

PRINT EFFECTIVENESS WRITE UP

Elie Aoun, Ipsos MediaCT

Introduction

The Media planners and buyers in our region are provided with information regarding the Industry's readership which can be used to negotiate advertisement space, and to make good and efficient media plans for their clients. They simply look at the estimates of how many people look at a publication, whether a magazine or a newspaper as a whole. Based on those estimates the media planners judge the likeliness of readers viewing their ads and in which positions and sizes, and they surely felt that this is not enough.

There have been several studies conducted by media agencies, publishers, and research companies to find a better understanding of these factors, because they know that the amount charged for each space depends on the position and size of the advertisement.

They also knew that there are other factors that can influence the advertisements' impact such as:

- The amount of advertising clutter in the publishing.
- The reader's interest in the product
- The level of creativity and its execution
- The time that the ad has been running

Different studies have used different measures to study the impact of advertisements such as:

- Page Traffic (percentage of readers who have opened a given spread).
- Advertisement Recall.
- Ad Noting (measure to where readers recognize having seen an ad).
- Ad Association or Attribution.
- Ad Reading (Whether having actually read parts of the Ad or all of the Ad)

Part 1: Research Objectives

The Print Effectiveness Survey is a study that was conducted by Ipsos Media CT in the MENA region in 2008 for Starcom. This study was conducted in an aim to understand how print media is consumed by its readers. The objectives of this research are divided into the following:

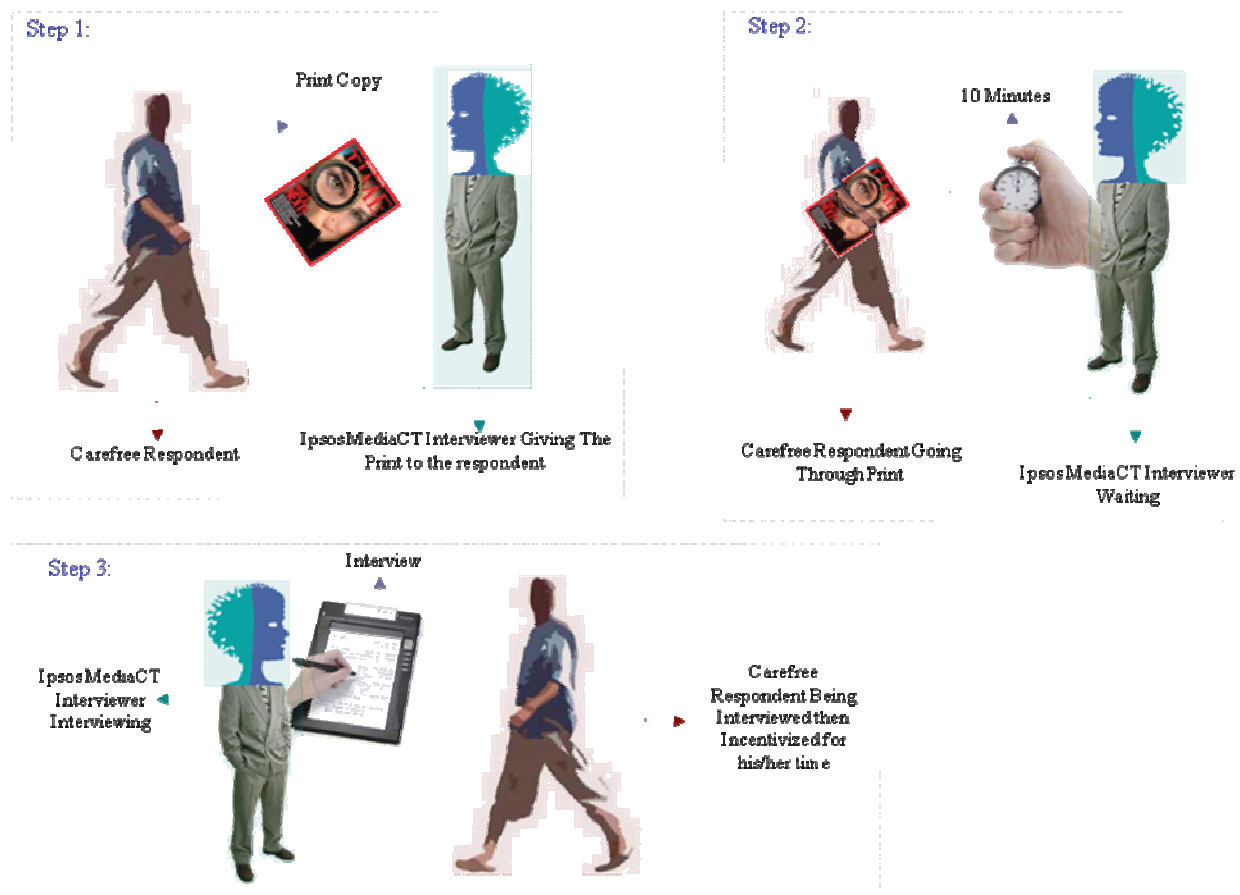
- Primary research objectives:
 - Measure the effectiveness of print positioning
 - Identify the correlation between recall scores and positioning & execution
 - Gauge into readership patterns
- Secondary research objectives:
 - Identify impact on purchase intent.

Part 2: Methodology Used for this Research

The interviews were conducted Face to Face through random method. In random method, respondents are contacted randomly without any references. The study was conducted for 6 newspapers and 3 magazines.

1. Respondent is given a selected publication (publication title is based on provided list by the client) to browse through for a period of approximately 10 minutes.
2. Respondent is then asked to provide his demographic details as well as answer a number of readership habits questions (e.g.: frequency of reading, duration of reading, location of reading...etc.)
3. Post the above, the respondent will be asked unaided and aided advertising recall of the advertisements he/she has seen in the publication given to him/her in the beginning of the interview. Both levels of advertising recall will be asked by category and by brand and probed by the same.
4. Finally, the respondent will be asked a short battery of questions regarding general diagnostics of the advertisement seen (e.g.: message recall, intention to use product advertised...etc.)

Photo #1



Part 3: Field Methodology

We divide field procedures into three inter-related phases

- Pre-Field Phase
- Field-work Phase
- Post-Field Phase

Each phase contains different procedures to complete the research efficiently and effectively.

1. **Pre-Field Phase:** In this preparation phase all field related issues are identified. It is made sure that all the materials required for the smooth execution of a project are prepared and kept ready. Typically it takes about 6 – 8 days to prepare the material after the final questionnaire in main language is finalized. The questionnaire is considered finalized only after a couple of pilot interviews are conducted for fine tuning. While questionnaire is pilot tested, interviewers are recruited for the project. Teams of 5 – 7 interviewers each were formed and supervised by field supervisor who in turn reports to field controller. Senior research personnel, designs the sample distribution which is adhered to during entire field work process.

Just before field work day, briefing is conducted among interviewers and other field personnel. Usually the briefings are conducted by the research personnel in each centre. A session of mock calls is followed to train interviewers going into details of the questionnaire. Almost one day training is carried out before setting out on the field.

2. **Field-work Phase:** This is the phase where actual data collection takes place. As per Ipsos MediaCT standards, a team of interviewer working on the project is constantly monitored by a field supervisor. As per the standard, over the entire project time 20% of each interviewer’s work is accompanied and checked by supervisor for face to face approach.

Typically 20 % of each interviewer’s work is accompanied by supervisor for face to face.

Usually, it is ensured that 50% of the total work carried out by each interviewer is checked for its quality.

3. **Post-Fielding Phase:** This is the phase where all completed interviews in face to face approach are edited for logic check, corrections if any, re-contacting respondent for illogical response etc. Thus 100 % of questionnaires are edited and are taken for coding. All the responses that are not pre-coded are assigned exclusive codes for each response. Data entry is done by a team of data entry operators. For the same they use special proprietary data entry software. Post data entry, to ensure that quality standards are maintained, randomly 10% of the entered data is checked for correctness.

Various weighing calculations will be carried out and using various analytical tools data is validated and analyzed. Final report is generated by senior research personnel who takes care of not only the findings of the research but also takes care of recommendations and suggestions if any.

Part 4: Geographical Coverage

The study was conducted in KSA and UAE.

Part 5: The Target Group for the Research

The target group for the research will be:

- Males and Females
- Aged 15 years old and above
- Locals, Arabs and Expats
- Readers of publication/weekly (based on the average issue readership)

Part 6: The Sampling Process

In such research sampling process plays a very important role. A systematic sampling procedure will be followed to identify the respondents for the survey. However, due to regional restrictions, the quota sampling will be used to derive at sample spread.

Sampling of household

Entire city will be divided into small areas. The number of areas will depend on the total sample size and number of interviews expected in any one area. The same number of interviews will be conducted in each area. Usually a minimum of 5 and maximum of 15 interviews are conducted in each area and they are in multiple of 5, in this case random interviews will be conducted.

If random interviews are conducted, after every successful interview, three doors on the right hand side will be skipped. If snow bowling is done, an individual will be asked to refer to three people in required quota. These individuals will be contacted and will be requested to refer to three more people in the required quota. The second level of individuals will be contacted and interviewed. And the process will continue (simple and not nested in order to maximize efficiency of the randomization process).

Sampling of respondent

The selection of respondent within each randomly selected household will be done based on the quota. The total proposed sample size will be spread across various demographic breaks such as age, gender and nationality. If the person responding to the interviewer does not meet the requirements, in the same household an individual meeting required criteria will be asked for and if found, interview will be carried out (especially for boosted sample).

Part 7: The Sample Size

We conducted 1,360 interviews across the 2 countries.

Part 8: The Information Area

Based on the objectives set, the information areas can be listed as follows.

- **Demographic Data:**
 - Age
 - Nationality
 - Education
 - Occupation
 - Monthly household income

- **Readership Behavior/ Patterns of Browsing through a Pub/Mag:**
 - Frequency of Reading the issue
 - Recency of reading the issue
 - Time spent reading the issue
 - The Way of Holding into a Pub/ Magazine
 - First section go through (most part interested on into)
 - Content driven versus visual
 - Editorial versus advertorial
 - Readership patterns of the supplements included
- **Ad Recall by Publication/Weekly:**
 - Unaided recall of categories/ brands
 - Aided recall (the names recalled after the naming of the categories and brands decided in consultation with the client)
- **Assessment of the ad recalled:**
 - Likeliness of reading the ads
 - Message recall
 - Element recall/Cut through the ad
 - Recency of viewing various channels mentioned
 - Involvement/ motivation of the ad
- **Engagement and intent:**
 - A short battery of statement will be administered and reaction will be collected for the Ad. The statement will measure the following:
 - Attitude towards the ad
 - Information seek
 - Brand interaction

Part 9: Projection and Weighting Used

There are three different weighting techniques used globally. We will use the **RIM WEIGHTING**.

Rim weighting

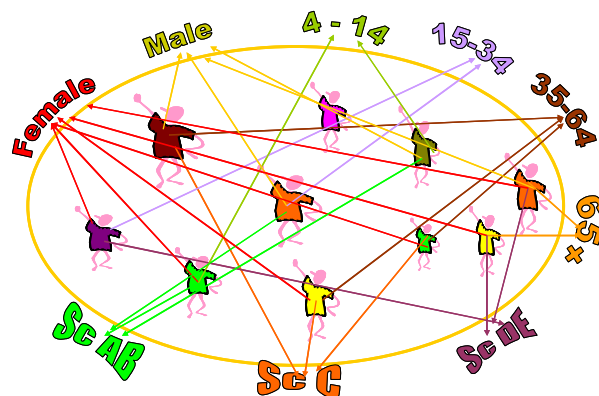
For a penetration research of this nature, it is very important to project the total sample size to the universe. Based on the sample spread the weights are generated for each weighing parameters. There are different weighing methods that one can follow. Keeping in mind the research requirement, we propose implementing rim weighting for the project.

As per definition of rim weighting, it attributes weight to each individual that will represent this individual in all categories in which he/she is present.

Rim weighting is very useful as it allows flexibility of analysis by a large number of “useful” categories and we can stimulate a cell matrix. However, the only disadvantage is that is a very complex method and due to its complexity, it’s difficult to replicate it.

The following diagram gives an idea about rim weighting.

Photo #2

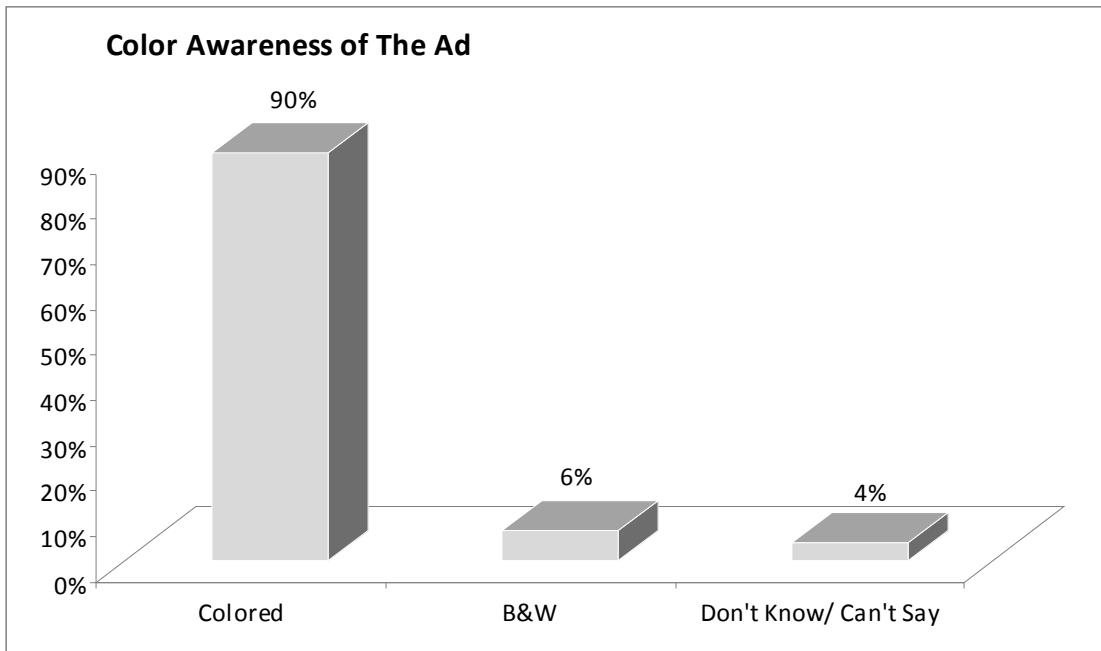


Conclusions

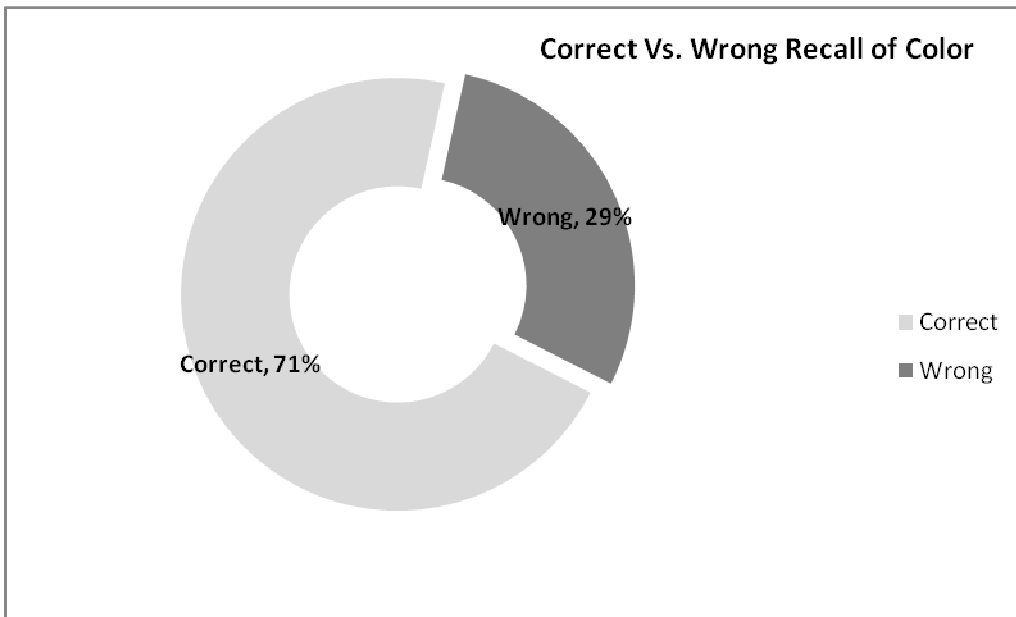
The information that was discovered from such a study can be put into great use by media planners and publishers. To be able to get a better understanding of how readers perceive printed advertisements helps them reach their targets much more accurately. The following are some examples of what was discovered from the study.

- Most respondents recalled the **newspapers** ads to be colored. When comparing between the actual ads and the recalled answers we found the difference between actual and recalled to be 15%. More colors, more awareness.

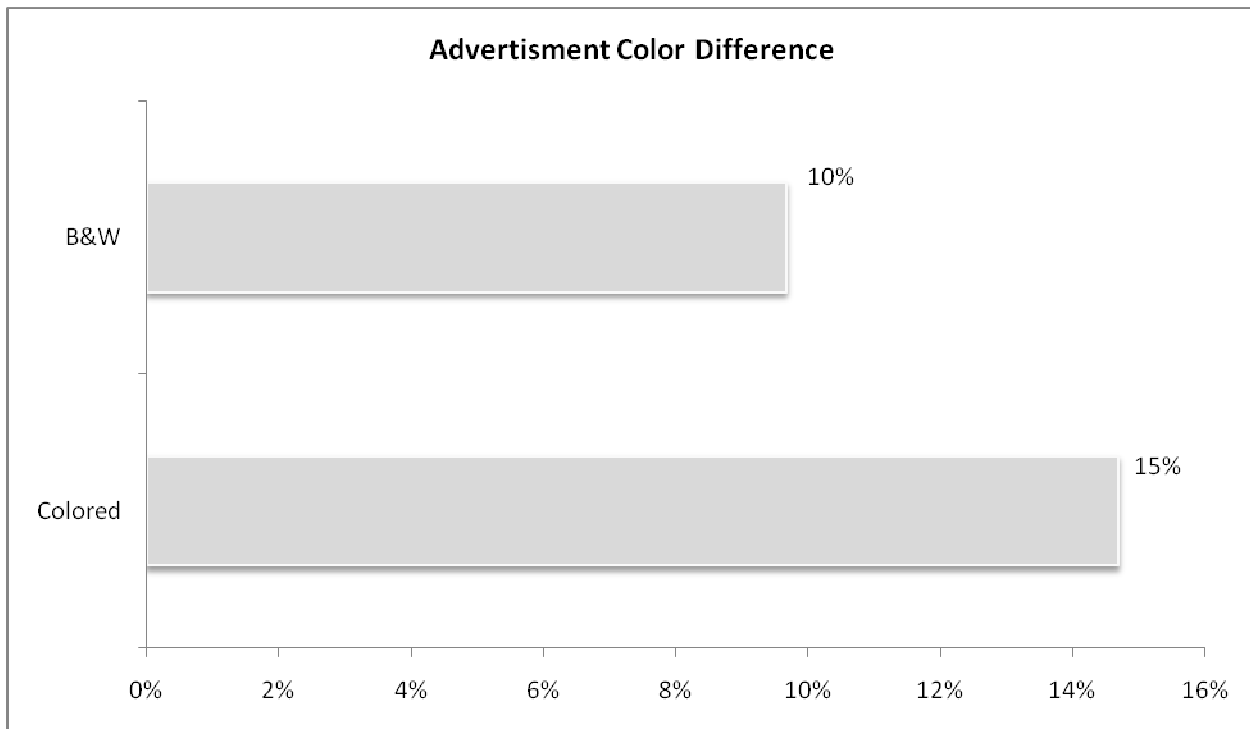
Graph #1



Graph #2

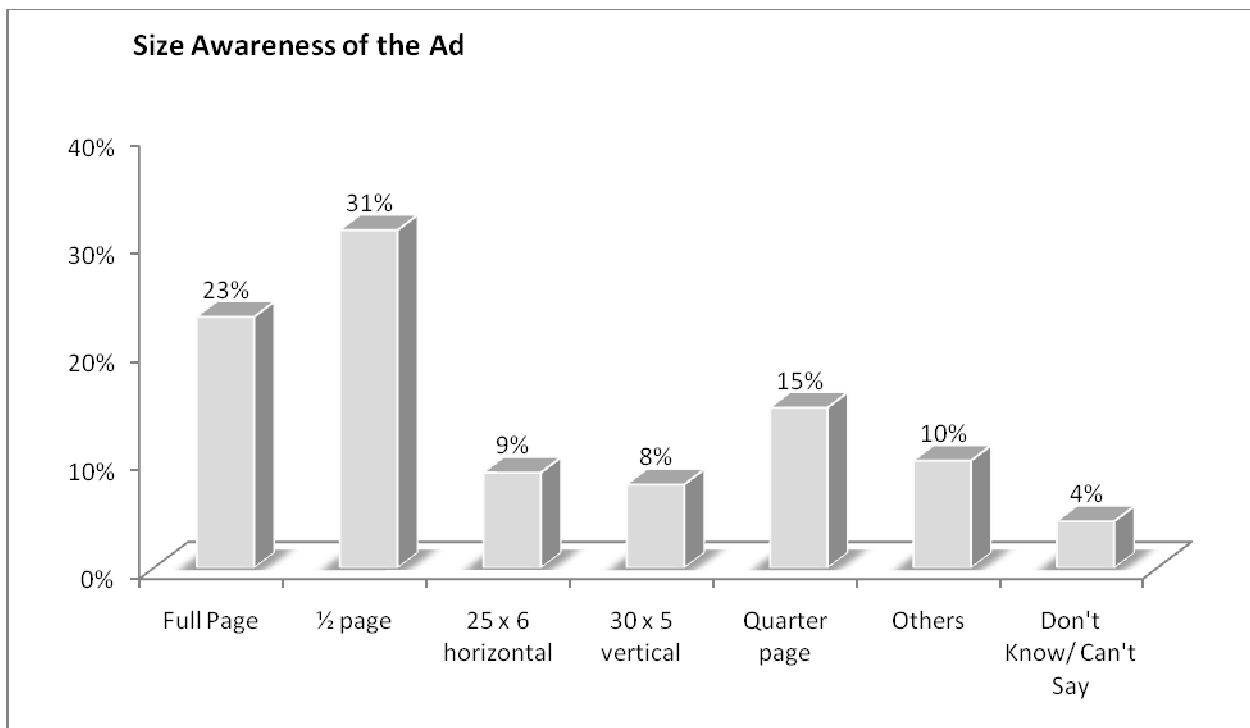


Graph #3

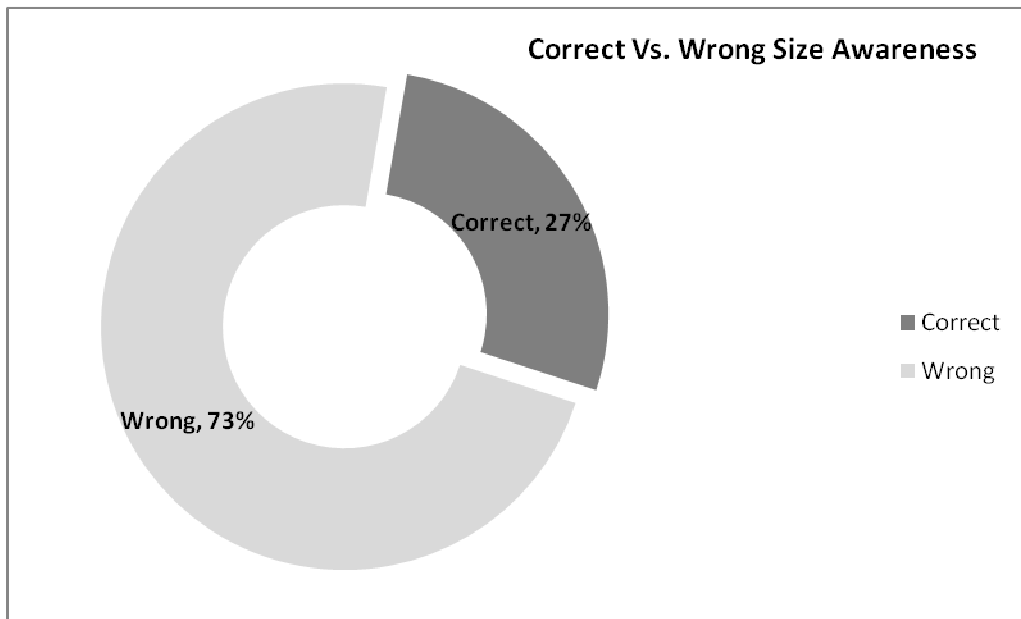


- Most recalled sizes of a **newspaper** advertisement were Full Page and ½ a page and when comparing with the actual advertisements the differences were 26% and 29% consecutively which is the closest to reality compared to other sizes. Which shows that bigger advertisements have a stronger awareness and last more in the respondents memories than smaller ones.

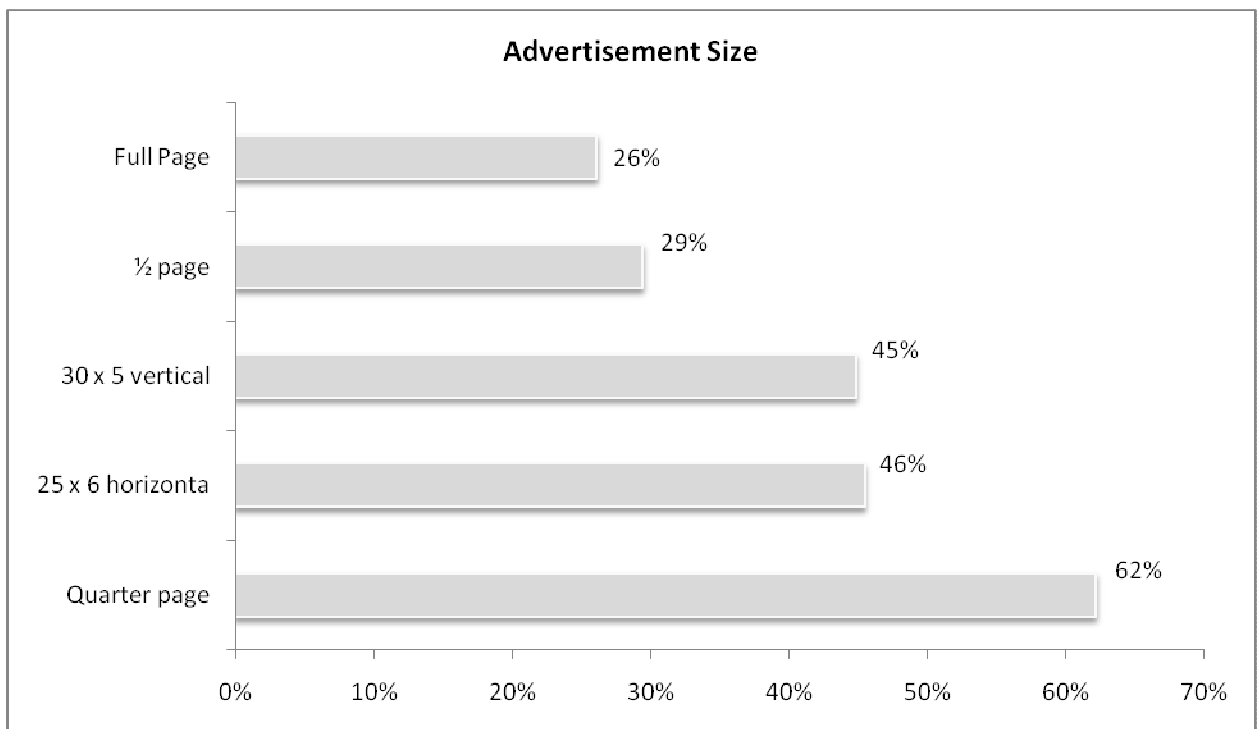
Graph #4



Graph #5

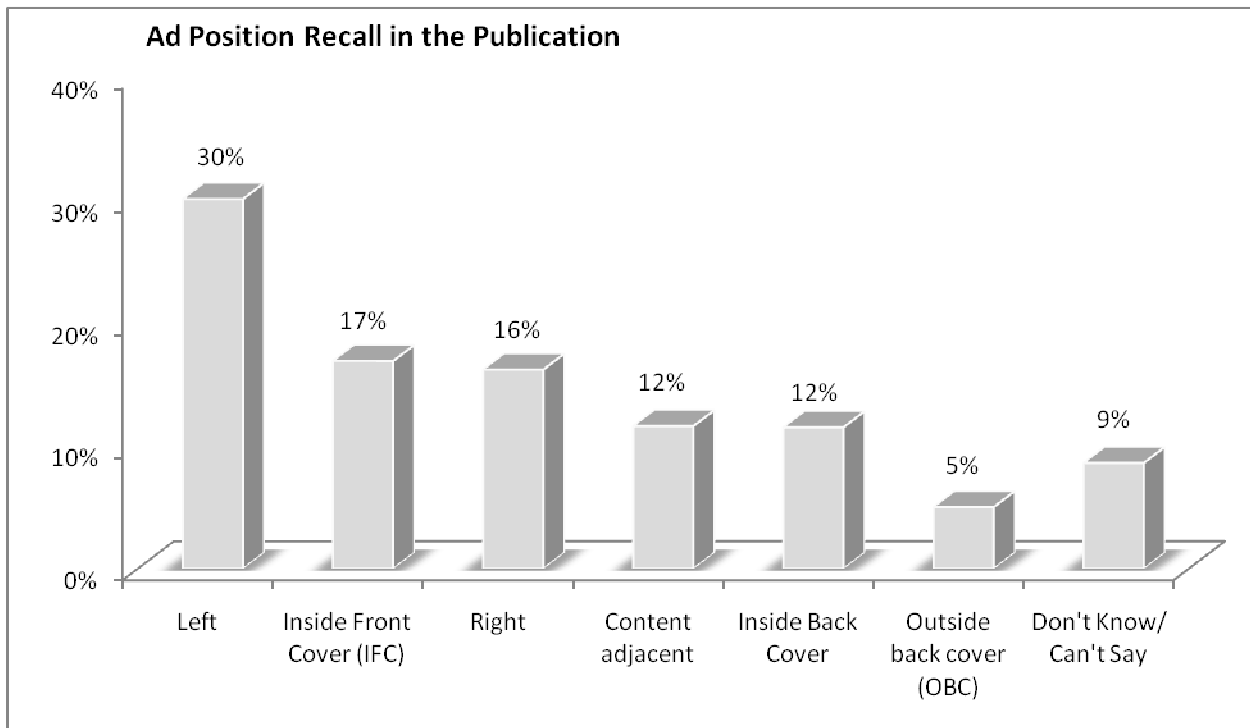


Graph #6

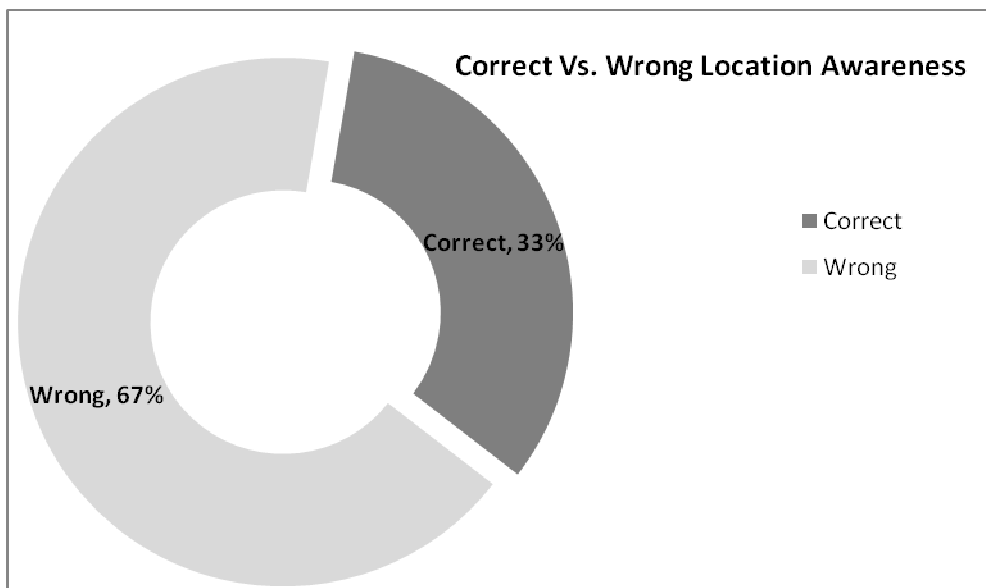


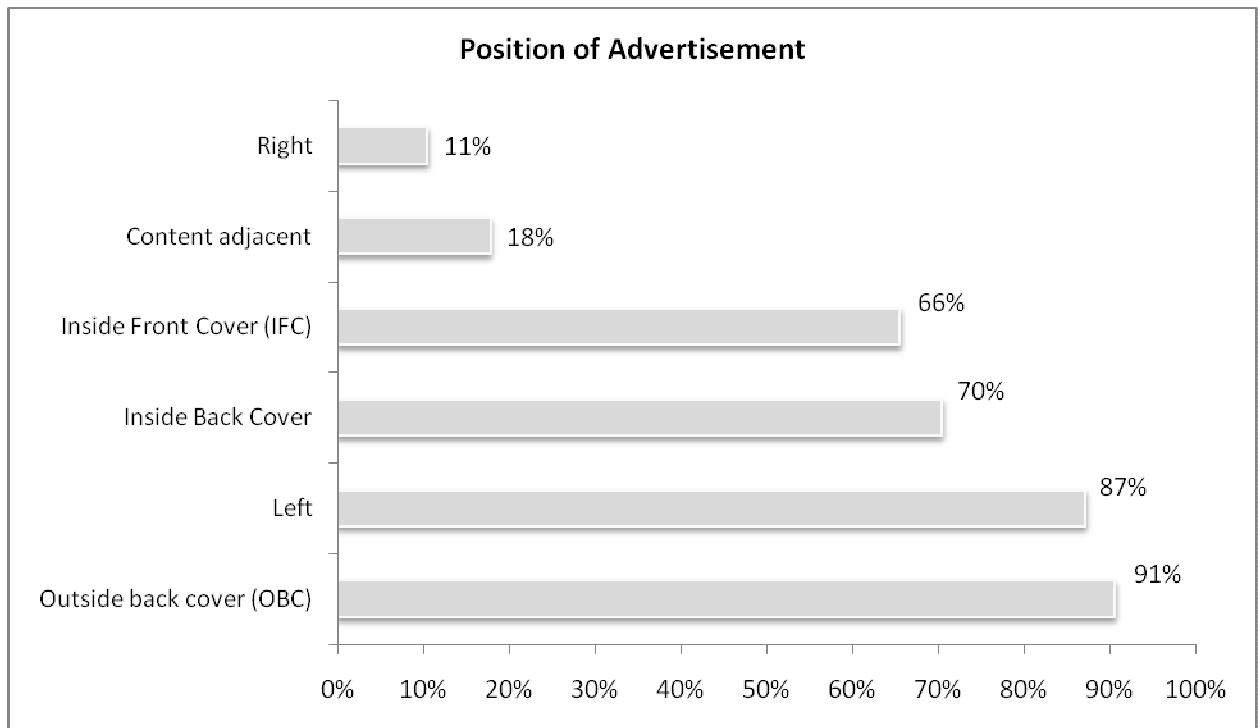
- Left, Inside Front Cover and right are what respondents recall seeing advertisements on in **magazines**. But Right, Content adjacent and Inside Front Cover advertisements were recalled better and closer to the actual than the rest of the positioned advertisements.

Graph #7



Graph #8



Graph #9**References**

Green, A. (2007). Is a newspaper double paged spread twice as impactful as a page?. Retrieved from <http://www.warc.com/ArticleCenter/Default.asp?CType=A&AID=WORDSEARCH85437&Tab=A>

