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Media Insights Through Innovation

The Results of the Fall Fashion Issues Are In CoverGirl, Guess, Target and Banana Republic Multiple Winners

New York, NY, October 10, 2011 – The results of this year’s September fashion issues are in and the findings clearly demonstrate that fashion is still a passion among print magazine readers, although some of the most effective ads of the season may come as a surprise.

Affinity’s syndicated VISTA Service, which measures the effectiveness of ads appearing in the country’s leading magazines, tracked the impact of 1,595 ad units that collectively appeared in this year’s fashion issues (up from 1,559 ad units measured last year). The average recall of these September ads was 61%, versus a norm of 57% for all ads tracked by VISTA this year.

Despite uncertain economic conditions, 57% of readers recalling ads in the fall fashion issues took action as a result of exposure, with 22% considering the purchase of the advertised product or service. By comparison, the VISTA reader action norm for all ads measured in 2011 is 53%, with a 19% purchase intent norm.

Among the top performing campaigns, beauty products, personal care and apparel ads were among the highest recalled, along with a number of ad categories not necessarily associated with fashion. These included entertainment, beverages and home improvement ads.

Highest Recalled Ad Categories in Fall Fashion Issues

	Average Ad Recall Score
Makeup (Lips)	69%
Makeup (Eyes)	68%
Fragrances	66%
Nail Products	66%
Entertainment	65%
Beverages	65%
Make-up (Multi-product)	64%
Retail	64%
Apparel & Accessories	63%
Home Improvement	63%

Source: Affinity’s VISTA Service (Sept 2011); **Magazines measured:** Allure, Cosmopolitan, Elle, Essence, Glamour, Harper’s Bazaar, InStyle, Lucky, Marie Claire, People StyleWatch, Vogue, W Magazine

A closer look at the highest recalled ads in each of the individual September issues reveals that the CoverGirl, Banana Republic and Guess campaigns had broad reaching appeal. CoverGirl ads achieved the highest recall score in three of the leading fashion titles, while Banana Republic and Guess each produced the top scoring ad in two of the fashion magazines measured.

Highest Recalled Campaign in September Issue

Magazine	Advertiser	Ad Unit	Ad Recall Score
Allure	Banana Republic	Spread	79%
Cosmopolitan	Justin Bieber Someday	Multi-page	76%
Elle	Guess	Multi-page	90%
Essence	CoverGirl Intense ShadowBlast	Page	96%
Glamour	Nike Victory Bra Collection	Multi-page	83%
Harper's Bazaar	Michael Kors	Spread	83%
InStyle	CoverGirl Intense ShadowBlast	Multi-page	86%
Lucky	CoverGirl NatureLuxe + Lip Perfection	Spread	88%
Marie Claire	Guess	Spread	81%
People StyleWatch	Clinique Chubby Stick Lip Balm	Spread	85%
Vogue	Banana Republic	Multi-page	87%
W Magazine	Versace	Multi-page	90%

Source: Affinity's VISTA Service (Sept 2011)

The individual ads that prompted readers to take action were dominated by beauty, personal care and retail campaigns, with Target cited as the top ranking ad for reader actions taken in two of the measured fall issues.

Top Rated Campaign Driving Consumer Action in September Issue

Magazine	Advertiser	Ad Unit	Reader Action Score
Allure	Aveeno Daily Moisturizing Lotion	Page	82%
Cosmopolitan	TRESemme Fresh Start	Spread	84%
Elle	Levi's Curve ID Jeans	Spread	86%
Essence	Johnson's Baby Oil	Page	87%
Glamour	Neutrogena Naturals Facial Cleanser	Page	85%
Harper's Bazaar	Target	Spread	85%
InStyle	Tostitos Artisan Recipes	Page	94%
Lucky	Marshalls	Spread	82%
Marie Claire	Essie	Multi-page	80%
People StyleWatch	Target	Multi-page	86%
Vogue	T.J. Maxx	Page	84%
W Magazine	Macy's	Spread	77%

Source: Affinity's VISTA Service (Sept 2011); Base: Actions Taken based on readers recalling specific ads

About Affinity LLC Affinity is a media research firm specializing in magazine audience measurement and accountability tracking. Affinity's products include ProofReader (campaign pre-testing), The American Magazine Study (print and digital magazine audience measurement), and the VISTA Service (in-market effectiveness of print and digital magazine ads). Company Web site: www.AffinityResearch.net.