

Affinity's FINEPRINT

Insights & Strategies for More Effective Print Advertising

2nd Quarter • 2006

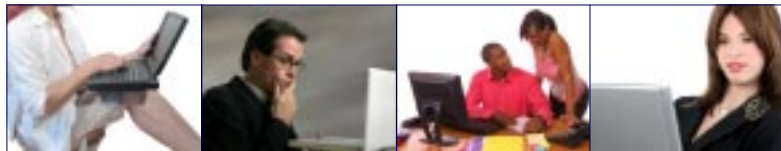
Passing the Test Lessons Learned from Print Pre-Testing

Over continual conversations with advertisers and agencies, Affinity routinely poses the question, "Do you pre-test your print campaigns?" Typically, the answer is no. Unfortunate, because better print creative can translate into more effective campaigns and a greater return on an advertiser's print investment.

Probing reveals that there are usually two core reasons why print is not pre-tested with the same degree of discipline as broadcast. First, "It costs too much." (Translation: the print investment usually pales in comparison to the broadcast budget, so print does not warrant the same insurance policy in the minds of many advertisers.)

The second recurring reason, "We don't have time." (Translation: print often comes at the end of the creative process, when advertisers don't have the luxury of waiting for the results of traditional approaches like in-person interviews, mail surveys, or even focus groups, which have historically served as a print pre-testing surrogate.)

But new, Web-based research techniques, that can quickly and efficiently gauge the potential impact of print campaigns, are helping to overcome these traditional pre-testing obstacles. To illustrate, following are a few lessons learned from pre-testing campaigns using Affinity's **ProofReader** methodology, which leverages the speed and flexibility of the Internet to measure potential print effectiveness.



Target the Target Unlike the broader audience targets usually associated with broadcast campaigns, print is typically used to reach specific consumer niches and special interest groups. That same level of detail should drive the sampling plan for any print pre-testing study when identifying potential participants. The ability of online surveys to route consumers to custom screens containing detailed profile questions can help fine-tune the target audience even further. In addition, pre-testing results can then be crossed with a list of the actual titles that respondents read, bringing insights to the media planning process as well.

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The Impact of Editorial Adjacency
on Advertising Effectiveness

It is difficult to make sweeping generalizations about the impact that editorial adjacency has on print advertising effectiveness. Difficult, because every issue of a publication is unique, and the dynamics affecting advertising performance not only include the engagement levels of the featured editorial, but a host of additional issue-specific attributes, like competitive positioning or an ad's placement within the issue.

Affinity's VISTA Service can help shed light on the impact of editorial adjacency by examining the unique results of individual VISTA studies, which measure the advertising and editorial dynamics of specific issues.

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Creative Spotlight

Ads Tailored for the SI Swimsuit Issue



Published in February, the annual Sports Illustrated Swimsuit Issue featured the usual bevy of beauties, as well as a number of print ads that were custom designed to reflect the theme of the issue. In fact, more than one-third of the 65 advertisements measured in the issue by Affinity's VISTA Print Effectiveness Rating Service featured tailored creative.

So did the strategy pay off for advertisers? Most definitely. The swimsuit themed ads, reflecting a host of different product categories, outperformed ads that were not tailored for the issue by 10 percentage points in terms of recall, with almost 6 out of 10 readers reporting that they remembered seeing the customized ads on average. The table below features the top ranking customized ads, topped by Gillette Fusion Razors, and including three separate insertions from GMC's BeyondtheDrawingBoard.com.

Custom Created Ads Outperform the Norm

	<u>Total Recall</u>
All ads measured	53%
Ads customized for the issue	59%
Ads not customized for the issue	49%

A Spectacular Showcase In addition to ads featuring customized creative, the Swimsuit Issue was also a showcase for a variety of nontraditional ad units, from multi-page gatefolds to scent strips. With a multi-page unit from Budweiser leading the pack, the majority of spectaculars featured in the Swimsuit Issue outpaced the issue average for advertising recall.

Top Scoring Customized Ads		Swimsuit Spectaculars	
	<u>Total Recall</u>	<u>Total Recall</u>	<u>Creative Execution</u>
Gillette Fusion Razors	83%	Budweiser	74% Multi-page gatefold
BeyondtheDrawingBoard.com	75%	Pontiac G6 Convertible	65% Multi-page gatefold
Budweiser	74%	Dodge Ram 1500	65% Multi-page gatefold
BeyondtheDrawingBoard.com	72%	Apple iPod	62% Heavy stock
Milk	68%	Ford F-150	59% Multi-page gatefold
Chivas Regal	66%	Ford Fusion	50% Multi-page gatefold
Pontiac G6 Convertible	65%	Las Vegas	48% Heavy stock
Vault	64%	Canon Digital Camera	46% Multi-page gatefold
BeyondtheDrawingBoard.com	63%	Armani Code	42% Heavy stock/scent strip
Ford F-150	59%		

Source: Affinity's VISTA Print Effectiveness Rating Service

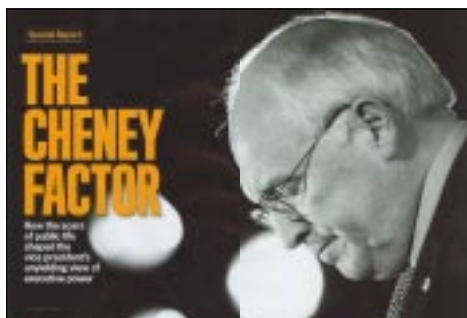
Top Performing Q1 Editorial Features



The World's 10 Worst Dictators

Parade Magazine
January 22, 2006

Read/looked into	93%
Read more than half	68%
Actions taken (net)	30%



The Cheney Factor

U.S. News & World Report
January 23, 2006

Read/looked into	86%
Read more than half	72%
Actions taken (net)	47%



Star Tracks

People Weekly
January 16, 2006

Read/looked into	86%
Read more than half	79%
Actions taken (net)	43%



How Did You Do? What People Earn

Parade Magazine
March 12, 2006

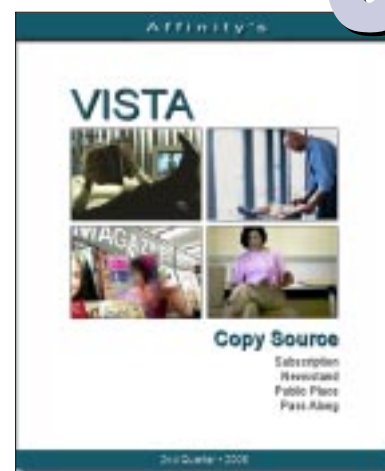
Read/looked into	86%
Read more than half	60%
Actions taken (net)	43%



10 Ways to Save on Your Taxes

Money
March 2006

Read/looked into	85%
Read more than half	78%
Actions taken (net)	71%



Affinity Launches VISTA CopySource

To meet the growing need of advertisers and publishers for more detailed information about the value of paid vs. non-paid readers, Affinity is launching **VISTA CopySource**, a quarterly research report that identifies differences in ad effectiveness and editorial readership levels among subscribers, newsstand buyers, public place and pass along readers.

In addition to tracking issue-specific ad recall, article readership, and the specific actions taken by readers as a result of both, tailored circulation information is also collected across a number of quarterly VISTA studies based on a reader's actual source of copy:

Subscribers Special offers and incentives received, attitudes toward subscription pricing, traditional and nontraditional recruitment practices, renewal intent, use of the Internet for subscription acquisition, etc.

Single Copy Planned versus spontaneous retail purchases,

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Note: Extent of Readership and Actions Taken based on respondents reading specific articles (Editorial Actions Taken include: Save article for future reference, Pass it along to someone, Gather more information on the topic, Visit a related Web site, Some other action)



Ad/Edit Adjacency

The impact of editorial adjacency on the effectiveness of ads appearing in Real Simple

An issue-specific VISTA study was fielded measuring the editorial engagement and advertising effectiveness of the February 2006 issue of *Real Simple*. A total of 91 ads and 9 editorial features were measured in the issue. A closer look at the study's findings provides clues regarding the impact of editorial adjacency on ad effectiveness. The chart on the left features the topline editorial and advertising scores for the issue, including the specific actions that readers took as a result of the measured ads and editorial content.

The top scoring ads in the issue, highlighted in the chart on the right, appeared across a host of standard editorial compartments featured in *Real Simple*. When the average scores of all ads appearing in each of these editorial sections is calculated, however, ad recall and reader action can be charted from the front of the issue to the back. Comparing the performance of each editorial compartment, the findings suggest that the optimal environment was Simple Solutions, based on a combination of recall and reader action.

Editorial Topline

Editorial Engagement

Total Readership	60%
Actions Taken (net)	52%

Editorial Actions

Save the article	43%
Pass it along to someone	20%
Gather more information	10%
Visit a related Web site	8%
Some other action	6%

Source: Affinity's VISTA Service; Base: Editorial Actions Taken based on respondents reading specific articles

Advertising Topline

Advertising Effectiveness

Total Recall	50%
Actions Taken (net)	50%

Advertising Actions

More favorable opinion	8%
Gather more information	9%
Visit advertiser's Web site	4%
Visit store/dealer/other location	5%
Save the ad	3%
Recommend product	3%
Consider purchasing product	25%
Purchase the product	9%

Source: Affinity's VISTA Service; Base: Advertising Actions Taken based on respondents recalling specific ads

Top Recalled Ads

	<u>Recall</u>	<u>Editorial Section</u>
American Express	88%	Front of Issue
Milk	82%	Simple Solutions
Coldwater Creek	75%	Front of Issue
Aveeno	74%	Simple Solutions
Citi Simplicity Card	71%	Front of Issue
Mucinex	69%	February
The Container Store	69%	Beauty
Toyota	69%	Life
Aquafina	66%	Body
Hallmark Stores	66%	Simple Solutions

Ad Recall & Action by Editorial Section

	<u># of Ads</u>	<u>Recall</u>	<u>Actions Taken</u>
Front of Issue	23	53%	43%
Simple Solutions	12	55%	56%
Life	8	49%	39%
Beauty	3	50%	46%
Home	8	46%	57%
Style	7	46%	47%
Body	6	53%	50%
The Organizer	8	48%	56%
February	4	52%	52%
Cooking	12	44%	55%

Source: Affinity's VISTA Print Effectiveness Rating Service
Base: Advertising Actions Taken based on readers recalling specific ads

Affinity Launches VISTA CopySource

specific factors driving single copy sales, additional titles acquired, subscription potential as a result of the retail purchase, attitudes toward single copy pricing, etc.

Public Place Location of public place reading, specific factors driving title selection, impact of public place setting on advertising perceptions, attitudes toward public place for magazine trial, etc.

Pass Along Source of pass along copy, additional titles received, subscription/single copy sales potential based on pass along experience, actions

taken with measured copy after reading, etc.

VISTA CopySource reports include all of the circulation-related information collected in each quarterly wave. Advertising effectiveness and editorial readership scores by copy source group are reported at the product category and magazine genre levels, with the ability for subscribers to access individual advertiser and title-specific results upon request.

For more information about CopySource, contact Affinity at (212) 922-9582

Highest Recalled Ads of the Quarter



Beauty Products This multi-page unit for **Ralph Lauren Romance** topped the Beauty Products category as the most recalled ad of the quarter. Consistently outperforming its competitors, the ad appeared in a number of women's magazines in the first quarter, including the March issue of *O-The Oprah Magazine*, where it was recalled by 86% of readers surveyed.



Packaged Foods This ad for **Jenny Craig** achieved the highest recall score of any Packaged Foods ad during the quarter. Appearing in both full page and two-page spread formats, the ad performed in the top tier across a host of Women's titles, including the February issue of *Redbook*, where almost 9 out of 10 readers recalled the full page unit.

Sporting Goods Appearing in the March issues of the golf enthusiast titles, this **TaylorMade** ad, created in both two-page spread and multi-page formats, was the highest recalled ad in the Sporting Goods category. In addition to leading the category, the multi-page version of the ad was the highest scoring unit in *Golf Magazine*, outpacing 49 other advertisements measured in the issue.



To find out which ads were top performers in other VISTA categories, contact Affinity at (212) 922-9582

Action Heroes • Jan-March 2006
 Top Scoring Ads of the Quarter for Specific Actions Taken by Readers



#1 Siemens

Have a more favorable opinion about the advertiser



#1 Ireland

Gather more information about the product/service



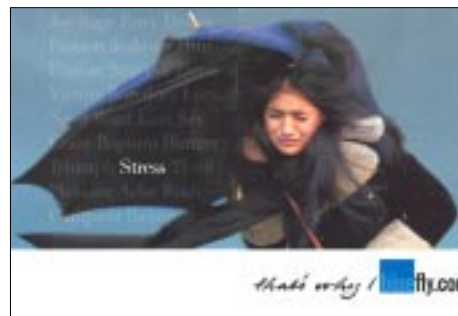
#1 Niagara Spray Starch

Recommend the product/service



#1 Target - Isaac Mizrahi

Visit a store, dealer or other location



#1 Bluefly.com

Visit the advertiser's Web site



#1 Old World Stoneworks

Save the ad for future reference



#1 DiGiorno Harvest Wheat Pizza

Consider purchasing the product/service



#1 Tostitos Salsa

Purchase the product/service



Looking for past issues
of FINEPRINT?

AffinityResearch.net

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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

Print Pre-Testing

Let 'em Vent Consumers will often have negative perceptions about specific companies or brands. To minimize the influence of those preconceived impressions on ad pre-testing, provide respondents with a platform to vocalize their opinions up-front in the survey process. After respondents have had the opportunity to comment on a company's reputation, product quality or service attributes, announce that you would now like to solicit their specific opinions about the company's advertising, and how effectively it is tailored to their own personal or professional needs. Allowing respondents to voice their overall opinions about a company up front, can help them focus on their specific impressions of the campaign later.

Set the Bar Because print pre-testing studies are custom projects, there are typically no existing benchmarks available for comparison purposes. So think ahead about the common objectives across all of your campaigns and envision your print pre-testing "process". Then, establish the core measures that you want to track across all studies in advance. These might include attributes such as stopping power, persuasiveness, believability, or an ad's ability to communicate a strong brand identity.

Focus on Copy & Creative In addition to a set of overall effectiveness benchmarks, each pre-testing study is an opportunity to collect detailed information about both the messaging platform and the creative appeal of the ads, and more importantly, how they work together. A crucial ingredient to your battery of copy and creative related questions should be a detailed focus on potential response. Whether the objective of the campaign is to drive Web traffic, induce trial, or even solicit participation in a sweepstakes, measure the potential for those specific actions. This consumer behavior can then be validated in-market in a continual effort to fine-tune your pre-testing program.

Ask the Experts One of the primary benefits of Web-based survey techniques is the ability to ask open-ended questions that focus on the specific attributes of your advertising. Unlike the small groups queried in a traditional focus group setting, the verbatim opinions of hundreds - or even thousands - of consumers can help uncover the inherent strengths and weaknesses of your campaign. This is typically where issues like the appropriateness of visuals, or the perceived believability of the message, are collectively articulated by respondents.

Validate In-Market Success To evaluate the success of your print pre-testing program, in-market data should be collected in tandem to determine if the creative executions and messaging platforms of your campaign resonated with readers who were actually exposed to the advertising. Did consumers take the desired actions that were initially tested, and was there a strong association between the advertisement and your brand? Your own unique set of lessons learned can then be incorporated into your future print pre-testing initiatives.

VISTA NORMS

	Total Recall	Brand Assoc.	Actions Taken
All Ads Measured	53%	84%	51%
Ad Size			
Multi-page units	61%	86%	55%
Two-page spread	58	85	52
Full page	52	84	51
Less than full page	42	77	49
Color			
4-color	53%	84%	52%
Spot color(s)	49	82	44
B&W	46	79	47
Cover Position			
Inside Front Cover	58%	81%	51%
Inside Back Cover	52	87	49
Back Cover	60	88	46
Issue Position			
1st half of issue	53%	84%	51%
2nd half of issue	52	83	52
Ad Category			
Agriculture	42%	63%	41%
Apparel & Accessories	57	85	54
Area Development	38	71	44
Automotive	52	85	43
Aviation	50	73	45
Baby Care Products	58	91	56
Baby Foods	56	91	46
Beauty Products	58	87	58
Beverages	55	89	60
Business Services	46	84	55
Candy & Gum	56	88	65
Computer Software	47	75	45
Computers & Technology	51	79	50
Consumer Electronics	51	80	55
Dairy/Produce/Meats/Fish	60	87	60
Dental Products	51	88	59
Diversified Corp. Services	47	74	46
Drugs & Remedies (DTC)	50	83	34
Drugs & Remedies (OTC)	48	84	49

Ad Category (con't)

	Total Recall	Brand Assoc.	Actions Taken
Educational Products	50%	83%	59%
Electronic Components	44	79	39
Energy & Utilities	48	81	42
Entertainment	54	85	49
Eyewear & Accessories	52	87	50
Finance & Insurance	47	80	39
Fine Jewelry	55	81	48
Fitness Equipment	52	84	42
Government	41	76	35
Hair Products	56	86	55
Healthcare	36	66	42
Home Improvement	53	76	56
Horticulture	49	76	55
Household Appliances	55	78	52
Household Furnishings	51	79	54
Household Products	51	85	63
Liquor	56	87	54
Manufacturing	44	68	44
Musical Instruments	42	64	42
Non-Profit Organizations	47	70	48
Office Machines & Supplies	45	81	61
Online Services	46	78	41
Packaged Foods	56	90	66
Personal Care Products	54	87	59
Pet Supplies & Services	52	84	40
Photographic Equipment	47	82	58
Printers & Peripherals	47	79	50
Professional Services	47	73	40
Publishing	45	75	44
Real Estate	47	75	38
Recreational Vehicles	47	77	43
Restaurants	61	90	62
Retail	57	85	60
Schools/Camps/Seminars	38	72	39
Specialty Items	53	74	35
Sporting Goods	59	87	59
Sporting/Ent./Cultural Events	46	79	45
Telecommunications	48	80	44
Tobacco Products	46	88	22
Toys & Games	53	85	51
Transportation & Shipping	51	88	55
Travel	52	81	56

Source: VISTA Print Effectiveness Rating Service (Jan 2005-March 2006); Brand Association & 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.)