

Measuring Media Effectiveness

Comparing Media Contribution Throughout the Purchase Funnel

Full Study

Marketers have become increasingly aware of the implications of a changing media landscape. For example, continuing media fragmentation means that a more complex array of media plans are possible. Given that some media plans will be much more successful than others at engaging with consumers and delivering marketing profitability, marketers want to know how to increase the odds of finding the optimal media mix to achieve marketing success.

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 the research and consulting firm 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 an award-winning* proprietary cross-media measurement approach that 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.

*In addition to favorable detailed reviews from the ARF, the Corporate Executive Board and academic luminaries such as the renowned University of Chicago economist Steven Levitt (co-author of *Freakonomics*), Marketing Evolution's ROMO methodology won best paper award at ESOMAR's Week of Audience Measurement in 2003. Recently, ESOMAR reviewed more than 30,000 papers presented at ESOMAR conferences over the past decade and awarded the ROMO methodology "best practice."

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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 were often under-leveraged.

Marketing Evolution’s key findings included:

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

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.

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

Magazines produced the highest percentage point increases in purchase intent, along with providing the highest absolute levels.

Television built brand awareness—and so did magazines. Best results were achieved when all media worked in synergy to engage consumers.

When asked to recommend a revised spending allocation across media, Marketing Evolution often recommended that the investment in magazines and online increase.

Magazines were often under-leveraged in a marketer’s media mix, and marketers would be well served to ensure that magazines play a prominent role in the mix.

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 magazine advertising.
- **Targeting:** Marketers can place media using magazines' wide range of attitudinal and behavioral profiles, informed by 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 with a mix of industries (including consumer package goods, financial services and retail).
- In all instances, television was the dominant element in the advertising mix. Budgets for the individual studies ranged from 42% to 96% for TV, 3% to 44% for magazines 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 limited to) brand and advertising awareness, brand familiarity, brand imagery and purchase intent.

Methodology Overview

- Marketing Evolution typically used online surveys to assess the impact of various media. Where the target audience was judged not to be well represented by the online population, telephone surveys were conducted to supplement the online surveys.
- Continuous tracking was used with surveys administered throughout the course of the campaign. In addition, a survey was conducted prior to the start of the campaign to provide a pre-campaign baseline for a pre- and post- comparison. The surveys gathered attitudinal and behavioral measures related to the campaign objectives and marketing needs. Purchase intention measures and reported purchases were employed in the ROMO tracking and baseline surveys to address the growing emphasis on sales response.
- To provide transparency and fair comparisons across various media, a straight-forward, cost-per-impact measure of media effectiveness was used. For each medium, the difference in the metric(s) was calculated between exposed and control respondents. The gain in the impact measure between exposed and control was divided by the cost of the media buy to calculate the “cost per impact” or “return on marketing objectives.”

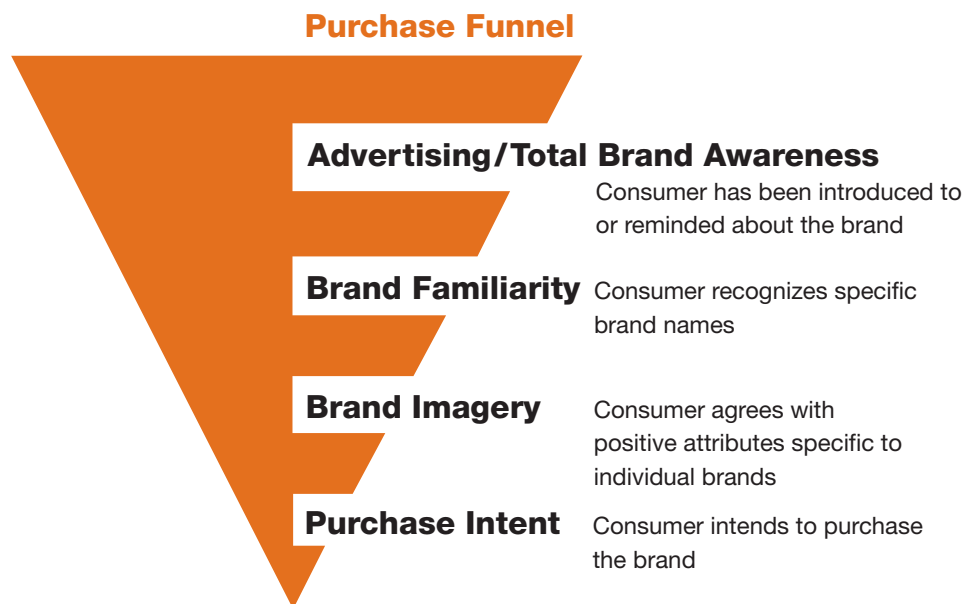
To support the ROMO analysis, the media spending was converted to dollars spent per channel. Post-buy estimates of the media spend were used, rather than the plan spending levels, in calculating ROMO.

- Creative quality was factored in from ad pretesting and/or relative quality measures. Because client-specific measures were used, scores were not standardized across ROMO studies.

Defining the Purchase Funnel

A number of metrics are commonly used to evaluate the role and effectiveness of advertising. The metrics range from those closely linked to business success (sales, for example) to those that measure the visibility of advertising and the brand (such as ad awareness and brand awareness).

These metrics are sometimes organized in a construct called the purchase funnel so that advertising impact among consumers can be examined at various stages of consideration and purchase. The “top” of the purchase funnel focuses on awareness. The “bottom” of the funnel describes attitude formation leading to action-taking, including purchasing. Most marketers put greater emphasis on influencing the metrics at the bottom of the funnel (brand imagery and purchase intent) because, ultimately, advertising is about more than getting the advertisement or brand noticed—it’s about engaging the consumer so that he or she is more inclined to purchase the advertised brand.



Overall Purchase Funnel Findings

The Power of Media Synergy

Marketing Evolution examined the relative effectiveness of different media combinations. Because television was the dominant medium, the effect of a “television only” campaign (by removing the effects of magazine and online) was examined relative to the effect of different combinations of media.

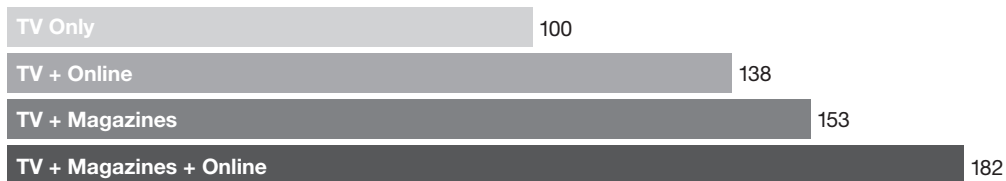
Finding: The best results were achieved when a combination of media was used.

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 Percentage Point Change Index Versus TV Alone

Brand Awareness



Brand Familiarity



Purchase Intent



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

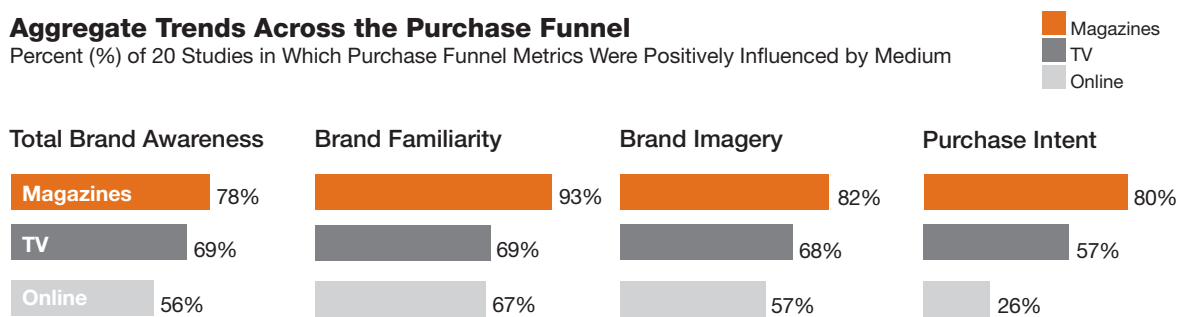
Performance Across the Purchase Funnel

Marketing Evolution examined the success rate of advertising in each medium. Specifically, Marketing Evolution analyzed the percent of successful campaigns within each medium. Success was defined as a statistically significant increase over the control group produced by the medium.

Finding: Throughout the various stages of 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.

Aggregate Trends Across the Purchase Funnel

Percent (%) of 20 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

Why did magazines outperform? Marketing Evolution speculates, based on an examination of media plans and advertising creative executions, that the contributing factors may be magazines' ability to provide targeting and engagement, along with good creative. The combination of these factors offered a recipe for strong performance across a wide range of categories.

Individual Stages of the Purchase Funnel

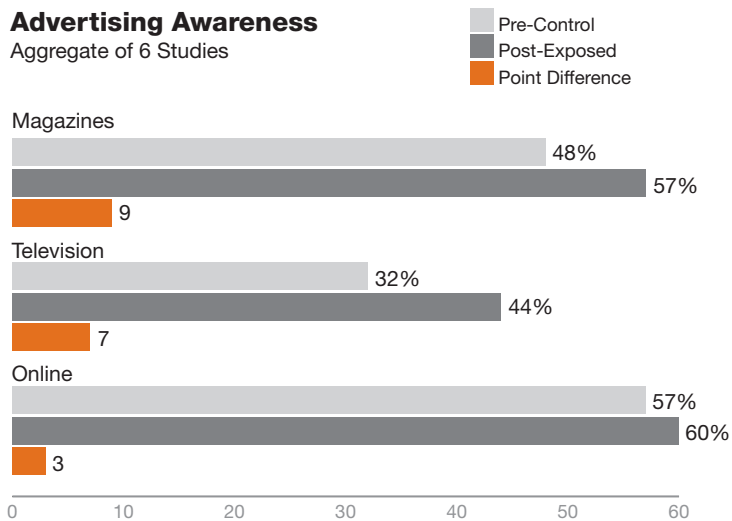
Marketing Evolution drilled down into the individual stages of the purchase funnel, examining aggregated data across 20 studies to report the impact, on average, of each medium. While few marketers would make top purchase funnel metrics such as advertising or brand awareness the ultimate goal of advertising, nonetheless, the metrics provide insights into the effect and impact of each medium's advertising and are an appropriate place to begin the purchase funnel analysis.

Advertising Awareness

Ad awareness measures the percentage of consumers who report “seeing or hearing an advertisement for the brand.” Ad awareness does not measure the persuasiveness or effectiveness of the advertisement.

Many marketers do not measure ad awareness because the metric is limited. Instead they focus on advertising’s impact on positive brand image associations and purchase intent (at the lower end of the purchase funnel). However, in some high involvement categories, marketers may find it difficult to change consumers’ opinions about a brand or their purchase behavior. Ad awareness is used as a measure to determine if the advertisement is being noticed. Out of the categories measured in this analysis, only automotive and pharmaceutical studies included ad awareness.

Finding: While each medium achieved an increase in ad awareness, magazines resulted in the highest point change (a 9 point increase). TV resulted in a 7 point increase and online delivered a 3 point increase.



Note: Results reflect the average percentage point increase for each medium across the 6 studies.

Source: Marketing Evolution 2006

When looking at the automotive industry, **magazines resulted in the highest point change for ad awareness** (8 point increase). In the pharmaceutical industry, TV drove the highest point change (27 point increase) for ad awareness.

Advertising Awareness by Category

Aggregate of 6 Studies—Percentage Point Change

Category	Magazines	TV	Online
Automotive	+8	+2	+3
Pharmaceutical	+13	+27	+1

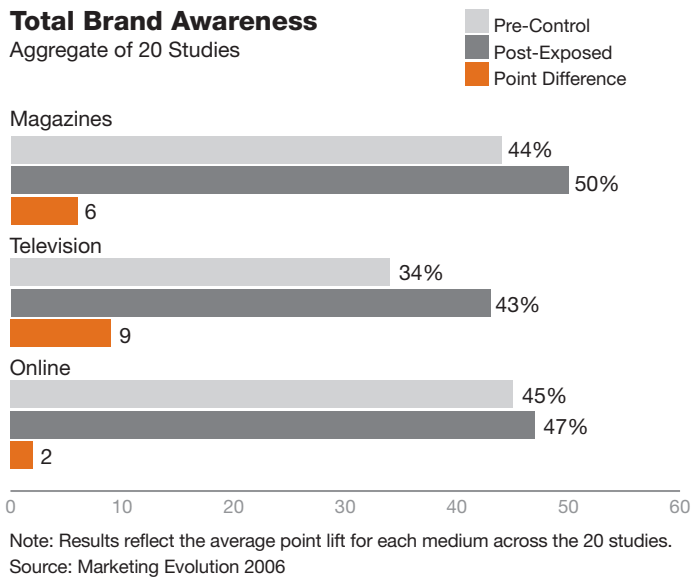
Note: Results reflect the average point lift for each medium for the specified category.

Source: Marketing Evolution 2006

Total Brand Awareness

Brand awareness measures the degree to which exposure to advertising increases a consumer’s mentions of a brand. While ad awareness is typically only measured in high involvement categories (such as automotive and pharmaceuticals), brand awareness is typically asked in every study. As a top-of-funnel measurement, brand awareness does not necessarily indicate that consumers have a favorable opinion about the brand or that the consumer intends to buy the brand; rather, brand awareness indicates that the advertising made the brand more top-of-mind (or salient) for consumers.

Finding: Television built brand awareness—and so did magazines. TV often is acknowledged as a strong medium for building brand awareness, and in this study it produced the most significant point change. Magazines also proved to be an excellent way to reinforce and build brand awareness.



TV’s overall brand awareness point increase was driven by its strength in all categories except automotive. **Magazines also showed strong brand awareness point increases across categories, ranking #1 or #2.**

Total Brand Awareness by Category

Aggregate of 20 Studies—Percentage Point Change

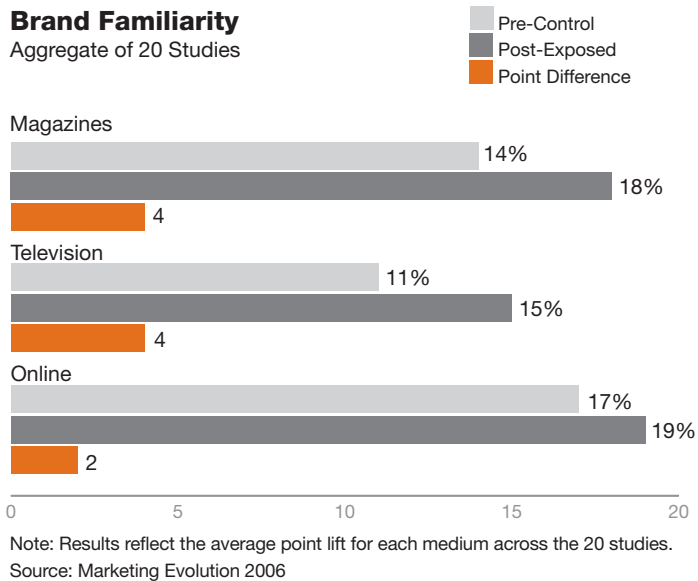
Category	Magazines	TV	Online
Automotive	+5	+1	-5
Entertainment	+7	+8	+6
Electronics	+3	+20	0
General	+2	+9	+2
Pharmaceutical	+10	+21	-1

Note: Results reflect the average point lift for each medium for the specified category.
Source: Marketing Evolution 2006

Brand Familiarity

Brand familiarity measures the degree to which advertising increases the percentage of consumers who say they know of the brand. This is often measured on a scale ranging from very familiar, somewhat, not very or not at all familiar.

Finding: Magazines increased familiarity with the brand, as did television. Magazine and TV advertising both performed well, producing comparable point changes in brand familiarity (4 percentage points).



When looking at drivers of percentage point change for brand familiarity across industries, **magazines were the strongest in automotive and entertainment.** TV was the strongest in electronics. Magazines and online both resulted in the same percentage point change for pharmaceutical (2 point increase).

Brand Familiarity by Category

Aggregate of 20 Studies—Percentage Point Change

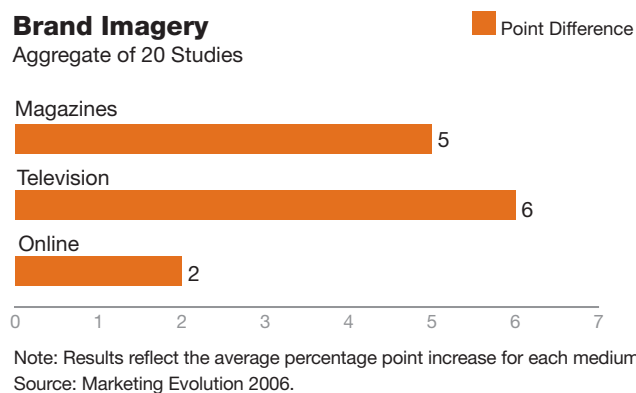
Category	Magazines	TV	Online
Automotive	+6	+3	+1
Entertainment	+5	+4	+2
Electronics	+3	+13	+1
General	+5	+4	+8
Pharmaceutical	+2	-4	+2

Note: Results reflect the average point lift for each medium for the specified category.
Source: Marketing Evolution 2006

Brand Imagery

Brand imagery reflects consumer response to a list of statements that measure if a brand's message is being conveyed to the consumer. Said another way, brand imagery measures if the creative and the medium are effectively communicating the brand's message. Attributes of brand imagery vary widely from category to category. For example, "value" may be integral to a variety of categories, but "fun to drive" is only a key element for some brands in the automotive category. While category variances make data aggregation complex, Marketing Evolution was able to provide a topline summary of brand imagery point change across the 20 studies by examining the top five attributes for each brand.

Finding: While online can influence the perceptions of a brand in the mind of the consumer, **television and magazines were more likely to produce positive brand associations.**



When looking across the full range of industries studied, TV resulted in the strongest percentage point changes in brand imagery overall, excelling particularly in electronics. **Magazines consistently drove increases in brand imagery across categories.** Online's influence was most evident in pharmaceutical.

Brand Imagery by Category

Average of Top 5 Attributes of 20 Studies — Percentage Point Change

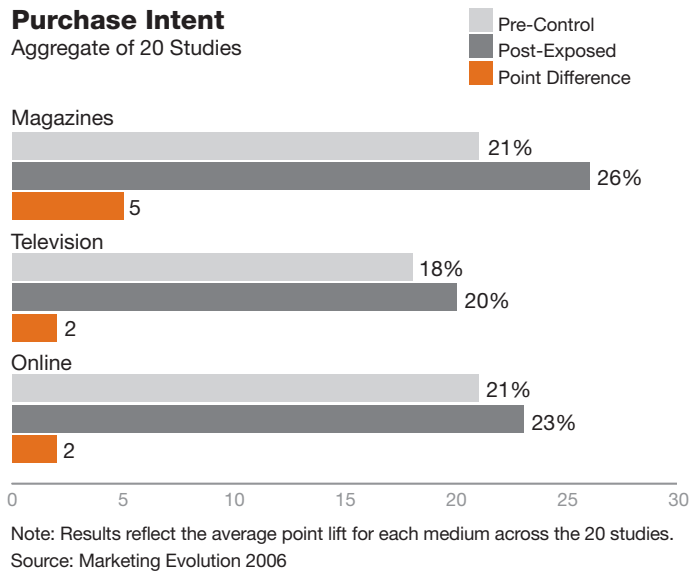
Category	Magazines	TV	Online
Auto	+4	+6	+1
Entertainment	+6	+4	+4
Electronics	+4	+13	0
Pharmaceutical	+2	+5	+4

Note: Results reflect the average percentage point increase for each medium across the studies. The general category is not included because there was not sufficient data for statistically meaningful comparisons on the brand image attributes.
Source: Marketing Evolution 2006

Purchase Intent

Purchase intent is the stage of the purchase funnel most closely associated with a consumer’s likelihood to take action. The consumer is asked to indicate how likely he or she is to purchase the brand. Purchase intent is the most common advertising objective for brands.

Finding: Overall, magazines “outperformed” in driving positive shifts in purchase intent. Magazines on average produced the highest percentage point increase in purchase intent across the 20 studies.



Across five categories analyzed, magazines most consistently influenced purchase intent. 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 Category

Aggregate of 20 Studies—Percentage Point Change

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

Magazine Effectiveness by Demographic

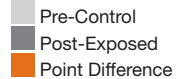
Beyond analyzing cross-media and multimedia effectiveness, Marketing Evolution explored whether meaningful differences in effectiveness by demographic groups existed when looking at magazines.

Finding: Magazine advertising worked across a broad range of target audiences.

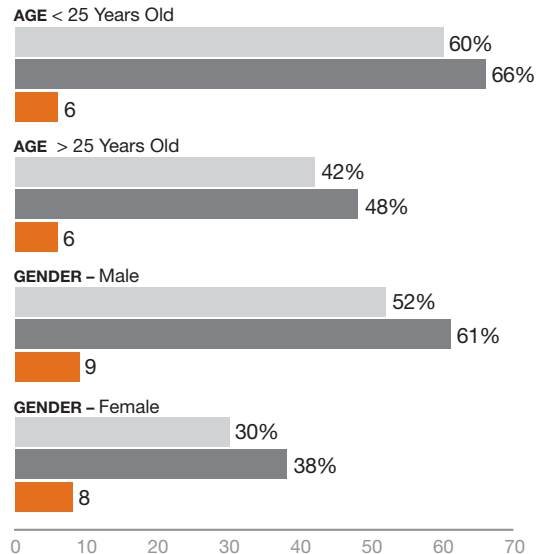
Magazines proved to be effective throughout the purchase funnel, producing high levels of brand awareness, brand familiarity and purchase intent with younger, older, male and female consumers. Marketing Evolution observed a stronger response among males versus females due to the fact that a larger percent of the campaigns measured were for male-oriented products.

Magazines by Demographic

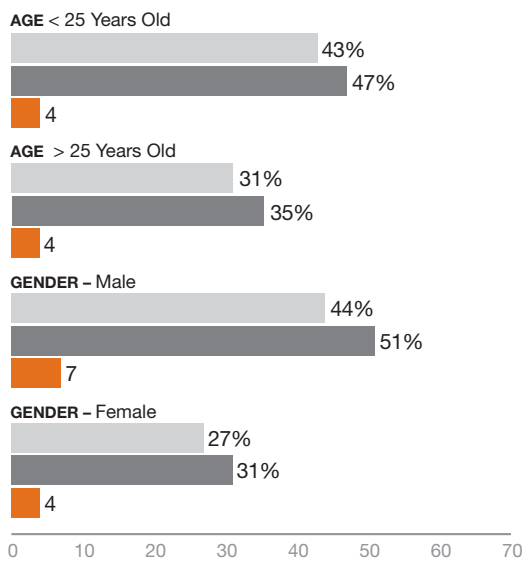
Aggregate of 10 Studies



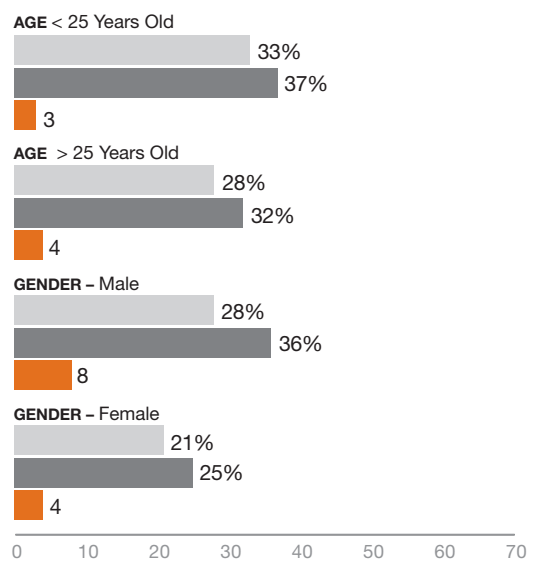
Total Brand Awareness



Brand Familiarity



Purchase Intent



Note: Aggregate of 20 studies, 10 of which had sufficient sample size to examine age and gender segments by medium. Brand image data were not broken down by gender and age and therefore not included in this analysis. Source: Marketing Evolution 2006

Category-Specific Findings

When examining results by category, Marketing Evolution found that overall a combination of media resulted in the highest percentage point gains throughout the purchase funnel, consistent with Surround Sound Marketing principles. Although data were not sufficient to look at the synergistic effects of media by individual category, the results of the overall study suggest that media synergy, as shown on page 6, also played a critical role in increasing marketing effectiveness within the individual categories.

Automotive

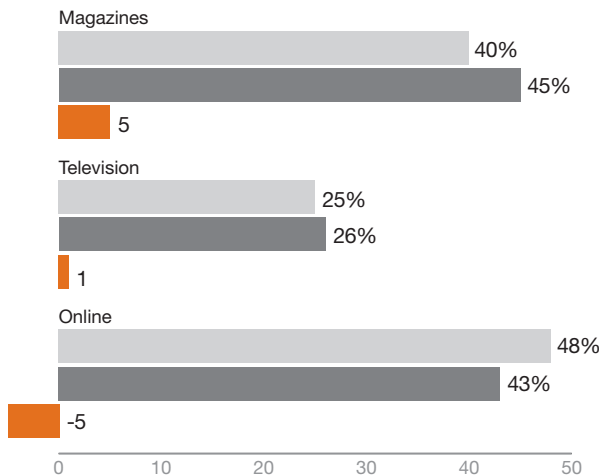
Magazines proved to be extremely effective in the automotive category, delivering substantial lifts in all purchase funnel metrics. For brand imagery, television and magazines were the most successful and, therefore, yielded the highest average brand image increases. The automotive category is one of the most competitive advertising industries, and magazines played a critical role in each of the automotive campaigns studied.

Automotive Purchase Funnel

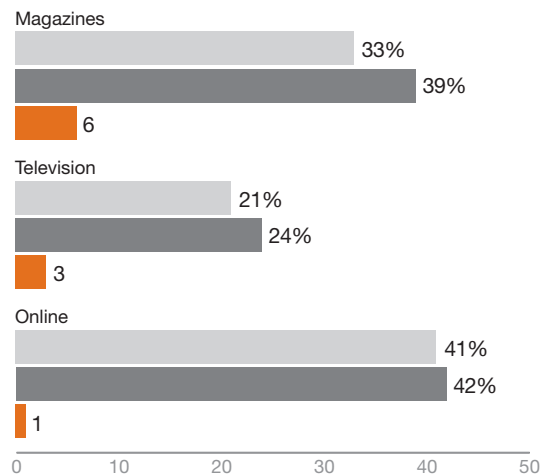
Aggregate of 4 Studies

Pre-Control
Post-Exposed
Point Difference

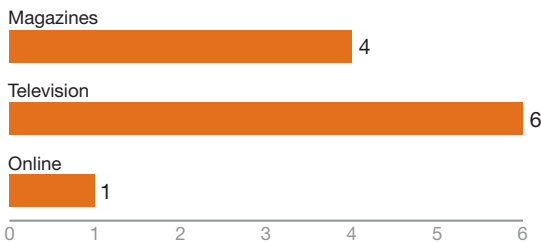
Total Brand Awareness



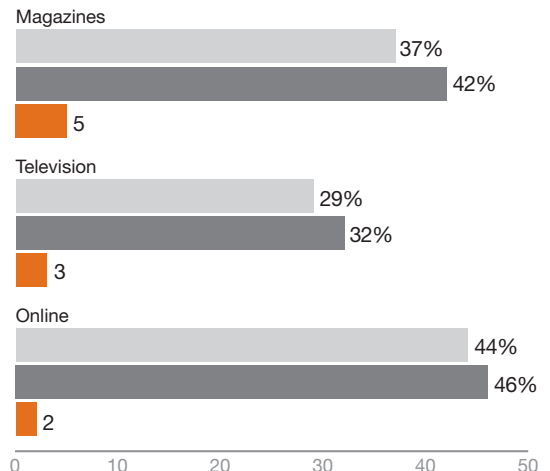
Brand Familiarity



Brand Imagery



Purchase Intent



Note: Because attributes vary widely based on the specific brand and category being measured, this analysis aggregated the top five attributes for each brand by medium.

Source: Marketing Evolution 2006

Pharmaceuticals

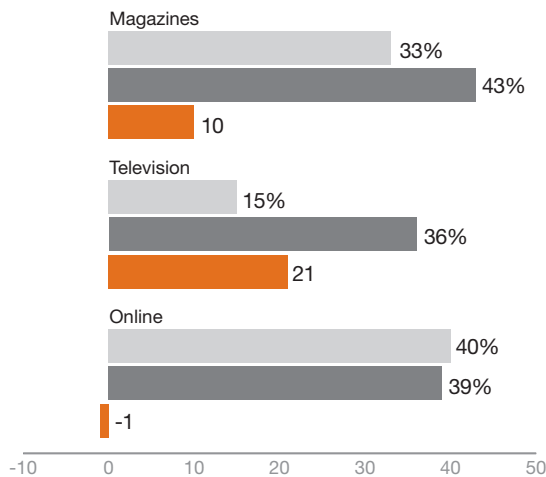
In this category—in which the FDA plays a large role in what can and cannot be said in the message—advertisers successfully leveraged magazines, TV and online at different stages of the purchase funnel. For example, TV boosted brand awareness and brand imagery the most, while online and magazines contributed the most to brand familiarity. Magazines ranked the highest in driving purchase intent.

Pharmaceuticals Purchase Funnel

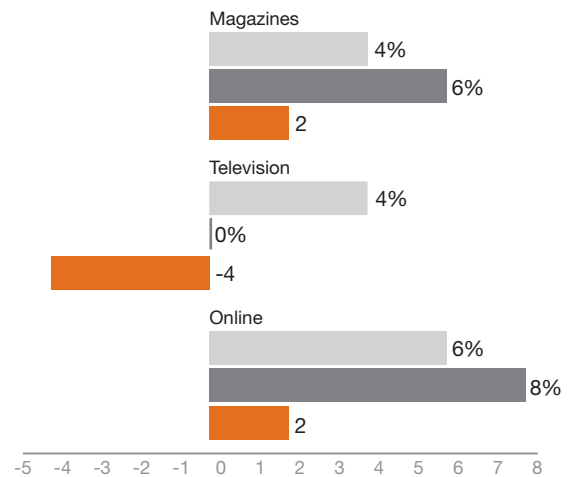
Aggregate of 2 Studies

Pre-Control
Post-Exposed
Point Difference

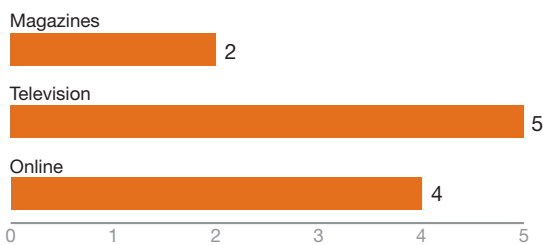
Total Brand Awareness



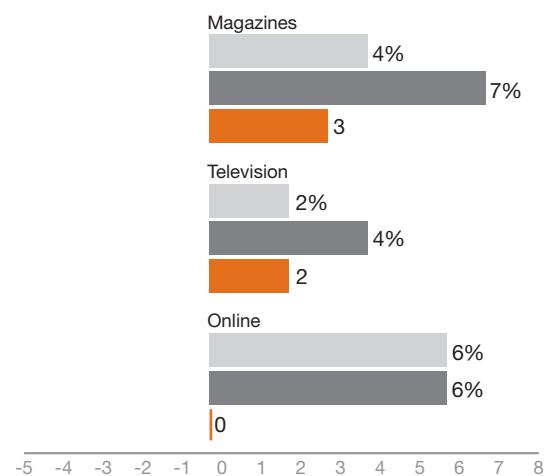
Brand Familiarity



Brand Imagery



Purchase Intent



Note: Because attributes vary widely based on the specific brand and category being measured, this analysis aggregated the top five attributes for each brand by medium.

Source: Marketing Evolution 2006

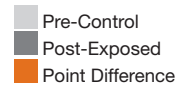
Note: The purchase intent question for this category is phrased as an intention to talk to your doctor/physician.

Entertainment

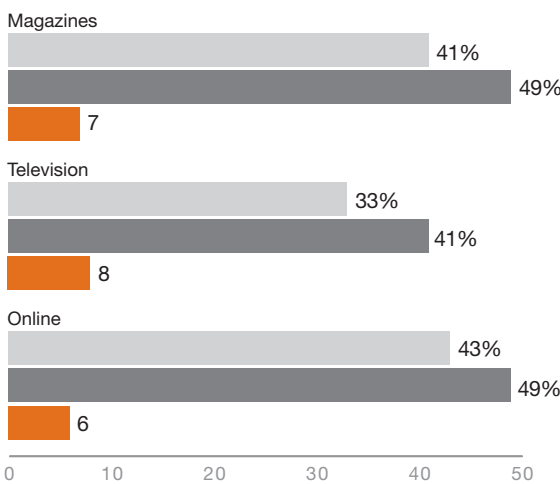
Magazines were strong across the purchase funnel for the entertainment category, underscoring their power to communicate the core idea of a movie, television program or DVD. Television and online advertising also made meaningful contributions to the overall performance in this category.

Entertainment Purchase Funnel

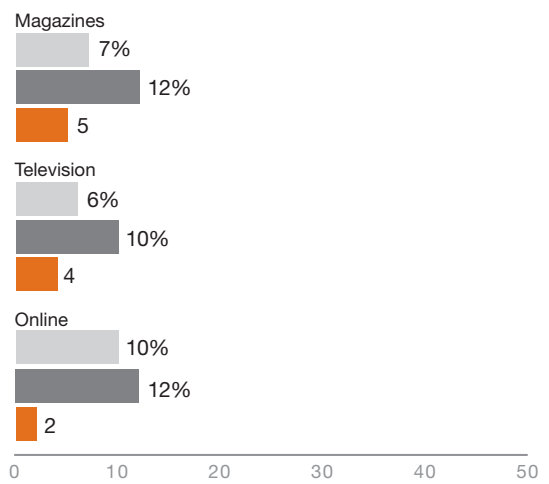
Aggregate of 7 Studies



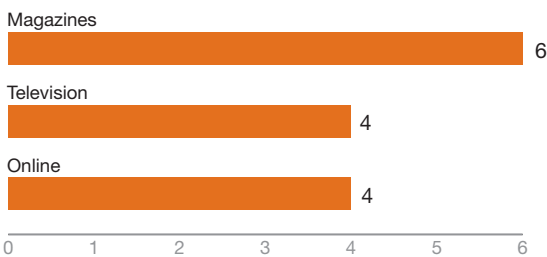
Total Brand Awareness



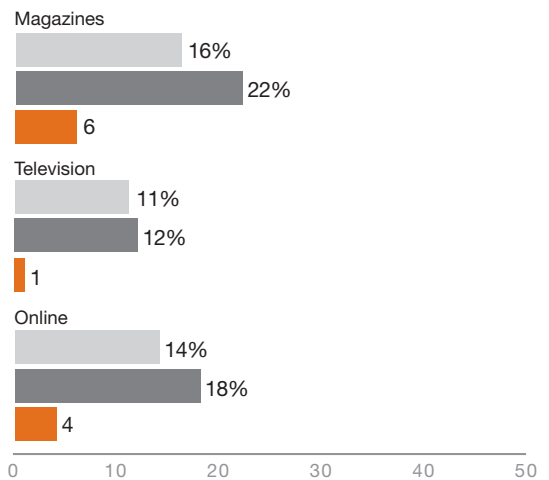
Brand Familiarity



Brand Imagery



Purchase Intent



Note: Because attributes vary widely based on the specific brand and category being measured, this analysis aggregated the top five attributes for each brand by medium.

Source: Marketing Evolution 2006

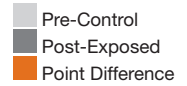
Note: The purchase intent question for this category is phrased as an intention to tune in, view, attend or buy the product.

Electronics

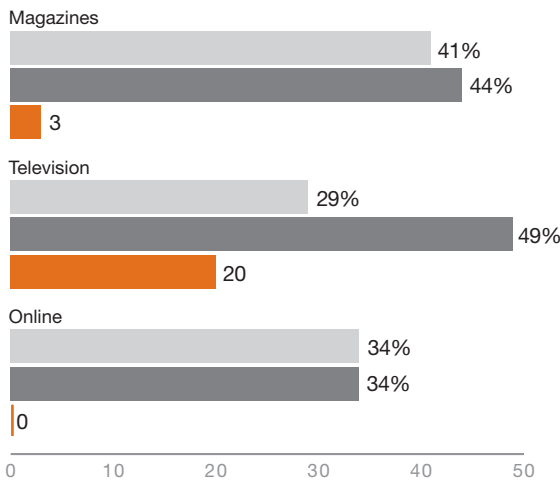
Television was a strong driver of success for the electronics category. Television, followed by magazines, drove strong lifts in brand awareness, brand familiarity, and brand imagery. Television and magazines both drove the key metric of purchase intent.

Electronics Purchase Funnel

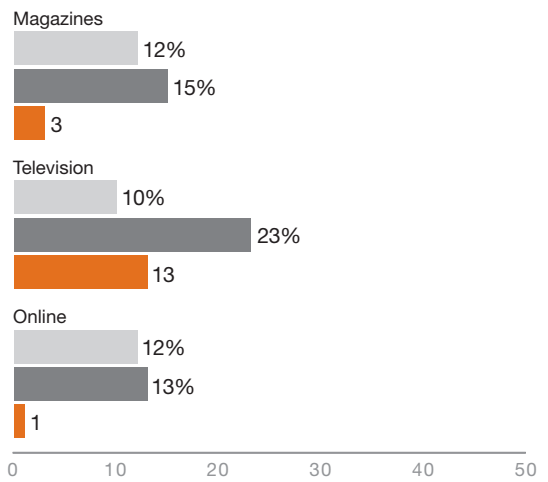
Aggregate of 3 Studies



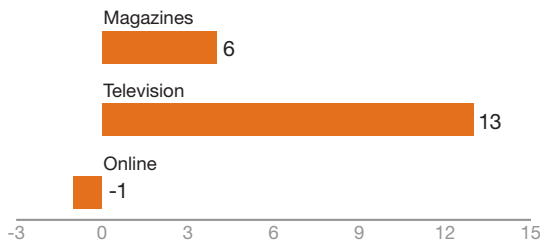
Total Brand Awareness



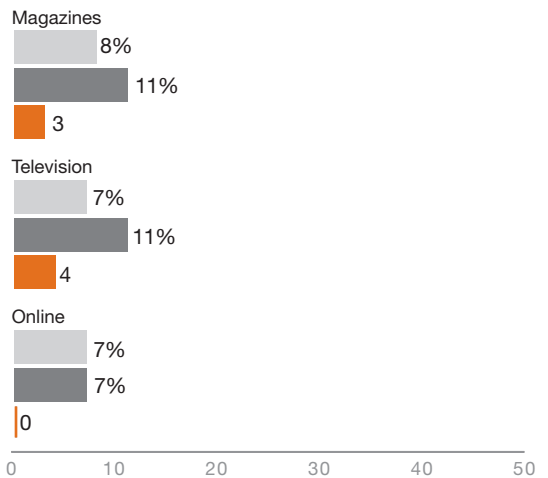
Brand Familiarity



Brand Imagery



Purchase Intent



Note: Because attributes vary widely based on the specific brand and category being measured, this analysis aggregated the top five attributes for each brand by medium.

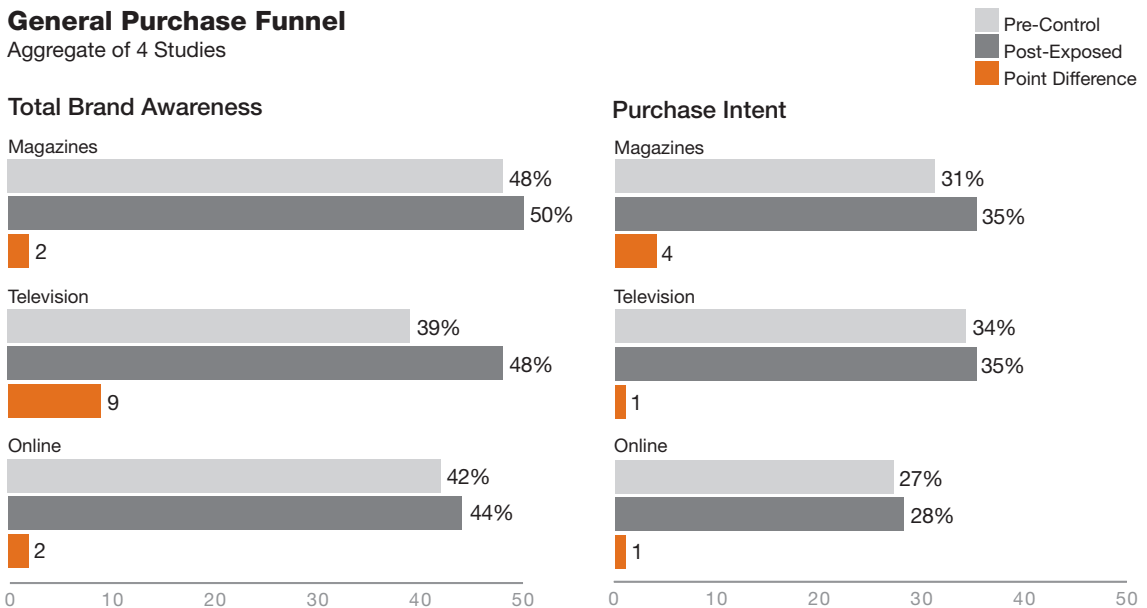
Source: Marketing Evolution 2006

General

The general category included consumer package goods, financial services and all other categories not including automotive, pharmaceuticals, entertainment or electronics. Because this aggregation included multiple categories, there were fewer metrics that could be analyzed across studies—specifically, only the top of the funnel (brand awareness) and the bottom of the funnel (purchase intent) made for meaningful comparisons. Television did well at influencing brand awareness, and magazines led at influencing purchase intent.

General Purchase Funnel

Aggregate of 4 Studies



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 various media complemented one another, consistent with the principles of Surround Sound Marketing. The ROMO analysis identified under-leveraged media and showed marketers 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**

Additional Observations

Surround Sound Marketing offers a key to unlock greater ROI from media investments. While not directly evident from the data in this study, Marketing Evolution believes that the following observations about Surround Sound Marketing can be useful to marketers who want to improve their media effectiveness.

- *Surround Sound Marketing done right:* Marketing Evolution has observed examples where the combination of TV, magazine and online worked synergistically, producing improved impact above and beyond what repetition of the message in one medium would produce.
- *When Surround Sound Marketing principles are not used:* Marketing Evolution has also seen marketers get Surround Sound Marketing wrong. In one example, the marketer's creative in television looked completely different than the creative in magazines, which in turn looked completely different from the online creative. Not surprisingly, there were no synergies measured across media. The company recognized the loss in impact and subsequently appointed an integration executive to ensure that the various elements of the media mix, in a word, mixed.
- *Understanding consumer motivations and message are essential:* Success of any given marketing plan depends on getting consumer motivations right, translating the motivations into an effective message and executing an optimized media mix. Each medium has an important role to play, and getting the balance right will help achieve the maximum impact and the best ROI.

The success of marketing depends on understanding consumer motivations and translating them into an engaging message. Message success is not what the marketer says; it is what the consumer hears—and to that end, understanding how to produce effective messages in each medium is central to success. If a marketing plan gets the holistic package of motivations, message and the media mix right, it will contribute significantly to the fortunes of a business.

Marketing Evolution, a leading marketing ROI 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.

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Measuring Media Effectiveness: Comparing Media Contribution Throughout the Purchase Funnel Full Study.

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