

The logo for Ad Impact Monitor is a dark blue teardrop shape with the text 'ad impact monitor.' in white, lowercase, sans-serif font.

ad
impact
monitor.

Advertising impact and success with consumer magazines:

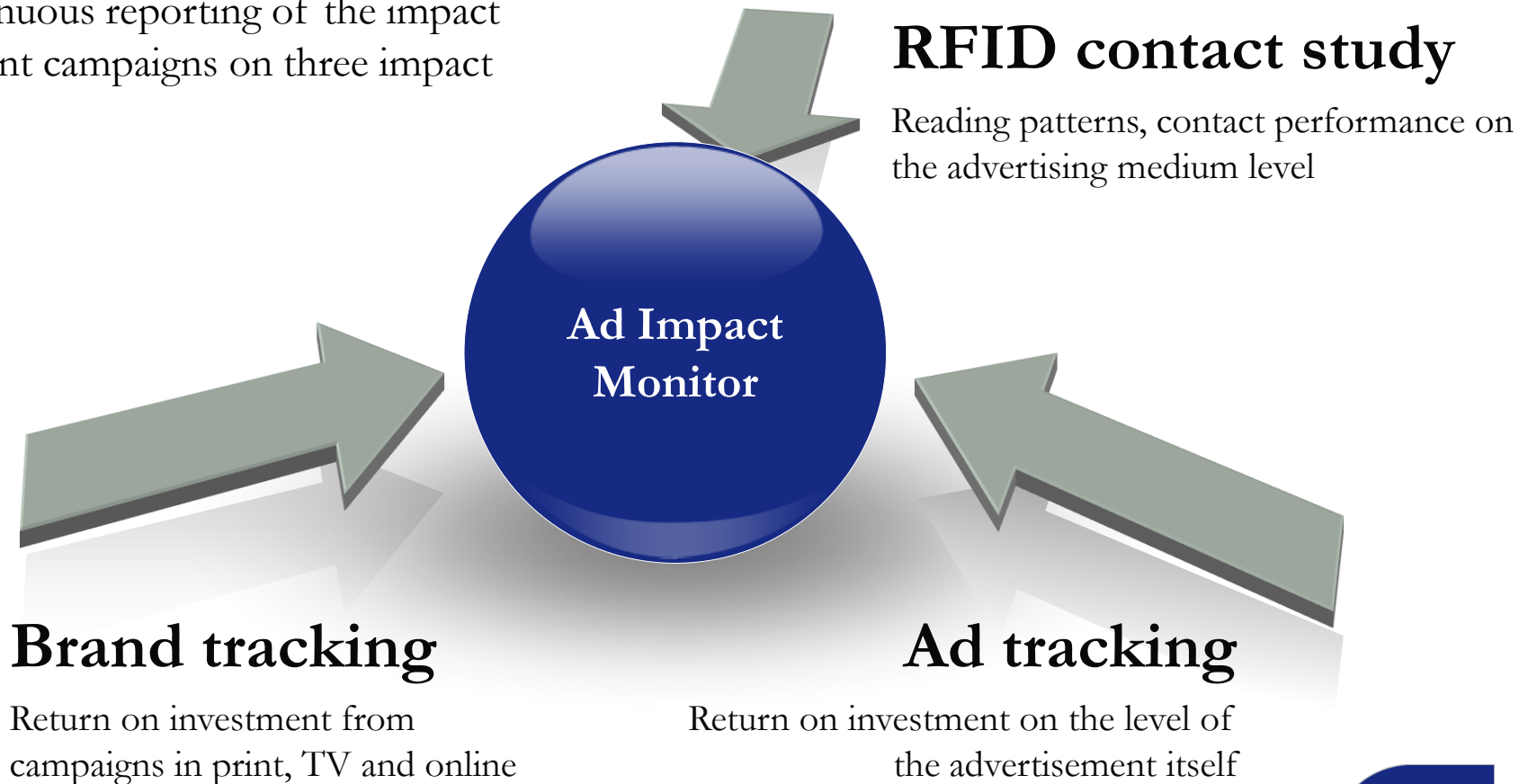
**Ad Impact Monitor (AIM) -
an initiative of the Association of
German Magazine Publishers (VDZ)**

Evidence of advertising impact

The three modules of Ad Impact Monitor

The aim:

Continuous reporting of the impact of print campaigns on three impact levels.



A woman in a white shirt and black skirt is walking past a man lying on a white sofa. The man is wearing a white t-shirt and blue jeans, and is holding a magazine. The background is a plain grey wall.

Brand tracking

Return on investment from
campaigns in print, TV and online

What is the purpose of brand tracking?

The brand tracking element of the Ad Impact Monitor determines the impact contributed by magazines in the media mix: How have awareness, willingness to buy, usage and other brand parameters been affected by the advertising? How do contacts in the print, TV and online channels differ in their effect? One use of the tracking data is as a vital input for mathematical sales modelling, which forecasts the return on investment from advertising spending.

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monitor.

AIM brand tracking – the method

Survey content

Brands

Information for each of 6 industries and 250 brands in total

Media

109 periodicals, 55 online offers and 15 TV stations

Target groups

Socio-demographic, attitudes, product interests

Recording of print, online and TV media plans

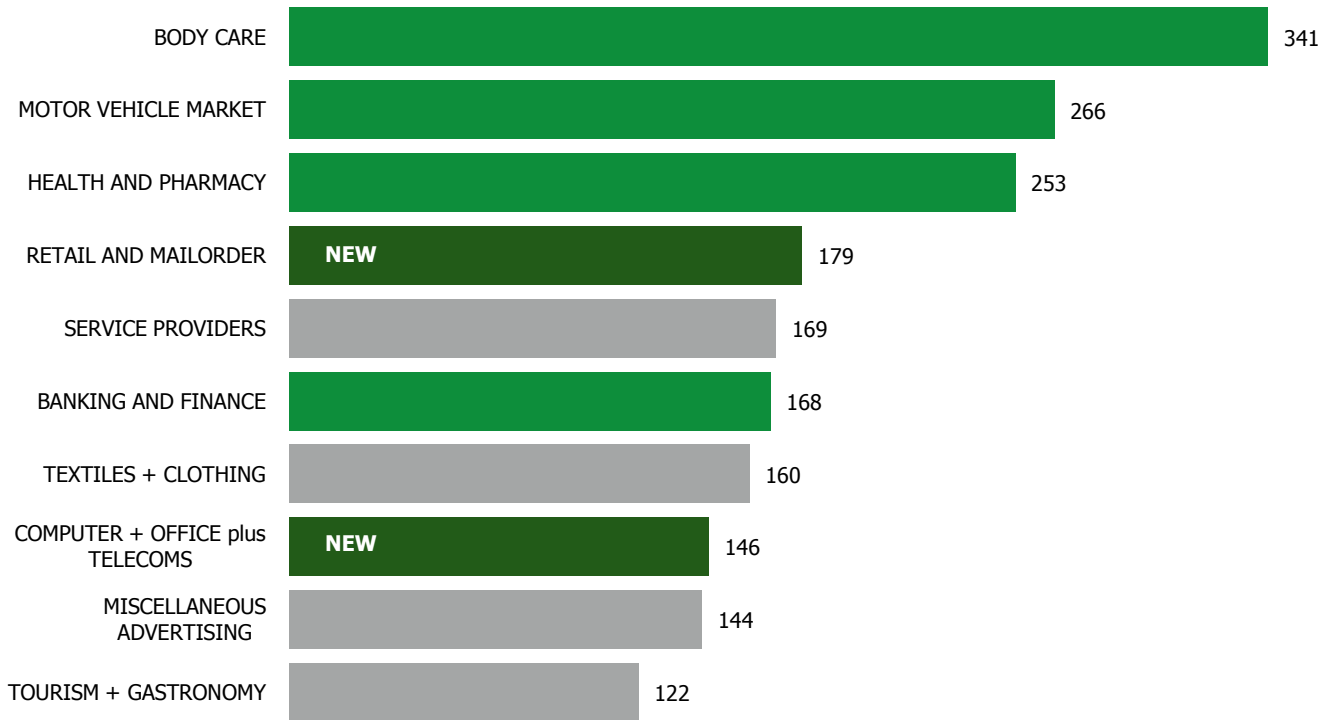
for 250 brands, products and services from the Nielsen advertising statistics

Advertising Impact audit and plan optimisation

Six industries in the brand tracking

Gross spending 2009

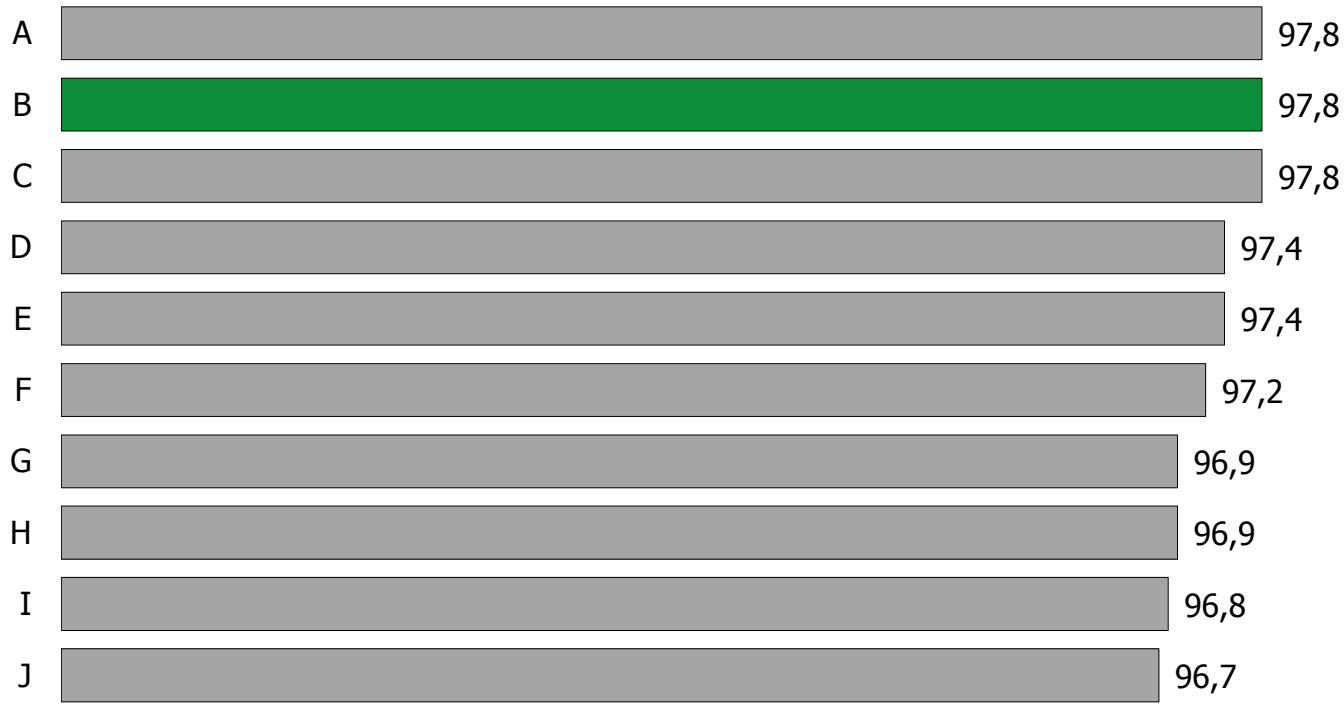
Top 10 industries for consumer magazines in millions of euros



Top 10 brands in the car industry

Brand recognition (aided)

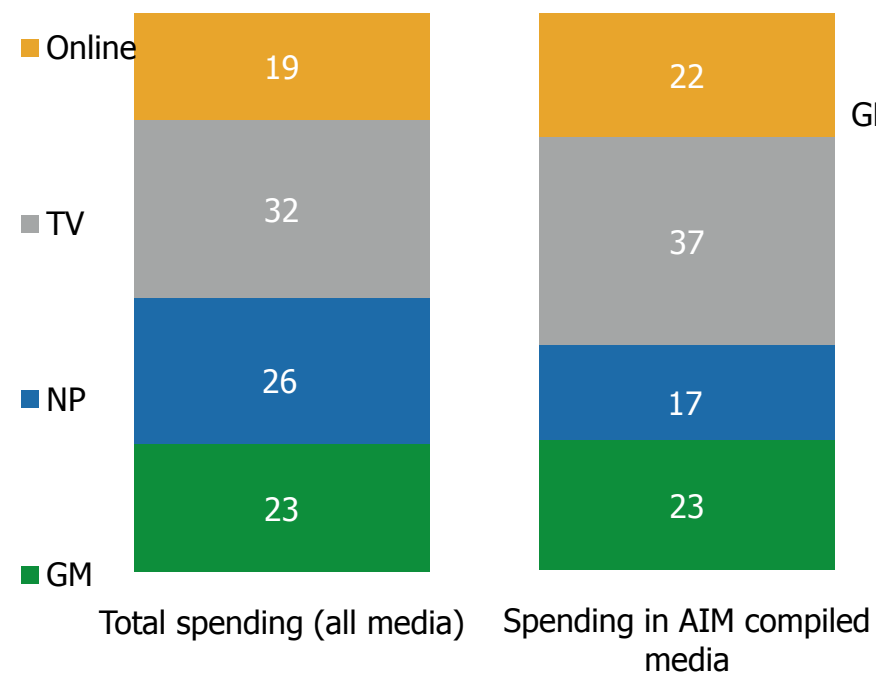
Top 10 of 35 brands (in percentages)



Media split and contact spread of the B brand

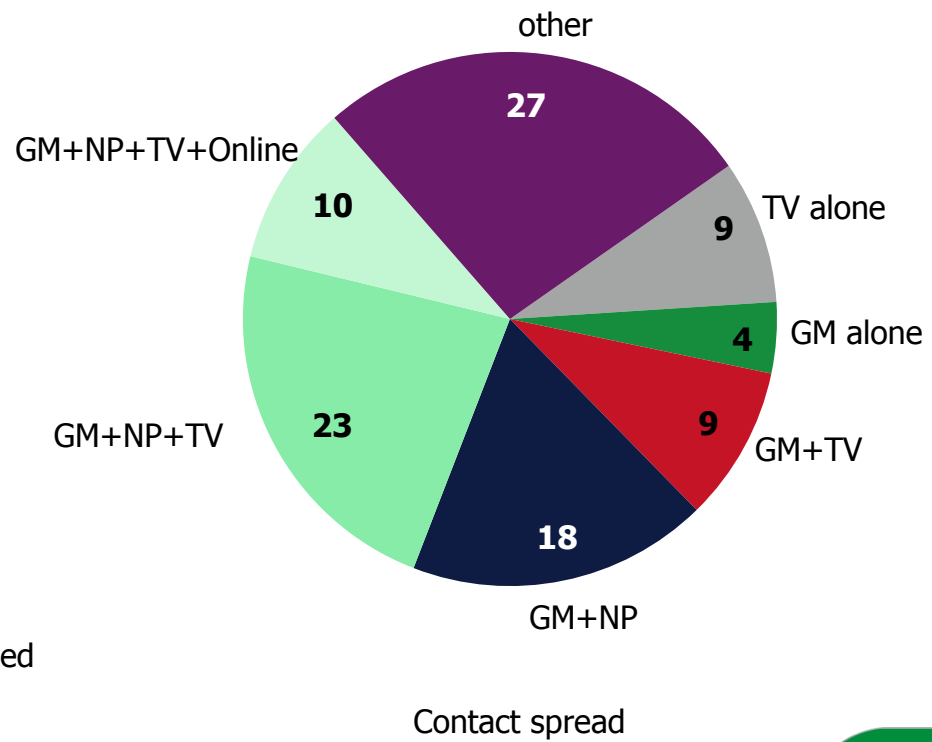
Gross spending

During January to March 2010, figures are percentages



Distribution of contact types

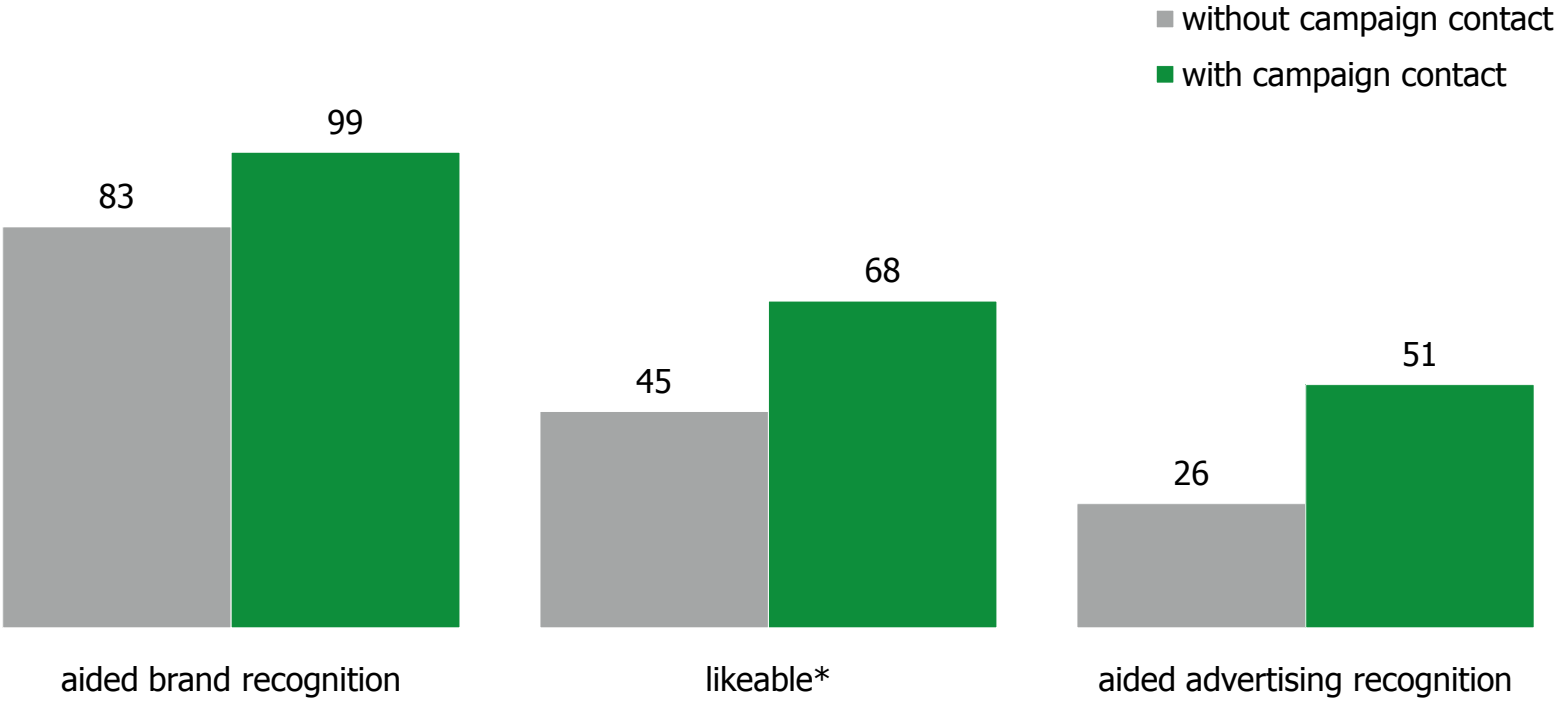
Figures are percentages



B ad impact

Brand-related impact parameters by campaign contact

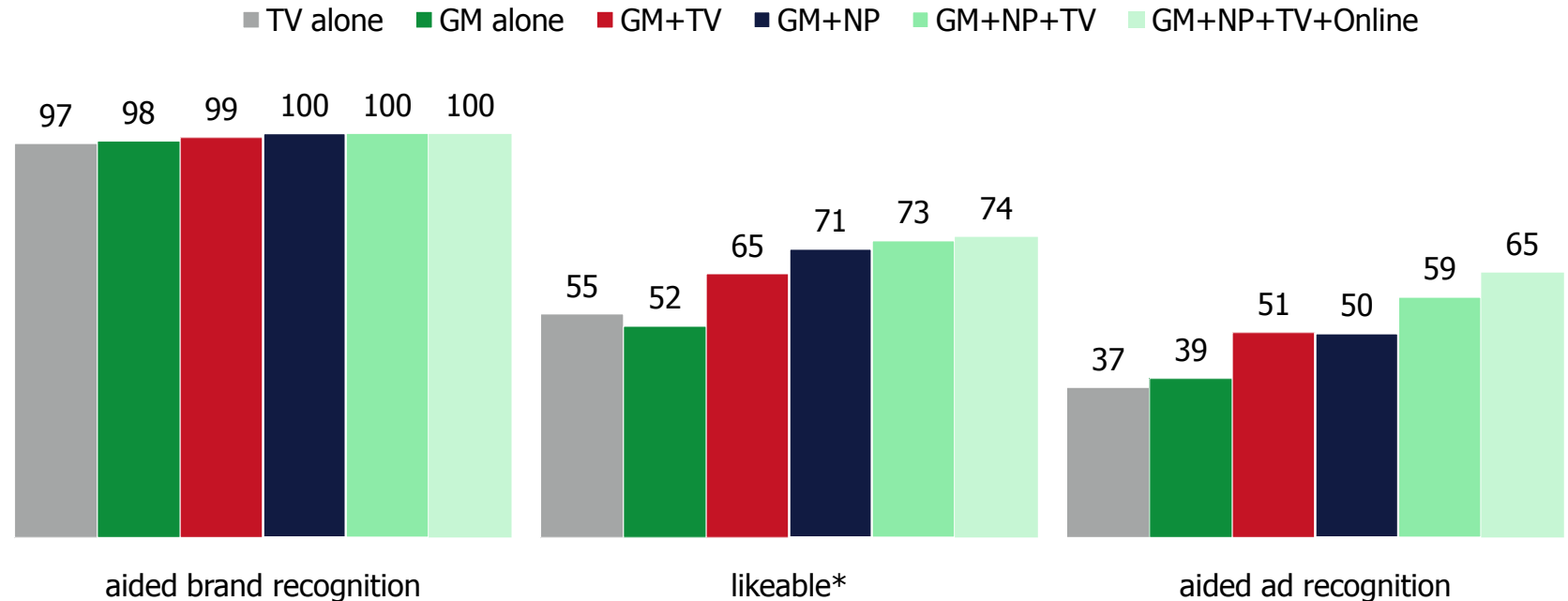
Figures are percentages, results for BMW



Contact mixes with magazines have a high impact on advertising recognition

Brand-related impact parameters by contact group

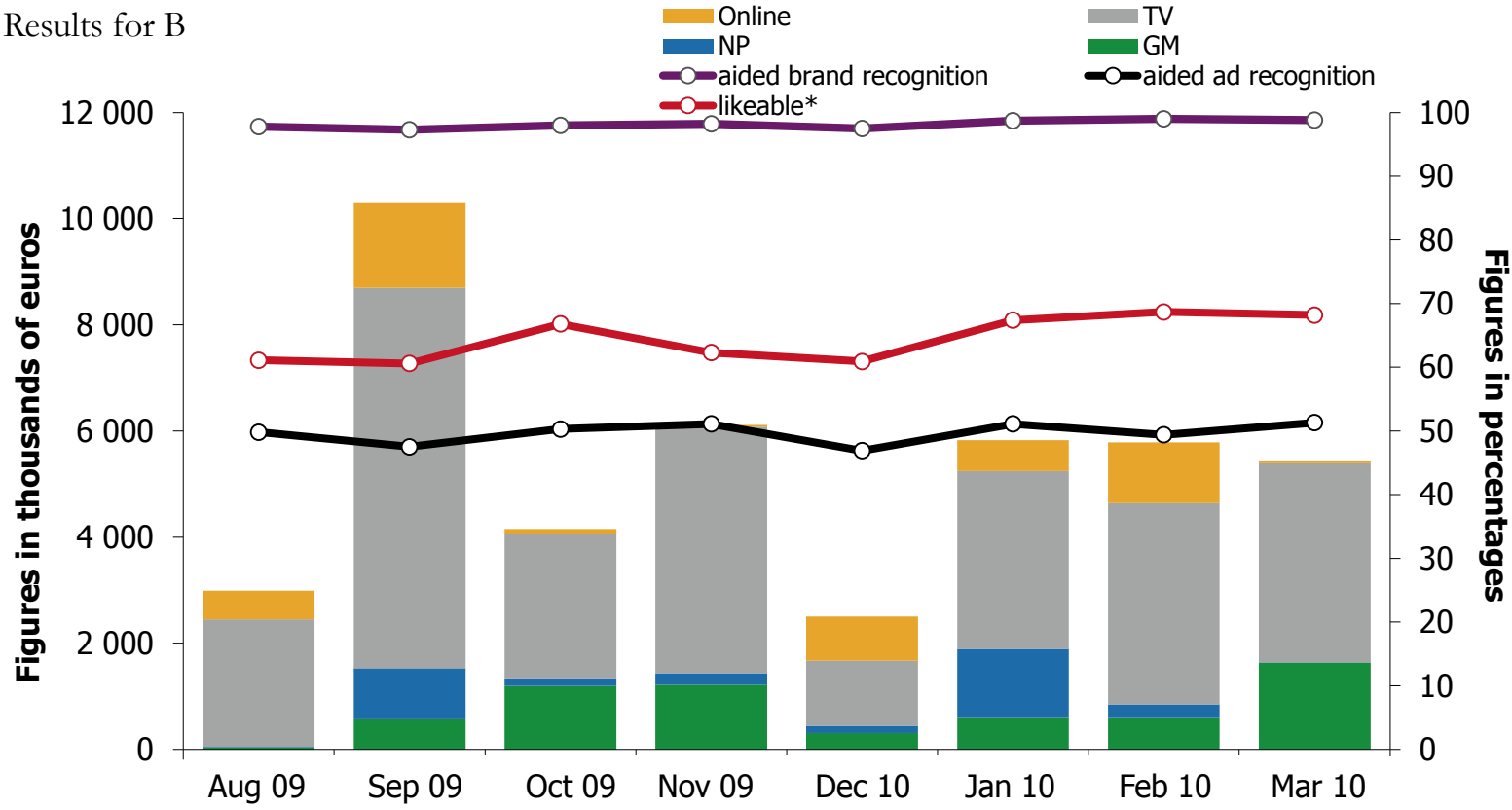
Figures in percentages, results for BMW



Spending and impact

Progress of advertising indicators over time

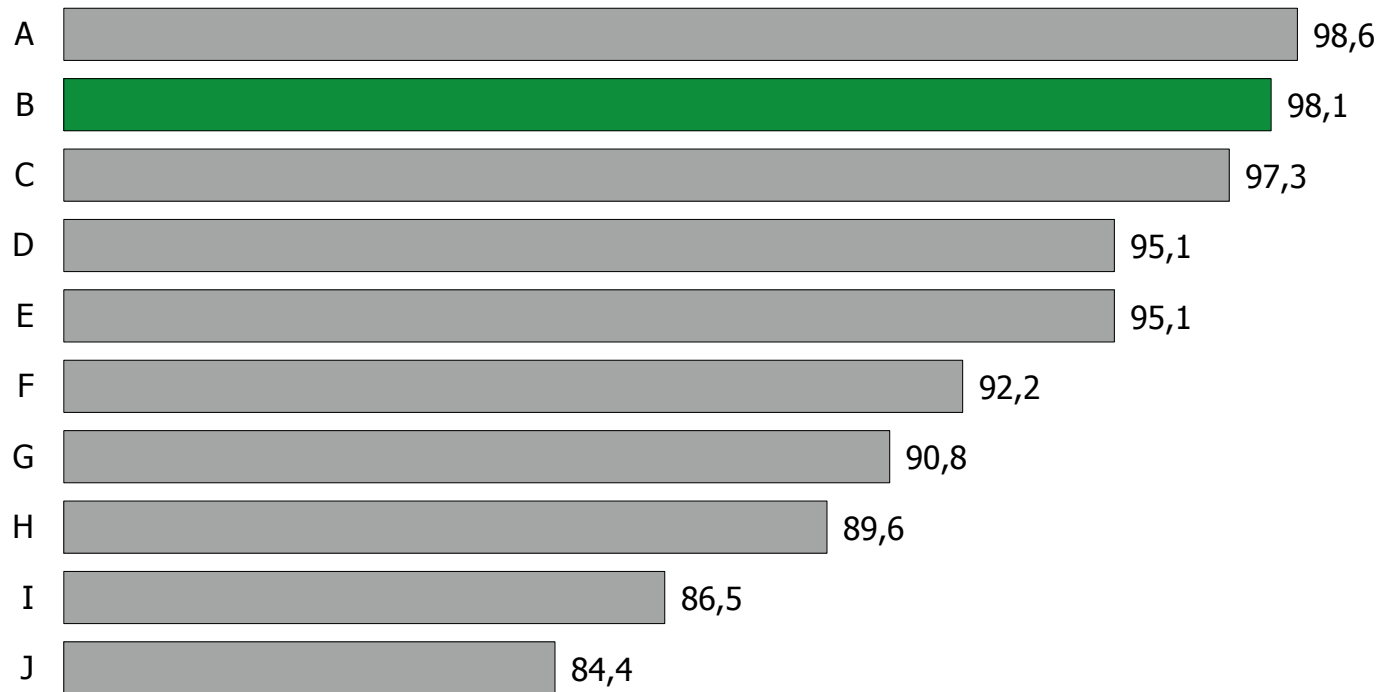
Results for B





Top 10 brands in the BODY CARE PRODUCTS industry

Top of mind /aided awareness, body care products

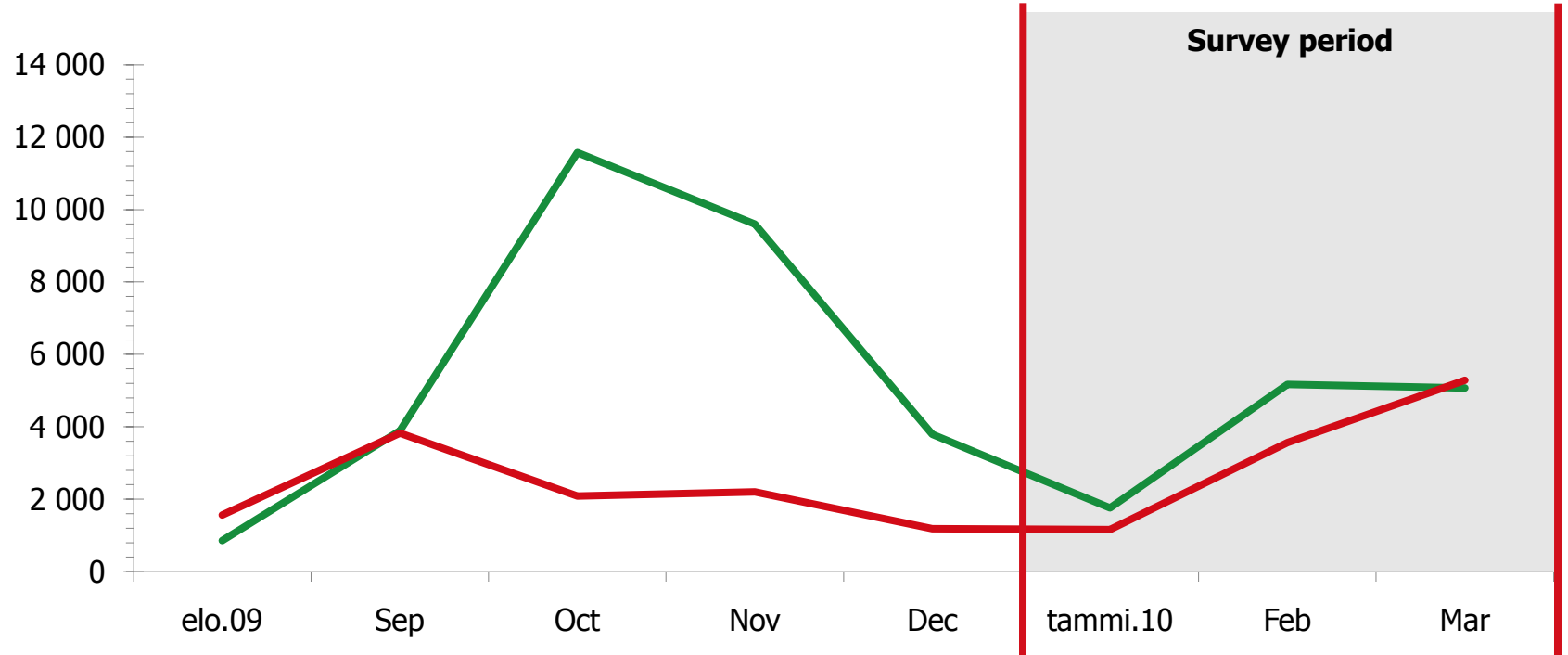
Top 10 of 18 brands (in percentages)



Gross spending of the B brand (compared to Nivea: intense competitive activity)

Monthly Nielsen spending of brands A  and B 

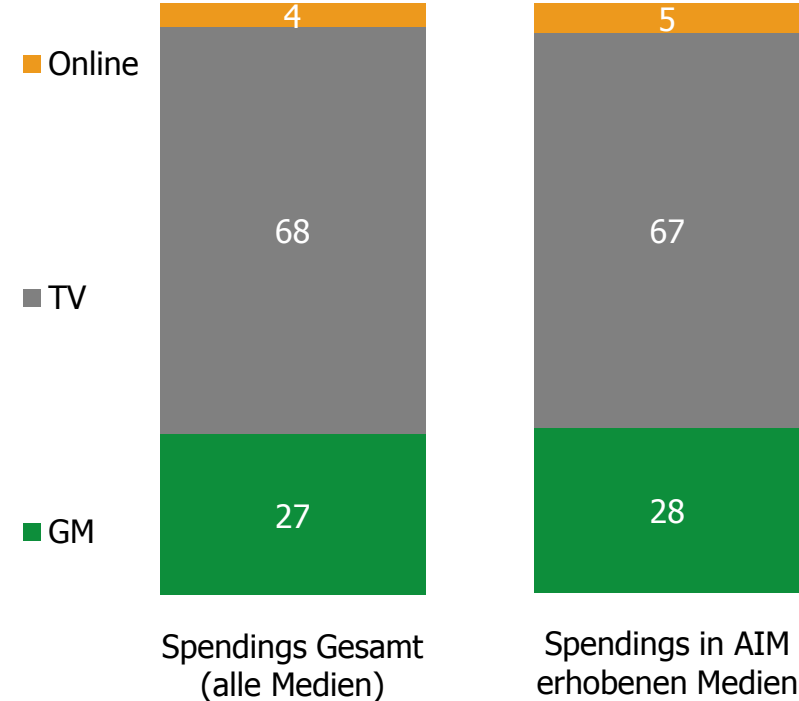
Figures in thousands of euros



Media split and contact spread of the B brand

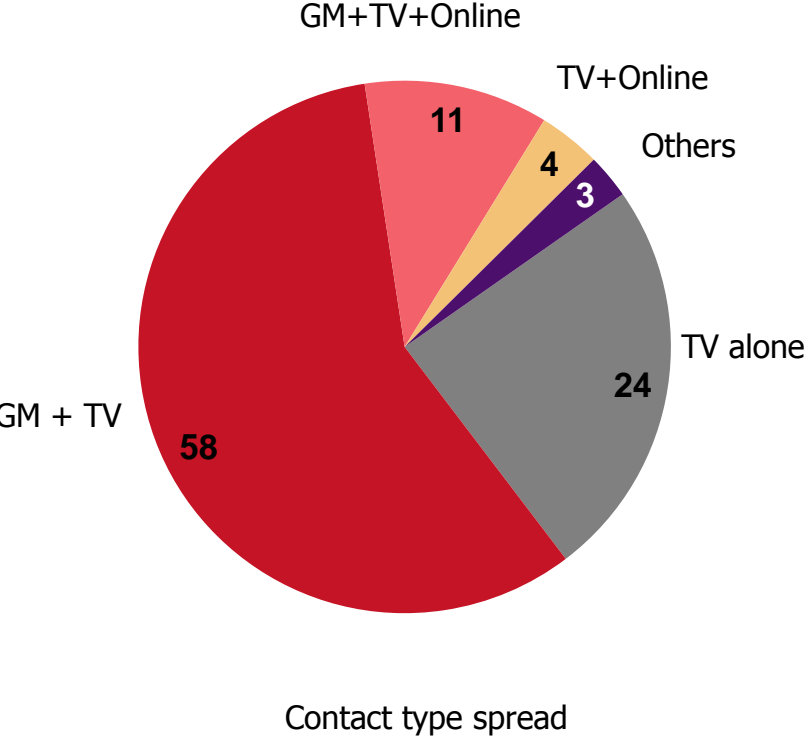
Gross spending

During period November 2009 to March 2010,
 Figures are percentages



Distribution of contact types

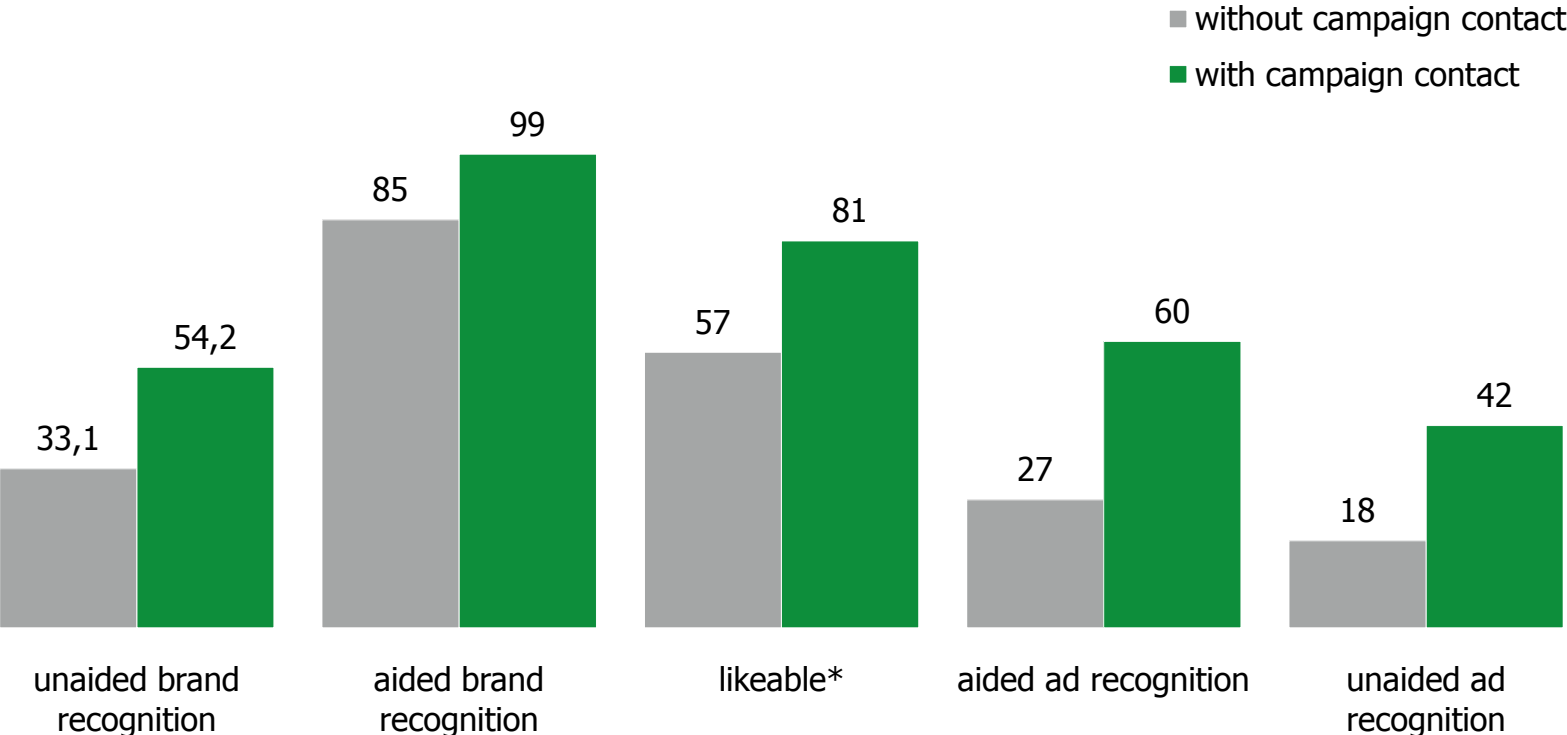
Figures are percentages



B body care advertising impact

Brand-related impact parameters by campaign contact

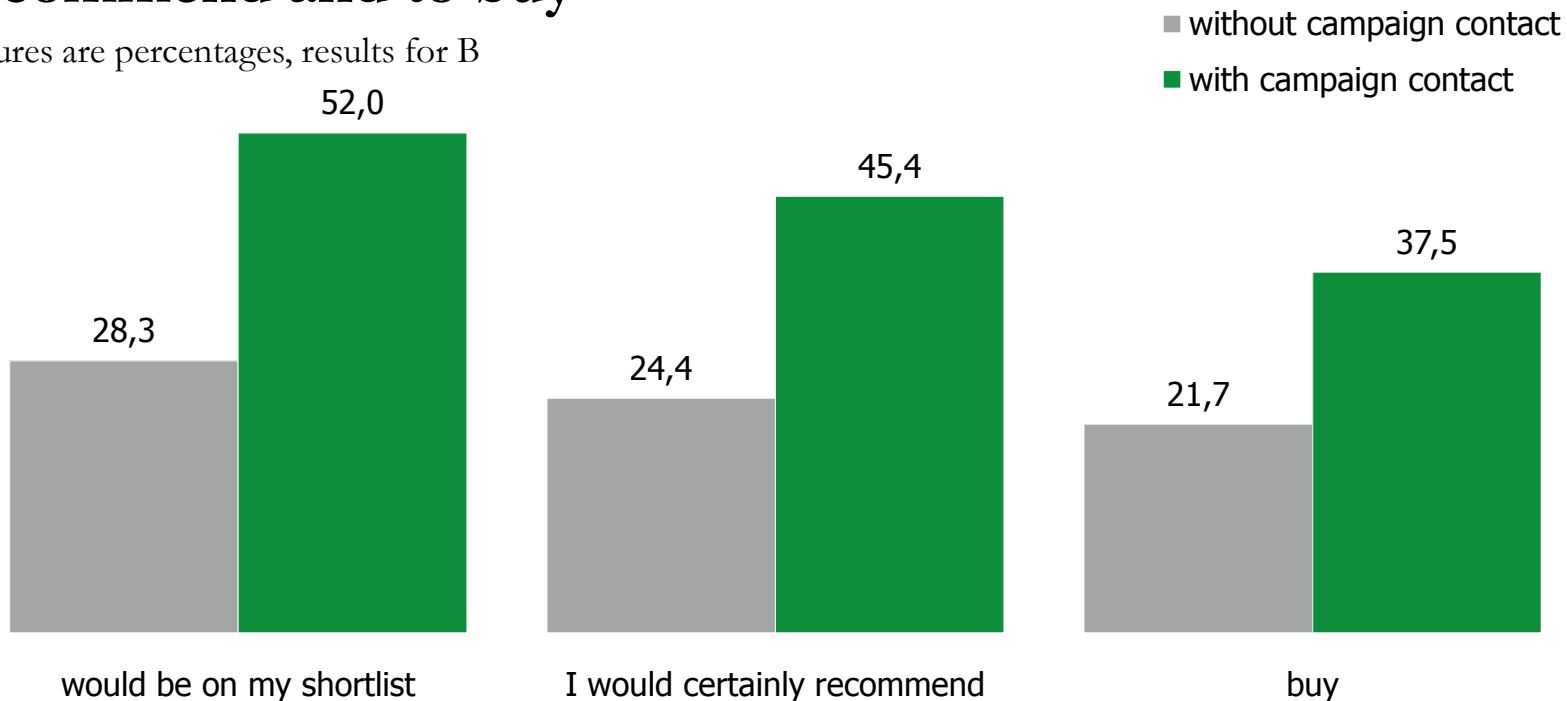
Figures are percentages, results for B



B body care advertising impact

Campaign contact significantly increases willingness to recommend and to buy

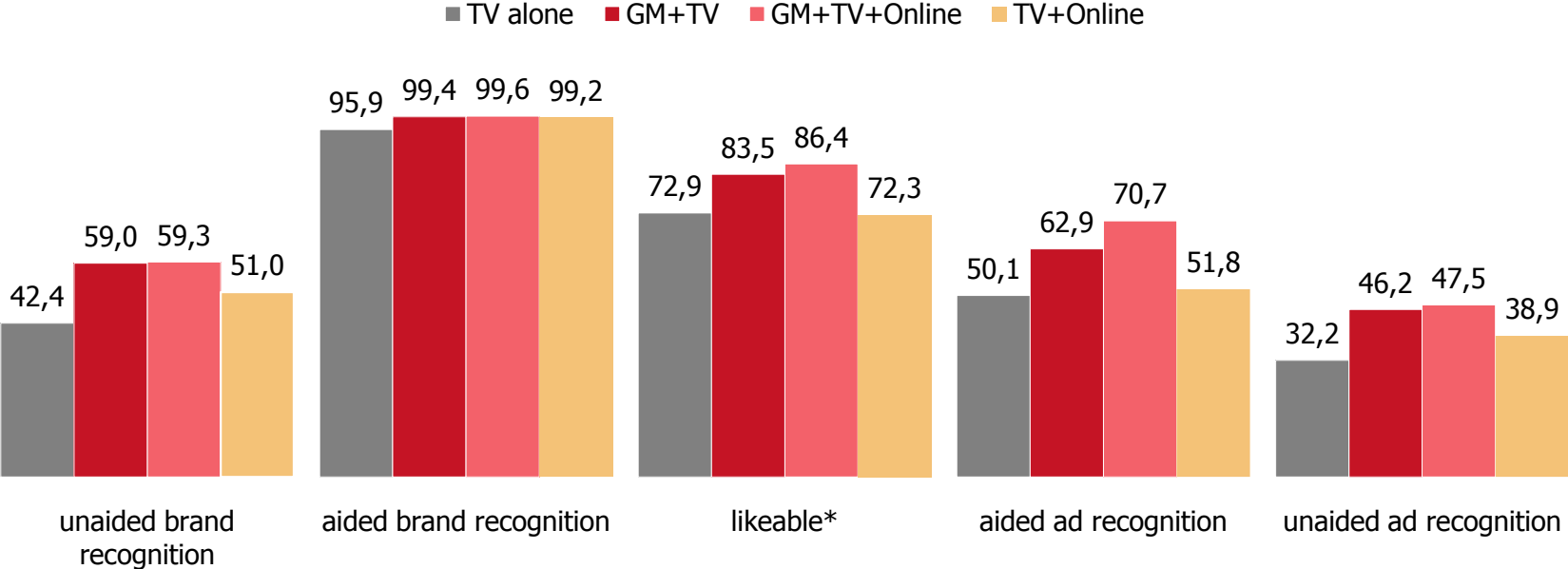
Figures are percentages, results for B



Magazine mix contacts with a high impact contribution

Brand-related impact parameters by contact group

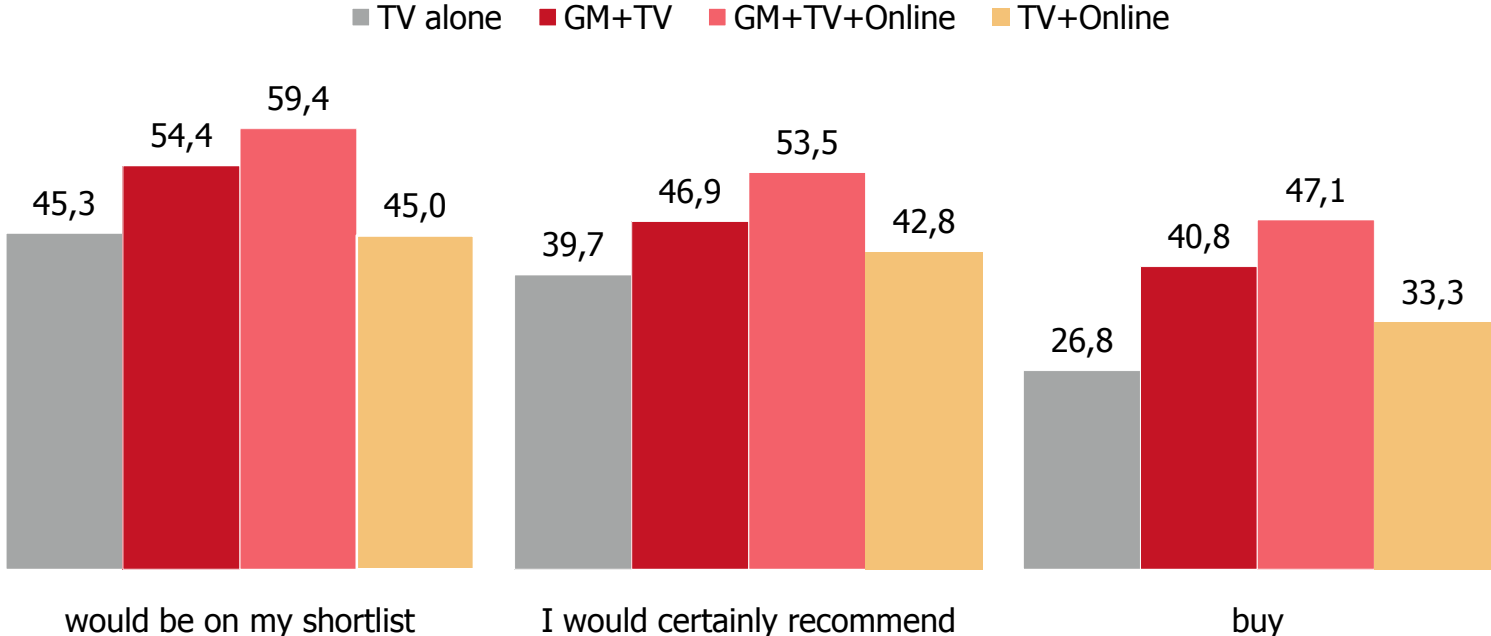
Figures are percentages, results for B body care



Magazine mix contacts with a high impact contribution

Brand-related impact parameters by contact group

Figures are percentages, results for B body care

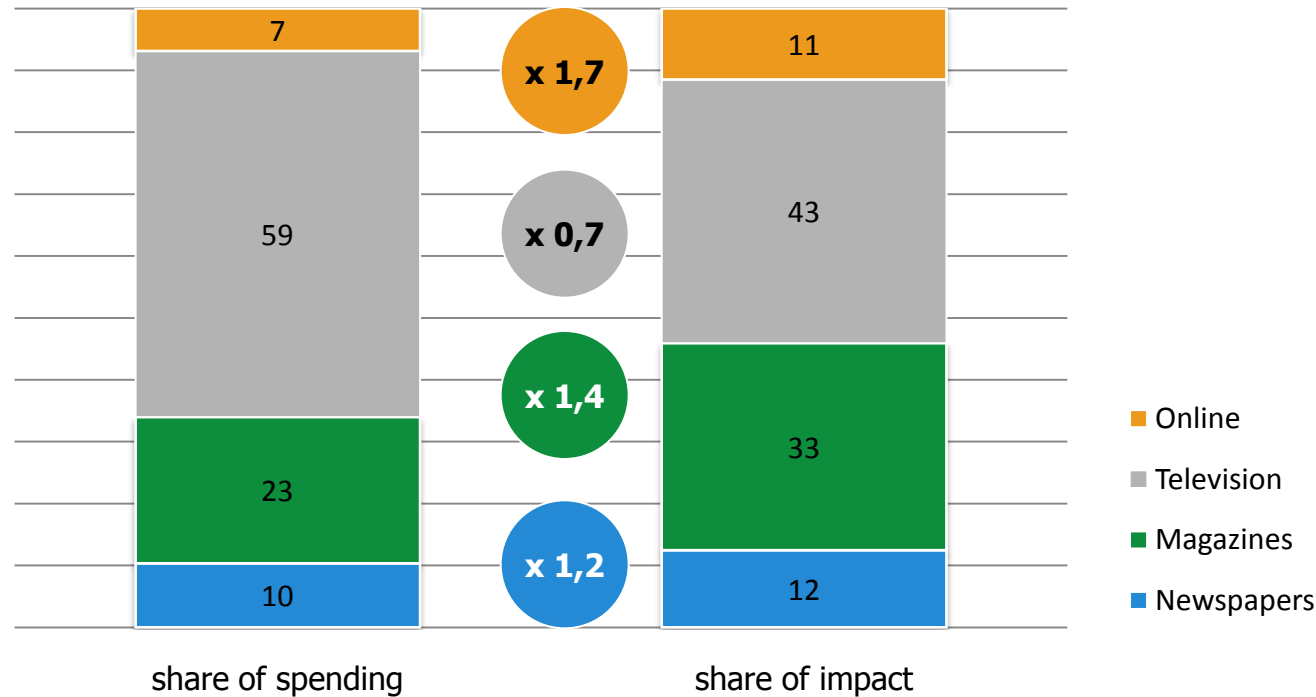


Return on investment - overall results from all tested industries

Magazines are highly efficient

Share of spending and impact contribution as percentages

(Willingness to buy, likeability, usage, brand recognition, aided and unaided advertisement awareness)



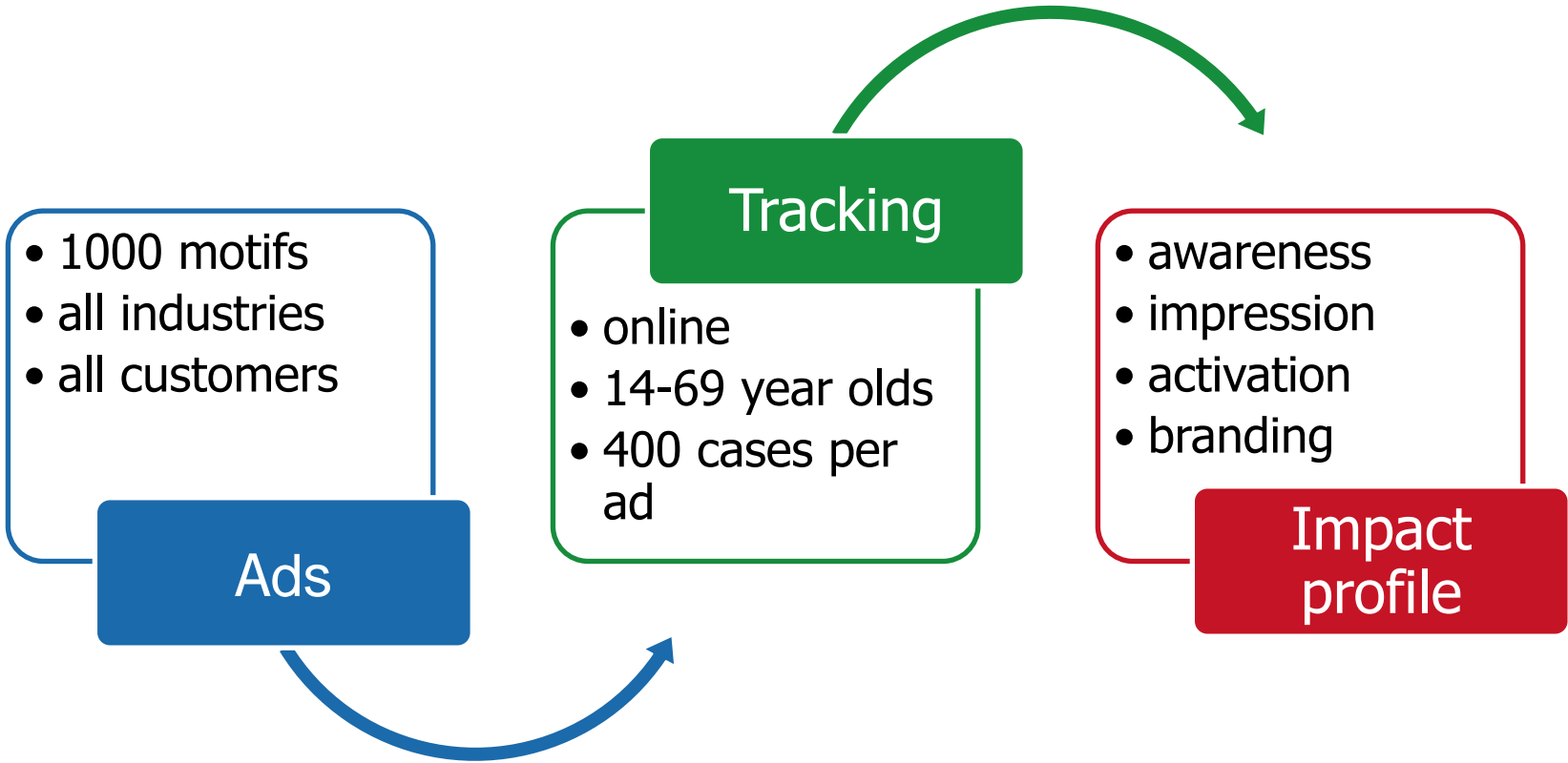
Ad tracking

Return on investment on the level
of the advertisement itself

What is ad tracking all about?

A significant prerequisite for the success of an advertising campaign in print is the communicative impact of the ad. How strongly does the motif capture the attention? How well is the ad appraised in detail? Does the design work consistently with the branding? And most importantly: Does the ad activate the observer positively? Ad tracking delivers results on the impact of a large number of advertising motifs.

What is ad tracking all about?



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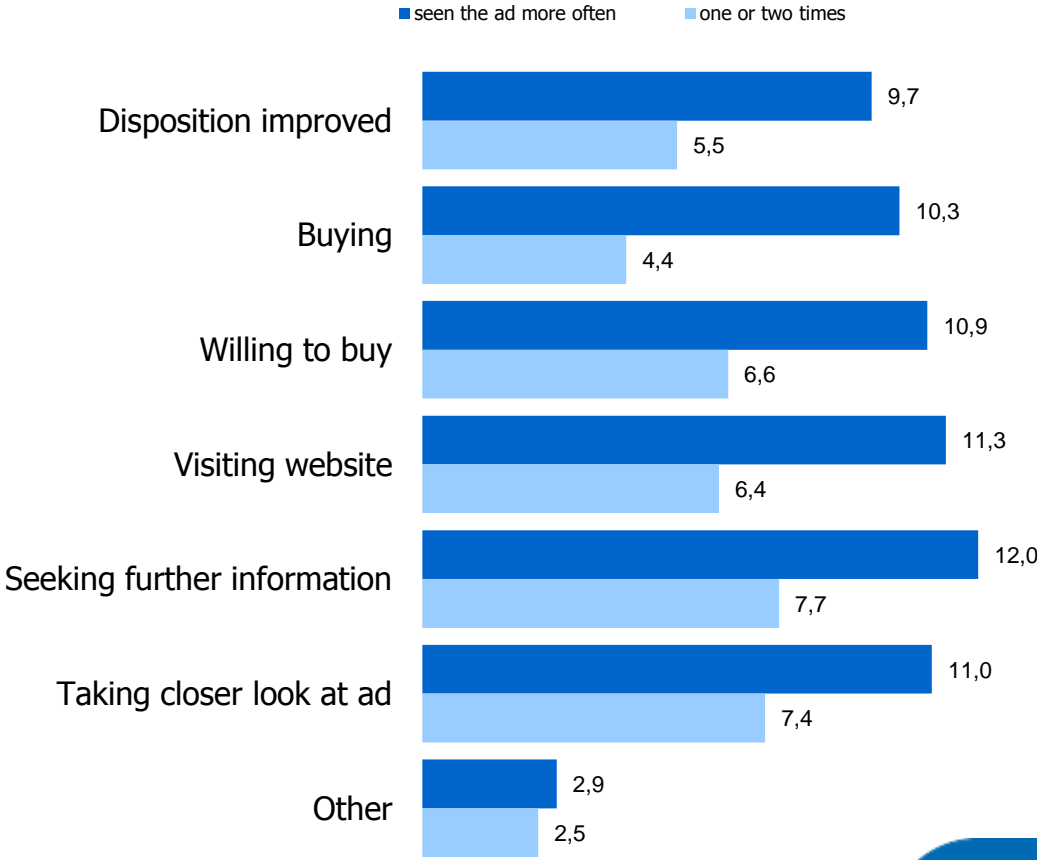
general lessons learned – ad impact

The more contacts, the more actions taken

Average values as percentages

All questioned, all advertisements (n=3,018)

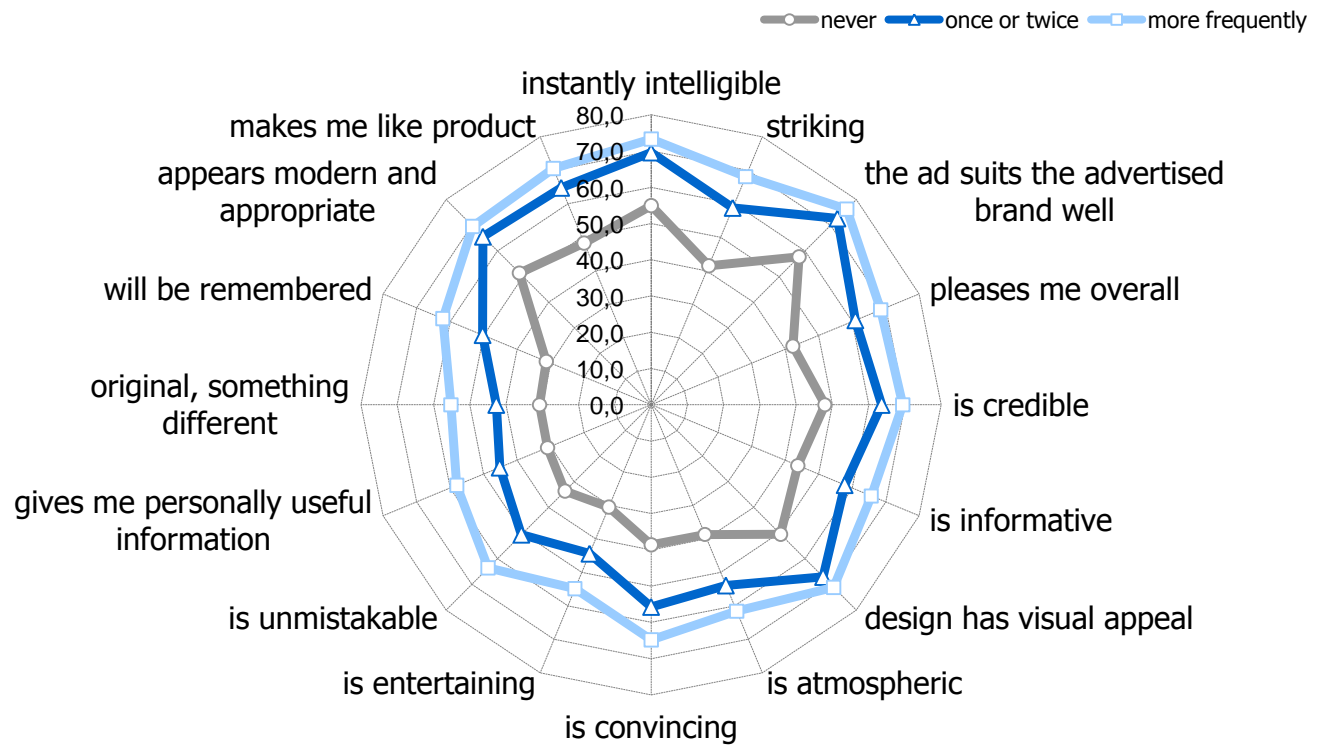
Persons questioned who have already seen an advertisement more frequently, demonstrate a much higher activation.



Judgement of the advertisement improves with increasing contact frequency

Average values as percentages
 All questioned, all advertisements (n=3,018)

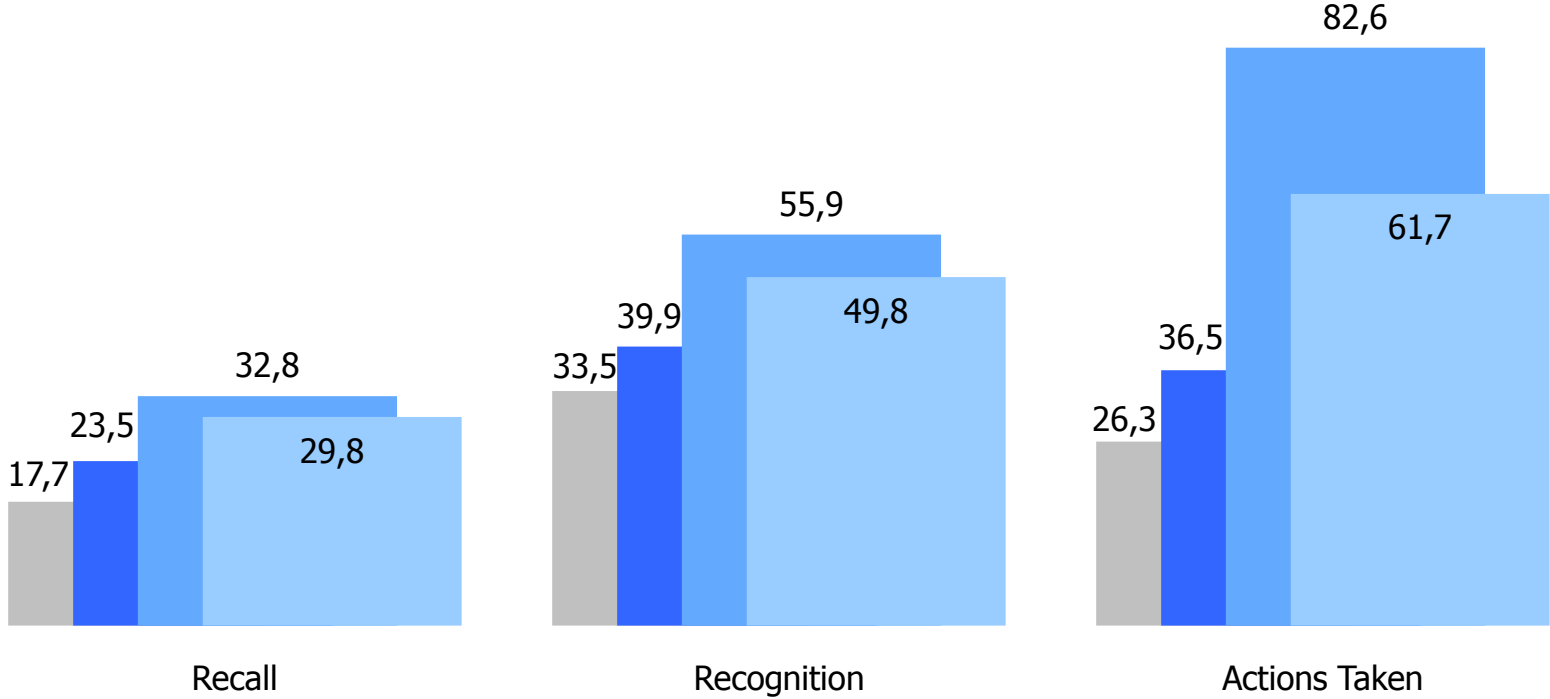
Those who had already seen the advertisement judged it better than those seeing it for the first time. With more frequent contact, judgement improved even further.



The greater the product interest, the more actions taken

Average values as percentages

■ all ■ interested in subject ■ interested in product ■ interested in range



PRINT WORKS.

FIVE FINDINGS ON

HOW MAGAZINES

ARE READ

Results of the RFID contact study as a part of
Ad Impact Monitor

Innovative technology

The Focus magazine reader



All members of the household over 14 years identify themselves by pressing a button on the reading device, **which measures:**

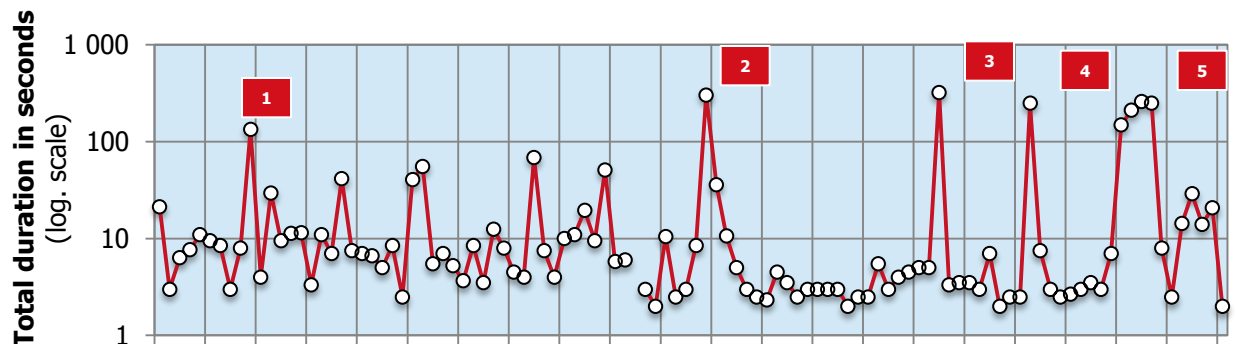
Who, when and for

how long has viewed

which two-page spread?

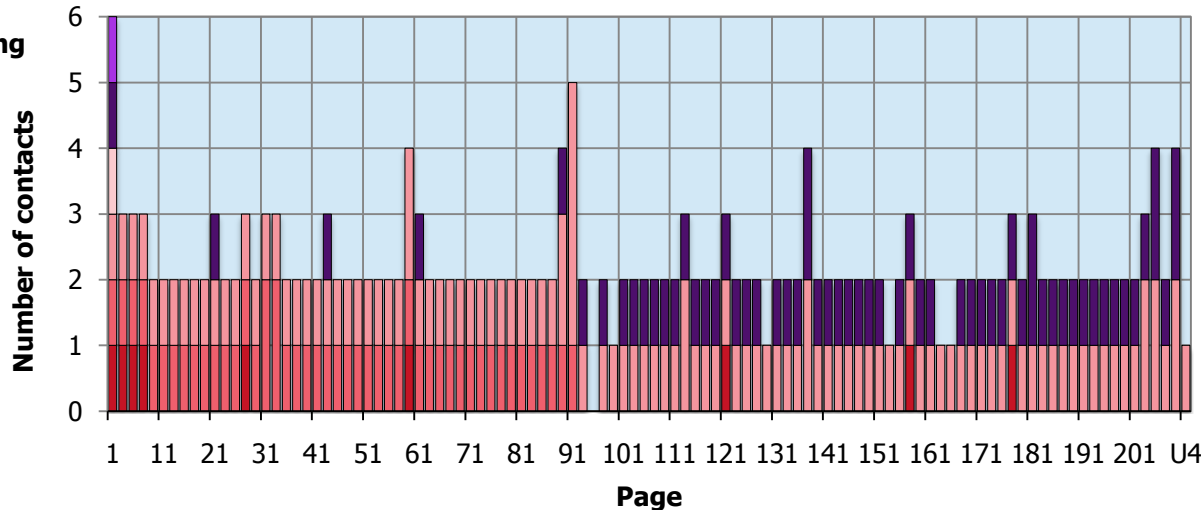
Example: woman, 38 years of age


Vogue 06/09



Six reading sessions during eight weeks of recording

- Thu 18.06. 12:19
- Fri 05.06. 06:46
- Mon 01.06. 10:27
- Thu 21.05. 18:05
- Mon 18.05. 13:50
- Wed 13.05. 09:59





>> The passive, technical recording in 1,200 reader-households involving 2,060 persons and over 290 thousand two-page contacts enables us to make a few clear statements about magazine usage:

PRINT WORKS.

5 FINDINGS

PRINT WORKS.

DOUBLE.

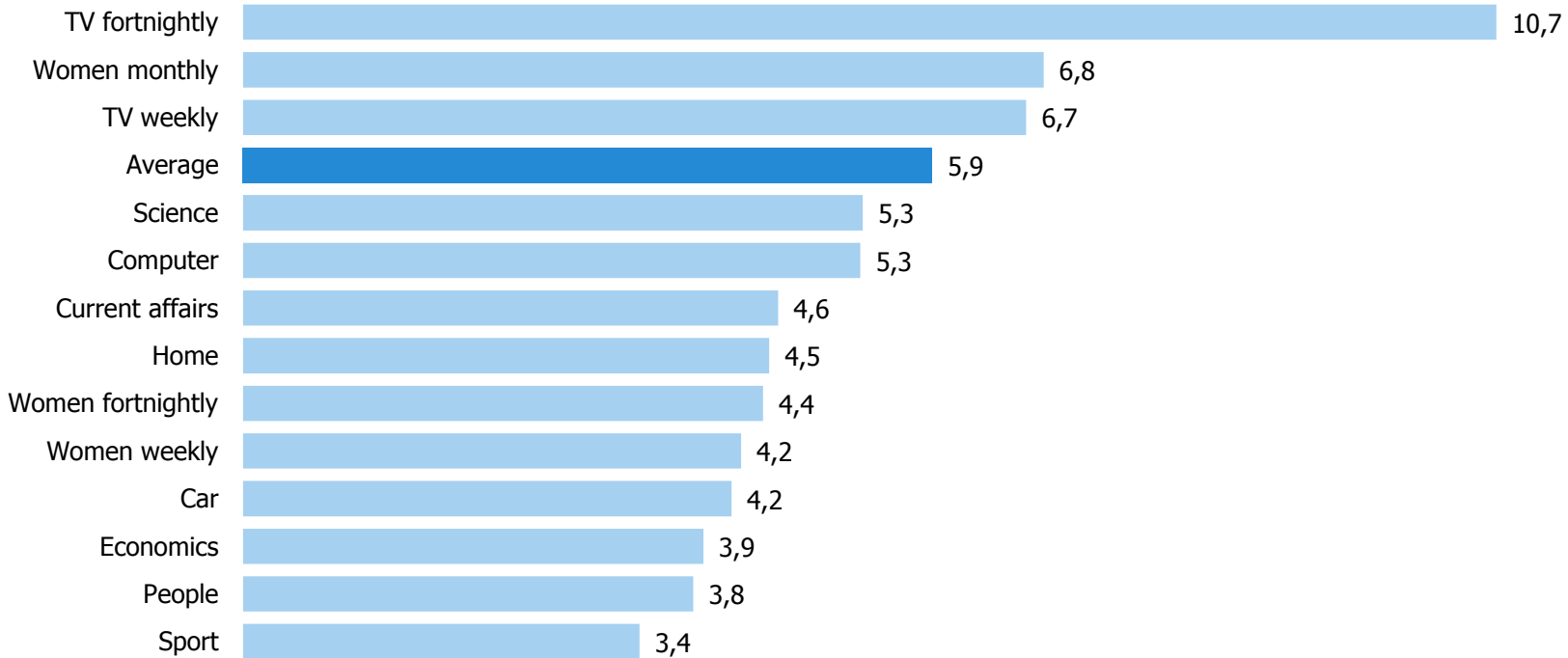
>> Magazines remain for a long time in the household. They are often openly presented, for example on the coffee table in the lounge.* For this reason it is likely they are read on several occasions.



Six contacts of each copy on average

Average number of magazine contacts per reader

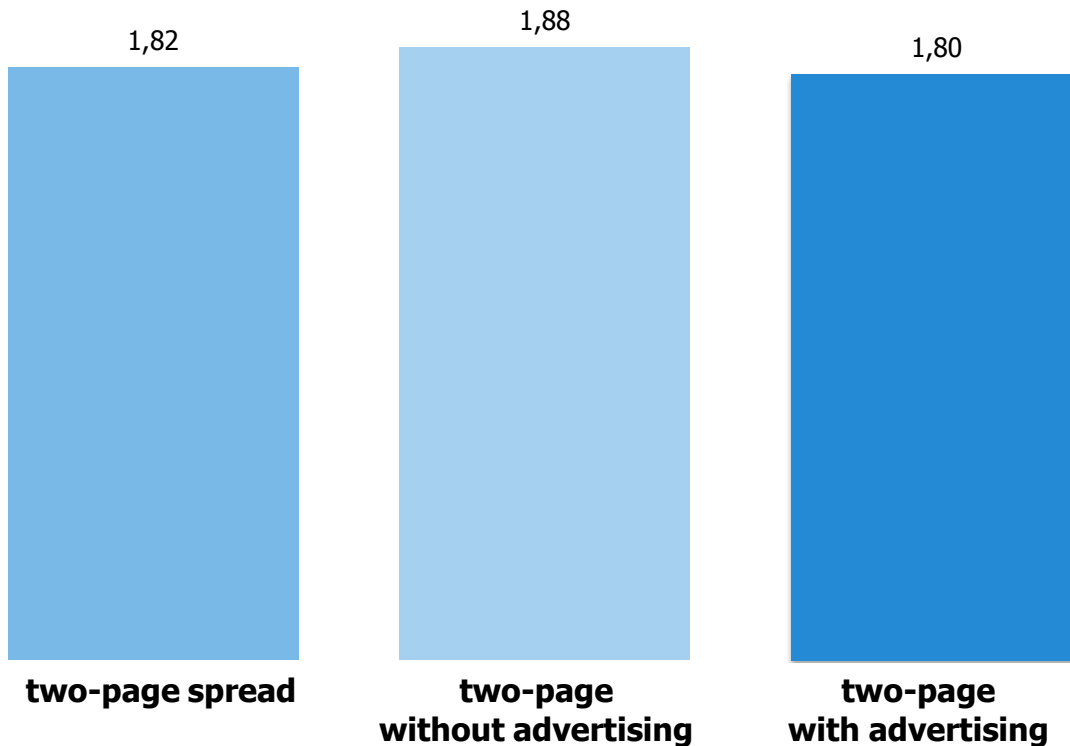
Average frequency of magazine reading per user within the recording period



Multiple contacts: each two-page spread twice

Average number of contacts of each two-page spread per reader

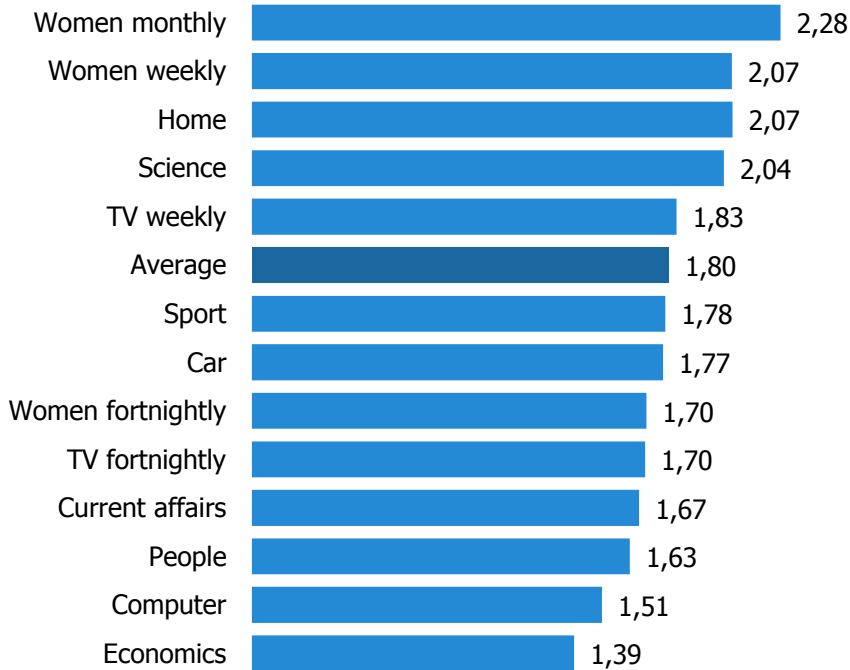
Average contact frequency per two-page and user



Multiple contacts with ads: 1.8 x 33 sec.

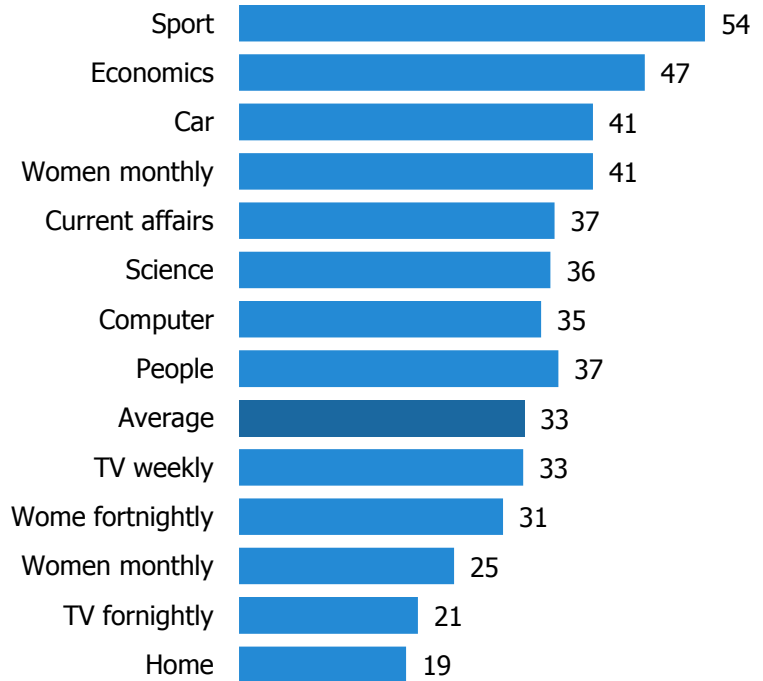
Two-page contacts per reader

Average contacts per two-page spread with advertising



Reading duration per reader (seconds)

Average duration per two-page spread with advertising



>> Magazines are retained for a long time in the household. On average they are read by each user six times for a quarter of an hour each time.

Finding No. 1: Each two-page with advertising is seen more than once. On average 1.8 times and for 33 seconds.

PRINT WORKS.

FAST.

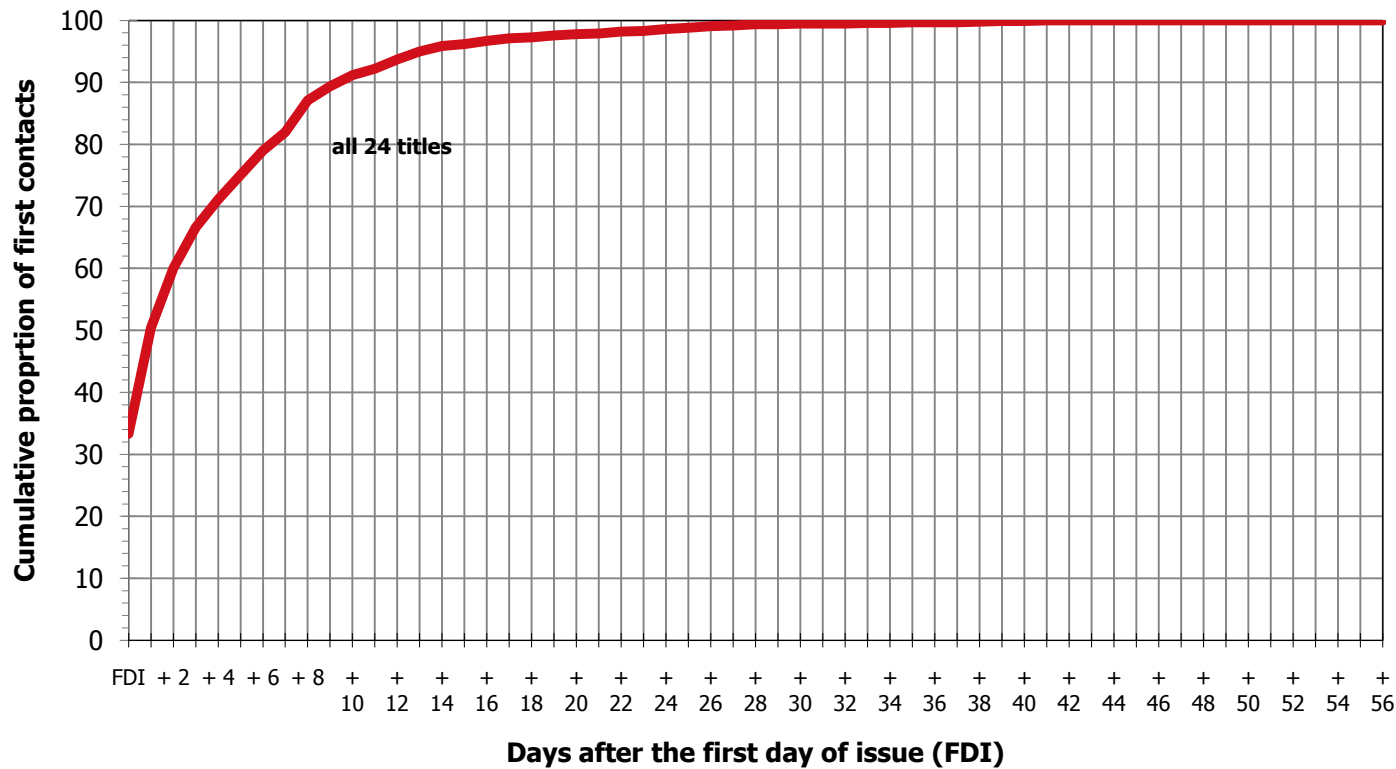
>> Magazines do not simply appear in the house. Each household pays for them and so chooses them carefully. The eagerness to read each new issue is correspondingly large.



Who pays is also keen to read

Development of media penetration for all users

Accumulation: 100 percent = all first contacts over the recording period



Magazines do not simply appear in the house. The household pays for them and so chooses them carefully. The eagerness to read each new issue is correspondingly large. **Finding No. 2:**

By the end of the first two days, half of readers have already read the magazine for the first time.

PRINT WORKS.

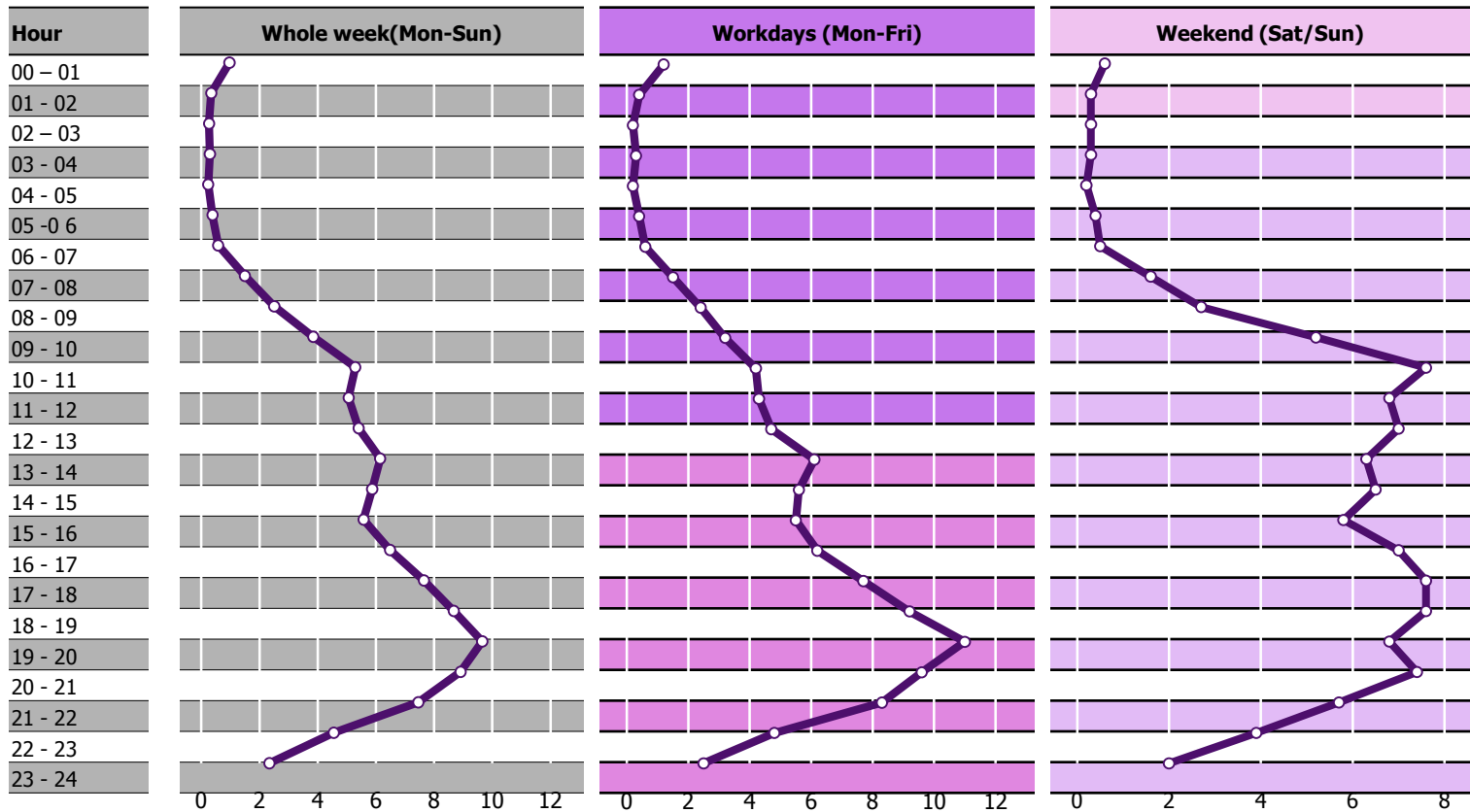
ENDURINGLY.

>> An electronic advertising medium exists only for a few seconds after delivery. Adverts are an integral part of magazines – and they accompany their readers continuously.



Prime time and weekend

Proportion of total contacts as percentages



>> An electronic advertising medium exists only for a few seconds after delivery. Adverts are an integral part of magazines – and they accompany their readers continuously.

Finding No. 3:

Magazines are deeply embedded in the daily lives of their readers. They read for long periods; every day and at all hours.



PRINT WORKS.

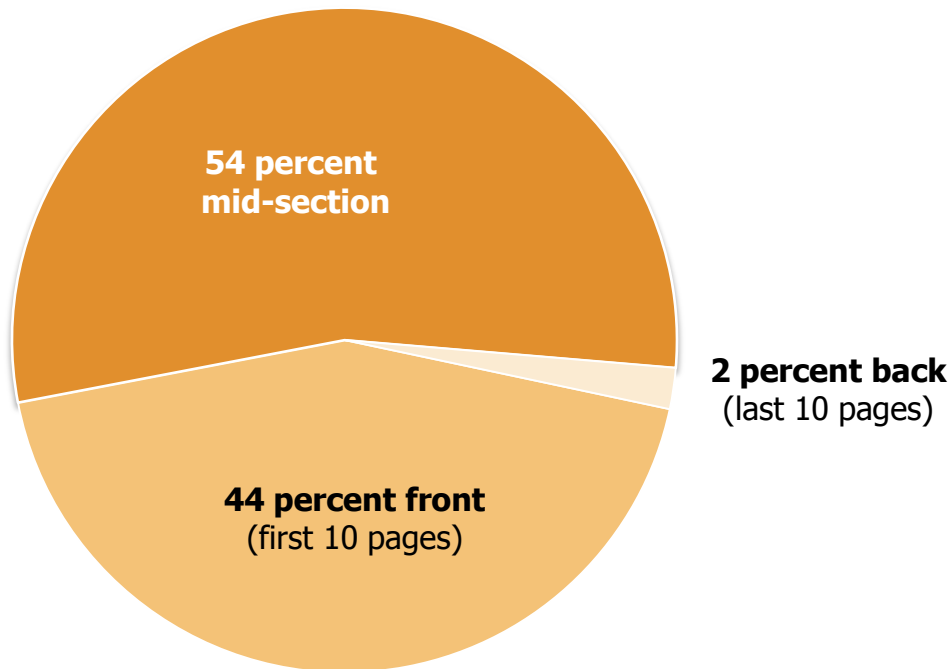
PAGE BY PAGE.

>> Of course, rarely is a magazine read entirely in one sitting. But by the average sixth reading session, most of the whole magazine has been ‘worked through’, page by page.

Half begin in the mid-section

Initial reading position by pages

Proportion of all recorded sessions as percentages



>> Of course, rarely is a magazine read entirely in one sitting. But by the average sixth reading session, most of the whole magazine has been ‘worked through’, page by page.

Finding No. 4: Half the readers begin with the mid-section of the magazine. They more often consult the first half, but spend longer in the second.

PRINT WORKS.

ADVERT BY

ADVERT.

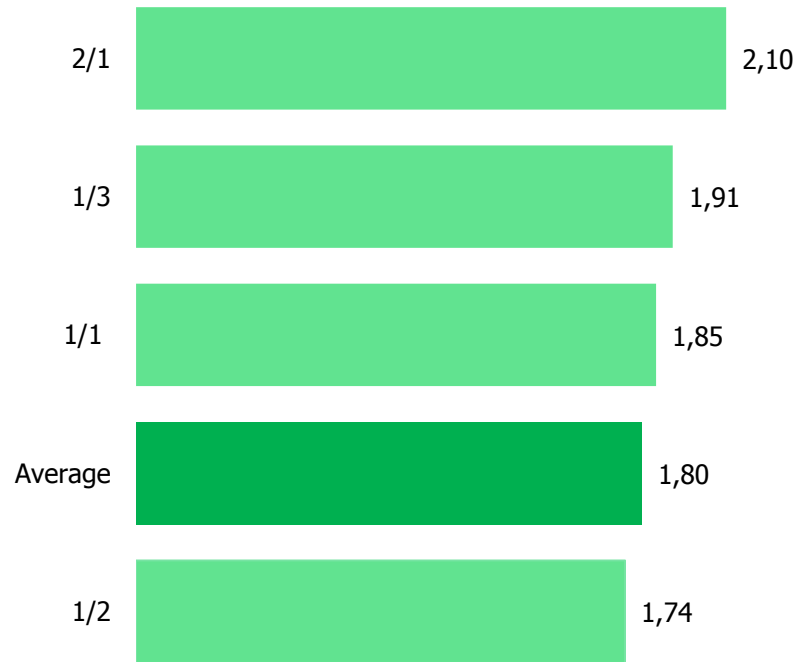
>> Anyone who works through a magazine on the average six occasions page by page, cannot miss seeing the advertising. Luckily the advertising does not annoy the readers.*



Multiple contacts with all formats

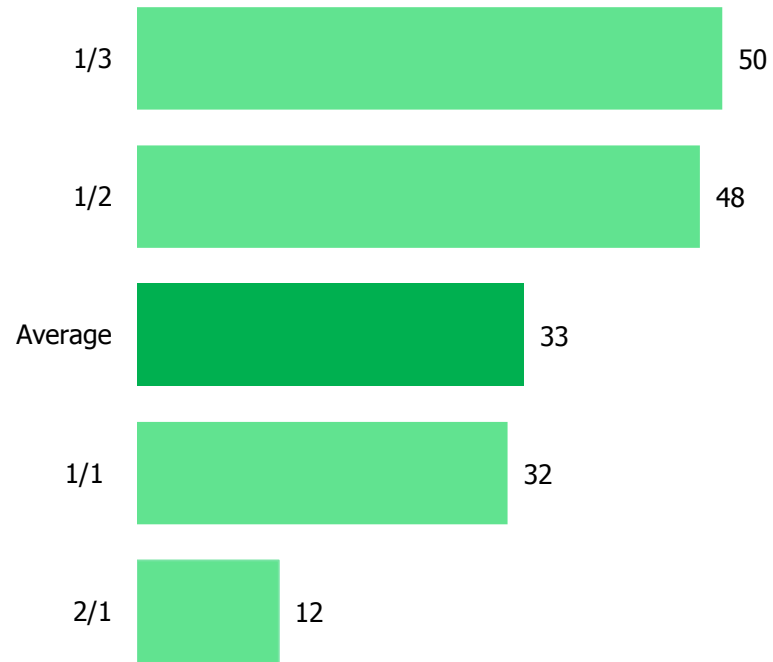
Two-page spread contacts

Average number of contacts per user



Contact duration in seconds

Average contact duration per reading session



>> Anyone who works through a magazine on the average six occasions page by page, cannot miss seeing the advertising. **Finding Nr. 5:**

All advertising formats generate multiple contacts. Smaller formats are observed for longer, larger ones seen more often.

1. DOUBLE. By the end of the first two days, half of the readers have already read the magazine for the first time.

2. FAST. Each two-page with advertising is seen more than once. On average 1.8 times and for 33 seconds.

3. ENDURINGLY. Magazines are deeply embedded in the daily lives of their readers. They read for long periods; every day and at all hours.

4. PAGE BY PAGE. Half the readers begin with the mid-section of the magazine. They more often consult the first half, but spend longer in the second.

5. ADVERT BY ADVERT. All advertising formats generate multiple contacts. Smaller formats are observed for longer, smaller ones seen more often.