

# Affinity's FINEPRINT

Insights & Strategies for More Effective Print Advertising

Affinity • 1st Quarter • 2005

## New Year... New Challenges

### Affinity Fine-Tunes Fine Print

Since the launch of Affinity's Fine Print last fall, we have received an avalanche of requests to add many of your colleagues to the distribution list, as well as some very targeted feedback about how the publication could provide even more utility as you collectively face the accountability challenges of the year ahead.

In response, we are making a number of enhancements to Fine Print's format and focus, and adding a host of new features that are tailored to your diverse needs.

First, many of you have requested that we share more case studies of effective print campaigns that have recently been measured by the VISTA Print Effectiveness Rating Service. As a result, a number of examples are included in this issue, illustrating the incremental impact of print creative that has been customized for a specific magazine genre.

We've also heard that you would like to see more examples of how VISTA ad effectiveness data are being used to evaluate individual magazines, as well as the impact of campaigns across publications. In this issue, we offer up an analysis showcasing some recent campaigns appearing in multiple magazine titles.

And since many of the day-to-day calls that we receive are requests for "norms" - like average effectiveness scores by position, ad size, and ad category - every issue of Fine Print will now include quarterly updates from the industry's only syndicated print effectiveness database.

As always, we will showcase the top performing campaigns, keep you abreast of the latest trends in print effectiveness tracking, and continue to embrace your input as we strive to maintain Affinity's role as a leader in media accountability research.

Until then, all the best!

*The Publishers*

#### In This Issue...

Tailoring Your Creative  
for Magazine Genres

VISTA Norms - Q1/2005

Action Heroes - Top Ranking  
Ads That Generate Response

Tracking Campaign  
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#### Coming Up...

The Impact of Editorial  
Agency on Effectiveness

Case Study: General Motors

VISTA Norms - Q2/2005

Visually dominant ads  
versus copy heavy ads

## Teeing It Up

### The Effectiveness of Tailored Creative In Golf Magazines

Are ads that are customized for a specific magazine genre more effective than broader creative appearing elsewhere? This is one of the most commonly asked questions by advertisers because the answer directly affects their bottom line.

To determine if the impact of genre-specific ads outweigh the additional costs of producing those ads, Affinity recently compared the recall of a number of ads tailored specifically for the golf magazine genre, versus broader creative for the same

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- ✓ Effective print case studies
- ✓ New planning techniques
- ✓ Quarterly ad norm updates

**Teeing It Up** The Impact of Tailored Creative in Golf Magazines

campaigns. Each example demonstrates the incremental effectiveness of ads when their creative design and messaging platforms have been customized for a unique target audience.



**Ads That Generated the Highest Response in 2004**

The VISTA Print Effectiveness Rating Service measures the actions that readers took, or plan to take, as a direct result of exposure to specific magazine ads that they recall seeing.

The potential actions that VISTA tracks reflect the diversity of ways that readers can respond to print campaigns - across a host of advertising categories and campaign objectives. The actions tracked by VISTA include:

- Have a more favorable opinion about the advertiser
- Gather more information about the product/service
- Visit the advertiser's Web site
- Visit a store, dealer or other location
- Save the ad for future reference
- Recommend the product/service
- Consider purchasing or purchase the product/service

Following are the ads that ranked #1 - over all ads measured by VISTA in 2004 - for each reader action tracked.

**Mastercard Priceless Campaign**



Golf Genre Creative



Broader Creative

	Average Recall	Index vs. Category
Category Norm (Finance & Insurance)	42%	100
Mastercard (Broader Creative)	45%	107
Mastercard (Golf Genre Creative)	67%	160

**Rolex Product Campaign**



Golf Genre Creative

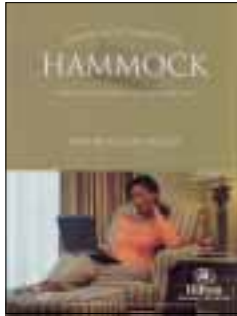


Broader Creative

	Average Recall	Index vs. Category
Category Norm (Fine Jewelry)	53%	100
Rolex (Broader Creative)	43%	81
Rolex (Golf Genre Creative)	65%	127

## Action Heroes - 2004

Top Ranking Ads for Specific Actions Taken by Readers



### #1 Hilton

Have a more favorable opinion about the advertiser



### #1 Sony VAIO

Gather more information about the product/service



### #1 Overstock.com

Visit the advertiser's Web site



### #1 Kohl's

Visit a store, dealer or other location



### #1 Kraft Philadelphia Cream Cheese

Save the ad for future reference



### #1 NicoDerm CQ

Recommend the product/service



### #1 New Equal Sugar Lite

Consider purchasing the product/service



### #1 Nestle Toll House Cookies

Purchase the product/service

# Affinity

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FINEPRINT is published quarterly for the marketing savvy and advertising astute. Comments, suggestions and routing to colleagues encouraged.



## An Expanding VISTA - Q1 Update -

In addition to tracking the **Top 50** consumer publications, based on ad revenue, the VISTA Print Effectiveness Rating Service welcomes these new publications that will be tracked in 2005.

- |                 |            |
|-----------------|------------|
| Allure          | Inc.       |
| Bon Appetit     | Parade     |
| Esquire         | Self       |
| Fast Company    | SmartMoney |
| Gourmet         | USA Today  |
| Harper's Bazaar |            |

## Teeing It Up The Impact of Tailored Creative in Golf Magazines

### TIVO Subscription Campaign



Golf Genre Creative



Broader Creative

	Average Recall	Index vs. Category
Category Norm (Consumer Electronics)	46%	100
TIVO (Broader Creative)	50%	109
TIVO (Golf Genre Creative)	57%	124

### IBM On Demand Business Campaign

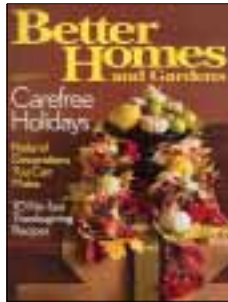


Golf Genre Creative



Broader Creative

	Average Recall	Index vs. Category
Category Norm (Computers & Technology)	46%	100
IBM (Broader Creative)	50%	109
IBM (Golf Genre Creative)	55%	120



## Tracking Campaign Effectiveness Across Multiple Magazine Titles

Unlike traditional publisher-sponsored studies that only provide a glimpse of a campaign's overall performance, the syndicated VISTA Print Effectiveness Rating Service offers advertisers the ability to evaluate the effectiveness of their campaigns across multiple magazine titles and genres. In addition, publisher-sponsored research surveys are typically fielded solely among select subscribers. The VISTA approach, however, captures the opinions of pass-along readers, newsstand buyers, and even public place readers in addition to a magazine's subscribers.

To illustrate these capabilities, Affinity recently analyzed a number of common campaigns appearing in the November 2004 issues of Better Homes and Gardens and Good Housekeeping, as well as the November 22nd issue of People Weekly. The three titles carried 16 common advertising categories, as well as a number of advertiser-specific campaigns targeting their collective readership.

For some of the examples that follow, the campaigns performed similarly across the three titles, while the unique environments of the three magazines produced differing results for other campaigns.

### Common Ad Categories Measured in the Three November Issues

Apparel & Accessories	Candy & Gum	Finance & Insurance	Packaged Foods
Automotive	Dental Products	Household Appliances	Personal Care Products
Beauty Products	Drugs & Remedies	Household Products	Retail
Beverages	Entertainment	Non-Profit Organizations	Travel

### Topline Attributes of the Three Issues

	<b>Better Homes and Gardens</b>	<b>Good Housekeeping</b>	<b>People Weekly</b>
Total number of ads measured	130	110	60
Total number of pages in the issue	290	262	146
Average "Total Recall" - all ads measured	53%	49%	50%
Average "Brand Association" - all ads measured	83%	85%	89%
Average "Actions Taken" - all ads measured	55%	55%	52%
Average "Total Recall" - 2-page spreads	56%	57%	57%
Average "Total Recall" - full page	52%	48%	48%
Average "Total Recall" - 1st half of issue ads	53%	49%	51%
Average "Total Recall" - 2nd half of issue ads	52%	49%	48%

...continued

**Example #1 - Hershey's Snack Bars**

Single product campaign • Single creative execution • Single unit size



Better Homes & Gardens    Good Housekeeping    People Weekly

Appearing as right-hand pages in all three of the publications, this Hershey's Snack Bars ad scored above each issue norm for Brand Association and Actions Taken. Recall was in line with the issue averages among Better Homes and Gardens and Good Housekeeping readers, while the percent of readers recalling the ad in People Weekly was lower.

	Better Homes	Good Hkpg.	People Wkly.
Total Recall (Issue Index)	52% (99)	50% (102)	43% (86)
Brand Association (Issue Index)	96% (116)	100% (118)	98% (110)
Actions Taken (Issue Index)	75% (137)	75% (136)	79% (152)

**Example #2 - Ritz Top'ems**

Single product campaign • Single creative execution • Multiple unit sizes



Better Homes & Gardens    Good Housekeeping    People Weekly

In this example, Ritz Top'ems used the same creative approach and messaging platform across the three titles, but two different unit sizes. The larger unit (1.5 pages) that appeared in People Weekly generated the highest Recall score and Recall Index versus the November 22nd issue.

	Better Homes	Good Hkpg.	People Wkly.
Total Recall (Issue Index)	63% (119)	59% (120)	67% (134)
Brand Association (Issue Index)	97% (117)	99% (116)	97% (109)
Actions Taken (Issue Index)	80% (145)	84% (153)	75% (144)

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**Example #3 - Post Selects**

Multiple product campaigns • Multiple creative executions • Multiple unit sizes



Better Homes & Gardens



Good Housekeeping



People Weekly

This campaign employs different creative executions and unit sizes to promote specific products within the Post Selects line. Although Better Homes and Gardens and Good Housekeeping achieved similar Recall scores, the insertion in Good Housekeeping indexed higher versus the other ads appearing in that issue.

	Better Homes	Good Hkpg.	People Wkly.
Total Recall (Issue Index)	65% (123)	65% (133)	49% (98)
Brand Association (Issue Index)	94% (113)	99% (116)	98% (110)
Actions Taken (Issue Index)	68% (124)	66% (120)	70% (135)

**Example #4 - Competitive Campaigns (Carefree/Poise/Tampax)**

Multiple product campaigns • Multiple creative executions • Single unit size



Better Homes & Gardens



Good Houskeeping



People Weekly

VISTA also enables advertisers to evaluate the impact of competitive campaigns targeting a similar audience, like these examples from the Personal Care Products category. Although the Tampax ad that appeared in People Weekly was the most recalled of the field, the Carefree ad in Better Homes and Gardens prompted the most action among readers.

	Better Homes	Good Hkpg.	People Wkly.
Total Recall (Issue Index)	48% (91)	44% (90)	81% (162)
Brand Association (Issue Index)	90% (108)	94% (111)	72% (81)
Actions Taken (Issue Index)	60% (109)	15% (27)	34% (65)

## VISTA NORMS - Q1/2005

A Quarterly Update of VISTA Print Effectiveness Rating Service Norms  
- The Industry's Only Syndicated Print Effectiveness Database -

	Total Recall	Actions Taken
<b>All Ads Measured</b>	<b>48%</b>	<b>51%</b>
<b>Ad Size</b>		
Multi-page units	54%	54%
Two-page spread	52	50
Full page	47	49
Less than full page	41	52
<b>Color</b>		
4-color	49%	52%
Spot color(s)	47	50
B&W	47	47
<b>Cover Position</b>		
Inside Front Cover	56%	52%
Inside Back Cover	51	48
Back Cover	59	47
<b>Issue Position</b>		
1st half of issue	49%	50%
2nd half of issue	47	51
<b>Ad Category</b>		
Apparel & Accessories	49%	51%
Area Development	40	46
Automotive	47	41
Baby Care Products	53	51
Baby Foods	59	40
Beauty Products	52	57
Beverages	55	53
Candy & Gum	51	64
Computer Software	43	46
Computers & Technology	46	48
Consumer Electronics	46	55
Dairy/Produce/Meats	41	53
Dental Products	45	57

Ad Category (con't)	Total Recall	Actions Taken
Drugs & Remedies	44%	41%
Energy & Utilities	41	41
Entertainment	54	49
Eyewear & Accessories	38	43
Finance & Insurance	42	38
Fine Jewelry	53	42
Fitness Equipment	40	26
Furniture	47	45
Government	41	23
Home Improvement	47	49
Household Furnishings	52	34
Household Appliances	51	49
Household Products	49	66
Liquor	53	54
Manufacturing	44	21
Non-Profit Organizations	44	47
Office Supplies	48	69
Online Services	47	41
Packaged Foods	53	66
Printers & Peripherals	47	40
Personal Care Products	49	55
Pet Supplies & Services	49	45
Photographic Equipment	50	63
Professional Services	36	40
Publishing	37	39
Restaurants	54	63
Retail	53	57
Schools/Camps/Seminars	54	42
Specialty Items	58	48
Sporting Events	40	42
Sporting Goods	52	51
Telecommunications	42	46
Tobacco Products	39	22
Toys & Games	49	56
Transportation & Shipping	47	56
Travel	51	58

**Source:** VISTA Print Effectiveness Rating Service; "Actions Taken" based on respondents recalling specific ads (Measured actions include: Have more favorable opinion about advertiser, Recommend product/service to a friend, colleague or family member, Gather more information about advertised product/service, Visit advertiser's Web site, Consider purchasing/purchase advertised product/service, Visit store, dealer, or other location, Save ad for future reference.)