

NEW

# Measuring Media Effectiveness

## Comparing Media Contribution Throughout the Purchase Funnel

### Executive Summary

To better understand the way media work together and the respective roles and effectiveness of each medium in motivating people to purchase products and services, Magazine Publishers of America (MPA) asked Marketing Evolution to examine existing cross-media accountability results and report its findings. Marketing Evolution was chosen because of their:

- **Database size** Marketing Evolution’s database includes a large number of studies that measure the impact of TV, magazines and the Internet on advertising results.
- **Comprehensive view** Marketing Evolution tracks the full range of consumer attitudinal and behavioral shifts in the purchase decision-making process by medium to calculate return on marketing investment and determine optimal media mix. Marketing Evolution uses a proprietary cross-media measurement approach, which they call “Return On Marketing Objective” (ROMO).
- **Objectivity** The majority of Marketing Evolution’s work is commissioned by leading advertisers who seek to understand the role of each medium and opportunities to improve the ROI of their marketing investments. The analysis, therefore, is independent—MPA was not involved in the design, implementation, analysis or funding of any of the 20 studies included in this report.

### Overall Conclusions

The overall findings reinforce the power of media mix, which Marketing Evolution describes as “Surround Sound Marketing.” Surround Sound Marketing is based on the premise that each medium, like each speaker in a surround sound stereo system, produces the greatest impact when it works in a coordinated fashion. With Surround Sound Marketing, marketers can leverage media so that the effect of combined media is greater than what any one medium can produce.

What was magazines’ role in media mix? Quite significant, as it turns out. Magazines contributed to significant gains across the purchase funnel (from brand awareness to purchase intent). In addition, magazine advertising appeared to work well with advertising in other media and add greater value when used synergistically with television and online advertising. When asked to recommend a revised spending allocation across media, Marketing Evolution typically recommended increasing magazines, as they are often under-leveraged.

Magazines' strong performance could be attributed to a number of factors, including:

- **Message context:** The “medium is the message” (or at least part of it). Marketers' ability to target their message in a relevant context can enhance the effectiveness of their advertising.
- **Targeting:** Marketers can select media placement from a wide range of attitudinal and behavioral profiles, using common magazine media-planning tools.
- **Engagement with magazine advertising:** Magazine advertising may be perceived as part of the natural flow of a magazine and, therefore, of value to the reader.

## Scope

- Cross-media accountability data was aggregated across 20 recent studies (from late 2004 through mid-2006) that included magazines (consumer publications), television (network, syndication, cable and/or spot) and online (banners and rich media). Categories included automotive, pharmaceutical, entertainment, electronics and a general category that included a mix of industries (consumer package goods, financial services, etc.).
- In all instances, television was the dominant element in the advertising mix. Budgets for the individual studies ranged from 42% to 96% in TV, 3% to 44% for magazine and 2% to 26% for online.
- The purchase funnel, which illustrates consumer responses across the various stages of the purchase decision process, usually included (but was not always limited to) brand and advertising awareness, brand familiarity, brand imagery and purchase intent.

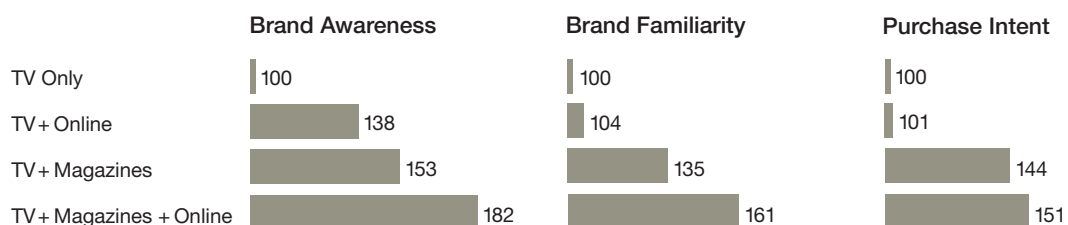
## Key Findings

### The best results were achieved when a combination of media was used.

The analysis found that the best results were achieved when media were used synergistically. Magazines played a key role in boosting the overall performance of marketing campaigns. Leaving magazines out of the mix significantly reduced the overall impact of the campaigns.

### Cumulative Effects of Different Media Combinations

Aggregate of 10 Studies — Pre/Post Point Change (Index Versus TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as a base medium. Results are an aggregate of 20 studies, 10 of which had sufficient sample size to examine each combination of media (index versus TV alone).

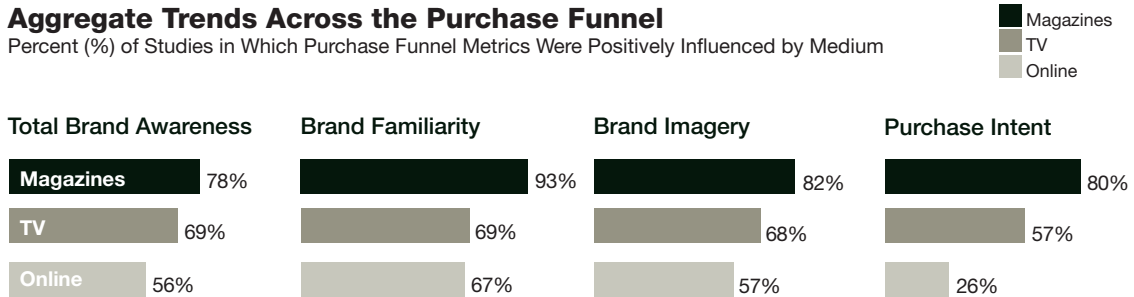
Source: Marketing Evolution 2006

**Throughout the purchase funnel, magazines were the most consistent performer.**

Across the 20 studies, magazines produced a positive result in the most stages of the purchase funnel and in the most campaigns. Factors that may have contributed to magazines' strong performance may have included a combination of magazine targeting, engagement, audience quality and good creative.

**Aggregate Trends Across the Purchase Funnel**

Percent (%) of Studies in Which Purchase Funnel Metrics Were Positively Influenced by Medium



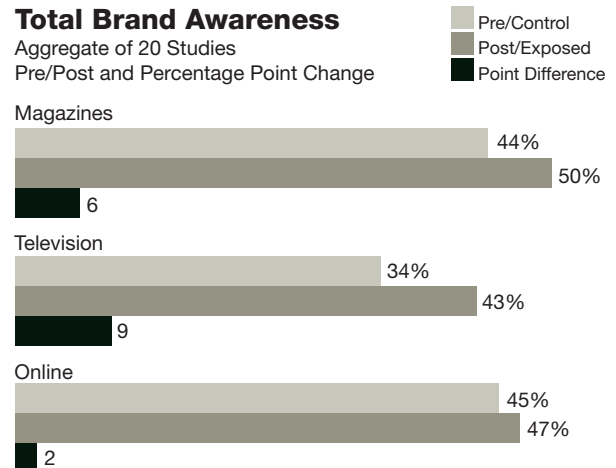
Note: Not all studies included each purchase funnel metric for every media.  
Source: Marketing Evolution 2006

**Television built brand awareness — and so did magazines.**

TV is the acknowledged way to build brand awareness, and in this study it produced the most significant point change. Magazines proved to be an excellent way to reinforce and build brand awareness above and beyond the effect of TV. The best results were achieved when all media worked synergistically to engage consumers.

**Total Brand Awareness**

Aggregate of 20 Studies  
Pre/Post and Percentage Point Change



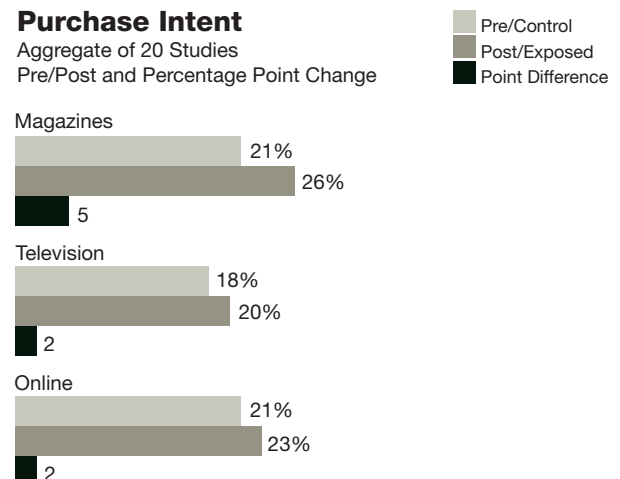
Note: Results reflect the average point lift for each medium across the 20 studies.  
Source: Marketing Evolution 2006

**Overall, magazines “outperformed” in driving positive shifts in purchase intent.**

Magazines produced the highest percentage point increase in purchase intent, which was the most common objective of the advertising campaigns that Marketing Evolution studied.

**Purchase Intent**

Aggregate of 20 Studies  
Pre/Post and Percentage Point Change



Note: Results reflect the average point lift for each medium across the 20 studies.  
Source: Marketing Evolution 2006

**Across four categories studied, magazines consistently influenced purchase intent.** All media showed the ability to influence purchase intent. Success of any given marketer depends on getting consumer motivations right, translating the motivations into an effective message and executing an optimized media mix. Across the five categories studied, magazines ranked #1 in four categories and a close #2 in the fifth category in terms of influencing purchase intent.

### Purchase Intent by Ad Category

Percentage Point Difference Between Pre/Post Analyses or Test/Control

Category	Magazines	TV	Online
Automotive	+5	+3	+2
Entertainment	+6	+1	+4
Electronics	+3	+4	0
General	+4	+1	+1
Pharmaceutical	+3	+2	0

Note: Results reflect the average point lift for each medium for the specified category.

Source: Marketing Evolution 2006

### Recommended Media Mix

Marketing Evolution's ROMO analysis provides marketers with a recommended media mix for their advertising plans. Based on conditions specific to each advertiser, the most common recommendation across these studies honed in on the ways in which media complemented one another, consistent with the principles of Surround Sound Marketing. The ROMO analysis identified under-leveraged media and showed how to achieve the proper balance among TV, magazines and online to attain superior return on investment.

Marketing Evolution was asked by clients to recommend a revised spending allocation across media in 16 of the 20 studies. They recommended that clients change their media plans in these ways:

- Share of spending for magazines should increase as much as 30 points (in 11 of the 16 studies)
- Share of spending for online should increase as much as 10 points (in 7 of the 16 studies)
- Share of spending for TV should increase as much as 10 points (in 3 of the 16 studies)

**Marketing Evolution** a leading market research and consultant firm, helps companies better understand and quantify the role different media play in moving a prospect to "yes" in the increasingly complex world of media planning and investment. Marketing Evolution has a client list that reads as a "Who's Who" of A-list brands.

**Magazine Publishers of America (MPA)** is the industry trade association for consumer magazines. Established in 1919, MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members.

For information on the research presented here, please contact Wayne Eadie, Senior Vice President, Research, Magazine Publishers of America, at weadie@magazine.org or Christine Jensen, Director of Research, Marketing Evolution, at christine.jensen@marketingevolution.com. For copies of MPA resources, please e-mail promotion@magazine.org or go to MPA's website: [www.magazine.org](http://www.magazine.org).

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