



Uncovering the value of magazines



Why AdSense?

Prove the **effectiveness** of
magazines

Understand their role in the
media mix

Evaluate **brand campaigns**
across media



What did we do?

Our brand partners

Evaluating ads in magazines, TV, online and outdoor



Clarks



CORSODYL®



HOWDENS



VERA WANG
FRAGRANCE



Who?

Total sample: 6,653 women

Aged 16-65

Nationally Representative

How?

Online interviews



1. Magazines - THE high engagement medium



Magazines benefit from solus attention...

magazines



Only 5% read magazines at the same time as doing other activities

TV

38%



radio

26%



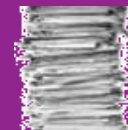
online

25%



newspapers

3%



Delivering 'me-time' for readers...

Readers turn to magazines for “**me-time**” **49%**

and to **treat themselves** **45%**



...and engagement for advertisers

Magazine readers are **in control**, they **are engaged** and therefore are more likely to be **receptive to advertising content**

2. Magazines
deliver **trusted**
content



Delivering trust regardless of age



Both young and old **trust
magazines equally**

Valuing high quality, targeted content

Magazines provide **personally targeted, impartial information**, which is **thoroughly researched**

*“A lot of research goes into the **content of magazines** and is therefore more accountable for its comments & observations”*

*“More informative, aimed at **specific groups of people**, can give **an unbiased opinion**”*

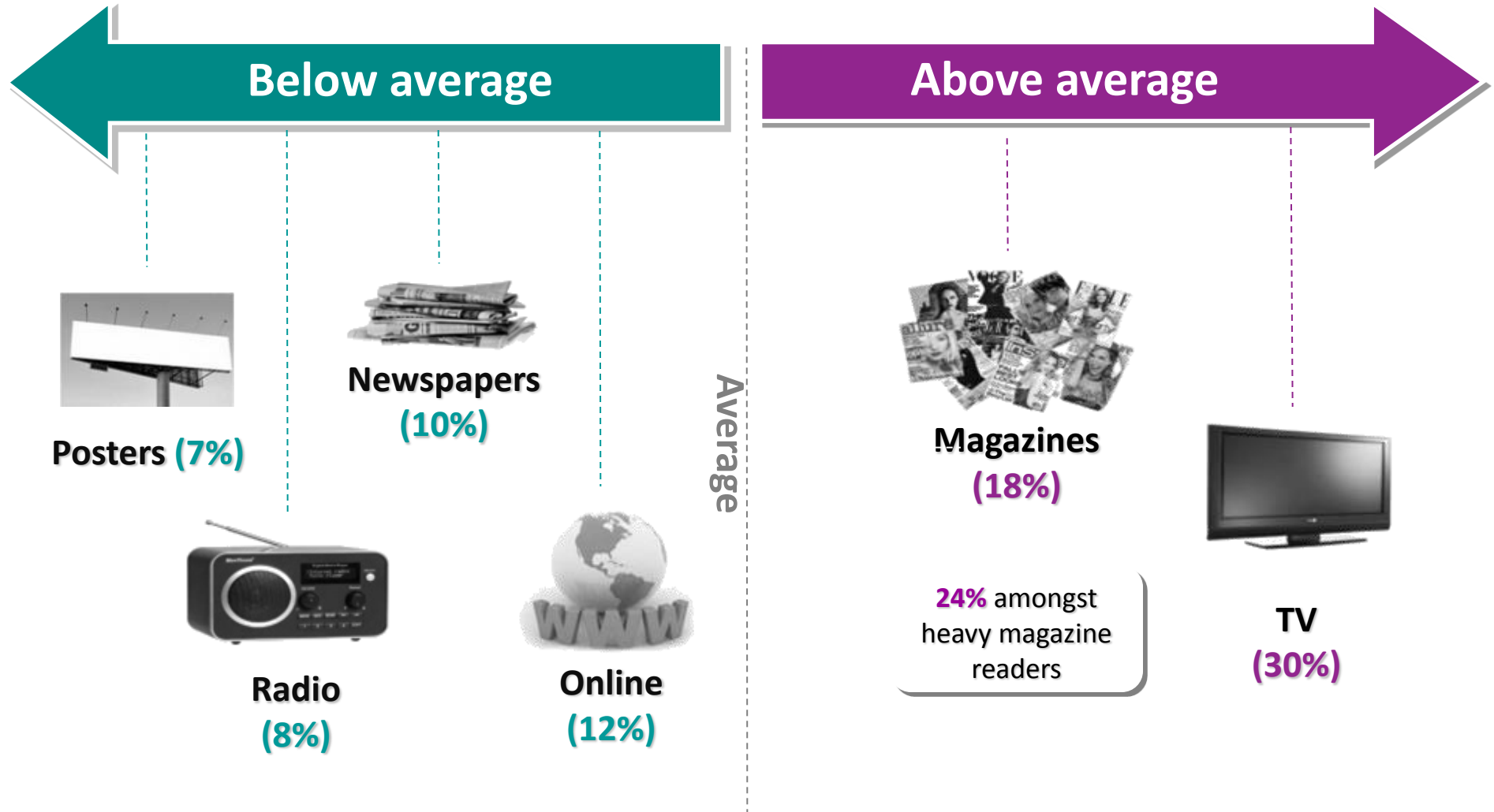
*“Magazines are **well-researched** and have useful tips and advice from **experts**”*

*“They seem to have a more **open and honest** way of reporting things”*



Above average trust in magazine ads

Advertising trust



... demonstrated by our magazine case studies

Overall, women recalling the magazine ad were
more likely to trust the brand



28% more likely



21% more likely



16% more likely

3. Magazines drive action



Nearly **half** of women felt **warmer** towards the brands having seen the magazine campaigns



58%



48%

Generating Word of Mouth

18% of women had **talked about** the brands in our magazine campaigns,

10% had **recommended** the brand



22% talked about
15% recommended



22% talked about
12% recommended

Driving purchase

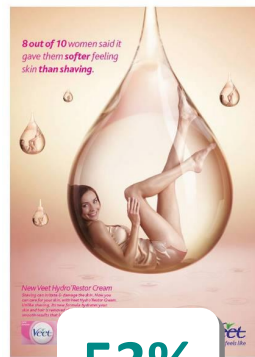
Across all magazine campaigns **46%** of women were **more likely to purchase** the brand...

... and **14%** of those who had seen the live campaigns **actually purchased** the brand advertised

Likelihood to purchase



57%



53%



46%



22%



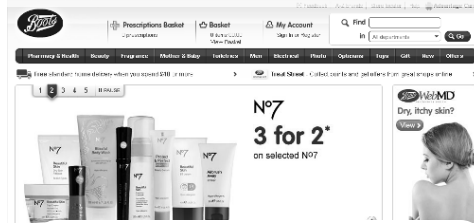
20%



18%

Magazine ads drive other actions too...

Driving traffic to brand website



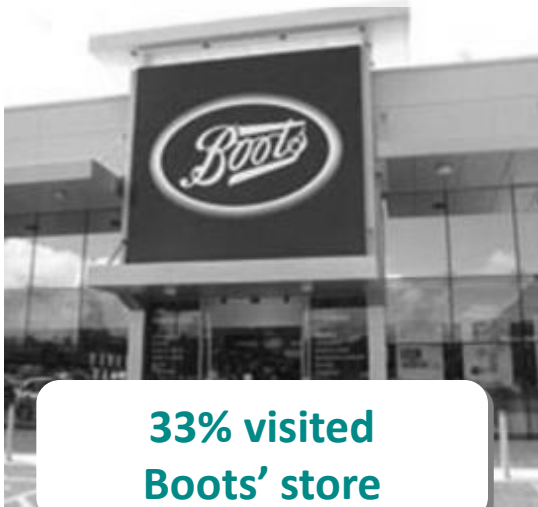
**28% visited
Boots' website**

Generating online search



**27% searched for
Batiste online**

Driving store footfall



**33% visited
Boots' store**

Encouraging trial



**20% tried Vera Wang
Lovestruck in-store**

Looking out for brand



**17% looked out for
Persil 2in1 Comfort**

4. Magazines & Online - working together



Magazines and online help drive purchase decisions

Women turn to both magazines and the internet for **ideas and inspiration**



1 in 3 women say magazines/online help them **decide what to buy**

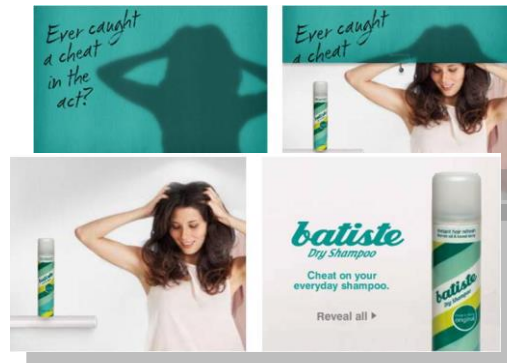
...that's **60% higher** than the media average

Magazines and online together boost brand recall...

56% remembered the brand more after seeing both the magazine and online ads



+



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61% more likely to remember the brand

...and understanding of the ads

45% understood the ad more after seeing both the magazine and online executions



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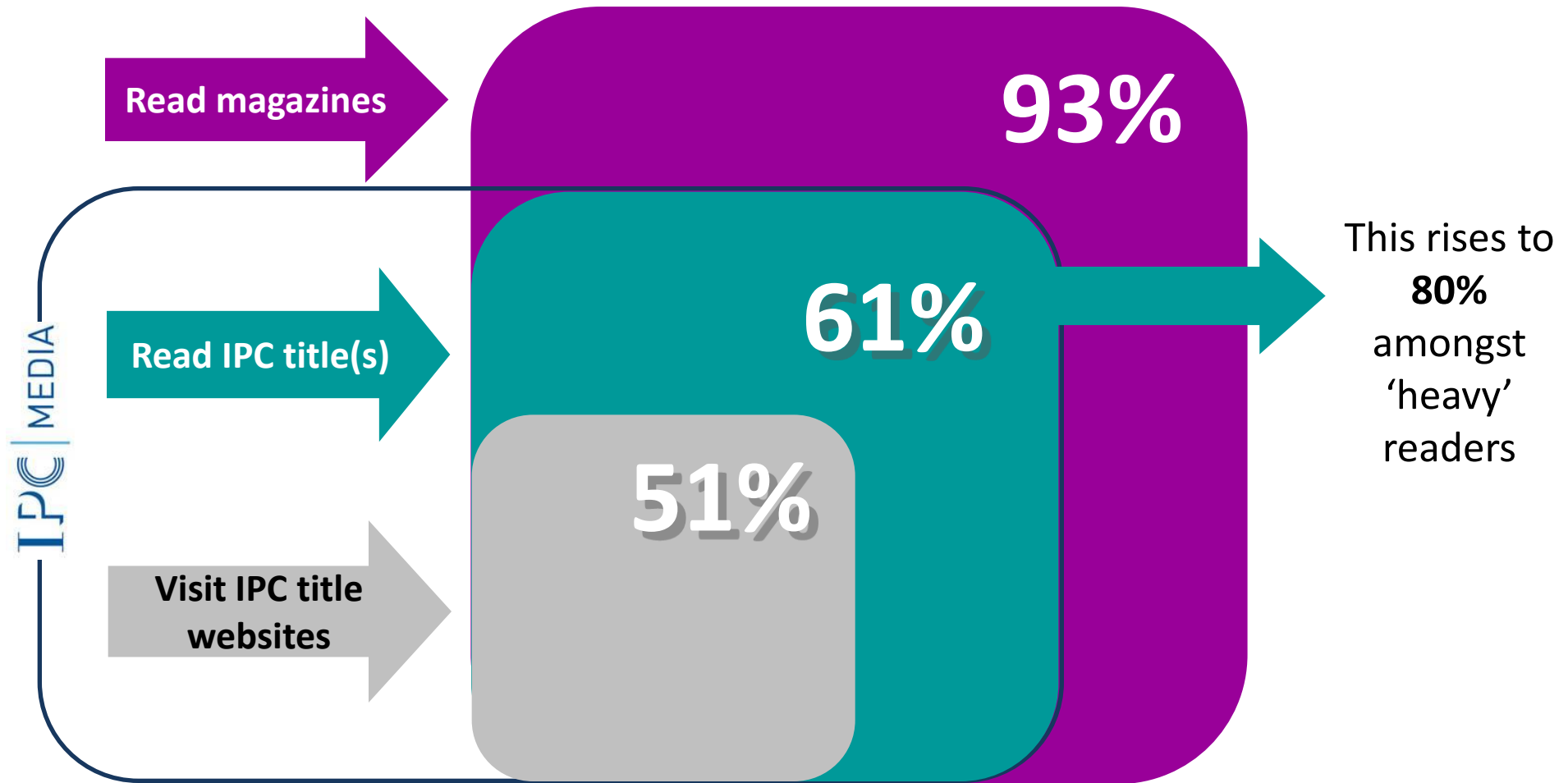


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47% more likely to understand the ad

IPC offers advertisers a unique opportunity

...to **capitalise** on this **cross-channel partnership** within our portfolio



5. Magazines & TV – ideal partners



Magazines are just as powerful as TV

Effectively communicating key messages

Average Magazine score **71%**

Average TV score **71%**

Engaging audiences

Average positive engagement scores:

Magazines **35%**

TV **35%**



“Magazines go into more detail so they are able to explain properly and clearly, without having to exaggerate to grab attention”

*“As much as I like seeing adverts on TV, they are over in a matter of seconds... **with a magazine ad I can re read if necessary**, keep for future reference and show to friends and family if I wish”*

Magazines create an impact too!

Magazine ads can be **as distinctive** as TV ads

Average **distinctive** scores

Magazines **31%** TV **32%**

... but are often **less irritating!**

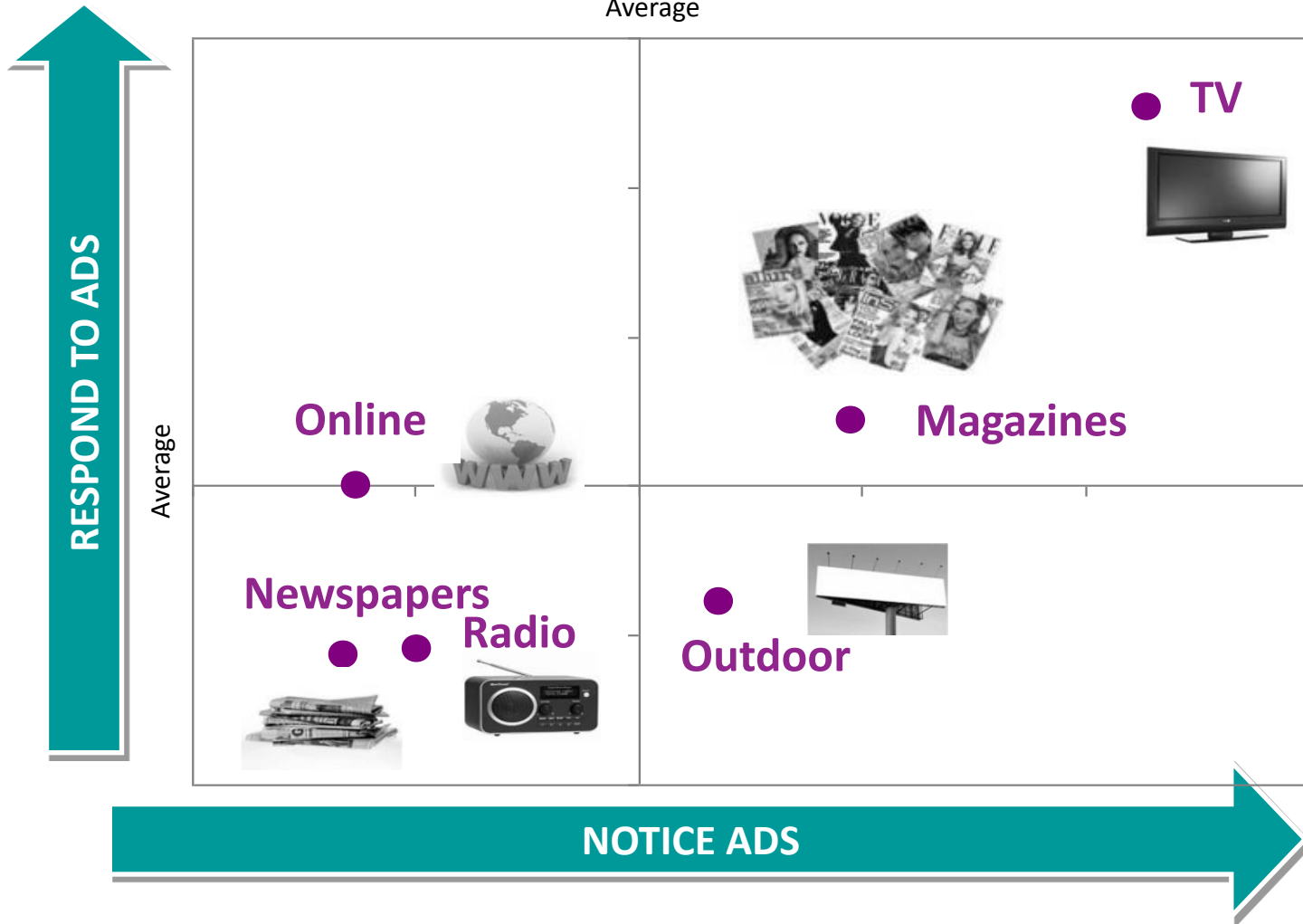
Average **irritation** scores

Magazines **5%**
TV **14%**



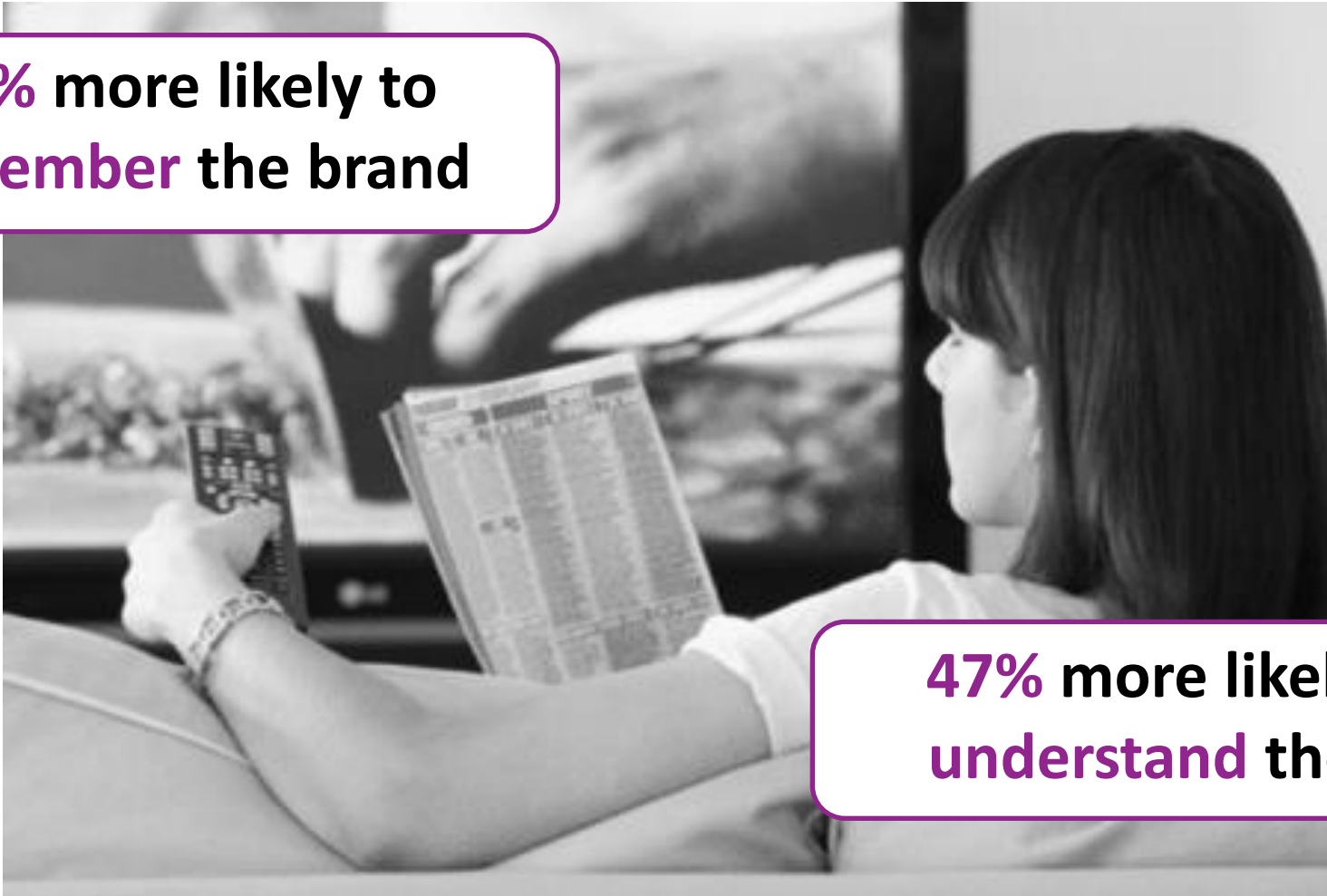
Ads are more likely to be noticed...

...and to generate a **positive consumer response**



Magazines and TV work well in combination

61% more likely to
remember the brand



47% more likely to
understand the ad

... as demonstrated by our mags + TV case studies

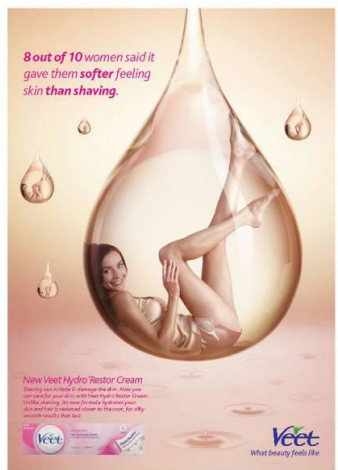


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63% more likely to remember the brand



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50% more likely to understand the ad

AdSense - 5 things to remember

1. Magazines are THE **high engagement** medium
2. Magazines deliver **trusted** content
3. Magazines **drive action**
4. **Magazines & Online** work well together
5. **Magazines & TV** are ideal partners





Next steps and roll-out

Our on-going commitment to effectiveness



Phase 1 – Feb-Apr

Sharing findings with participating brands

Phase 2 – Apr onwards

**Internal launch
External roll-out
PR & Marketing**

