

The Power of Print



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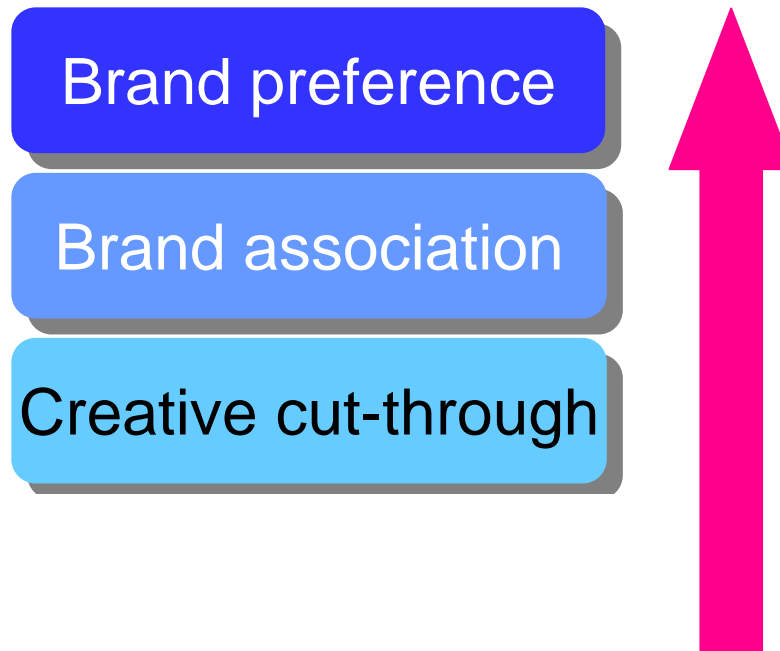
The Power of Print

October 2006

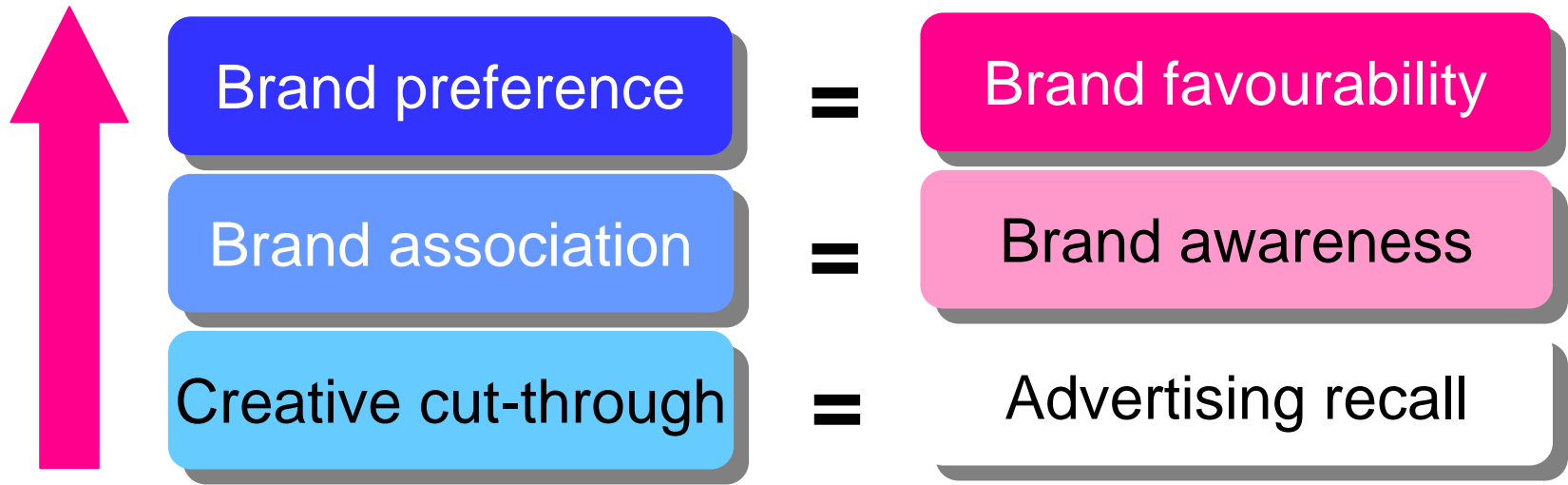


Overview

- The Power of Print is a study of advertising effectiveness.
- The study seeks to quantify how advertising exposure can help to build brands.



Beyond Reach



Advertiser Selection

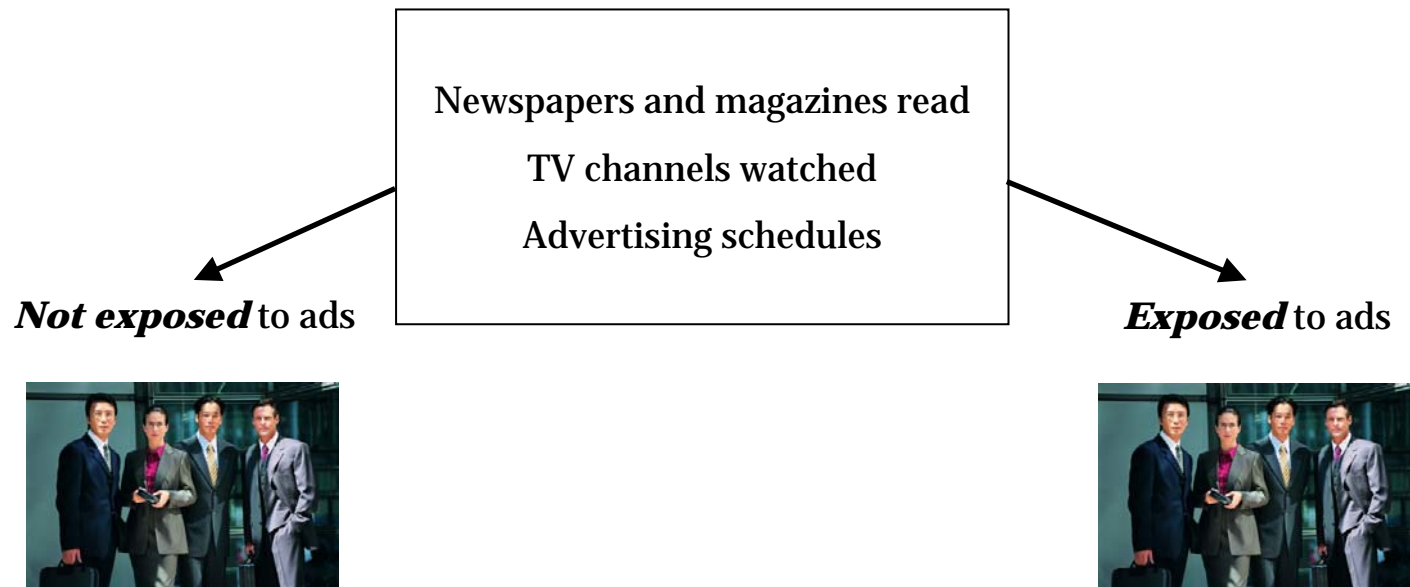
- 21 advertisers was selected for inclusion in the study, all of which were active in Hong Kong and Singapore during 2006.
- The following categories were covered:
 - Airlines
 - Automobiles
 - Consumer Electronics
 - Courier Services
 - Energy
 - Hotels
 - Mobile phones
 - Private Banking and Wealth Management
 - Watches
- For each advertiser, detailed scheduling information on print insertions and TV spots was collected covering all local and regional print and TV outlets during a five-month period from February through June 2006.
- While findings isolating print advertising alone incorporate all 21 campaigns, those findings related to print versus TV are based on only those campaigns with a TV component and for which detailed TV sightings information was available.

Fieldwork and Sample

- A total of n=2,093 interviews were conducted with respondents in Hong Kong and Singapore.
- All respondents were aged 18+ and resided in households with a minimum total household income of HKD40,000 (Hong Kong) or S\$6,500 (Singapore).
 - This is consistent with the affluent target demographic of the print audience and which is represented by many of the syndicated media-consumption surveys commonly used in the region.
- Interviewing was conducted via Computer Assisted Web Interviewing in June-July 2006.

Methodology

- A "control/test" experimental design was utilised:
- Respondents were asked detailed questions about their media consumption.
- This information was compared with the February-June 2006 media schedules from each advertiser.
- Respondents were then classified into segments according to whether or not they had been exposed to an advertiser in print or TV during the period.
- By comparing the results across different exposure segments, it was possible to isolate and measure the impact of print and TV advertising exposure.



Key Findings

Print Only



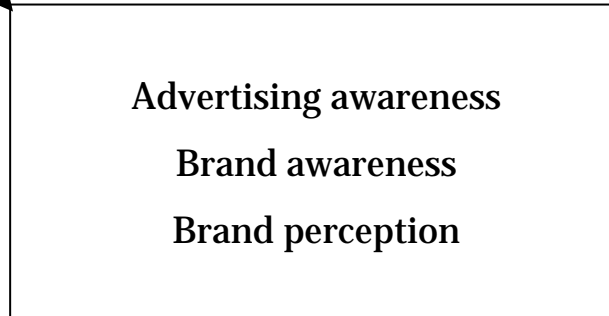
Determining the Impact of Print Exposure

- Findings for each exposure segment were calculated for each advertiser and then aggregated.
- All findings are presented at an aggregate level which normalises the brand effect.
 - Findings by individual campaign may be different.

1. *Not exposed* to print ads



2. *Exposed* to print ads

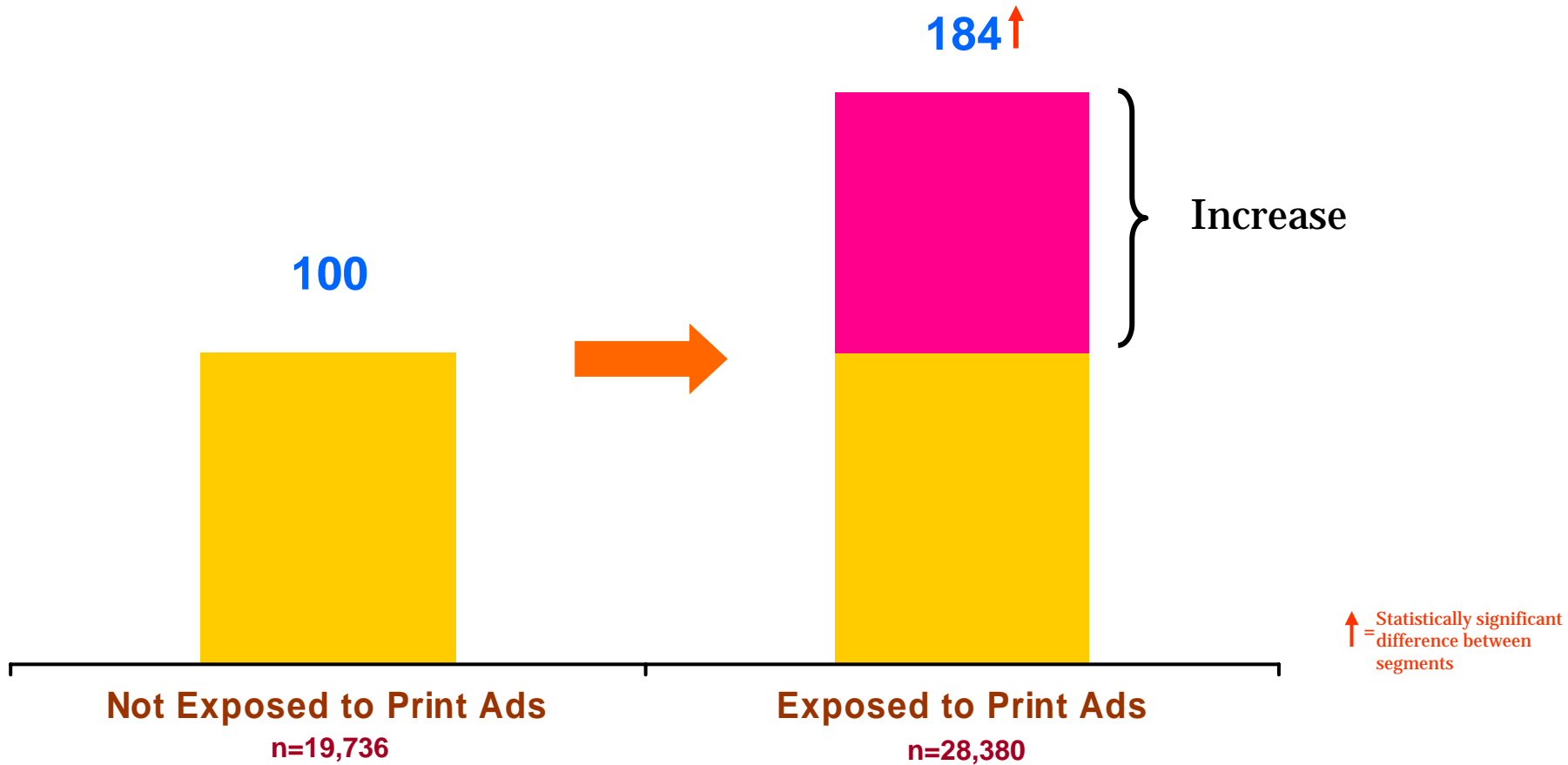


Spontaneous Ad Recall – First Mention

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Top-of-Mind Recall of Advertiser (Indexed)

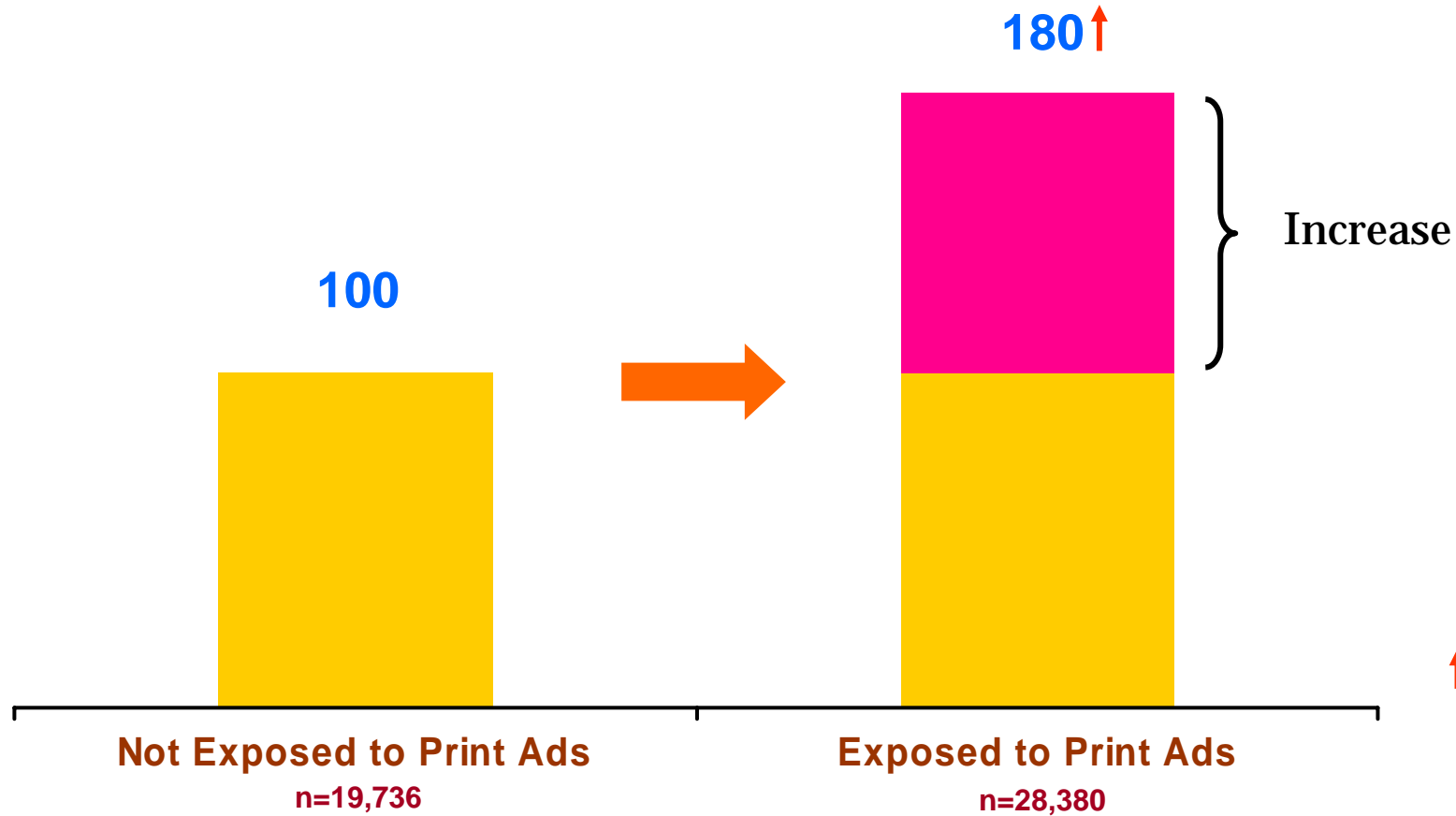
Findings are aggregated for all advertisers and presented relative to the "not exposed" segment indexed to 100



↑ = Statistically significant difference between segments

Spontaneous Ad Recall – All Mentions

Total Spontaneous Recall of Advertiser (Indexed)



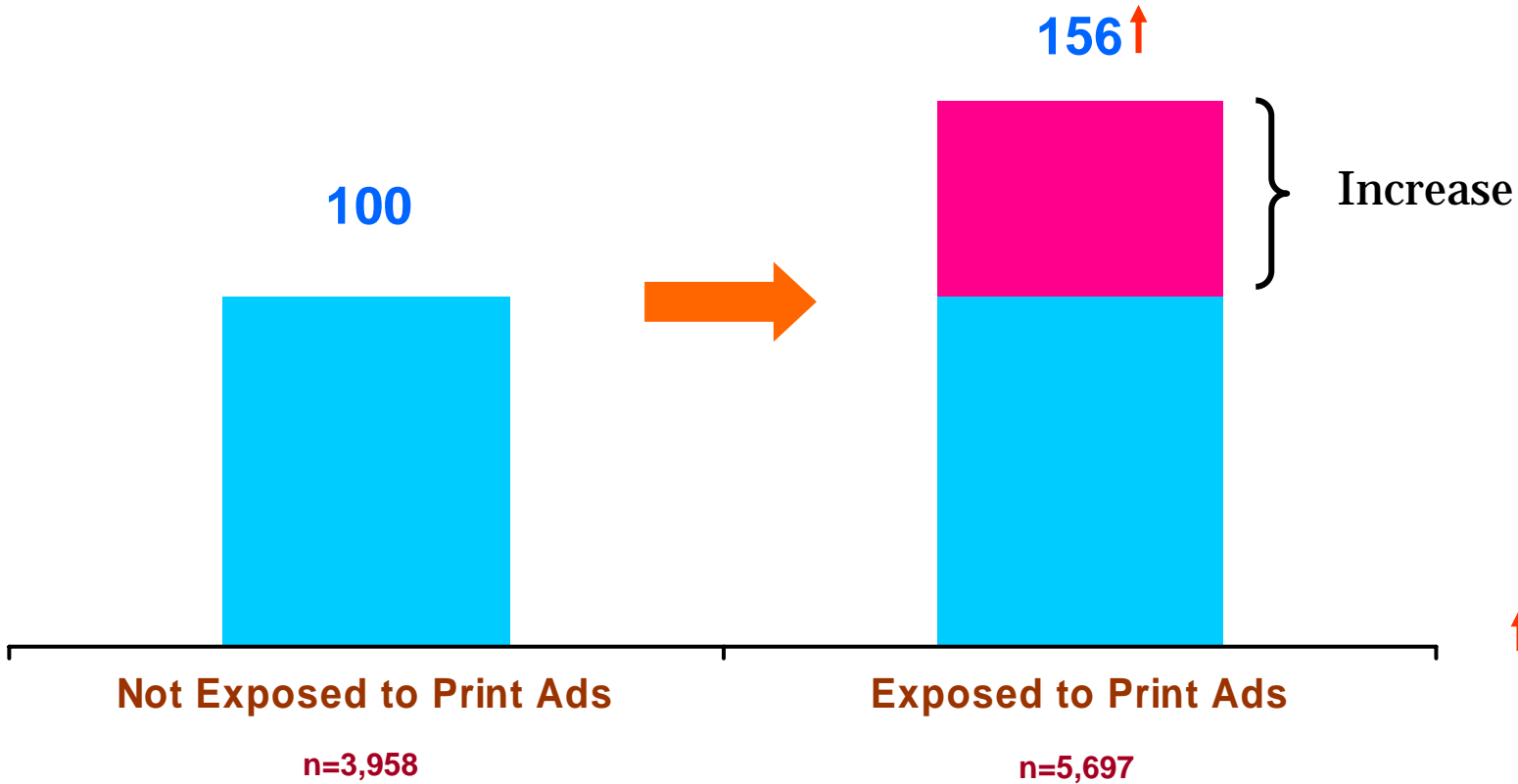
↑ = Statistically significant difference between segments

Again thinking of the <CATEGORY> sector, can you name any companies whose advertising you have seen recently?
Can you think of other companies in the <CATEGORY> sector whose advertising you have seen recently?

Brand-Prompted Ad Recall

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Prompted Recall of Advertiser (Indexed)



↑ = Statistically significant difference between segments

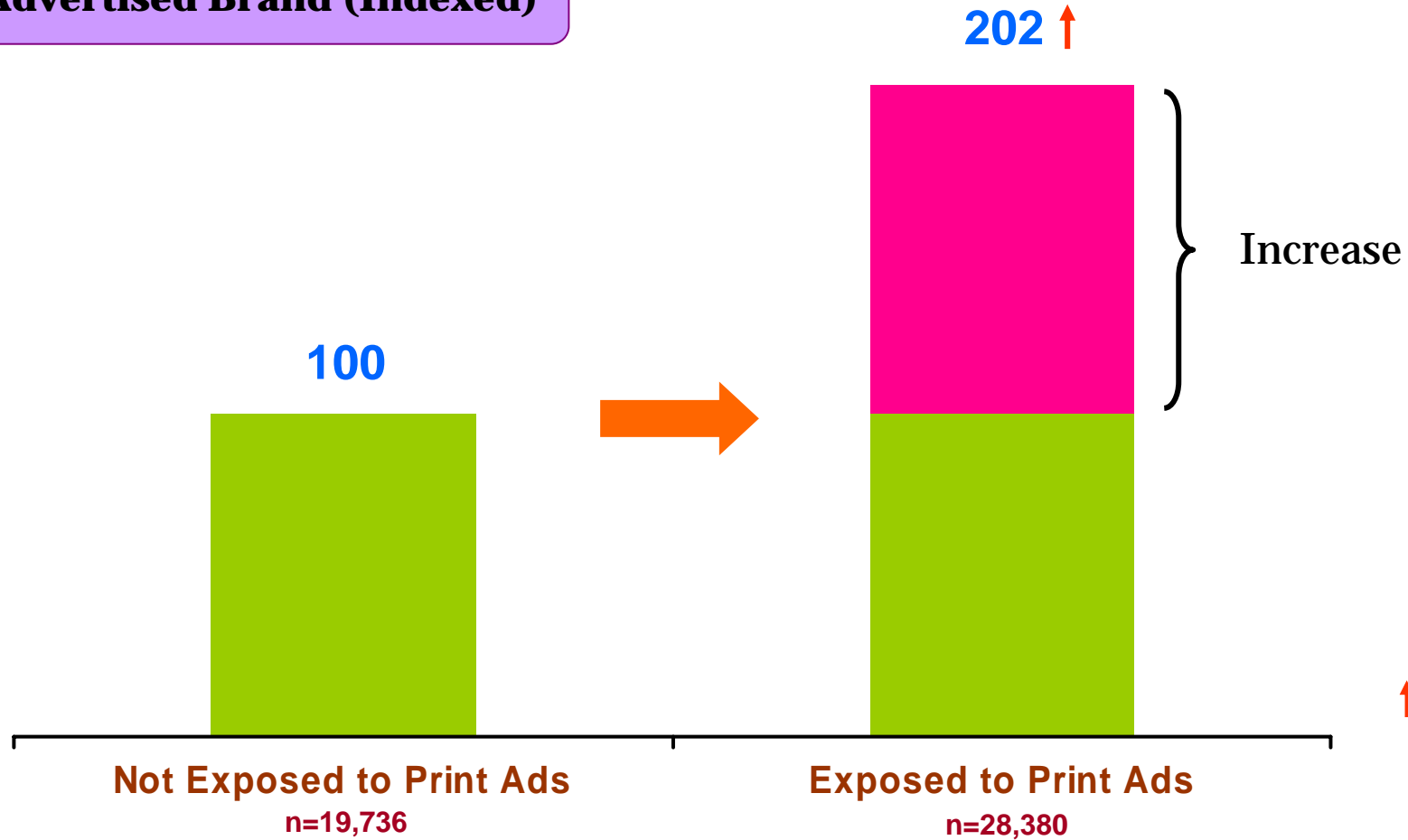


Have you seen any advertising for <ADVERTISED BRAND> recently?

Spontaneous Brand Recall – First Mention

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Top of Mind Mentions of Advertised Brand (Indexed)

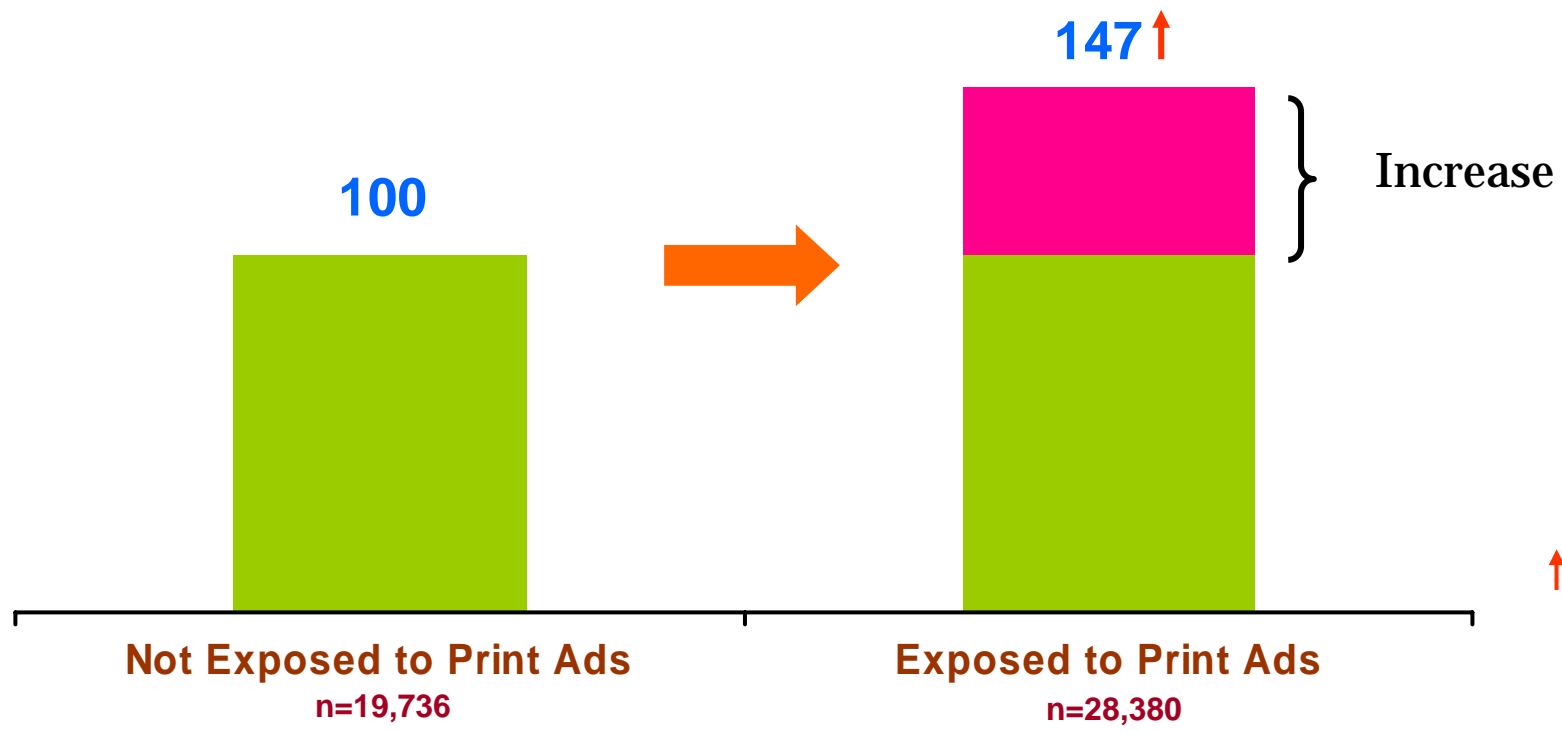


↑ = Statistically significant difference between segments

Spontaneous Brand Recall – All Mentions

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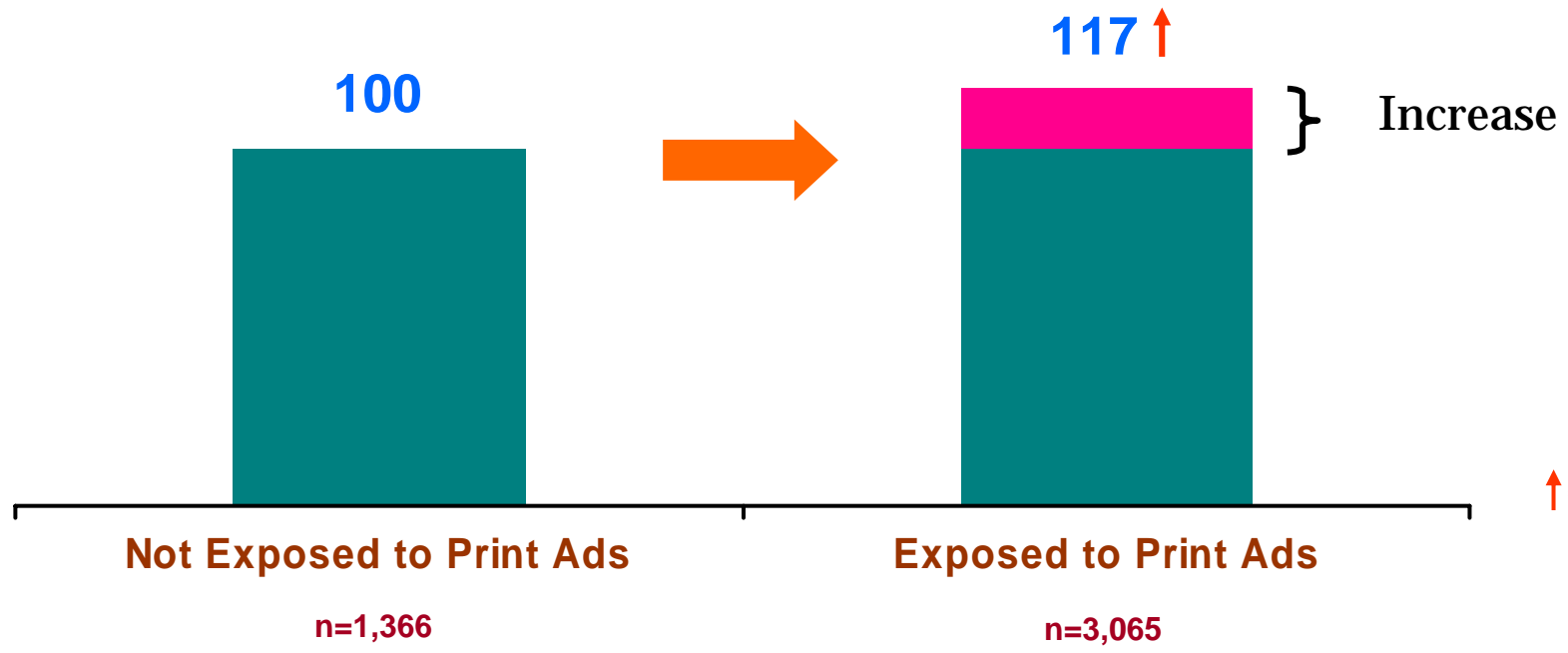
All Spontaneous Mentions of Advertised Brand (Indexed)



Thinking of the <CATEGORY> sector, what is the first company that comes to mind?
Can you think of other companies in the <CATEGORY> sector?

Brand Favourability

Positive Brand Disposition (% of Top-2-Box Ratings, Indexed)



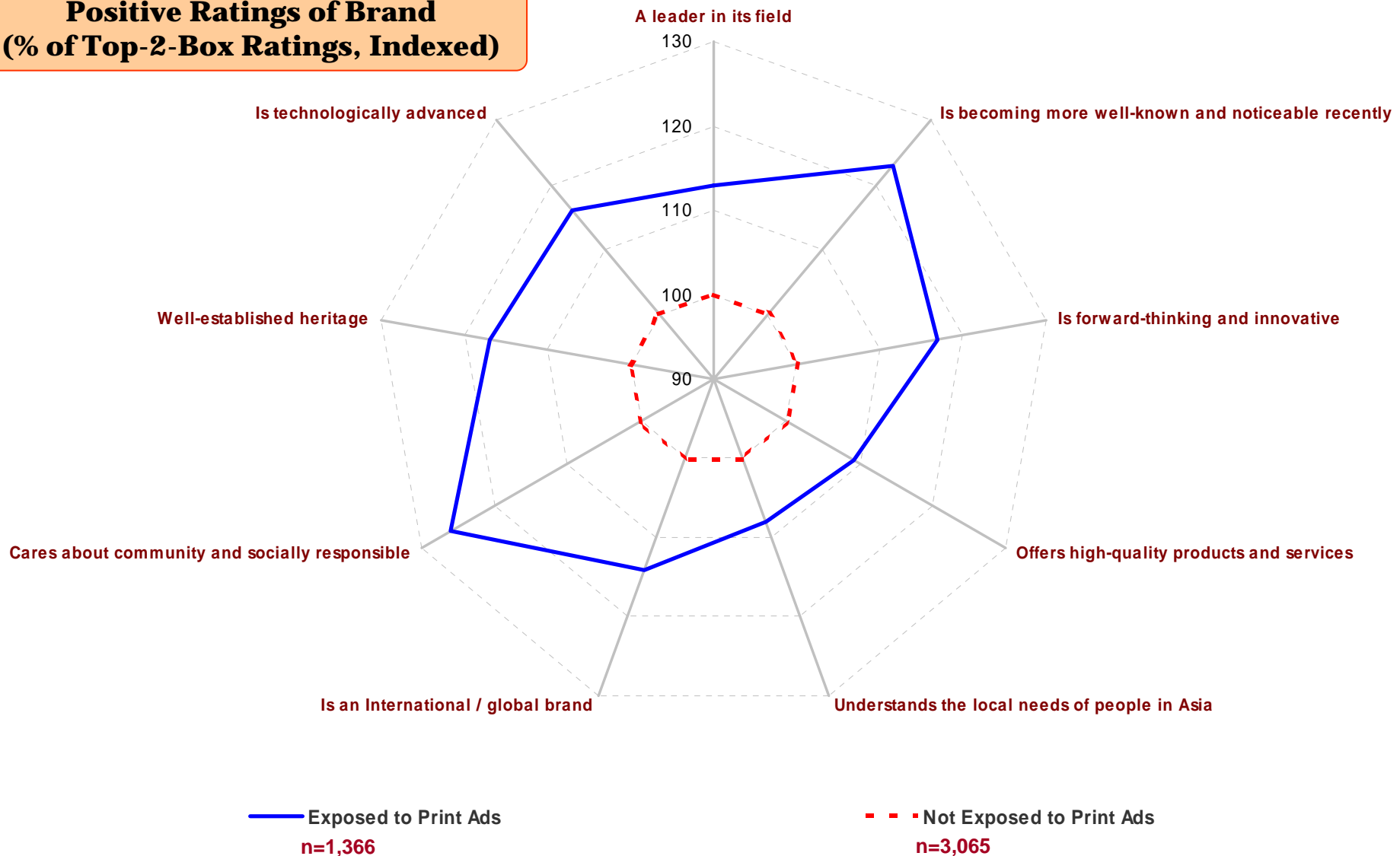
↑ = Statistically significant difference between segments



Please indicate your overall opinion of <ADVERTISED BRAND>? Please provide a rating on a scale of 1 to 7, where 7 equals "most positive" and 1 equals "least positive".

Brand Image

Positive Ratings of Brand (% of Top-2-Box Ratings, Indexed)



On a scale of 1 to 5, where 5 equals "strongly agree" and 1 equals "strongly disagree", to what extent do you agree or disagree with each of the following statements with regard to <ADVERTISED BRAND>?



Key Findings

Print + TV



Exposure Segments (Print + TV)

- The second layer of analysis explores the impact of print and television advertising exposure.

1. Not exposed to print ads, not exposed to TV ads



2. Not exposed to print ads but exposed to TV ads



3. Exposed to print ads but not exposed to TV ads



Advertising awareness
Brand awareness
Brand perception

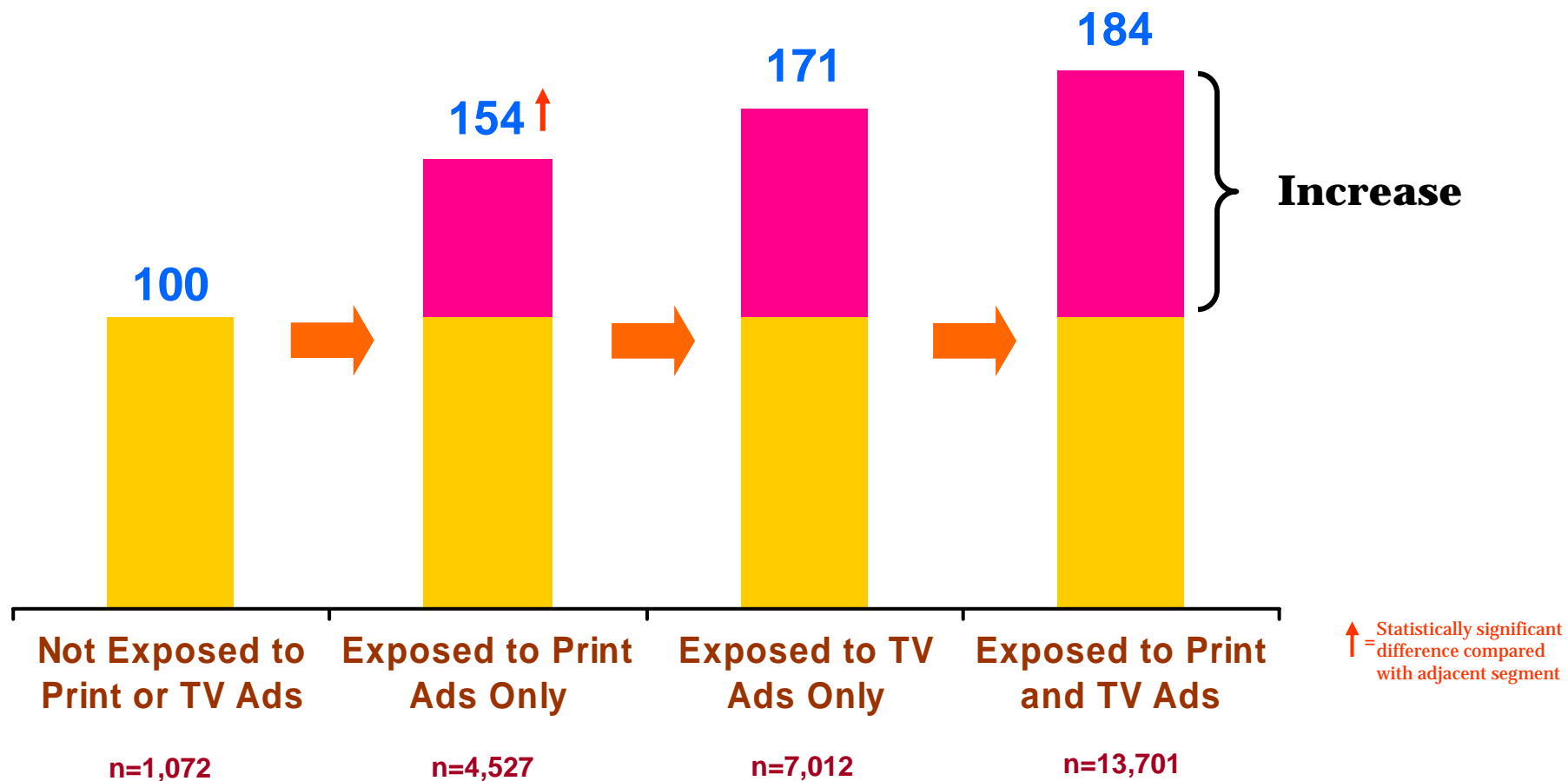
4. Exposed to TV ads and exposed to print ads



Spontaneous Ad Recall – First Mention

Top-of-Mind Recall of Advertiser (Indexed)

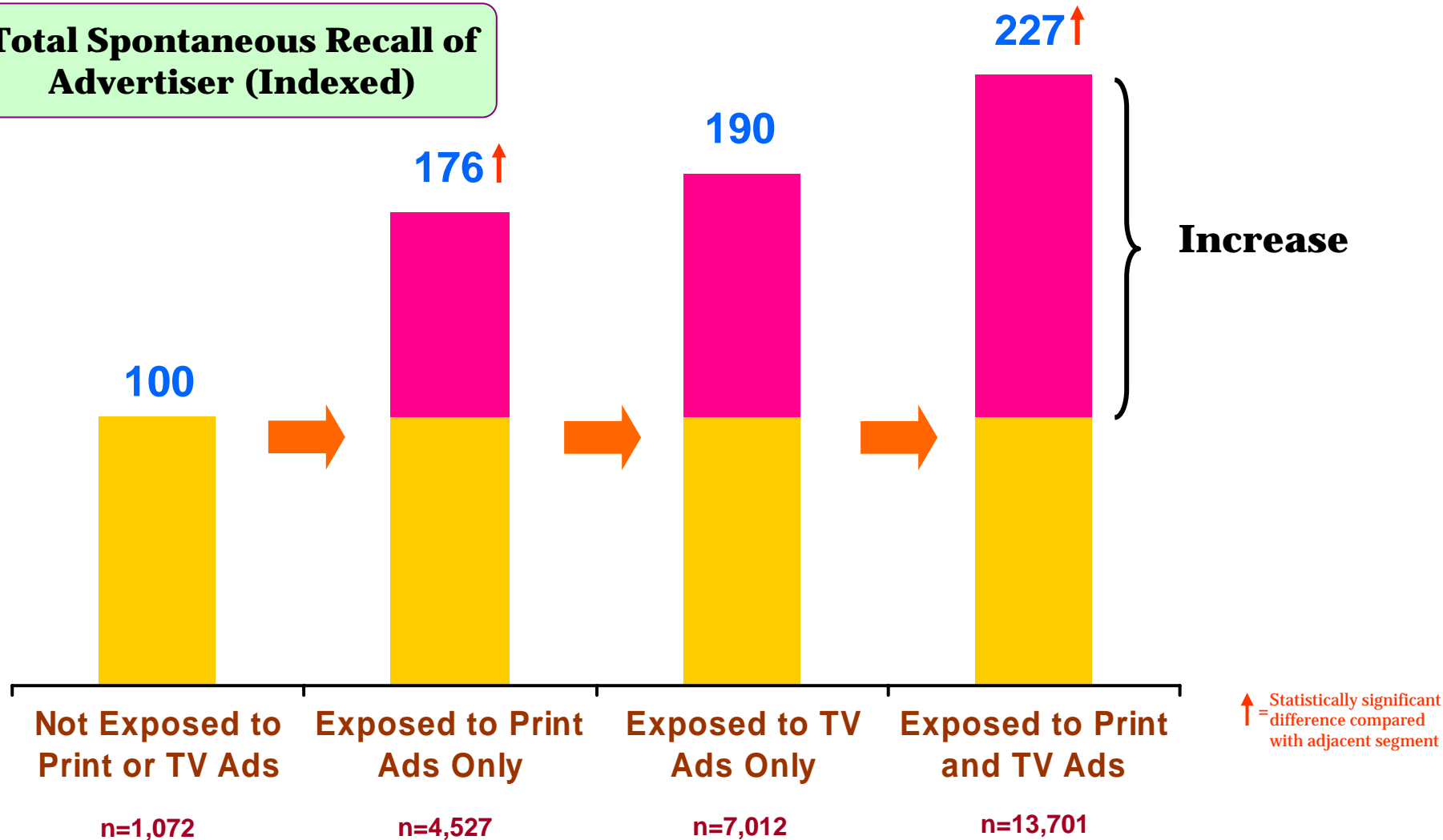
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Again thinking of the <CATEGORY> sector, can you name any companies whose advertising you have seen recently?

Spontaneous Ad Recall – All Mentions

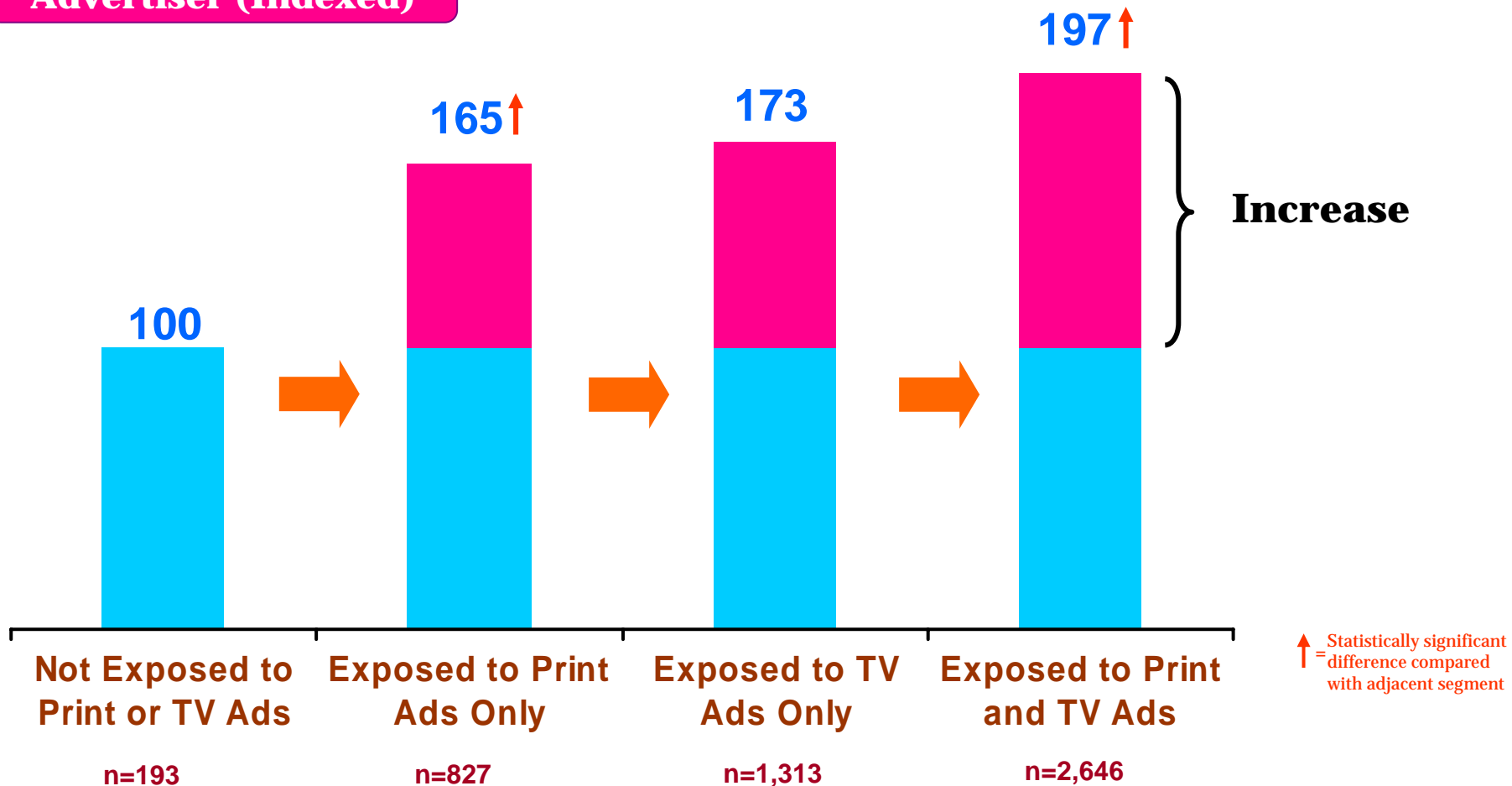
Total Spontaneous Recall of Advertiser (Indexed)



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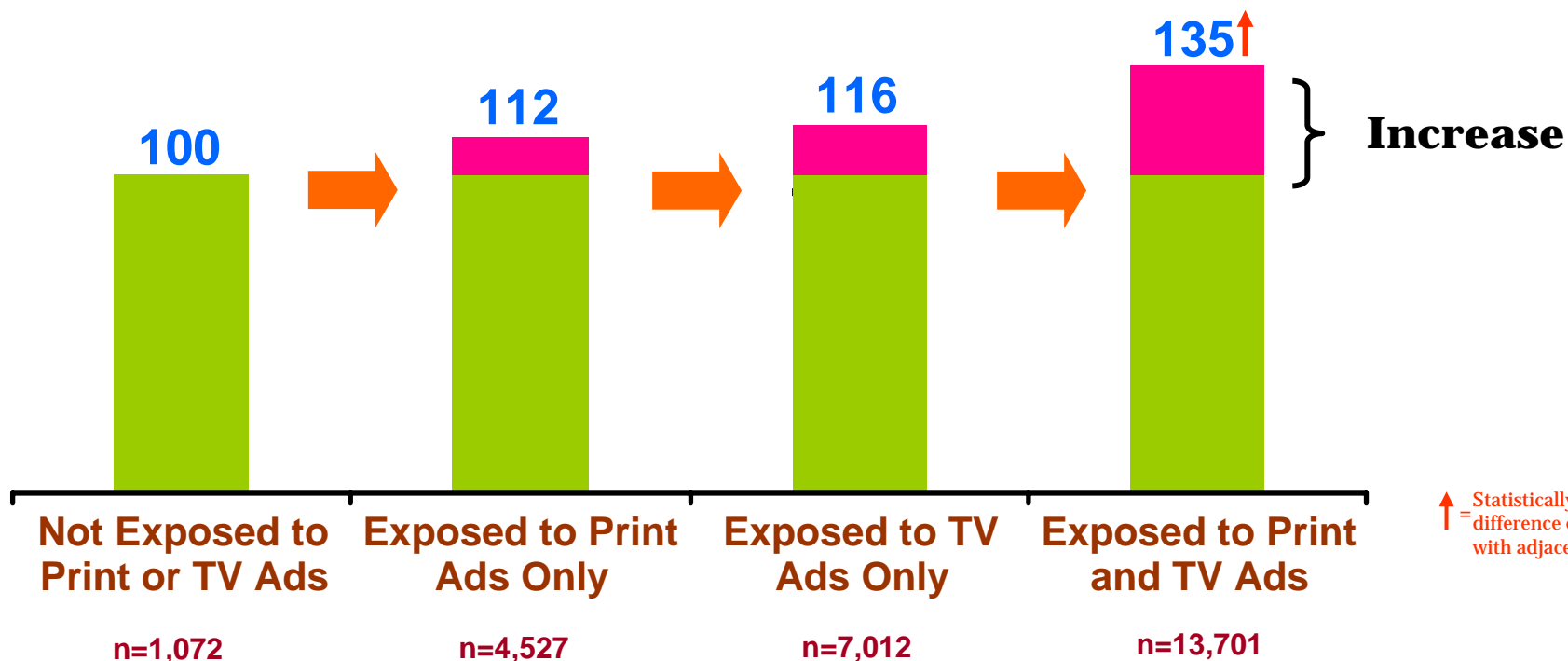
Brand-Prompted Ad Recall

Prompted Recall of Advertiser (Indexed)



Spontaneous Brand Recall – First Mention

Top of Mind Mentions of Advertised Brand (Indexed)

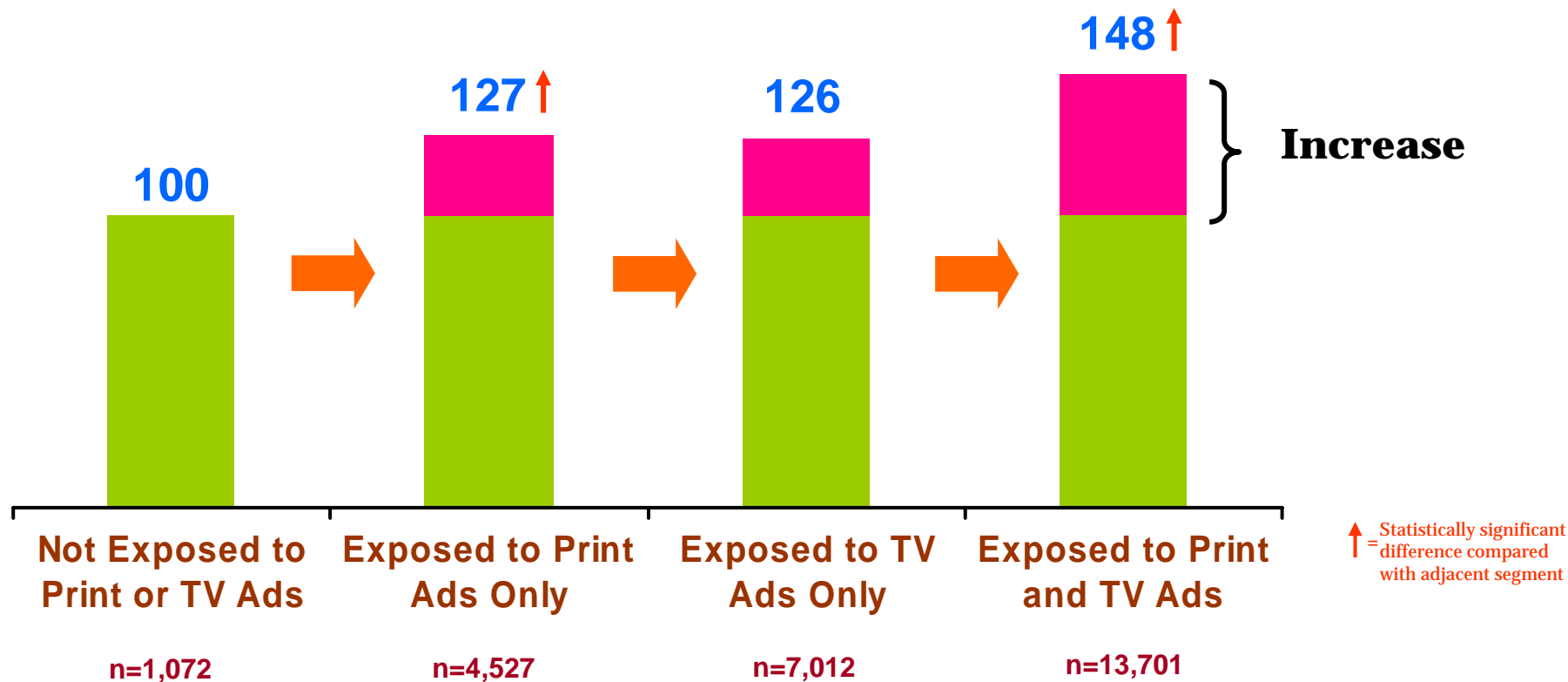


↑ = Statistically significant difference compared with adjacent segment

Thinking of the <CATEGORY> sector, what is the first company that comes to mind?

Spontaneous Brand Recall – All Mentions

All Spontaneous Mentions of Advertised Brand (Indexed)

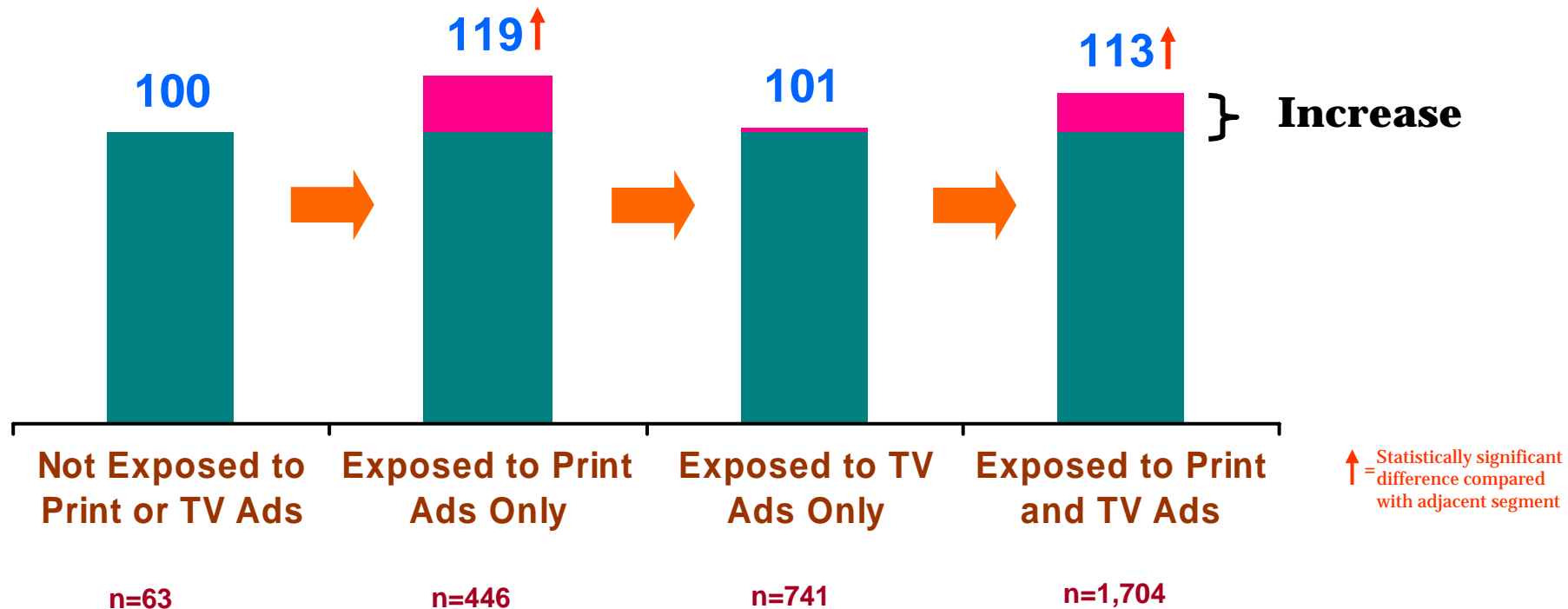


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