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StarchMetrix Canada:  
3 Top Scoring Ads

## 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

Contact us

Phone: 1-800-310-3305

Email: [info@gfkmri.com](mailto:info@gfkmri.com)



# 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.



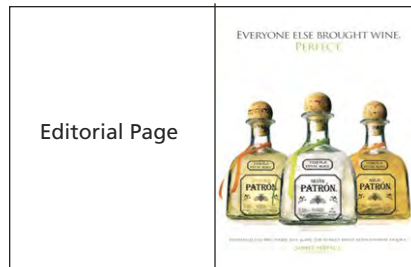
# How Impactful are Consecutive Page Ad Units?

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

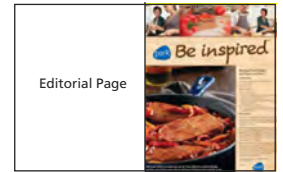


**R2P4:** Consecutive right-hand page ad units consisting of two pages of right-hand ads that follow each other

## 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

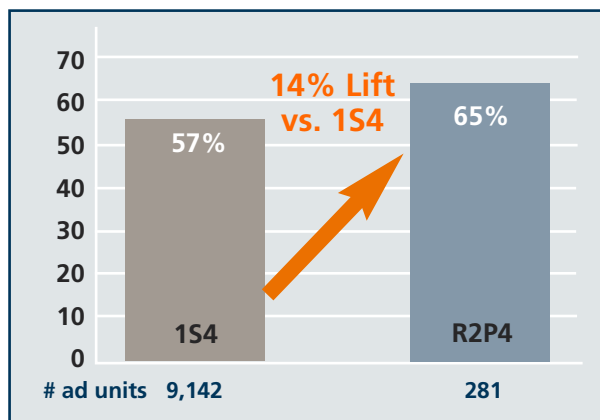
There is compelling evidence that shows consecutive ad pages outperform equivalent multi-page ads in terms of Noted scores. In the case of two-page units, 1S4 units averaged a 57% Noted score. R2P4 delivered an average Noted score of 65%, 8 percentage points higher than the average 1S4 (a 14% lift),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

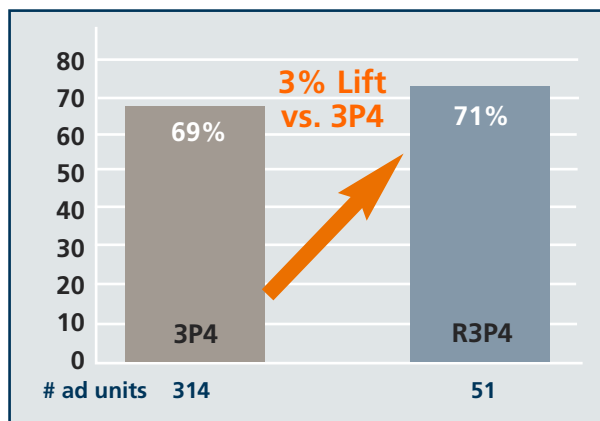
The data illustrate that, in general, as far as Noting of the ad unit is concerned, two ads on alternate pages perform better than spreads. In the case of three-page units, there is no lift but, at the same time, there is no loss of impact. Overall, if an advertiser uses Noted score as the key standard 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



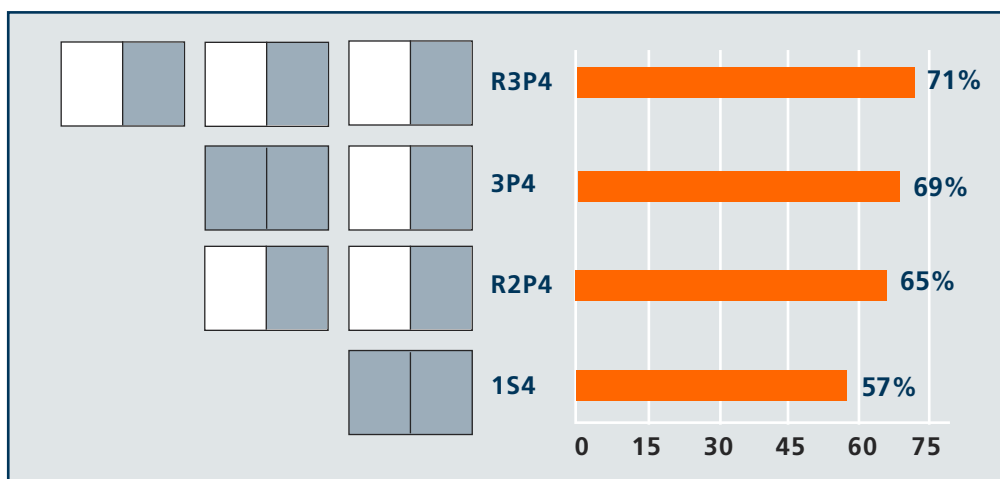
Source: Starch Advertising Research, Jan.-Dec. 2011

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:



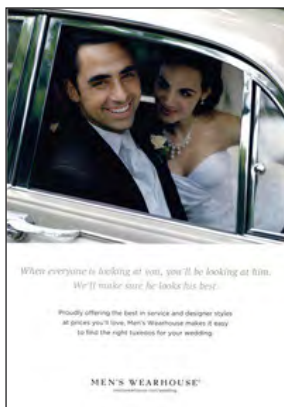
### AMERICAN EXPRESS MEMBERSHIP REWARDS PERSONAL CREDIT CARD

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



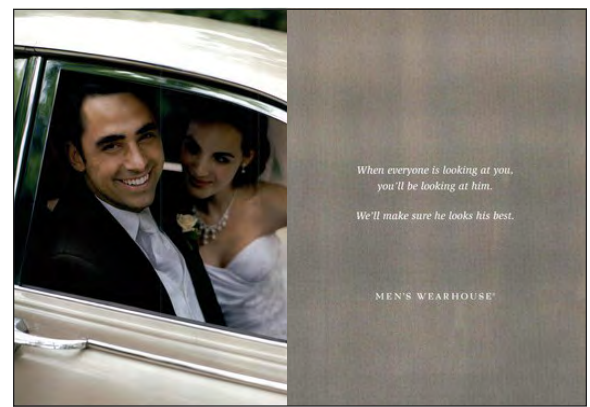
### AMERICAN EXPRESS MEMBERSHIP REWARDS PERSONAL CREDIT CARD

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

>> continued

>> continued from page 5

## 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

COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
<b>Article Topics</b>										
<b>Effects of Size/Color</b>										
Do Ads in Digest-Size Magazines Work?	x									
<b>Effects of Positioning</b>										
Left Hand Pages and Quartiles		x								
The Impact of Ad Adjacencies on Readership			x							
Consecutive Page Ad Units									x	
<b>Principles of Print Advertising</b>										
Bridal Magazine Ad Facts	x									
Does Ad Clutter Matter?						x				
Magazine Favorability is Rising...But Did It Ever Drop? (Power of Print story)				x						
Toyota and brand disposition pre- and post-recall		x				x				x
Print Advertising Works (compares ad Noters vs. Non-Noters)						x				
Print Makes Sense for eReader/Tablet Brands							x			
<b>Ad Traits &amp; Creative Insights</b>										
Celebrities Lift Beauty Ad Scores					x					
Introducing the Ad Traits database		x								
"New," "Save" or "Free"? Which Word is The Most Powerful in Advertising?				x						
Think Different: Run "Actions Taken" Data Against Ad Traits			x							
How Effective Are Qr Codes?							x			
Call-to-Sniff: Scented Paper Ads that Appeal to the Senses								x		
Social Media Mention		x								
Starch's Most Wanted: 3 Top Scoring Ads										x
Ad Rank: Lucky Magazine, June 2012										x
<b>StarchMetrix and Español</b>										
StarchMetrix: Canada						x		x	x	
StarchMetrix: Hong Kong									x	
StarchMetrix: Singapore									x	
StarchMetrix: China										x
StarchMetrix: United Kingdom						x				x
Starch en Español (USA)						x	x	x	x	
<b>Digital</b>										
5 Insights From Starch Digital							x			
<b>Parent Company/Brand</b>										
ABC/Desperate Housewives				x						
Aflac									x	
Amazon/Kindle			x		x					
American Express	x								x	
Apple/iPad Tablet			x		x		x			
Audi/ Audi 5000										x

COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
Aurora Food Products/ Duncan Hines		x								
Avon					x					
Barilla/Barilla Pasta			x		x					
Barnes & Noble Nook eBook Reader							x			
Bayer Corporation/Aleve			x		x					
Bed Bath & Beyond	x		x		x					
Bermuda Tourism			x		x					
Bose						x				
Burberry				x						
Calvin Klein				x						
Campbell Soup Company/Campbell Soup			x		x					
Coca-Cola/ Minute Maid/ Simply Orange							x			
Chanel	x									
Chrysler / Dodge									x (Canada)	
Clarins Fragrance Group / Thierry Mugler Angel										
Clorox/Burt's Bees								x		
Coty / Sally Hansen				x			x			
Coty/ OPI Nail Color										x
De Beers Jewelry						x				
Disney (Cruises)						x				
Dolce & Gabbana Men's Fragrance							x			
Ebay.com	x									
Estee Lauder / Clinique								x		
Fidelity Investments				x						
Frito-Lay/ Lay's				x						
Gap Apparel/ Banana Republic				x						
Gap Apparel/ Gap	x			x	x					
Gap Apparel / Old Navy							x			
GE/GE Appliances			x		x					
Giorgio Armani S.p.A/ Giorgio Armani										x
Gruppo Campari / Skyy Vodka							x			
Harbor Freight Tool Store			x		x					
Heinz / Ore-ida/ Bagel Bites	x									
Hershey's		x								
Hewlett-Packard						x				
Honda		x				x				
Inter Parfums, Inc /Burberry Fragrance		x								
JC Penny	x									
Johnson & Johnson / Neutrogena								x		
Kellogg Company / Keebler								x		
Kraft Foods / Philadelphia Cream Cheese								x	x (Canada)	
Lego Group	x									
L'Oreal/ Essie Nail Color										x
L'oréal/ Garnier Fuctis				x						
L'oréal/ Garnier Nutritioniste	x									
L'oréal/ Giorgio Armani (Fragrance)										



COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
L'oréal/ Paris					x					
L'oréal/ Ralph Lauren (Fragrance)					x					
Lowe's	x									
LVMH/ Donna Karan				x						
Macy's	x	x								
Mars Inc. / M&M		x								
McCormick									x	
McDonald's Restaurants									x (Canada)	
Men's Wearhouse									x	
Merck/Gardasil			x		x					
Microsoft Office							x			
Mother's Car Care Products							x			
Multiple Sclerosis Society		x								
National Fluid Milk Processor		x						x		
Nestle/DiGiorno Pizza							x			
Nestle/ Libby's					x					
New Line Cinema/ Valentine's Day			x		x					
Nissan USA/ Nissan Versa									x	
Ocean Spray Cranberries					x					
Old Orchard/ Healthy Balance Raspberry Juice			x		x					
P&G/ Align			x							
P&G/ Cover Girl					x			x		
P&G/ Febreze								x		x
P&G/ Metamucil			x							
P&G / Mr. Clean								x		
P&G/ Oil of Olay					x			x		
P&G/ Pantene			x							x
P&G/ Pepto-Bismol			x		x					
P&G/ Prilosec			x							
P&G/ Pampers	x									
P&G/Gillette (UK)										x
Paramount Pictures & DreamWorks /Kung Fu Panda 2 movie						x				
Pfizer / Prevna 13				x		x				
Polo Ralph Lauren (Apparel)					x					
Porsche						x	x			
Progressive								x		
Reckitt Benckiser / Airwick									x	
Reynold's Metals Company / Reynold's Wrap					x					
Royal Dutch Shell/ Shell Oil		x								
Sainsbury's (UK)										x
S.C. Johnson / Ziplock	x									
Sargento							x			
Sephora										x
Sony 3D HDTV	x									
Teleflora		x								
Tiffany & Co. Jewelry										x

COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
Thomson Rifles		x								
Toyota / Camry, Tacoma, Sienna										x
Unilever/Ben & Jerry's					x					
Unilever / Clean & Clear								x		
Unilever/Dove								x		
Unliever/ Magnum Ice Cream Bars										x
Versace					x					
VF Corporation / Lee Jeans								x		
Wal-Mart		x								
Yamaha		x								
Zappos								x		
<b>Magazines</b>										
All You								x		
Allure					x	x				
Arthritis Today			x							
Better Homes & Gardens		x	x							
Bicycling		x								
Bridal Guide		x							x	
Brides						x		x	x	x
Business Week			x	x						
Cooking Light			x		x					
Cooking with Paula Deen			x					x		
Cosmopolitan					x	x		x		
Cycle World		x								
Details							x			
Ebony			x							
Elle			x		x	x				
Entertainment Weekly				x			x			
ESPN the Magazine							x			
Essence				x						
Every Day with Rachael Ray	x				x					x
Everyday Food					x					
Family Circle			x		x					
Family Fun			x							
Fashion Magazine (Canada)								x		
Fitness			x	x			x			x
Flare (Canada)								x		
Food & Wine									x	
Food Network Magazine									x	
Glamour						x	x			
Good Housekeeping	x		x							
GQ							x			
Harper's Bazaar						x				
Health								x		x
Hemispheres							x			

COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
House Beautiful	x						x			
Hunting		x								
In Style						x	x		x	
In Touch Weekly								x		
Ladies' Home Journal			x							
Life & Style Weekly				x						
Lucky			x			x	x	x		x
Marie Claire		x		x		x		x		x
Martha Stewart Living	x									
Men's Health							x			
Men's Journal							x			
National Geographic Magazine		x								
New York Magazine	x	x								
Newsweek						x	x			
O, The Oprah Magazine			x							x
OK!										x
Official Xbox			x							
Parade			x							
Parenting Early Years				x						
Parenting School Years			x							
Parents			x					x		
People			x				x	x		x
People en Espanol							x			
Popular Science					x					
Real Simple			x	x				x		x
Redbook								x		
Rolling Stone				x			x			
Scholastic Parent and Child						x				
Self						x	x	x		x
Seventeen								x		
Shape							x	x		x
Ski		x								
Soap Opera Weekly			x							
Spin				x			x			
Sports Illustrated							x		x (digi)	
Star			x							
Super Chevy							x			
Teen Vogue										
The Economist		x								
The New Yorker								x	x	
The Week					x					
This Old House	x									
Time			x	x			x			
Town & Country			x							
Travel and Leisure						x				
TV Guide			x							



COVER-TO-COVER INDEX										
	March'10	July'10	October'10	December'10	March'11	July'11	Oct'11	Dec'11	Mar'12	July '12
Us Weekly							x			
USA Weekend	x	x								
Vanity Fair				x		x	x			
Vogue	x				x	x	x			
W						x	x			
Weight Watchers		x								
Wired	x						x			
Woman's Day			x	x				x	x	x
Women's Health	x									x
Working Mother	x		x				x			
Yoga Journal										x
<b><u>Agencies</u></b>										
Amalgamated				x						
Arnold Worldwide					x					
Conde Nast										x
DDB New York			x							
Grey Worldwide					x					
J Walter Thompson					x					
McCann Erickson					x					
Merideth National Media				x						
Mindshare Cannda						x				
MPG North America				x						
Publicis USA					x					
Razorfish							x			
SoHo Square/WPP Group					x					
Sinomonitor (China)										x
Starcom USA						x				
<b><u>International</u></b>										
Best Health, Canada									x	
Today's Parent, Canada									x	
Canadian Family, Canada									x	
Lifestyle Magazine, Singapore									x	
Cosmopolitan, Hong Kong									x	
Vogue China										x
Ray Li (China)										x
Canadian Living, Canda										x
Elle, Canada										x
Chatelaine, Canada										x
Flare, Canada										x
Reader's Digest, Canada										x
Style at Home, Canada										x
Closer, UK										x
Men's Health, UK										x

# GfK MRI COVER TO COVER



GfK MRI

Insights from Starch Advertising Research into Print Ad Effectiveness

October 2012

## Left brain informs right brain: The Martin Agency's Conviction™ Modeling Approach



A look at The Martin Agency's Conviction modeling approach, which uses demographic and category metrics from Starch® to creatively find ways to extend the elements of a campaign beyond the confines of an ad page.

[read more](#)

### Latest insights

#### Starch's Most Wanted: 3 Top Scoring Ads

A look at the top scoring ads appearing on tablet or e-reader editions of March-August 2012 magazines.

[read more](#)

## The Meredith Sales Guarantee



The Meredith Sales Guarantee—proving the ROI of magazine advertising, emphasizing the importance of an advertisement's creative and identifying Starch's Percent Noted score as a key predictor of a campaign's success at lifting product sales.

[read more](#)

## Five years of September fashion issues



A deep dive into the performance of the much-buzzed-about Women's Fashion September issues.

[read more](#)

## Five principles for effective automotive advertising



Which creative elements are drivers of an auto advertisement's success? We've identified the top elements and the top-performing auto executions that ran during 2011.

[read more](#)

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**GfK MRI** 75 Ninth Avenue, 5th Floor, New York, NY 10011, United States

## Left brain informs right brain

*Guest Contributors: Liz Ausman, SVP General Media Director and Julie Runner, Associate Planning Director Engagement Team, The Martin Agency*



For those of us who spend our days in the media or analytics businesses, the increase in both quantity and quality of available data about our business is exhilarating. The Martin Agency is a unified marketing services company with creative, design, strategic planning, media, activation and analytics all under one roof. “Creative” permeates the culture here, so we spend a tremendous amount of energy looking for innovative ways to use data in service of better insights and results for our clients.

Working with GfK MRI’s Starch data in our continued development of our media and analytics work, we’ve also found many opportunities to enhance the creative design process.

One of our clients, a global company with multiple business units, undertook their first-ever global branding initiative. Their goals were to redefine their positioning, articulate a new mission, and unify their services through a campaign focused on thought leadership. The target audience for the campaign was a select group of corporate decision makers, and print was a key part of a 360° marketing program.

Within print, the creative goal was to find ways to extend the elements of the campaign beyond the confines of

an ad page. The creative team envisioned a campaign that would foster a seamless reading experience from editorial to brand message, incorporating unique integrations, adjacencies and completely customized editorial content that was developed in partnership with a select group of publishers.

The first task was to select publications that would deliver the most engaged audiences, and the highest communications impact. To do this, we employed our Conviction™ modeling approach, which combines target-specific print metrics from the GfK MRI *Survey of the American Consumer*® with demographic and category metrics for each publication from Starch as inputs. With Conviction™, we are able to assess the impact of both media and message to provide planners with better guidance about the quality, effectiveness and efficiency of the publication options available.

From the list of our high Conviction™ publications, we worked with the creative team to find opportunities to tailor content to each publication. Since this was a new approach for our client, we also needed to provide a compelling business rationale. Again, we used Starch to find examples of adjacencies to relevant content for normative benchmarking. While our creative approach was different and editorial content was customized, Starch provided empirical support to the client and publishers for the team’s creative recommendations. Some of the key questions that we were able to answer included:

- Is it worth it to give up competitive separation to be in an advertorial section?
- Does an advertorial create lift in ad response relative to a paid ad adjacency to relevant content?
- What is the relationship between perceptions of a magazine’s editorial content and the perceptions of the brand ads?

The chart on the next page outlines the findings of the category research we used to support this strategy. Five key metrics were analyzed across positions. We found that advertising placed adjacent to relevant edit did not produce a lift in metrics regarding Noting, Associating or Any Reading of the above ads with average positioning.

When multi-page custom content sections were analyzed, we uncovered some interesting response to metrics related to consumer actions. Brand ads placed within these special advertising sections did not achieve stronger results in Noting, Associating or Any Reading metrics. However, ads positioned in these sections did show a lift in actions taken and brand favorability.

[read more](#)



Taken together, and with the other information at our disposal, we showed that for the readers who are immersed in the content of the sections, the ads become more impactful. We also evaluated the advertorial content independently from the brand ads as those are measured as a separate unit. Advertorial content, incorporating brand messages outside of the typical ad units, scored much higher for overall recall, readership and brand favorability.

This data supported our strategy for aligning our client within custom content sections where we could extend the organization’s thought leadership messaging through the voice of the publication.

	Advertising Average Positioning	Advertising Adjacent to Relevant Edit	Multi-Page Custom Content Sections— Brand Ads	Multi-Page Custom Content Sections— Advertorial Content
Noted (%)	49.9	47.3	41.5	56.4
Associated (%)	42.7	40.1	33.3	39.3
Read Any (%)	41.9	40.2	35.5	48.8
Any action taken amongst Noters (%)	56.8	57.3	57.4	55.6
Have a more favorable opinion about the advertiser amongst Noters (%)	23.8	23.8	25.2	26.5

Average of all publishers in the Business and Technology category  
1/1/10-2/27/12  
All brands/advertisers

This campaign was a first-ever for our client, and due to its success, we are now in our second year of the program. We continue to incorporate Starch into our process, collaborating with our client, creative team and publishing partners to monitor performance for true “in flight” optimization. For the client, this was their first experience with Starch print effectiveness metrics, and it has quickly become a core part of their brand tracking platform.

## The Meredith Sales Guarantee

Accountability is the #1 concern among marketing executives, according to the Association of National Advertisers' "2011 Survey of Top Marketer Issues". It also tops the charts on what's most

important to marketers and agencies in Advertiser Perceptions' "Advertiser Intelligence Reports" every year. Meredith's National Media Group has addressed this concern by creating the Meredith Sales Guarantee, which guarantees some of its largest advertisers that the ad campaigns they run in Meredith titles will cause a lift product sales. The Meredith Sales Guarantee identified several key drivers in predicting whether a campaign would lift product sales. Among them is Starch's Percent Noted metric.



### The analysis

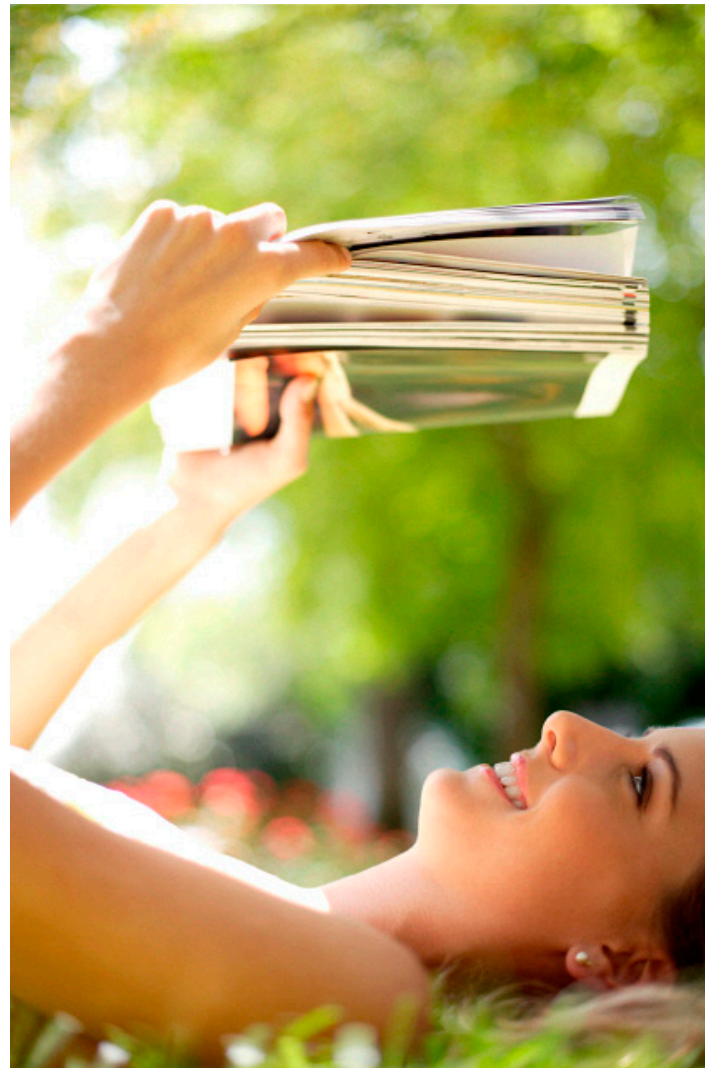
The Meredith Sales Guarantee begins by overlaying Meredith's subscriber database with Nielsen's Homescan panel. The Meredith Sales Guarantee isolates and compares measured purchase behaviors of two distinct groups: Meredith subscriber households vs. matching non-subscriber households. The two groups are matched according to demographic, geographic and offline purchase variables. The only difference between the two groups is one group subscribes to a Meredith magazine.

The annual household sales for the subscriber group—who were exposed to the ads in Meredith magazines—and non-subscriber groups are compared across 14 brands in 4 categories: Beauty, HH Goods, OTC, and Food. Return on investment (ROI) is calculated based on annual incremental sales generated per media dollar spent.

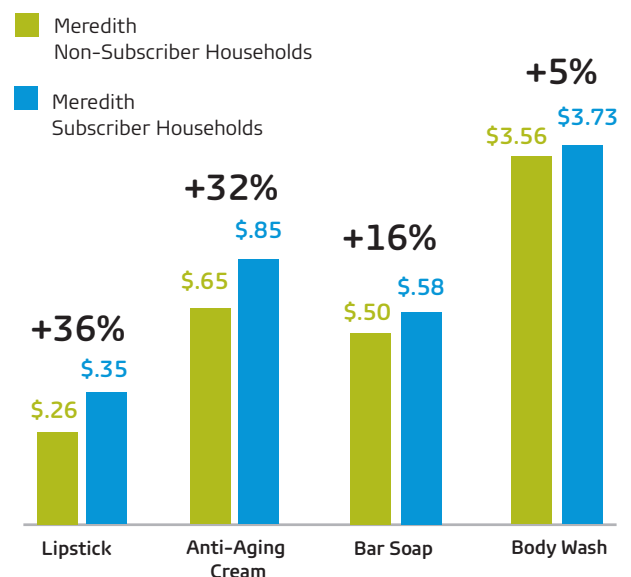
### The results

The Meredith Sales Guarantee revealed a sales lift for the subscriber group ranging from 3 percent to 36 percent vs. non-subscribers across the 14 brands that advertised in Meredith titles. For every dollar invested in Meredith titles, the 14 brands generated an average ROI of \$6.61—resulting in \$10.1 million in annual incremental sales and a +10 percent sales lift vs. the non-subscriber group. The positive ROI for individual brands ranged from \$1.69 to \$19.99 in incremental sales for every media dollar spent.

[read more](#)



### SALES LIFT PER AVERAGE HOUSEHOLD: Beauty



Average dollar purchases per panel/year (includes non-buyers).

© 2011 The Nielsen Company. Note: Calculations may not be exact due to rounding.

### Percent Noted score: strong indicator of success

Further correlation analyses of The Meredith Sales Guarantee results uncovered which metrics—including Brand Dynamics, Campaign Execution, and Print Effectiveness were top indicators of expected campaign performance. The strongest indicator of increased sales was determined to be Starch's Percent Noted metric, an indicator of breakthrough creative.

The Meredith Sales Guarantee reveals that once Percent Noted is greater than 40 percent, every 5 percent increase yields an additional \$1.64 in annualized brand dollars per exposed household.

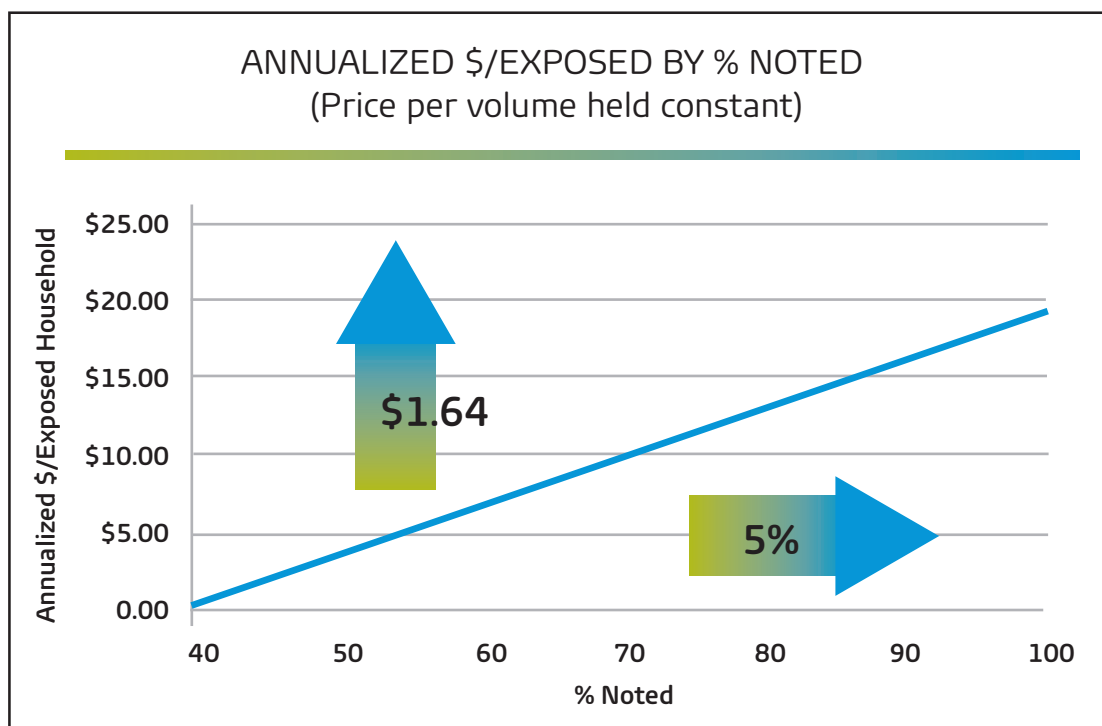
This model can be applied to a specific brand to generate an estimate. For

example, one of the measured brands had the following specifics:

<b>Annualized Incremental \$ (MM)</b>	<b>\$9.1</b>
<b>Price/Volume (unit)</b>	<b>\$5.88</b>
<b>% Noted</b>	<b>58.5%</b>

In this instance, if this brand were able to increase its Percent Noted to 63.5 percent, approximately \$1.64 million in additional incremental dollars could be expected.

As Starch has previously posited, capturing the attention of your audience and generating enthusiasm for your brand's message can translate to marketplace success.



## MAGAZINE PRINT DELIVERS

*Says Britta C. Ware, VP, Research Solutions at Meredith Corporation,*

"The Meredith Sales Guarantee provides tangible proof that magazine advertising directly impacts brand sales. It also reinforces what we all intuitively know: strong creative makes a difference on bottom-line sales results."





## Five years of September fashion issues

Mark Twain once said, “Clothes make the man. Naked people have little or no influence on society.” The influence of women’s fashion magazines on society can be felt year-round, but in September the passion for fashion reaches fever pitch. The September issues of women’s fashion magazines generate a wave of euphoria that carries both readers and advertisers.

“September magazines are a force of nature” says Mickey Galin, EVP of GfK MRI Starch Advertising Research, “With Starch, marketers have a rich historical database that quantifies the power of advertising in these September issues.”

We tapped into Starch’s rich database of 334,918 advertisements for a historical look at Women’s Fashion September issues. Our goal: to see how the September issues of Women’s Fashion titles perform relative to non-September issues—and how their advertising has been evolving. We began by looking at September 2008–December 2011 issues for the Women’s Fashion category as defined in GfK MRI’s SmartSystem: *Allure*, *Cosmopolitan*, *Elle*, *Glamour*, *Harper’s Bazaar*, *In Style*, *Lucky*, *Marie Claire*, *Self*, *Vanity Fair*, *Vogue* and *W*.

### Big, big, bigger

When it comes to September Women’s Fashion issues, *thin is not in*. As has been frequently reported in the press, September issues continue growing to staggering levels. In 2008, 1,582 ad units ran across 12 Women’s Fashion September issues. In 2009, the economic recession and subsequent global slump in advertising resulted in slimmer—but not slim—issues. However, by 2010, the September issues returned to their back-breaking levels as the number of ad units grew to 1,663 in 2011.

### September fashion issue Noted scores

Some marketers believe there is an inverse relationship between the number of advertisements in a magazine (also known as “ad clutter”) and an ad’s stopping power. The idea is that as the number of advertisements increase, Percent Noted scores decrease because advertisements now have to fight each other for readers’ attention. [As past analysis by Starch has shown, this isn’t necessarily the case.](#) And, our current analysis supports this.



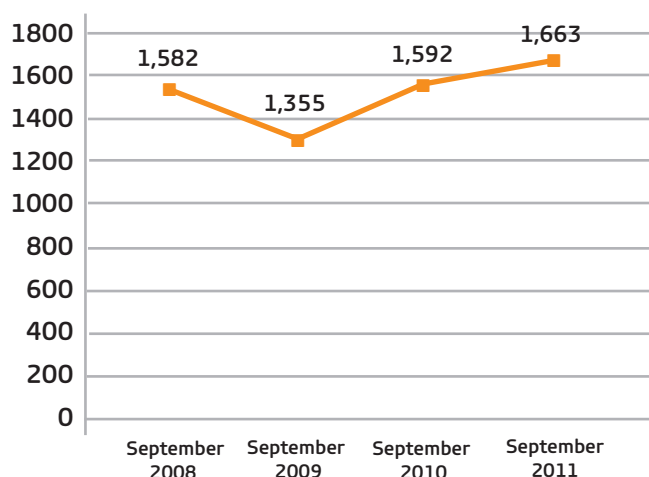
### Digital September Fashion Issues

Data on tablet, e-reader and Zinio/Coverleaf September fashion issues release begins October 25th!

The September issues may be mammoth but the average Noted scores remain on par with the average score for non-September issues.

[read more](#)

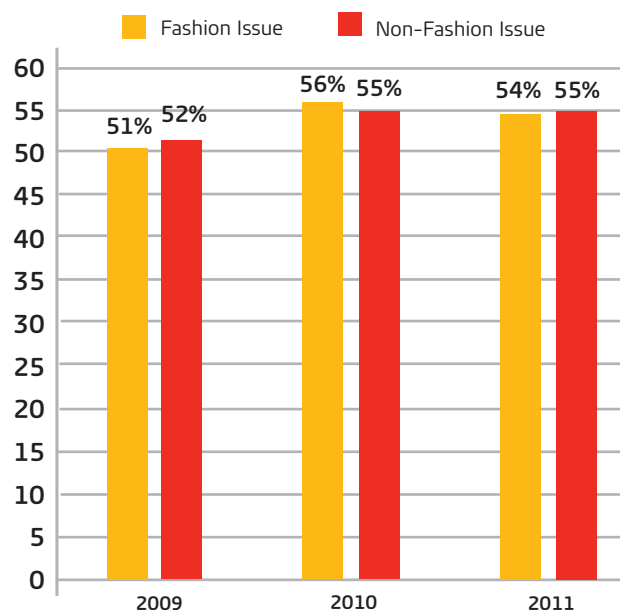
### SEPTEMBER WOMEN’S FASHION ISSUES No. of Ad Units



Note: Total number of ad units 1/3P or larger.

Ad units are not equivalent to ad pages as an ad unit can number one or more pages.

### AVERAGE NOTING SCORES



Note: 2008 excluded as data was not composition targeted and only 35 non-September 2009 issues were measured.

## September issues are read as much for the advertising as for the editorial

For lovers of fashion, the September fashion issues stir excitement for fresh fall fashion—and mindsets receptive to advertising. The results of our analysis show that the advertisements in these issues enhance the magazine reading experience. Nearly 2 out of 5 readers (38 percent) said they read their September issue as much for the advertisements as for the articles—a 9 percent lift over the 35 percent score for non-September issues. And, the advertisements in September issues were considered by 42 percent of readers to be “valuable sources of new information.”

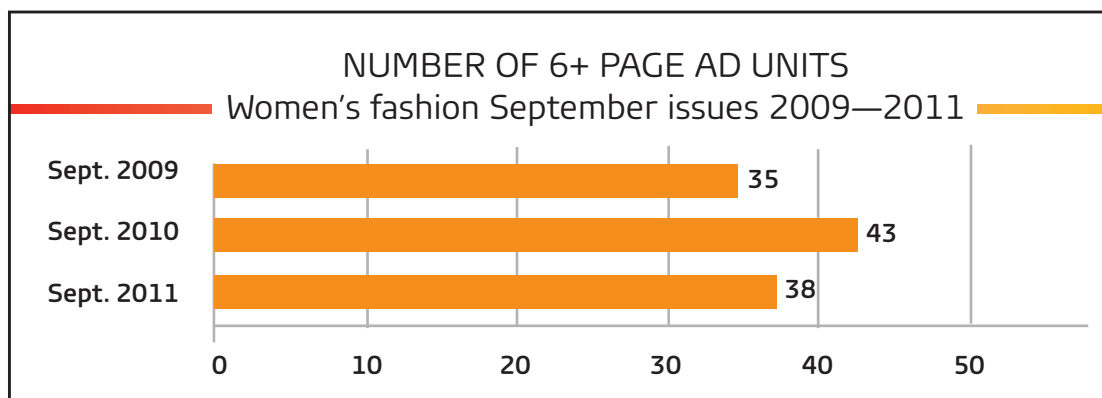
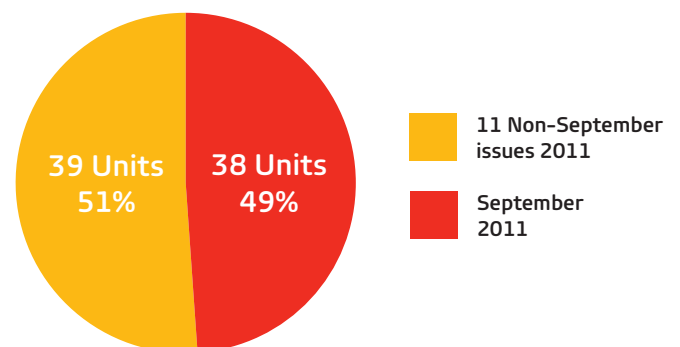
Respondent Engagement with Publication Statements	5-6 out of 6, Noted (%) September 2011 issue	5-6 out of 6, Noted (%) Non-September 2011	% Lift
I read this publication as much for the ads as for the articles.	38%	35%	9%
The ads in this publication are valuable sources of new information.	42%	40%	5%

## September issues: ground zero for multi-page ad units

September issues are known for their lush multi-page advertising units, which capture the attention of readers and can complement the multi-page editorial spreads showcasing fall fashion. Our focus was on advertising units of six or more pages that ran during January–December 2011. Of the 77 ad units we found, nearly half (49 percent) ran in a September fashion issue.

We also looked at the data historically and found that the number of 6+ page units has remained fairly constant with 2010 having the highest number of units (43) as seen in the chart below.

## HALF OF 6+ PAGE AD UNITS RAN IN SEPTEMBER



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GAP 6-page ad, *In Style*, September 2012

### September issues also attract multi-product advertisements

Our analysis also found a higher-than-normal level of multi-product advertisements in September fashion issues vs. the non-September average. During September 2011, 43 percent of advertisements in Women's Fashion titles were multi-product advertisements. This compares to 1 in 3 (32 percent) advertisements in non-September 2011 issues of Women's Fashion titles. The Percent Noted score was flat across both groups: 55 percent in the September issues and 56 percent in the non-September issues.

FASHION VS. NON-FASHION ISSUES WITH MULTI-PRODUCTS Full Year 2011		
Fashion Issue vs. Non-Fashion Issue	Number of advertisements with Multi-products	Average of Noted (%)
September Issues	<b>713</b> (43% of all Sept. ads)	<b>55%</b>
Non-September Issues	<b>3,342</b> (32% of all non-Sept. ads)	<b>56%</b>

### In conclusion

1. The number of advertising units in September fashion issues continues to rise.
2. Average Percent Noted scores for September issues are as strong as those for non-September issues.
3. September issues readers are 9 percent more likely to agree with the statement, "I read this publication as much for the ads as for the articles."
4. September fashion issues attract more multi-product and multi-page advertisements:
  - More than 2 out of 5 advertisements in the September fashion issues were multi-product ads.
  - September fashion issues carried half of all of the 6+ page ad units that ran during 2011

# Five principles for effective automotive advertising

Arresting imagery, impactful copy, and good design are the building blocks for the most effective automotive advertisements of 2011 according to GfK MRI Starch Advertising. In order to arrive at the Five Principles for Effective Automotive Advertising, we began by mining the January–December 2011 database of 3,072 single-page (1P4) and two-page automotive spreads (1S4). We next isolated top scoring automotive creatives running campaigns of 3+ pages. This left us with eight advertising campaigns that can be reliably called the **best automotive creatives of 2011**.

## Five principles for effective automotive advertising

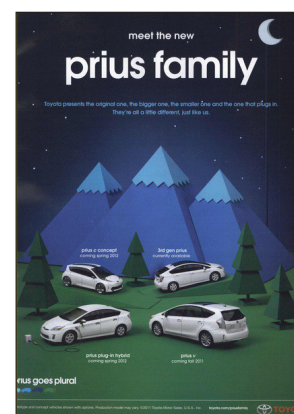
### 1. Visual spectacle: deliver immersive imagery

The top automotive creatives of 2011 each used a dynamic, visually compelling layout to forge a meaningful and memorable connection with readers.

#### Best practices:

- Bold, bright primary and secondary colors.
- The use of contrast, including distinctions in hues as well as the interplay of light and shadow.
- Immersive settings that provide an interesting landscape for viewer inspection.
- An element of storytelling that conveys attributes or themes of the vehicle visually.

The Toyota Prius Hybrid advertisement is a perfect example of this principle in action. The bright green foreground and captivating blue mountains command attention while the conceptual nature scene communicates the product's environmental awareness.



TOYOTA PRIUS HYBRID

Publication: *Newsweek*, 9/26/11  
Noted: 78 percent  
(Noted Adnorm Index 147)  
Total 2011 1P4 Insertions: 39

### 2. Visual presentation: give the vehicle its beauty shot

A strong visual presentation of the vehicle is essential to Noted scores. It instills a memorable visual sense of the product being advertised. As seen below, the Ford F-150 and Cadillac CTS advertisements use spreads to produce a commanding view of the vehicle.

#### Best practices:

- A continuous view of the automobile, rather than truncated glimpses.
- A horizontal orientation that allows for a more complete depiction of the product.
- The showcasing of the front-end of the vehicle (grill, headlights, emblem), an area of significant visual interest.
- Use of light or color contrast to distinguish the product from the contextual imagery or background of the ad.
- Emphasis on the automobile's most desirable qualities.



FORD F-150 DOMESTIC TRUCK

Publication: *Field & Stream*, 3/1/11  
Noted: 81 percent (Noted Adnorm Index 137)  
Total 2011 1S4 Insertions: 8



CADILLAC CTS DOMESTIC PASSENGER AUTO

Publication: *Men's Journal*, 3/1/11  
Noted: 80 percent (Noted Adnorm Index 136)  
Total 2011 1S4 Insertions: 31

[read more](#)

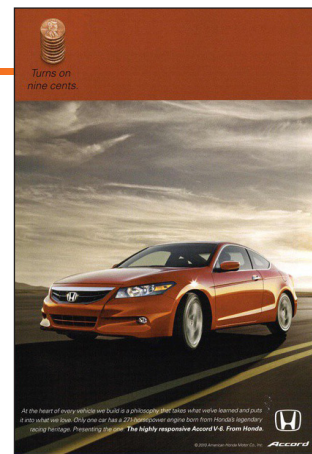


### 3. Advertising flow: guide the eyes naturally

Essential to a print ad's ability to gain reader interest is the presence of a natural flow upon the page – one that guides the readers' eyes easily and in sweeping motions across the most important image and text. Both the Honda Accord and Toyota Prius successfully carry the reader from the vehicle image to the body copy.

#### Best practices:

- Top-to-bottom designs that are consistent with readers' natural tendency to view an ad vertically: headlines at the top, image in the center, copy at the bottom.
- Aligning the front of the vehicle with the beginning of body copy, allowing readers to easily transition from the image to the text.
- Spreads that carry the gaze of readers across the page, assisted by vehicle orientation and background.
- Compact visual spaces that contain all elements in an intuitive relationship that prevents wandering eyes.



#### HONDA ACCORD ASIAN PASSENGER AUTO

Publication: *Fortune*, 1/17/11

Noted: 77 percent

(Noted Adnorm Index 145)

Total 2011 1P4 Insertions: 15



#### TOYOTA PRIUS HYBRID

Publication: *Black Enterprise*, 4/1/11

Noted: 78 percent (Noted Adnorm Index 132)

Total 2011 1S4 Insertions: 5

### 4. Headlines: tools to capture and engage

In effective automotive advertisements, a reader's experience often starts with the headline, which functions to capture the attention of the audience as well as generate enthusiasm for the ad's content and message.

#### Best practices:

- Use accessible language that is concisely presented.
- Communicate basic information about the product.
- Compel further investigation by refraining from revealing too much.
- Use humor to endear readers to the advertisement

With simple, easily understood text, the Honda Civic advertisement guides the interpretation of the advertisement, which is about product diversity.

[read more](#)



#### HONDA CIVIC & CIVIC HYBRID COMBO

Publication: *Time*, 5/2/11

Noted: 76 percent (Noted Adnorm Index 129)

Total 2011 1S4 Insertions: 14



## 5. Leave an impression—but leave them hungry for more

Frequently the last meaningful content encountered in an ad, body copy satiates the readers' desire for more information and ultimately leaves a powerful impression. It greatly affects scoring outcomes.

### Best practices:

- Brief, simple sentences employing easily understood language.
- Typeface that emphasizes clarity over style.
- Clearly defined product features and benefits that will have a positive effect on readers.
- Themes that anticipate and address concerns of the audience.
- Relate the experience the consumer will gain with the product.

The Ford Explorer and Toyota ads shown at right both show this principle through their use of short sentences, clear typeface and a message that focuses on the product benefits.

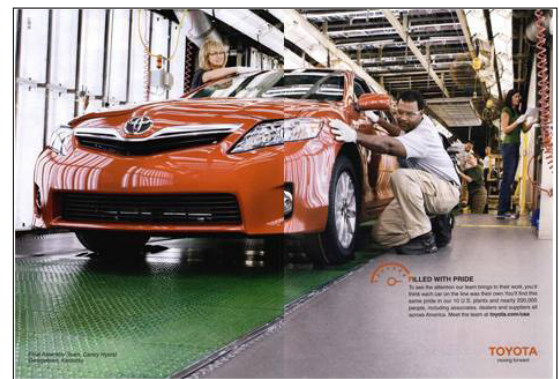
### Email [info@gfkmri.com](mailto:info@gfkmri.com) for more information on:

- The five principles for effective automotive advertising.
- The effects of magazine genre on the scoring success of automotive ads.
- A collection of successful automotive ads in the Any Actions Taken metric.
- Brand Disposition and its effect on Percent Noted scores.



#### FORD EXPLORER DOMESTIC SUV

Publication: *Coastal Living*, 2/1/11  
 Noted: 81 percent (Noted Adnorm Index 137)  
 Total 2011 154 Insertions: 19



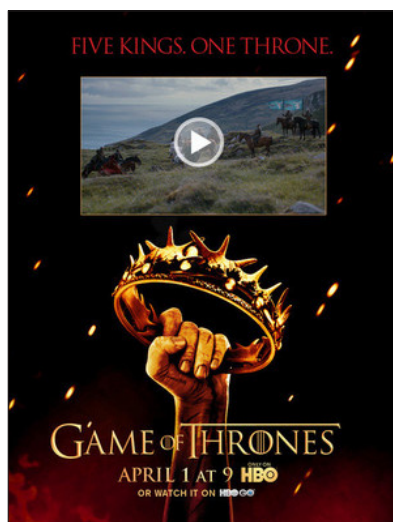
#### TOYOTA MOTOR CORP. CORPORATE PROMOTION

Publication: *Bloomberg Businessweek*, 4/4/11  
 Noted: 81 percent (Noted Adnorm Index 137)  
 Total 2011 154 Insertions: 12

## Starch's Most Wanted: 3 Top Scoring Ads

Top scoring ads appearing during March-August 2012 based on specific Interactive Actions Taken by Noters. These advertisements appeared in Tablet and e-reader editions of 45 Starch-measured magazines. House ads were not included.

A first look at  
Starch Digital  
title-specific  
data



Watched a video or commercial: 71 percent

#1 out of 163 digital ads  
GAME OF THRONES SERIES VIDEOS

Publication: *Wired*, April 2012  
Tablet edition, item #2  
Size/Color: 1P4



Viewed a gallery: 52 percent

#1 out of 59 digital ads  
LEXUS GS ASIAN PASSENGER AUTO

Publication: *Sports Illustrated*, March 19, 2012  
Consider purchasing the  
e-reader edition, item #12  
Size/Color: 1P4



Downloaded an app: 57 percent

#1 out of 79 digital ads  
OPPENHEIMER FUNDS

Publication: *Bloomberg Businessweek*, April 30, 2012  
Tablet edition, item #6  
Size/Color: <1/3P4

### Contact:

For more information contact  
GfK MRI  
Tel: (800) 310-3305  
Email: [info@gfkmri.com](mailto:info@gfkmri.com)

75 Ninth Avenue, 5th Floor  
New York, NY 10011  
[www.gfkmri.com](http://www.gfkmri.com)