

THE EFFECTIVENESS OF PRINT CONTACT

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Two years ago with my co-author, András Máth, Ringier Hungary, I presented the results of the first ever Hungarian general print vs. TV ROI study. All the publishers sponsored this study, and it was the first time when print pointed out how important it is to move from Reach towards engagement and involvement.

The result of this study confirmed the international experiences, but it can't provide really new and original assumptions. Furthermore the involvement and engagement phenomenon became also important in the TV market as well. Unfortunately for print, researches have shown, that Hungarian people are not only watching TV so much (4.5 hours a day), but their absorption level is also very high. It means they have high appreciation and involvement, engagement index.

So the initial print marketing tool - which was built on the assumption, that print has higher involvement and engagement than TV, which provides higher ad efficiency, we called ROI - was destroyed. Nowadays it is obvious, that only per se concept of involvement and engagement is an empty phenomenon. To specify them it is necessary to load them with real content.

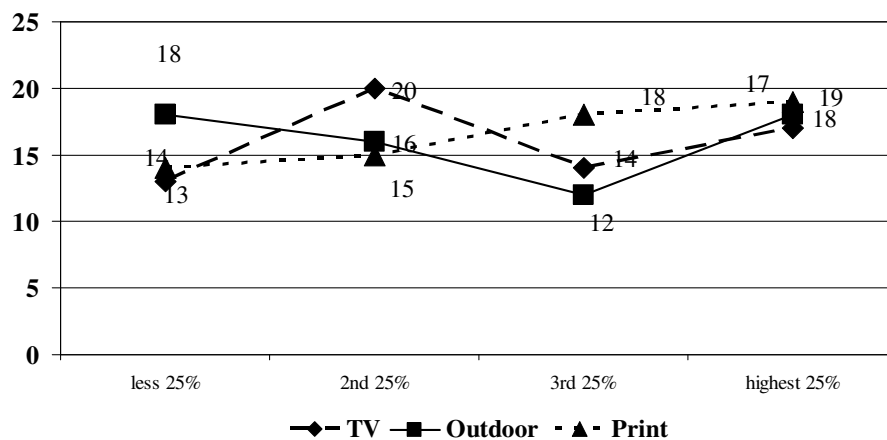
So we focused on what the connection between involvement, engagement and media efficiency is, what unique attributes for each media types are, and which can be derived from involvement and engagement. Ipsos Hungary and T-Mobile have a special media efficiency study. The project launched 3 years ago, and at the moment we have 10 waves. The aim of this tracking study is to measure, evaluate and follow up the effectiveness of different media types.

The method is unique and quite different from the traditional advertisement research. The fieldwork starts promptly when the concrete campaign is over. The sample is split by different sub-samples. It is important to note that according to the divided sub-samples, only one creative material (TV spot, outdoor or print advertisement) is shown for one respondent. First, the ad is shown without the brand name and the logo (brand names are cut out from the spots, logos are hidden). Those who remember having seen the spot /ad are asked to identify the brand. The original ad must be shown if the respondent is not able to recognise the ad, then again we ask whether they remember to have seen it or not. We can say, that in our methodology efficiency is based on recognition.

What kind of relevant information do we get from this tracking study and how do the advertisers use it in their everyday work?

1. It is justified that print works in a different way than TV or outdoor. While in the case of TV and outdoor the intensity of the media consumption doesn't influence the ad recall, in case of print the higher the media usage is the higher is ad recall figure as well. It is clear evidence that all media work on different way and 1 GRP in 'A' media can't be equal with 1 GRP in 'B' media.

Example for Proven Ad Recall (according to the level of the media usage)



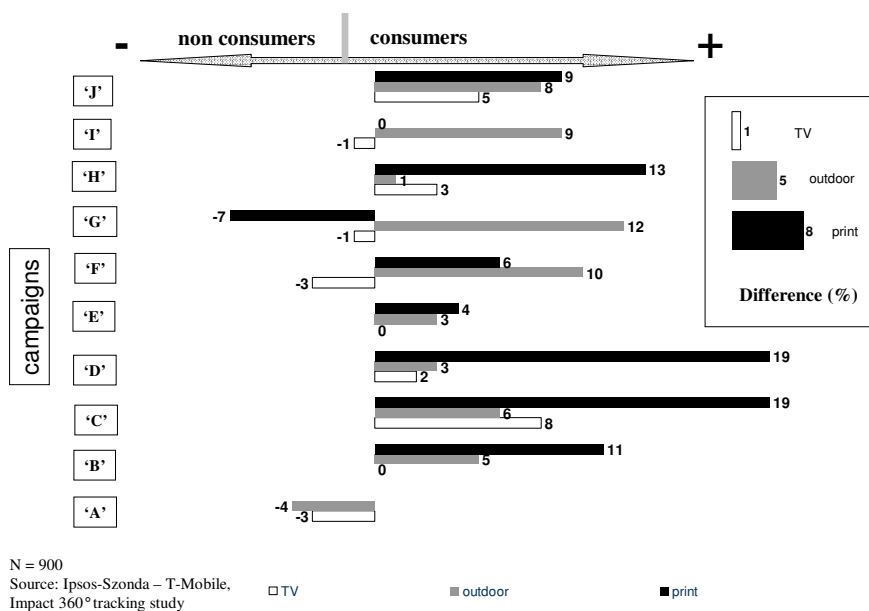
N = 900
Source: Ipsos-Szonda – T-Mobile, Impact 360° tracking study

It is notable that in another projects we measure another media types as well. There is a clear difference between on-line (Internet) and print vs. TV and outdoor. While in case of TV and outdoor there isn't any correlation between media usage and ad recall, in case of print and on-line we find a linear connection between media usage intensity and ad recall. Our assumption is, that the level of attention and absorption is different, print and internet usage (reading) means different cognitive process than TV (viewing) or outdoor (watching) usage.

- It is known from advertisement research, that those who are consumers of a given advertised product or service, remember more the campaign than non-users, and the effectiveness (whatever we meant on effectiveness) of the campaign is higher inside these persons.

Our data shows, that this connection really exist, and we revealed relevant difference between each media types. Print provides the greatest gap between consumers vs. non-consumers. While in case of TV, there isn't real difference between these two groups. It means that the notice of the TV spot is independent from consuming habits or facts. According to our data print enhance not only noting more an ad, but the evaluation toward the advertisement (loyalty toward the brand) as well. T-mobile has at the moment app. 40% market share. Vodafone is growing aggressively, and it is told that a new contender will step into the Hungarian mobile phone market. Attitudes and brand evaluation became more and more important in marketing, so print is an effective tool for marketers.

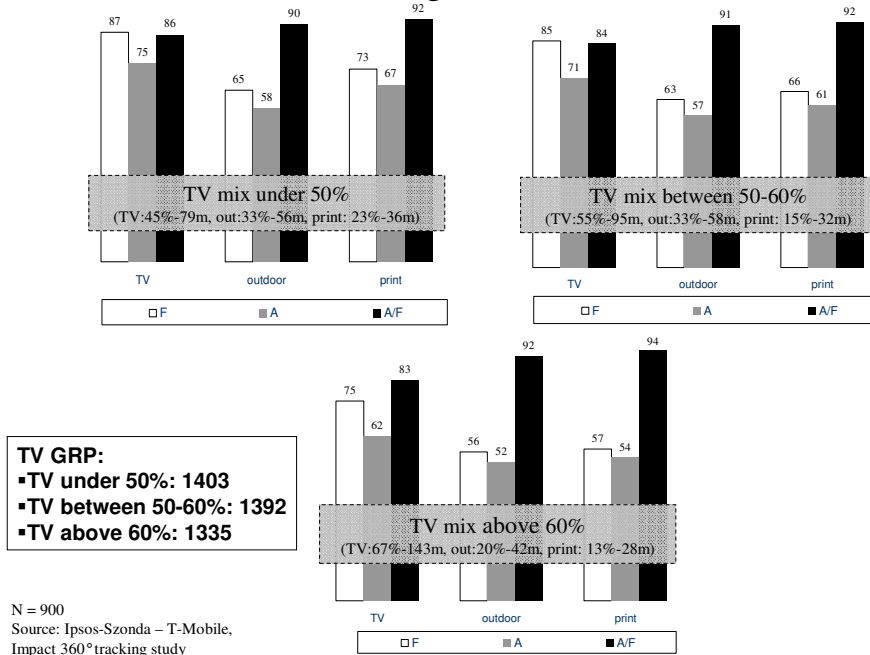
Ad recognition by media types



We assume, that the explanation can be based on the Hungarian media usage habits (extreme high TV viewing, continuous decrease of readership) and the different levels of involvement and engagement. It is an example how involvement and engagement can be used for advertisers, what benefits they will derive from them.

- Media mix in Hungary traditionally based on TV. But this data has disclosed that media efficiency can't be defined only with Reach. It is a more sophisticated question. Furthermore our tracking data shows that if the weight of TV is higher, the efficiency decrease of the whole campaign and each media types as well. So despite of the high TV rating figures, and the relative cheap TV spot cost, the "TV over weighted" campaigns provide worse efficiency figures compare with the more balanced campaigns.

Ad recognition and attribution



It is obvious that the enhanced share of print from the media mix trigger is an efficiency improvement. Showing the data T-Mobile decided the following:

Improvement of the allocation and ROI of marketing spend

- reduce outdoor spending. As a result of this fact the efficiency figures improved (lower investment, but similar to recall and attribution figures)
- disperse TV spending into cable channels and non prime-time periods as well (latest data show, that TV viewing isn't so concentrated yet, channel and time diversification draws up)
- enhance the variety of used print newspapers and magazines (despite the regular media figures, Reach, OTS, GRP, CPT, print is very valuable, but it depends on new, 'unusual' media efficiency calculation)

Furthermore it is also important that print campaigns do not reach the 'crucial point'. Crucial point is when the ratio of recall/recognition and GRP start to diminish. It is necessary, because after a given point, the campaign (ad) can't find more ad recallers (the campaign reach all the possible audience). For instance in case of T-Mobile 1200 GRP provides similar recall than a 1600 GRP campaign.


In print, we don't find such a phenomenon. It means that:


- print expenditure was relatively low, and it doesn't capitalize the maximum yet
- the way that print works is different from TV (remember the connection between media usage intensity and proven ad recall)

The message is for the advertiser that it is a potential in print, but of course it depends on the target of the communication (ad). But it was extremely important to point out that print has reserve, which can enhance the success of a campaign.

GRP and Recall

mediamix %	54	29	17
net cost (HUF)	128000000	51000000	20000000
GRP	1167	5644	191
GRP volume for 1% Recall	17	93	2
index for TV	100	547	12
TV	1200 GRP alatt	1200-1500 GRP	1500 GRP +
GRP volume for 1% Recall	14	16	20
BPM index	6,2	6	6,1
Outdoor	mediamix: 20% alatt	mediamix: 30%	mediamix: 35%+
GRP volume for 1% Recall	84	89	113
BPM index	5,6	5,9	5,8
Print	mediamix: 20% alatt	mediamix: 20%+	
GRP volume for 1% Recall	3	3	
BPM index	5,9	5,8	

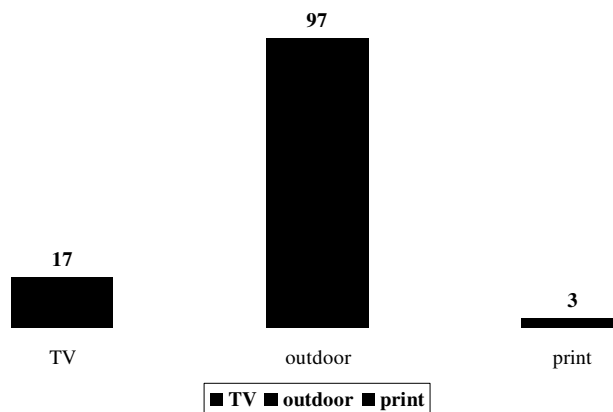




N = 900
 Source: Ipsos-Szonda – T-Mobile, Impact 360° tracking study

- Finally print is a really cost effective media type. Efficiency is guaranteed by relatively low costs, compared to TV mainly. Cost of a print ad recall on GRP base is only 17% of a TV spot. Of course this is only a price comparison, but don't forget emotions (campaign or ad evaluation) are also working well in print, furthermore the ratio of those who notice the ad in case of consumers vs. not consumers is best in print.

Recall-To-GRP Index



N = 900
 Source: Ipsos-Szonda – T-Mobile, Impact 360° tracking study

Summary and use of results in everyday work

Despite the decreasing readership figures, print is still a very valuable media to transmit messages to consumers. The reason for this is that efficiency isn't equal with reach (number of viewers, readers, listeners etc.). Print can capitalize on the real strong, personal and intimate connection with the readers which we call involvement and engagement.

But per se these concepts are empty. We have to load them with content. The content in our study are the different efficiency figures and models. Of course these figures are the favourable print involvement and engagement aspects, and now we justify that involvement and engagement are really important factors, remarkable when calculating the media mix.

As a result of this tracking study T-Mobile focused more on print campaigns. Analyze the level of the expenditure and details of the print campaign. What is the role of the magazines, the weeklies and the newspapers? Which fits the best for a given target group?

Also next year we are planning to roll out a special complementary print effectiveness study. The problem is, that at the moment an average T-Mobile campaigns run for 4-6 weeks. But the print campaign runs only for 1-2 weeks. So it is possible that when data collection starts (after the end of the whole campaign), the print campaign has been over for 2-3 weeks already. Recall or recognition would be higher at the end, or during of the print campaign?

We will launch a real time SMS based data collection 'real time print ad study' to be able to answer this question next year.

First and last for print the key message is that despite of readership amortization and the new digital era (new media types appear, digital TV, Internet etc.) , print still can be important for advertisers.

But it is complicated and sophisticated to reveal and point out the advantages of print against different media types. What is the effectiveness of print contact? More than we thought before. Print can be really valuable and effective and it is necessary for print (publishers) to reveal its advantages for advertisers.

