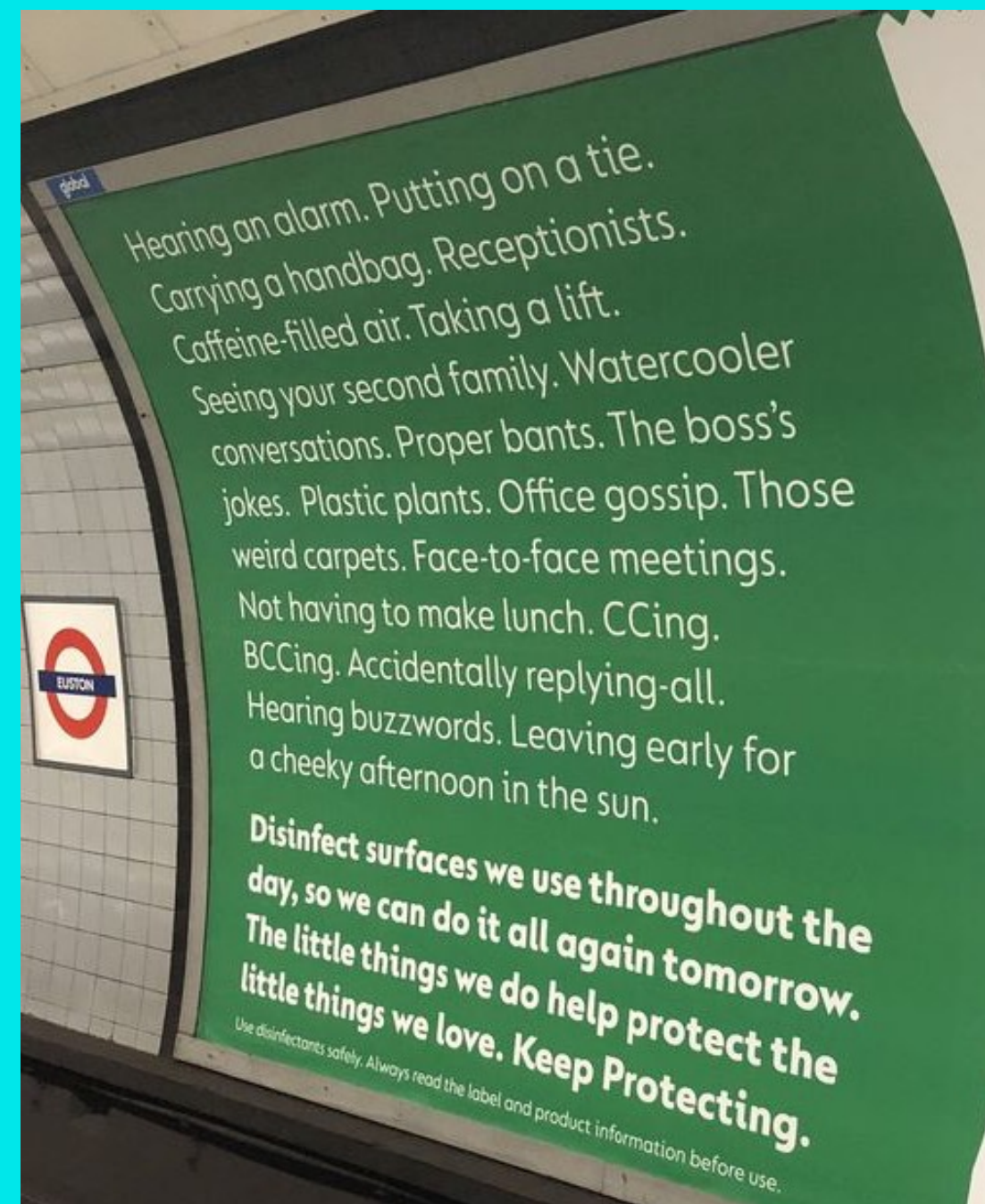
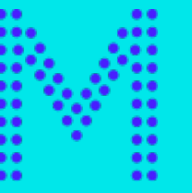




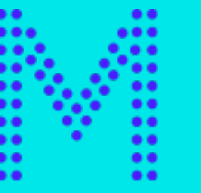
Planning beyond reach

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Relevance matters



Relevance – a cultural AND commercial imperative

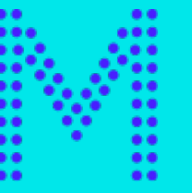


“ The word consumer feels slightly dated and suggests you judge me on what I buy. We are going into an era where we're thinking much more about what we do. ”

Mary Portas
Chief Creative Officer, Portas



Important to acknowledge short-term pressures



High Street: How many UK shops have closed?

John Lewis confirms list of 8 stores set to shutter

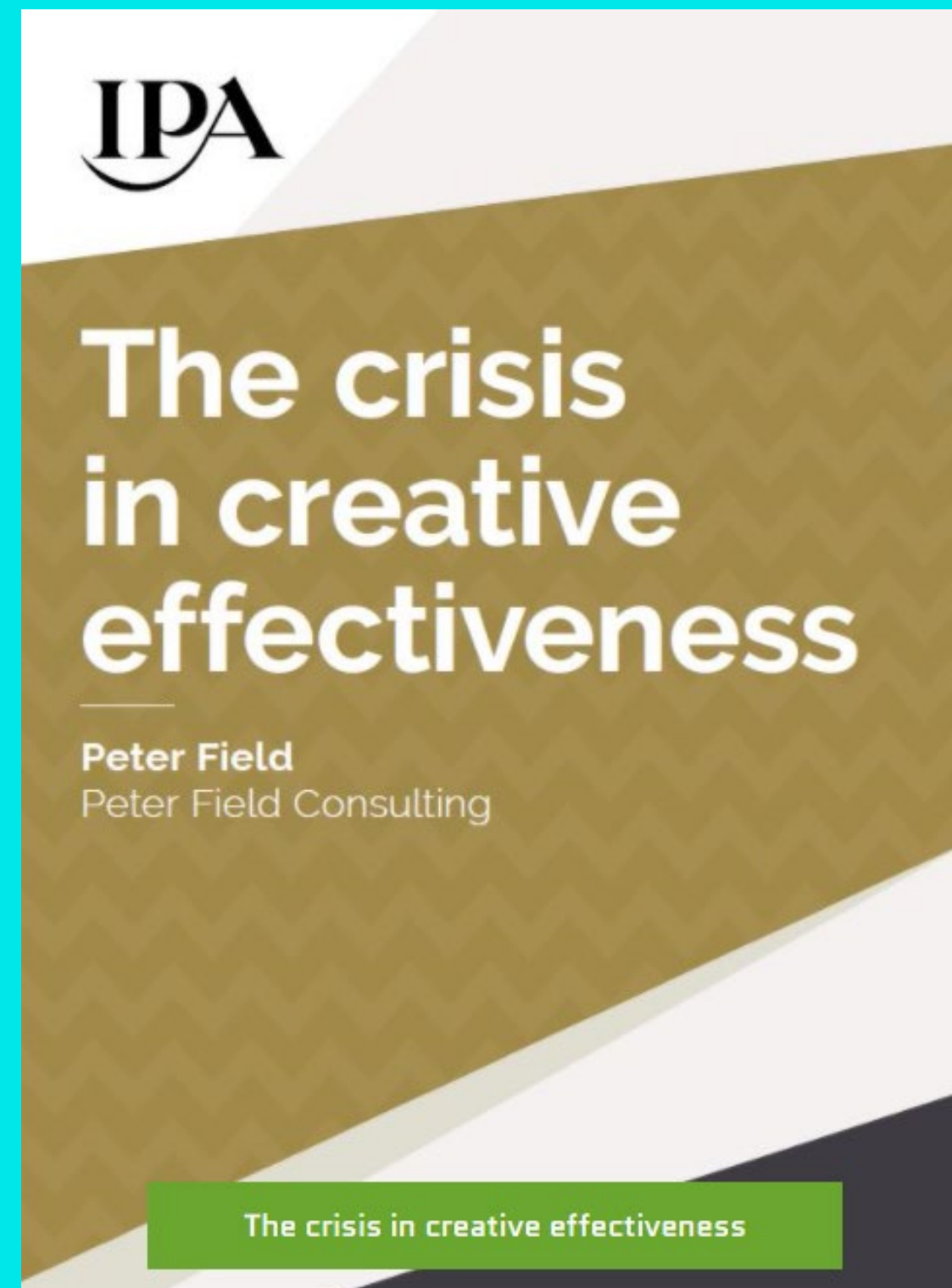
**'Brands Are Really Going To Be Judged.'
Companies Are Walking a Tightrope During the
COVID-19 Pandemic**

'It's the recession on steroids': Why brands need to think long-term amid the coronavirus pandemic

The natural reaction to a crisis is to hunker down and protect short-term profitability, but with demand for most brands either through the roof or through the floor, marketers must look longer term if they possibly can.

Covid-19 slashes company valuations but brands can aid recovery

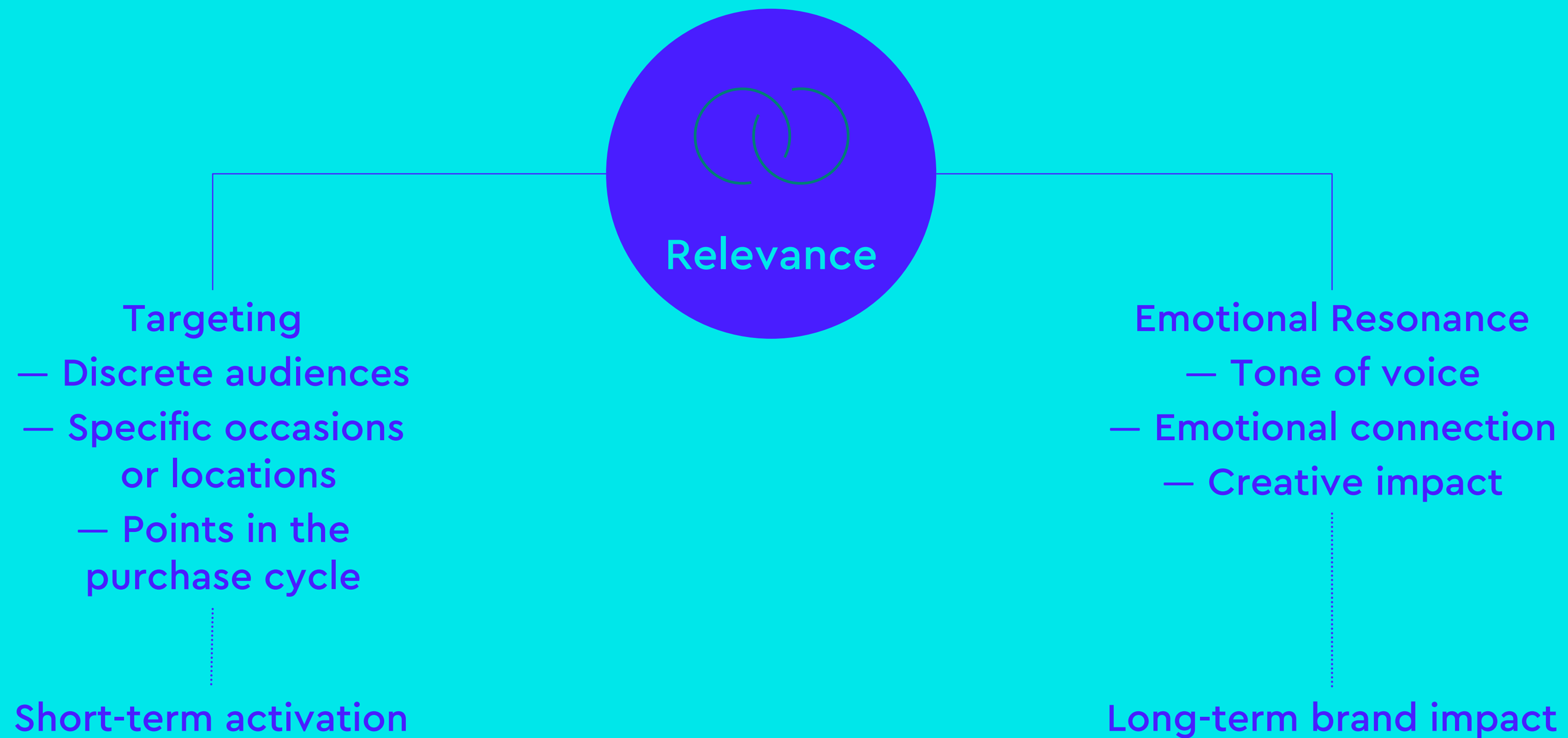
Longer trend towards short-term advertising with direct effects



“ We have in the last 15 years neglected these type of ads which generate longer and broader effects and have assumed instead that we are making ads for people who are already looking for things. ”

Orlando Wood
Chief Innovation Officer, System 1,
Author of Lemon

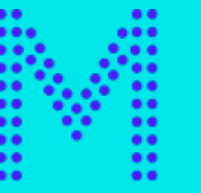
An opportunity to straddle long- and short-term pressures



A woman with long dark hair is sitting on a light-colored floor, leaning against a white wall. She is wearing large black headphones and a black sleeveless top. She is looking at a laptop screen that is open on her lap. The entire image is overlaid with a semi-transparent blue gradient. In the background, there is a window with white frames and a white radiator on the wall.

So how can we plan with
relevance in mind?

TV, printed magazines and social media advertising are seen as most relevant



Channel	Index
Magazines Print	167
Live TV	161
Social Networking sites	135
Online Videos	117
Newspapers Print	106
Magazines Online	81
TV On Demand	67
Commercial Radio	63
Other websites	54
Newspapers Online	49

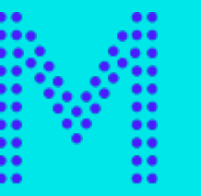
Indexed against average of all channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'the adverts are relevant to me' is shown.

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey



Audio visual and magazine channels have the most emotional resonance



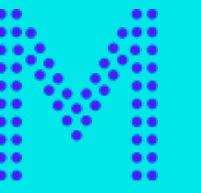
Number of cases per metric: * small sample size. Salience: TV (231), Magazines (29), Facebook (166); Meets Needs: (TV (118), Newspapers (36), Cinema (27); Brand Affinity: Magazines (10*), VOD (28), TV (104); Unique: Magazines (21*), Cinema (42), Newspapers (43); Sets Trends: Magazines (12*), Radio (12*), Online Video (15*)

Kantar CrossMedia database 2008-2020, UK data. Impact per person reached



Magazines deliver strong
emotional intensity in terms
of brain response

Source: [Attention and the Brain](#)



Within digital environments, advertising on social media and magazines is most likely to be seen as 'for people like me'

The adverts on CHANNEL are for people like me

Channel	Index
Social Networking sites	134
Magazines Online	127
Online Videos	112
Other websites	67
Newspapers Online	60

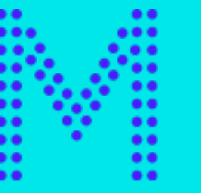
Indexed against average of all online channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'the adverts are for people like me' is shown.

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey



Magazine and TV advertising also deliver when it comes to attention

Claim to pay attention to advertising on CHANNEL

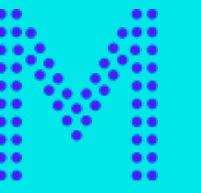
Channel	Index
Magazines Print	153
Magazines Online	140
Live TV	131
Newspapers Print	100
TV On Demand	100
Commercial Radio	96
Online Videos	92
Social Networking sites	74
Other websites	57
Newspapers Online	57

Indexed against average of all channels

Q7. On a scale of 1-5, where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to adverts on...
% of last month users of each channel who agree = code 4/5.

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey



Adverts on TV and in printed magazines are most trusted

'The adverts on CHANNEL are trustworthy'

Channel	Index
Live TV	190
Magazines Print	155
Newspapers Print	131
Commercial Radio	113
TV On Demand	101
Magazines Online	83
Newspapers Online	71
Online Videos	65
Social Networking sites	48
Other websites	42

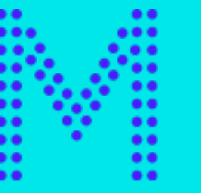
Indexed against average of all channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'The adverts on CHANNEL are trustworthy' is shown

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey



Within the online environment, magazines are most trusted

'The adverts on CHANNEL are trustworthy'

Channel	Index
Magazines Online	135
Newspapers Online	115
Online Videos	106
Social Networking sites	77
Other websites	67

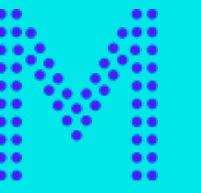
Indexed against average of all online channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'The adverts on CHANNEL are trustworthy' is shown

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey



Within the online environment magazine have the highest levels of attention

Claim to pay attention to advertising on CHANNEL

Channel	Index
Magazines Online	167
Online Videos	109
Social Networking sites	89
Newspapers Online	68
Other websites	68

Indexed against average of all online channels

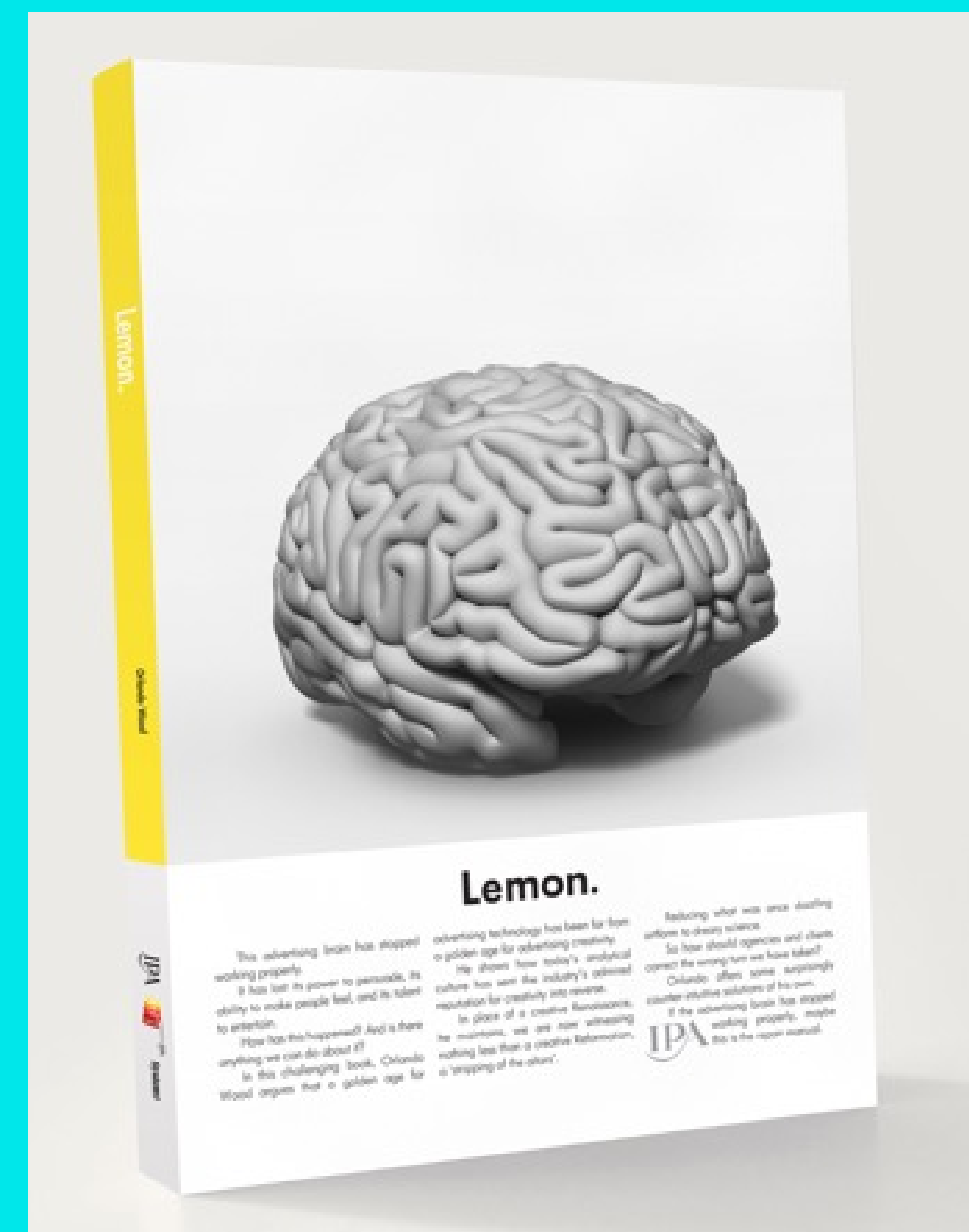
On a scale of 1 -5, where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to adverts on...

% of last month users of each channel who agree = code 4/5.

Base: Data extrapolated to the full TGI database, based on a sample of 1000 representative adults

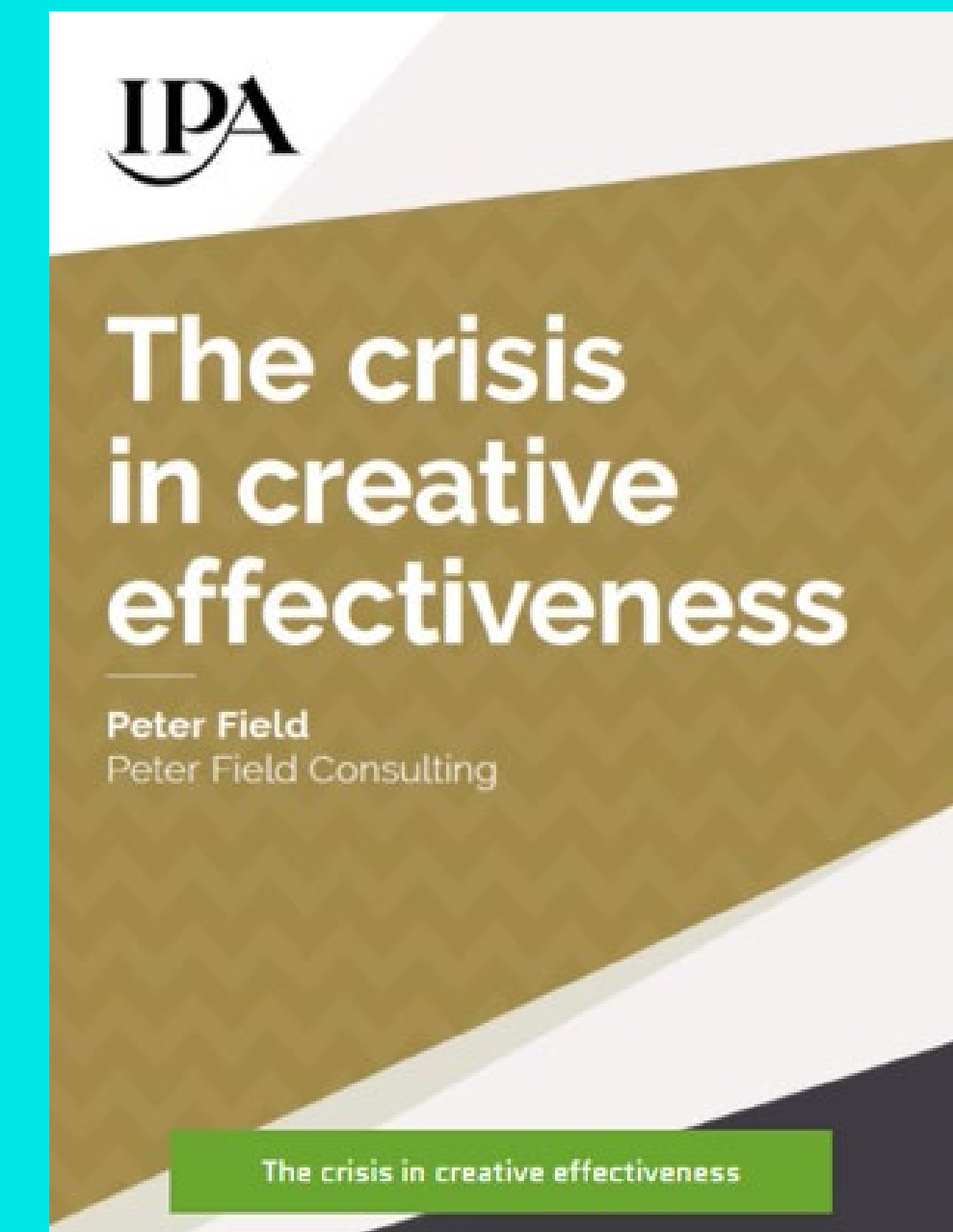
Source: TGI GB 2020 Q2/ Magnetic Recontact survey

Use 'Planning Beyond Reach' as part of your effectiveness toolkit

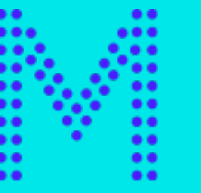


Planning Beyond Reach

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Target relevant audiences right now



You can use our study's TGI link to reach your audiences

Beauty fans

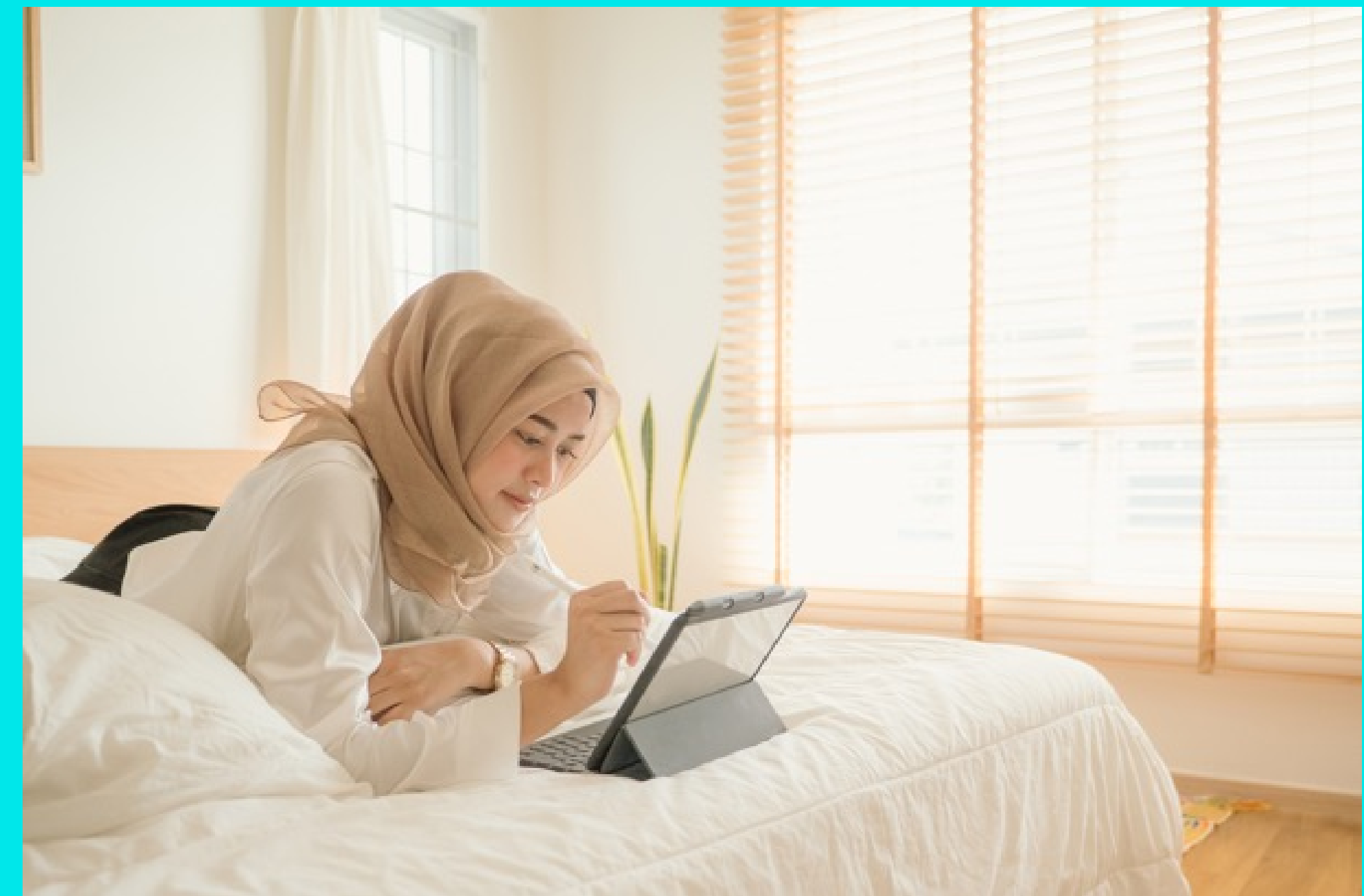
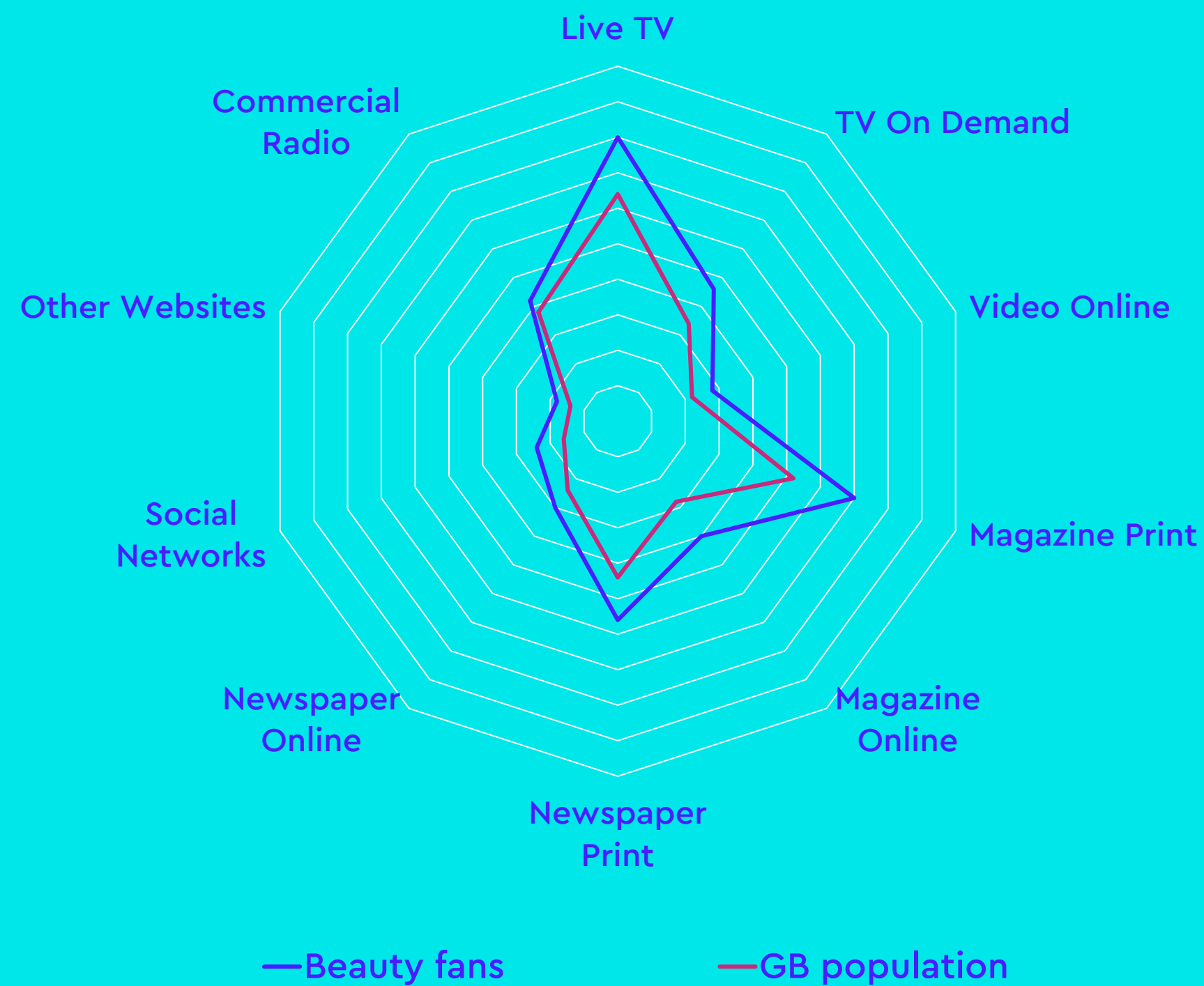
Health and wellbeing enthusiasts

Financially resilient



Beauty fans find ads in print media and on TV more trustworthy than GB population

Find advertising on channel 'trustworthy'

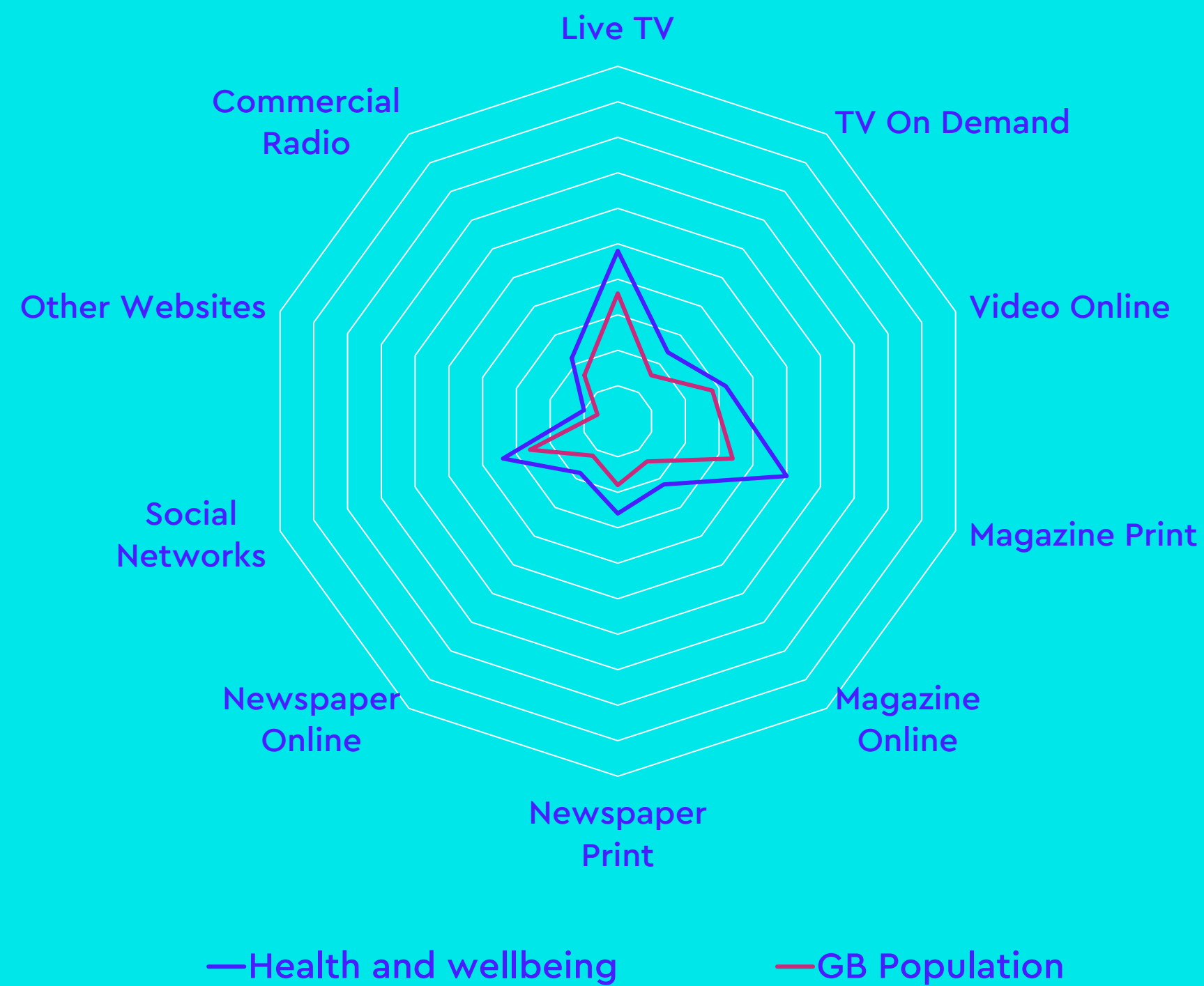


Q6. To which media do you feel each of the following statements apply?
 % of last month users of each channel selecting 'Advertising on channel is trustworthy' is shown.
 Base: Data extrapolated to the full TGI database, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

Health and wellbeing enthusiasts claim magazine advertising connects with who they are and what they care about

Advertising on channel 'connects with who I am and what I care about'

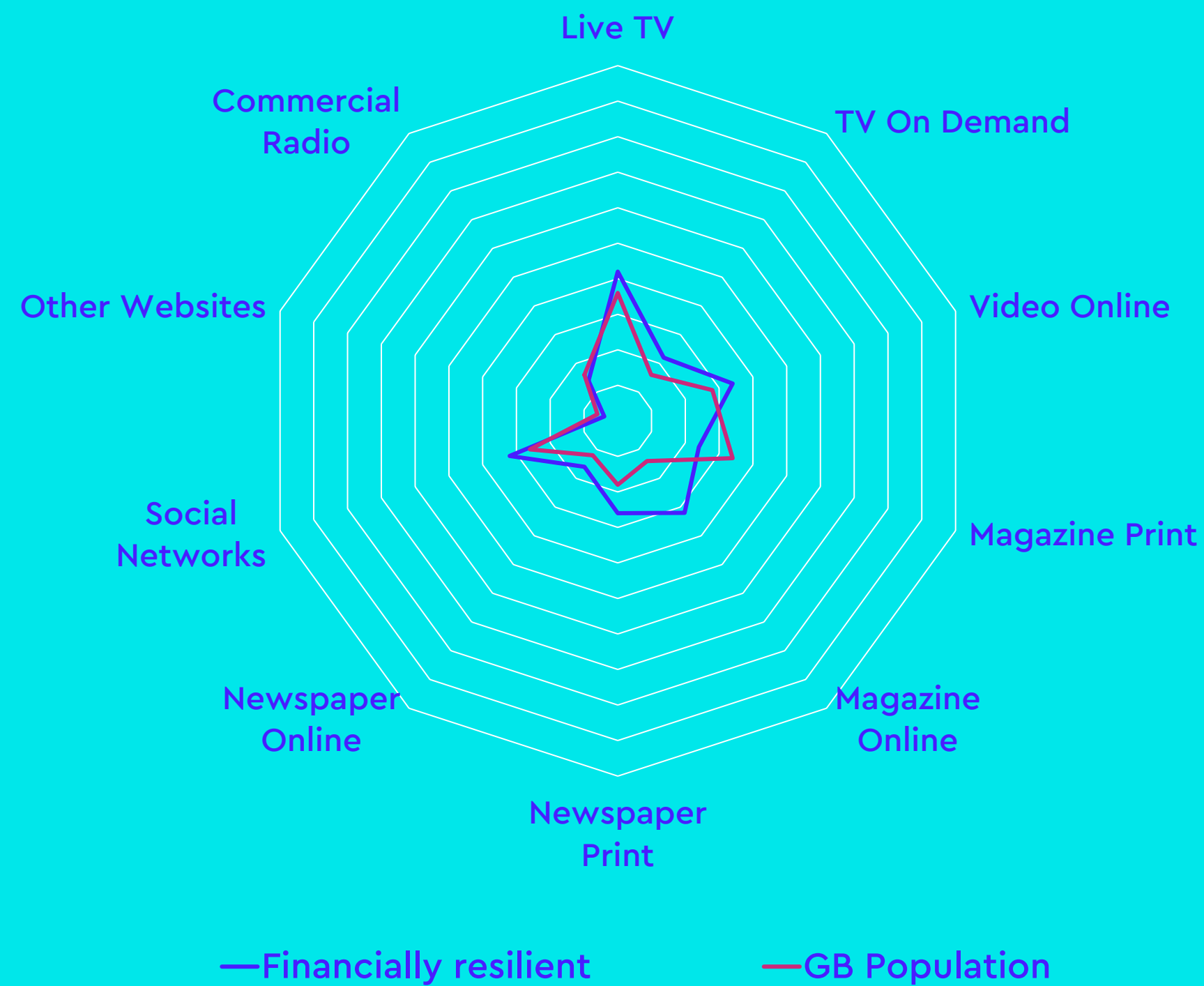


Q6. To which media do you feel each of the following statements apply?
 % of last month users of each channel selecting 'connects with who I am and what I care about' is shown.
 Base: Data extrapolated to the full TGI database, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

Financially resilient people are more likely to connect with ads in print newspapers and magazines online than GB population

Advertising on channel 'connects with who I am and what I care about'



Q6. To which media do you feel each of the following statements apply?
 % of last month users of each channel selecting 'connects with who I am and what I care about' is shown.
 Base: Data extrapolated to the full TGI database, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

Planning for 2021



1. Plan for attention

2. Plan for relevance

3. Make your digital channels more effective



Planning beyond reach

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