

The Print Campaign Analysis

Prepared for MPA by Millward Brown Digital

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KEY FINDINGS

The Print Campaign Analysis, a “meta-analysis ” conducted by Millward Brown, an authority in the assessment of advertising impact, examined nearly 100 ad effectiveness studies that the advertisers themselves had originally commissioned. Millward Brown’s report finds that print advertising results in the greatest increases in persuasion metrics—brand favorability and purchase intent—compared to other platforms. These advertiser-generated data also reveal that when advertisers used print magazine in combination with other platforms, they were most successful in raising outcome metrics, leading to the conclusion that digital platforms work best when they are connected to powerful traditional media, such as print.

These studies, conducted between 2007 and 2015, ranged across advertiser categories and brands and generated survey responses from more than 250,000 respondents. They focus on six key outcome measures, including awareness metrics (unaided and aided brand awareness), comprehension metrics (recall of the campaign, correct association of tag lines with brands), and persuasion metrics (brand favorability and purchase intent).

The Print Campaign Analysis found:

- Print advertising led to the greatest increases in the metrics closest to purchasing behavior: brand favorability and purchase intent. Print ad exposures generated lifts that were 7% points higher than those for Online and 3% points higher than those for TV.
- When advertisers used Print in combination with other platforms, they were most successful in raising outcome metrics. In most cases, a Print + Online + TV combination had more-powerful effects than lesser combinations. Among the two-medium combinations, the Print + TV combination was especially effective across the six outcome metrics. Indeed, for some outcome metrics, this combination produced deltas that were twice as large as those for the TV + Online combination. Campaigns combining Print + Online also achieved significant lifts in ad effectiveness, beyond what a single platform would achieve.
- Adding Print to a TV schedule actually helped consumers recall the TV ads they had seen! Exposure to both TV and Print in ad campaigns improved consumers’ ability to correctly associate the advertised brands with their respective advertising messages.
- Optimum ad exposure levels vary by channel. While TV and Online show diminishing returns after four exposures, Print continues to improve ad awareness and persuasion metrics at higher (five-plus) frequencies
 - This suggests that TV and Online channels may be more cost-effective at lower levels of exposure, while advertisers are likely to benefit from higher print frequencies.
 - Ad awareness was higher for Print at all exposure frequencies.
 - Message association, brand favorability and purchase intent all continued to show increased growth at the five-plus exposure frequencies for Print.
- Print advertising was equally effective among males and females.