THE SALES EFFECTS OF MAGAZINE ADVERTISING

USING THE GFK PANELS IN THE NETHERLANDS AND BELGIUM.

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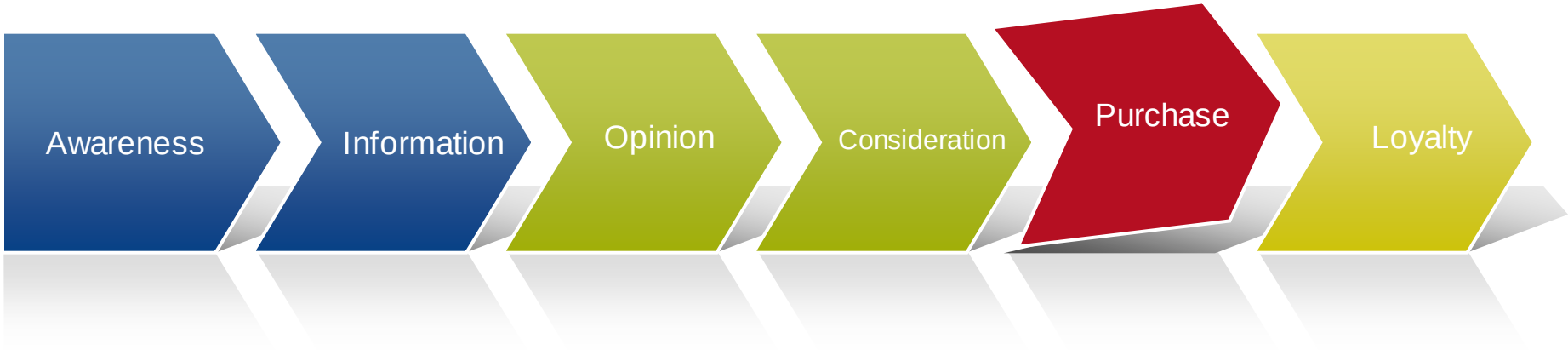
Ads have proven effect on brand equity. But how is it with sales?

The effect of media investment is until now often measured via effects on awareness, brand image evolution, presence in evoked etc.

The first moment of truth is however the purchase of the product. After the second moment of truth loyalty will be build which leads to possible advocacy.



Which medium can attribute the most to sales?

Single source measurement of purchase behavior and media consumption

Purchases (In-home scanning)

Food
Beverages
Tobacco
Personal care
OTC drugs
Animal food

TV

Radio

Press

OTS calculation based on media plan

Background information

Media consumption

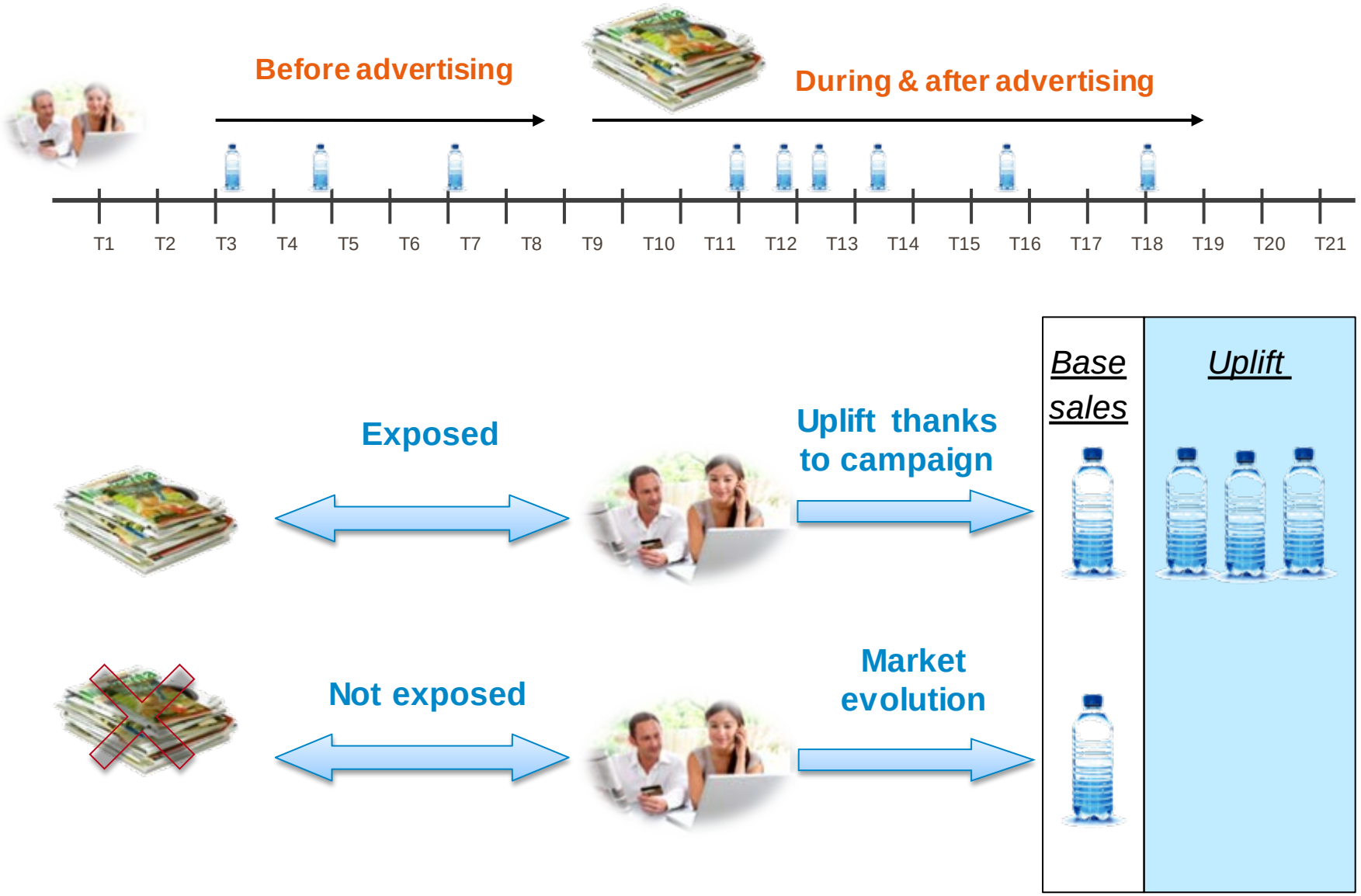
Cinema

Frequency

Internet

Ad tagging

FOLLOWING HOUSEHOLDS OVER TIME ALLOWS FOR TRACKING SALES UPLIFTS CAUSED BY CAMPAIGN



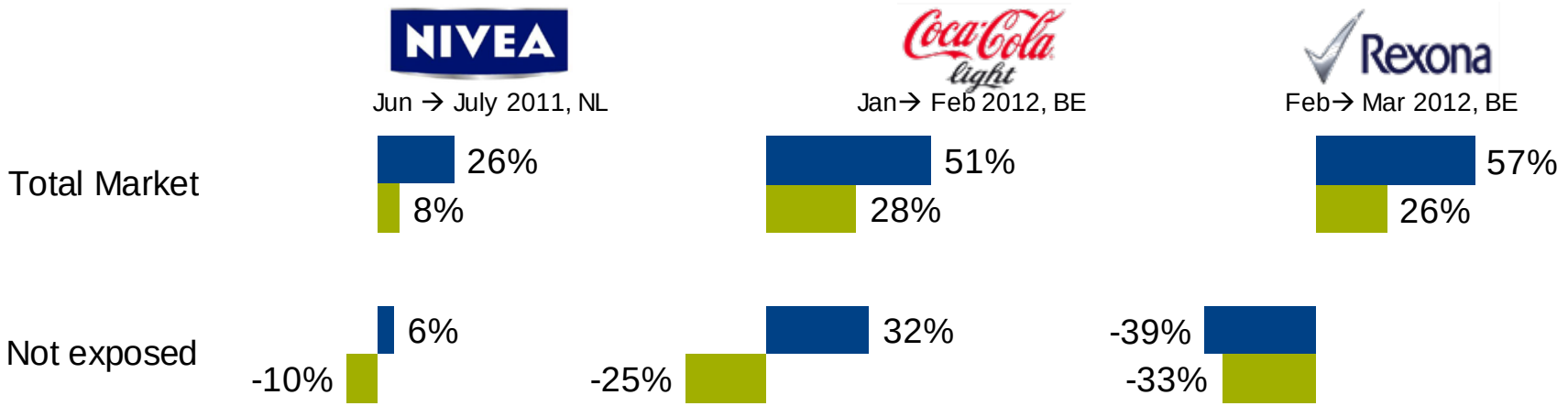
Short term effect: Month by month sales uplift

	NIVEA	Coca-Cola light	Rexona
	Jun → July 2011, NL	Jan→ Feb 2012, BE	Feb→ Mar 2012, BE
Total Market	26% / 8%	51% / 28%	57% / 26%

The total market has grown over time. Both the number of buying households as their spending has increased.

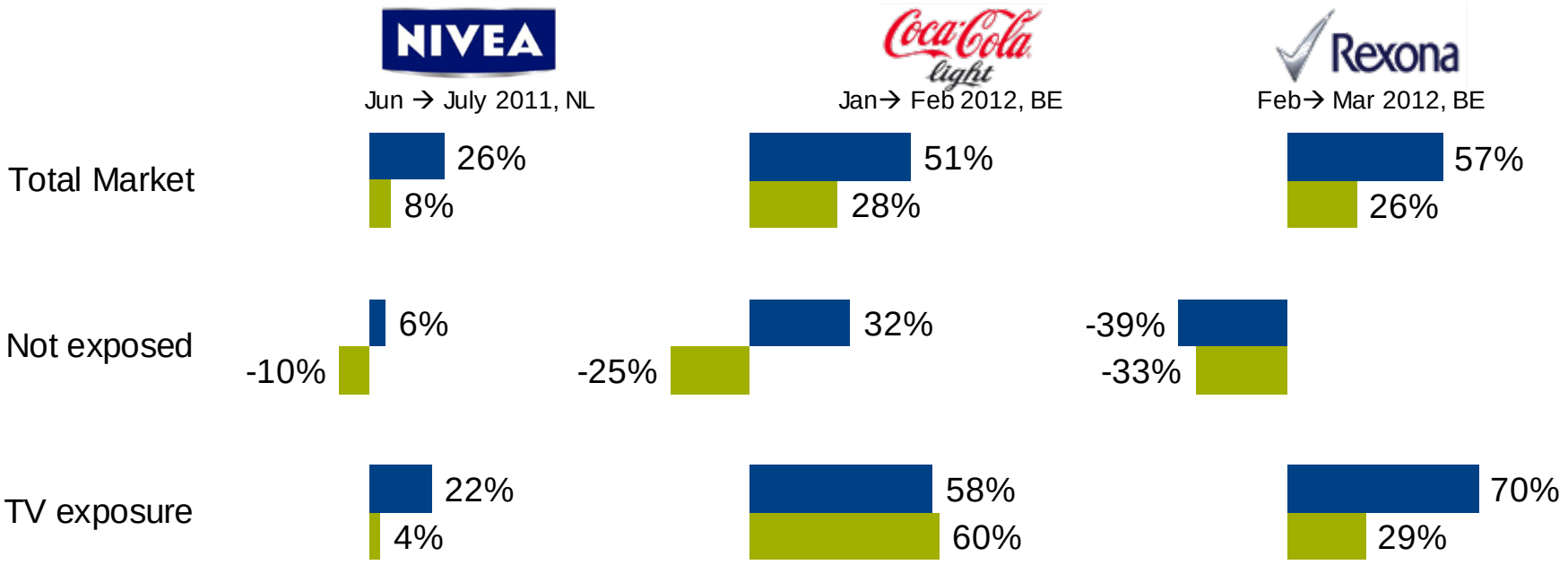
Buying HH Value / 100 HH

Short term effect: Month by month sales uplift



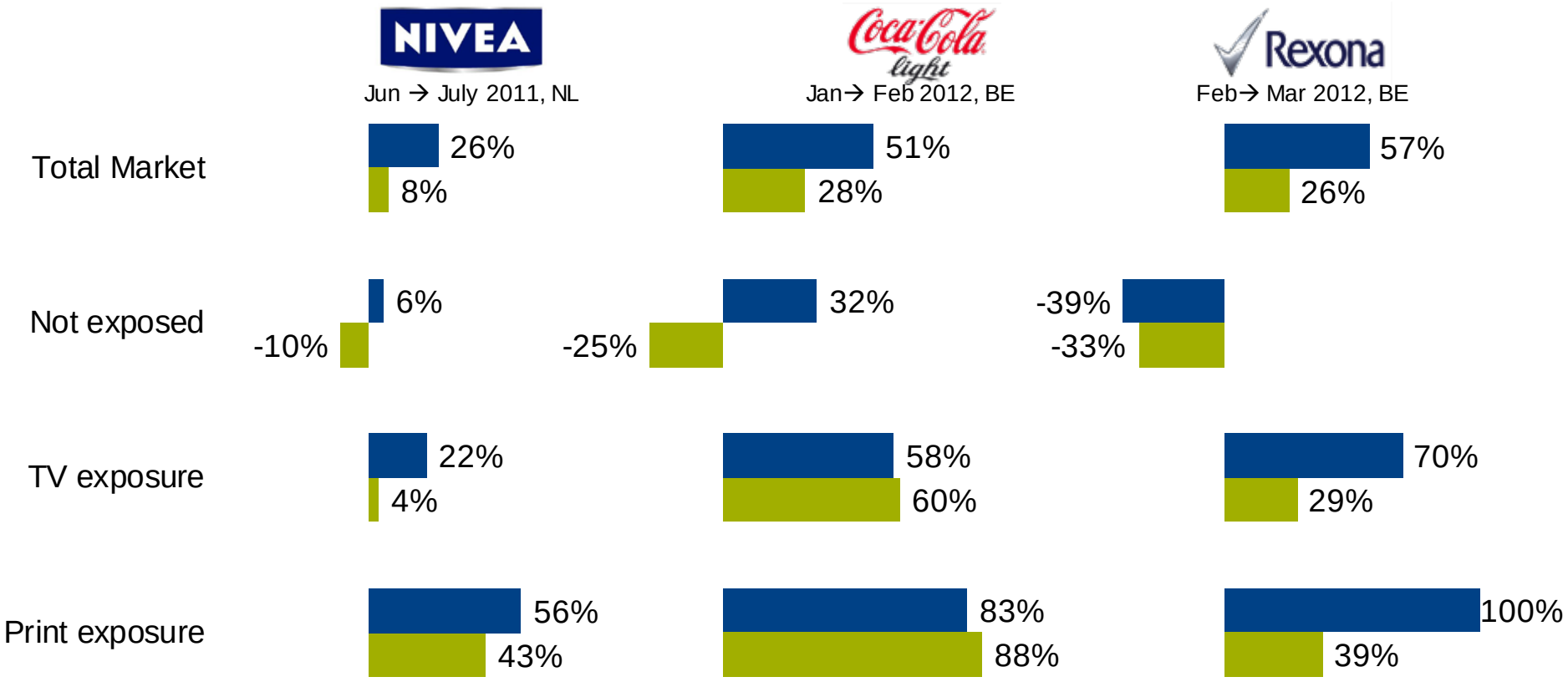
The households that were not exposed to the campaign at all, however, spent less during the observed periods. Rexona even lost buying households among the group that did not come in contact with the campaign.

Short term effect: Month by month sales uplift



Hence, the media pressure must have its effect on the households who were exposed to it. Households who saw the spot on TV reacted positively to it.

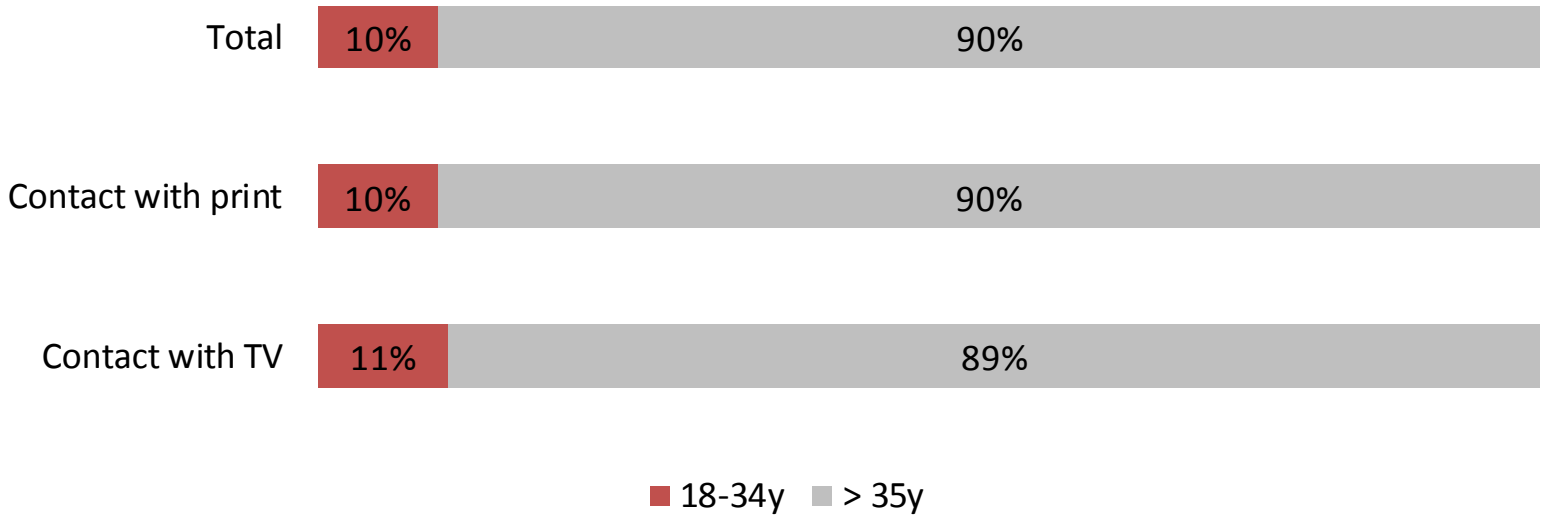
Short term effect: Month by month sales uplift



The households that were exposed to the ad in the magazines reacted even better to it. Both recruitment and intensification of the households is better than among the group that saw the spot on TV.

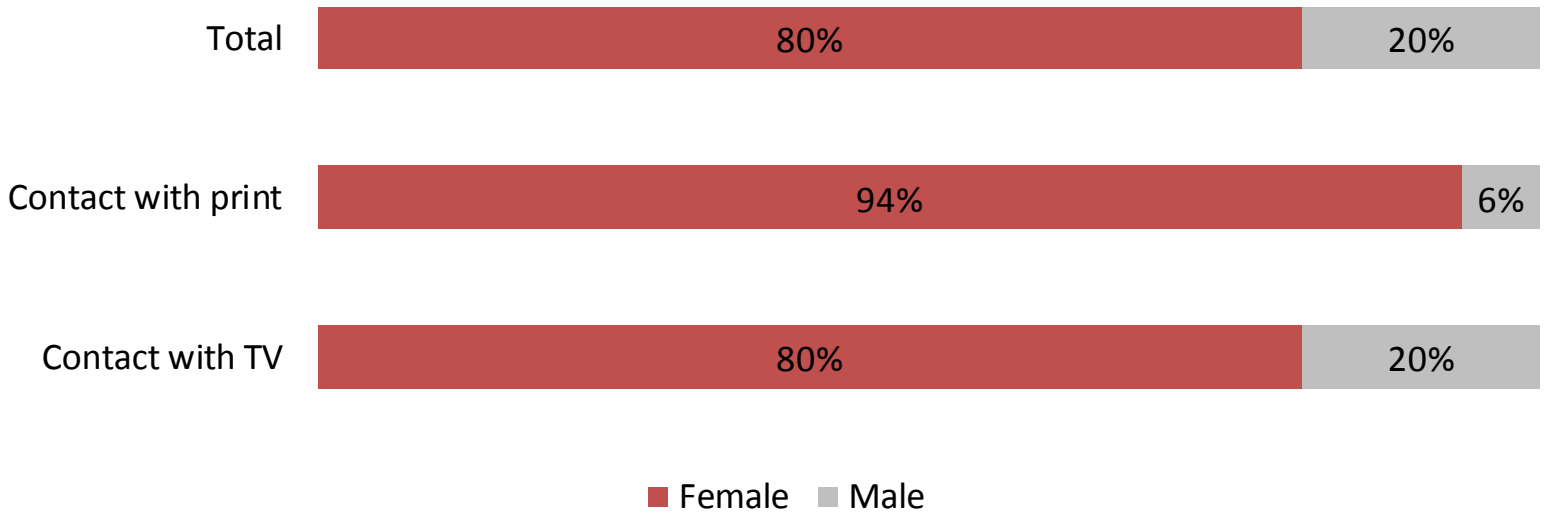
Buying HH Value / 100 HH

Reaching the target group



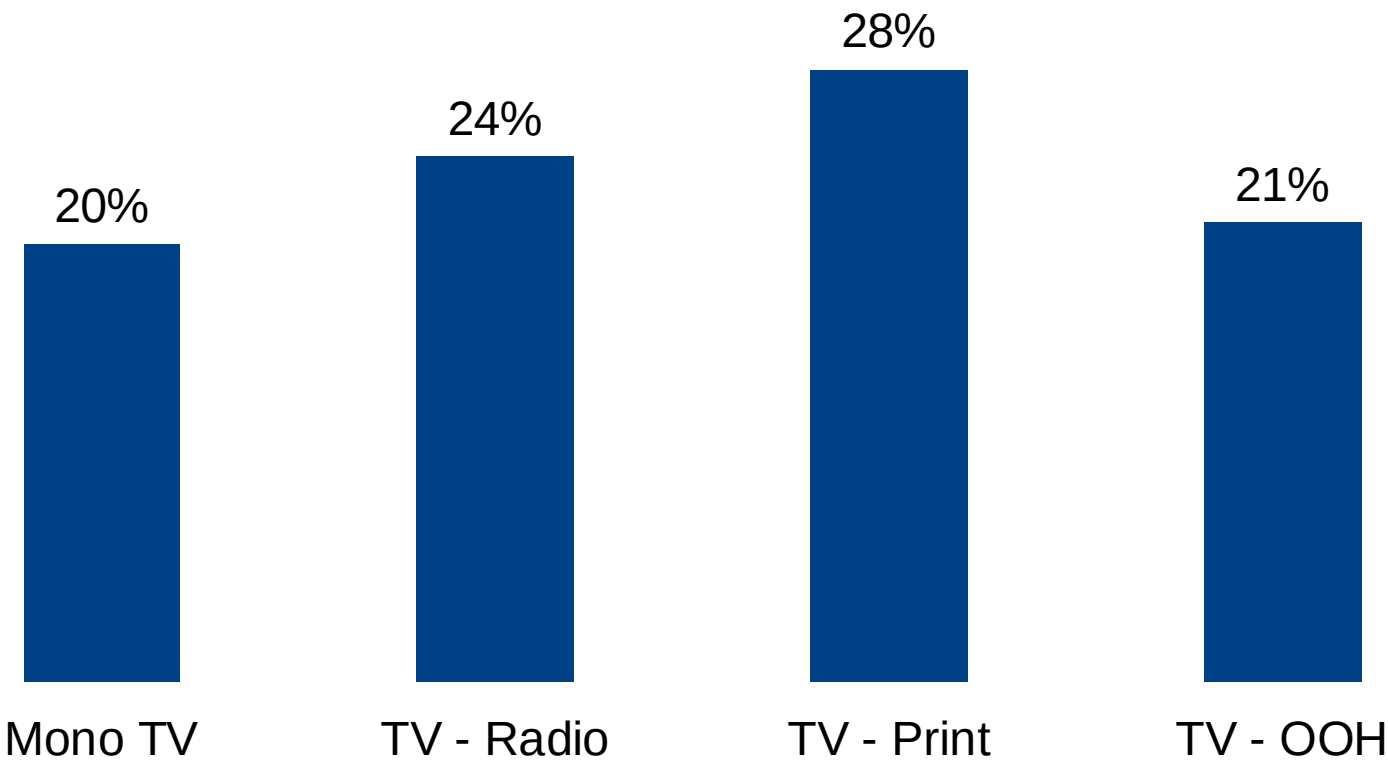
10% of the reach of print is within the target group of PRP's of age 18-34y. TV slightly performs better. However, neither of both media stands out in reaching this age group.

Reach the target group



Print reaches the female audience. Where the reach of TV consists for 80% of female PRP's, the reach of print contains 94% of female PRP's.

Benchmark with other media



Comparing the average sales uplifts of media mixes, we see that print is able to add the highest value on a TV campaign.

Conclusions

Print ads increase **sales** on the short term

Print **reaches** the target group very well

Print attributes most in the **mix** with TV

Print **works**!

Discussion & suggestions for future research

Detailed view

The current analysis consists of a few campaigns. This gives a very detailed and interesting view on those specific products and campaigns. The observed sales return on those campaigns are good achievements. The small base, however, does not allow to generalize the findings.

Short term view

The current campaigns focus on month to month sales uplifts. This can be considered short term effects.

Local view

This research has been conducted in Belgium and The Netherlands. As different market

Suggestions for future research

European, 50-100 campaigns, including long term effects.

Discussion & suggestions for future research

Detailed view	The current analysis consists of a few campaigns. This gives a very detailed and interesting view on those specific products and campaigns. The small base, however, does not allow to generalize the findings.
Short term view	The current campaigns focus on month to month sales uplifts. This can be considered short term effects. An important question is whether the new buyers were gained sustainably.
Local view	This research has been conducted in Belgium and The Netherlands. The larger European markets such as Germany and UK are not present in this study.
Taking this research forward	• European scope: Include UK, • General findings on print advertising: large number of campaigns • Including long term effects

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