

Measuring Media Effectiveness

Comparing Media Contribution Throughout the Purchase Funnel

Highlights of New Accountability Research from the 2006 American Magazine Conference

Marketing Evolution, a leading market research and consulting organization, performs cross-media accountability analyses, commissioned by leading advertisers. Marketing Evolution tracks the full range of consumer attitude and behavior shifts in the purchase decision-making process by medium and calculates return on marketing objective (ROMO).

To better understand the roles and effectiveness of different media in motivating people to purchase products and services, Magazine Publishers of America asked Marketing Evolution to examine cross-media accountability results using existing client studies. Marketing Evolution's database includes a large number of studies that measure the impact of TV, magazines and the Internet on advertising results.

Analysis was done without divulging proprietary information, except that which has been released in the public domain. Magazine Publishers of America was not involved with the design, implementation, analysis, interpretation or funding of any of the studies.

Scope

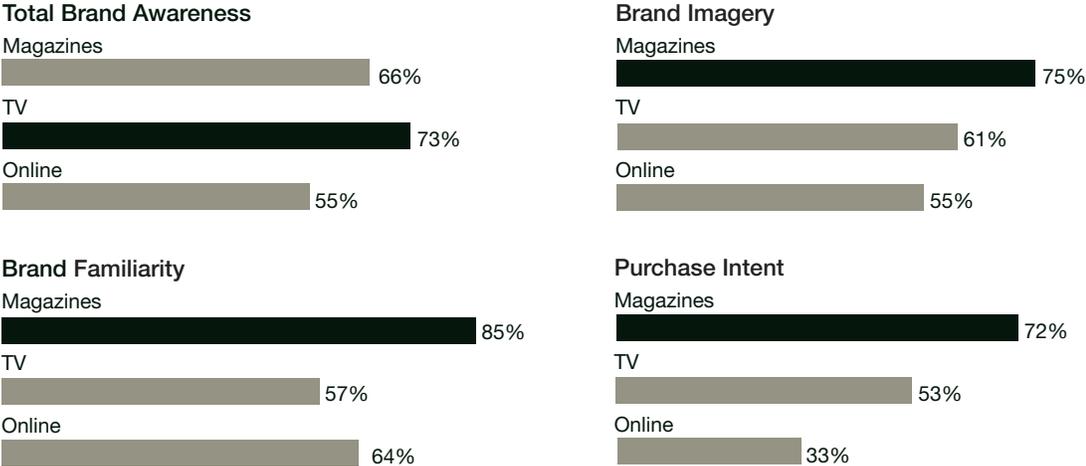
- Cross-media accountability data was aggregated across 19 studies, representing five advertising categories, including automotive, pharmaceutical, entertainment, electronics and general (consumer package goods, financial services and retail).
- Criteria for inclusion were recency of the study (from late 2004 through spring 2006) and inclusion of TV (network, syndication, cable and/or spot), magazines (consumer publications) and online (banners and/or rich media) in the media plan.
- In all instances, television was the dominant element in the advertising mix. Budgets for the individual studies ranged from 60 to 90% in TV, 15 to 40% for magazines and 5 to 25% 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 awareness, brand familiarity, brand imagery and purchase intent.

Key Findings

Throughout the purchase funnel, magazines were the most consistent performer versus other media analyzed. Across the 19 studies, magazines produced a positive result in more stages of the purchase funnel in more campaigns than TV or online.

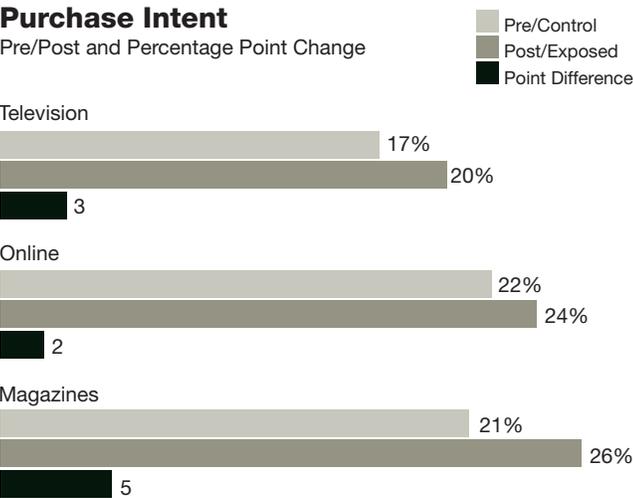
Aggregate Trends Across the Purchase Funnel

Aggregate of 19 Studies — Percent (%) of Purchase Funnel Metrics Positively Influenced by Medium



Note: Results represent the percent of the 19 studies in which each medium produced a positive point change for each stage of the purchase funnel.
Source: Marketing Evolution 2006

Overall, magazines were superior to TV and online in driving positive shifts in purchase intent. Magazines produced the highest absolute levels of purchase intent corresponding with the highest percentage point increase.



Note: Results reflect the average lift for each medium across the 19 studies.
Source: Marketing Evolution 2006

Across all five categories studied, magazines ranked #1 or were tied for #1 in influencing purchase intent. TV ranked ahead of online in three of the five categories.

Purchase Intent by Ad Category

Percentage Point Difference Between Pre/Post Analyses

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

Note: Results reflect the average lift for each medium across the 19 studies.

Source: Marketing Evolution 2006

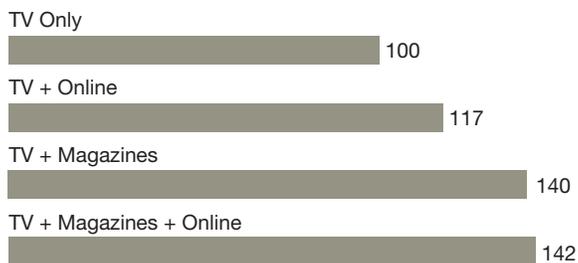
Magazines were essential in optimizing overall media effectiveness and ROI.

Because TV was the base (dominant) medium in the studies, Marketing Evolution analyzed the impact of the media mix relative to TV's contribution. They found that the combination of magazines and TV was more effective across the purchase funnel than either TV alone or the combination of TV and online. Magazines were a key ingredient in the mix.

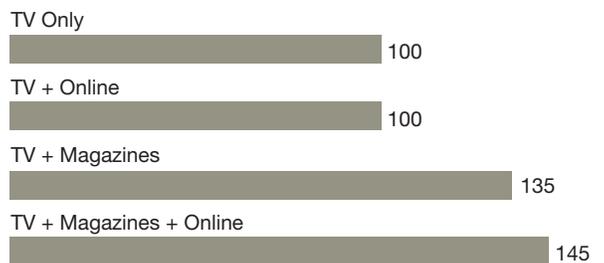
Cumulative Effects of Different Media Combinations

Aggregate of 19 Studies (Index Versus TV Alone)

Total Brand Awareness



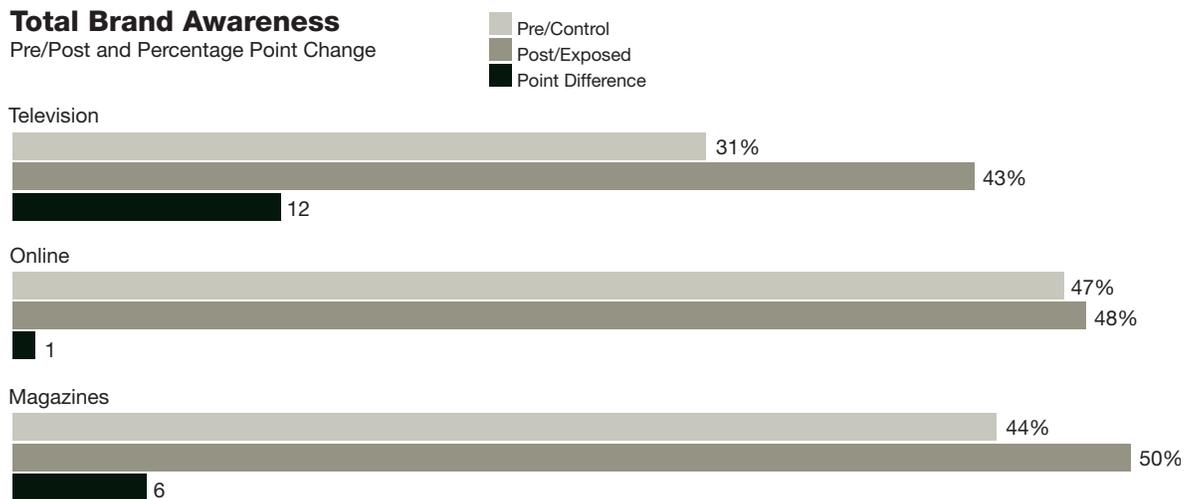
Purchase Intent



Note: Results reflect the impact of different media combinations expressed as an index with TV as a base medium.

Source: Marketing Evolution 2006

Magazines and online were responsible for higher levels of brand awareness than TV and online. TV produced the most significant point change, while magazines came in second ahead of online.



Note: Results reflect the average lift for each medium across the 19 studies.
Source: Marketing Evolution 2006

When Marketing Evolution was asked to recommend a revised spending allocation across media, clients changed their media plans in these ways:

- Share of spending for magazines increased up to 15 points
- Share of spending for online increased up to 12 points
- Share of spending for TV decreased up to 5 points

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, including Nestle, Kraft, Motorola, Phillips, Ford, P&G, Johnson & Johnson, Colgate, Kimberly-Clark, Microsoft, Volkswagen and others.

Magazine Publishers of America (MPA) is the industry 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. Staffed by magazine industry specialists, MPA is headquartered in New York City, with an office of government affairs in Washington, D.C.

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 contact MPA at promotion@magazine.org or go to our website: **www.magazine.org**.

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