A small, fluffy dog, possibly a Chihuahua, is the central focus. It is wearing large, black-rimmed glasses and a patterned scarf with a repeating geometric design. The dog is sitting and looking directly at the camera. The background is a solid, vibrant teal color. The text is overlaid on the image, with the words 'WHY BEING DIFFERENT' and 'STILL MAKES A DIFFERENCE' in white and pink, and 'MAGNETIC' in white with a dotted pattern at the bottom.

WHY BEING DIFFERENT  
STILL MAKES A DIFFERENCE

MAGNETIC

M

MULTIPLE AND CONFLICTING  
PERSPECTIVES ON WHAT THE  
MARKETING IMPERATIVE TO  
**MAXIMISE GROWTH** SHOULD BE

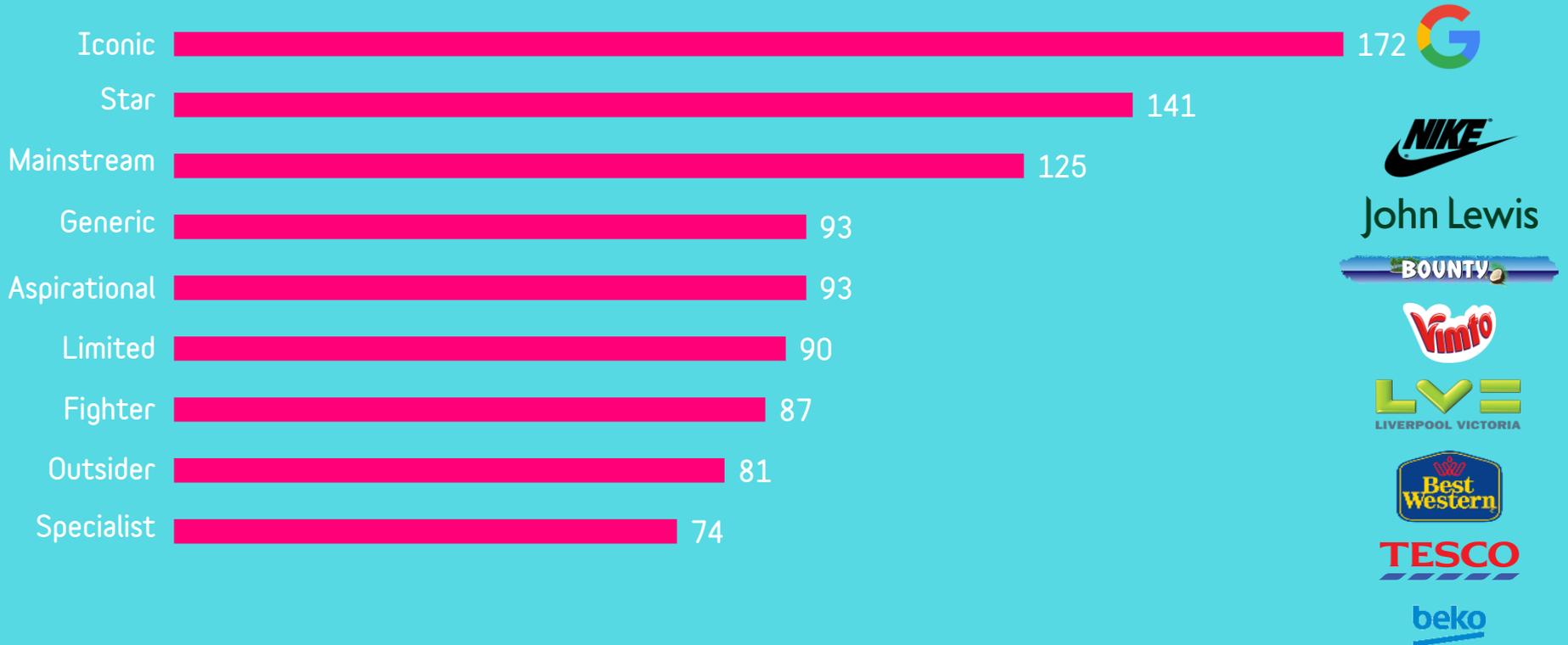
M

# SALIENCE

top of mind awareness, the  
quality of standing out and  
grabbing attention •



# M | SALIENCE INDEX OF DIFFERENT BRAND TYPES



M:

SALIENCE IS  
UNDENIABLY  
IMPORTANT



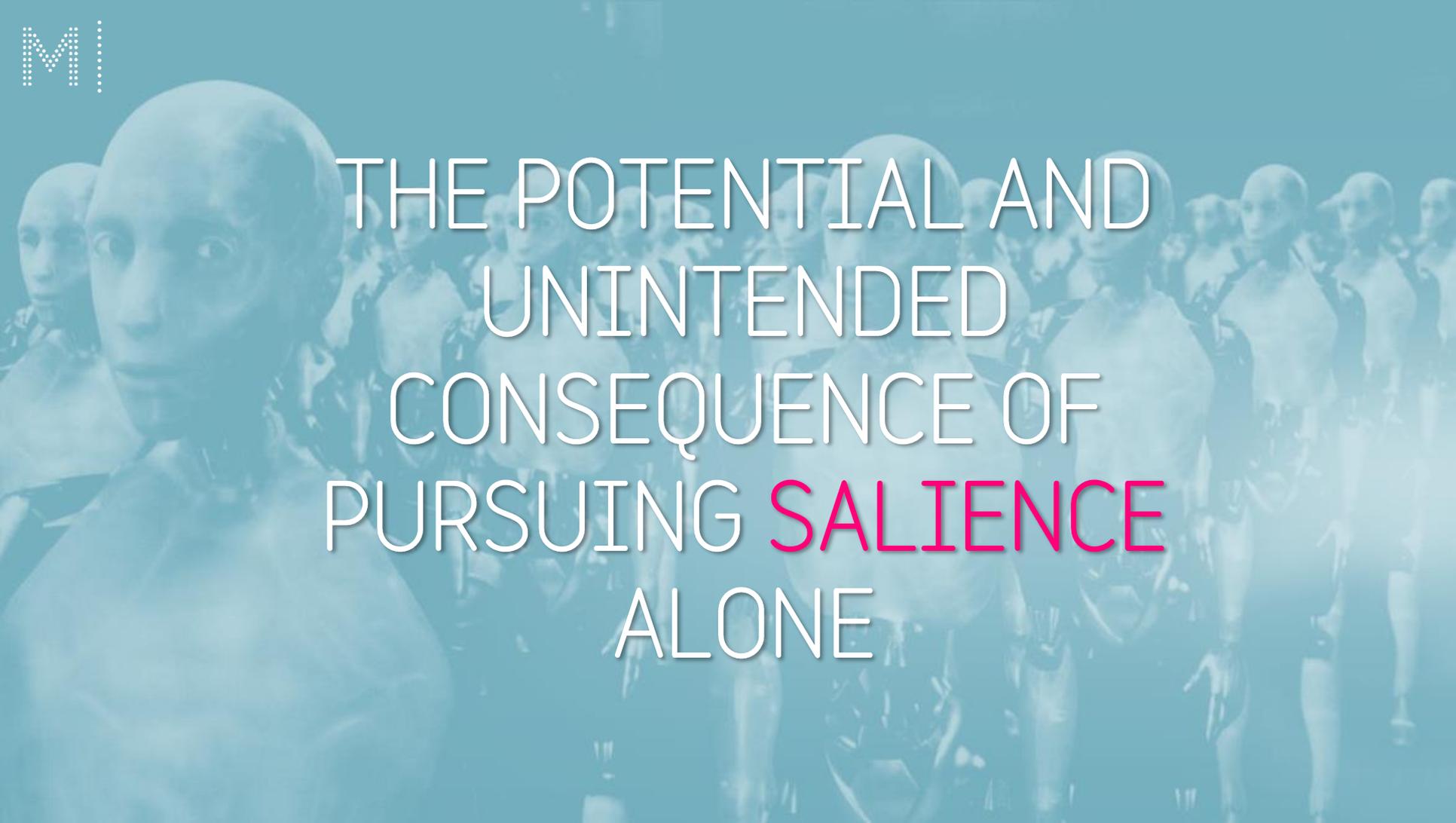
# AUDIO VISUAL CHANNELS PLAY AN IMPORTANT PART IN DELIVERING SALIENCE

% UPLIFT IN METRIC POST EXPOSURE



Source: Magnetic/Millward Brown 2015  
Setting trends measure: Online video n=8, TV n=60, Mags n=16, Radio n=17, News n=17, Online Display n=54, OOH n=37, Cinema n=15. 88 UK studies. Impact per person reached.

M:



THE POTENTIAL AND  
UNINTENDED  
CONSEQUENCE OF  
PURSUING **SALIENCE**  
ALONE

# M VALUABLE BRANDS HAVE FIVE KEY PROPERTIES

They are **top of mind** to consumers

Consumers feel an **affinity** for them

Consumers feel they will perform well and **meet their needs**

They are seen as different or **unique** in the category

They are **dynamic** and set category trends

SALIENCE

MEANINGFUL

DIFFERENCE

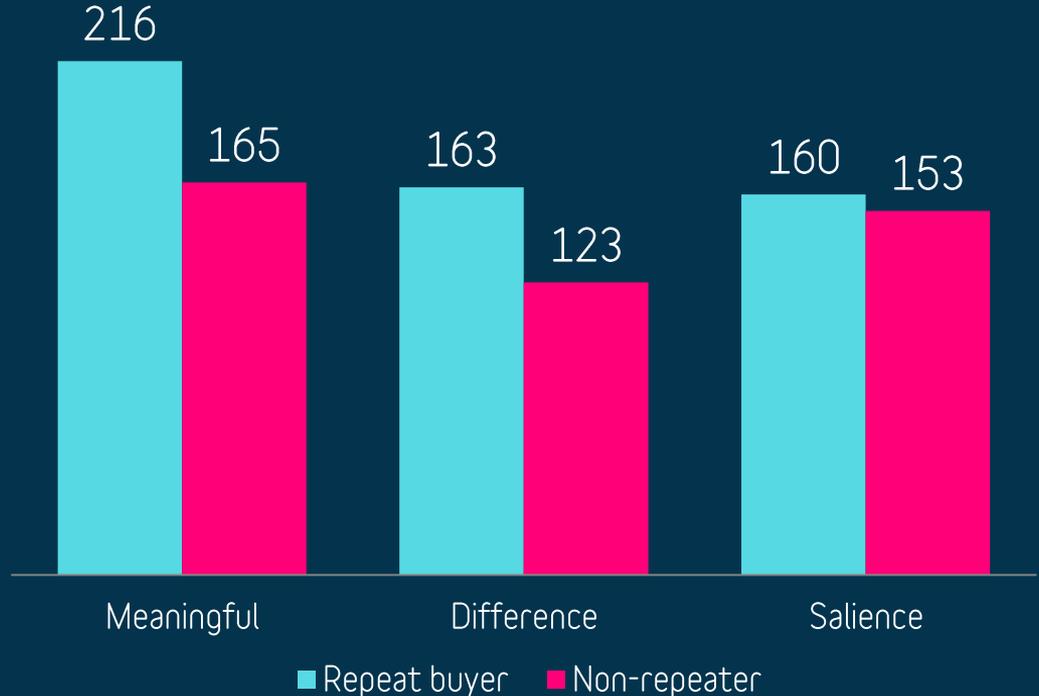
M



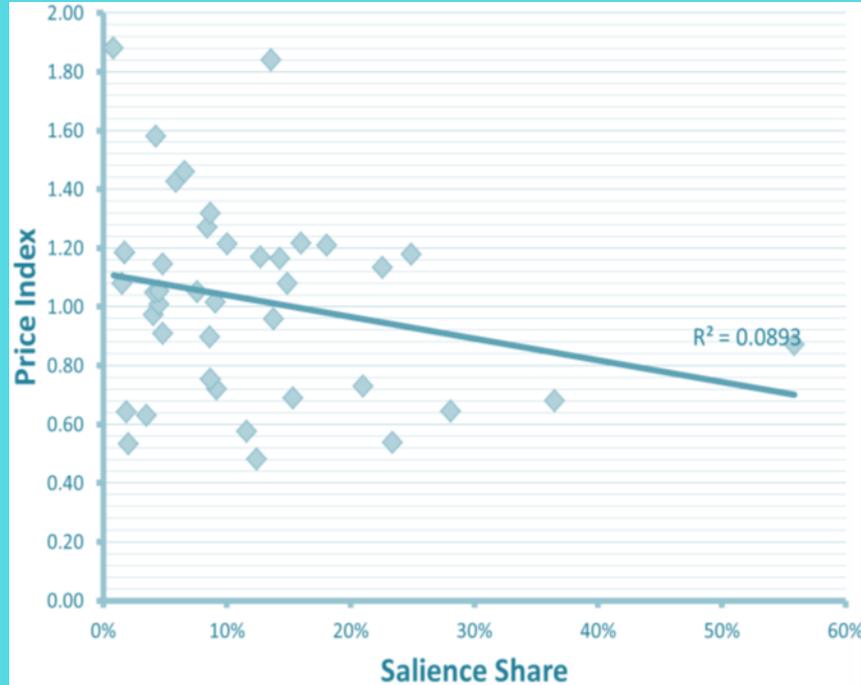
BEING MEANINGFULLY  
DIFFERENT MATTERS

# M BRAND PERCEPTIONS AMONG REPEAT & NON REPEAT BUYERS

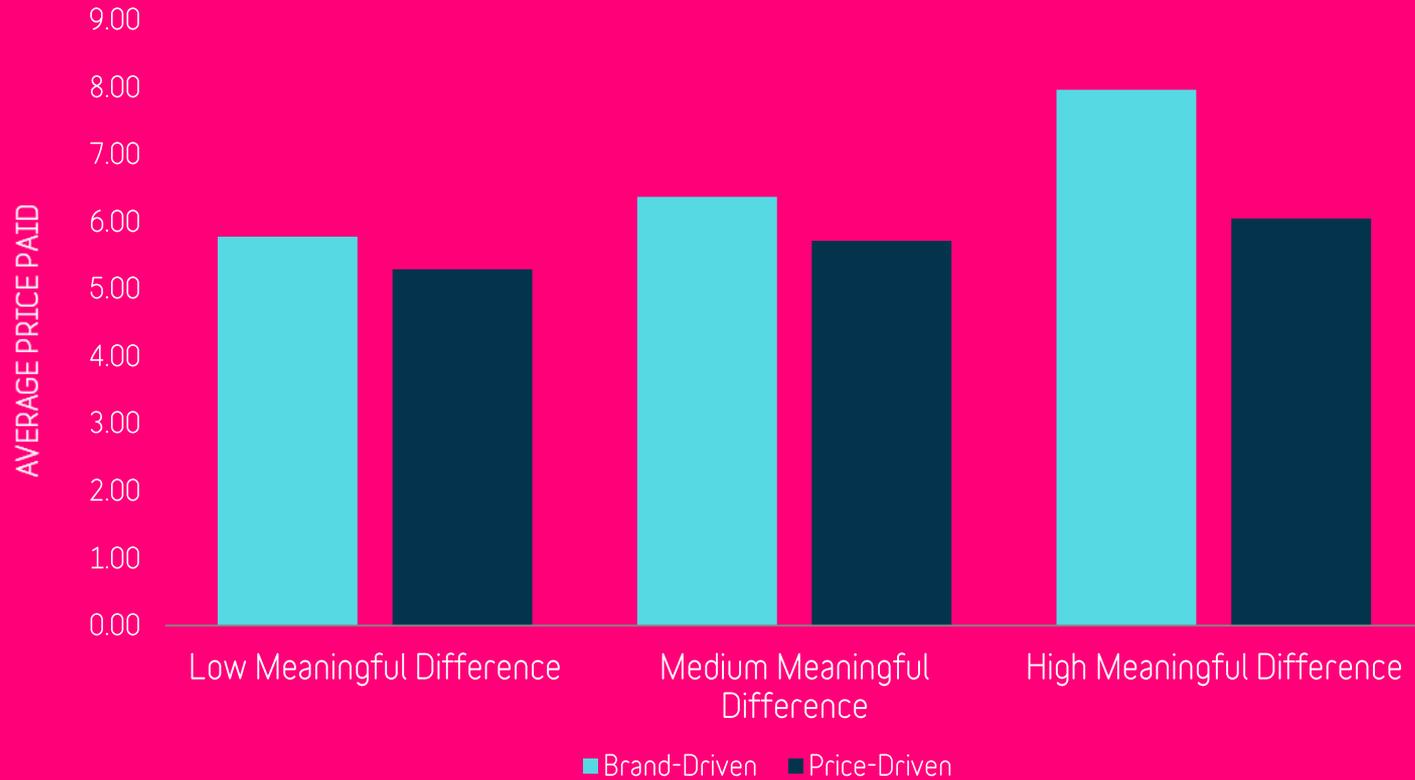
Brand buyers who go on to repeat purchase are more likely to perceive brands as meaningful and different, but salience makes little difference



# M | SALIENCE FAILS TO PREDICT PRICE PREMIUM



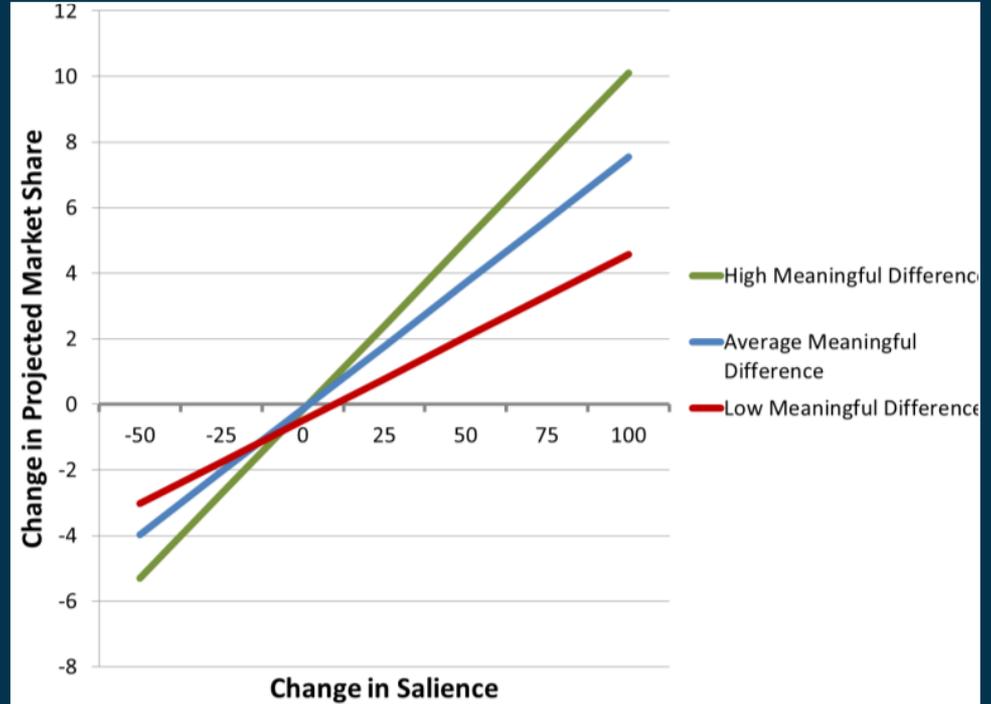
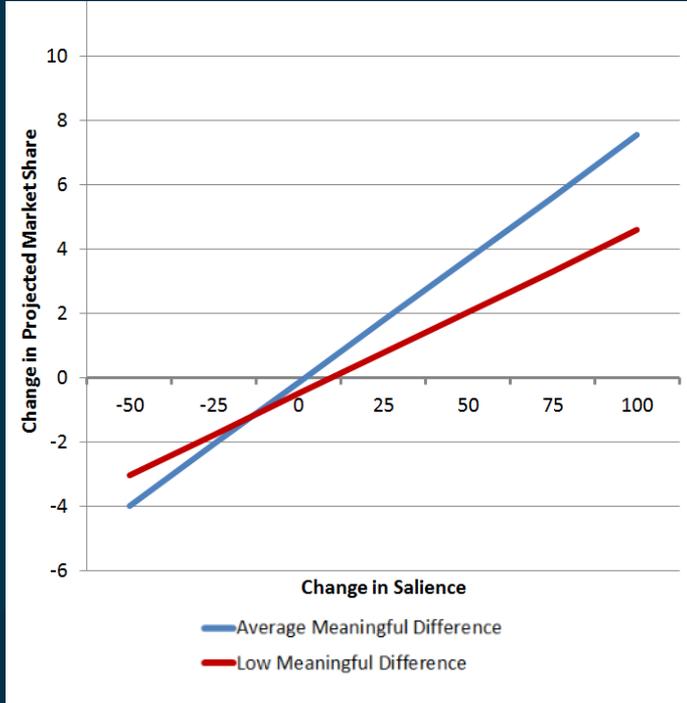
# M | BUT MEANINGFUL DIFFERENCE DOES...





A 'MEANINGLESS' BRAND THAT INCREASES SALIENCY WILL GROW...

BUT DRIVING SALIENCY FOR A MEANINGFULLY DIFFERENT BRAND WOULD DRIVE SALES EVEN MORE

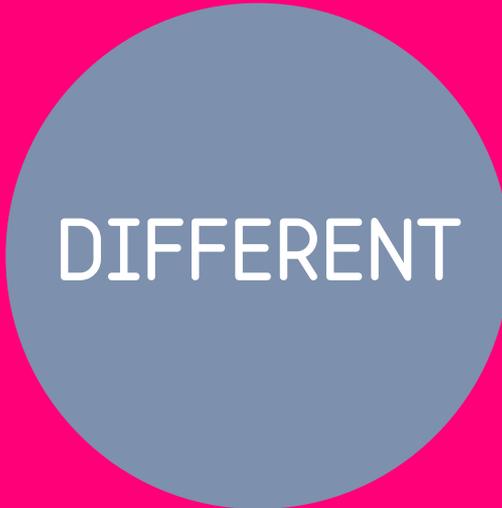


# M BRANDS NEED MEANINGFUL DIFFERENCE AS WELL AS SALIENCE



MEANINGFUL

FOUNDATION



DIFFERENT

COMPETITIVE  
EDGE



SALIENT

GROWTH  
LEVER

# M | HOW DO WE HELP GUIDE BRANDS THROUGH THEIR MEDIA CHOICES?



M:

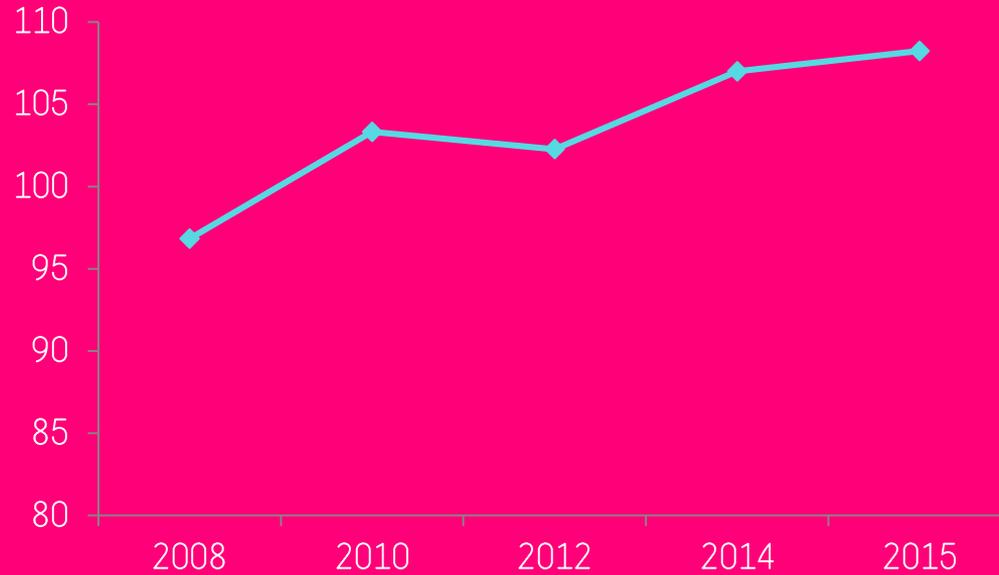
# MEANINGFUL:

having a real importance or value to consumers that delivers against their functional and emotional needs

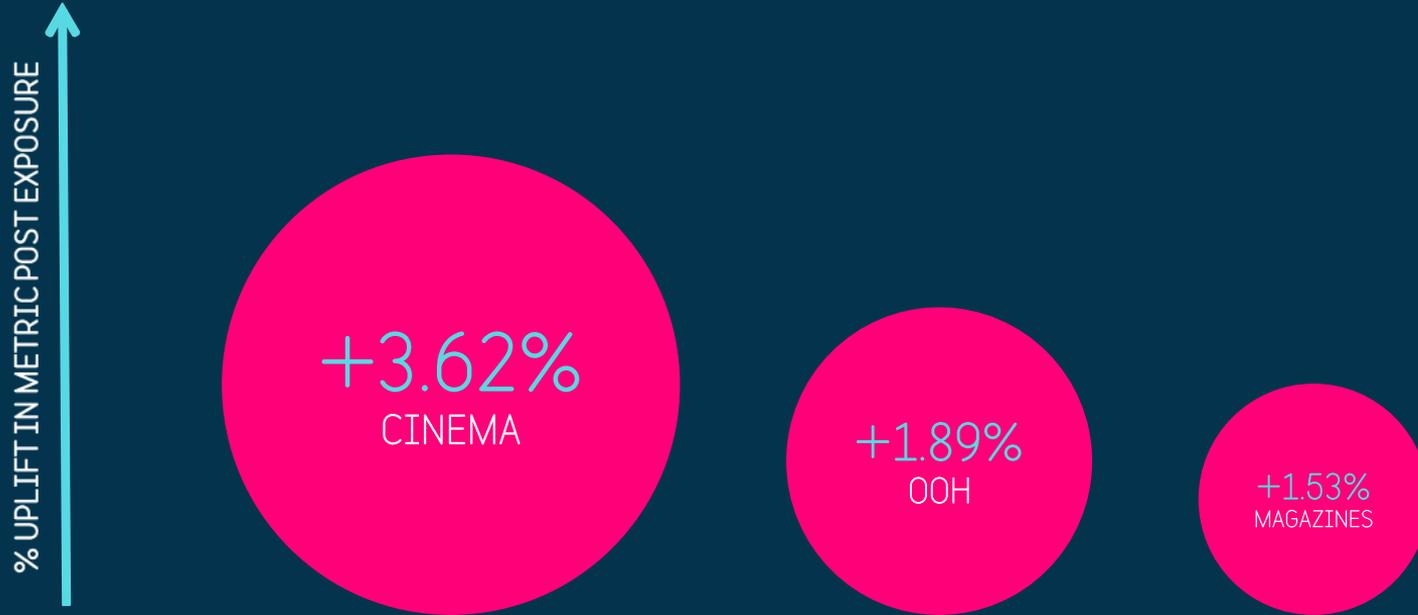
# M PERONI ACHIEVES AFFINITY BY DIALING UP HERITAGE



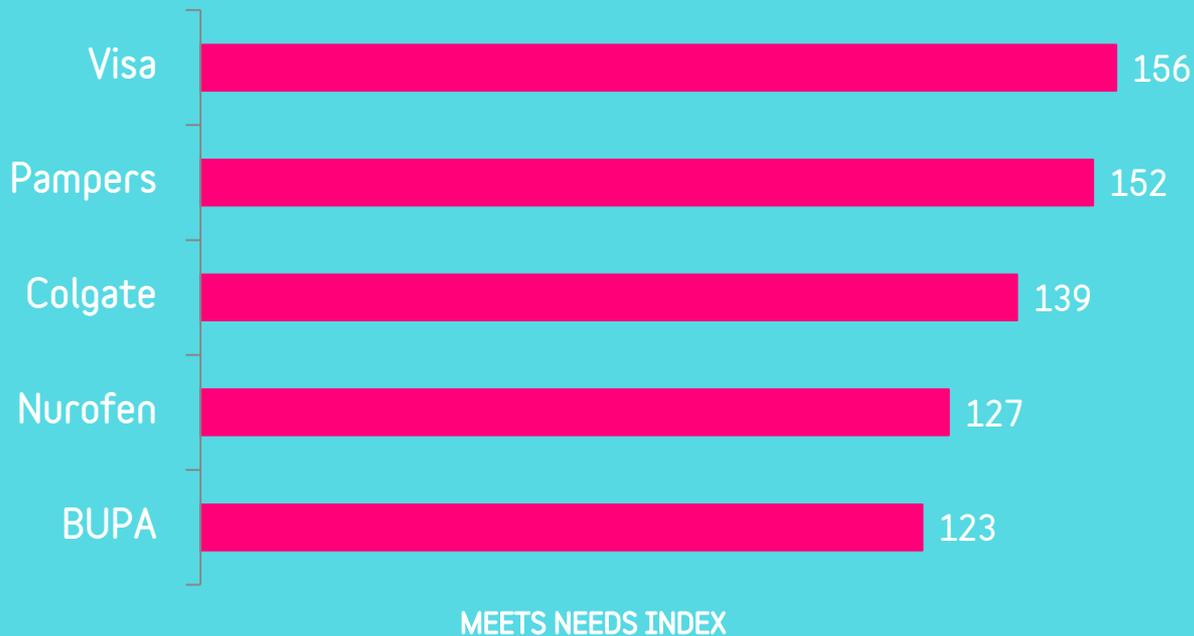
PERONI - AFFINITY



# M | BIG VISUAL IMPACT MEDIA ACHIEVE BRAND AFFINITY

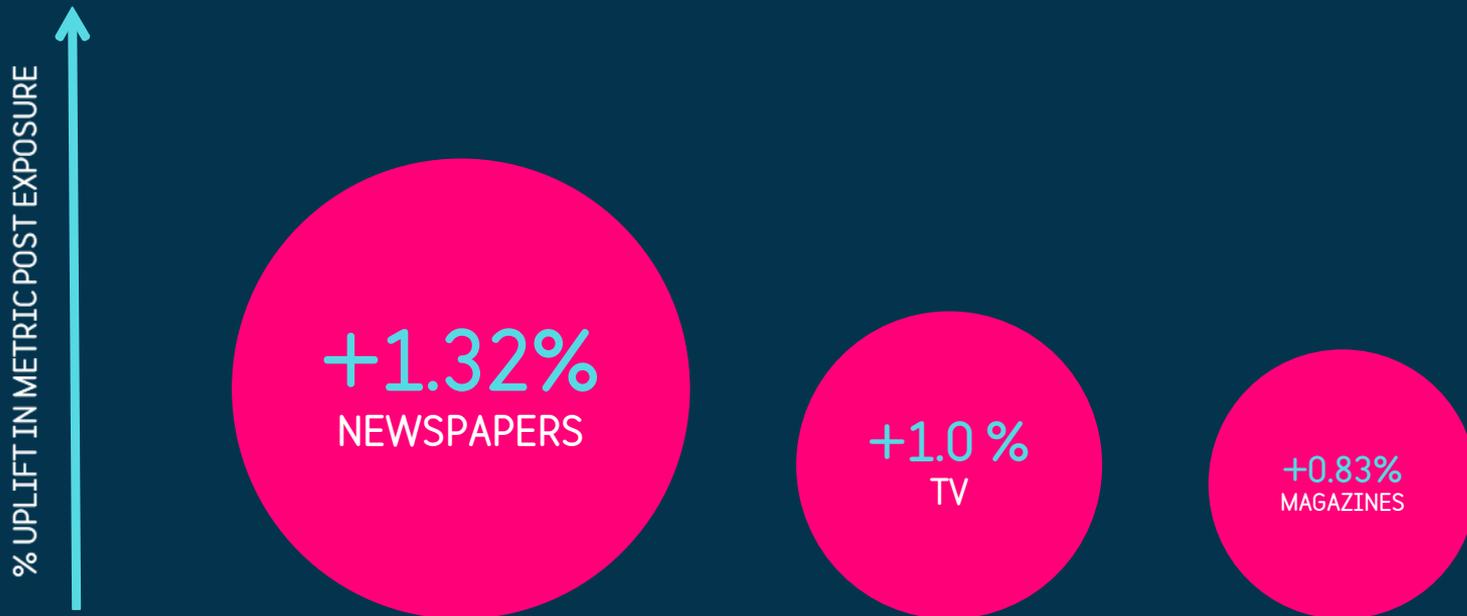


# M | MANY HEALTHCARE & FINANCE BRANDS HAVE DRIVEN SUCCESS THROUGH FUNCTIONAL NEEDS



M

# INFORMATIVE MEDIA CONVEY THAT A PRODUCT OR SERVICE MEETS NEEDS



Source: Magnetic/Millward Brown 2015

Setting trends measure: OOH n=13, TV n=19, Newspaper n=3, Online disp. n=19, Radio n=6, Magazine n=7, Cinema n=7, Online video n=4



# DIFFERENTIATION:

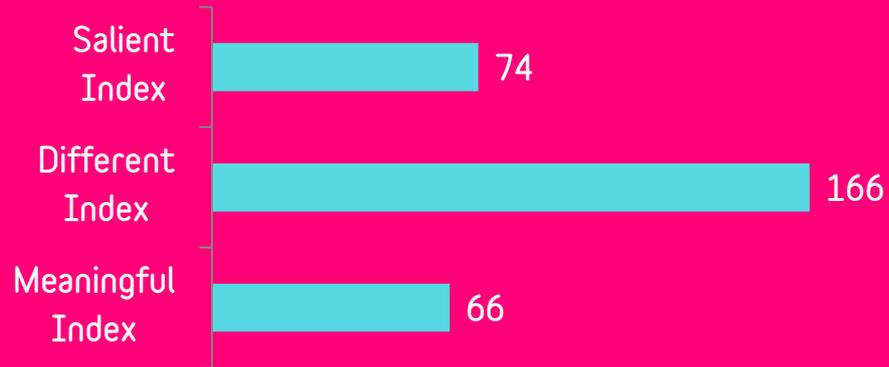
to achieve a level of separation from other brands in the category due to sense of **uniqueness** or **dynamism**

# M | JAGERMEISTER STANDS OUT

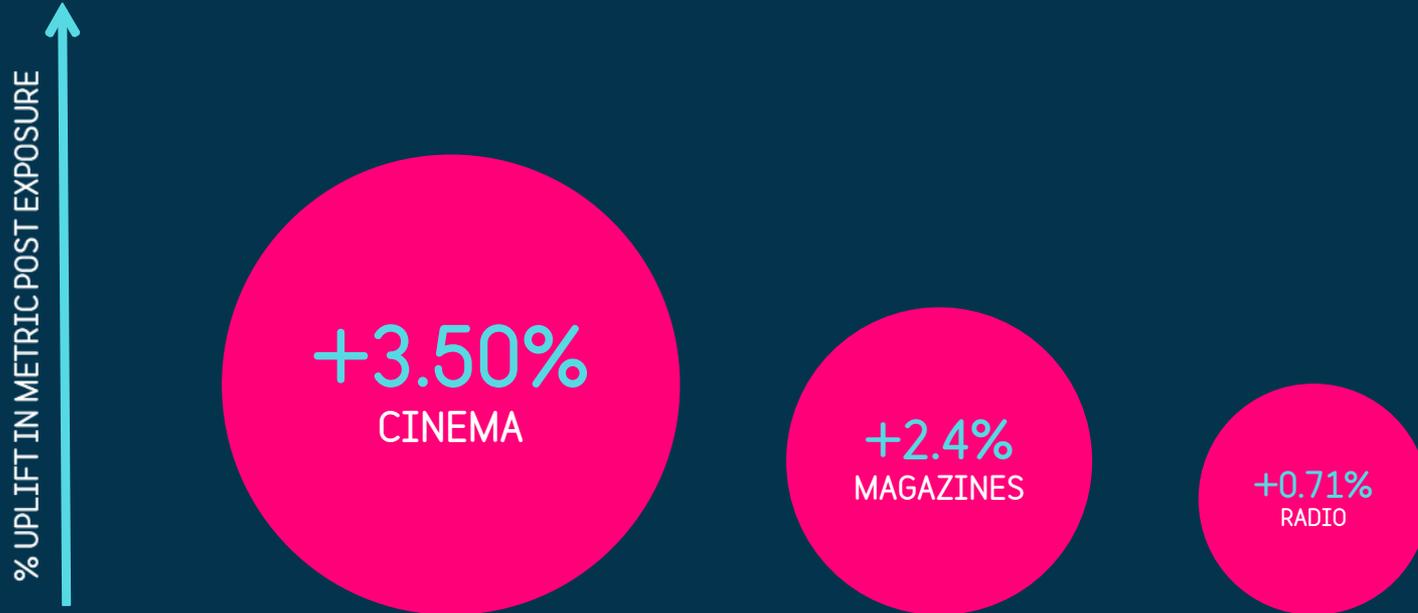


**Jägermeister**

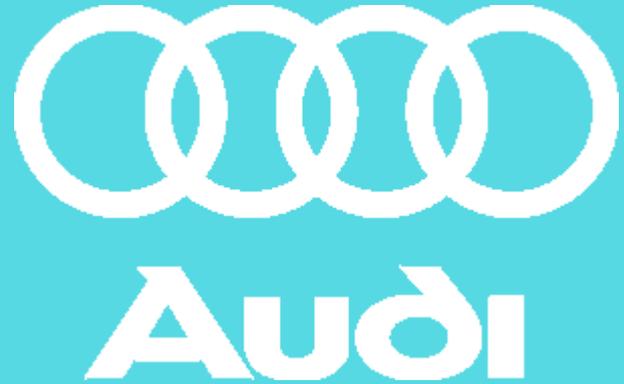
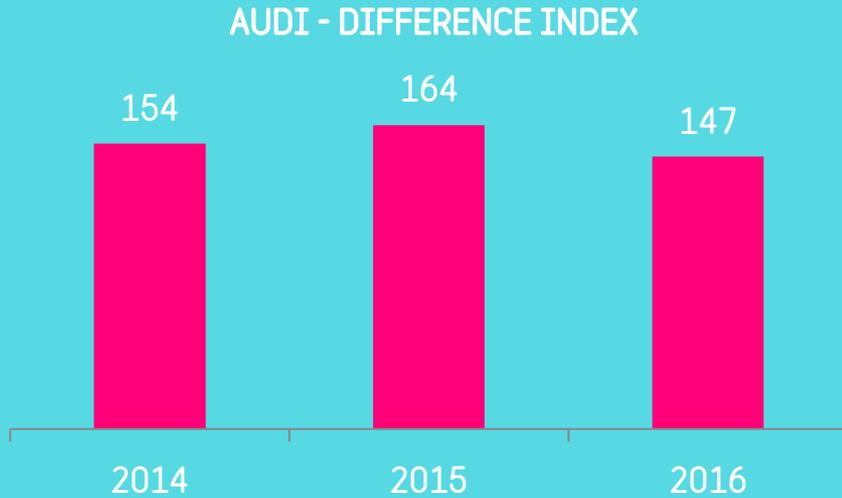
## JAGERMEISTER



# M TARGETED, PREMIUM CHANNELS CONTRIBUTE TO UNIQUENESS

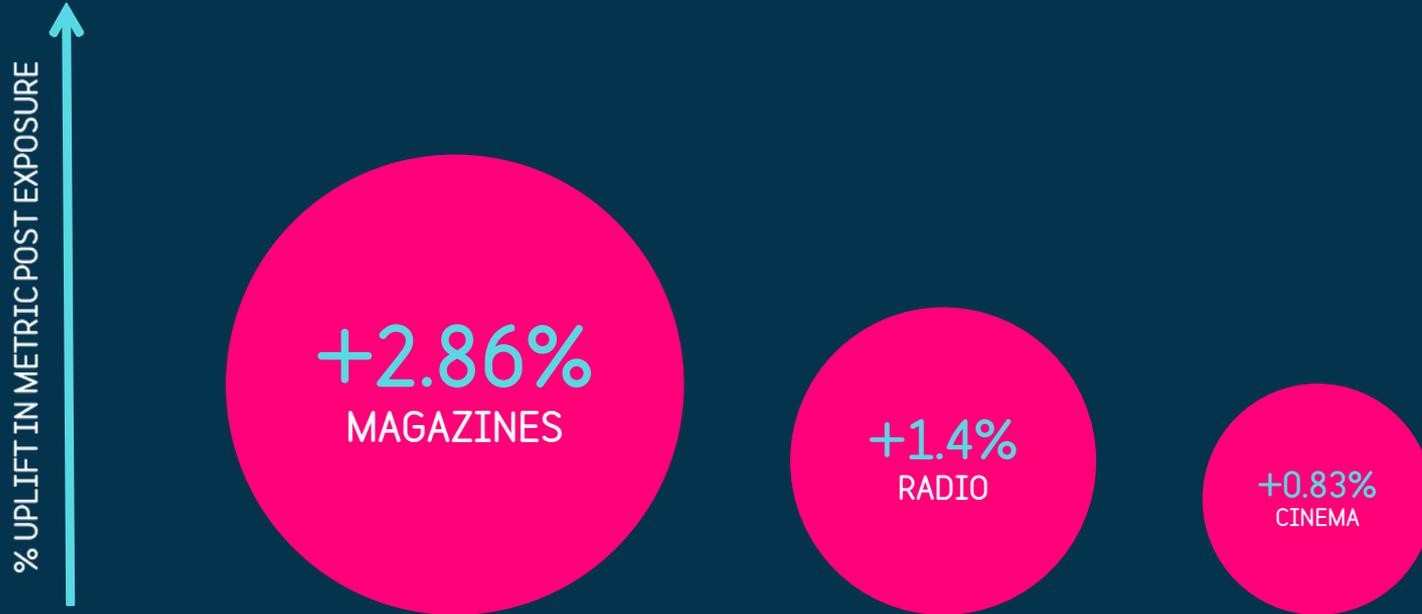


# M AUDI STANDS APART THROUGH LEADERSHIP CREDENTIALS





# SPECIALIST CHANNELS ACHIEVE DYNAMISM

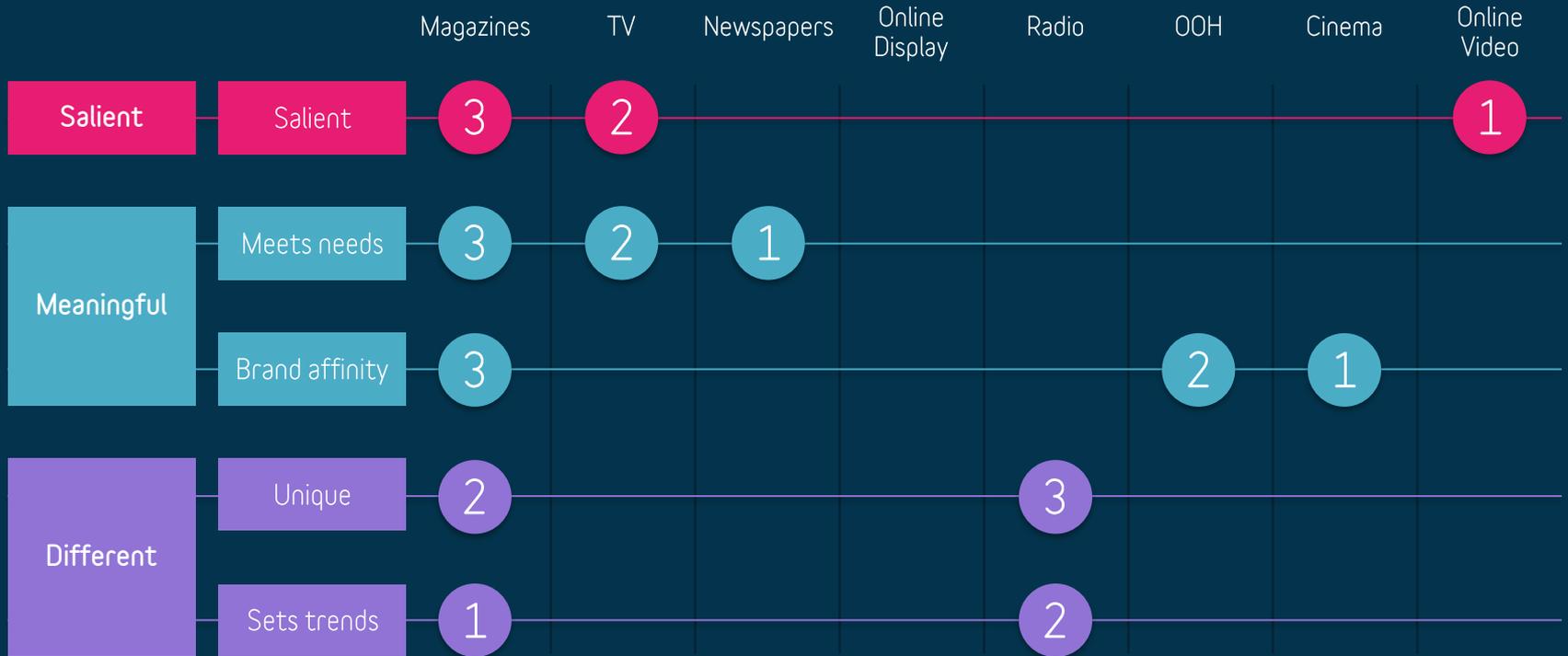


Source: Magnetic/Millward Brown 2015

Setting trends measure: OOH n=13, TV n=19, Newspaper n=3, Online disp. n=19, Radio n=6, Magazine n=7, Cinema n=7, Online video n=4

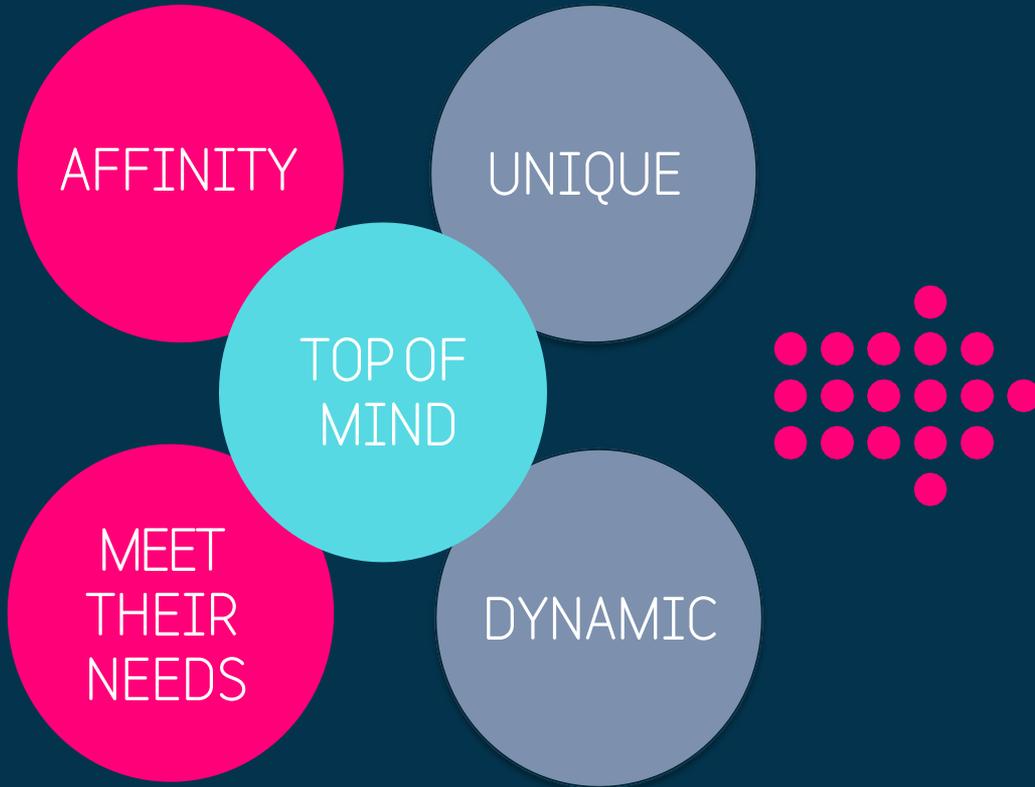


# MAGAZINES UNIQUELY IMPACT CONSUMERS STRONGLY ACROSS ALL FIVE OF THE KEY MDF METRICS



Source: Magnetic/Millward Brown 2015  
See additional slides for samples of individual metrics

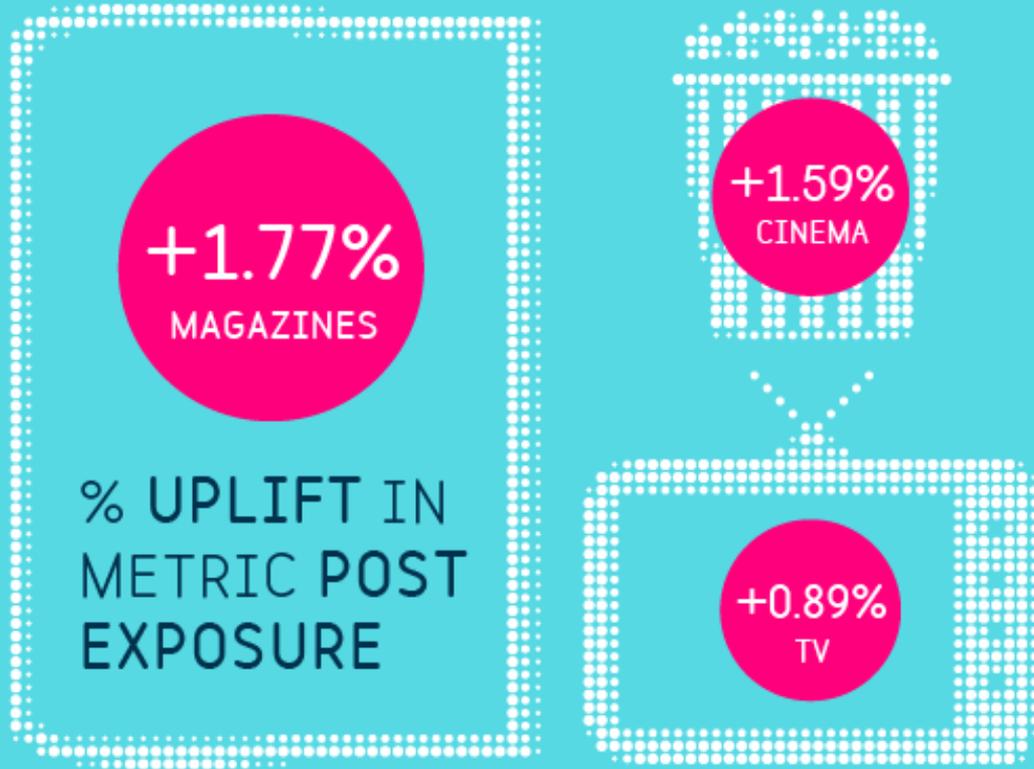
# M | A MEANINGFULLY DIFFERENT IMPACT



WE CREATED A SINGLE METRIC WHICH AGGREGATES CHANNEL PERFORMANCE ACROSS ALL FIVE METRICS.

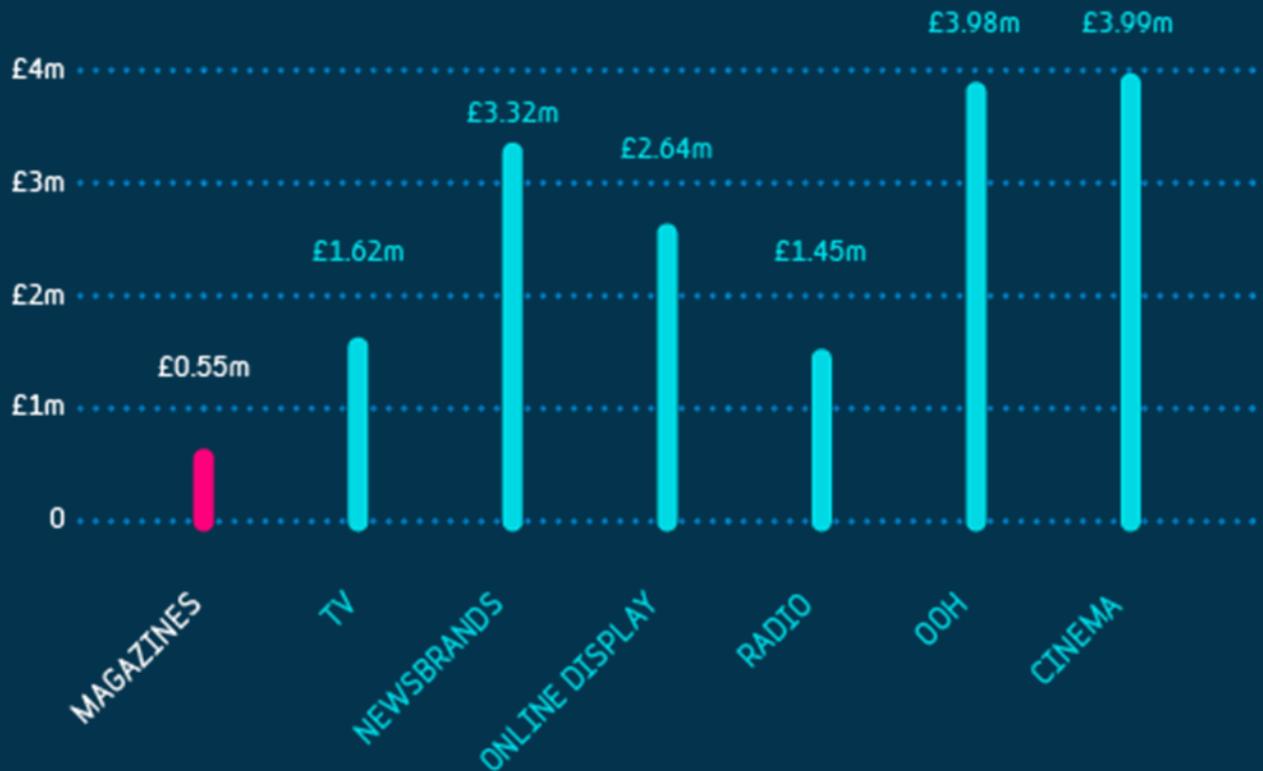
WE REFER TO THIS AS  
**MEANINGFULLY  
DIFFERENT IMPACT**

# M | MEANINGFULLY DIFFERENT **IMPACT**





# MAGAZINES HAVE THE LOWEST OVERALL COST TO DELIVER 1% OF MDI



Source: Magnetic/Millward Brown 2015

MDI Measure: Magazines n=22, TV = 83, Newspapers n=32, Online Display n=68, Radio n=29, OOH n=59, Cinema n=28, Online video n=9 \*Low base size

# M | CONCLUSION

- > SALIENCE IS UNDENIABLY IMPORTANT AS A GROWTH LEVER
- > MEANINGFUL DIFFERENCE IS A POWERFUL LONG-TERM BRAND DRIVER
- > MAGAZINE MEDIA IS A CONSISTENT ALL ROUNDER IN DELIVERING BRAND EQUITY
- > MAGAZINES ARE THE MOST COST-EFFICIENT CHANNEL IN THE MIX, AND PARTICULARLY STRONG AT DRIVING DIFFERENTIATION FOR A BRAND