RETURN ON ENGAGEMENT
Quantifying the Impact of Reader Engagement on Ad Effectiveness

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Executive Summary

Overall Goal:

To provide a greater understanding of how measuring engagement can improve advertising results.

Objective:

Conduct compelling research that proves a direct relationship between engagement and ad effectiveness, and address whether more engaging creative can generate increased results for advertisers. Explore how different segments (magazine genres, advertising categories and broad demographics) are affected by different magazine advertising experiences and how that learning can be applied to targeted communication points and creative execution to improve engagement with the advertising. Build upon the groundbreaking pioneering work done in 2003 by Northwestern University's Media Management Center for the Magazine Publishers of America that was presented at the Worldwide Readership Research Symposium in Cambridge, MA in October, 2003.

Background:

The Northwestern University Magazine Reader Experience Study found that engagement mattered. Engagement was expressed in that work as "reader experiences," that could be quantified and ranked in order of their impact on driving usage of a magazine. A small scale experiment was included in that earlier work that took an advertisement created for a generic fictional product (a bottled water called "Pure Water") that could be considered as advertising that could reasonably appear in any one of the one hundred magazines used in the research. Ad copy tried to remove any obstacles to product appeal by describing the product attributes in broadly acceptable language such as great tasting, doubly filtered and reasonably priced. Respondents were told that the ad had appeared in the magazine that they had indicated they had read, and standard industry copy testing was conducted on the ad across all titles surveyed. The only difference in the execution was the magazine title read. Results were run against product users versus non-users to be sure no bias was introduced. Despite the fact that the product brand was made up and the experiment was a lab test approach since the ad did not in fact run, the results suggested that there may be a halo effect on engagement between the magazine vehicle and the advertising in the magazine. The results showed that readers with higher reader experiences with the magazine tend to have greater reader involvement with the advertising in them as well.

Research Approach:

This hypothesis needed to be tested with real ads that could be evaluated in-market. Realizing it would be difficult to find an advertiser willing and able to work in this type of test market environment, an even better approach was found to test this theory. Affinity Research LLC, compiles a rich database of ad recall scores and actions taken on thousands of ads and nearly a hundred different magazine titles through their existing *Vista* ad effectiveness measurement product. Simply adding a battery of engagement questions to the online magazine interviews would potentially identify which engagement factors are the best predictor of results, and could therefore, improve return on investment (ROI) of the magazine advertising. (For a more detailed description of the Affinity methodology, see Exhibit A in the Appendix).

Over 70 MPA member magazine titles were included in the research. (See complete list of titles included in Exhibit B in Appendix) More than 25,000 issue-specific readers were surveyed from March-June, 2006, a sample size on the order of that of syndicated research samples. More than 5,000 individual print ads were measured.

Potential Survey Issues:

Two potential issues had to be addressed for the methodology to be employed.\
Reducing the Experience Attribute Listing:

Some 220 different reader experiences were identified from the Northwestern foundational work that after correlation analysis, formed thirty-nine roll up groups. How could the list be reduced in order to execute the questioning via the online survey methodology employed by Affinity? Cost of split sample replicates was deemed unfeasible. Extensive factor analysis performed by Ed Malthouse, Associate Professor of Integrated Marketing Communications at Northwestern's Kellogg Graduate School of Management, resulted in reducing the candidate attributes to a more manageable size, and five of the initial thirty-nine experience groups, representing twenty-one individual engagement attributes were ultimately selected for inclusion to test the hypothesis that engagement also drives the effectiveness of advertising appearing in magazines. Some were among the highest correlated as drivers of magazine usage and ad impact as identified from the earlier Northwestern work, and some were further down on the ranking, but represented good candidates for testing and high likelihood of showing differences across different genres of magazines and demographic segments. The reduced list would be easy to include into the survey and would minimize survey fatigue concerns. (Exhibit C in the Appendix references the correlation Analysis conducted on the original list of 39 experience groups, the top drivers for ad impact and a listing of the 21 test attributes representing the five groups selected.
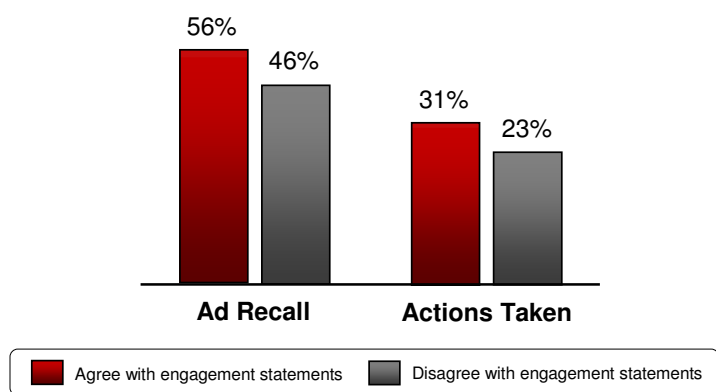
Possible questionnaire position bias:

With the addition of the engagement battery of questions at the end of a magazine reader interview asking about recall of individual ads in a particular issue, would any bias be introduced that could impact the answers provided by respondents? This could be addressed with a position bias test that would employ two versions. One would have the engagement questions before the ad recall and actions taken questions used in the standard *Vista* approach, and the second version would have them administered after the recall and actions taken questions. It was determined that the results from the test were not significantly different from the two approaches, and that the research could be added as a supplemental question without significant bias concern. (See Exhibit D in the Appendix for the test title results)

Key Findings:

- There is a relationship between engagement and in-market effectiveness – engaged readers are better advertising prospects.

- This relationship holds true across different magazine genres, advertising categories and at the individual campaign level.

- Incorporating targeted reader engagement metrics into the print pre-testing process can increase campaign effectiveness.
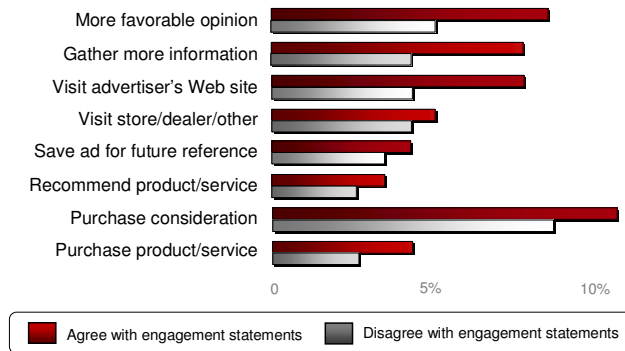
The research clearly showed that there is a direct link between reader engagement and advertising effectiveness – the more engaged the reader, the higher the probability that they will recall, and act upon, an advertiser's message.

"Ad Recall" and "Actions Taken" scores are significantly higher among engaged readers

Ad Recall: 56% — 46%
Actions Taken: 31% — 23%

■ Agree with engagement statements   ■ Disagree with engagement statements

Source: Affinity, 2006 **Base:** *Top/bottom 2 box scores among total respondents*

**Engaged readers are more likely to take
specific actions as a result of magazine ads**

Action	
More favorable opinion	
Gather more information	
Visit advertiser's Web site	
Visit store/dealer/other	
Save ad for future reference	
Recommend product/service	
Purchase consideration	
Purchase product/service	

0   5%   10%

■ Agree with engagement statements   ▨ Disagree with engagement statements

*Source: Affinity, 2006 **Base**: Top/bottom 2 box scores among total respondents*

Note that the analysis above is based on top two box agreement versus bottom two box disagreement representing "engaged" and "not engaged" off a five point scale with "no opinion" being the remainder.

The relationship shown above holds true across different magazine genres, advertising categories and at the individual campaign level. (See exhibits E, F and G in the appendix for detailed findings)

Predicting Magazine Advertising Creative Impact:

The five experience groups tested - as represented by twenty-one reader attributes - all proved successful in supporting the going in hypothesis. The test supports the belief that other high ranking attributes would perform in the same way. Funds were not available to test them all, but further statistical analysis was conducted to determine the relationship between engaged readers and the effectiveness of the more than 5,000 ads measured during the period. From the experience rankings generated, a new set of twenty-six attributes were selected, including about a third of those in the original twenty-one, but now representing a greater concentration of the original thirty-nine clusters to test whether more engaged advertising generates higher recall and actions taken scores for those ads. In this case, however, the attributes were altered to refer to the ads rather than the magazines. Below are the twenty-six attributes being offered up for inclusion in industry-wide print pre-testing research. (See Exhibit H in the Appendix for the correlation analysis used to determine the selection of these 26 attributes)

Suggested Attributes for Creative Print Pre-Testing:

I believe this ad
This ad touches me deep down
This ad affects me emotionally
This ad will lead me to try new things
This ad shows me how to do things
I would likely share this ad with others
I would likely talk about this ad with others
This ad is for someone like me
This ad deals with something that I relate to
The ad inspires me
This ad makes me feel good about myself
This ad is sophisticated
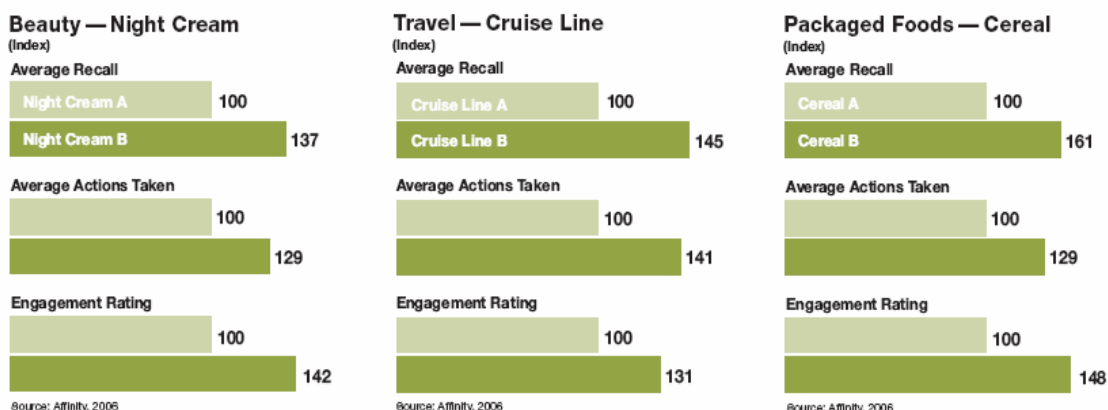**I have a strong sense of this product**

I found this ad humorous
This ad leaves me feeling good
This ad is an escape for me
This ad absorbs my attention
This ad makes me smarter
I get ideas from this ad
This ad updates me on things I follow
This ad makes me picture things in my mind
I look at the picture in this ad and say "wow"
This ad is pretty cool
This ad is unusual
This ad has something that surprises me
I would save this ad

Incorporating these new engagement metrics into the pre-testing process can substantially increase a campaign's chance of success.

Proof of this comes from a further analysis conducted on the more extensive list of twenty-six engagement attributes representing a wider range of reader experiences with magazines. The twenty-six attributes were converted to refer to the advertisements rather than the magazines for this test. For example, "This ad leaves me feeling good," rather than "This magazine leaves me feeling good." The *Vista* database already had recall and actions taken scores for the two ads chosen as high scoring and average scoring for each of three randomly selected categories (Beauty Products, Travel and Packaged Foods).

- A digital representation of one of the ads was sent online to readers of magazines in which the ad had run.
- Readers were asked to complete an accompanying survey* to assess their engagement with the ad.
- The resulting engagement rating was paired with the existing VISTA recall and action taken scores for that ad.
- The engagement ratings, recall and action taking scores for the two ads within a category were examined to learn if the ad with the higher engagement score yielded higher advertising results.

Findings showed that **the engagement survey predicted advertising results in all three categories: ads with higher engagement ratings had higher ad recall and action-taking scores.**

Beauty — Night Cream
(Index)
Average Recall

| Night Cream A | 100 |
| Night Cream B | 137 |

Average Actions Taken

| | 100 |
| | 129 |

Engagement Rating

| | 100 |
| | 142 |

Source: Affinity, 2006

Travel — Cruise Line
(Index)
Average Recall

| Cruise Line A | 100 |
| Cruise Line B | 145 |

Average Actions Taken

| | 100 |
| | 141 |

Engagement Rating

| | 100 |
| | 131 |

Source: Affinity, 2006

Packaged Foods — Cereal
(Index)
Average Recall

| Cereal A | 100 |
| Cereal B | 161 |

Average Actions Taken

| | 100 |
| | 129 |

Engagement Rating

| | 100 |
| | 148 |

Source: Affinity, 2006

Results also showed that each category had a specific profile in terms of what drove engagement. In addition, results showed that ad engagement was not driven by generating large differences in scores among a few attributes. Instead, superior engagement resulted from scoring better on a broad range of factors.

See Exhibit I for survey questions and scale used.
See Exhibit J for the top 15 ranked attributes for each of the six brands studied.

Creative Diagnostic Case Study: Automotive

With the findings from the three test categories in hand, MPA thought it would be valuable to see how the creative diagnostic tool worked in-market. An automotive advertiser wanted to assess their magazine creative using the diagnostic tool to help in considering a rotation schedule for two ads used in an existing campaign.

The advertiser specified a target for testing the ads with Affinity. As with the matched sets of ads previously tested, Affinity then sent a digital version of one of the two ads, plus an accompanying survey, to the target identified. Because in both cases the ads had already appeared in magazines, Affinity was able to compare the resulting engagement scores to the ads' recall and action taken scores from the VISTA database. Results from the creative diagnostic tool provided valuable insights by showing what drove recall and actions taken for each ad.

Recall and Actions Taken Scores

- It was found that Ad B yielded higher scores for recall and actions taken, and that ad also had the higher engagement rating. While Ad B's overall engagement rating was not as strong as the indices in the recall and actions taken, closer examination showed that Ad B was consistently stronger among individual engagement attributes, besting Ad A in 18 of the 26 attributes and tying with Ad A on two of them.

See Exhibit K for the Top 15 attributes for brands studied.

Qualitative Learning from In-Market Tests

- The in-market auto results confirmed the other three preliminary tests in that the higher engagement scores correlated with higher recall and action taking.
- The real value in this creative diagnostic tool, however, is not the scores, but the unique ability to provide insights into how consumers engage with the ads, i.e. which attributes most drive engagement. (See Exhibit K for the top 15 attributes for auto)
- Based on the top ranking statements for both ads, the ad results showed that the most
- Important attributes in determining consumer engagement included "This ad leaves me feeling
- good, This ad is sophisticated, The ad is pretty cool and This makes me picture things in
- my own mind."

Based on the test results with the auto example and the three matched sets of ads, there is sufficient evidence to indicate that the creative diagnostic tool developed by the MPA can help to predict magazine advertising impact and, as such, could be a valuable tool in magazine creative development. Importantly, since tests can be conducted online, they can be executed inexpensively and quickly. The turnaround time for the tests took less than 10 days, once the ads to be tested had been selected and the desired target had been identified.

Future learning may help to further refine the tool. Specific focus should be on:

- Whether brand attributes affect engagement drivers
- The extent that certain attributes may drive one product category more than another
- If over time, the number of engagement drivers can be reduced as a result of certain attributes consistently rising to the top

APPENDIX:

Exhibit A

How are individual VISTA studies conducted?

VISTA Print Effectiveness Rating studies are fielded online among respondents that screen in for issue-specific readership of the measured publication. A visual, on-screen prompt of the publication's front cover is provided to respondents, as well as the following screen in question: "Have you read or looked into this specific issue of (Publication Title)?" If a measured issue features more than one unique cover, all applicable covers are shown to potential respondents as part of the screening process.

Qualifying respondents are initially asked a series of reader involvement questions about the publication, including:

- Time spent reading a typical issue of the publication
- Frequency of reading the measured title
- Number of separate reading occasions for a typical issue of the publication
- Immediacy of reading the publication after first receiving a copy
- Overall favorability rating of the publication (one of my favorites, very good, good, average, poor)
- Source of copy (subscription, newsstand/retail, pass-along, public place)

Respondents are then asked about the editorial and advertising content appearing in the issue. To accomplish this, a series of individual survey modules are created. Each module features visual prompts of one editorial feature and ten advertisements. (All national ads of 1/3 page or larger are measured for magazines, 1/6 page or larger for newspapers.)

The number of survey modules created per survey is dependent upon the total number of ads being measured in the issue. For example, for an issue-specific study measuring 100 advertisements, 10 individual survey modules are created. Survey modules are randomly served up to respondents, so that all of the national ads in the issue are measured, with each individual respondent exposed to no more than two survey modules (2 editorial features and 20 advertisements).

Respondents are also asked a series of demographic questions for classification purposes.

Exhibit B

Measured Magazines

AARP Magazine	Golf Magazine	Parents
Allure	Good Housekeeping	PC Magazine
Architectural Digest	Gourmet	PC World
Automobile	GQ	People Weekly
Better Homes and Gardens	Guideposts	Popular Mechanics
Bon Appetit	Harper's Bazaar	Prevention
BusinessWeek	Harvard Business Review	Reader's Digest
Car and Driver	House & Garden	Real Simple
Conde Nast Traveler	House Beautiful	Redbook
Cosmopolitan	InStyle	Self
Cottage Living	Inc.	Shape
Country Home	Ladies' Home Journal	SmartMoney
Country Living	Lucky	Southern Living
Elle	Marie Claire	Sports Illustrated
Entertainment Weekly	Martha Stewart Living	The Economist
Esquire	Maxim	The New Yorker
Family Circle	Men's Health	Time
Family Fun	Midwest Living	Traditional Home
Fast Company	Money	Travel + Leisure
Fitness	More	TV Guide
Forbes	Motor Trend	Vanity Fair
Fortune	Newsweek	Vogue
Glamour	O, The Oprah Magazine	W
Golf Digest	Parenting	Woman's Day

Exhibit C

39 Experiences for Overall Magazine Readers

COLUMN A   COLUMN B

Experience	Correlation
I get value for my time and money	0.74
It disappoints me	-0.73
It makes me smarter	0.68
It's my personal timeout	0.55
I often reflect on it	0.53
The stories absorb me	0.51
I learn things first here	0.50
It's part of my routine	0.49
I find the magazine high-quality and sophisticated	0.42
I trust it	0.42
I feel good when I read it	0.42
It's relevant and useful to me	0.41
It's brief and easy for me to read	0.41
I build relationships by talking about and sharing it	0.41
I find unique and surprising things	0.38
It improves me, and helps me try new things	0.35
I save and refer to it	0.32
I keep or share articles	0.30
I think others in the household would enjoy the magazine	0.30
It's for people like me	0.30
It grabs me visually	0.29
I'm inspired	0.29
I get a sense of place	0.28
I'm touched	0.27
I feel I know the writers	0.26
I like seeing people of color in this magazine	0.25
This magazine irritates me	-0.24
I like its seasonality	0.23
I like some of the ads a lot	0.22
I dislike some of the ads	-0.19
It helps me keep track of celebrities	0.16
I relate to the ads	0.13
It requires me to focus	0.13
I read the ads	0.13
It reinforces my faith	0.06
It helps me look good; it's sensual, even sexy	0.06
I want more ad information	0.03
This magazine's Web site is important to me	0.01
It leaves me feeling bad	-0.01
Averages	0.26

Top Ten Ad Impact Drivers from Northeastern Experience Study

1. The stories absorb me
2. I like some ads a lot
3. I find magazine high quality, sophisticated
4. I often reflect on it
5. It makes me smarter
6. I trust it
7. I learn things first here
8. It improves me and helps me try new things
9. I feel goof when I read it
10. It's my personal timeout

5 Engagement Groups & 21 Attributes

Exhibit C

Tips
The magazine gets me to try new things
I really like the tips in the magazine
I use the magazine to learn how to make things
It shows me how to do things the right way

Escape
I lose myself in the pleasure of reading it
It's an escape
Takes my mind off other things that are going on
I like to picture things in my mind while I'm reading
I picture myself at the events and places described

Relevance
It addresses issues/topics of special concern to me
It is important to me that I remember later what I
  have read in the magazine
It updates me on things I try to keep up with
I look at the magazine as educational

Accuracy
It does not sensationalize things
You don't have to worry about accuracy with it
It is unbiased in its reporting
I trust it to tell the truth

Style
The magazine is very sophisticated
It is very professional
The articles really are in-depth
They do a good job of covering things

Exhibit D

<u>Position Bias Analysis-Front & Back</u>

OBJECTIVE: To test the differences occurring when a VISTA custom module is administered in the front of a VISTA study vs. when it is administered in the back.

Readers of a test title were surveyed in samples of 410 and 422 respectively. With these samples sizes, t-tests were conducted on both samples (90% confidence level) to see if there were differences overall and in various demographic cells. Some cells had small numbers (those living with someone, those widowed/divorced/separated, those 55+, those who did not graduate college in one of the tests).

RESULTS:

° When the 21 experiences statements were taken (with 63 total 'collapsed' answers) and compared to respondents' reactions based on whether the custom questions were asked at the front or back, only scattered instances occurring in patterns that might indicate survey bias were identified at the 90% confidence level.

° For some of these differences it appears fatigue is a factor, but for others (like the negative answers of 55+ respondents in some areas, for those who got the questions at the front of the survey) something else seems at work.

° There were only a few areas where bias might be lurking:

     o Marital status, age and education

° When the responses were collapsed into top two box, bottom two box and neutral, and used t-tests, only a few were found with significant differences:

     1. Total respondents- in 3 statements out of 21, respondents who got the questions at the back were more likely to be neutral about a statement than those who got the questions at the front – a low number. In one statement those who got these questions in the front were more likely to agree, but none tipped the scale from disagree to agree.

     2. Marital Status – also no consistent pattern indicating survey bias: there were 3 statements in which single respondents answered differently – more likely to be neutral, but 2 where they got the questions in front where they were more positive – not enough for a pattern. Two differences were noted for married respondents – 1 more likely to agree and 1 more likely to disagree to a statement based on front v. back; just one difference each for respondents living with someone but not married (1 neutral and one agree);

     3. Age Groups – there were more instances with significant differences for age, though still not consistent enough to show bias: 18-34 in two statements, respondents who got the questions at the back were more likely to be neutral, in 3 instances those who got the questions at the front were more likely to agree with positive statements, and in 1 instance to disagree with the positive statement; 35-44-1 instance only (disagree/front); 45-54-1 more likely to agree and one more likely to be neutral; in 55+ 4 instances (front) in which respondents were more likely to disagree with a positive statement, and 1 for back loaded – more likely to agree. Note that 55+ had smaller samples.

     4. Education – there were 4 instances were less educated respondents (also smaller samples) who got the questions in the rear were more likely to be neutral, but this also happened twice in the college grad+ group who got the questions in the rear.
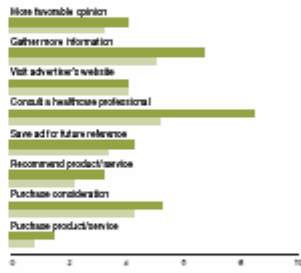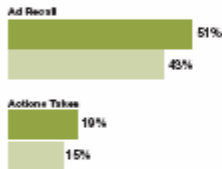
Exhibit E
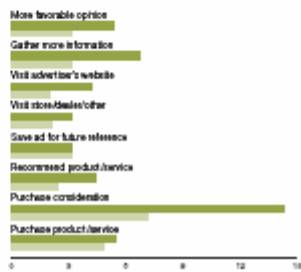**Effectiveness Scores and Actions Taken by 18 Advertising Categories**

Beverage Magazine Ads

Ad Recall
- 58%
- 48%

Actions Taken
- 38%
- 29%

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

DTC Drug Magazine Ads

Ad Recall
- 51%
- 43%

Actions Taken
- 19%
- 15%

More favorable opinion
Gather more information
Visit advertiser's website
Consult a healthcare professional
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

OTC Drug Magazine Ads

Ad Recall
- 51%
- 40%

Actions Taken
- 27%
- 18%

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

■ Agree with engagement statements
□ Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

Entertainment Magazine Ads

Ad Recall
- 57%
- 47%

Actions Taken
- 31%
- 29%

More favorable opinion
Gather more information
Visit advertiser's website
Watched the program/movie
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

Finance Magazine Ads

Ad Recall
- 52%
- 45%

Actions Taken
- 22%
- 18%

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

Fine Jewelry Magazine Ads

Ad Recall
- 59%
- 47%

Actions Taken
- 30%
- 21%

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

■ Agree with engagement statements
□ Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

Hair Care Magazine Ads

Ad Recall: 58% / 48%
Actions Taken: 32% / 24%

Household Furnishings Magazine Ads

Ad Recall: 58% / 45%
Actions Taken: 32% / 23%

Household Products Magazine Ads

Ad Recall: 51% / 41%
Actions Taken: 33% / 23%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

Liquor Magazine Ads

Ad Recall: 58% / 48%
Actions Taken: 33% / 24%

Packaged Food Magazine Ads

Ad Recall: 58% / 48%
Actions Taken: 39% / 30%

Personal Care Products Magazine Ads

Ad Recall: 58% / 46%
Actions Taken: 34% / 26%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

Exhibit F
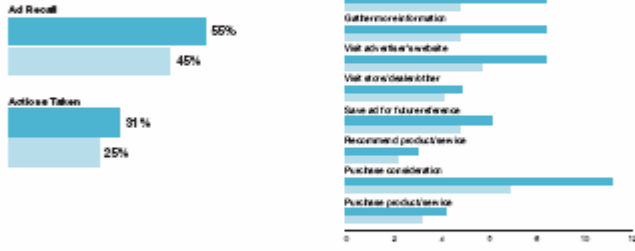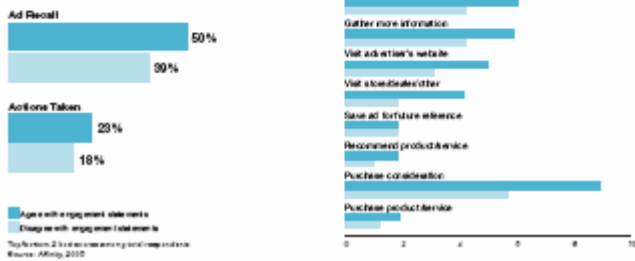Effectiveness Scores and Actions Taken By Fifteen Magazine Genres:

Epicurean Magazines

Ad Recall: 57% / 45%

Actions Taken: 31% / 29%

Fashion Magazines

Ad Recall: 62% / 52%

Actions Taken: 38% / 25%

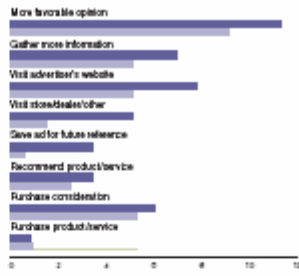
General Interest Magazines

Ad Recall: 52% / 39%

Actions Taken: 29% / 15%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

Health/Fitness Magazines

Ad Recall: 55% / 49%

Actions Taken: 29% / 21%

Men's Magazines

Ad Recall: 57% / 46%

Actions Taken: 31% / 22%

News Magazines

Ad Recall: 49% / 43%

Actions Taken: 21% / 15%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2005

409

Parenting Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

56%
45%

Actions Taken

36%
24%

Shelter Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

55%
45%

Actions Taken

31%
25%

Sports Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

50%
39%

Actions Taken

23%
18%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 boxes scores among total respondents
Source: Affinity, 2005

Technology Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

53%
41%

Actions Taken

27%
23%

Travel Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

51%
43%

Actions Taken

27%
16%

Women's Magazines

Ad Recall

More favorable opinion
Gather more information
Visit advertiser's website
Visit store/dealer/other
Save ad for future reference
Recommend product/service
Purchase consideration
Purchase product/service

58%
47%

Actions Taken

31%
24%

Agree with engagement statements
Disagree with engagement statements
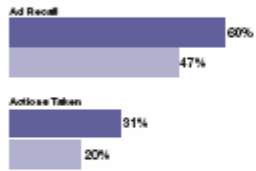Top/bottom 2 boxes scores among total magazine readers
Source: Affinity, 2005

Exhibit G
Effectiveness Scores and Actions Taken By Fifteen Selected Print Campaigns:
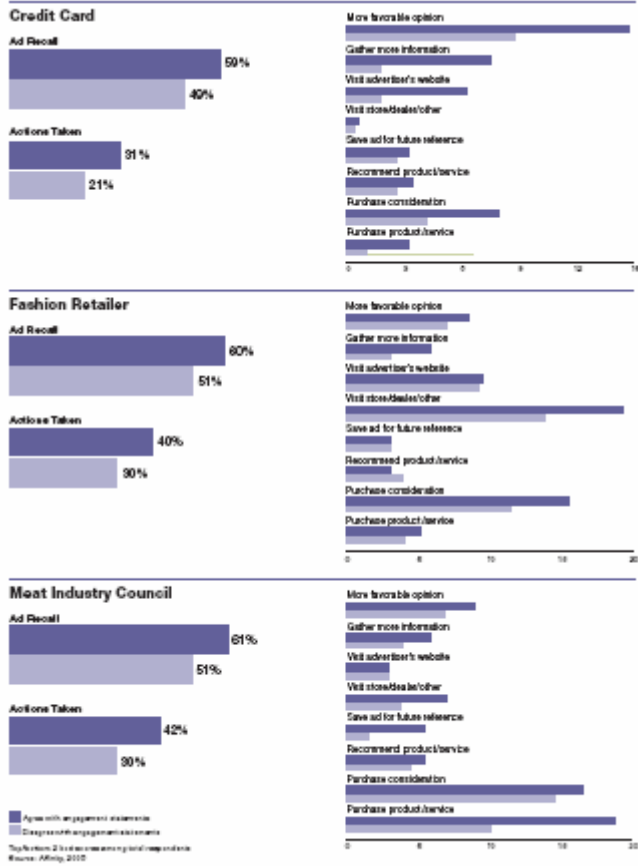
Upscale SUV
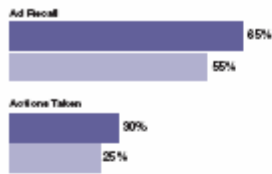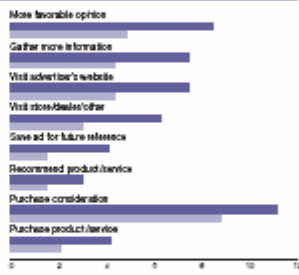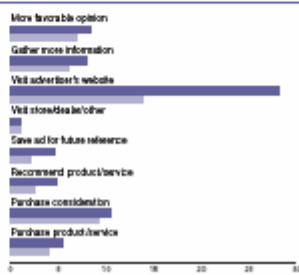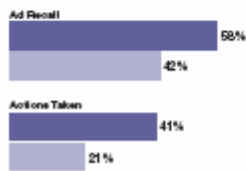
Ad Recall: 65% / 55%

Actions Taken: 30% / 25%
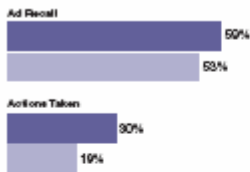
More favorable opinion; Gather more information; Visit advertiser's website; Visit store/dealer/other; Save ad for future reference; Recommend product/service; Purchase consideration; Purchase product/service

Jewelry

Ad Recall: 60% / 47%

Actions Taken: 31% / 20%

Travel Website

Ad Recall: 58% / 42%

Actions Taken: 41% / 21%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
Source: Affinity, 2006

Premium Vodka

Ad Recall: 59% / 53%

Actions Taken: 30% / 19%

Designer Luggage

Ad Recall: 60% / 59%

Actions Taken: 30% / 24%
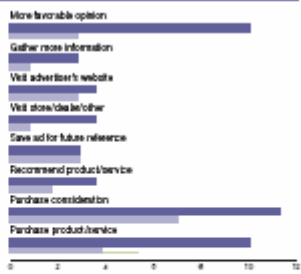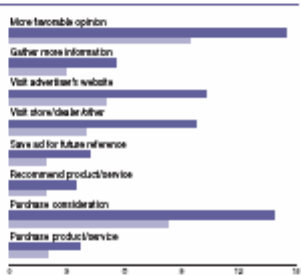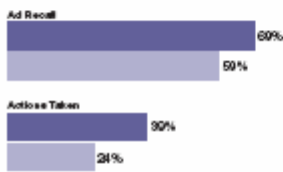
Home Improvement Retailer
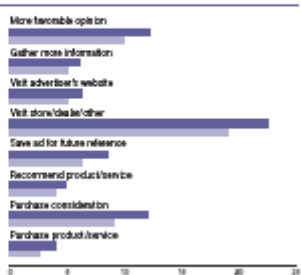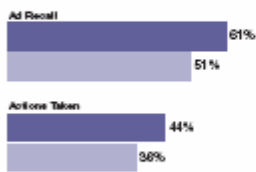
Ad Recall: 61% / 51%

Actions Taken: 44% / 36%

Agree with engagement statements
Disagree with engagement statements
Top/bottom 2 box scores among total respondents
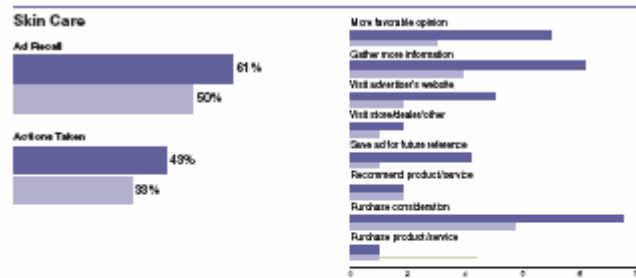Source: Affinity, 2006
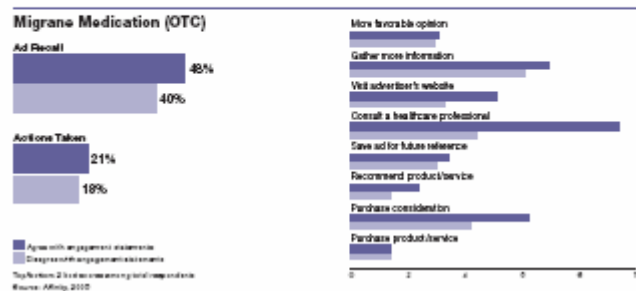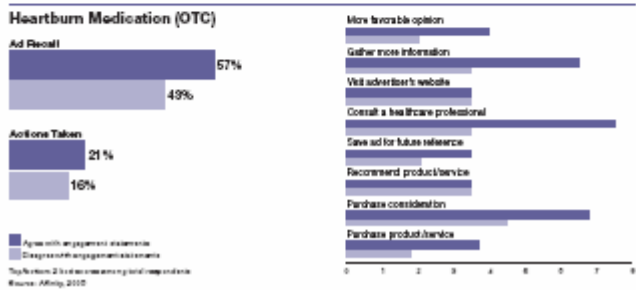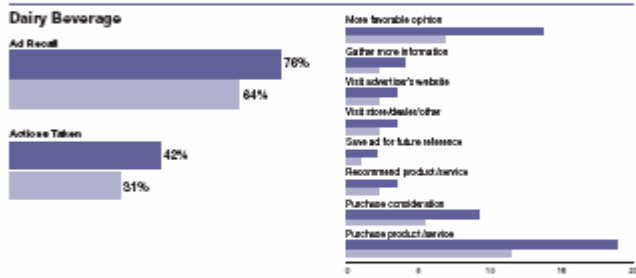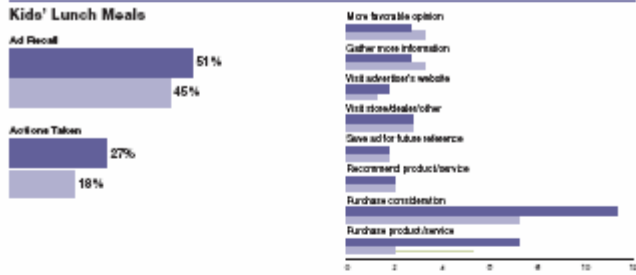
Exhibit H

Correlations with Ad Recall

name	LABEL	Ad Recall
fa8	ideas and tips	0.131
fa15	transportation	0.131
MPA011	The magazine gets me to try new things	0.131
MPA012	I really like the tips in the magazine	0.118
fa2	makes me smarter	0.114
MPA024	I like to picture things in my own mind while I am reading it	0.114
fa5	sophisticated	0.114
MPA021	I lose myself in the pleasure of reading it	0.112
MPA033	It updates me on things I try to keep up with	0.111
MPA032	It is important to me that I remember later what I have read in mag	0.111
MPA025	I can picture myself at the scene of the events and places described	0.109
MPA051	The magazine is very sophisticated	0.104
MPA023	The magazine takes my mind off other things that are going on	0.101
MPA052	It is very professional	0.098
MPA022	It's an escape	0.097
MPA054	They do a good job of covering things. They don't miss things.	0.096
MPA014	It shows me how to do things the right way	0.094
MPA013	I use the magazine to learn how to make things	0.089
MPA053	The articles really are in-depth	0.087
MPA031	It addresses issues or topics of special concern to me	0.086
MPA034	I look at the magazine as educational. I am gaining something	0.081
MPA044	I trust it to tell the truth	0.005
MPA041	It does not sensationalize things	-0.003
MPA042	You don't have to worry about accuracy with it	0.002
fa4	trust	0.001
MPA043	It is unbiased in its reporting	0

name	LABEL	actions taken
fa8	ideas and tips	0.148
MPA011	The magazine gets me to try new things	0.145
fa15	transportation	0.131
MPA025	I can picture myself at the scene of the events and places described	0.127
MPA014	It shows me how to do things the right way	0.122
MPA013	I use the magazine to learn how to make things	0.12
MPA024	I like to picture things in my own mind while I am reading it	0.109
fa5	sophisticated	0.107
MPA032	It is important to me that I remember later what I have read in mag	0.106
MPA021	I lose myself in the pleasure of reading it	0.104
fa2	makes me smarter	0.103
MPA023	The magazine takes my mind off other things that are going on	0.099
MPA051	The magazine is very sophisticated	0.098
MPA054	They do a good job of covering things. They don't miss things.	0.097
MPA022	It's an escape	0.094
MPA012	I really like the tips in the magazine	0.094

MPA033	It updates me on things I try to keep up with	0.09
MPA053	The articles really are in-depth	0.088
MPA034	I look at the magazine as educational. I am gaining something	0.079
MPA052	is very professional	0.078
MPA031	It addresses issues or topics of special concern to me	0.074
MPA044	I trust it to tell the truth	0.027
fa4	trust	0.024
MPA043	It is unbiased in its reporting	0.022
MPA042	You don't have to worry about accuracy with it	0.019
MPA041	It does not sensationalize things	0.016

Correlations with ad score, combined recall with actions taken

name	LABEL	Ad Score
fa8	ideas and tips	0.148
MPA011	The magazine gets me to try new things	0.145
fa15	transportation	0.131
MPA025	I can picture myself at the scene of the events and places described	0.127
MPA014	It shows me how to do things the right way	0.122
MPA013	I use the magazine to learn how to make things	0.12
MPA024	I like to picture things in my own mind while I am reading it	0.109
fa5	sophisticated	0.107
MPA032	It is important to me that I remember later what I have read in mag	0.106
MPA021	I lose myself in the pleasure of reading it	0.104
fa2	makes me smarter	0.103
MPA023	The magazine takes my mind off other things that are going on	0.099
MPA051	The magazine is very sophisticated	0.098
MPA054	They do a good job of covering things. They don't miss things.	0.097
MPA022	It's an escape	0.094
MPA012	I really like the tips in the magazine	0.094
MPA033	It updates me on things I try to keep up with	0.09
MPA053	The articles really are in-depth	0.088
MPA034	I look at the magazine as educational. I am gaining something	0.079
MPA052	It is very professional	0.078
MPA031	It addresses issues or topics of special concern to me	0.074
MPA044	I trust it to tell the truth	0.027
fa4	trust	0.024
MPA043	It is unbiased in its reporting	0.022
MPA042	You don't have to worry about accuracy with it	0.019
MPA041	It does not sensationalize things	0.016

Correlations with Reader Usage Measures (RUM)

name	LABEL	RUM
fa2	makes me smarter	0.275
MPA031	It addresses issues or topics of special concern to me	0.251
MPA033	It updates me on things I try to keep up with	0.251
MPA021	I lose myself in the pleasure of reading it	0.25

MPA032	It is important to me that I remember later what I have read in mag	0.228
MPA011	The magazine gets me to try new things	0.223
MPA012	I really like the tips in the magazine	0.22
fa15	transportation	0.217
MPA034	I look at the magazine as educational. I am gaining something	0.204
fa8	ideas and tips	0.203
MPA054	They do a good job of covering things. They don't miss things.	0.193
fa5	sophisticated	0.19
MPA022	It's an escape	0.179
MPA052	It is very professional	0.161
MPA053	The articles really are in-depth	0.16
MPA023	The magazine takes my mind off other things that are going on	0.16
MPA024	I like to picture things in my own mind while I am reading it	0.152
MPA025	I can picture myself at the scene of the events and places described	0.147
MPA014	It shows me how to do things the right way	0.136
MPA051	The magazine is very sophisticated	0.134
MPA013	I use the magazine to learn how to make things	0.1
MPA044	I trust it to tell the truth	-0.033
fa4	trust	-0.031
MPA041	It does not sensationalize things	-0.026
MPA043	It is unbiased in its reporting	-0.026
MPA042	You don't have to worry about accuracy with it	-0.023

Exhibit I

To what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
I believe this ad	●	●	●	●	●
This ad touches me deep down	●	●	●	●	●
This ad effects me emotionally	●	●	●	●	●
This ad will lead me to try new things	●	●	●	●	●
This ad shows me how to do things	●	●	●	●	●
I would likely share this ad with others	●	●	●	●	●
I would likely talk about this ad with others	●	●	●	●	●
This ad is for someone like me	●	●	●	●	●
This ad deals with something that I relate to	●	●	●	●	●
This ad inspires me	●	●	●	●	●
This ad makes me feel good about myself	●	●	●	●	●
This ad is sophisticated	●	●	●	●	●
I have a better sense of the product	●	●	●	●	●
I found this ad humorous	●	●	●	●	●
This ad leaves me feeling good	●	●	●	●	●
This ad is an escape for me	●	●	●	●	●
This ad absorbs my attention	●	●	●	●	●
This ad makes me smarter	●	●	●	●	●
I get ideas from this ad	●	●	●	●	●
This ad updates me on things I follow	●	●	●	●	●
This ad makes me picture things in my mind	●	●	●	●	●
I look at the pictures in this ad and say "wow"	●	●	●	●	●
This ad is pretty cool	●	●	●	●	●
This ad is unusual	●	●	●	●	●
This ad has something that surprises me	●	●	●	●	●
I would want to save this ad	●	●	●	●	●

Exhibit J

Beauty

Top 15 Attributes

Night Cream Ad A

I have a better sense of the product/service from ad

This ad deals with something I can relate to

This ad is for someone like me

This ad is sophisticated

I believe this ad

This ad updates me on things I follow

I get ideas from this ad

I look at the pictures in this ad and say "Wow!"

This ad makes me picture things in my own mind

This ad absorbs my attention

This ad inspires me

This ad shows me how to do things

This ad leaves me feeling good

This ad makes me feel good about myself

This ad is pretty cool

Night Cream Ad B

This ad deals with something I can relate to

I have a better sense of the product/service from ad

This ad is unusual

This ad is sophisticated

This ad is pretty cool

This ad absorbs my attention

This ad is for someone like me

This ad makes me picture things in my own mind

I believe this ad

This ad will lead me to try new things

I get ideas from this ad

This ad has something that surprises me

I look at the pictures in this ad and say "Wow!"

This ad updates me on things I follow

This ad leaves me feeling good

Source: Affinity
Research, 2007

Travel

Top 15 Attributes

Cruise Line Ad A

I have a better sense of the product/service from ad

I believe this ad

This ad is sophisticated

This ad deals with something I can relate to

This ad makes me picture things in my own mind

I get ideas from this ad

This ad is unusual

This ad is pretty cool

This ad absorbs my attention

This ad is for someone like me

This ad leaves me feeling good

This ad is an escape for me

This ad has something that surprises me

I would likely talk about this ad with others

This ad will lead me to try new things

Cruise Line Ad B

This ad is sophisticated

This ad is unusual

This ad makes me picture things in my own mind

This ad absorbs my attention

This ad is pretty cool

This ad leaves me feeling good

This ad deals with something I can relate to

I get ideas from this ad

I look at the pictures in this ad and say "Wow!"

I believe this ad

This ad is for someone like me

This ad inspires me

This ad is an escape for me

I have a better sense of the product/service from ad

This ad has something that surprises me

Source: Affinity Research, 2007

Cereal

Top 15 Attributes for Ads Tested

Cereal Ad A

I believe this ad

This ad is unusual

This ad deals with something I can relate to

I found this ad humorous

I have a better sense of the product/service from ad

This ad absorbs my attention

This ad is pretty cool

This ad leaves me feeling good

This ad is for someone like me

I look at the pictures in this ad and say "Wow!"

This ad makes me picture things in my own mind

This ad will lead me to try new things

This ad updates me on things I follow

I get ideas from this ad

I would likely share this ad with others

Cereal Ad B

I believe this ad

I have a better sense of the product/service from ad

This ad deals with something I can relate to

This ad is for someone like me

This ad is pretty cool

This ad leaves me feeling good

This ad is sophisticated

This ad absorbs my attention

This ad updates me on things I follow

This ad inspires me

I get ideas from this ad

This ad will lead me to try new things

This ad makes me picture things in my own mind

This ad makes me smarter

I would likely share this ad with others

Source: Affinity
Research, 2007

Exhibit K

Automotive
Top 15 Attributes for Ads Tested

Ad A

This ad is sophisticated

This ad is pretty cool

This ad makes me picture things in my mind

This ad deals with something I can relate to

This ad leaves me feeling good

This ad absorbs my attention

This ad is for someone like me

I have a better sense of the product

I believe this ad

This ad is unusual

I get ideas from this ad

I look at pictures of this ad and say "wow"

This ad has something that surprises me

This ad inspires me

This ad effects me emotionally

Ad B

This ad leaves me feeling good

This ad is sophisticated

This ad is unusual

This ad is pretty cool

This ad makes me picture things in my own mind

This ad deals with something I can relate to

This ad absorbs my attention

This ad affects me emotionally

I believe this ad

This ad is for someone like me

This ad inspires me

This ad has something that surprises me

This ad makes me feel good about myself

I look at the pictures in this ad and say "Wow!"

This ad touches me deep down