



Affinity's FINEPRINT

Insights & Strategies for More Effective Print Advertising

3rd Quarter • 2007

Say What?

Quantifying the Impact of Print on Word of Mouth

It seems that everyone these days is talking about the role that Word of Mouth plays in the marketing mix (no pun intended). After all, it's great when someone recommends your product, and it clearly helps to have armies of opinion leaders as advocates of your brand. But in reality, there are only a handful of activities that you can actually control in an attempt to generate positive buzz... and many more that you can't.

One controllable ingredient that can help drive positive word of mouth is advertising. Affinity's VISTA Print Effectiveness Rating Service measures more than 40,000 print ads annually, tracking the specific actions that consumers take as a result of exposure to campaigns that they recall seeing - including recommendations of the advertised product or service. So, how effective is print advertising at driving reader recommendations, and what categories of ads and specific campaigns are doing the best job of generating positive word of mouth?

When examining the host of actions that print campaigns can be designed to elicit, the core strengths of magazines - the ability to drive purchase and

Actions Driven by Print Campaigns

Consider purchasing the product or service	19%
Have a more favorable opinion about the advertiser	11%
Gather more information about the product or service	11%
Visit the advertiser's Web site	10%
Visit a store, dealer or other location	8%
Purchase the product or service	7%
Save the ad for future reference	6%
Recommend the product or service	5%

Any Actions Taken (net) **52%**

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

increase awareness - top the list. An individual print ad can also play a role, however, in actively generating reader recommendations. On average, 5% of readers recalling specific ads report that they are likely to recommend that advertised product or service to someone else.

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In This Issue...

Advertising's Ability to Generate Word of Mouth

The Impact of Ad Copy Length on Effectiveness

The Roar of the Tiger

VISTA Norms - Q3/2007

Highest Recalled Ads for Select Product Categories

Most Read Editorial Features of the Quarter

Par for the Course

Tiger Woods Endorsement Guarantees Ad Success

As the most recognized athlete in the world, Tiger Woods continues to break records every time he steps onto the course. But his scoring ability off the greens is equally impressive.

As a celebrity endorser for advertisers like Accenture, American Express, Buick and Tag Heuer, it's a safe bet that a print ad featuring Tiger will be one of the top scoring ads in the issue, when measured by Affinity's VISTA Print Effectiveness Rating Service.

Regardless of the magazine title or product category, ads featuring Woods consistently outpace the advertiser's historical performance, as well as shatter the norms for the advertiser's category.

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Highest Recalled Ads of the Quarter



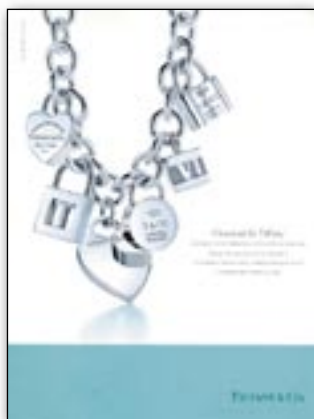
Coldwater Creek

Apparel & Accessories This **Coldwater Creek** campaign appeared in a variety of multiple page formats across a host of women's service, shelter and culinary titles during the second quarter 2007, including the May issue of *More*, where an 8-page version of the campaign was recalled by nine out of ten issue-specific readers.

Candy & Gum This campaign for **Dove Dark Chocolate** appeared as full page ads in a number of shelter and women's magazines, topping the category with an impressive 86% recall score in the May issue of *Martha Stewart Living*.



Dove Dark Chocolate



Tiffany & Company

Fine Jewelry A mainstay in print, the ongoing **Tiffany & Company** campaign appeared in fashion and general interest titles, outpacing all other Fine Jewelry ads, including the back cover of the June issue of *Lucky* where the ad generated an 84% recall score.

Liquor Appearing on back covers and run-of-book in a number of shelter, general interest and culinary titles, the **Grey Goose La Poire** campaign ranked #1 in the category, with an insertion in the May issue of *Gourmet* that was recalled by eight out of ten readers.



Grey Goose Vodka



Tire Rack

Automotive The **Tire Rack** campaign was the highest recalled automotive ad of the second quarter. Appearing as full pages and multi-page units in the auto enthusiast books, an 8-page version of the ad achieved an 86% recall score in the April issue of *Motor Trend*.

Drugs & Remedies (OTC) Appearing in select women's service and parenting titles during the quarter, this **Neosporin** campaign featured full page units, including an ad that ran in the June issue of *Redbook* which garnered a 79% recall score among readers.



Neosporin

Top Performing Q2 Editorial Features



The Big Thaw

National Geographic
June 2007

Read/looked into	90%
Read more than half	79%
Actions taken (net)	87%



How Did You Do?

Parade
April 15, 2007

Read/looked into	90%
Read more than half	64%
Actions taken (net)	38%



Most Innovative Companies

BusinessWeek
May 14, 2007

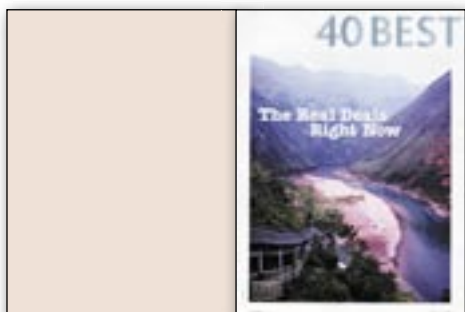
Read/looked into	85%
Read more than half	63%
Actions taken (net)	75%



Halle Berry

Esquire
May 2007

Read/looked into	84%
Read more than half	62%
Actions taken (net)	49%



40 Best

Arthur Frommer's Budget Travel
June 2007

Read/looked into	83%
Read more than half	82%
Actions taken (net)	93%

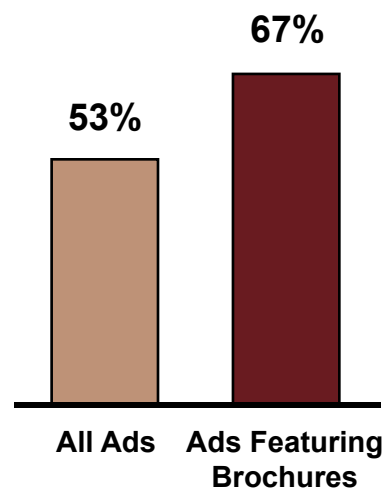
Note: Extent of Readership and Actions Taken based on respondents reading specific articles (Editorial Actions Taken include: Save article for future reference, Pass it along to someone, Gather more information on the topic, Visit a related Web site, Some other action)

Booklets & Brochures

A growing number of advertisers are taking advantage of the flexible and creative formats that print provides, including the ability to insert or bind custom brochures along with their traditional ad units. And the technique is producing measurable results.

Compared to the average recall of all ads tracked by the VISTA Service, units that also feature booklets or brochures score significantly higher.

Print Ads Featuring Booklets & Brochures Generate Higher Recall



Source: Affinity's VISTA Print Effectiveness Rating Service

Know someone who should be receiving FINEPrint?

Just let us know and we'll add them to the list...

Tom@AffinityResearch.net

Measuring the Impact of Advertising on Word of Mouth

Print Ad Categories Most Likely to Generate Reader Recommendations

- Baby Care Products
- Baby Foods
- Educational Products
- Transportation and Shipping
- Musical Instruments
- Toys and Games
- Drugs & Remedies (OTC)
- Hair Products and Accessories
- Personal Care Products
- Pet Supplies and Services

Print Ad Categories Least Likely to Generate Reader Recommendations

- Agriculture
- Aviation
- Electronic Components
- Energy & Utilities
- Manufacturing
- Real Estate
- Tobacco Products
- Area Development
- Automotive
- Online Services

Source: Affinity's VISTA Print Effectiveness Rating Service Base: "Recommend Product/Service" based on respondents recalling specific ads

Sample Print Ads That Generated Positive Word of Mouth...



Microsoft Business Solutions
37% Recommend Brand



Chubb
35% Recommend Brand



Cingular
30% Recommend Brand



Gillette Complete Skincare
28% Recommend Brand



Relpax
28% Recommend Brand



A Pea in the Pod
28% Recommend Brand

Source: Affinity's VISTA Print Effectiveness Rating Service Base: "Recommend Product/Service" based on respondents recalling specific ads

Lessons From a Lizard

A Case for Customizing Your Creative for Unique Magazine Environments

Readers know him, love him, and can't live without him. As evidenced by the fact that Geico's signature Gecko has helped the brand consistently outperform the average *Finance and Insurance* effectiveness ratings. But when ads featuring their favorite spokelizard are uniquely tailored to a niche magazine environment - like putting a three wood into his tiny mitts when he appears in the golf enthusiast titles - the results are even more impressive.



57% Average Recall

Standard creative across all publications



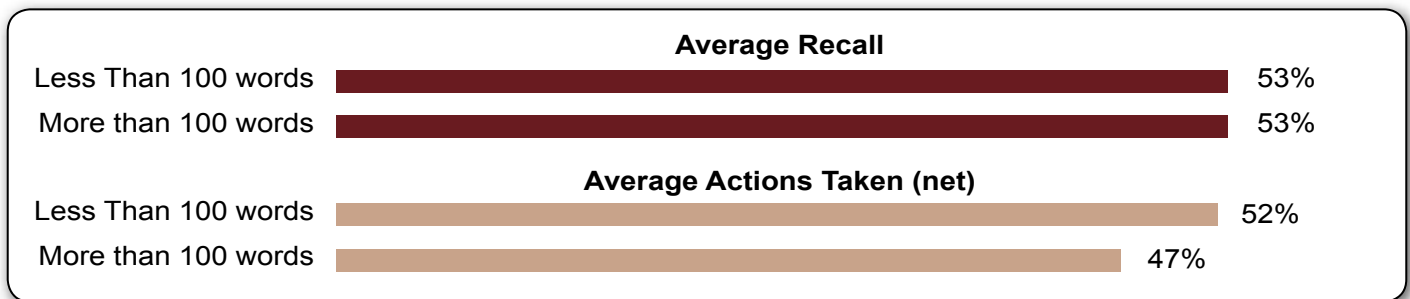
69% Average Recall

Tailored creative in golf enthusiast titles

Source: Affinity's VISTA Print Effectiveness Rating Service

Copy Heavy or Copy Light?

The VISTA Service tracks the effectiveness of ads featuring more than/less than 100 words of copy. Across all advertising categories, average recall scores are identical regardless of copy length, while readers are more likely to take action as a result of exposure to ads with lighter copy.



Differences in Average Recall Scores for Select Product Categories

	<u>Less Than 100 words</u>	<u>More Than 100 words</u>
Business Services	50%	32%
Electronic Components	46%	31%
Publishing	45%	60%
Restaurants	60%	71%
Automotive	53%	61%
Beauty Products	58%	50%

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



Looking for past issues of FINEPRINT?

AffinityResearch.net

Affinity

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



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

Course Record

Tiger Tears It Up - On and Off the Course



Accenture

47% Recall

Category Norm - Professional Services

60% Recall

Accenture Norm

71% Recall

Accenture/Tiger Woods Norm



American Express

49% Recall

Category Norm - Finance & Insurance

58% Recall

American Express Norm

78% Recall

American Express/Tiger Woods Norm



Buick

53% Recall

Category Norm - Automotive

52% Recall

Buick Norm

64% Recall

Buick/Tiger Woods Norm



Tag Heuer

55% Recall

Category Norm - Fine Jewelry

62% Recall

Tag Heuer Norm

71% Recall

Tag Heuer/Tiger Woods Norm

Source: Affinity's VISTA Print Effectiveness Rating Service

Action Heroes • April-June 2007
 Top Scoring Ads of the Quarter for Specific Actions Taken by Readers



#1 The Coca-Cola Company
 Have a more favorable opinion about the advertiser



#1 Greece
 Gather more information about the product or service



#1 Foxy Silver Collection
 Recommend the product or service



#1 Target
 Visit a store, dealer or other location



#1 Travelocity
 Visit the advertiser's Web site



#1 Viking
 Save the ad for future reference



#1 Mrs. Dash
 Consider purchasing the product or service



#1 Smart Ones
 Purchase the product or service

VISTA NORMS

	Total Recall	Brand Assoc.	Actions Taken
All Ads Measured	53%	83%	52%
Ad Size			
Multi-page units	61%	86%	55%
Two-page spread	57	84	52
Full page	53	84	52
Less than full page	42	74	49
Color			
4-color	53%	83%	52%
Spot color(s)	49	81	45
B&W	49	78	47
Cover Position			
Inside Front Cover	57%	79%	51%
Inside Back Cover	55	87	51
Back Cover	61	89	47
Issue Position			
1st half of issue	53%	83%	51%
2nd half of issue	52	83	52
Ad Category			
Agriculture	44%	64%	41%
Apparel & Accessories	56	85	54
Area Development	41	70	44
Automotive	53	84	45
Aviation	51	73	44
Baby Care Products	58	91	57
Baby Foods	57	92	47
Beauty Products	58	87	58
Beverages	55	88	60
Business Services	47	77	51
Candy & Gum	57	89	66
Computer Software	47	75	46
Computers & Technology	51	78	49
Consumer Electronics	53	82	55
Dairy/Produce/Meats/Fish	61	87	60
Dental Products	51	89	59
Diversified Corp. Services	48	74	48
Drugs & Remedies (DTC)	51	81	34
Drugs & Remedies (OTC)	48	83	48

Ad Category (con't)

	Total Recall	Brand Assoc.	Actions Taken
Educational Products	48%	80%	58%
Electronic Components	45	80	40
Energy & Utilities	48	77	43
Entertainment	55	84	51
Eyewear & Accessories	54	86	49
Finance & Insurance	49	80	39
Fine Jewelry	55	81	47
Fitness Equipment	52	85	45
Government	46	80	34
Hair Products	55	85	55
Healthcare	42	65	40
Home Improvement	52	75	54
Horticulture	50	75	58
Household Appliances	56	77	52
Household Furnishings	52	78	53
Household Products	51	85	64
Liquor	57	87	54
Manufacturing	45	68	43
Musical Instruments	44	65	45
Non-Profit Organizations	47	70	49
Office Machines & Supplies	49	81	58
Online Services	48	77	42
Packaged Foods	57	90	66
Personal Care Products	55	87	60
Pet Supplies & Services	53	84	41
Photographic Equipment	50	83	58
Printers & Peripherals	47	80	51
Professional Services	47	72	40
Publishing	47	75	47
Real Estate	48	73	39
Recreational Vehicles	51	78	43
Restaurants	61	90	63
Retail	58	85	60
Schools/Camps/Seminars	39	72	42
Specialty Items	53	75	37
Sporting Goods	57	85	57
Sporting/Ent./Cultural Events	46	76	44
Telecommunications	50	81	44
Tobacco Products	48	88	22
Toys & Games	54	83	54
Transportation & Shipping	52	86	53
Travel	52	81	56

Source: VISTA Print Effectiveness Rating Service (Jan 05 - June 07); 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.)