

## Also In This Issue

### Page 04

Celebrities Lift Beauty Ad Scores

### Page 05

Ad Rank: *Vogue*, September 2010

### Page 06

Starch's Most Wanted:  
3 Top Action-Producing Ads

### Page 07

Starch's Most Wanted Editorial:  
3 Top Action-Producing Editorial Pieces

### Pages 08—09

Starch AdNorms 12/1/09—12/31/10

Ad Trait  
Exclusive  
to Starch

## Is There Gold Beyond the Glitter of Celebrity Ads?

Although the downside of using celebrity endorsers has been in stark relief in the past few years—think of Brett Favre, Charlie Sheen or Tiger Woods—they provide significant lift to print advertising readership, according to a new analysis from Starch Advertising Research. *continued on page 3 >>*



### ROLEX WATCHES

Celebrity: Roger Federer

Ad Agency: JWT USA  
*The Week*, 3/12/2010

Ad Noting: 63%\*  
(Average for non-celebrity ads: 53%)

## Ask a Marketer:

*Patricia Singer, brand manager for Shell Oil Co., speaks to an ad unit that worked.*

*Read the Q&A on Page 2*



### SHELL OIL CO.

Ad Agency: J. Walter Thompson  
*Popular Science*, July 2010

+26% lift in Noters vs. the  
average of July 2010 ads.

### Popular Science Average

Ad Noting:

**67%**

Noted Ad Rating:

**1.9**

Have a More Favorable  
Opinion of Advertiser  
(Noters):

**37%**

>> continued from page 1

# Ask a Marketer

*Patricia Singer, brand manager for Shell Oil Co., on an ad unit that worked.*

In the midst of the BP oil spill, Shell Oil Co. unveiled an extensive new ad campaign. Included in the print, online, TV and Outdoor campaign was a stand-alone, six-page advertorial booklet tucked into a pocket in the cover of *Popular Science's* July 2010 issue. This booklet, titled "Meeting the Energy Challenge," boldly presents Shell's message that the world will soon be on the road to sustainable mobility. Our Q&A with Patricia Singer, brand manager for Shell Oil Co., explores this ad unit and why it worked.



## SHELL OIL CO.

Ad Agency: J. Walter Thompson  
*Popular Science*, July 2010

+26% lift in Noters vs. the average of all July 2010 ads.

**GfK MRI Starch Q:** *Ms. Singer, what was the idea behind this unit?*

**A:** We were reaching a new, broader target that only understood Shell to be an Oil Company, and had no brand loyalty. In fact, this group tends to be skeptical of oil companies in general. The objective was to grow favorability for Shell. The primary way to do that was to help educate this energy-concerned target on the bold, innovative initiatives Shell was undertaking in order to build a better energy future. The six-page advertorial booklet highlighted key energy issues and the initiatives Shell is undertaking to help meet demand with alternative energy sources, such as natural gas, wind energy and biofuels, etc.

**GfK MRI Starch Q:** *How do you think print complements Shell Oil Co.'s message?*

**A:** Print is a key medium to help increase understanding of Shell as an energy company of the future. We maximize the power of print either through custom advertorial units, such as the *Popular Science* unit, or positioning our ads in key environments such as energy and innovation editorial.

**GfK MRI Starch Q:** *67% of readers noted this ad unit and nearly one-in-four had a more favorable opinion about Shell after seeing this ad unit—a score that is above the average for all July 2010 ads. Based on these ROI metrics, what is your take on the level of success this ad unit had in raising awareness about Shell's role in the new energy future?*

**A:** *Popular Science* was a high-affinity publication for our target. Because the *Popular Science* reader is a science and tech enthusiast, this audience has the ability to be more critical of Shell positioning ourselves as a leader in the energy space. We were pleased that the custom unit helped drive more than one third of the readership towards our end goal of favorability.

## Six-page Cover Pocket Advertorial Unit in *Popular Science*

Ad Noting:

**67%**

Noted Ad Rating:

**1.9**

Have a More Favorable Opinion  
of Advertiser (Noters):

**37%**



**Starch's ad trait database measures celebrity ads and breaks out entertainment and sports celebrities.**

Starch analyzed more than 81,000 print ads that appeared in consumer magazines between December 2009 and September 2010. Our analysis found that while employing a celebrity spokesperson, in general, delivered a 9.4% readership lift, print ads containing an entertainment celebrity performed particularly well, garnering 15.1% more readership, on average, than ads without a celebrity. The use of sports celebrities raised consumer readership by 7.5% on average.

| Any Celebrity vs. Non-Celebrity |            |                      |        |
|---------------------------------|------------|----------------------|--------|
|                                 | No. of Ads | Average Noting Score | % Lift |
| Ads with celebrities**          | 5,076      | 58%                  | + 9.4  |
| Ads without celebrities         | 76,524     | 53%                  |        |

| Entertainment Celebrity vs. Non-Celebrity |            |                      |        |
|---|------------|----------------------|--------|
|   | No. of Ads | Average Noting Score | % Lift |
| All ads with celebrities-entertainment    | 3,076      | 61%                  | + 15.1 |
| Ads without celebrities                   | 76,524     | 53%                  |        |

| Sports Celebrity vs. Non-Celebrity |            |                      |        |
|------------------------------------|------------|----------------------|--------|
|                                    | No. of Ads | Average Noting Score | % Lift |
| All ads with celebrities-sports    | 988        | 57%                  | + 7.5  |
| Ads without celebrities            | 76,524     | 53%                  |        |

While few consumers will admit that a celebrity endorsement influences their decision to buy a product, in terms of helping with the first task in filling up the purchase funnel—getting consumers to read your ad—these data show that the star power of a celebrity endorsement moves the readership needle in magazines.



**Top Scoring Entertainment Celebrity Ad  
COVERGIRL & OLAY SIMPLY AGELESS FOUNDATION  
Ad Agency: Grey Worldwide  
House Beautiful, March 2010  
Ad Noting: 91%**

\* Composition targeted based on audience data not released in GfK MRI's National or Issue Specific studies.

\*\* Includes Entertainment, Sports, and Other celebrities.



# SNAPSHOT

## CELEBRITIES LIFT BEAUTY AD NOTING SCORES

Beauty companies are at the forefront of celebrity endorsements—nearly 30% of print ads featuring celebrities are tied to a beauty product. How do these ads perform? A Starch analysis that isolated over 6,000 beauty ads shows that beauty ads with a celebrity in them scored significantly better than non-celebrity beauty ads in terms of Noting: 63% Noting vs. 56% Noting, respectively.

| Beauty Category Ads            |            |           |
|--------------------------------|------------|-----------|
|                                | No. of Ads | Ad Noting |
| Beauty ads with celebrities    | 1,465      | 63%       |
| Beauty ads without celebrities | 4,924      | 56%       |

### Ads that outperformed the beauty category ad average:



#### COVERGIRL LIQUILINE BLAST EYE LINER & SMOKY SHADOWBLAST EYE SHADOW COMBO PENCIL

Celebrity: Drew Barrymore  
Agency: Grey Advertising  
*Cosmopolitan*, July 2010  
Ad Noting: 87%



#### AVON ETERNAL MAGIC WOMEN'S FRAGRANCE LIQUID

Celebrity: Zoe Saldana  
Agency: WPP Group's SoHo Square  
*Allure*, April 2010  
Ad Noting: 66%

For additional information, such as a break out by gender or age group, please contact your GfK MRI representative or email [info@gfkmri.com](mailto:info@gfkmri.com)

## NEW! Starch en Español

Measuring approximately a dozen Hispanic consumer titles in 2011.



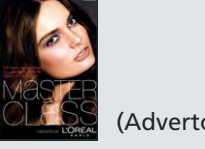
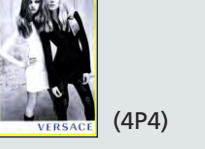

Contact your GfK MRI representative for more information or email [info@gfkmri.com](mailto:info@gfkmri.com).





# Ad Rank: Vogue, September 2010

Starch SmartSystem lets you rank ads according to performance within a title. Here are the Top 5 Noted ads in Vogue, September 2010, which contained 195 ads.

| Rank | Advertiser Name   | Noted Ad Rating %* | Noted Audience | AdNorm Index Noted | Noted |
|------|---|--------------------|----------------|--------------------|-------|
| 1.   |  (2CG4P)<br>Ralph Lauren Romance Women's Fragrance                           | 5.64               | 12,802,000     | **                 | 90%   |
| 2.   |  (4P4)<br>Ralph Lauren Apparel  | 5.58               | 12,659,000     | 139                | 89%   |
| 3.   |  (Advertorial 8P4)<br>L'Oréal Paris Multi Beauty Aids & Hair Care Products | 5.45               | 12,375,000     | 119                | 87%   |
| 4.   |  (4P4)<br>Versace Dresses Women  | 5.20               | 11,806,000     | 120                | 83%   |
| 5.   |  (+G10P4)<br>Gap Premium Black Pants Women                                 | 5.14               | 11,664,000     | **                 | 83%   |

\* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population according to 2010 Spring Survey of the American Consumer.

\*\* Not enough of this type of unit to calculate an AdNorm Index Noted.

Contact your GfK MRI Salesperson for information on your title's ad rankings.

# Starch's Most Wanted: 3 Top Action-Producing Ads

Top scoring ads appearing Fourth Quarter 2010 based on specific actions taken by Noters.

Note that Issue Specific audience measurement is exclusive to Starch. Issue Specific audiences as reported in the Issue Specific Readership Report.



Ad Trait Exclusive to Starch

Tried/plan to try the recipe: 54%

#1 Out of More Than 550 Ads  
OCEAN SPRAY CRANBERRY JUICE

Agency: Arnold Worldwide

Publication: *Every Day with Rachael Ray*, 12/1/10

Size/Color: 1P4

Issue Specific Audience: 6,283,000



Ad Trait Exclusive to Starch

Tried scent strip: 50%

#1 Out of More Than 250 Scent Strip Ads  
GIORGIO ARMANI ACQUA DI GIOIA  
WOMEN'S FRAGRANCE

Agency: McCann Erickson

Publication: *Elle*, 11/1/10

Size/Color: 2C154

Issue Specific Audience: 5,929,000



Net Purchased Actions (Considered Purchase, Purchased): 85%

#1 Out of More Than 33,510 4Q'10 Ads  
LIBBY'S CANNED PUMPKIN & CARNATION EVAPORATED MILK COMBO

Agency: Publicis USA

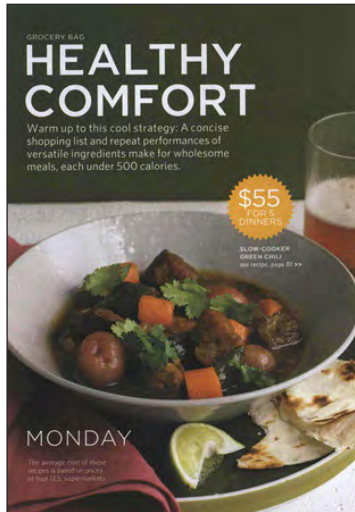
Publication: *Family Circle*, 11/1/10

Size/Color: 1P4

Issue Specific Audience: 18,829,000

# Starch's Most Wanted: 3 Top Action-Producing Editorial Pieces

Top Scoring Editorial Fourth Quarter 2010 that generated reader action among Noters.



Took any action: 91%  
**#1: GROCERY BAG — HEALTHY COMFORT**  
 Everyday Food, 10/1/10

Bought/ordered product/service featured in article: Nearly 1 in 3 (29%)  
**#1: TASTE TEST — TWO OJS GET THE OKs**  
 Cooking Light, 10/1/10



Save for future reference: 1 in 2 Noters (57%)  
**#1: MENU PLANNER**  
 Every Day with Rachael Ray, 12/1/10

Base: Noters. Database of edit self-selected by clients and/or Starch. Starch measures 3 editorials per 25 ads that appear in each issue.



# Starch AdNorms: 12/1/2009—12/31/2010

The industry standard.

Starch AdNorms now include Actions Taken data and reflects 12/1/09—12/31/10 data.



|   | No. of Ads     | Noted (%) | Assoc. Noters % | Any Action Taken Noters % |
|---|----------------|-----------|-----------------|---------------------------|
| <b>All Ads</b>  | <b>117,242</b> | <b>53</b> | <b>85</b>       | <b>60</b>                 |
| <b>Size/Color &amp; Cover Position</b>                |                |           |                 |                           |
| Spread Four Color                                     | 9,087          | 58        | 85              | 58                        |
| One Page Four Color                                   | 70,092         | 53        | 85              | 59                        |
| One-Third & One Page Four Color                       | 2,732          | 53        | 88              | 62                        |
| Vertical One-Third Page Four Color                    | 6,710          | 43        | 83              | 63                        |
| Horizontal One-Half Page Four Color                   | 5,633          | 45        | 82              | 62                        |
| 2nd Cover Spread Four Color                           | 1,783          | 76        | 88              | 58                        |
| 3rd Cover One Page Four Color                         | 2,498          | 60        | 84              | 59                        |
| 4th Cover One Page Four Color                         | 2,810          | 64        | 88              | 59                        |
| <b>Product Categories—Top 50 in Terms of # of Ads</b> |                |           |                 |                           |
| Amusements & Events                                   | 1,503          | 53        | 81              | 64                        |
| Apparel Retailers                                     | 2,228          | 56        | 82              | 59                        |
| Apparel—Direct Response                               | 1,307          | 47        | 72              | 53                        |
| Automotive & Travel—Direct Response                   | 747            | 51        | 83              | 64                        |
| Bakery Goods (Fresh, Frozen, Refrigerated, etc.)      | 899            | 61        | 92              | 72                        |
| Bath Soaps & Toiletries                               | 856            | 61        | 93              | 69                        |
| Beauty, Health & Medical Services                     | 1,442          | 45        | 75              | 57                        |
| Boats, Boat Motors & Accessories                      | 1,089          | 51        | 83              | 66                        |
| Building Equipment, Fixtures & Systems                | 863            | 50        | 81              | 58                        |
| Business Propositions & Employment Recruitment        | 694            | 45        | 79              | 60                        |
| Business—Direct Response                              | 673            | 50        | 81              | 59                        |
| Candy & Mints   | 692            | 65        | 94              | 72                        |
| Cars & Light Trucks, Factory: Sales & Leasing         | 4,790          | 58        | 92              | 52                        |
| Cat & Dog Food  | 877            | 47        | 87              | 49                        |
| Computer Software                                     | 804            | 46        | 77              | 56                        |
| Credit Cards & Travelers Checks                       | 1,076          | 53        | 93              | 49                        |
| Dairy Products & Substitutes                          | 1,633          | 61        | 90              | 68                        |
| Dresses, Suits, Formalwear & Bridalwear               | 1,574          | 57        | 79              | 66                        |
| Drug & Toiletry—Direct Response                       | 1,507          | 44        | 73              | 46                        |
| Eye Makeup  | 781            | 66        | 95              | 70                        |

continued >>



|  | No. of Ads | Noted (%) | Assoc. Noters % | Any Action Taken Noters % |
|--|------------|-----------|-----------------|---------------------------|
| Face Makeup                              | 783        | 61        | 95              | 63                        |
| Feminine Hygiene Products                | 723        | 50        | 90              | 59                        |
| Financial Products & Services            | 2,440      | 46        | 83              | 50                        |
| Furniture & Mattresses                   | 673        | 52        | 78              | 59                        |
| General—Direct Response                  | 1,599      | 46        | 72              | 50                        |
| Home & Building Retailers                | 1,752      | 55        | 84              | 63                        |
| Home & Building—Direct Response          | 1,273      | 56        | 86              | 59                        |
| Hunting Equipment                        | 749        | 57        | 87              | 68                        |
| Jewelry                                  | 1,110      | 54        | 77              | 57                        |
| Laundry Soaps & Preparations             | 738        | 57        | 94              | 70                        |
| Medicated Products & Remedies-Non-RX     | 863        | 50        | 87              | 64                        |
| Organizations                            | 1,682      | 50        | 75              | 57                        |
| Other Alcoholic Beverages                | 836        | 61        | 88              | 65                        |
| Prescription Medications                 | 3,201      | 39        | 78              | 38                        |
| Print Media (Except Books)               | 675        | 51        | 70              | 54                        |
| Property & Casualty                      | 1,098      | 54        | 90              | 47                        |
| Public Transportation                    | 1,234      | 55        | 86              | 60                        |
| Resorts & Travel Accommodations          | 3,843      | 51        | 81              | 63                        |
| Retailers NEC                            | 820        | 53        | 82              | 63                        |
| Scents, Fragrances & Perfumes            | 1,627      | 58        | 89              | 58                        |
| Shampoos, Conditioners & Rinses          | 909        | 55        | 89              | 63                        |
| Skin Care Products                       | 3,128      | 56        | 91              | 65                        |
| Sport Shoes                              | 791        | 61        | 89              | 63                        |
| Sportswear & Jeans                       | 1,076      | 59        | 86              | 62                        |
| Telecommunications Providers/Services    | 1,392      | 53        | 90              | 53                        |
| Television & Cable Television            | 2,618      | 57        | 86              | 61                        |
| Vehicle Accessories & Equipment          | 4,811      | 52        | 86              | 69                        |
| Vitamins, Nutrition Supps, Reducing Aids | 3,394      | 47        | 79              | 56                        |
| Watches                                  | 1,349      | 56        | 87              | 57                        |
| Wine & Wine Coolers                      | 802        | 50        | 79              | 65                        |

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit Starch Advertising Research's SmartSystem for more extensive data. The data in this report have been composition targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the GfK MRI *Survey of the American Consumer* and the GfK MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all Starch Syndicated studies from October 2008 onward. For more information on this composition targeting approach, please contact your GfK MRI sales representative.

© Copyright 2009-2011, GfK Mediamark Research & Intelligence, LLC.