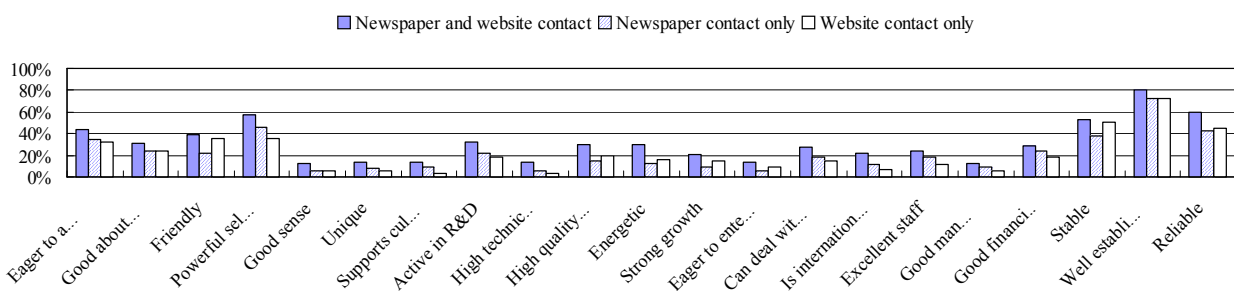
Case B (Automobile)



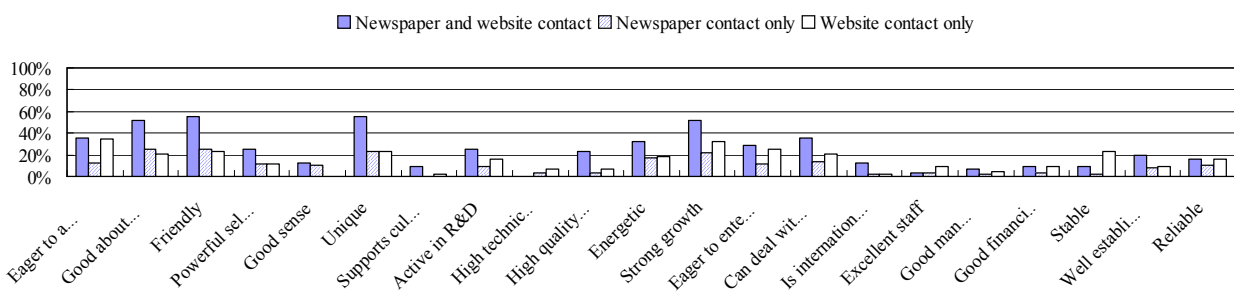
Case C (Automobile)

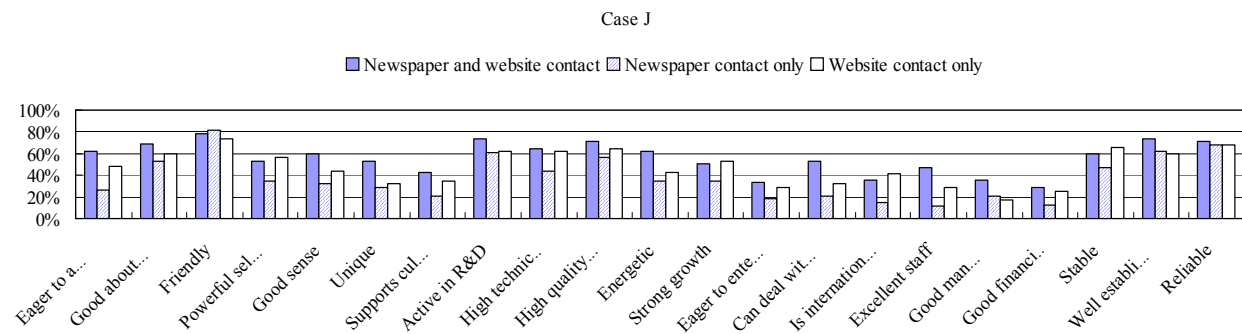
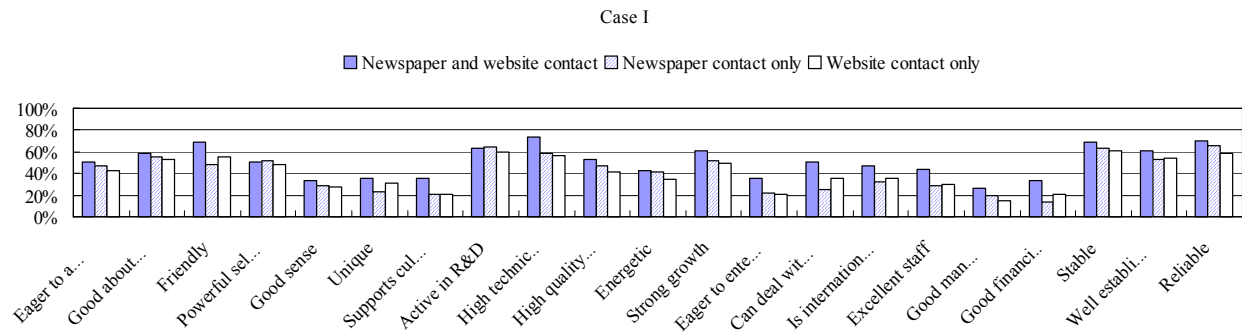
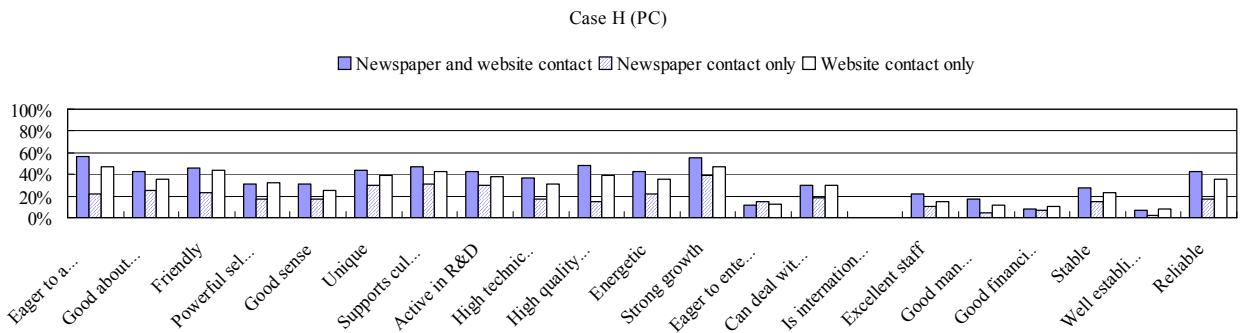
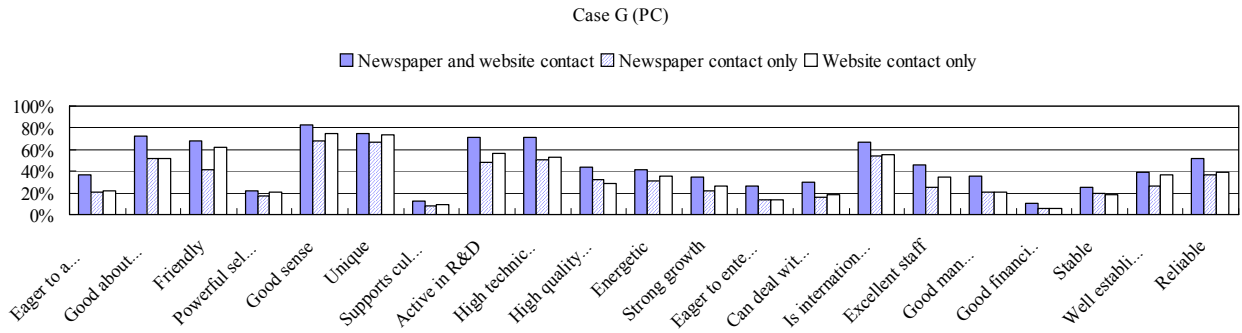
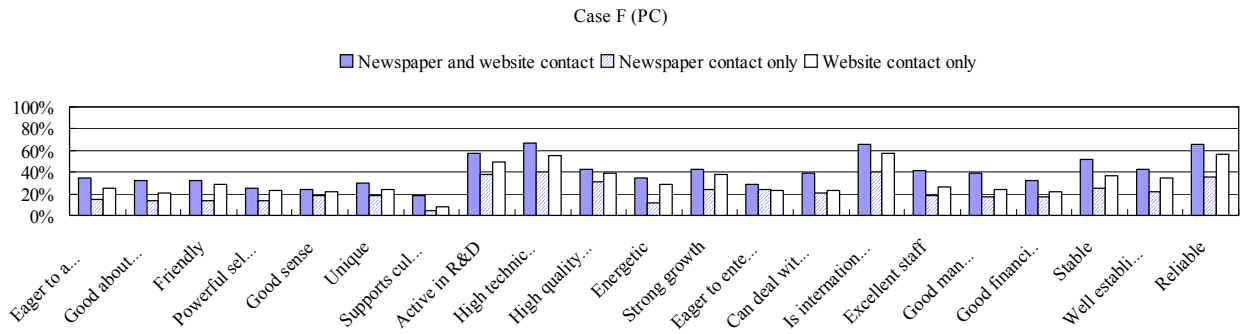


Case D (Securities)



Case E (Securities)





[Graph 7: Scores by Pattern of Media Contact (Corporate Image)]

In a finding similar to those concerning the other perception categories, the duplicated contact group's average score for the corporate image items was 1.37 times greater than the website contact only group.

Although the shaded cells in Table 8 (17 cells / 210) are items for which the result of dividing the score for the duplicated contact group by the score for the website contact only group is less than 1.0, nearly all of these scores apply to items ranked low (low absolute values) among the companies covered in this study. Thus, we can still conclude that duplication of contact contributes to a reinforcement of a positive corporate image.

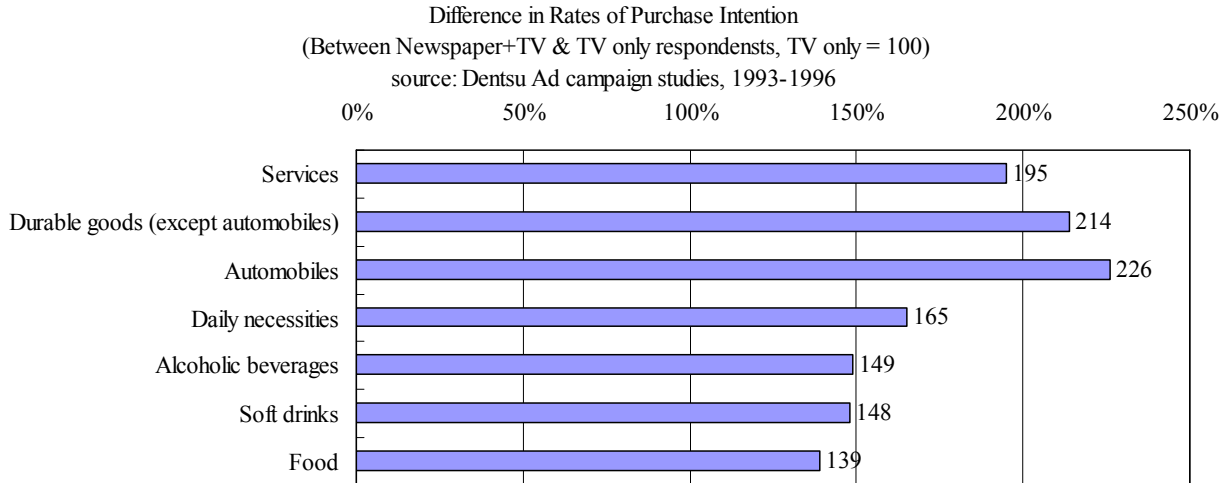
Item	Case A (Automobile)	Case B (Automobile)	Case C (Automobile)	Case D (Securities)	Case E (Securities)	Case F (PC)	Case G (PC)	Case H (PC)	Case I	Case J	Average
Eager to accommodate customer's needs	1.18	1.17	1.02	1.36	1.04	1.38	1.66	1.18	1.19	1.29	1.25
Good about advertising	1.15	1.21	1.08	1.32	2.52	1.56	1.39	1.20	1.12	1.15	1.37
Friendly	1.06	1.11	1.12	1.08	2.41	1.10	1.09	1.06	1.26	1.06	1.24
Powerful selling/sales capability	1.09	1.12	0.78	1.58	2.26	1.14	1.10	0.97	1.06	0.94	1.20
Good sense	1.09	1.12	1.04	2.10	—	1.11	1.12	1.24	1.20	1.36	1.26
Unique	1.14	1.01	1.13	2.51	2.41	1.24	1.02	1.11	1.14	1.63	1.43
Supports cultural and sporting events	1.20	1.15	1.13	4.61	4.22	2.17	1.43	1.09	1.73	1.24	2.00
Active in R&D	1.10	1.13	1.10	1.75	1.62	1.18	1.28	1.10	1.07	1.19	1.25
High technical capability	1.15	1.16	1.25	3.97	0.00	1.21	1.37	1.16	1.31	1.04	1.36
High quality products/service	1.09	1.15	1.02	1.53	3.32	1.08	1.55	1.24	1.29	1.11	1.44
Energetic	1.22	1.23	0.89	1.81	1.77	1.20	1.15	1.21	1.24	1.45	1.32
Strong growth	1.15	1.13	1.04	1.40	1.62	1.11	1.32	1.17	1.23	0.97	1.21
Eager to enter into new fields	1.36	1.24	1.85	1.63	1.16	1.27	1.85	0.92	1.73	1.15	1.42
Can deal with social changes	1.08	1.18	1.55	1.83	1.73	1.71	1.62	1.00	1.46	1.67	1.48
Is internationalized	1.09	1.14	1.05	3.07	5.61	1.15	1.20	1.09	1.30	0.86	1.83
Excellent staff	1.21	1.30	1.27	2.19	0.35	1.53	1.32	1.44	1.46	1.59	1.37
Good management	1.33	1.24	1.22	2.10	1.44	1.67	1.74	1.46	1.73	2.03	1.60
Good financial standing	1.17	1.19	0.67	1.59	1.07	1.49	1.82	0.88	1.60	1.17	1.27
Stable	1.03	1.04	0.82	1.05	0.43	1.38	1.43	1.21	1.15	0.91	1.05
Well established	1.11	1.05	0.98	1.11	2.13	1.24	1.07	0.92	1.12	1.24	1.20
Reliable	1.10	1.08	0.94	1.31	1.01	1.16	1.34	1.22	1.21	1.04	1.14
Average	1.15	1.15	1.09	1.95	1.91	1.34	1.37	1.14	1.31	1.24	1.37

[Table 8: Synergy Index (Duplicated Contact Group Score / Website Contact Only Group Score -- Corporate Image)]

6. Conclusions

To date various reports have been prepared concerning synergy between television advertising and print media advertising. (Graph 8 shows an example of TV commercial and newspaper advertising synergy obtained from analysis of 641 data compiled from 1993 to 1996 taken from Dentsu's continuing advertising campaign effectiveness measurement.*) Through this analysis in this paper we were able to confirm a similar effect for the Internet in its mass-media capacity and newspaper advertising.

*This data and the data analyzed in this paper cannot be simply compared, because target and method are different.



[Graph 8: Reference - Duplication of Contact Synergy for Television and Newspapers]

The findings of this research indicate that duplication of contact with newspaper advertising and an Internet website promotes deeper information processing than contact with newspaper advertising only or an Internet website only. By using newspaper advertising concurrently with information delivery on a website, in addition to supplementing target reach it is possible to expect results such as the following improvements in communication quality.

- * Increased product brand recognition
- * Increased understanding of product features
- * Increased future use intention
- * Reinforcement of a positive corporate image

Also, as indicated in Table 9 there is an observable tendency for newspaper advertising and website communications synergy to increase as the stages of information processing progress, from product brand awareness to understanding of product features, and on to future use intention.

	Case A (Automobile)	Case B (Automobile)	Case C (Automobile)	Case D (Securities)	Case E (Securities)	Case F (PC)	Case G (PC)	Case H-1 (PC)	Case H-2 (PC)	Average
Product brand awareness	1.00	1.28	1.04	0.99	1.17	1.88	1.14	1.14	1.19	1.20
Understanding of product features	1.12	1.95	1.21	1.22	1.81	3.07	1.64	1.38	1.41	1.65
Future use intention	1.51	2.41	1.64	1.21	2.83	2.07	1.33	1.26	1.47	1.75

[Table 9: Synergy Index (Duplicated Contact Group Score / Website Contact Only Group Score)]

Contact with websites is a rather active behavior whose significance differs from that of contact with newspaper advertising, a fact that makes it easy to understand the fact that the scores for the website contact only group were higher than for the newspaper advertising contact only group. What merits attention is that the scores for the duplicated contact group were rather higher than those for the website contact only group (synergy is validated), a clear indication of newspaper advertising's communication support function to Internet users.

Although the nature of this study means that the basis for drawing conclusions is analogical inference from ten advertising communication case studies, in the future our desire is to accumulate additional data, take into consideration CR and product life stage, and further refine the synergy index.

It is necessary to continue with the multi-faceted approach to the study of the effective relationship between newspapers and the Internet, and this analysis represents no more than a partial investigation of one aspect of that relationship. However, accumulating this type of verification from different angles is extremely important for consideration of the future position of print media.

Appendix 1 - Examples of Newspaper Advertisements and Websites



[Case A]



[Case B]



[Case C]



[Case D]



[Case E]



[Case F]



[Case G]



[Case H]



[Case I]



[Case J]



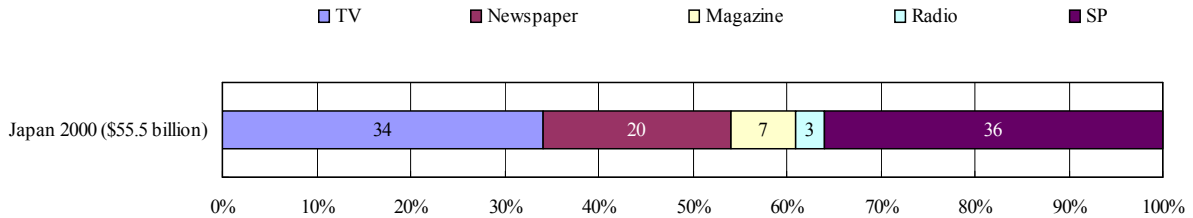
Appendix 2 - The Potential of Newspapers in Japan

Due to a high level of circulation and nationwide coverage and the confidence this inspires, Japan's newspapers occupy an extremely high position as an advertising medium.

A. Newspaper Advertising as a Percentage of Advertising Expenditures in Japan

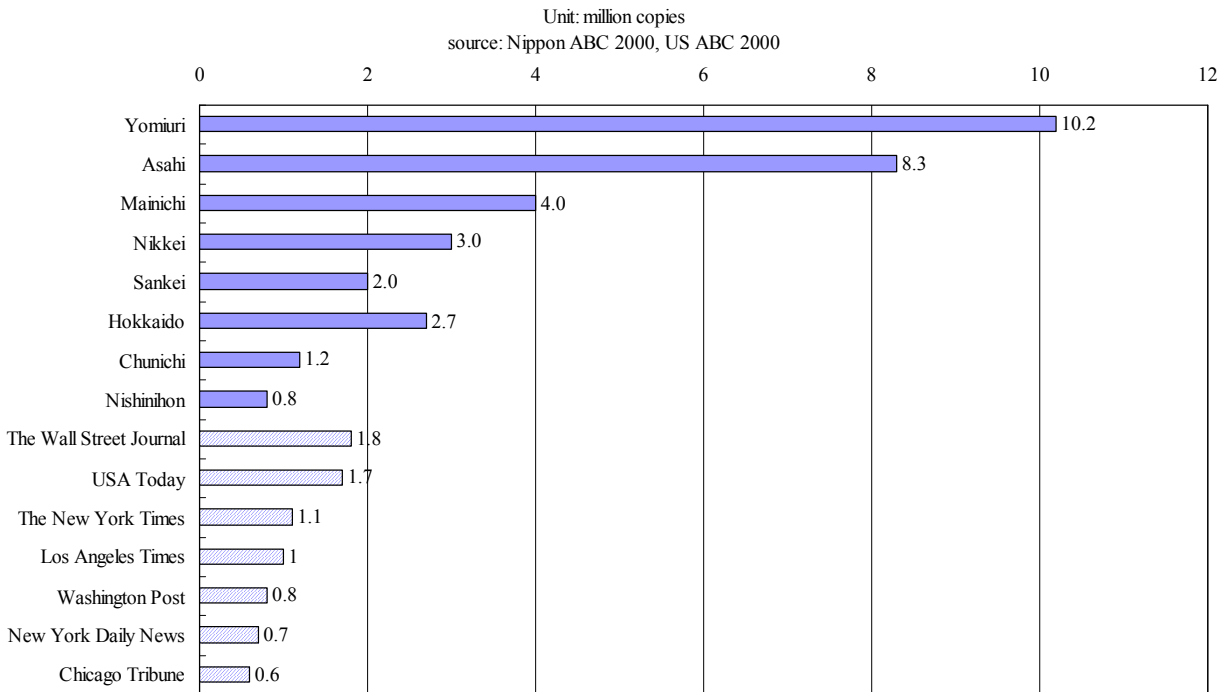
Newspaper advertising expenditures account for about 20% of total advertising expenditures in Japan.

*US\$=¥110



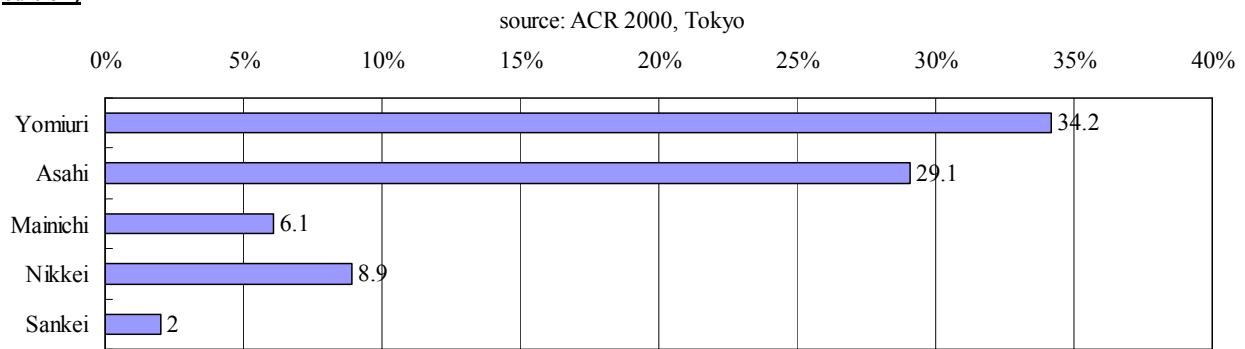
[Graph 9: Advertising Expenditures in Japan]

B. Circulation Comparison for Major Newspapers in Japan and the United States



[Graph 10: Circulation of Major Newspapers]

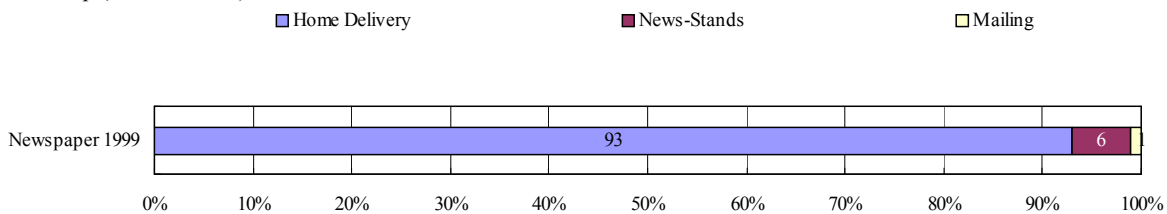
C. Readership of Major Newspapers (within a 30km radius of Tokyo, male and female individuals age 12 to 69, morning edition)



[Graph 11: Readership of Major Newspapers]

D. Newspaper Delivery in Japan

Supported by delivery from 23,800 newsagents nationwide, Japanese newspapers have secured an extremely high level of stable readership (reliable reach).



[Graph 12: Ways Newspapers are Purchased in Japan]

E. Number of Japanese Newspaper Publishers by Category

Categories		No. of companies
General papers	National	5
	Block	3
	Local	53
Sports papers		13
Evening papers		3
English language papers		6
Local (free) papers		many

[Table 10: Number of Newspaper Publishers by Category]

F. Other Basic Data

- * Subscription per household: 1.13 copies
- * Reading time per day: 28 min. on weekdays and 32 min. on holidays
- * Percentage responding "read everyday": 80%