

Affinity's FINEPRINT

Special
Awards Issue

Insights & Strategies for More Effective Print Advertising

Affinity • 1st Quarter • 2006

Drum Roll Please The 2005 VISTA Print Effectiveness Awards

As holiday celebrations come to a close and the daunting accountability challenges of a new year beckon, Affinity would like to take this opportunity to offer up one last toast. Here's to the most effective print ads of 2005!

Last year, Affinity's VISTA Print Effectiveness Rating Service surveyed more than 110,000 issue-specific readers to collectively determine the effectiveness of almost 20,000 print ads. In addition to a topline recall score, each ad was measured for its ability to communicate a strong brand identity and prompt specific reader actions - eliciting a more favorable opinion about the brand, driving consumers to the advertiser's Web site, purchasing the product, or a host of additional actions that mirror print campaign objectives.

The winners of the 2005 VISTA Awards represent print advertising's best of the best. Not according to a well-intentioned panel of industry experts, but according to the most influential judges of all... readers. On the following pages you'll find their most memorable executions of 2005. The campaigns that caused this most discerning audience to not only take note, but to take action as well.

If you would like to know how a particular campaign performed within a specific category, or which campaigns topped a category that is not featured in this special issue of Fine Print, just let us know. In the meantime, please join with us as we salute the 2005 VISTA Award winners. Cheers!

2005 VISTA Award Finalists - Selection Criteria -

- The top 20 VISTA measured categories - representing the majority of print advertising - were identified (a minimum of 300 ads were measured in each category selected)
- Unique campaigns were identified within the category (qualifying campaigns were comprised of at least three measured occurrences)
- An effectiveness index was created for each campaign versus the category, based on its average Recall, Brand Association and Actions Taken scores
- The top three campaigns in each category are recognized with Gold, Silver and Bronze honors

In This Issue...

The 2005 VISTA Print Effectiveness Awards

Action Heroes - The Ads That Generated the Highest Response Among Readers

The Impact of Print Creative on Effectiveness

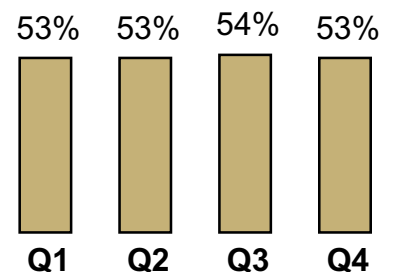
Reader Engagement Norms

VISTA Norms by Ad Size, Position and Category

Quarterly Review Ad Recall Scores by Quarter

Although many print advertisers flight their campaigns based on seasonal demand or the timing of new product introductions, the VISTA Print Effectiveness database reports no measurable difference in the overall recall scores of print ads by quarter.

Average Ad Recall by Quarter in 2005



For information about the nuances of a specific advertising category, please contact Affinity for more information @ (212) 922-9582.

2005 VISTA Awards

Apparel & Accessories

#1 Coldwater Creek



Silver Award
GAP

Bronze Award
Louis Vuitton

*1,753 Apparel ads measured by VISTA in 2005

Automobiles

#1 Lexus GS 430



Silver Award
Dodge Charger

Bronze Award
Dodge Grand Caravan

*1,814 Auto ads measured by VISTA in 2005

Beauty Products

#1 L'Oreal VS Mascara



Silver Award
Lovely by Sarah Jessica Parker

Bronze Award
Polo Black by Ralph Lauren

*1,295 Beauty ads measured by VISTA in 2005

Beverages

#1 Maxwell House



Silver Award
Starbucks Chantico

Bronze Award
Tropicana Pure Premium Orange Juice

*373 Beverage ads measured by VISTA in 2005

2005 VISTA Awards

Computers & Technology

#1 IBM ThinkPad



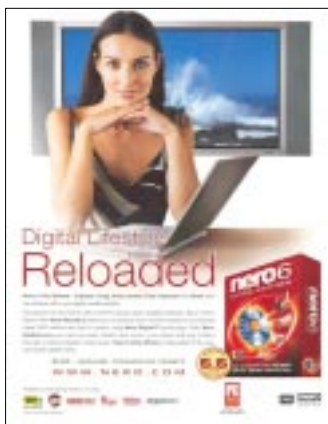
Silver Award
Acer

Bronze Award
Dell

*389 Computer ads measured by VISTA in 2005

Computer Software

#1 Nero 6 Ultra Edition



Silver Award
Microsoft Office

Bronze Award
Adobe Acrobat 7.0

*354 Software ads measured by VISTA in 2005

Drugs & Remedies (DTC)

#1 Nasonex



Silver Award
Allegra-D

Bronze Award
Yasmin

*734 DTC ads measured by VISTA in 2005

Drugs & Remedies (OTC)

#1 Neosporin Scar Solution



Silver Award
Band-Aid Tough Strips

Bronze Award
Aveeno Clear Complexion

*667 OTC ads measured by VISTA in 2005

Creative Spotlight

Two case studies from the pharma category help to illustrate the impact of print creative on effectiveness



Lunesta The VISTA Service measured the Lunesta campaign across 31 issue-specific studies in 2005. The campaign featured two distinct creative executions. The first phase of the campaign was comprised of four-color pages that appeared in a host of titles from April through August. Beginning with ads appearing in August/September issues, the creative was altered in a number of ways. Specifically, the Lunesta brand was prominently displayed in the ad's photograph, the headline was repositioned at the top of the page, and the layout of the copy was changed to a two-column format.

The new creative approach resulted in a measurable improvement in the performance of the ads. On average, the recall of the Lunesta campaign increased by 15 percentage points, while the Brand Association scores rose to 89% on average.



Phase I Creative

	Average Recall	Brand Association	Actions Taken
Phase I Creative	51%	78%	43%
Phase II Creative	66%	89%	38%



Phase II Creative

Vytorin Affinity measured the Vytorin campaign across 29 issue-specific VISTA studies in 2005. The ads featured two unit sizes - full pages and two-page spreads. There were distinct differences in the overall recall of the two units, with the two-page spreads outperforming the full page ads for recall an average of 12 percentage points. The Brand Association and Actions Taken scores generated by the two units, however, were very similar among issue-specific readers recalling the campaign.



	Page	Spread
Average Recall	46%	58%
Brand Association	82%	77%
Actions Taken	30%	32%

2005 VISTA Awards

Entertainment

#1 The Incredibles DVD



Silver Award
HBO - Rome

Bronze Award
HBO - Empire Falls

*631 Entertainment ads measured by VISTA in 2005

Fine Jewelry

#1 TAG Heuer



Silver Award

Cartier Collection Panthere de Cartier

Bronze Award

Tiffany & Company

*941 Fine Jewelry ads measured by VISTA in 2005

Finance & Insurance

#1 TD Waterhouse



Silver Award
Fidelity Investments IRA

Bronze Award
E*Trade Financial

*1,324 Financial ads measured by VISTA in 2005

Hair Care Products

#1 John Frieda



Silver Award
Pantene Pro-V Expressions

Bronze Award
Dove Volumizing Mousse

*452 Hair Care ads measured by VISTA in 2005

2005 VISTA Awards

Household Furnishings

#1 Ralph Lauren Home



Silver Award
Swarovski
Bronze Award
Waverly

*355 HH Furnishings ads measured by VISTA in 2005

Household Products

#1 Swiffer Dusters



Silver Award
Cottonelle Fresh Moist Wipes
Bronze Award
Lysol Sanitizing Wipes

*373 HH Products ads measured by VISTA in 2005

Home Improvement

#1 Hunter Fans



Silver Award
Delta Victorian Collection
Bronze Award
KraftMaid Cabinetry

*341 Home Improvement ads measured by VISTA in 2005

Liquor

#1 Absolut Vodka



Silver Award
Grey Goose Vodka
Bronze Award
Skyy Vodka

*469 Liquor ads measured by VISTA in 2005

Reader Engagement Norms

Every issue-specific VISTA study captures information about how engaged readers are with that particular title. Across all publications measured by VISTA in 2005, the following reader involvement profile emerges, based on the opinions of subscribers, newsstand buyers, pass along and public place readers.

Q. In total, how much time do you spend reading or looking into a typical issue of this publication?

One hour or more	39%
45 minutes	27
30 minutes	24
15 minutes or less	10

Q. Out of the last four issues of this publication, how many issues have you read or looked into?

4 out of 4	48%
3 out of 4	20
2 out of 4	21
1 out of 4	11

Q. How many times do you pick up and read or look into a typical issue of this publication?

One time	17%
Two times	24
Three times	18
Four or more times	41

Q. How soon after you receive this publication, do you typically pick it up to read or look into it for the first time?

The same day I receive it	41%
Within 2 or 3 days	34
Within 1 week	16
Within 2 weeks	5
Two weeks or longer	4

Q. Overall, how would you rate this publication?

One of my favorites	38%
Very good	38
Good	19
Average	5
Poor	0

Source: Affinity's VISTA Print Effectiveness database



Looking for past issues
of **FINEPRINT**?

AffinityResearch.net

Affinity

VISTA Rating Service
Print Pretesting
Custom Research Solutions
Competitive Campaign Analysis
Advisory Services

Tom Robinson
tom@affinityresearch.net

Marianne Grogan
marianne@affinityresearch.net

(212) 922-9582
50 East 42nd Street • Suite 801
New York, NY 10017

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

Affinity's
VISTA
Print Effectiveness Rating Service

For more information about
Affinity's VISTA Service, call
(212) 922-9582

2005 VISTA Awards

Packaged Foods

#1 Pepperidge Farm Mini Cookies



Silver Award

Nabisco 100 Calorie Packs

Bronze Award

Pillsbury Ultimate Dessert Kits

**1,442 Packaged Foods ads measured by VISTA in 2005*

Retail

#1 Crate & Barrel



Silver Award

Nordstrom

Bronze Award

Lowe's

**404 Retail ads measured by VISTA in 2005*

Personal Care Products

#1 Dove Firming



Silver Award

Neutrogena Build-a-Tan

Bronze Award

Johnson's Head-to-Toe Body Wash

**872 Personal Care ads measured by VISTA in 2005*

Travel

#1 New Zealand



Silver Award

Qantas

Bronze Award

Turkey

**824 Travel ads measured by VISTA in 2005*

2005 Action Heroes
 Top Scoring Ads of the Year for Specific Actions Taken by Readers



#1 Hyundai
 Have a more favorable opinion about the advertiser



#1 Linksys Media Extender
 Gather more information about the product/service



#1 Hoovers Online
 Visit the advertiser's Web site



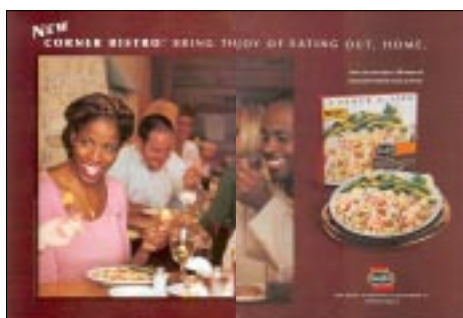
#1 Target
 Visit a store, dealer or other location



#1 Budget Blinds
 Save the ad for future reference



#1 Verizon
 Recommend the product/service



#1 Stouffer's Corner Bistro
 Consider purchasing the product/service



#1 Swanson Chicken Broth
 Purchase the product/service

VISTA NORMS

A Quarterly Update of the VISTA Print Effectiveness Database

	Total Recall	Actions Taken		Total Recall	Actions Taken
All Ads Measured	53%	51%	Ad Category (con't)		
Ad Size			Educational Products	48%	58%
Multi-page units	60%	55%	Electronic Components	45	38
Two-page spread	58	52	Energy & Utilities	48	42
Full page	52	51	Entertainment	54	49
Less than full page	41	49	Eyewear & Accessories	51	50
Color			Finance & Insurance	47	39
4-color	53%	52%	Fine Jewelry	55	48
Spot color(s)	49	44	Fitness Equipment	51	40
B&W	46	46	Government	43	38
Cover Position			Hair Products	57	56
Inside Front Cover	58%	50%	Healthcare	37	42
Inside Back Cover	53	49	Home Improvement	52	55
Back Cover	60	46	Horticulture	49	52
Issue Position			Household Appliances	56	52
1st half of issue	53%	51%	Household Furnishings	51	54
2nd half of issue	52	52	Household Products	51	63
Ad Category			Liquor	56	54
Agriculture	38%	37%	Manufacturing	43	45
Apparel & Accessories	57	54	Musical Instruments	42	42
Area Development	37	42	Non-Profit Organizations	47	47
Automotive	52	43	Office Machines & Supplies	45	61
Aviation	49	44	Online Services	46	40
Baby Care Products	59	56	Packaged Foods	56	66
Baby Foods	55	46	Personal Care Products	54	58
Beauty Products	58	58	Pet Supplies & Services	52	40
Beverages	55	61	Photographic Equipment	46	58
Business Services	46	56	Printers & Peripherals	47	49
Candy & Gum	56	65	Professional Services	46	40
Computer Software	46	44	Publishing	43	45
Computers & Technology	51	49	Real Estate	48	36
Consumer Electronics	51	55	Recreational Vehicles	47	43
Dairy/Produce/Meats/Fish	59	60	Restaurants	61	63
Dental Products	50	59	Retail	57	60
Diversified Corp. Services	47	46	Schools/Camps/Seminars	37	42
Drugs & Remedies (DTC)	50	34	Specialty Items	53	35
Drugs & Remedies (OTC)	48	50	Sporting/Ent./Cultural Events	46	45
			Sporting Goods	59	60
			Telecommunications	48	44
			Tobacco Products	46	22
			Toys & Games	54	51
			Transportation & Shipping	52	55
			Travel	52	57

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.)