

PRINT + TV = (IMPACT)ⁿ

– THE IMPACT MULTIPLIER PHENOMENON

Hemant Mehta, Bruce Gonsalves, Bharat Kapadia, Shripad Kulkarni, Sandipan Sen, IMRB

Background

Over the years, Television as a medium is eroding Print advertising revenues especially from the FMCG sector. Most media planners prefer to use TV as their primary medium and use Print only for a new launch or to announce promotional offers. Also the proliferation of Regional channels has led to an exponential growth in TV audiences, thus, making TV an extremely attractive medium in terms of reach.

In the current scenario, the big question that arises is ‘How can the efficiency of advertising in Print be demonstrated to a TV swayed Media Planner?’

A first step in this direction was the experimental work conducted by IMRB International in 1997, demonstrating the Impact Multiplier Effect of Print + TV advertising (RAMESH THADANI & KATY MERCHANT: “Measuring The Multiplier Effect of Print and TV – The Indian Experience” Readership Research Symposium, 1997). Due to logistical & cost considerations, this experiment was conducted in laboratory conditions and the methodology adopted was closer to forced exposure rather than providing only exposure opportunity and then measuring actual exposure. For TV, respondents were shown a television programme with the “test” and other commercials embedded in the natural commercial breaks and for Print, test publications were prepared which carried the test ad keeping the rest of the content same. Three test ads of FMCG products (a leading shampoo, toilet soap & talcum powder brand) were used in this research. Exposure to solus (Print or TV) versus multi-media was given to target audiences by setting up matched panels of respondents. Four panels were set up: Control Panel (Not exposed to test ads), Only Print Panel, Only TV Panel, Print + TV Panel. The impact of the media mix was assessed on the parameters of: Competitive imagery shift, Brand selection (pre/ post) and Brand recall. The experiment proved the existence of the multiplier or synergistic effect of Print + TV vis-à-vis only Print or only TV. But a limitation of the above experiment was that it was conducted under test conditions and the methodology adopted was closer to forced exposure.

In 2002, the Indian Newspaper Society (INS) approached IMRB International to extend this experiment to a live market scenario with TV in one (Control) market and TV + Print in another matched (Test) market.

The Research Methodology adopted was a multi stage approach.

Phase 1: Primary Research – A live controlled experiment with TV in one (Control) market and TV + Print in another matched (Test) market

Phase 2: Simulation and validation of the Impact Multiplier Effect using a quasi-continuous, single source fused database. This Multimedia Data Fusion exercise consisted of fusing television viewership habits from the Television Audience Measurement (TAM), readership details from the National Readership Survey (NRS) and product purchase behaviour from Market Pulse (IMRB International’s Household Purchase Panel)

Phase 3: Analysis of Advanced Tracking Programme (ATP) data to evaluate Ad Effectiveness parameters to validate the Impact Multiplier Effect This phase is currently in progress.

Phase 2 and Phase 3 were independent validations of the Impact Multiplier Effect.

Phase 1 : Primary Research

The methodology followed is detailed below:

The Test Campaigns

The research used six print/television campaigns. As mentioned earlier all the campaigns were new ads and were pre-tested and had met their normative threshold levels.

The following six brands participated in the research:

- A leading edible oil brand with a new variant – Test market(Delhi) & Control market(Mumbai)
- A leading brand of sanitary napkin - Test market(Delhi) & Control market(Mumbai)
- A leading soft drinks brand - Test market(Delhi) & Control market(Mumbai)
- A newly launched brand of fairness creams - Test market(Delhi) & Control market(Mumbai)
- A leading brand of water purifiers - Test market(Mumbai) & Control market(Delhi)
- A leading brand of detergent powders - Test market(Bhopal) & Control market(Indore)

Exposure Opportunity

The campaigns of the participating brands were run on prime time television and in leading publications. All were new campaigns specifically created for this exercise. This was done so that the 'halo' effect of past campaigns were minimised.

Key Parameters

- The Impact Multiplier Effect of the media mix was assessed on the following parameters:
- Brand Recall
- Advertising Recall
- Creative Memorability
- Brand Values
- Disposition (Intention to Purchase)

The Markets

The uniqueness of this experiment was that it was conducted in a live market scenario. A pair of markets was selected with one market as the Control (only TV) and the other as the Test (Print + TV). One pair of markets selected was Delhi & Mumbai where Delhi was the Print + TV market and Mumbai the only TV market for some of the participating campaigns and vice versa. These 2 markets were selected since these are the key markets for advertisers and the participating campaigns (which are live campaigns) would naturally be targeted at consumers in these markets. Also these markets are hotbeds of competitive activity and the demonstration of the Impact Multiplier Effect in these markets further bolsters the effectiveness of this phenomenon. For one of the categories viz. detergent powders, the markets selected were Indore & Bhopal, with Indore as the Control (only TV) market and Bhopal as the Test (Print + TV) market.

The Design

For each category (which the participating brand belonged to) two rounds of fieldwork were conducted: A Pre Campaign Round and the Post Campaign Round. The objective of the pre campaign round was to measure the scores on all the key parameters prior to the campaign. The post campaign round, as the name suggests, measured the scores on these parameters after the test campaign was run. The Impact Multiplier Effect was measured in two ways:

- The scores of the pre and post campaign rounds in each market were compared so as to capture any shifts in the key parameters.
- The shifts in the key parameters were compared across the Control & Test market to establish the Impact Multiplier Effect.

Definition of the Target Group & Sample Sizes

Since most FMCG advertising is directed at the Decision-Maker (the person who takes the decision on purchase of household items), the Target Respondent for the study was the Householder.

And since the main objective was to demonstrate the synergistic effect of Print & TV, we decided to interview only literate respondents and those with a Cable & Satellite connection.

The SEC & Age Parameters were decided as per the Target Audience of each brand/category.

Hence the Broad Respondent Profile was:

- Literate Adults in the Age Group of 15-44 years
- Belonging to SEC A, B & C households and
- Having a Cable & Satellite connection

For these six brands/categories across the two rounds of interviewing (pre campaign & post campaign), a total sample of around 14,300 was covered.

The Interviews

The Pre Campaign Interview consisted of:

- Screening interview to check eligibility on parameters like Age, Sex, SEC, C&S connection, literacy level and media consumption habits (readership, television viewing, radio listenership, attitudes towards different media - especially Print & TV)
- Main Interview to elicit data on brand/category related information to provide pre-campaign measurements on brand salience, advertising salience, creative memorability, brand association and intention to purchase.

Post Campaign Interview:

The post campaign round was conducted after the campaigns had completed their runs (approx. gap between pre & post rounds was 8-10 weeks). The same respondents were not interviewed across the two rounds so as to avoid the effects of respondent biasing and irritation. Same controls & quotas were maintained as the pre campaign round. Information areas were same as that of the pre campaign interview.

Sample Selection

The city was divided into blocks and areas, which were predominantly SEC A, B, or C (as the case was depending upon the brand) were selected.

In each area selected, starting points were identified. From each starting point, the interviewer contacted every third household using the Right Hand Rule. Depending on the quota requirement, the interview was administered to the decision-maker of that household. Also since this is a tracking study with two waves of interviewing, it was important that the coverage and the sample composition (mix) between tracks was 1) representative of the universe and 2) was matched from round to round. Only then it could be assumed that the variance in findings was a true change and not the effect of fluctuations in the sampling procedure. In order to ensure this, in each area, the post campaign round was begun from the point where the pre campaign round had ended.

The Findings

Our key focus in this study has been to examine the Impact Multiplier Effect in terms of:

1. Brand Recall
2. Advertising Recall
3. Creative Memorability
4. Brand Values
5. Disposition (Intention to Purchase)

1. Brand Recall

For this parameter, we measured the recall at three levels:

- Top of Mind
- Spontaneous (includes of Top of Mind)
- Total (Spontaneous & Prompted)

Tables 1.1 to 1.3 show the results of this analysis.

Table 1.1 BRAND RECALL- TOP OF MIND

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	8	5	63	6	7	116
Sanitary Napkin	1	1	100	0.3	3	866
Soft Drink	13	8	61	17	16	94
Fairness Cream	-	5	-	-	4	-
Water Purifier	89	88	99	88	97	110
Detergent Powder	3	2	67	1	4	400

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

Table 1.2 BRAND RECALL- SPONTANEOUS

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	22	17	77	11	16	145
Sanitary Napkin	2	3	150	2	30	1500
Soft Drink	71	60	85	81	85	105
Fairness Cream	-	36	-	-	21	-
Water Purifier	92	92	100	89	99	111
Detergent Powder	7	8	114	7	17	243

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

In case of Edible Oil, Sanitary Napkin, Water Purifier and Detergent Powder, we found that the indices (Post vs. Pre) were much higher in the Test Market compared to the Control Market. This clearly demonstrated the efficacy of the Impact Multiplier Effect of Print & TV over Solus TV in boosting Brand Recall scores.

But in case of the two participating brands of Soft Drink and Fairness Cream, we did not find consistent evidence of the Impact Multiplier Effect. The reasons for this are enumerated later in this document.

Table 1.3 BRAND RECALL- TOTAL

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	50	82	164	35	72	205
Sanitary Napkin	15	28	186	10	45	450
Soft Drink	98	98	100	99	99	100
Fairness Cream	-	95	-	-	91	-
Water Purifier	98	98	100	99	100	101
Detergent Powder	59	94	159	94	85	90

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

The above findings showed that at the Total Brand Recall level, the Impact Multiplier Effect was well demonstrated in case of Edible Oil and Sanitary Napkin.

But in case of Soft Drink & Fairness Cream, at the Total Brand Recall level too, there was no evidence of the Impact Multiplier Effect.

A point worth mentioning here is that, in case of Water Purifier, the participating brands were established brands and Total Brand Recall in both the markets was close to the maximum value of 100 percent. Hence the impact of the Impact Multiplier Effect on Total Brand Recall in case of these two categories could not be ascertained.

2. Advertising Recall

For this measure also, we gauged the recall at three levels (similar to brand recall). Tables 2.1 to 2.3 show the results of this analysis.

Table 2.1 ADVERTISING RECALL- TOP OF MIND

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	12	9	75	8	10	125
Sanitary Napkin	0.5	0.9	180	0.3	9	2967
Soft Drink	13	8	61	17	16	94
Fairness Cream	-	5	-	-	2	-
Water Purifier	62	74	119	75	92	123
Detergent Powder	3	1	33	1	4	400

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

Table 2.2 ADVERTISING RECALL- SPONTANEOUS

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	21	14	67	9	14	155
Sanitary Napkin	1	2	200	1	18	1800
Soft Drink	71	60	85	81	85	105
Fairness Cream	-	34	-	-	15	-
Water Purifier	64	75	117	77	94	122
Detergent Powder	6	2	33	4	11	275

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

In case of Edible Oil, Sanitary Napkin, Water Purifier and Detergent Powder, the above findings clearly demonstrated the effectiveness of the Impact Multiplier Effect in boosting Ad Recall scores.

Similar to what we saw in Brand Recall, in case of Ad Recall too, for Soft Drink and Fairness Cream, this synergistic effect of Print &TV was not visible on a consistent basis.

Another point to note is that in the Control Market, in some cases, the Ad Recall scores were lower in the Post Campaign Round compared to the Pre Campaign Round. We believe that this was due to the fact that prior to the Pre Campaign Round, brand campaigns different from the test campaign were running and these brand campaigns could have higher exposure levels, GRPs etc. leading to a greater build up of Ad Recall compared to what the test campaign could achieve. Hence, this led to a decline (Post vs. Pre) in the Ad Recall scores in the Control Market. But it is worth noting is that this situation was completely offset in the Test Market and we attribute this “boost” which led to this offset to the “synergistic effect” of the Print & TV combination.

Table 2.3 ADVERTISING RECALL- TOTAL

	CONTROL Market			TEST Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign(%)	Index
Edible Oil	26	53	203	19	51	268
Sanitary Napkin	4	6	150	3	25	833
Soft Drink	98	98	100	99	99	100
Fairness Cream	-	55	-	-	61	-
Water Purifier	73	83	114	87	94	108
Detergent Powder	34	9	26	42	52	124

Note: The participating brand in Fairness Cream was a “new launch” and hence there are no Pre Campaign scores.

The above findings clearly showed that at the Total Ad Recall level, the Impact Multiplier Effect was well demonstrated in case of Edible Oil, Sanitary Napkin and Detergent Powder.

And in case of Total Ad Recall, for Soft Drink and Fairness Cream, this synergistic effect of Print & TV was not visible.

3. Creative Memorability [Recall of the Creative Execution (Story) of the Ad]

The respondents were asked to describe in detail what they remembered of the ad. These unaided responses were then classified on a 5-point scale.

The 5 point scale for classification of the responses :

For example, if the ad had 2 key aspects, then based on these 2 key aspects, we arrived at a 5-point scale for calibrating the Creative Memorability.

Complete & Correct Ad Recall – One or more key aspect along with broad storyline was recalled

Correct Ad Recall [Not in complete detail] – No key aspect was recalled but other details of the ad were recalled

Very General Recall – Aspects recalled were very generic to the category

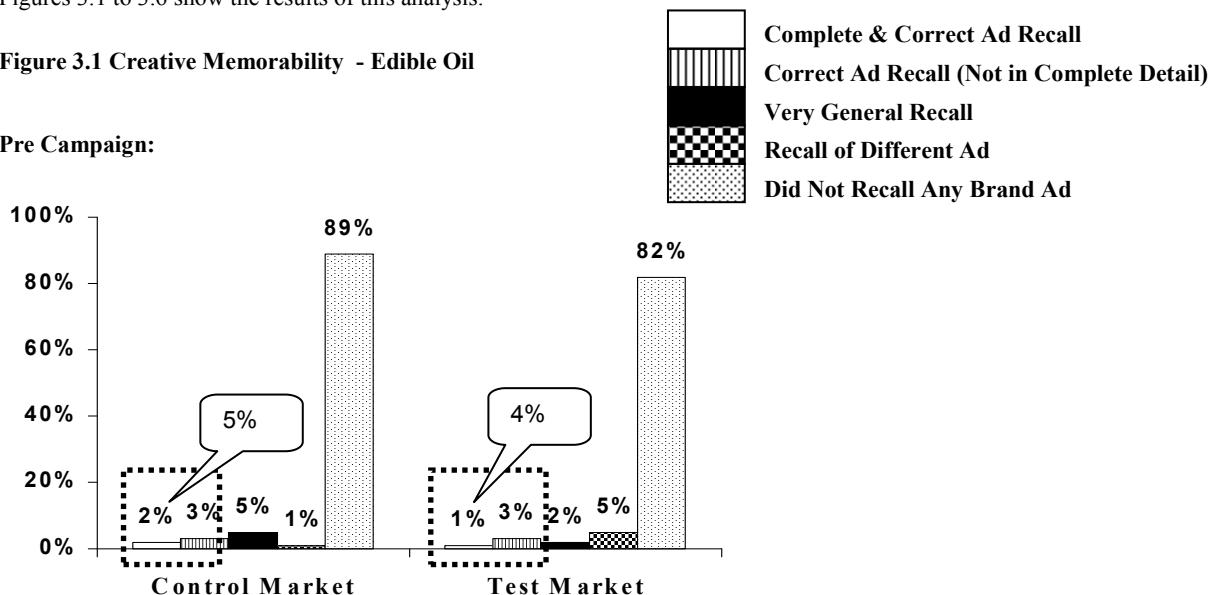
Recall of different ad – Ad different from the participating ad was recalled

Did not recall any brand ad – No details were recalled

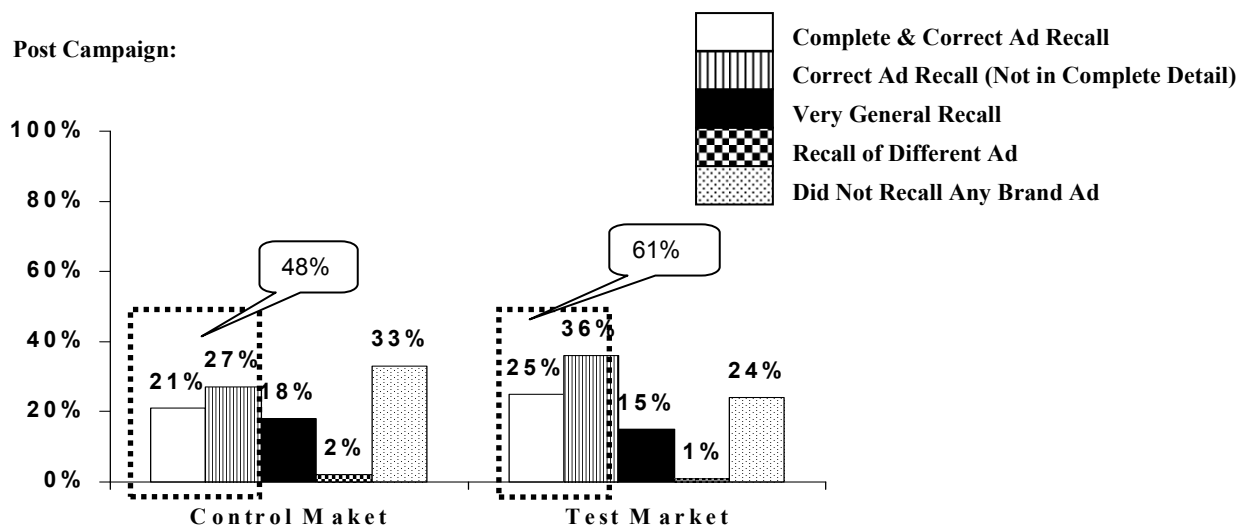
Figures 3.1 to 3.6 show the results of this analysis.

Figure 3.1 Creative Memorability - Edible Oil

Pre Campaign:



Post Campaign:

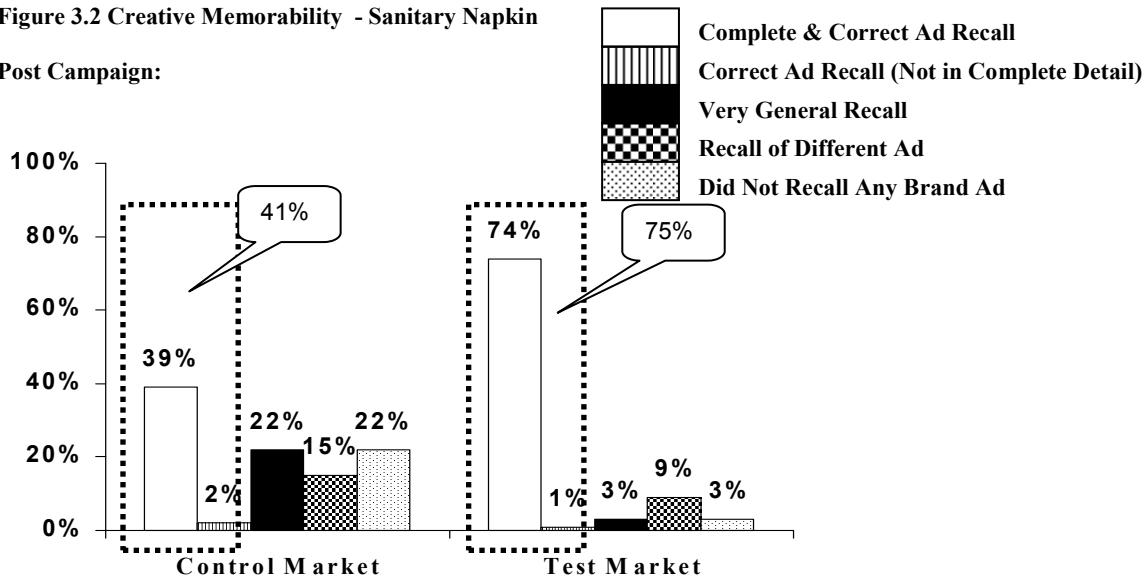


In case of edible oil, for the Pre Campaign Round, we have considered the brand campaign, which was being run prior to the launch of the test campaign.

The above findings show that in the Pre Campaign Round there was no significant difference in Correct Ad Recall scores between Control & Test Market. But in the Post Campaign Round, the Correct Ad Recall scores were higher in the Test Market (61%) compared to the Control Market (48%). The Impact Multiplier Effect of Print + TV led to more accurate recall of the advertisement creative and we attribute this rise in Correct Recall Scores to the detailing nature of Print.

Figure 3.2 Creative Memorability - Sanitary Napkin

Post Campaign:

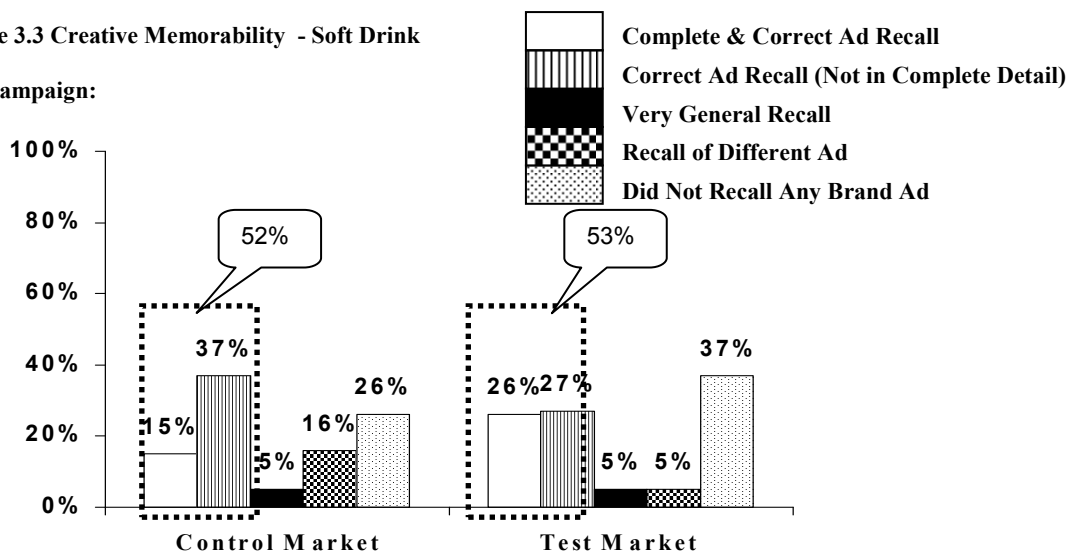


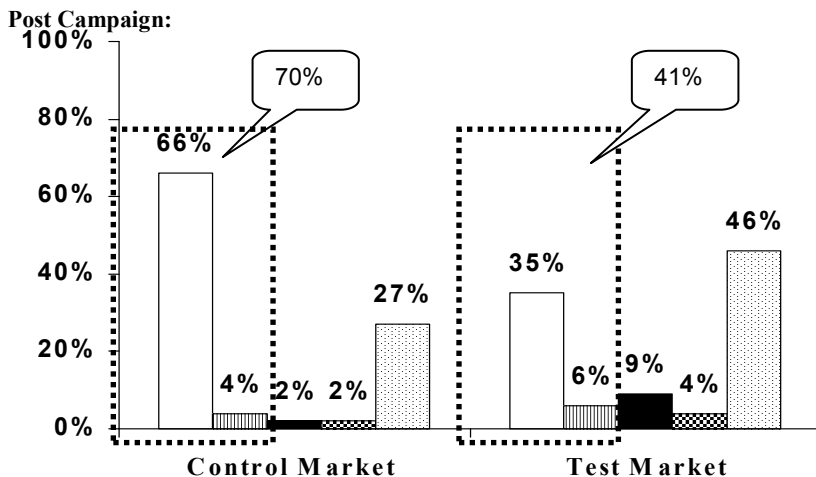
In the case of sanitary napkin, we have not considered any Pre Campaign measures because no brand campaign was being run prior to the launch of the test campaign.

The above figure clearly showed that, in the Post Campaign Round, the Correct Ad Recall scores were higher in the Test Market compared to the Control Market. Hence the “synergistic effect” of Print & TV was well demonstrated in case of sanitary napkin.

Figure 3.3 Creative Memorability - Soft Drink

Pre Campaign:

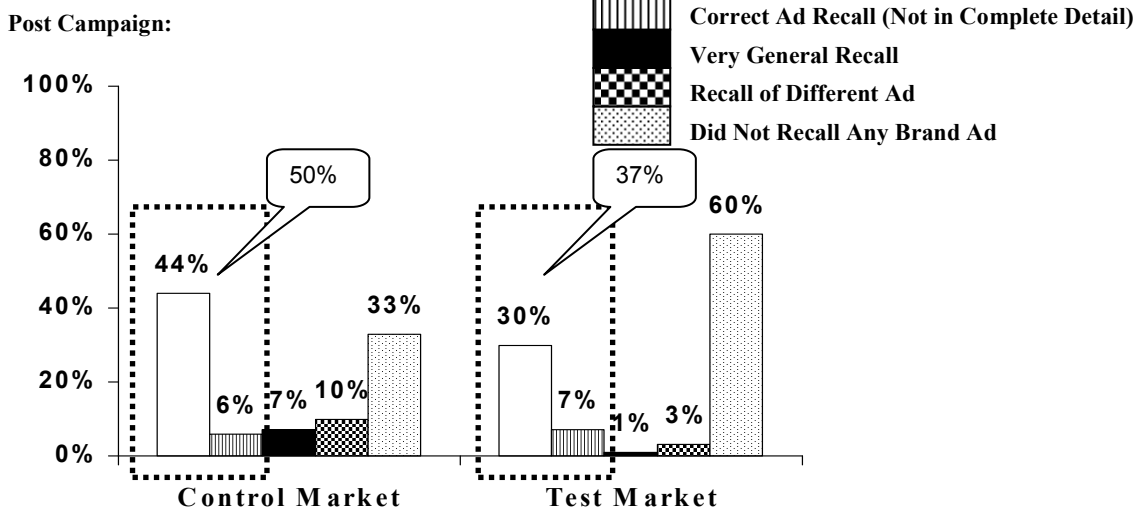




In case of soft drink, for the Pre Campaign Round, we have considered the brand campaign, which was being run prior to the launch of the test campaign.

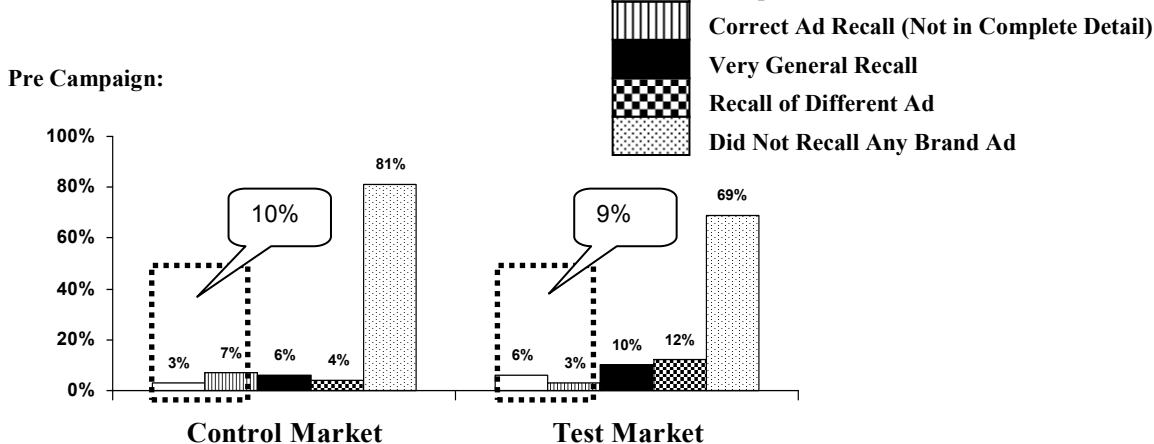
In the Post Campaign Round, the Correct Ad Recall scores were higher in the Control Market (70%) compared to the Test Market (41%). Hence we find that in case of Soft Drink the Impact Multiplier Effect was not visible.

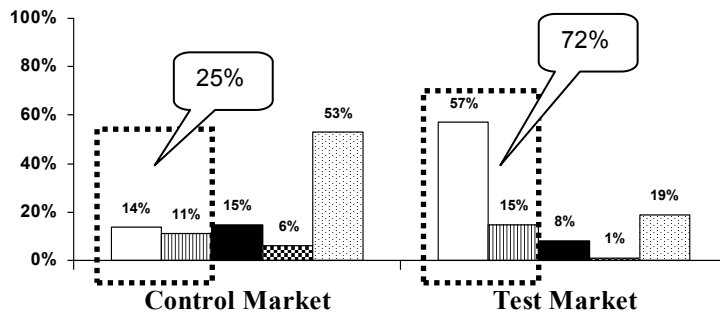
Figure 3.4 Creative Memorability – Fairness Cream



In case of fairness cream, we do not have any Pre Campaign figures since this was a new launch. The above figure shows that the Correct Ad Recall scores were higher in the Control Market compared to the Test Market. Hence we find that the Impact Multiplier Effect does not get established in case of fairness cream.

Figure 3.5 Creative Memorability – Water Purifier

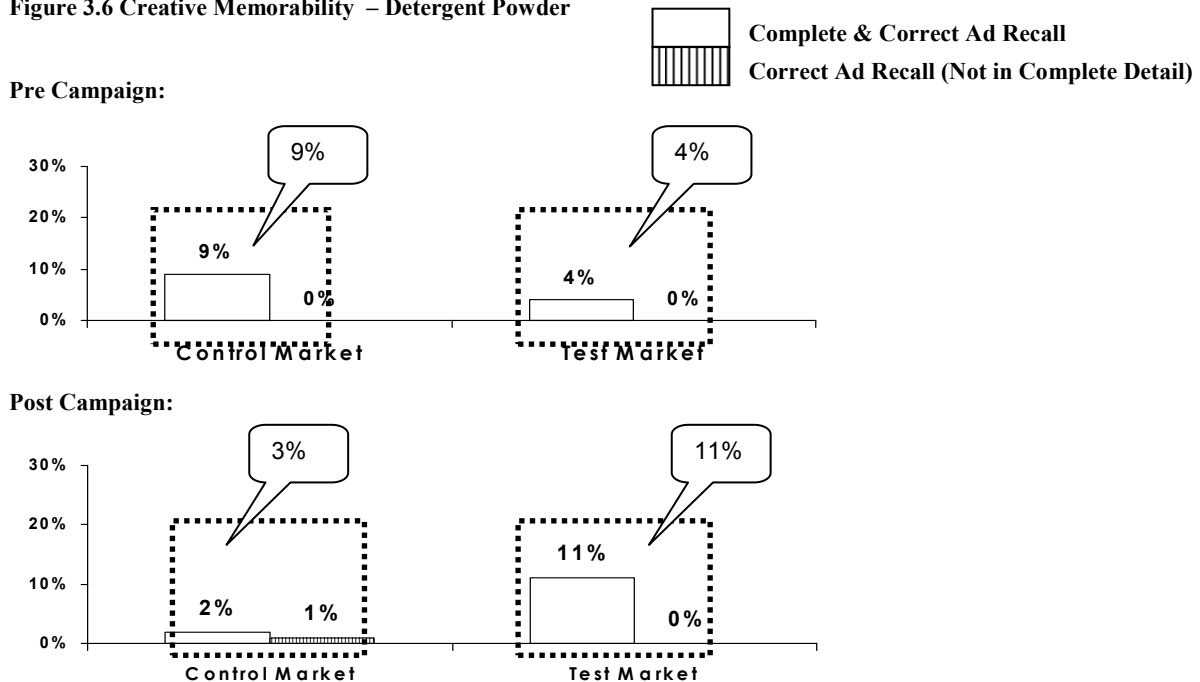


Post Campaign:

In case of water purifier, for the Pre Campaign Round we have considered the brand campaign, which was being run prior to the launch of the test campaign.

In the Post Campaign Round, the Correct Ad Recall scores were much higher in the Test Market (72%) compared to the Control Market (25%). Hence, we find that the Impact Multiplier Effect of Print + TV led to more accurate recall of the advertisement creative and this rise in Correct Recall scores could be attributed to the detailing nature of Print.

Figure 3.6 Creative Memorability – Detergent Powder



The above analysis indicates that in the Post Campaign Round, the Correct Ad Recall scores were higher in the Test Market.

4. Why is the Impact Multiplier Effect not visible in case of Soft Drink and Fairness Cream?

We have observed that the Impact Multiplier Effect was not visible in case of the participating brands in the categories of Soft Drink and Fairness Cream.

Looking deeper it was observed that in case of Soft Drink there was no synergy or connect between the Print & TV creatives. The Print creative was in an animation/ cartoon format. It showed a baby, which had climbed out of its cradle and had crawled to the refrigerator and was drinking a bottle of the specific soft drink brand. On the other hand the TV commercial which was on air simultaneously, featured a movie star endorsing the particular soft drink brand.

This lack of synergy between the creatives for the two different media could be the reason of why the Impact Multiplier Effect was not visible. Hence, a great learning emerged from this case. To harness the power of the Impact Multiplier Effect, a sync between the Print & TV creative is essential as the two media work together and complement each other to make up for their individual shortcomings.

Fairness Creams was a difficult one to crack. Analysing further we found that in case of Fairness Cream, the Impact Multiplier was not visible as the respondents in both markets, Control as well as Test were exposed to the Print ads, thereby violating the basic condition of the study, that the Print exposure be restricted to the consumers in the Test market only.

5. Brand Values

In order to understand whether the Impact Multiplier Effect led to a shift in the degree to which different attributes are associated with the brand, a set of statements describing opinions/perceptions about the brand was administered to the respondents. Figures 5.1 to 5.4 below illustrate the findings.

Table 5.1 Brand Values - Edible Oil, Post Campaign (Control Market vs. Test Market)

Brand Properties	Post Campaign Control Mkt.(%)	Post Campaign Test Mkt.(%)
Available for Rs. 50- 60/- a litre	27	66
Is of superior quality	34	72
For health conscious people	34	76
Soya ki sehat aur sundrop ka halkapan	40	76
Brand is light....Food cooked in it is not heavy	34	75
Brand is a blend of 2 oils	31	61
Brand meant for people who want to stay slim	33	79
Healthy oil for healthy people	32	76
It keeps you active	32	80

Table 5.2 Brand Values – Sanitary Napkin, Post Campaign (Control Market vs. Test Market)

Brand Properties	Post Campaign Control Mkt. (%)	Post Campaign Test Mkt. (%)
Brand gives me information regarding my body, hair and skin.	36	85
The brand gives a hygienic feeling	44	92
Brand is for hygiene conscious people	44	89
The brand, which gives me up to date information on menstruation / periods.	45	91
The brand, which created awareness in me on Sanitary Protection & Hygiene.	49	92

Table 5.3 Brand Values – Water Purifier, Post Campaign (Control Market vs. Test Market)

Brand Properties	Post Campaign Control Mkt. (%)	Post Campaign Test Mkt. (%)
When it comes to delivering safe drinking water, I trust this brand	89	94
Kid's grow great with the safe drinking water delivered by this brand	88	92
This brand has a 3 stage water purification system	72	88
This brand protects kids from diseases and they grow up healthy	84	91
This purifier has a 3-stage Ultra Violet water purification system	56	88

Table 5.4 Brand Values – Detergent Powder, Post Campaign (Control Market vs. Test Market)

Brand Properties	Post Campaign Control Mkt. (%)	Post Campaign Test Mkt.(%)
Gives a good wash within the budget	56	68
Removes stains but keeps colours intact	44	50
Removes the toughest of stains	31	50
Removes stubborn stains from collar	31	50

Here, we had the proof of the power of the Impact Multiplier Effect on a very critical component : that of reinforcing the brand properties. We found that on every brand value attribute, the levels of the associations seen in the Test Market were much higher than the scores noticed in the Control market. So clearly, the Impact Multiplier Effect enhances the brand value associations.

6. Disposition (Intention to Purchase)

In order to evaluate whether the Impact Multiplier Effect leads to a shift in the disposition towards a brand, we also captured during the interviews the purchase habits for the category and brands featuring in the consumers' consideration set. Table 6 below illustrates the findings. It illustrates a comparison of the indexed Intention to Purchase scores in the two rounds. Also, shown is a comparison of the indices across the Test and Control markets.

Table 6 Intention to Purchase

	Control Market			Test Market		
	Pre Campaign(%)	Post Campaign(%)	Index	Pre Campaign(%)	Post Campaign (%)	Index
Edible Oil	5	5	100	5	19	380
Sanitary Napkin	5	22	440	4	30	750
Water Purifier	87	90	103	79	97	123

In case of each participating brand, we found that the Intention to Purchase scores in the Test Market were much higher as compared to those in the Control Market. This implies that an exposure to a multimedia campaign works better in generating trials.

7. Conclusion of the Primary Research Phase

In sum we find that the Impact Multiplier Effect leads to:

- A higher brand salience as well as advertising salience
- Enhanced memorability of the creative and hence the communication
- Stronger brand values
- Increased pre-disposition towards brands

Phase 2 : Data Fusion

The Objective

The objective of this phase was to provide an "independent validation" of the Impact Multiplier Effect using a fused data set combining media (Print &TV) consumption with product/ brand purchase dynamics. Another initiative was to try to assess the role and efficacy of Print advertising for different user segments.

The Approach

Fusion works around the principle of data integration, which means merging two or more separate databases in such a way that they can be analysed as if they were one. The assumption made is that the samples belong to the same population. The databases must contain certain measured variables / information in common based on which fusion is done.

An integrated database was therefore created fusing the data from the three different syndicated research sources viz., National Readership Survey (NRS), Television Audience Measurement (TAM) and the IMRB Household Purchase Panel (MarketPulse). The fused database consisted of two dynamic databases (TAM and MarketPulse) being married to one static database (NRS).

The three databases in question for this experiment, had different sample sizes. NRS had the largest sample whereas TAM had the smallest. In such a scenario, the approach adopted was –

- Respondents from the larger database (donor) were selected and fused with respondents from the smaller database (recipient). In this case, certain respondents from the donor database were selected (best fit) and were matched with respondents from the recipient database. Thus, the respondents from the two databases were uniquely matched.

Fusion – Our Experience

For this experiment, TAM, the smallest database was designed to be the recipient sample. MarketPulse and NRS were to be the donor samples.

Fusion was carried out at a micro level for the three samples. The sample from each database was broken down into cells, which were defined by some common parameters. The common parameters on which the fusion of respondents (within the same cell from the three databases) was carried out were divided into two sets, Mandatory & Non-Mandatory. Various variables were studied and classified on the basis of their impact on media usage / product consumption using the CHAID segmentation technique.

The variables classified as Mandatory by the CHAID technique were: Mode of reception of TV programmes (Cable and Satellite vs. Non Cable and Satellite), literacy level, socio economic classification, mother tongue and age of housewife. A one to one correspondence between these variables was therefore imperative. Non mandatory parameters were the set on which the matching could differ by one level. These parameters were : household size working status and presence of children in the house.

The Validation

In order to validate the fused database, the Readership estimates and the Household Purchase estimates obtained from the fused database were compared to the estimates from the original databases. A close match was found.

The Categories

Data for more than forty FMCG categories (Toothpaste, Toilet Soaps, Talcum Powder, Shampoos and so on) were fused for a period of eighteen months (April 2001- Sep 2002)

The Markets

The top six metros - Mumbai, Delhi, Chennai, Kolkatta, Bangalore and Hyderabad were covered in the experiment.

The Respondent

The target respondent for this fusion exercise was the 'Housewife' i.e. the person who decides on the purchase of major FMCG products. This is mainly due to the fact that advertising for most household products (FMCGs) in India are targeted at this individual. Thus, in this experiment, we married the viewership, readership and purchase behaviour of the housewife so as to create a single database for the three selected metros.

The Findings

As mentioned earlier the key focus areas for this experiment were:

- To study the Impact Multiplier Effect of using Print in conjunction with TV
- To investigate the role and efficacy of Print advertising for certain consumer segments

Various approaches were tested thereby giving rise to several hypotheses:

1. **Hypothesis:** A Multimedia plan is more cost-efficient than a Solus Media plan.

We have evaluated a live Solus TV plan of a toothpaste brand in the Delhi market for the month of January 2002 (Figure 7.1). In all, 2252 spots were aired during this month delivering 74% reach at 3+ levels. The plan delivered a total of 1386 GRPs.

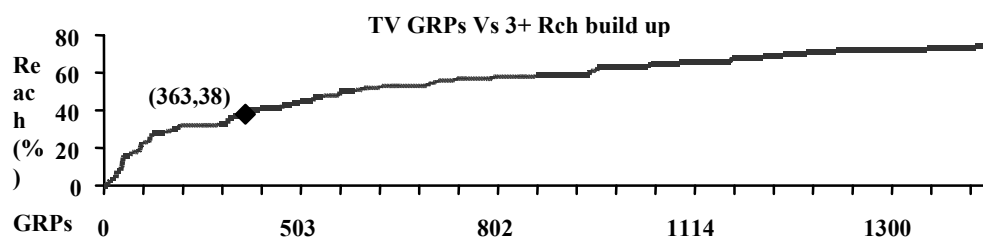


Figure 7.1 Solus TV Plan Reach for a Toothpaste Brand in Delhi

From the above figure, we find that post achieving a 38% reach at 3+, there is a slow down in the rate of growth of reach vs. GRPs pumped in. i.e. there seems to be a diminishing rate of return on the investments made on TV. To illustrate this point better, here are some statistics. To move from 38% reach at 3+ to 60% reach at 3+, an additional infusion of 534 GRPs were needed.

To assess the Impact Multiplier Effect, we stopped the TV activity at 38% reach and diverted the savings in budget to Press (Figure 7.2). The basic assumption made here was that 1 TV GRP is equal to 1 Press GRP. This exercise was done using the Multimedia reach & frequency calculator module built into the Data Fusion analysis system. We found that on using a mere 4 press inserts, we achieved the same GRP levels with a 10% higher reach at 3+ frequency as compared to the original Solus TV plan. With just 8 press insertions, the reach rose from 38% to 60% at 3+ level with just an additional 90 Press GRPs. Compared to the original Solus TV plan, the additional infusion of Press GRPs was less than a fifth of what would have been necessary on TV. Another important feature of this analysis was that the multimedia plan was achieved within the same budget as the Solus TV plan.

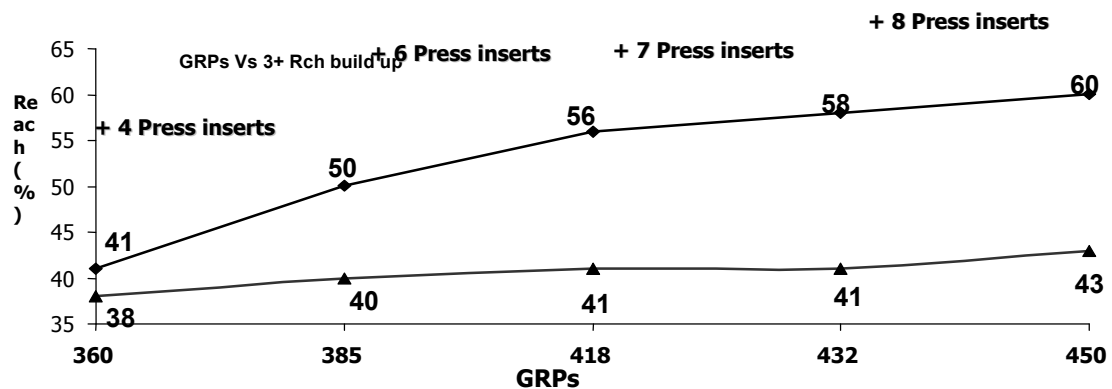


Figure 7.2 Multimedia Plan Reach for a Toothpaste Brand in Delhi

Figure 7.3 below illustrates the Solus TV plan of the same brand for the same period in Mumbai. We analysed at the 330 GRP level where 46% of the target audience was atleast exposed thrice to the ad.

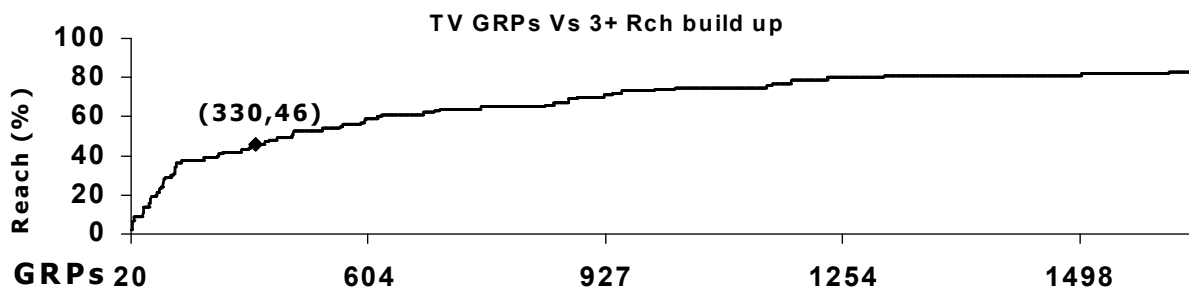


Figure 7.3 Solus TV Plan Reach for a Toothpaste Brand in Mumbai

Similar to Delhi, even in Mumbai (Figure 7.4), we found that the Multimedia plan achieved a higher reach at the same GRP and frequency level within the same budget as compared to the Solus TV plan.

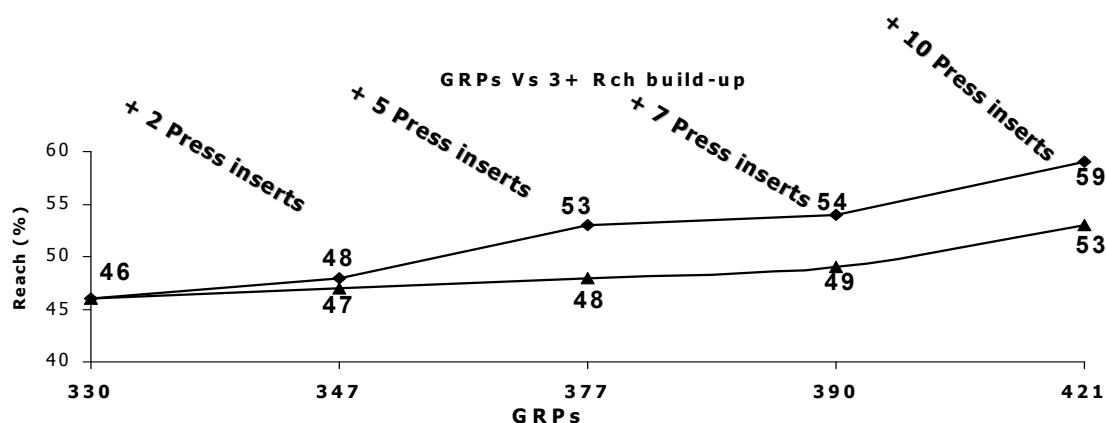


Figure 7.4 Multimedia Plan Reach for a Toothpaste Brand in Mumbai

2. Hypothesis: A Multimedia campaign is more effective among specific buyer segments.

The hypothesis was that a Multimedia campaign helps us to reach certain consumer segments better, such as the typical “hard to get” audiences, who are difficult to reach through mass channels.

Here we had evaluated a live multi-media campaign of a toilet soap brand for the Delhi market for July 2001. The Plan Details were as follows: 1764 TV spots which delivered 2062 GRPs and 12 print inserts which achieved 124 GRPs. We analysed the deliveries by the types of users i.e. light buyers of the category versus those who are medium users versus those who are heavy users. (Figure 7.5)

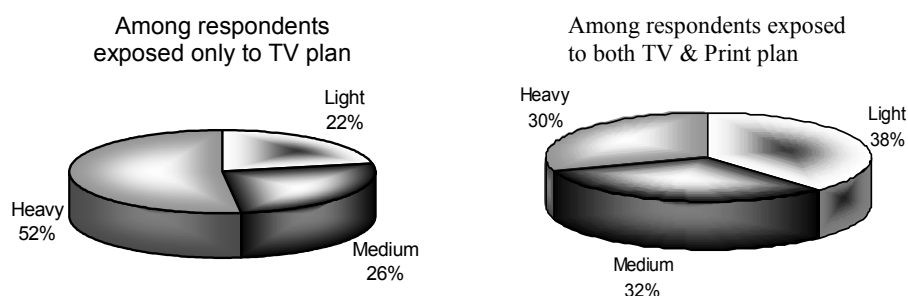


Figure 7.5 Deliveries by L/M/H users for a Toilet Soap Brand in Delhi

From the above figure we found that among the respondents exposed to the Solus TV plan, 22% were light buyers. While among the respondents who have been exposed to the Print +TV plan, nearly 38% were light buyers. Thus, we find that the Multimedia Print + TV plan is able reach the light buyers better. This effect was also observed among many other categories / brands across diverse markets and periods. Thus, if the objective of a campaign was to reach out to specific buyer segments, then ideally a Print + TV plan should be the used rather than Solus TV.

Conclusions

So in sum we find that the Impact Multiplier Effect results in:

- A higher brand/ ad salience
- Enhanced memorability of communication
- Stronger brand values
- Increased pre-disposition towards brands
- Greater efficiencies in reaching potential targets and an
- Opportunity to reach “Hard to Get” targets

So, in conclusion, we can summarize the Impact Multiplier Effect as a superior, smarter and cost effective way of leveraging the strengths of Print and TV. The best part being the impact delivered is far greater than the simple summation of the investments made in the two media.

REFERENCES

ROBERT WARRANT : “Magazine / Television Communication Synergy – The V. S. Experience”. Readership Research Symposium, 1991.

MARIAN CONFER : “The Research Study” OR “The Advertising Impact of Magazines when used in conjunction with Television”. Readership Research Symposium, 1993.

ROGER GODBEER : The Multiplier Effect – Perfection versus Marketable Direction – Is there a choice? Readership Research Symposium, 1991.

ALAN SMITH : A Review of Print / Television Communication Studies. Readership Research Symposium, 1991.

Acknowledgments

The authors would like to thank the entire team that worked on this project Bharat, Ashish, Sushma, Rekha and John.

