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How Impactful are Consecutive Page Ad Units?

Consecutive page ad units are a departure from the norm. Are they worth the investment? *continued on page 3 >>*



**THIERRY MUGLER ANGEL
WOMEN'S FRAGRANCE**
In Style, December 2011
Noted: 84%
Any Action Taken: 60%

Ask a Marketer

Erich Marx, Nissan USA Director of Social Media & Interactive Marketing, on Nissan Versa Sedan's digital ad, the first iAd to use the gyroscope technology of the iPhone for an immersive 3D experience.

Read the Q&A on Page 2



**NISSAN VERSA
DIGITAL AD**
Sports Illustrated
digital issue
12/19/11

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Ask a Marketer

Erich Marx, Nissan USA Director of Social Media & Interactive Marketing

Nissan Versa Sedan's print ad campaign ran in over 14 English- and Spanish-language titles, as well as digitally in the 12/19/11 iPad issue of Sports Illustrated. The ad, **which can also be seen on YouTube**, brings the car to life by using the iPad's gyroscope to provide an innovative and immersive experience. We spoke with Erich Marx, Nissan USA Director of Social Media & Interactive Marketing, about Nissan Versa Sedan's iAd.



NISSAN VERSA DIGITAL AD
Sports Illustrated digital issue
12/19/11

GfK MRI Starch Q: Nissan Versa Sedan ran an immersive digital ad in the December 19, 2011 iPad issue of Sports Illustrated. What made Nissan decide to use the iAd to bring the Nissan Versa to life?

A: This immersive experience was developed for the all-new Nissan Versa Sedan as an innovative showcase for the features and benefits that the Versa delivers. Given that the Versa target customers are heavily invested in their mobile devices and Nissan's leading experience with developing mobile ads, we saw this as the opportunity to bring the closest thing possible to a showroom experience to the target customer.

GfK MRI Starch Q: Do you see this digital print ad as a complement to or as completely separate from the print magazine ads that ran during calendar year 2011?

A: We definitely view each element of any of our campaigns as complements. Our campaigns are designed with an expectation that target audiences are going to engage with our brand across different media channels, if we do our jobs right on the media side. Then the challenge is to exploit each medium to its creative and technical potential in a way that maximizes the total experience a consumer can have with a Nissan through our campaigns.

GfK MRI Starch Q: How did you measure success for the digital ad? Was it awareness, sales or something else?

A: We employ a rich set of tools to measure our campaign performance across the purchase funnel. We are able to measure lifts in Awareness, Purchase Consideration and Intent. Of course we're also looking at all of the direct response and engagement metrics that digital allows. We have a very robust suite of optimization tools and practices that we bring to bear.

GfK MRI Starch Q: Did you run in other media such as TV? If not, why?

A: Yes, the Versa Sedan launch campaign had a full media mix that employed TV and all of the major media channels.

GfK MRI Starch Q: Have you received feedback on how consumers have responded to this digital ad?

A: The ad engagement and direct response metrics we're seeing are clear indicators that this ad unit hit its mark. Audiences who get to experience this innovative ad are compelled to explore the Versa in an exciting and immersive way and as a result, are more inclined to become Nissan Versa owners.

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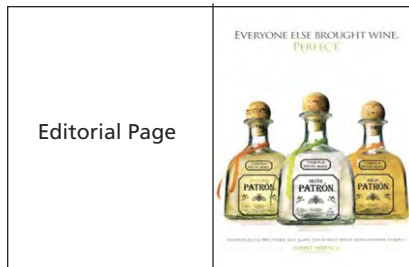
How Impactful are Consecutive Page Ad Units?

There is a growing focus on all things digital in the advertising and publishing industries, but print still holds tremendous appeal. Advertisers continue to innovate with ads on the printed page—from **QR codes** to **scented paper ads** and consecutive page ads. Consecutive page ad units run on alternate pages and deliver a continuous message from one page to another. Starch Advertising Research has always measured these units, but in January 2011, SmartSystem introduced a new code—the “R” prefix—to identify this type of ad. Using Starch data, we explored whether the usage of consecutive right-hand page ad units positively impacts advertising effectiveness scores. The layout of all of the multi-page units that we investigated can be seen below:

TWO PAGE UNITS:



1S4: Spreads

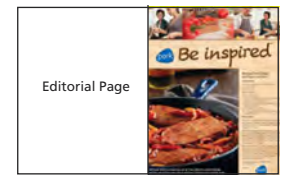
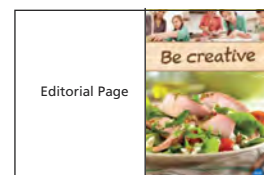


R2P4: Consecutive right-hand page ad units consisting of two pages of right-hand ads that follow each other

THREE PAGE UNITS:



3P4: A three-page ad unit made up of a spread and 1P4 that run consecutively



R3P4: Consecutive right-hand page ad units consisting of three pages of right-hand ads that follow each other

>> *continued*



>> How Impactful are: Consecutive Page Ad Units? *(continued from page 3)*

The Investigation Begins

Starch analyzed Noted scores for over 116,000 ads appearing in consumer magazines between January-December 2011. Our investigation unearthed 332 sets of R2P4 or R3P4 ads—only 0.3% of all ads. As part of this investigation, we also pulled ad units of equivalent size such as 1S4 and 3P4 units.

Noted Scores Experience a Noticeable Lift for R2P4 ads but not for R3P4 ads

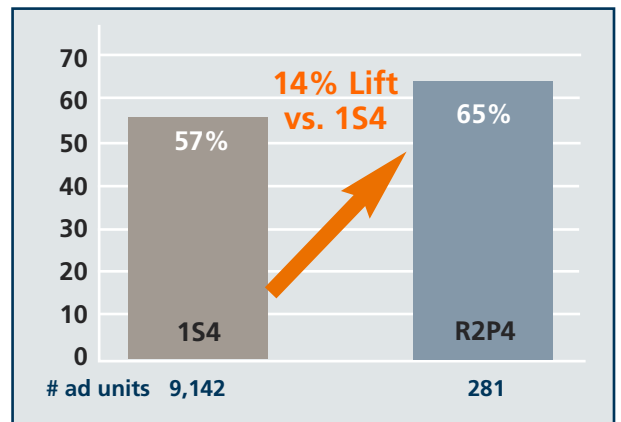
There is compelling evidence that shows consecutive ad pages outperform equivalent multi-page ads in terms of Noted scores. In the case of two-page units, 1S4 units averaged a 57% Noted score. R2P4 delivered an average Noted score of 65%, 8 percentage points higher than the average 1S4 (a 14% lift), which is statistically significant. *(see chart, upper right)*

We next looked at three-page ad units. 3P4 units delivered an average Noted score of 69%. R3P4 units performed better on average – a 71% average Noted score, a 3% lift over 3P4 ad units. Note, however, the 3% lift between 3P4 (69%) and R3P4 (71%) is not statistically significant. *(see chart, right)*

Conclusion

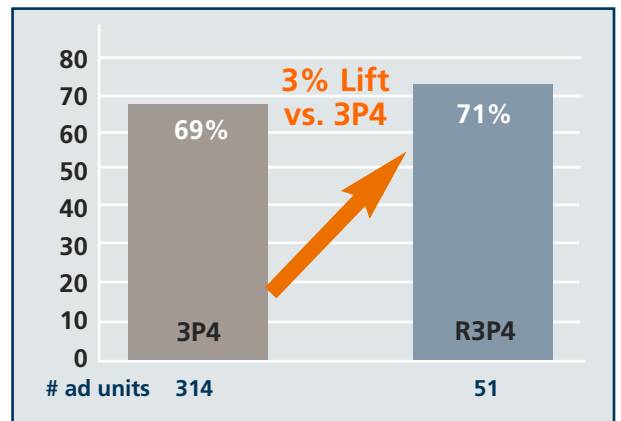
The data illustrate that, in general, as far as Noting of the ad unit is concerned, two ads on alternate pages perform better than spreads. In the case of three-page units, there is no lift but, at the same time, there is no loss of impact. Overall, if an advertiser uses Noted score as the key standard for advertising effectiveness, it makes a great deal of sense to consider consecutive-page ads to communicate a brand's message.

Average Noting Scores Ad Size/Color Comparison: 1S4 vs. R2P4



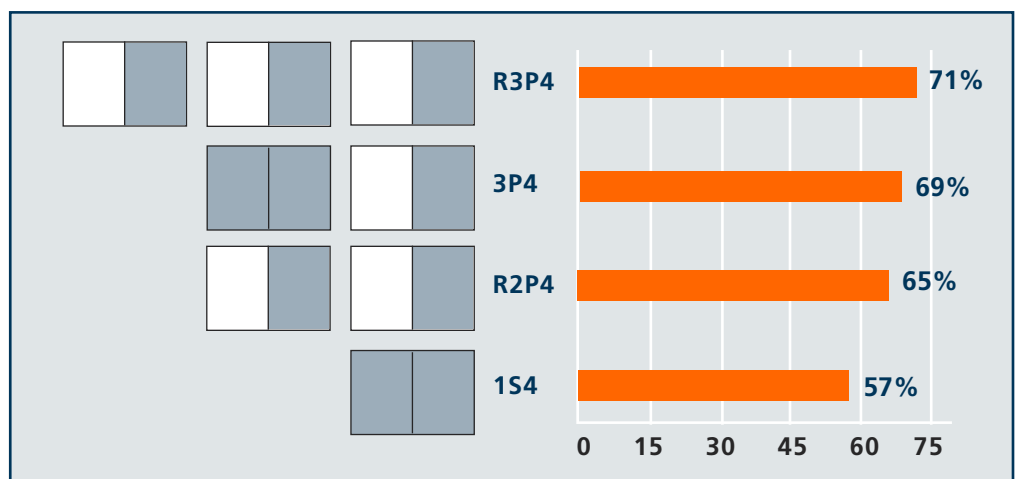
Source: Starch Advertising Research, Jan.-Dec. 2011

Average Noting Scores Ad Size/Color Comparison: 3P4 vs. R3P4



Source: Starch Advertising Research, Jan.-Dec. 2011

Ad Effectiveness Scores for Ad Units Noted



Source: Starch Advertising Research, Jan.-Dec. 2011. Note: There are 18 December issues not included as their data had not been released by the time of this analysis.

TURNING THE PAGE ON TWO-PAGE ADS

Examples of R2P4 Ads that Outperformed 1S4 Ads

We drilled deeper into the Starch Database for brands that ran the same creative as both spreads (1S4) and two-page consecutive page ads (R2P4). We searched for ad campaigns that ran in the same title in order to rule out the variability of magazine audiences from one title to another. Out of over 116,000 ads that ran January-December 2011, we found only a handful of ads that fit our qualifications:

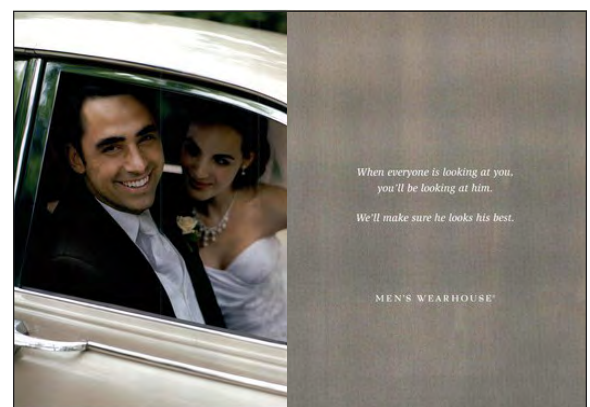


AMERICAN EXPRESS MEMBERSHIP REWARDS PERSONAL CREDIT CARD

Publication: *The New Yorker*, 4/4/11
R2P4, pages 9 & 11
 Noted: 64%
 Any Action Taken: 59%

AMERICAN EXPRESS MEMBERSHIP REWARDS PERSONAL CREDIT CARD

Publication: *The New Yorker*, 3/28/11
1S4, pages 20-21
 Noted: 50%
 Any Action Taken: 43%



MEN'S WEARHOUSE CLOTHING STORE

Publication: *Brides*, September 2011
R2P4, pages 237 & 239*
 Noted: 70%
 Any Action Taken: 74%

MEN'S WEARHOUSE CLOTHING STORE

Publication: *Brides*, December 2011
1S4, page 40-41
 Noted: 56%
 Any Action Taken: 78%

*Note: these ads each ran opposite an advertorial page

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TURNING THE PAGE ON TWO-PAGE ADS

Examples of R2P4 Ads that Outperformed 1S4 Ads



PATRON VARIOUS TEQUILA

Publication: *Food & Wine*, July 2011

R2P4, pages 93 & 95

Noted: 75%

Any Action Taken: 78%



PATRON VARIOUS TEQUILA

Publication: *Food & Wine*, December 2011

1S4, pages 96-97

Noted: 67%

Any Action Taken: 62%



THIERRY MUGLER ANGEL WOMEN'S FRAGRANCE

Publication: *In Style*, December 2011

R2P4, pages 207 & 209

Noted: 84%

Any Action Taken: 60%



THIERRY MUGLER ANGEL WOMEN'S FRAGRANCE

Publication: *In Style*, October 2011

1S4, pages 26-27

Noted: 61%

Any Action Taken: 45%

StarchMetrix Expands to Asia



GfK has been active in Asia-Pacific for nearly 20 years, with offices in key markets such as: Australia, China, Hong Kong, Korea and Singapore. We spoke with **Lee Risk, Director at GfK Asia**, about the launch of StarchMetrix tests in Hong Kong and Singapore and what it means to advertisers in the region.

GfK MRI Starch Q: What can you share with us about the magazine market in Singapore and Hong Kong?

A: The print industry in both Singapore and Hong Kong is very vibrant. In both markets there is a mix of well-known global magazine brands with local editions as well as some very strong local magazine brands. In Hong Kong, many of the most popular magazines are published weekly and have a huge amount of content. This highlights Hong Kong as a marketplace of readers who are always hungry for the latest trends, gadgets and gossip. The choice of magazines in both Singapore and Hong Kong for consumers is huge given the diverse cultures and interests of the populations.

GfK MRI Starch Q: StarchMetrix will soon launch as tests in Singapore and Hong Kong. How can marketers, publishers and advertising agencies in these markets benefit from StarchMetrix?

A: StarchMetrix will bring a level of granularity to the measurement of magazine engagement not seen before. Rather than looking at circulation or readership, StarchMetrix will focus on the percentage of readers who recall an ad and, more importantly, ask them about the actions they took or intend to take after being exposed to the ad. For all stakeholders this helps in more accurately assessing ROI on print investments. With GfK carrying out this analysis across many of the most popular magazines in Singapore and Hong Kong, we will be able to deliver new insights to all parties looking at the same ads across publications and measure both the efficiency and effectiveness of these placements. This will aid marketers, publishers and advertising agencies in the more effective placement of ads.

GfK MRI Starch Q: While rare in the United States, it's not unusual to find sizeable inserts such as scarves and beauty products packaged with Hong Kong magazines. Will StarchMetrix measure these types of inserts?

A: This is quite popular and these free inserts can be in high demand depending on the product and brand being offered. We will be measuring readers' views on these free inserts and will ask them about how the insert influenced their decision to purchase the publication. GfK will do this by adding customized questions to the survey, which is another feature of StarchMetrix.



**Lifestyle Magazine
December 2011
Singapore**



**Cosmopolitan, January 2012
Hong Kong**

Included with an issue of *Cosmopolitan*: an issue of *Cosmopolitan Beauty and Health* and a sample of Estee Lauder Advanced Night Repair.

Starch's Most Wanted: 3 Top Scoring Ads

Top scoring ads appearing in 4th Quarter 2011 based on specific Actions Taken by Noters.



One of my favorite brands: 68%

#1 Out of More Than 30,640 Ads

REYNOLDS WRAP

Publication: *Food Network Magazine*, November 2011

Size/Color: 1P4



Data from Starch en Español

Don't use but it's worth trying: 41%*

#1 Out of More Than 1,050 Ads in Hispanic Titles

AFLAC VARIOUS INSURANCE

Publication: *People en Español*, 10/1/11

Size/Color: 1P4



Plan to try the recipe: 49%

#1 Out of More Than 490 Ads with a Recipe

MCCORMICK VANILLA EXTRACT

Publication: *Woman's Day*, December 2011

Size/Color: 1P4

* Note: Starch en Español data are not composition targeted

StarchMetrix Canada: 3 Top Scoring Ads

Since its April launch, StarchMetrix in Canada has measured nearly 5,700 ads placed across 15 titles. Below are three of the top performing ads that ran April 1-December 19, 2011.



Noted: 82%

#1 Out of 5,664 Ads

MCDONALD'S RESTAURANTS

Publication: *Best Health*, 9/1/11

Size/Color: 1P4



Took Any Action: 94%

#1 Out of 5,664 Ads

PHILADELPHIA CREAM CHEESE

Publication: *Today's Parent* 6/1/11

Size/Color: 1P4



Visited/Plan to Visit Dealership: 1 in 5 (19%)

#1 Out of 117 Ads

DODGE GRAND CARAVAN

Publication: *Canadian Family*, 4/1/11

Size/Color: 4C1P4