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Magnetic

M A G N E T I C

Attention Pays:
Optimising for Profit



Effectiveness

$\log 5^a = a \log 5$
 $\log 3^b = b \log 3$
 $\log 15^c = c \log 15$
 $\log 15^c = \log (5^c \cdot 3^c) = \log 5^c + \log 3^c$
 $c \log 15 = c \log 5 + c \log 3$
 $c \log 15 - c \log 5 = c \log 3$
 $c (\log 15 - \log 5) = c \log 3$
 $c \log \frac{15}{5} = c \log 3$
 $c \log 3 = c \log 3$
423



Optimisation

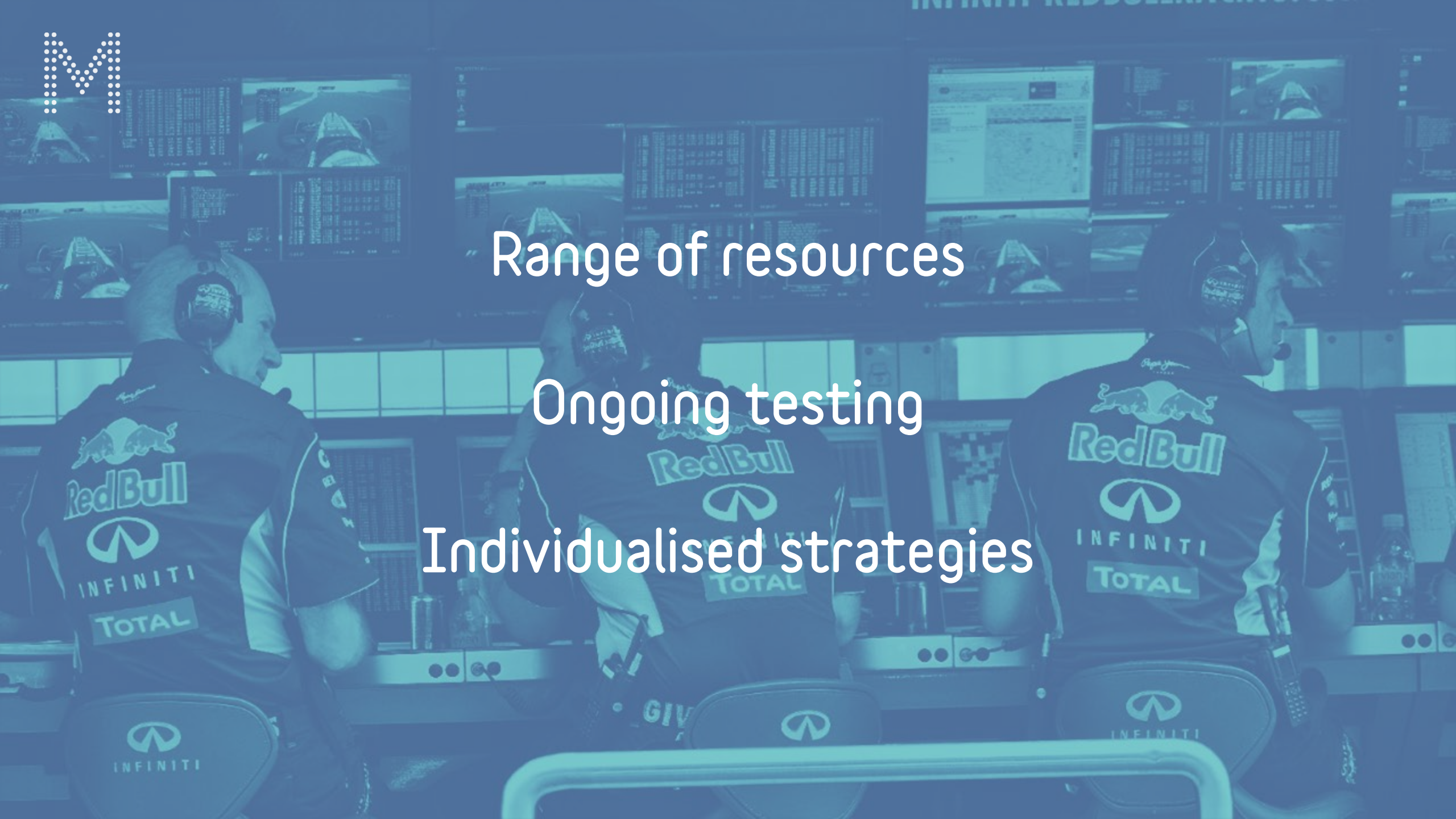




Range of resources

Ongoing testing

Individualised strategies



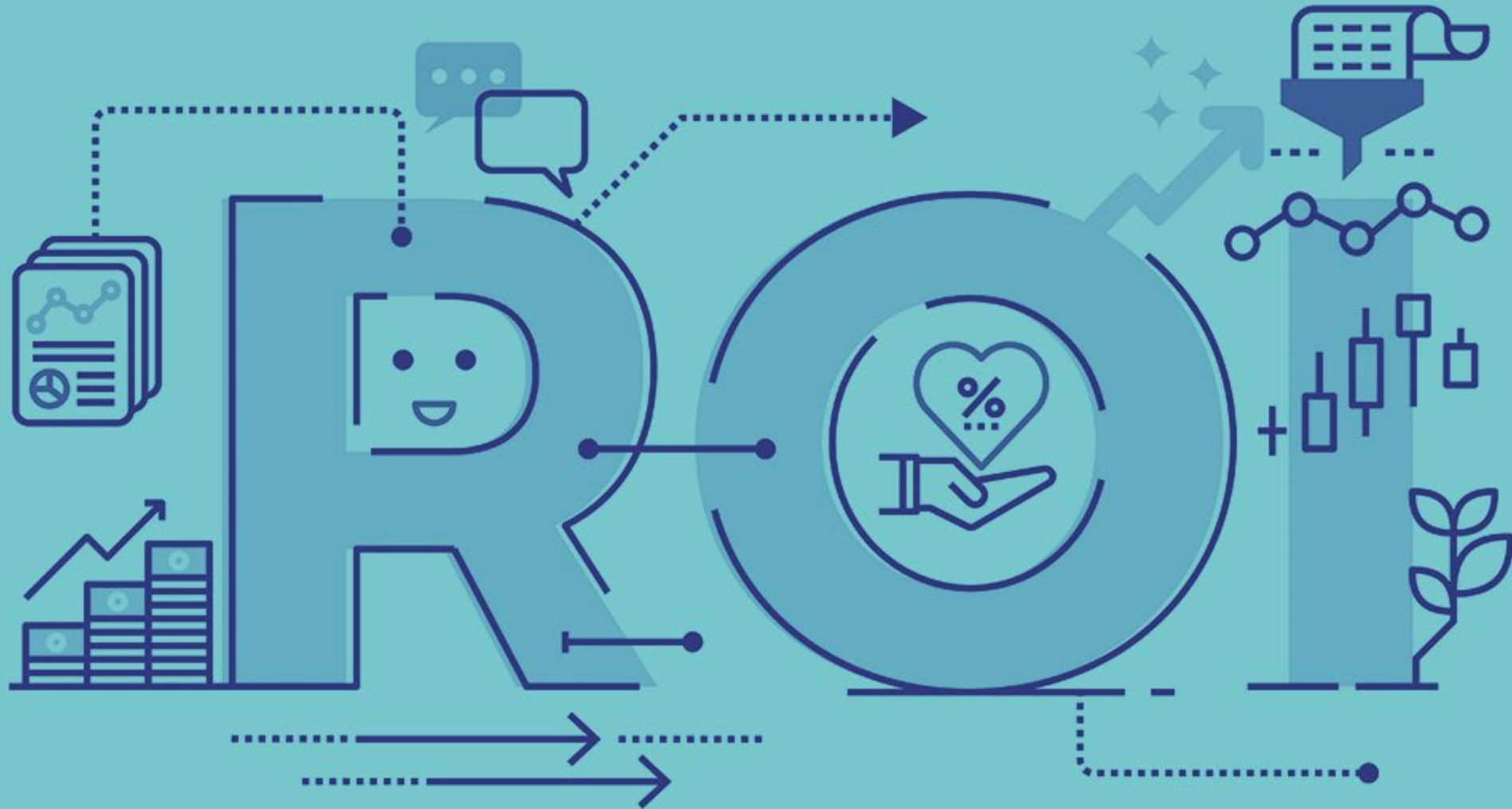


Key questions answered

- What is the gap in investment across the market?
- What are optimum levels of investment for advertisers?
- How well do magazines perform on profit ROI?



Profit ROI analysis





You need to rebalance the media mix





We are going to focus on two categories today

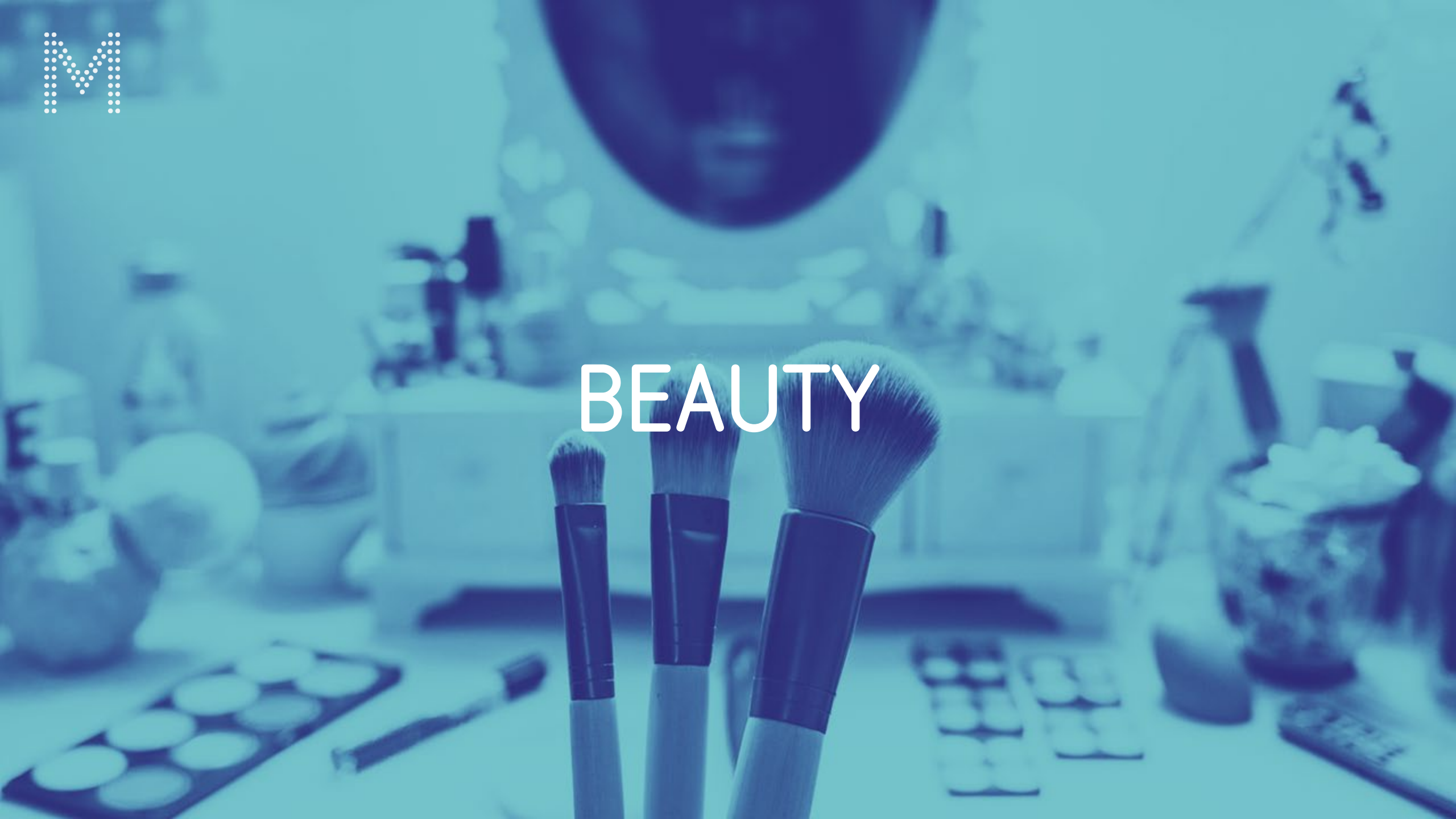


164% improvement
in PROI





BEAUTY





Magazines are
the no. 1 channel
for profit ROI
for beauty
brands



Beauty brands are big supporters of magazines

42%

Invest

Average investment

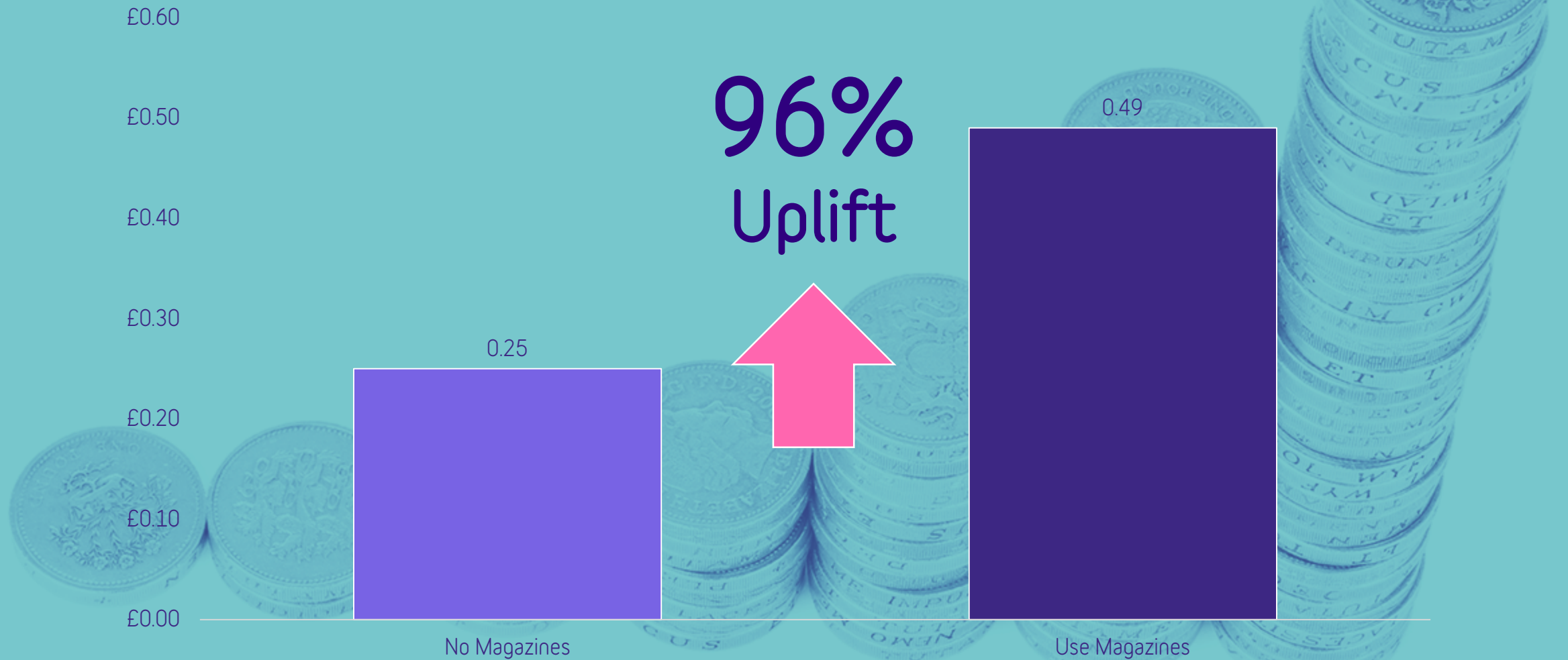
£240k

a year



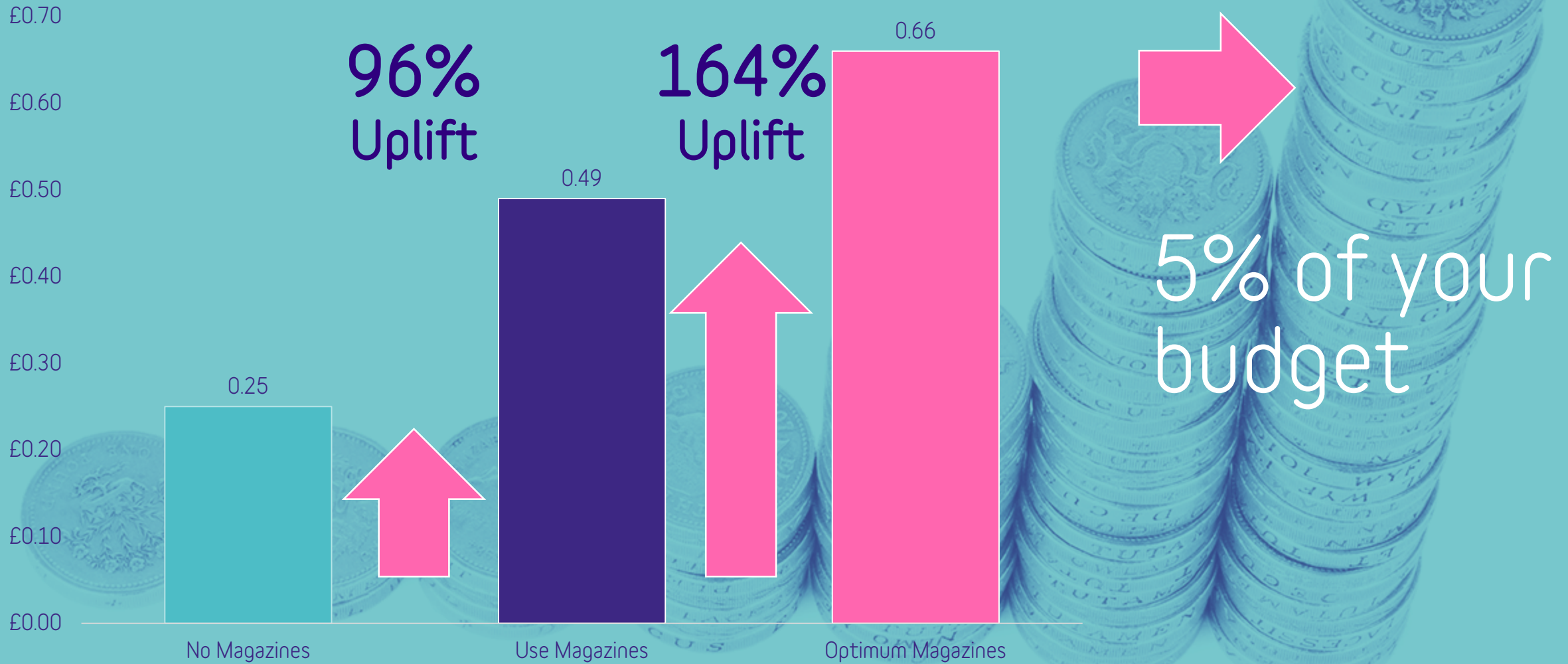


Campaign PROI for beauty brands





Campaign PROI for beauty brands





- Magazines top performer on channel profit ROI for beauty
- A beauty brand already investing in magazines can have confidence in their decision
- Beauty brands not using magazines should move investment into



68% improvement in
PROI





Finance brands are currently less likely to invest in magazines

Average investment

22%

Invest

£120_k

a year





Finance brands are most likely to invest in TV, Digital and Outdoor



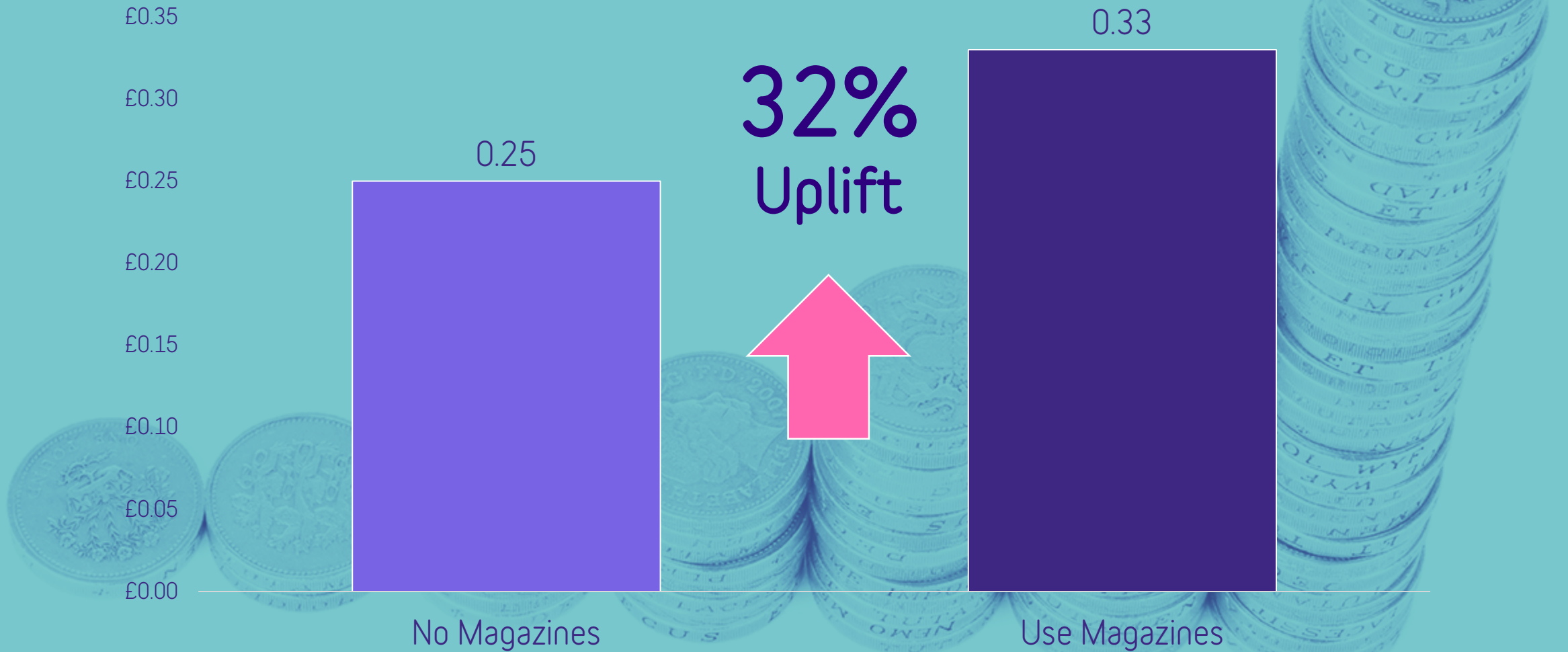


Magazines drive profit ROI for finance brands



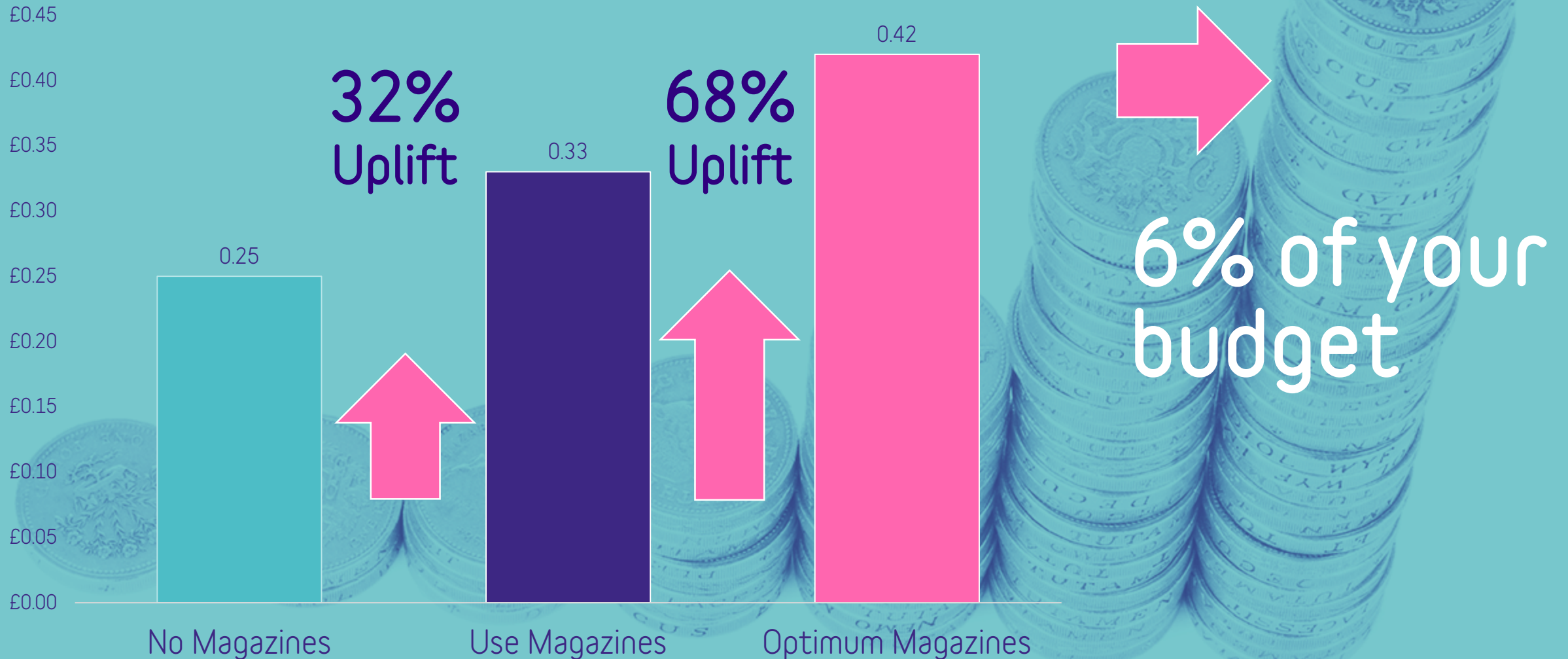


Campaign PROI for finance brands





Campaign PROI for finance brands





Magazines deliver quality attention at exceptional value



MAGAZINES PROVIDE HIGH QUALITY ATTENTION AT EXCEPTIONAL VALUE

ATTENTION TO ADS: 16-34s ATTENTION & CPT



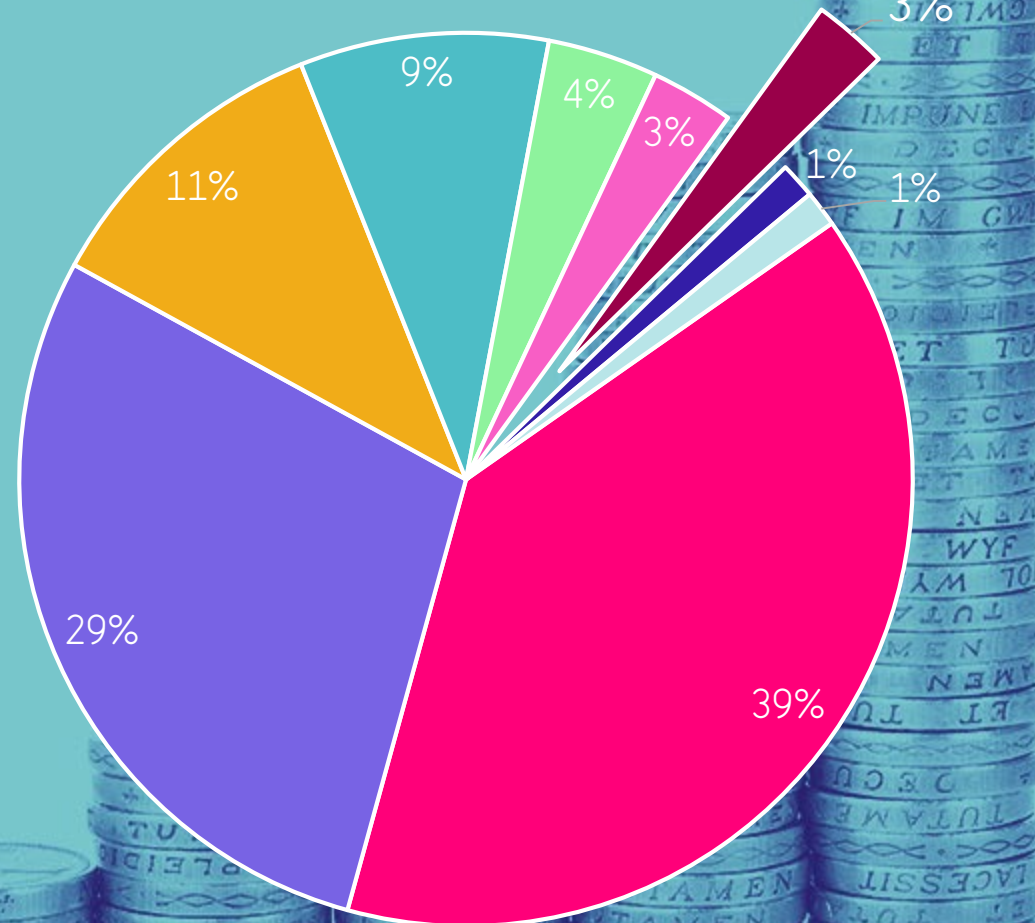
ATTENTION TO ADS: ABC1s ATTENTION & CPT





Yet magazines only receive 3% of adspend

- TV
- Digital Display
- OOH
- Digital Search
- Newspaper
- Radio
- Magazine
- Cinema
- Digital Video





'Pay Attention' raised the issue
that magazines are undervalued

MINI THE GAP



A £220 million

increase in magazine
investment across the
market would deliver
optimum profit ROI

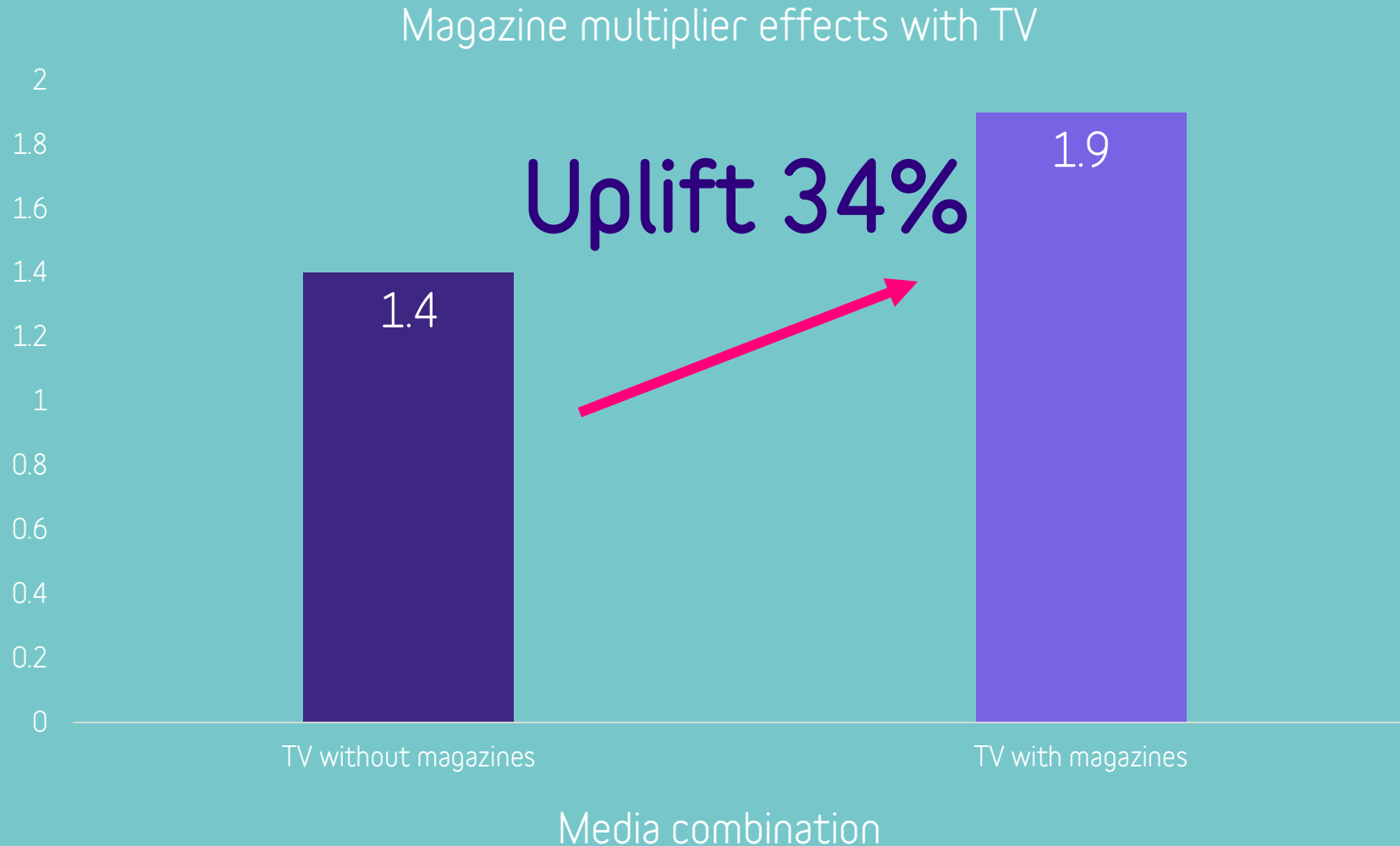


Taking magazine
ad spend back to
2015 levels

5%



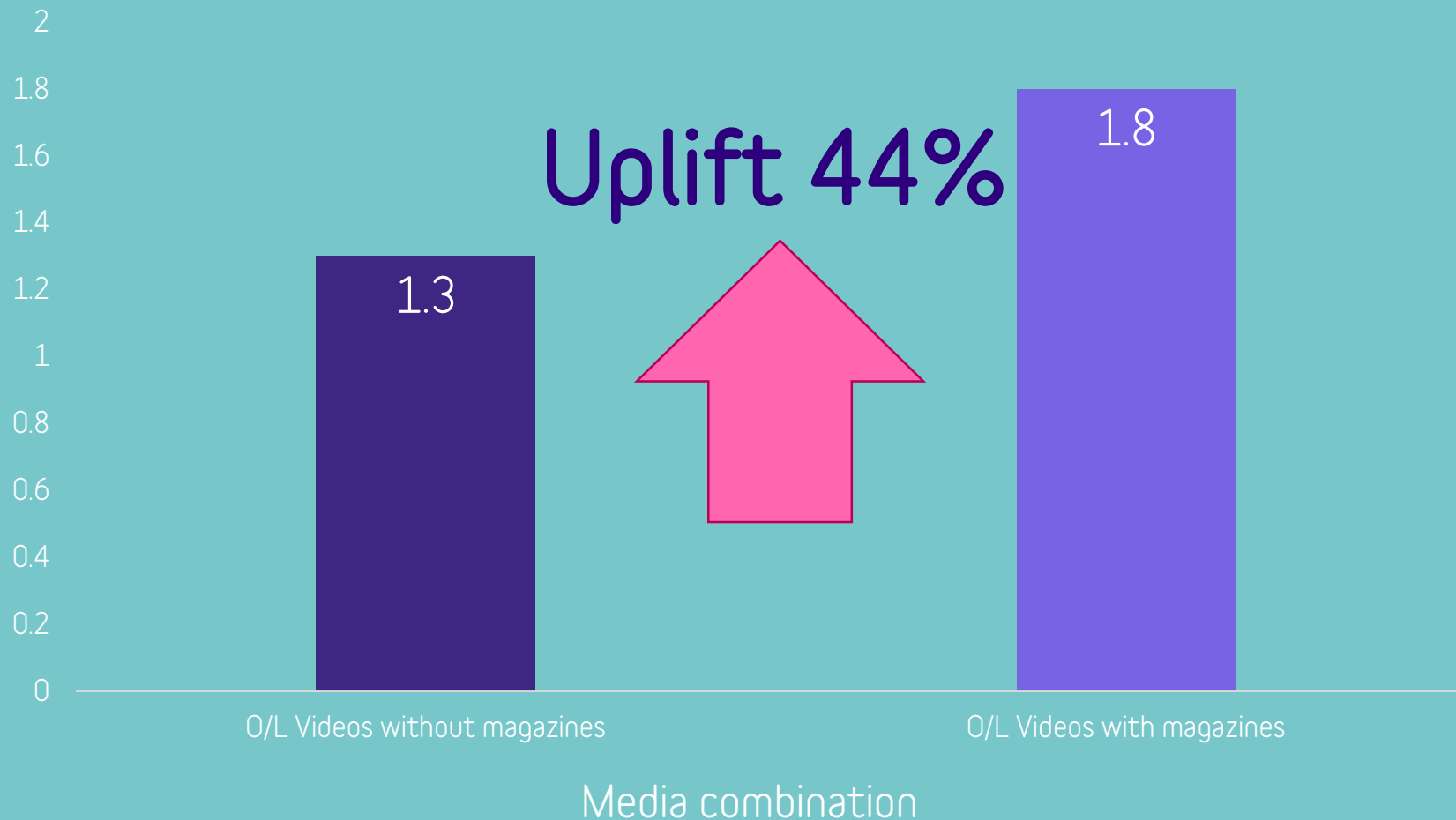
Magazines work well in combination with other channels





Magazines work well in combination with other channels

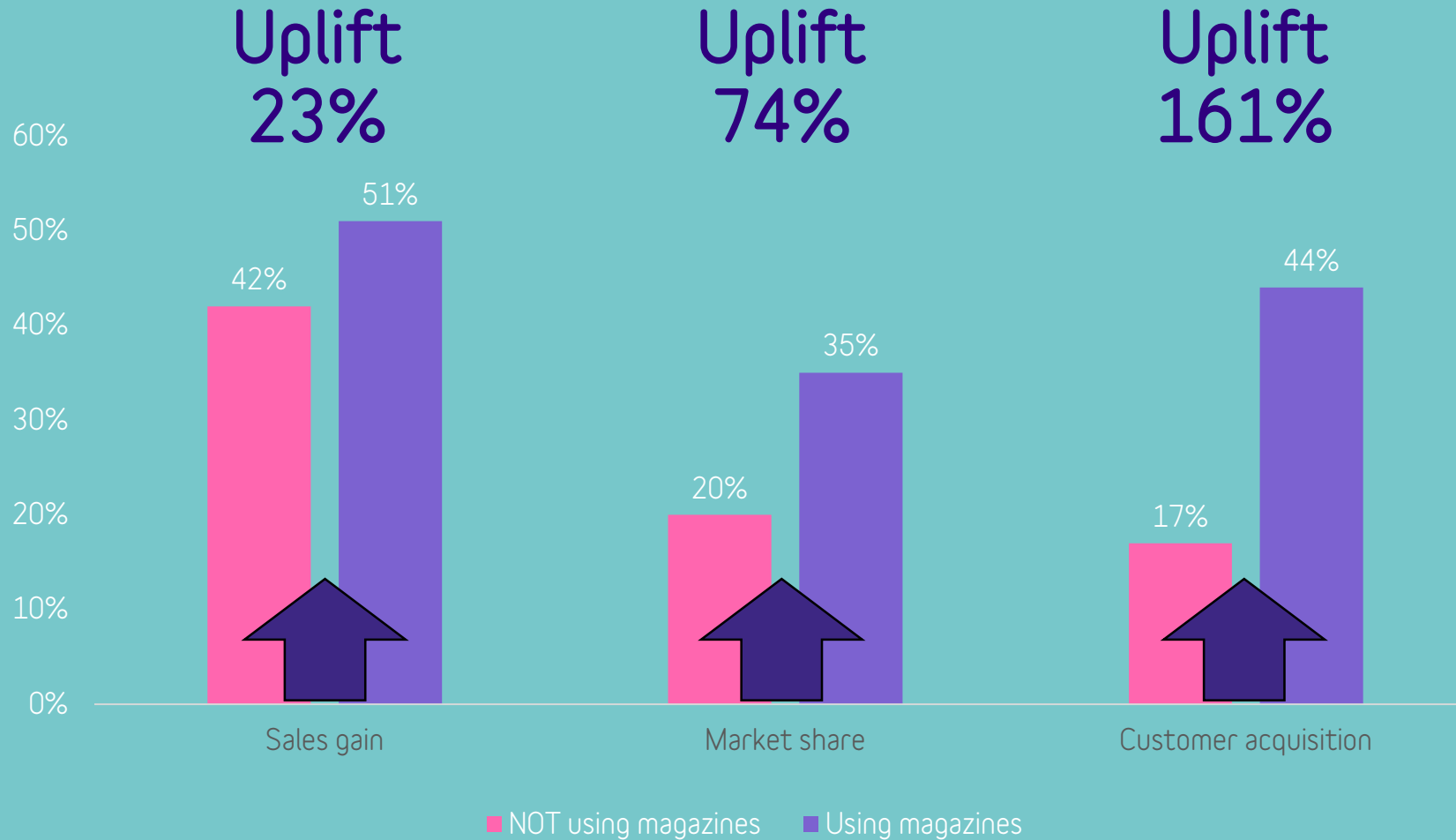
Magazine multiplier effects with online video





Magazines really deliver on customer acquisition

Detailed business effects uplifts





Conclusions

- There is an opportunity to optimise campaign profit ROI by investing 5% into printed magazines
- This is about re-balancing the media mix
- Beauty brands can be confident in their investment
- A strong case for finances brands to consider magazines