

Finding your Marketing Compass

How we have lost our way

How to move forward

What this means for magazines

Sue Elms
Skin The Cat Ltd

AN ERA OF CHALLENGING HEADLINES

- Facebook audiences / walled gardens
- Viewability / Verification / Bots
- Overcharging for digital /supply chain
- Transparency /Rebates/ Buy driving plan
- Failure of precision targeting
- Context errors



6 MASSIVE THINGS WE HAVE LOST SIGHT OF

Audience Measurement



Audience Experience



Creative Experience



The Long Term



Brand as Growth Engine

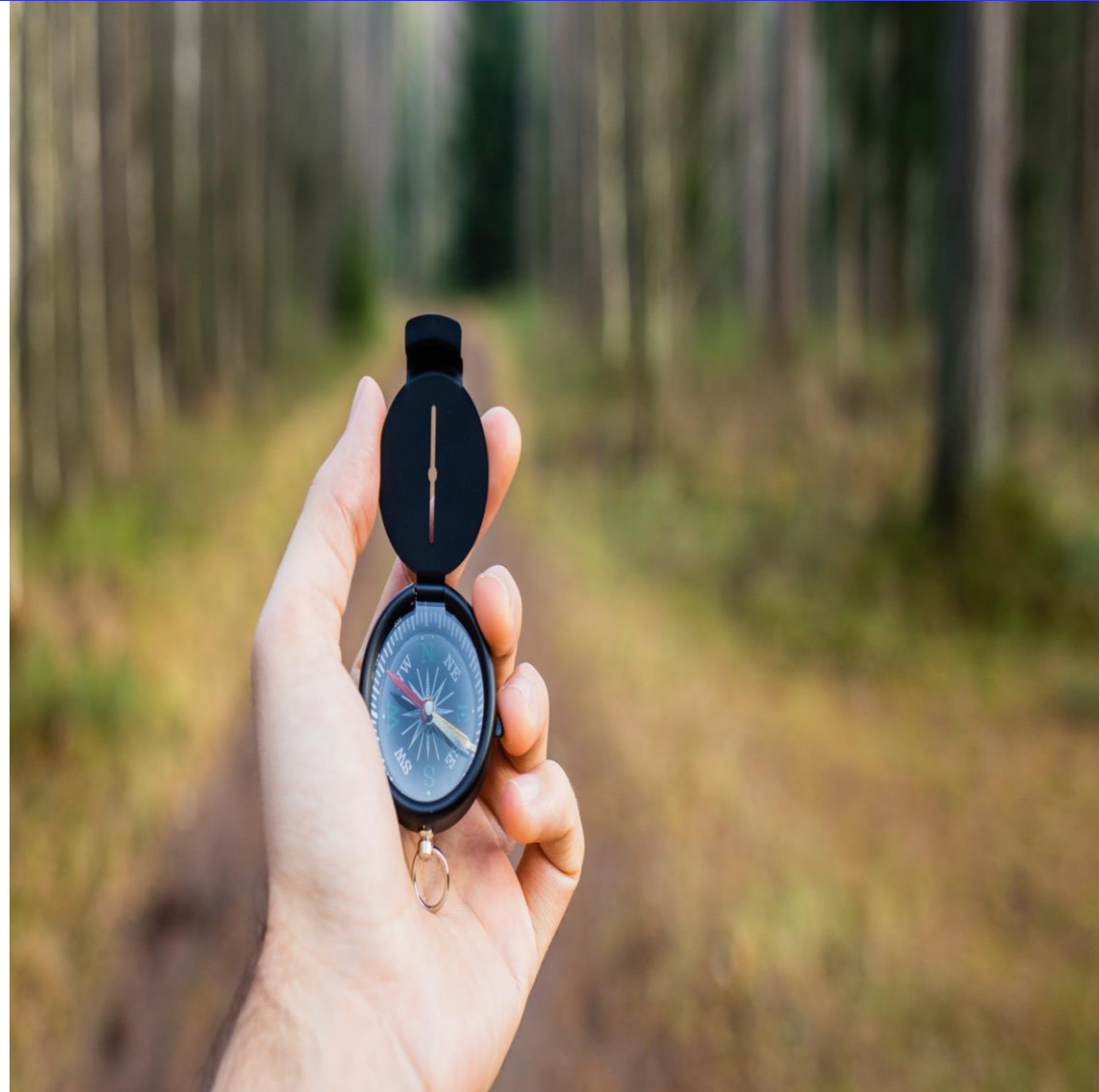


Real peoples' media lives



KEY ADVERTISER BEARINGS

1. How many people will actually see my activity?
2. How well will my media choices be received?
3. How well will my creative impact brand relationship?
4. How will this deliver short and long term value?
5. How to avoid being a brand that no-one cares about?
6. How to understand my consumers real media lives?



MAGAZINES: PUSH THE CLIENT'S BRAND ADVANTAGE

Brands with high levels of meaningful difference grow **2x** those with low levels



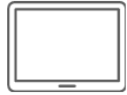
SALES



PRICE PREMIUM

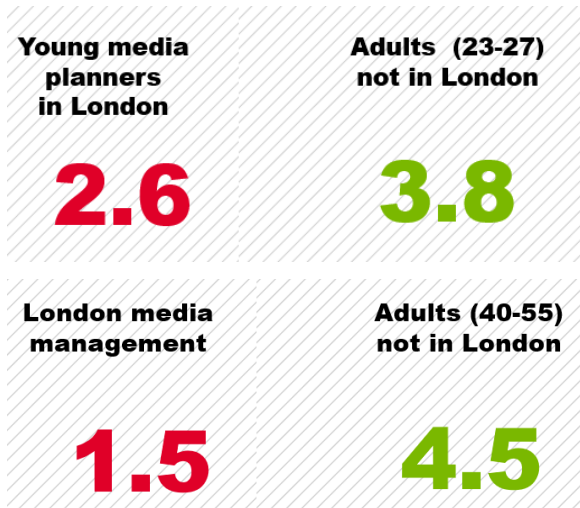


MAGAZINES: HELP CLIENTS GET OUT OF THE ECHO CHAMBER



TV/video

Average daily hours on the days they watch (all platforms)

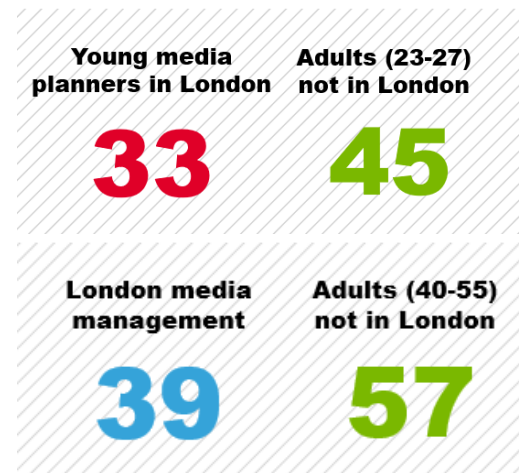


30% vs **10%**
NETFLIX



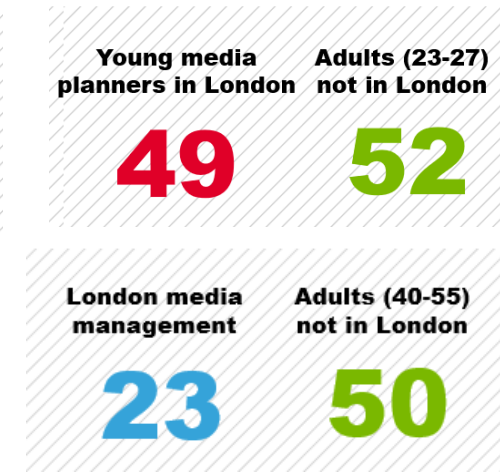
Newsbrands print

Time spend with newsbrands on the days the read them (minutes)



Newsbrands online

Time spend with newsbrands on the days the read them (minutes)



London media leaders and young planners media consumption are not representative their peers in the “real” world

MAGAZINES: POSITION YOUR VALUE IN THE MEDIA MIX

Media ranking by metric (top 3 shown)



Salience



Meaningful



Difference



Source: Magnetic/Millward Brown 2015

MAGAZINES: EXPLOIT MEDIA SYNERGY



MAGAZINES: CONNECT THE FULL CUSTOMER EXPERIENCE



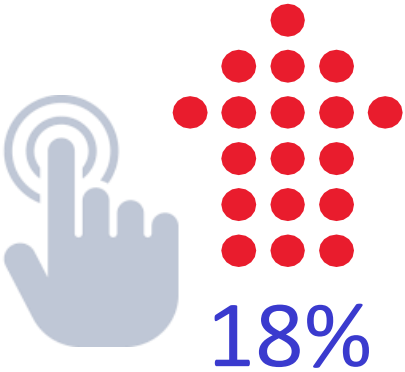
Clarks engage a fashion conscious audience encouraging reappraisal of the brand

Clarks

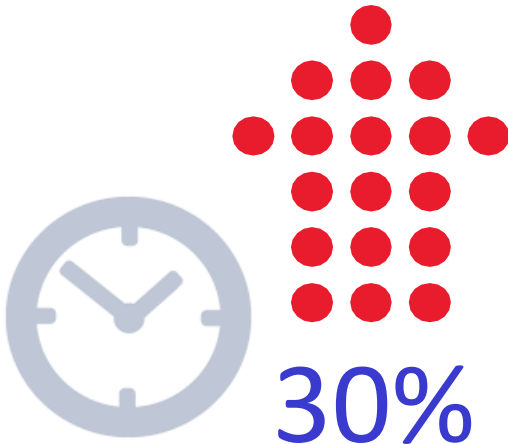
PUMP UP THE VALUE OF QUALITY ENVIRONMENTS

Magazine online environments have higher attention and quality of engagement online compared to other environments

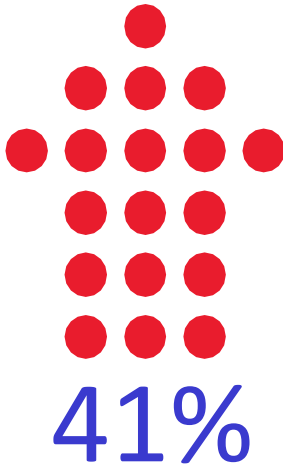
Magazine brands online deliver a stronger impact on brand KPIs



INTERACTION RATE



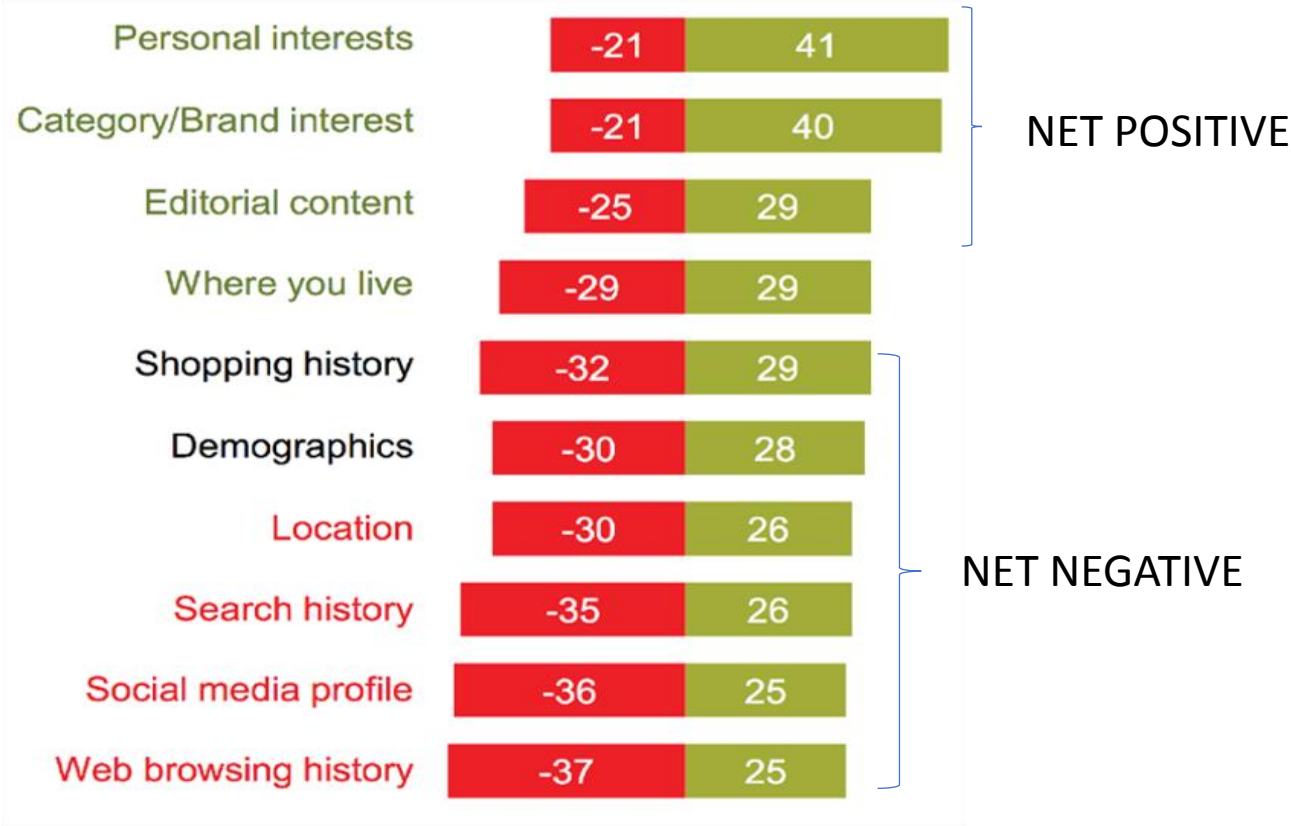
INTERACTION TIME



MAGAZINE BRANDS ONLINE
VS
OTHER DIGITAL ENVIRONMENTS

MAGAZINES: OFFER A TARGETING ADVANTAGE

Millward Brown Ad Reaction 2016 Experience of online targeting based on....



Q: Advertisers can target the video ads you see in many different ways. How do you feel about video ad targeting based on...?
Q: Describe when you last remember realizing a video ad had been targeted at you. Where did it happen and how did it make you feel?

MAGAZINES: CHAMPION THE POWER OF QUALITY CONTENT

At Cannes Lions 2016....campaigns judged
as highly creative are

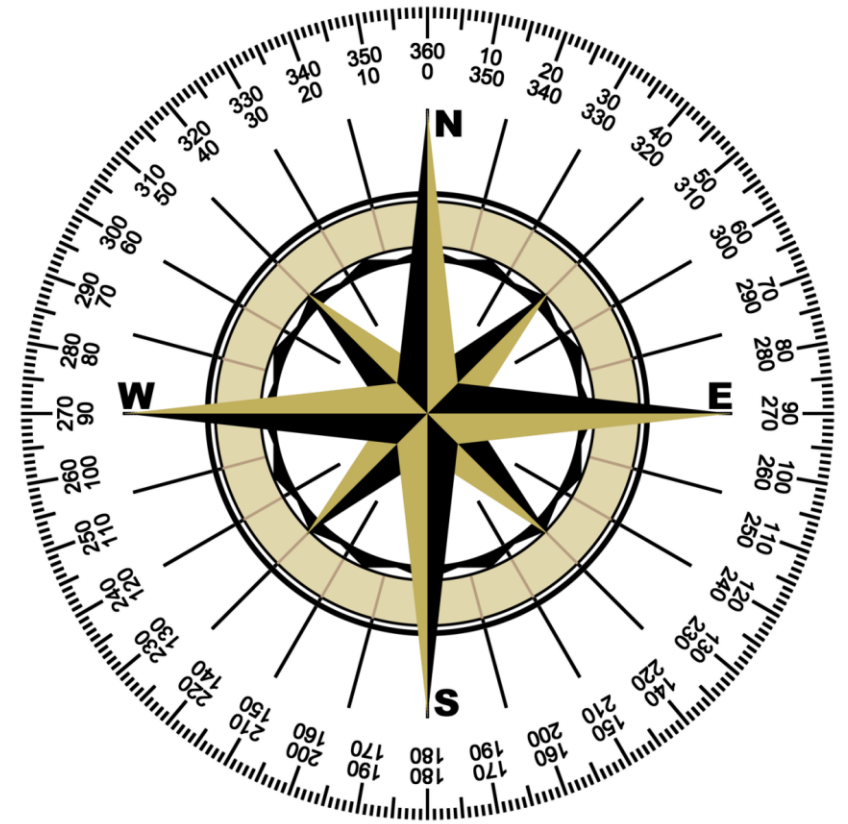
6x

as efficient in driving effectiveness results
as those campaigns failing the creative test.



CONCLUSION

- True North is the consumer as the “Receiver” in the age old model*:
 - Magazines know them intimately as humans
 - Magazines know how content engages them
 - Magazines have strong channel value among them
- Clients are recalibrating their world view, using their own compass, and this is good news!



* Sender, Message, Channel, Receiver

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