

MAGNETIC

Moments That Matter 2015



PLEASURE

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Background

In this ever changing media landscape, Moments That Matter set out to identify a more contemporary role for magazine media in consumers' lives.

If content is everywhere, much of it for free, where do magazine brands fit in and what is the role of professionally edited original content.

We wanted to explore the idea that magazine media could be a reprieve away from the constant switching and distractions of our busy lives. Instinctively we thought that interesting answers could be found in the happiness and wellbeing space.

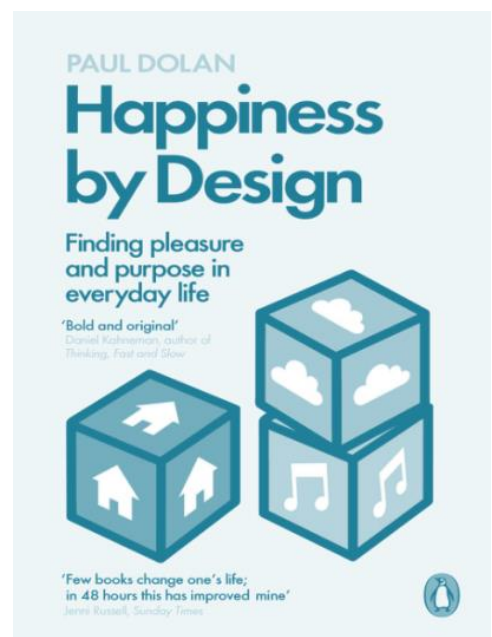
Inspired by the behavioural economist, Paul Dolan and his book 'Happiness by Design' we wanted to set the bar high. Can we really see an impact on happiness and wellbeing from a humble media channel?

Our hypothesis was that, classically magazine media has always played an indulgence role. In a world of shorter attention spans is this still true? How has this evolved to be meaningful in today's consumer world, especially as publisher content now extends far beyond print?

We wanted to understand if magazine media could offer an alternative moment of wellbeing that would really matter to consumers.

Paul Dolan's work also tells us that the key to happiness lies in successfully balancing pleasure and purpose in our day to day lives. Moments that Matter explores where magazine media fits on the spectrum along with other media channels.

Moreover, what does all this mean for brands? In a world where advertising receptivity is in decline we were specifically interested in exploring openness to advertising.



Happiness Theory

Before we get to the insights, it is important to understand the contextual theory behind the study.

The thinking that inspired our work comes from behavioural economist, Paul Dolan and his Pleasure/ Purpose Principle:

Emotions	Aroused	Not Aroused
POSITIVE	Joyful, Excited	Content, Calm
NEGATIVE	Anxious, Angry	Sad, Depressed

Experiences of pleasure and pain are traditional psychologist territory for happiness. Typically, they use this framework: Positive and Negative / Aroused and Non-aroused.

Paul Dolan believes there is another important category of feelings that influence our happiness. That of Purpose, by that he means fulfilment, meaning and worthwhileness on the one hand and boredom and futility on the other.

Analysis of numerous studies have shown that the following activities provide us with pleasure: being with friends, being outdoors, eating, watching TV and listening to music.

And that we find purpose in pursuing these activities such as, volunteering, working and spending time with children.

Pleasure	Purpose
Being with friends	Volunteering
Being outdoors	Working
Eating	Spending time with children
Watching TV	Homework
Music	



He argues that a happy life contains a balance of both. Different people require a different balance but we all need a mix and we need to successfully balance this mix, in order to live a happy and fulfilled life.

Subjective Wellbeing

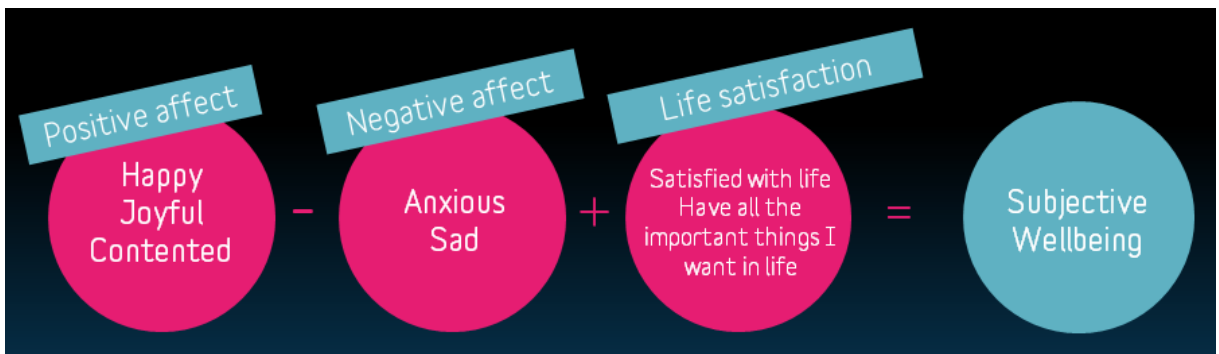
Paul Dolan's theory and work has led to the development of a new singular metric that governments are being urged to adopt, Subjective Wellbeing.

Subjective wellbeing refers to how people experience the quality of their lives and includes both emotional reactions and cognitive judgments. Psychologists have defined happiness as a combination of life satisfaction and the relative frequency of positive and negative affect. Subjective wellbeing therefore encompasses moods and emotions as well as evaluations of satisfaction in general and specific to different areas of life.

The metric allows people to decide how life is going for themselves:

- Overall, how satisfied are you with your life nowadays?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?
- Overall, how worthwhile are the things that you do in your life?

Subjective wellbeing is calculated using the principle below:



Also crucially this needs to be captured in the moment rather than more generally. We used this thinking to uncover a valuable new role for magazine media.

What We Did

STUDY ELEMENTS

Contextual evidence: An immersion into the theories around wellbeing and the impact this has on media and advertising:

- Media chat: online community with 50 magazine consumers, to understand context, drivers and the relationship with magazines
- 10 video enabled depth-interviews to help define and flesh out the key moments in media and magazine consumption
- A two part quant survey
 - a) Part 1 - online survey with 2000 magazine consumers, representative of magazine readership
 - b) Part 2 - a follow up 'in the moment' mobile survey with 400 readers from the original sample, representative of differing levels of magazine readership

The sample design incorporated print and online magazine readers:

- 91% of our sample were print readers
- 32% of our sample were website readers
- 48% of our sample were digital edition readers



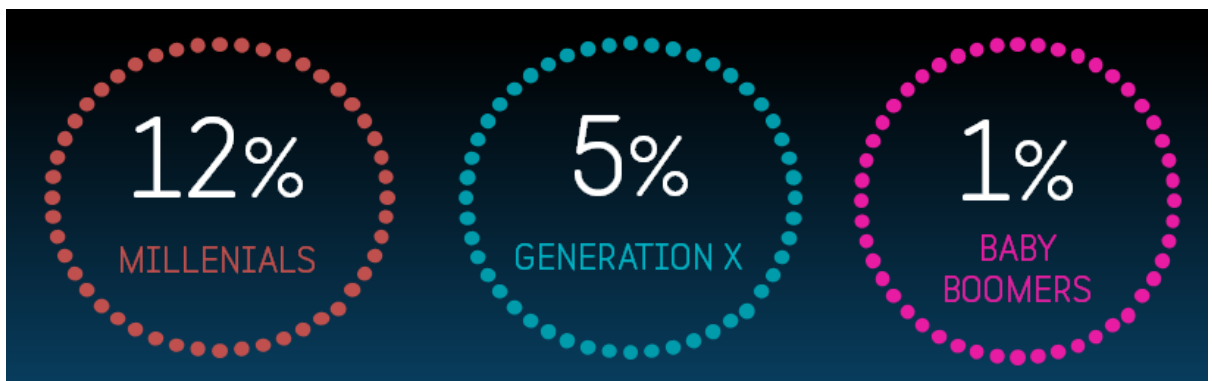
Magazine Media and Subjective Wellbeing

We adopted the subjective wellbeing metric and applied it to magazine media.

Crucially we measured subjective wellbeing generally and at the moment of magazine consumption and found that it moves by +6% at the moment of consuming magazine media. From other studies that have been conducted we know this is a significant uplift and that not all media channels achieve this.

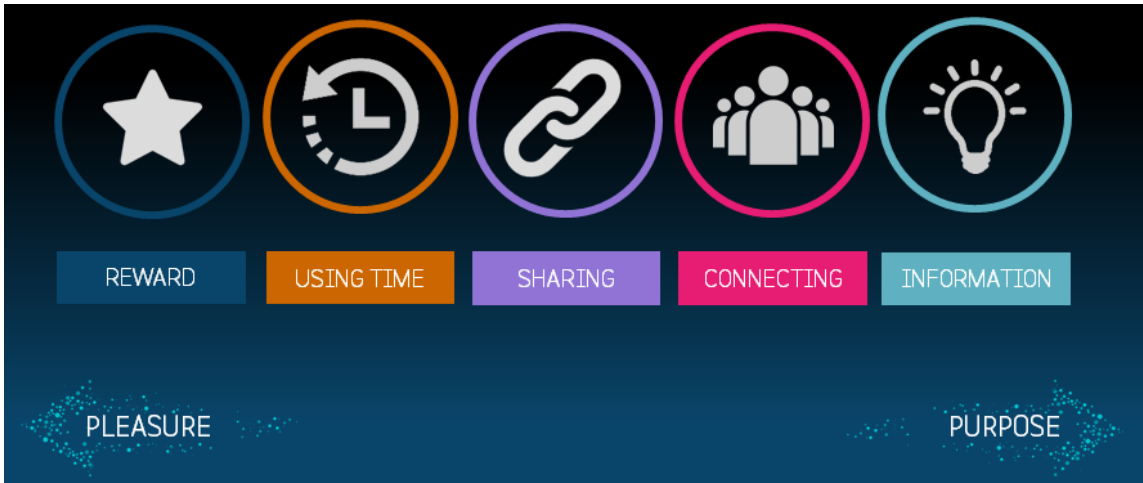


We also applied this metric to different audiences and interestingly found that magazine media is able to move subjective wellbeing more significantly for Millennials than any other audience group. Proving that, despite evolving consumer media behaviour, at the younger end of the age spectrum publishers are continuing to satisfy some fundamental needs for these young consumers. Perhaps digital natives are more in need of a reprieve away from the exploding content environment with its unending choice, multiple distractions and interruptions. This explains their higher levels of the happiness hit.

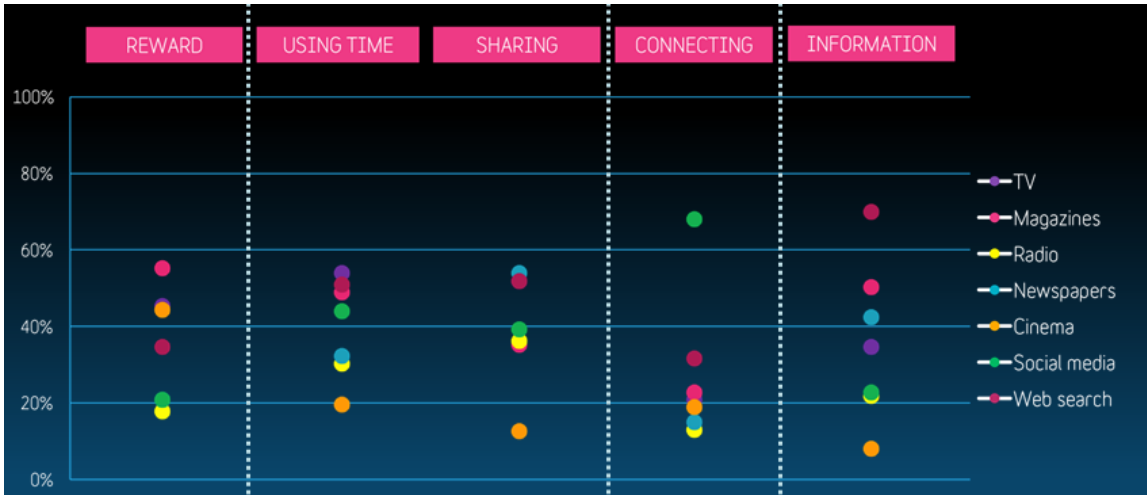


Drivers of Wellbeing

To explore happiness in more detail we also measured five key drivers of wellbeing that sit on the Pleasure-Purpose spectrum and translated these into drivers appropriate for media.



You can see below that the different media channels have different roles in terms of the wellbeing drivers they satisfy.



Most media is used for filling time to some extent, so we see the data clustering here. The same is true for sharing. Across the other elements, interesting differences start to emerge.

In terms of connecting, unsurprisingly social media is head and shoulders above the others.

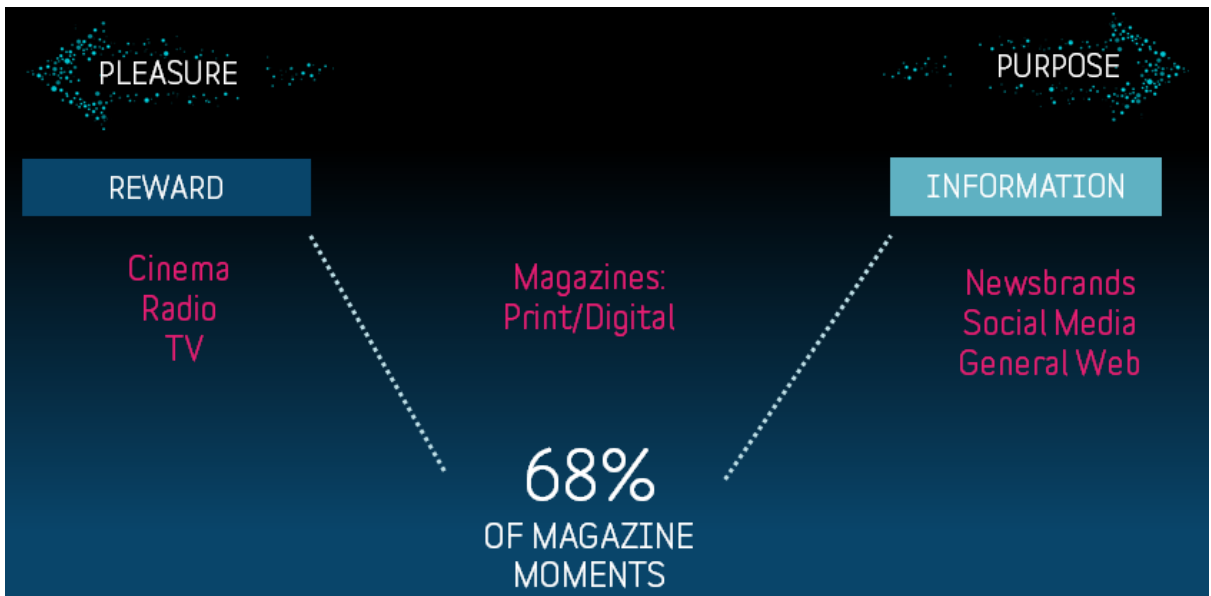
If we look at reward, which is most closely associated with the pleasure side of the pleasure-purpose principle, magazine media, TV and cinema feature closely together.

And, if we look at information which is most closely associated with purpose, search, magazine media and newsbrands feature in the top three media channels.

Drivers of Wellbeing

Closer analysis using Paul Dolan's framework reveals a unique place in the media mix for magazine media.

Most media performs well against either pleasure or purpose. Uniquely, magazine brands manage to score well against both, with 68% of magazine moments scoring against either pleasure or purpose.



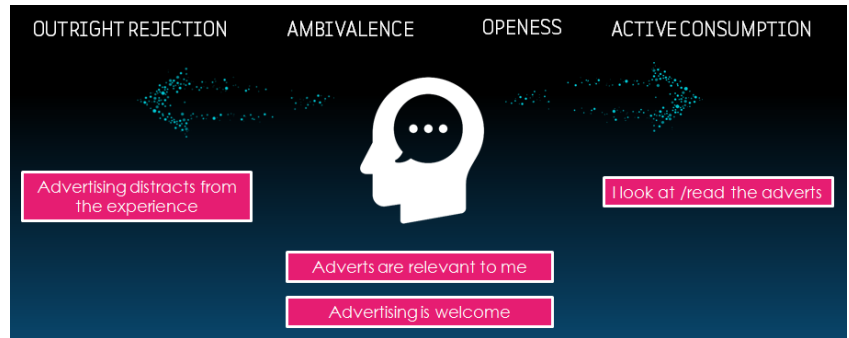
These notions of pleasure and purpose apply to magazine media overall, not just printed formats. The very nature of publisher's content is expertly crafted content that both entertains and feeds their readers passions; delivering useful knowledge and information that enables them to pursue a personal interest.



Advertising in Magazine Media

We also wanted to explore more specifically openness to advertising, which is important to revisit at a time when ad blocking/receptivity is a prevalent debate.

We looked at a number of key metrics that would capture everything from outright rejection, to ambivalence, to active consumption.

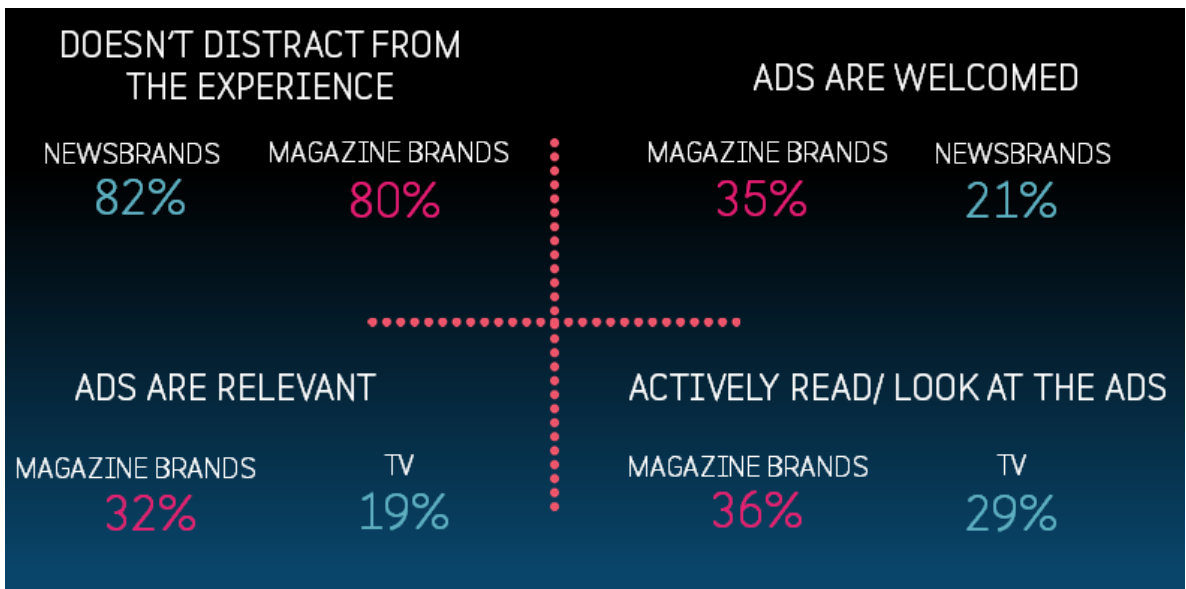


Magazine media performs well against all of these metrics. We believe this is because of a sense of affinity between magazine brands and their audiences.

Some interesting stories emerge when we look at the specifics. Less interruptive environments score well in terms of advertising not being seen as a distraction from the experience. Newsbrands, magazine media and cinema perform well here.

Where magazine media significantly outperforms other media is when it comes to providing a welcome environment and newsbrands, once again, also share this characteristic.

The stand out performance for magazine media comes from a sense that advertising is relevant. Here, magazine media is head and shoulders above other channels but TV is the other strongest contender. In terms of actively looking/reading the adverts it's magazines and TV that fare the best.



Advertising in Magazine Media

Our study also provided the capacity for measuring attitudes at the moment of consumption of magazine media.

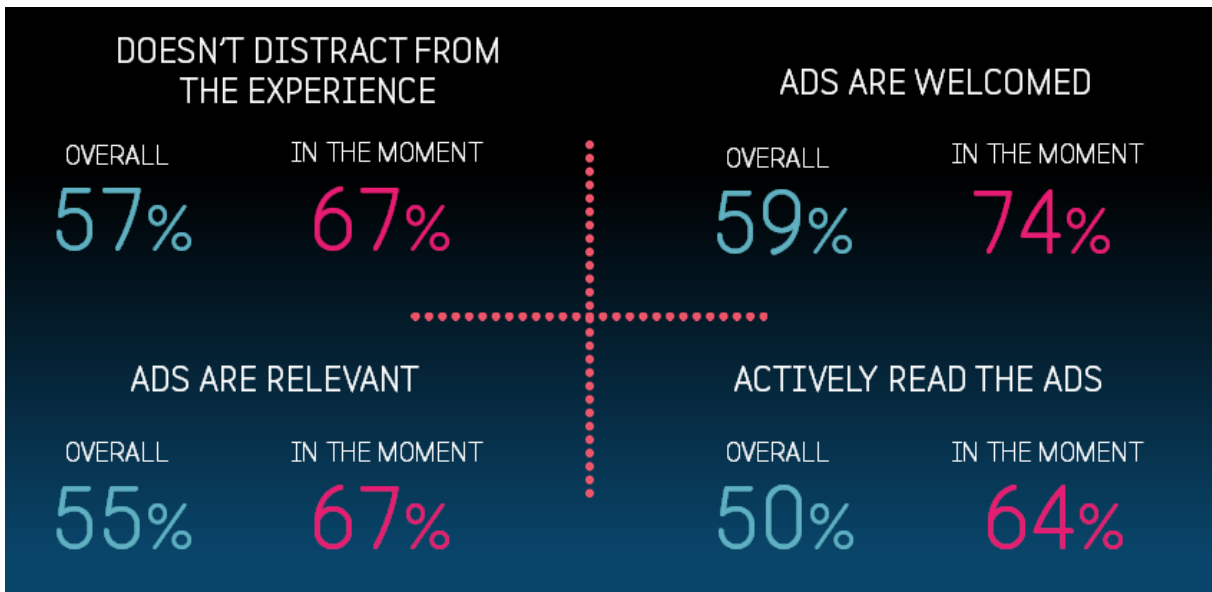
We examined the trend data for consumer attitudes towards advertising, this indicates that levels of negativity are increasing and the rise of ad blocking would be testament to this. You would then assume that in the moment sense of irritation would be further heightened.

	Ads a waste of my time 2014	Vs 2013	Ad Blocking 2015
UK	33%	+ 2.9m	10%
France	56%	+ 2.8m	27%

Source: TGI | ComScore

In magazine media we found the opposite effect. Openness to advertising actually increased when asked at the moment of consumption.

Perhaps this is because in the moment, a sense of affinity and relevancy are even more apparent and readers are less inclined towards generalising about their attitudes towards advertising. It is important to remember these results are across channels and reflect both print and online experiences with magazine brands.



Summary

In a world with a surplus of content and much of that available for free, magazine brands continue to thrive because they make people happy.

Uniquely, magazine media satisfies both 'pleasure' and 'purpose' which is a valuable role in a climate of declining attention and rising anxiety.

In a marketing environment where receptivity to advertising can be a challenge, this happy context provides a welcome environment for advertising and where consumers are open to more brand messages.

Whether your objective is focused on driving brand love or delivering new product information, there is a natural home for your message in the environment of pleasurable reward and purposeful information provided by magazine brands.



For more information visit magnetic.media or contact us at insight@magnetic.media