



MARK RITSON

Adjunct Professor

Losing the Perceptual Battle Despite the Factual Advantages



- 2018
- $N > 100$
- Method
- Radio paid for it

What is & isn't Important

Most important attributes of an advertising medium

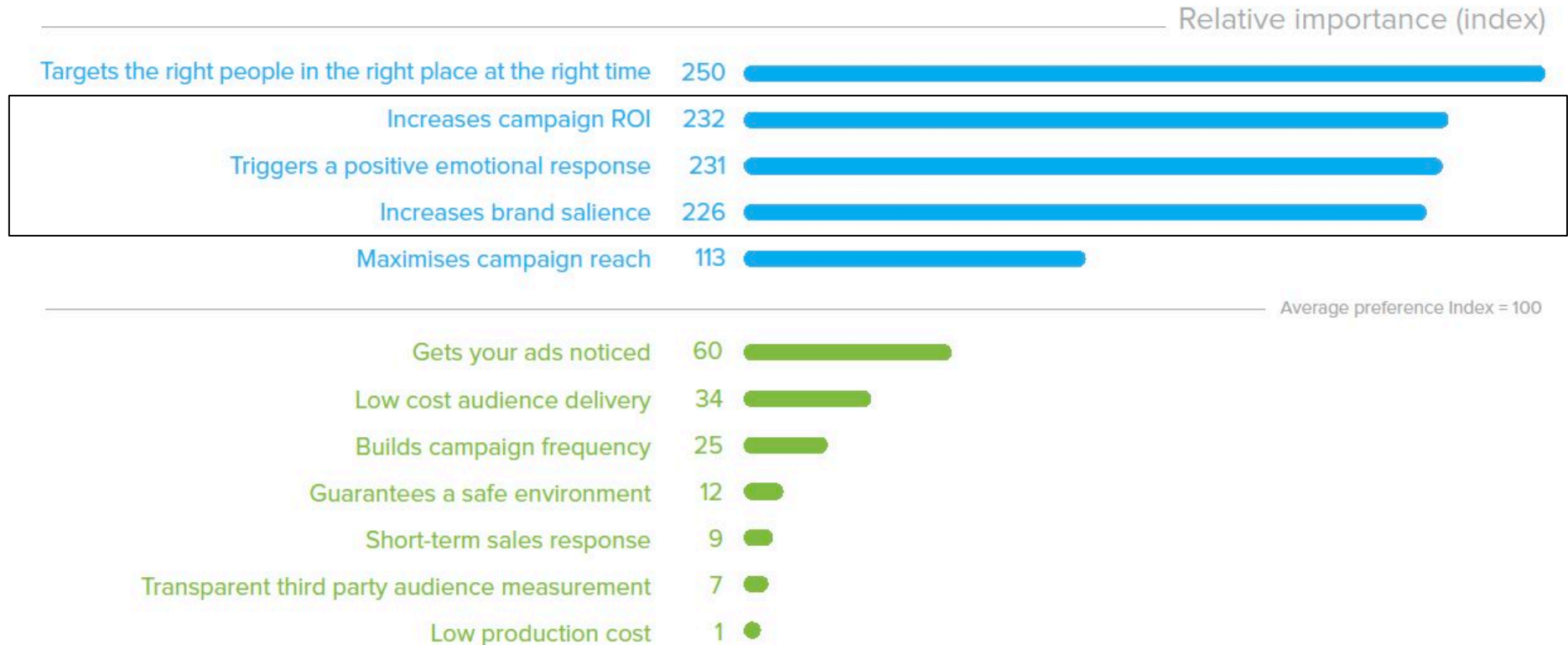
Relative importance (index)

Average preference Index = 100



What is & isn't Important

Most important attributes of an advertising medium



Increases Campaign ROI

Analytic Reality

What the evidence says

1	TV	10
2	Radio	9
3=	Newspapers	8
3=	Magazines	8
5	Online video	6
6	Direct mail	5
7	Social media (paid)	4
8	Online display	3
9	Out of home	2
10	Cinema	1

EVIDENCE Ebiquity's normative data on profit ROI, scored from highest to lowest. See Appendix 3 for full details on how this ranking has been calculated.

Gap
-73%

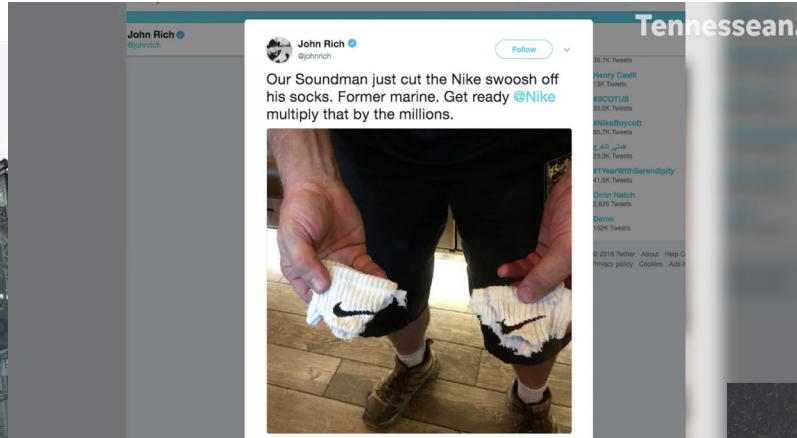
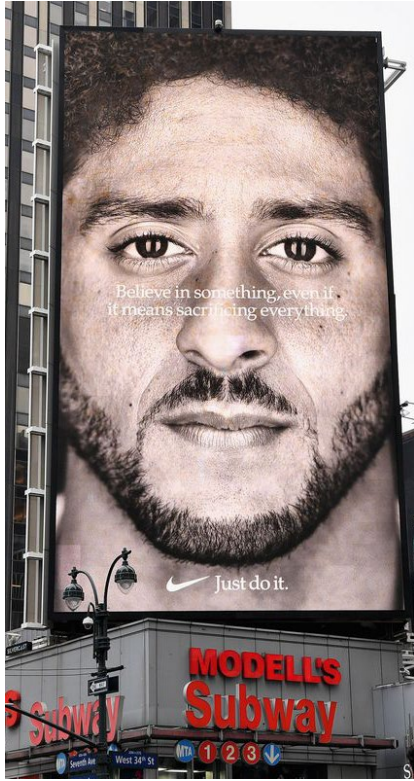
Industry Perception

What advertisers and agencies say

1	TV	3.9
2=	Radio	3.4
2=	Social media (paid)	3.4
2=	Online video	3.4
5	Direct mail	3.3
6	Out of home	3.2
7	Online display	3.1
8	Newspapers	3.0
9	Magazines	2.9
10	Cinema	2.5

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to increase campaign ROI. Base: n=19.

US Campaign of the Year



The Perilous Fight

National anthem protests led by **Colin Kaepernick** are fueling a debate about privilege, pride and patriotism

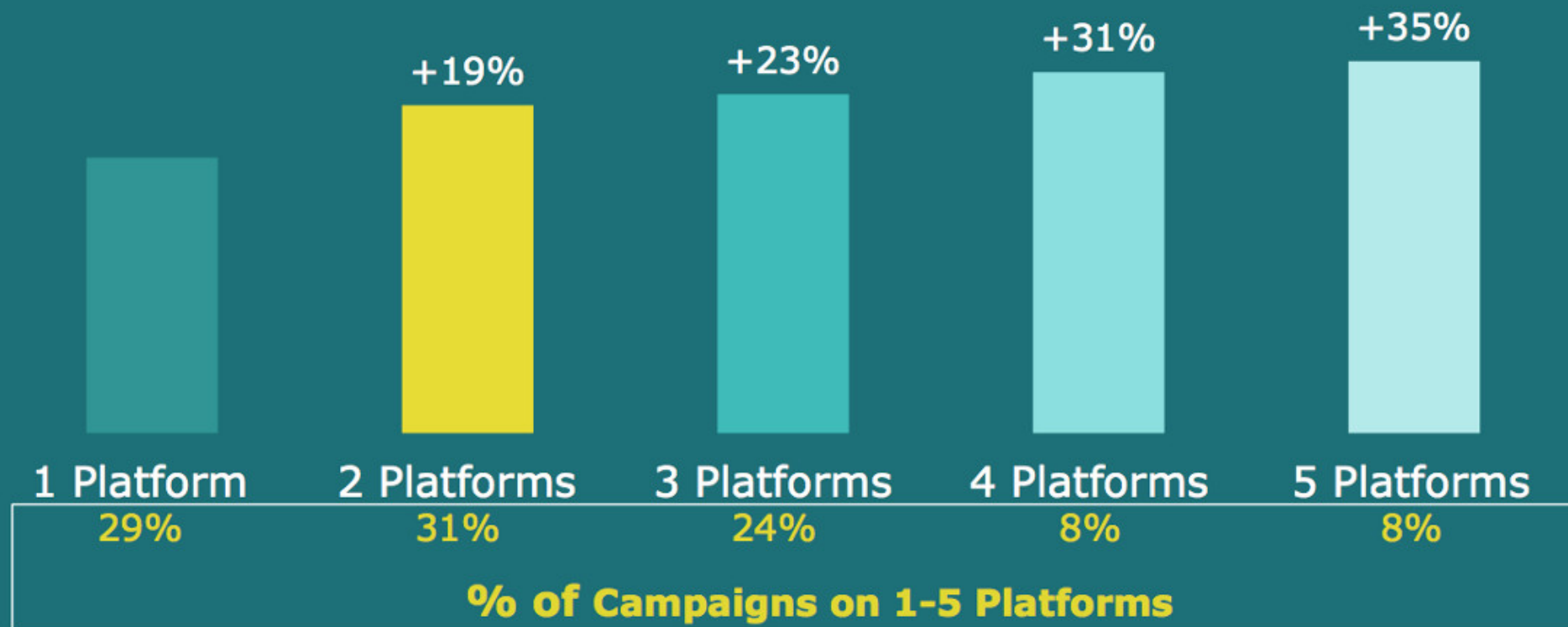
By Sean Gregory

TIME

This text block is part of an article or magazine spread. It features the title "The Perilous Fight" in a large, bold font. Below the title, there is a paragraph of text: "National anthem protests led by **Colin Kaepernick** are fueling a debate about privilege, pride and patriotism". The author's name, "By Sean Gregory", is listed at the bottom. The word "TIME" is visible in the bottom right corner.

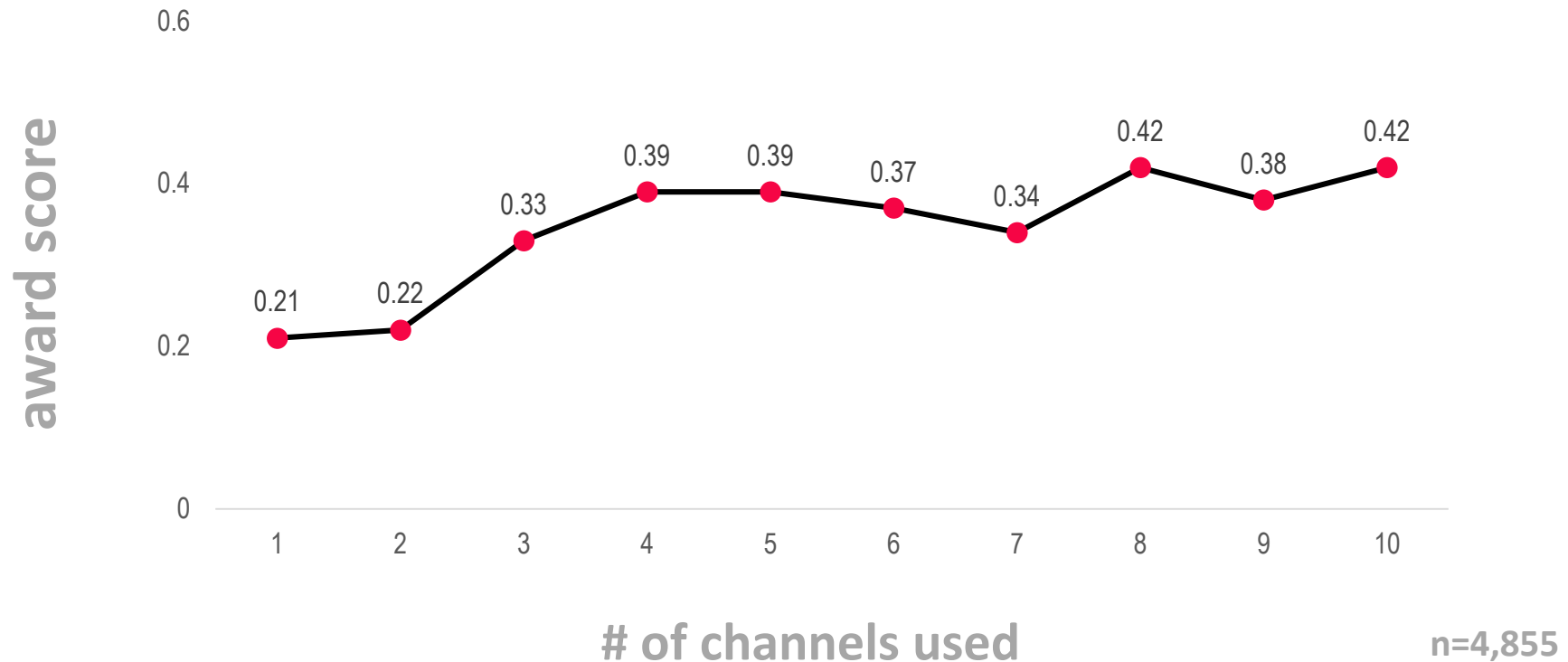
Advertising across Platforms Delivers Higher ROI

Incremental ROI of Additional Platforms



Source: Analytic Partners, 2016; Analysis based on over 3,200 campaigns from 2010-2015; Platforms include TV, Print, Radio, Display, Paid Search, Online Video, PR, Out-of-Home and Cinema

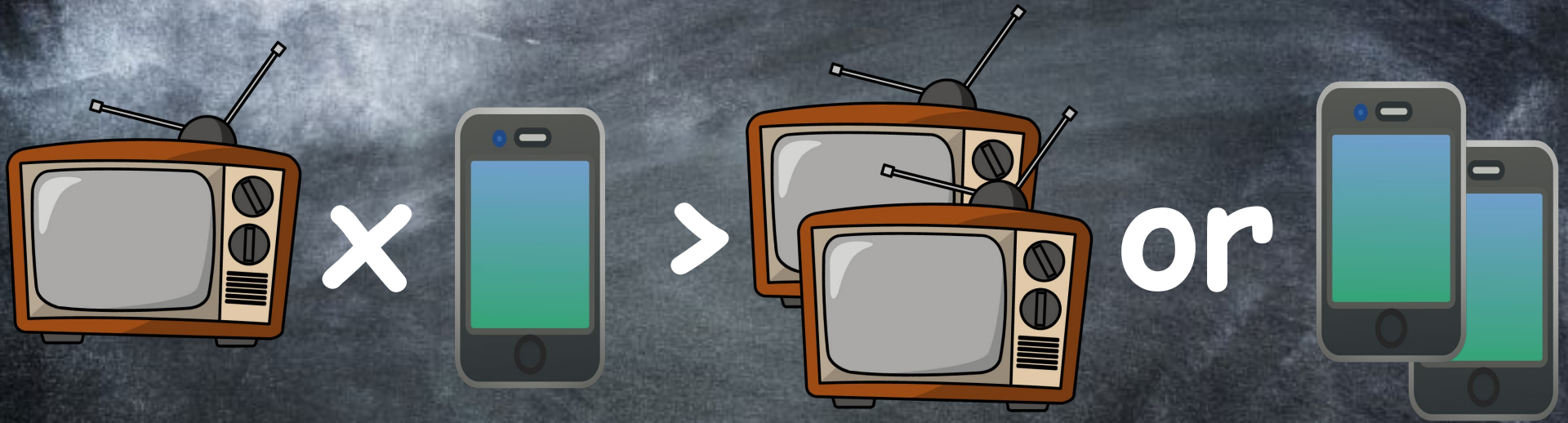
Ideal Channel Number?



The Lost Secret Formula of Synergy

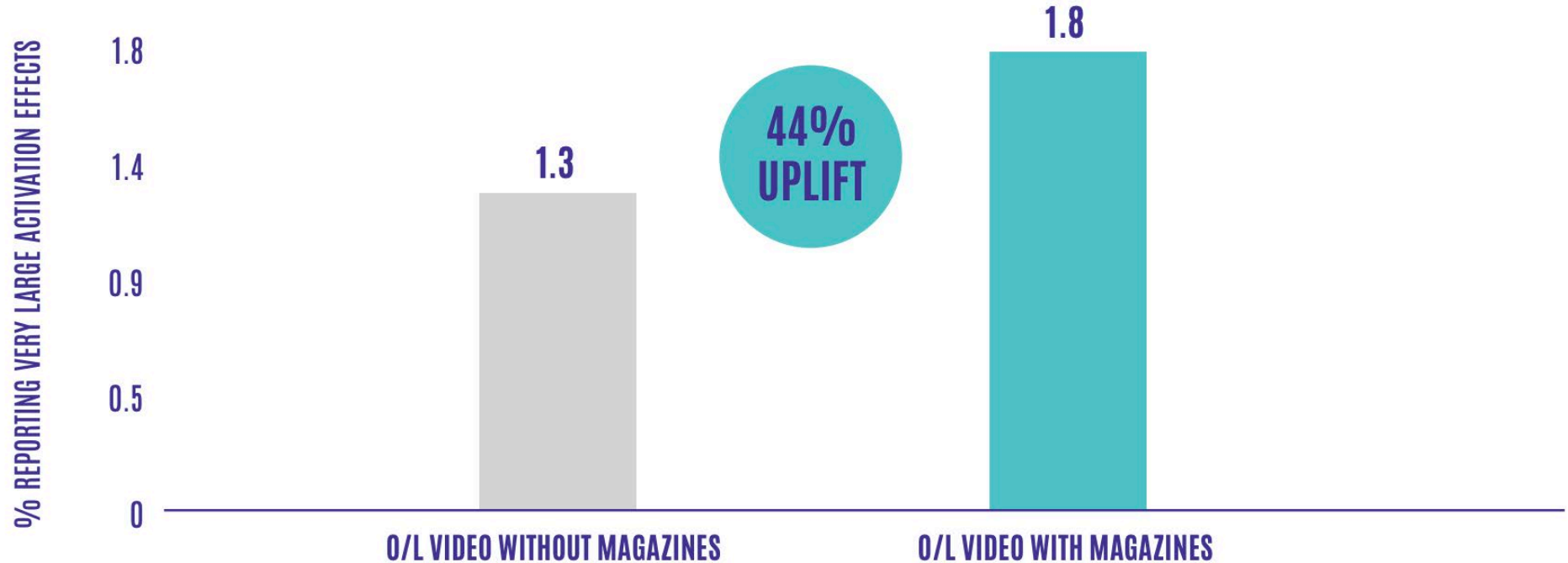
$$A \times B > 2a \text{ or } 2b$$

The Lost Secret Formula of Synergy



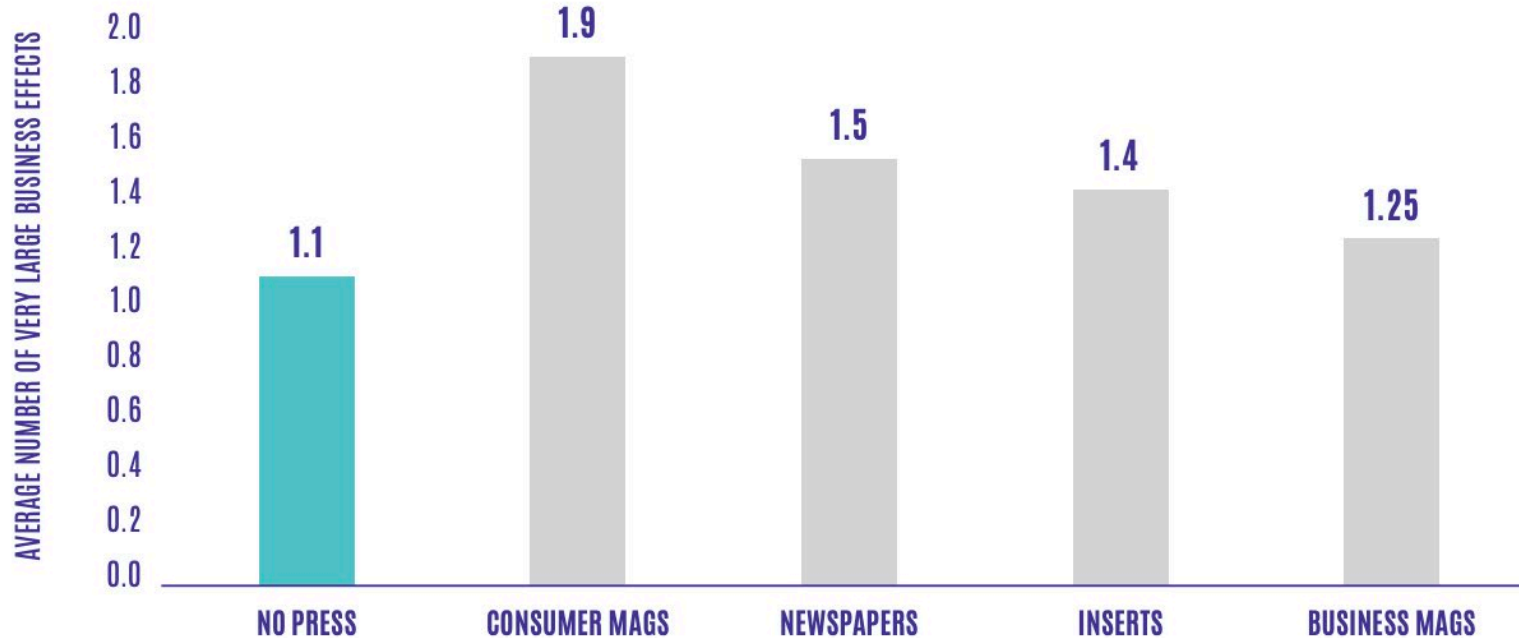
MAGAZINE MULTIPLIER EFFECTS WITH ONLINE VIDEO

PRINT & DIGITAL MAGAZINE DATA



Source: 'Bridging the Long/Short Term Divide: The role of magazine brands in the digital era', 2017 (Peter Field/Magnetic)

A Very Handy Sidekick



Source: 'Media in Focus', 2017 (IPA)

'ALL TYPES OF PRESS APPEAR TO BE EFFECTIVE, BUT CONSUMER MAGAZINES SEEM TO PRODUCE SURPRISINGLY BIG EFFECTS, GIVEN THEIR SHARE OF THE BUDGET'

Source: 'Media in Focus', 2017 (IPA)

Triggers A Positive Emotional Response

Triggers a positive emotional response

What the evidence says

1	Cinema	10
2=	TV	9
2=	Radio	9
2=	Magazines	9
5=	Newspapers	8
5=	Out of home	8
7	Direct mail	7
8	Social media (paid)	6
9=	Online display	3
9=	Online video	3

EVIDENCE Secondary research findings on emotional connection and seamless experience, scored from high to low on strength of evidence. See Appendix 3 for full details on how this ranking has been calculated.

Gap
-65%

What advertisers and agencies say

1	Cinema	4.3
2	TV	4.1
3	Online video	3.7
4	Radio	3.4
5=	Social media (paid)	3.1
5=	Magazines	3.1
7	Out of home	2.9
8	Newspapers	2.6
9	Direct mail	2.4
10	Online display	2.3

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to trigger a positive emotional response. Base: n=20.

The Long and the Short of It

IPA

Balancing Short and Long-Term Marketing Strategies

Les Binet, Head of Effectiveness, adam&eve DDB

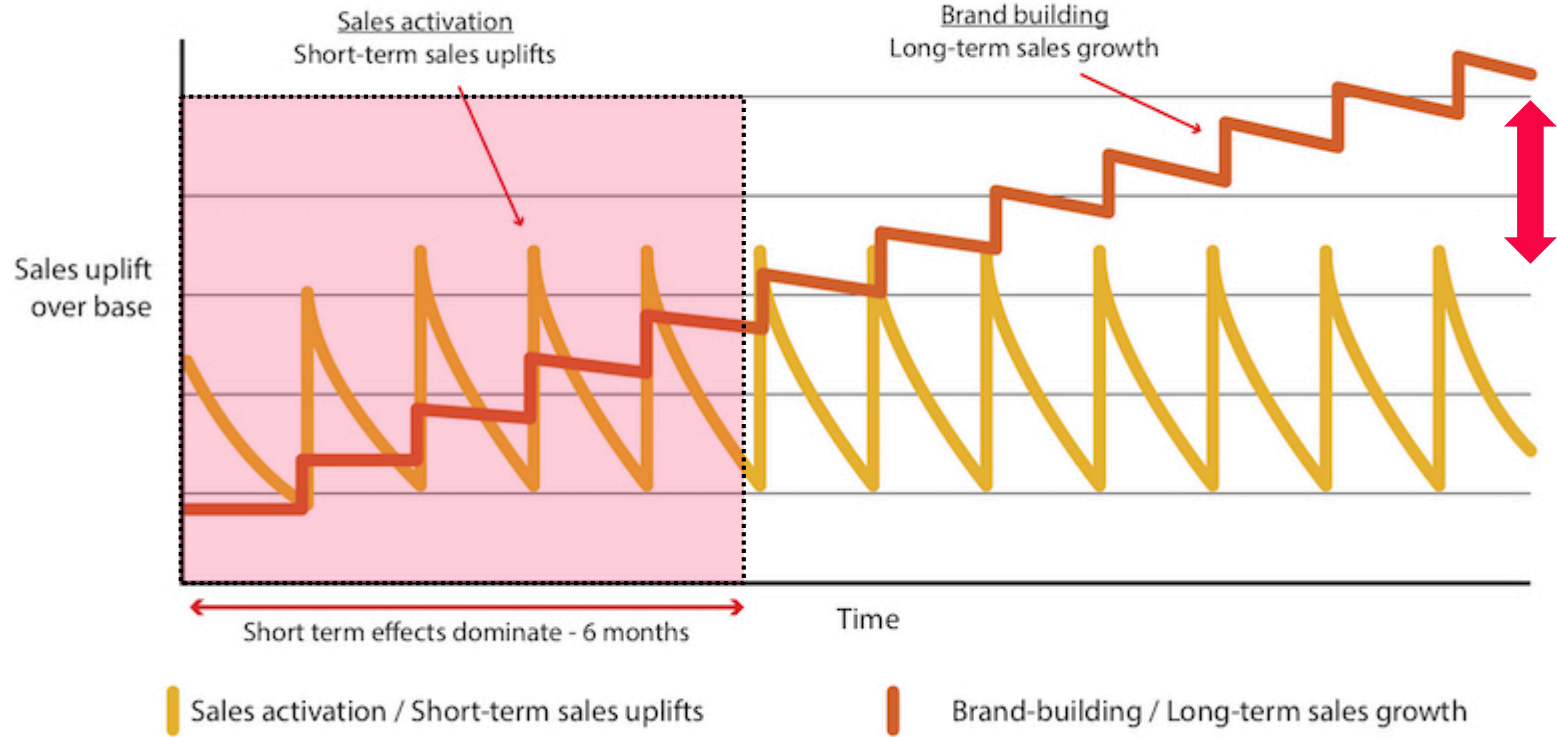
Peter Field, Marketing Consultant



In association with

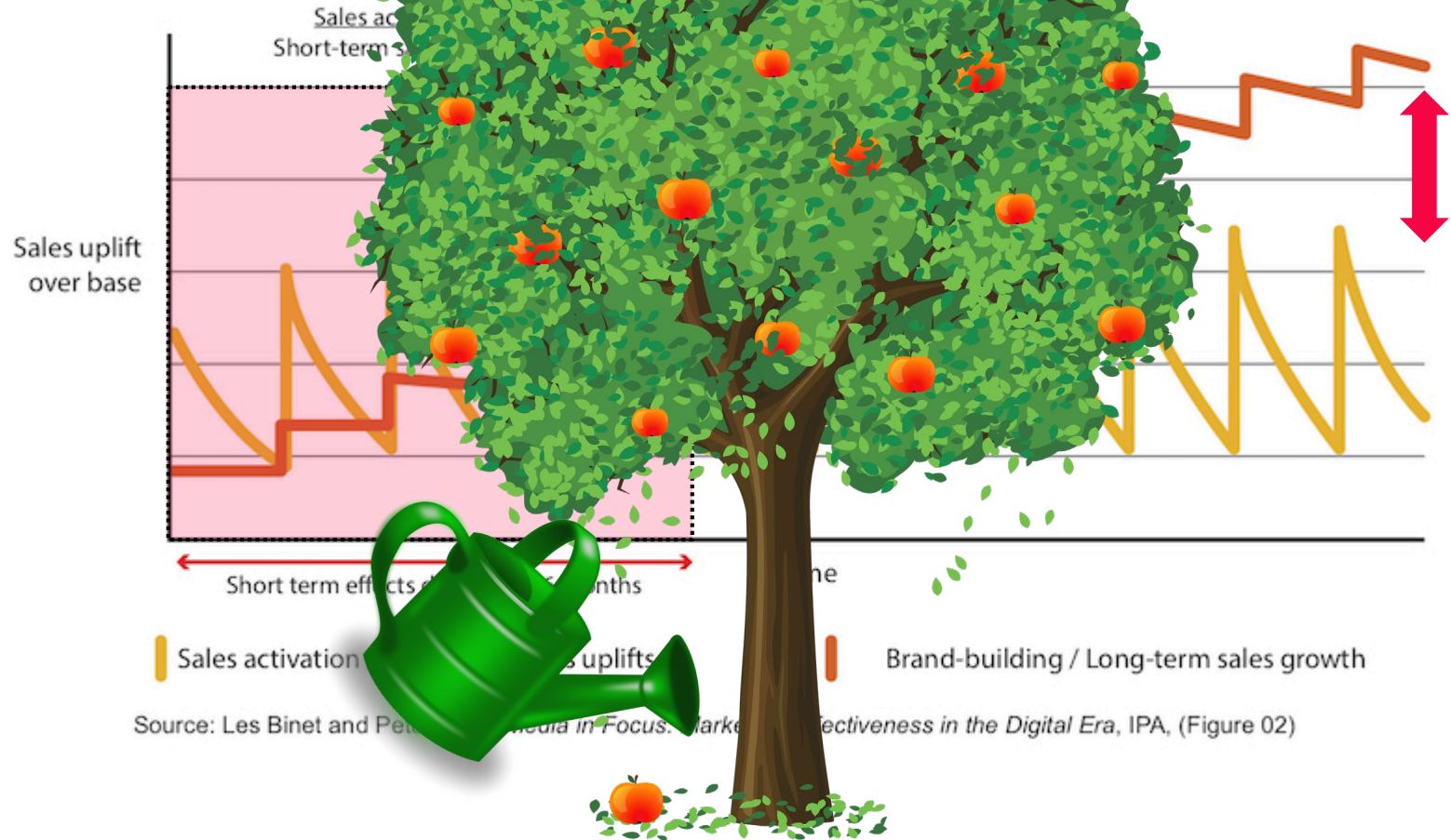
thinkbox

Brand-building and sales activation work over different timescales



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

Brand-building and sales growth over different timescales



Long & Short Brand Planning

Brand Building	Sales Activation
Long Term	Short Term
Creates Brand Equity	Exploits Brand Equity
Influences Future Sales	Generates Sales Now
Emotional Priming	Persuasive Messages
Brand Focus	Product Focus
Mass Marketing	Target Marketing



Increases Brand Salience

Increases brand salience

What the evidence says

1	TV	10
2=	Newspapers	8
2=	Magazines	8
2=	Radio	8
5=	Direct mail	5
5=	Online video	5
7	Out of home	5
8=	Cinema	4
8=	Online display	4
8=	Social media (paid)	4

EVIDENCE Secondary research on brand salience. Scoring based on average rank from multiple comparative studies. See Appendix 3 for full details on how this ranking has been calculated.

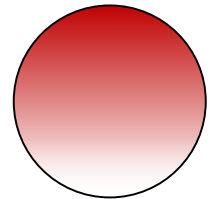
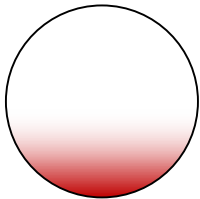
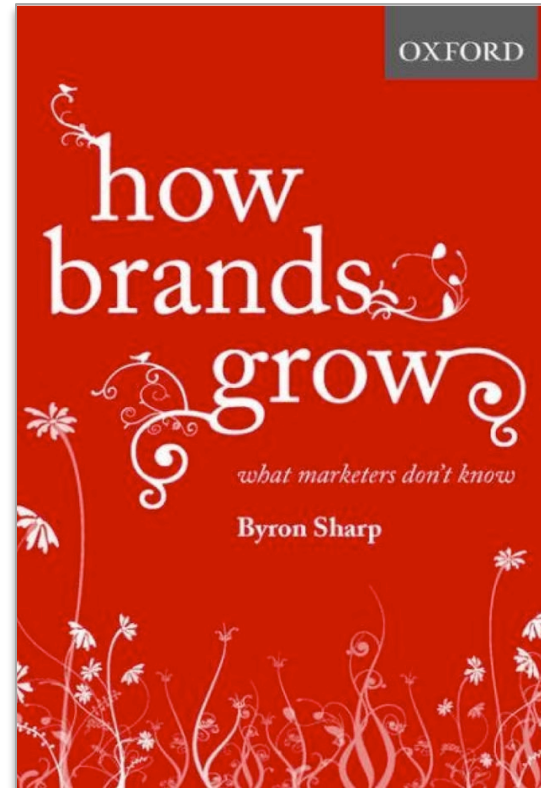
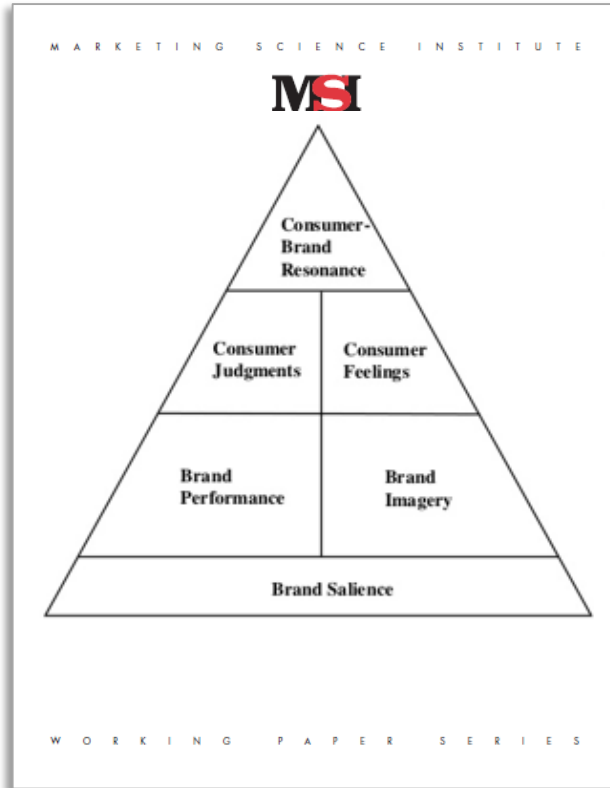
Gap
-57%

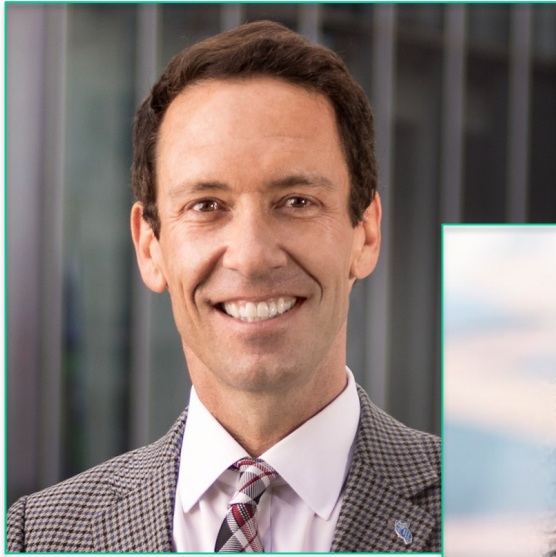
What advertisers and agencies say

1	TV	4.6
2	Out of home	3.8
3	Cinema	3.7
4=	Social media (paid)	3.4
4=	Magazines	3.4
6	Online video	3.3
7	Radio	3.1
8	Newspapers	3.0
9	Online display	2.7
10	Direct mail	2.6

PERCEPTION Mean score. Q. Using a scale of 1–5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to increase brand salience. Base: n=19.

The 2 Great Works



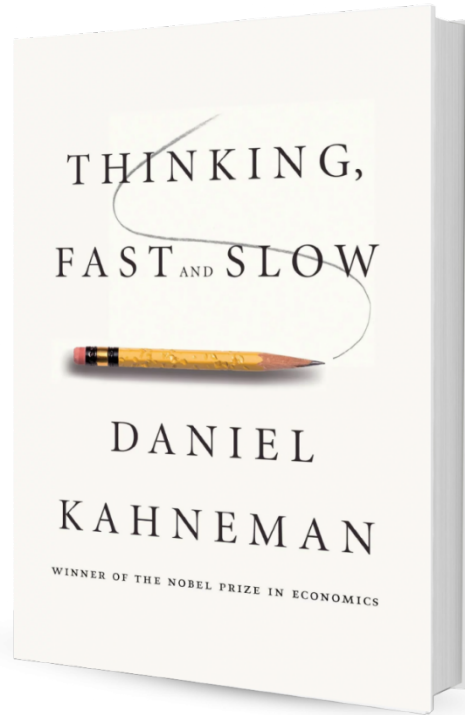
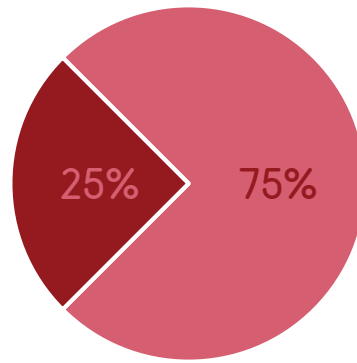


“ Brand salience is the propensity of the brand to be noticed or come to mind in buying situations. ”

Byron Sharp

Jenni Romaniuk

Persuasion

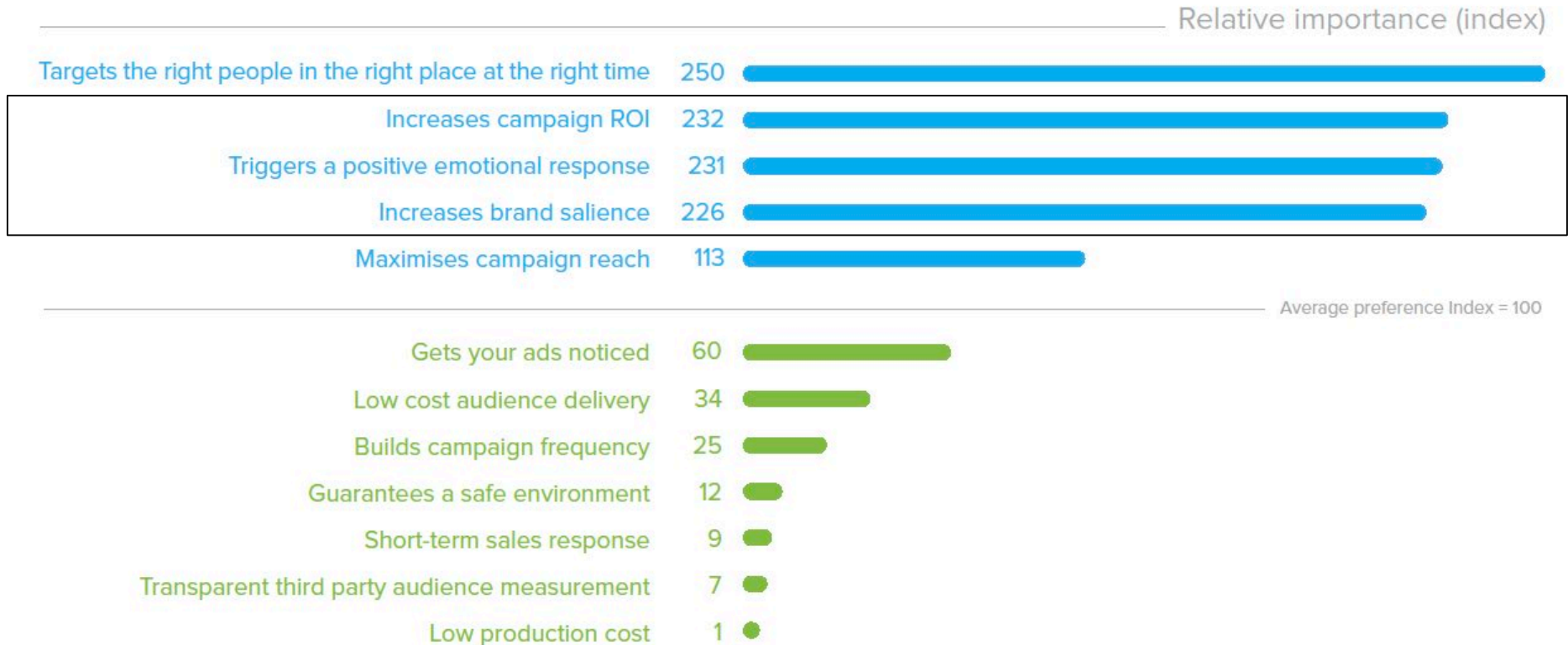


Salience



What is & isn't Important

Most important attributes of an advertising medium



Signalling



"The advertiser has either persuaded lots of people to buy his product already, a good sign, or has persuaded someone to lend him lots of money to finance the campaign"

Cultural Imprinting



Ready-to-Wear, Shoes, Leather Goods, Watches, Jewelry
Sold exclusively at Louis Vuitton stores, www.louisvuitton.com, 866-VUITTON LOUIS VUITTON

*" **Cultural imprinting** is the mechanism whereby an ad, rather than trying to change our minds individually, instead changes the landscape of **cultural** meanings — which in turn changes how we are perceived by others when we use a product.*

Magazines Rock

What the evidence says

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Magazines	79.5
5	Out of home	71.7
6	Direct mail	67.0
7	Social media	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0

EVIDENCE Based on sum of scores for all 12 attributes with Importance weights applied.

Gap
-65%

Magazines Suck

What advertisers and agencies say

1	TV	48.9
2	Online video	41.6
3	Social media	41.3
4	Out of home	39.6
5	Cinema	39.1
6	Radio	38.9
7=	Newspapers	36.3
7=	Direct mail	36.3
9	Online display	35.5
10	Magazines	35.1

PERCEPTION Based on sum of mean score across all 12 attributes, with Importance weights applied. Base: n=116 (each respondent rated 2 attributes).

In Summary

- A brutal 15 years
- Perception becomes reality becomes perception
- And Yet
 - Campaign ROI as a key support channel
 - Long term emotional brand building
 - Increasing brand salience
 - Signaling
 - Cultural Imprinting