

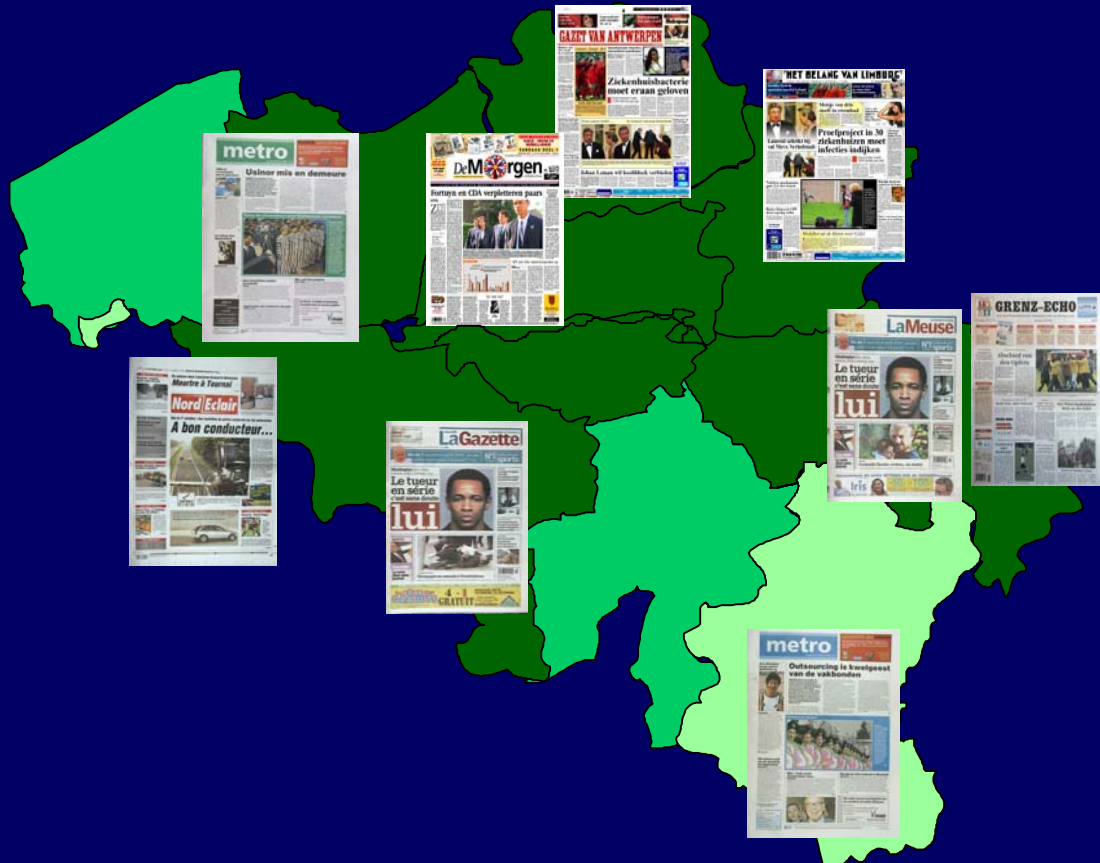
« Ad recognition-study: how it boosts agencies and advertisers interest »

Part One

Jean Christophe Mahieu
Marketing Manager Full Page

Full Page

The sales house of...



Introduction

- 1986
- Database of more than 11.000 tested advertisements
- Test executed 3 times a week
- On demand of:
 - Full Page
 - Agencies or media centres
 - Advertisers
- Free 'Full Page' service

Methodology

- Face to face interviews
- Day after recall
- 100 readers of the concerned newspaper (50 M / 50 F)
- Questionnaire.:
 - spontaneous recall
 - recognition
 - attribution
 - correct brand attribution
 - qualitative scores
 - brand awareness

Definition

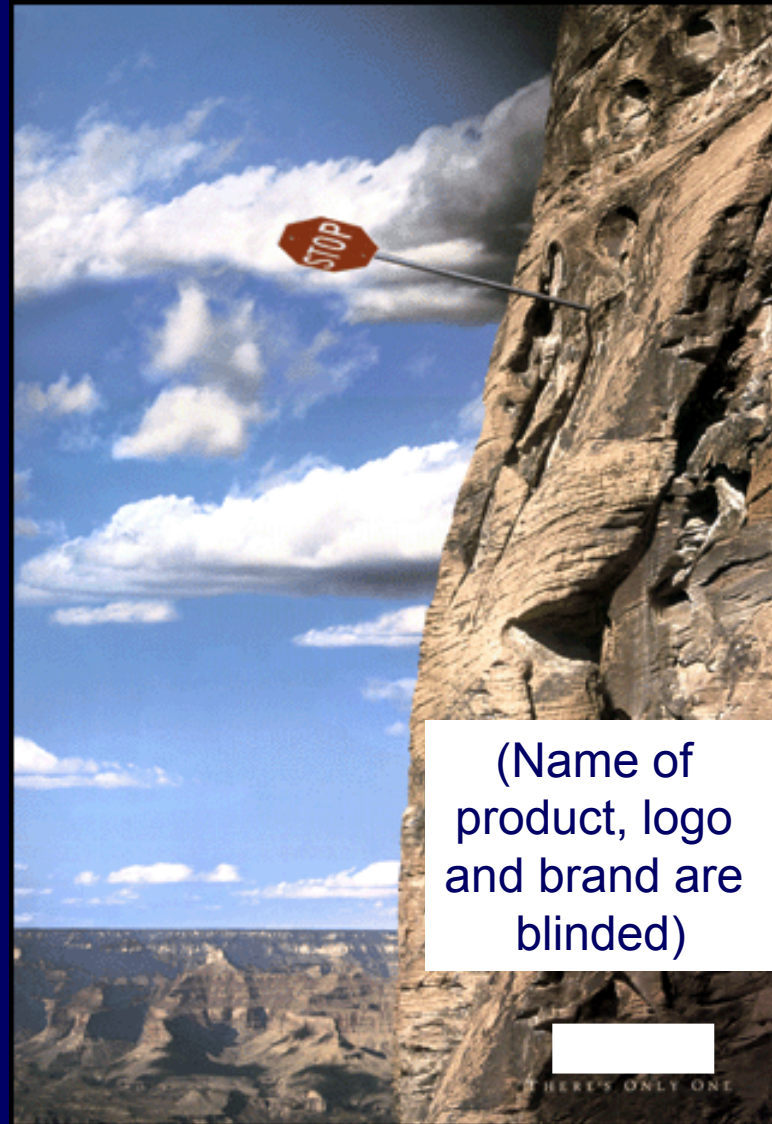
SPONTANEOUS RECALL:

% of the interviewed persons who declare spontaneously to have seen a certain advertisement in yesterday's newspaper

Definition

RECOGNITION :

% of the interviewed persons who declare to have seen the advertisement in the tested newspaper when showing them the advertisement without mention of the brand or trade mark (name of product, logo and brand are blinded).



Definition

CORRECT BRAND ATTRIBUTION:

Number of interviewed persons who declare to have seen the advertising and who are able to attribute the brand or trade mark in a correct way.



(Name of product, logo and brand are blinded)

Jeep

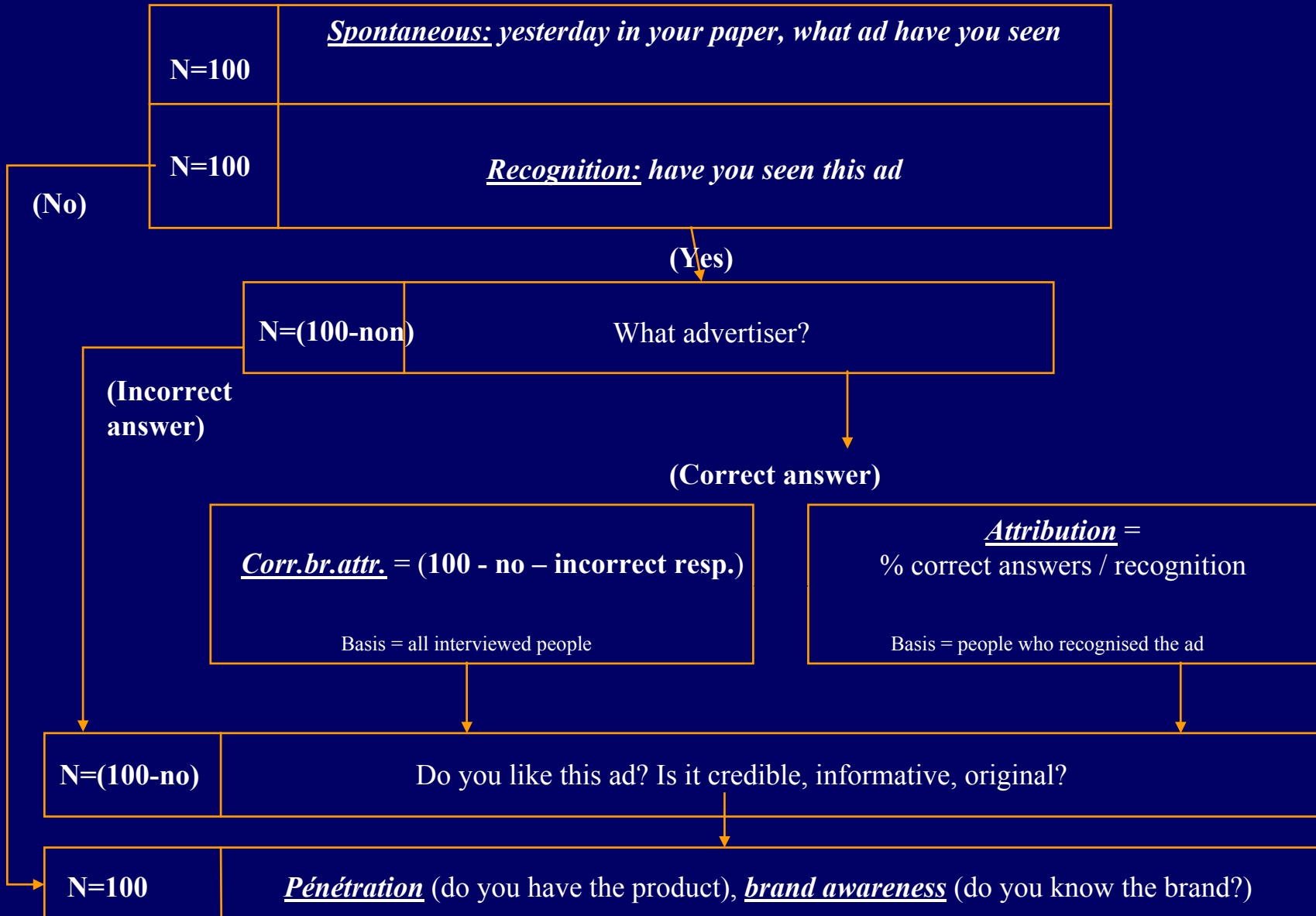
THERE'S ONLY ONE

Definition

ATTRIBUTION SCORE :

Correct brand attribution /
Recognition

Questionnaire



Traditional criteria

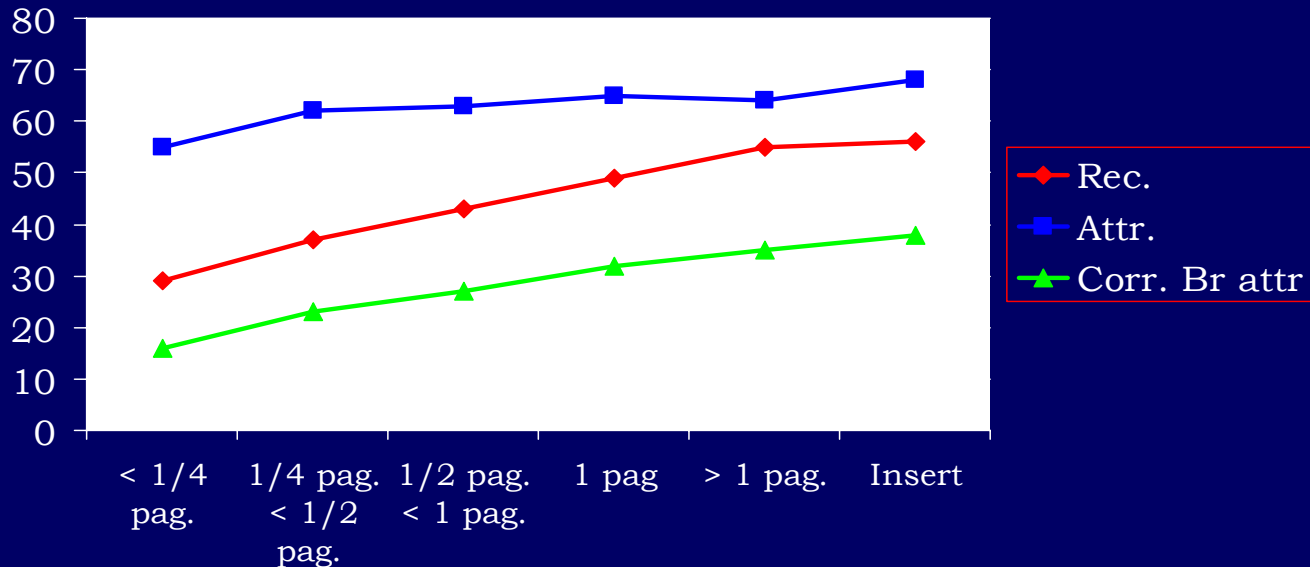
- Function
 - Size of the advertisement
 - Colours of the advertisement
 - Product penetration
 - Product awareness
 - Category
 - Sex of the interviewee
- + QUALITATIVE SCORES
(Likeability / Original / Credibility / Information)

Average scores

	Number	Spont. Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25

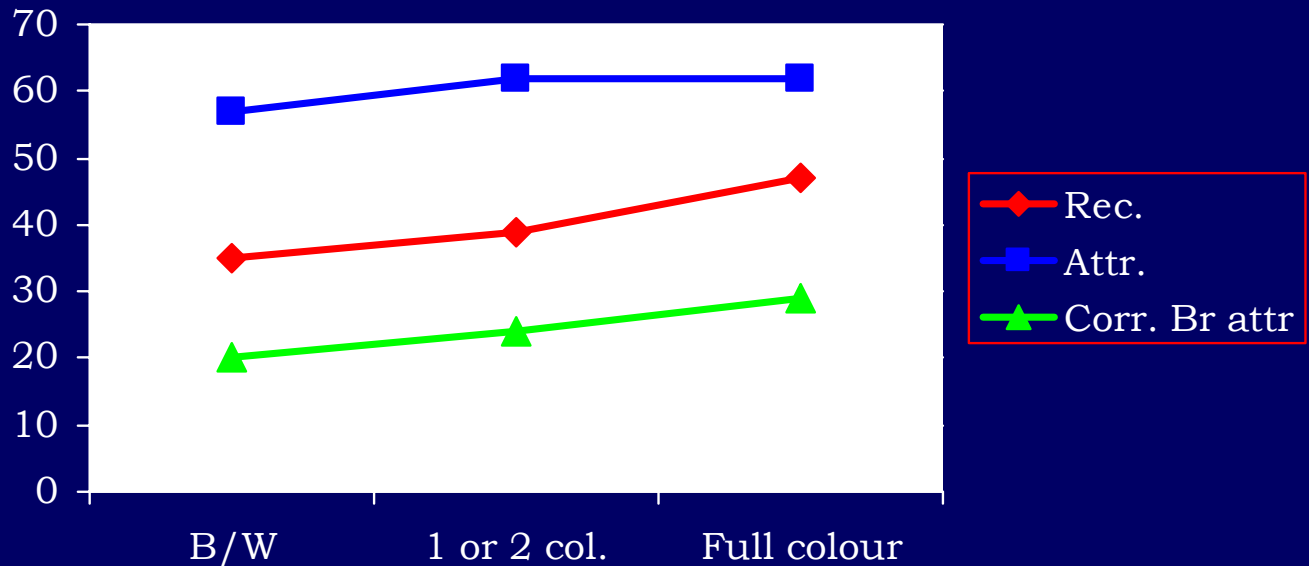
Size effects

Size	Number	Spont. Rec.	Rec.	Attr.	Corr.br attr
Average Full Page	11088	7	40	63	25
< 1/4 pag.	2567	5	29	55	16
1/4 pag. < 1/2 pag.	3486	7	37	62	23
1/2 pag. < 1 pag.	2821	8	43	63	27
1/1 pagina	1602	9	49	65	32
> 1 pagina	318	12	55	64	35
Insert	282	11	56	68	38



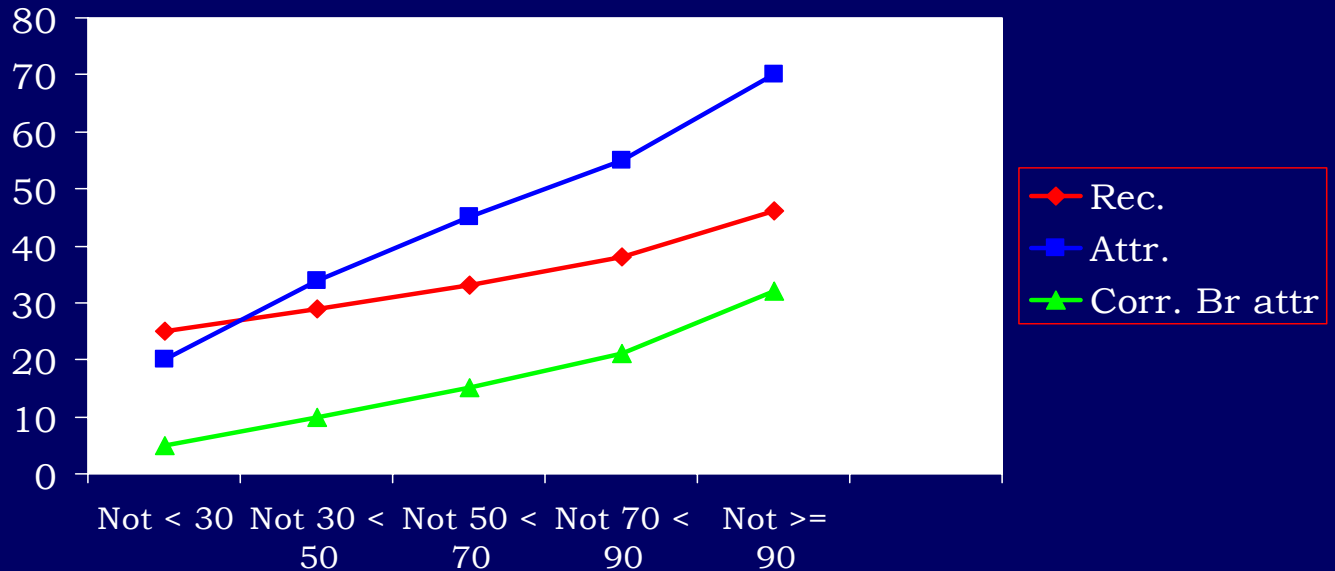
Colour

Colour	Number	Spont rec	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25
B/W	3606	7	35	57	20
1 or 2 colours	3612	7	39	62	24
Full colour	3864	7	47	62	29



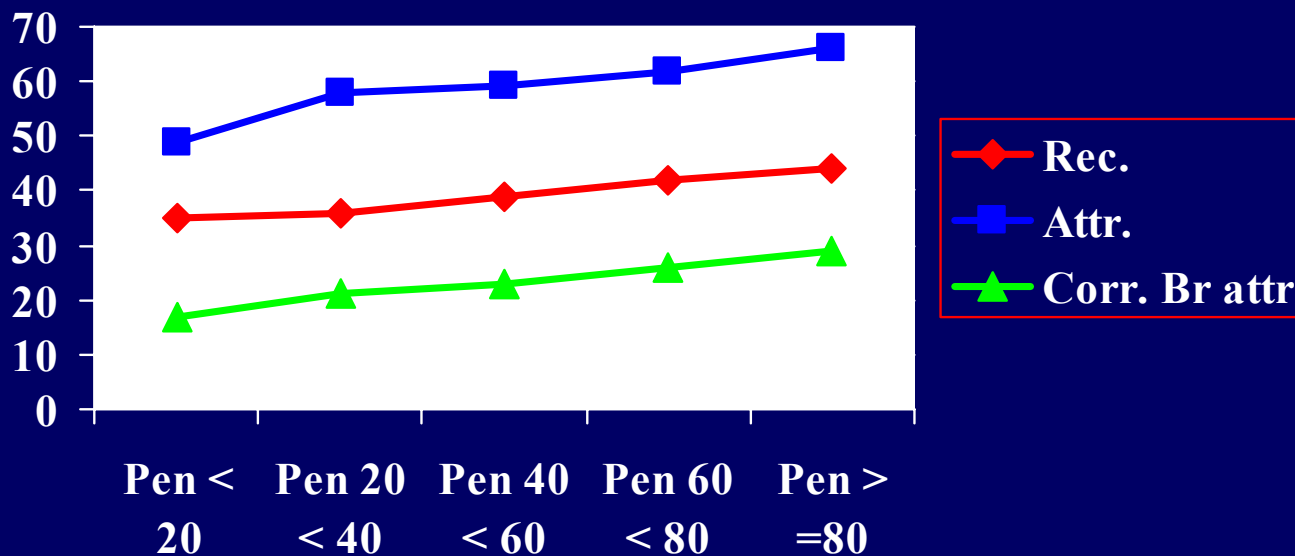
Brand Awareness

Brand awareness	Number	Spont Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25
-30%	826	2	25	20	5
30 à -50%	779	3	29	34	10
50 à -70%	1086	4	33	45	15
70 à -90%	2093	7	38	55	21
90 à 100%	6256	9	46	70	32



Market penetration

Market penetration	Number	Spont. Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25
0 à 20%	1380	5	35	49	17
20 à 40%	1360	5	36	58	21
40 à 60%	2371	7	39	59	23
60 à 80%	3002	7	42	62	26
80 à 100%	2970	9	44	66	29



AVERAGE PER SECTOR

Sector

	Number	Spont Rec.	Rec.	Attr.	Corr. br at
Average Full Page	11088	7	40	63	25
Food	289	10	44	59	26
Drinks	336	8	44	65	29
Automobile	2679	9	42	63	26
Banking, insurances	1797	5	35	53	19
Culture	461	8	42	65	28
Hygiene, health	365	5	34	54	19
Home equipment	336	6	31	53	16
Media	436	6	43	61	26
Retail	1604	9	44	69	30
Retail deco-home	297	9	45	70	31
Retail food	671	10	46	76	35
Retail clothing	353	8	45	63	28
Telephony	640	9	54	73	39
Operator GSM	363	11	59	77	45
Informatics (soft/hard)	401	6	34	47	16
Internet (Providers, e-com)	151	3	38	51	19
Tourism	724	5	36	57	20
Varia	624	4	35	48	17

Gender

Men/Women

	Number	Corr. Br att	Men	Women
Average Full Page	11088	25	26	23
Food	289	26	22	32
Drinks	336	29	30	27
Automobile	2679	26	34	18
Banking, insurances	1797	19	21	17
Hygiene, health	365	19	15	21
Home equipment	336	16	15	18
Media	436	26	26	27
Retail	1604	30	25	36
Retail deco-home	297	31	28	36
Retail food	671	35	30	41
Retail clothing	353	28	20	37
Telephony	640	39	42	35
Operator GSM	363	45	49	41
Informatics (soft/hard)	401	16	20	12
Internet (prov, e-com)	151	19	22	16
Toerism	724	20	21	20
Varia	624	17	19	16

What do we do with these results?

- Communicate (« the foot in the door »)
 - Media centers
 - Advertising agencies
 - Advertiser

What do we do with these results?

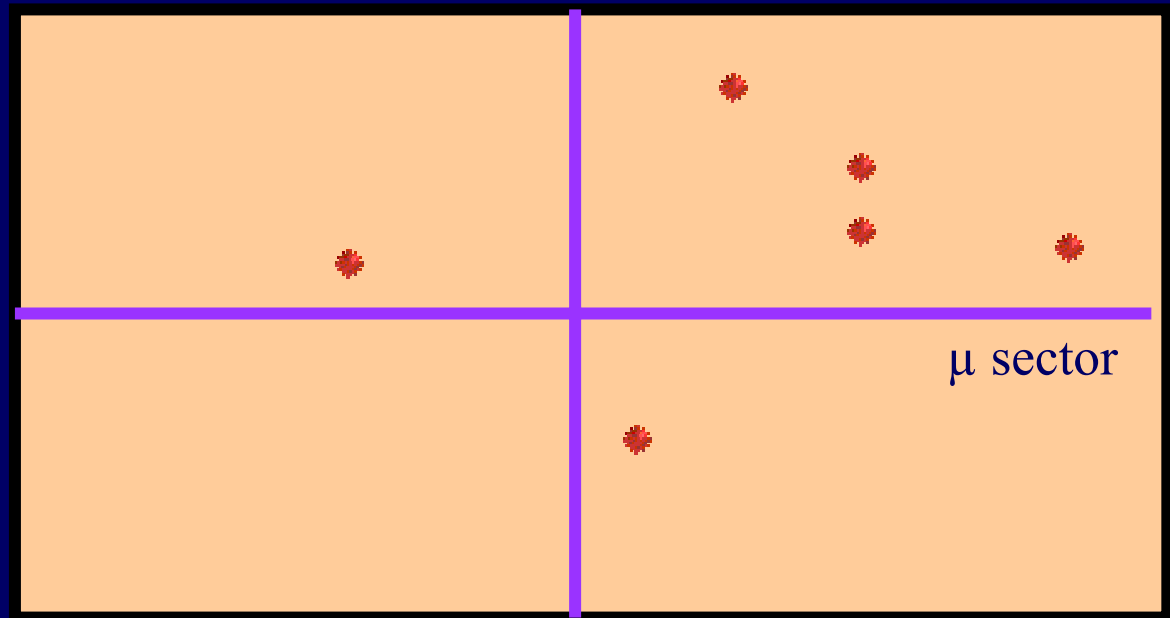
General

	Spont.	Reco.	Corr.br.attr.	Attribution	Br. Aw.	*Pénét.
TOTAL	3	55	32	59	100	69
Men	5	67	48	71	100	84
Women	0	42	16	37	100	53
Quality scores						
	Like	Credible	Original	Informative		
TOTAL	65	73	65	74		
Men	70	75	65	75		
Women	57	69	66	73		

What do we do with these results?

« BCG » Analysis

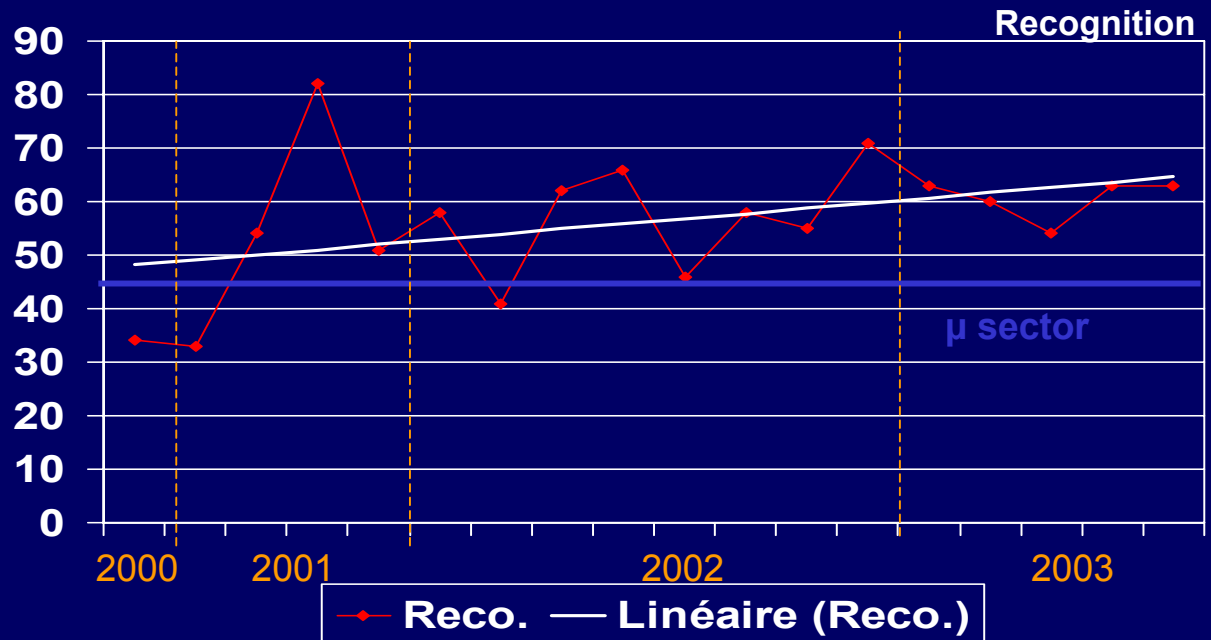
Recognition



Correct brand attribution

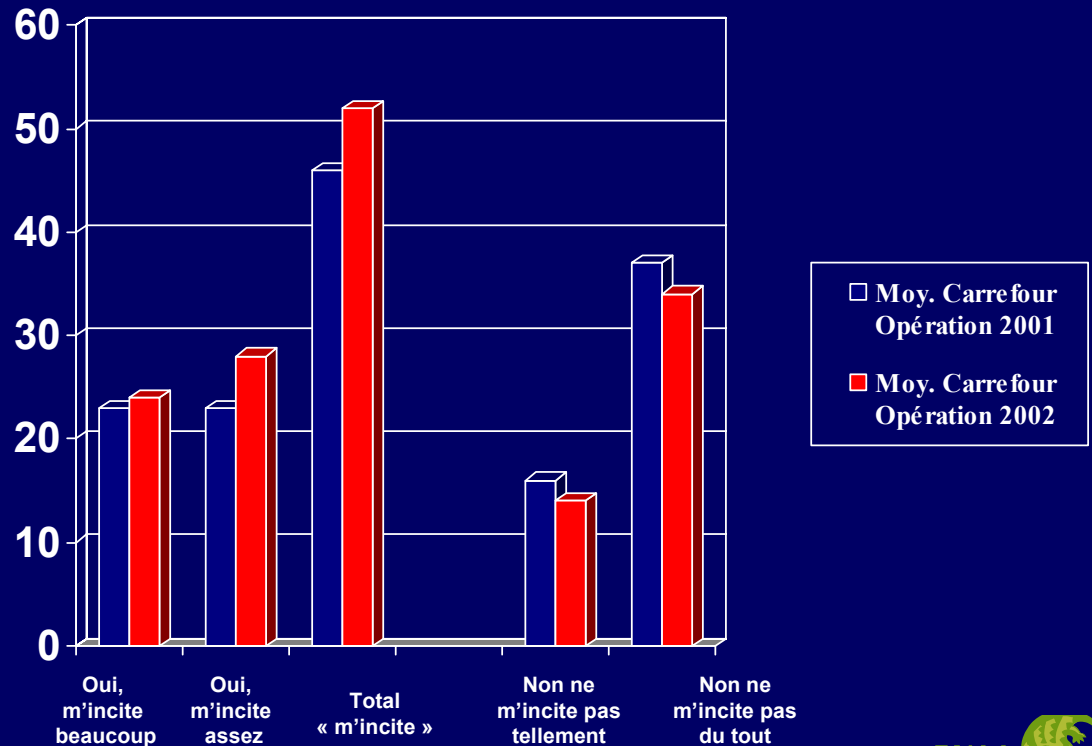
What do we do with these results?

Historical Analysis



What do we do with these results?

Additional questions



« Ad recognition-study: how it boosts agencies and advertisers interest »

Part Two

Bart De Proost

Marketing Research & Development Manager De Persgroep



Main goal

- 📌 providing Sales-people a tool to talk about the ads of an advertiser
- 📌 Sales-people = consultants

How to make your ad effective ?

📌 high recognition !

📌 high impact !

📌 Ways to improve the impact of your newspaper-campaign

Database enriched with...

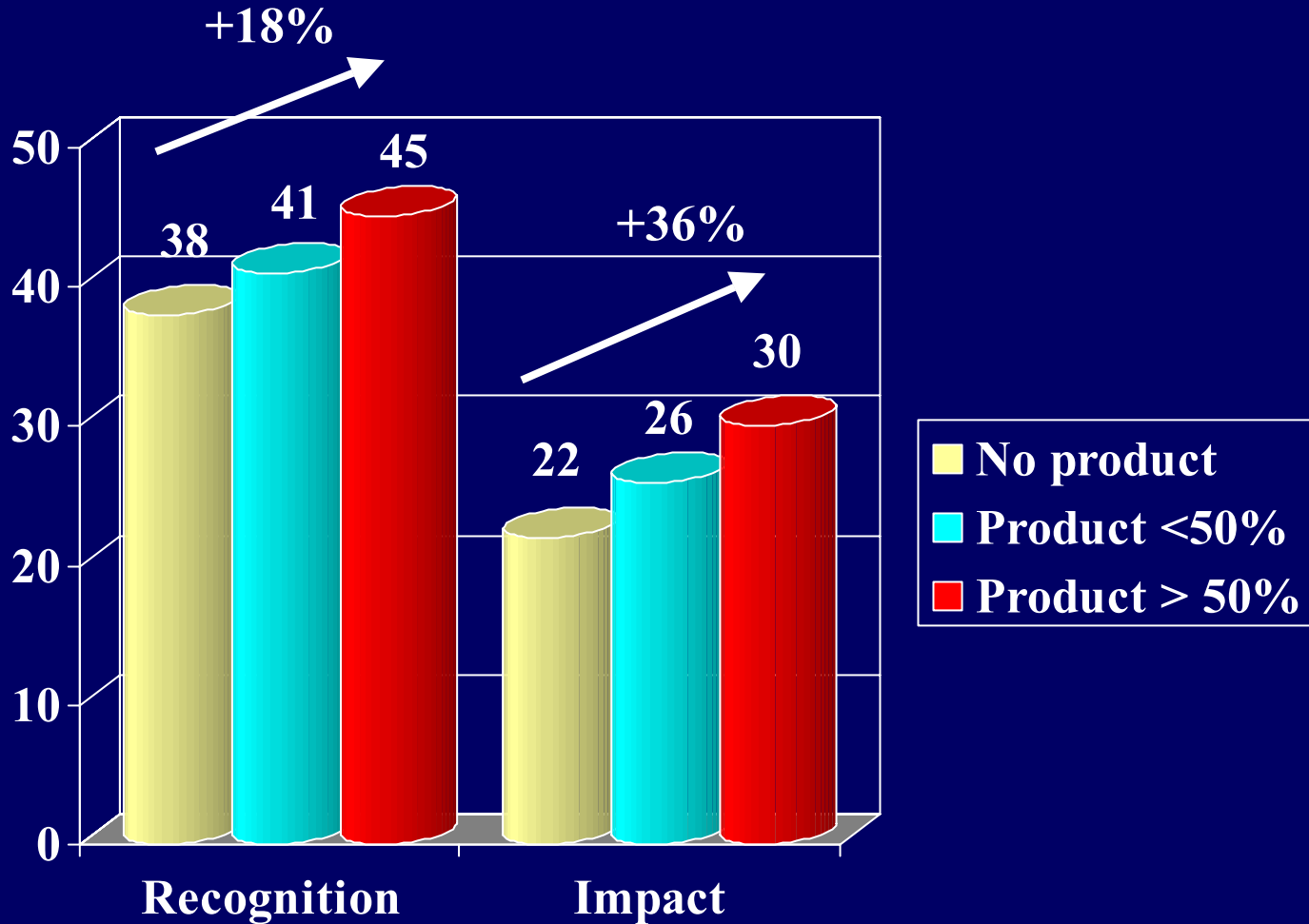
- 📌 Presence of product (% of Adsize)
- 📌 Presence of person (photo or cartoon)
- 📌 % of text
- 📌 background
- 📌 Colour of logo
- 📌 Page number in the newspaper
- 📌 extra ad on page 1 or not

First approach:

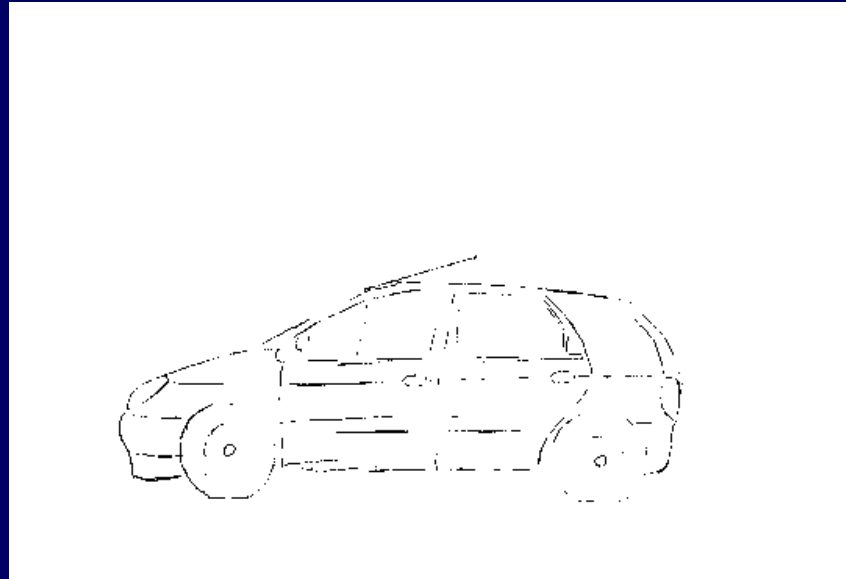
The constitution of a Robotphoto
of an Full Impact Ad in newspapers

Put your product in your AD

Presence of product



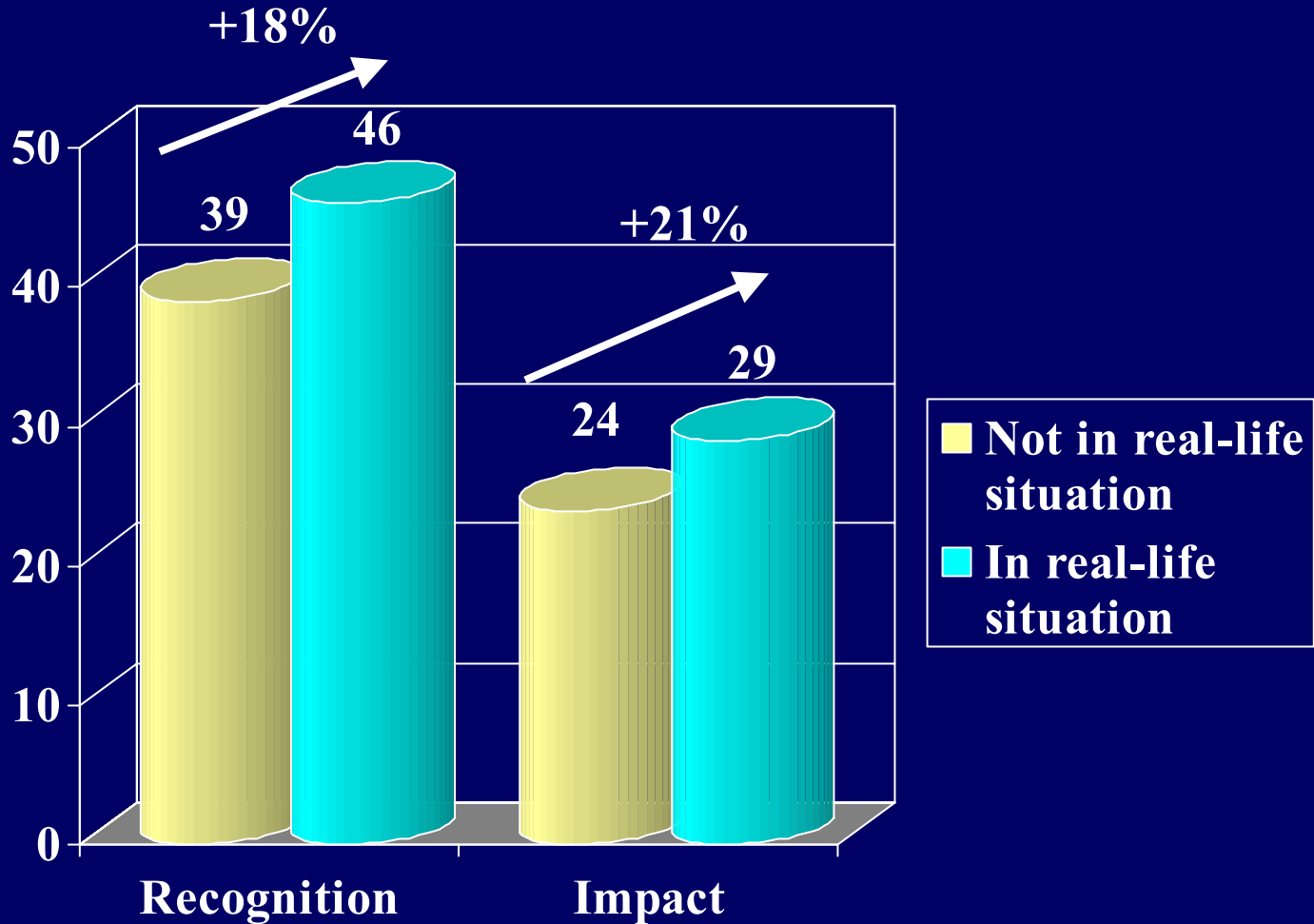
Robotphoto of an Full Impact Ad in newspapers



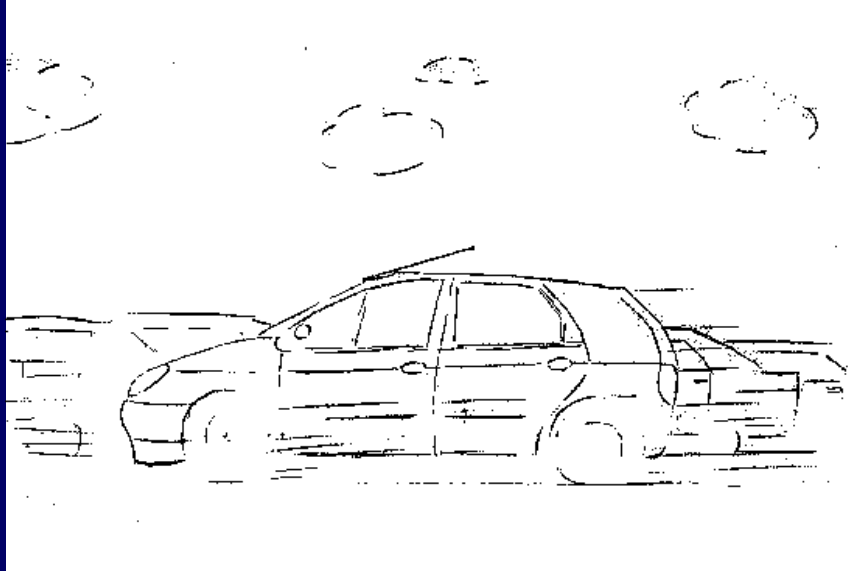
Put your product in your AD

Show it in a 'real-life situation'

Product in real-life situation



Robotphoto of an Full Impact Ad in newspapers



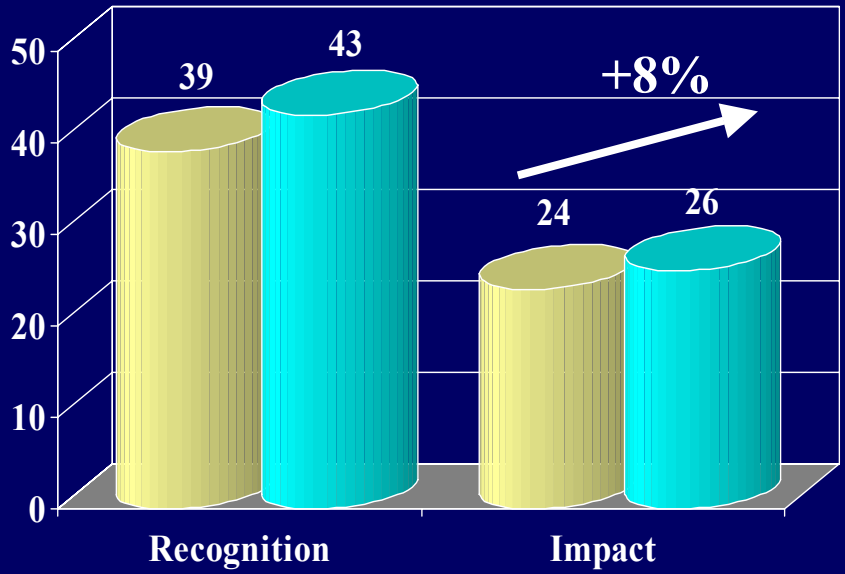
Put your product in your AD

Show it in a 'real-life situation'

Use persons not sketches

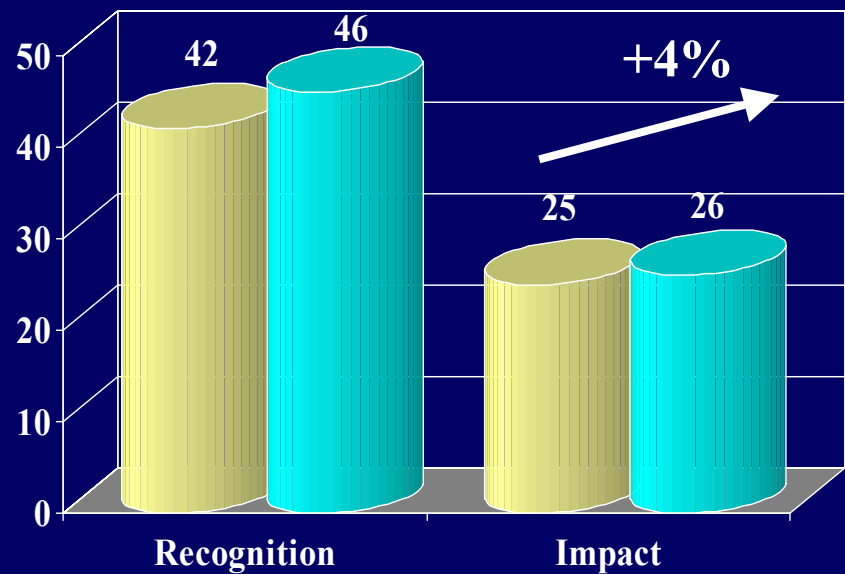
Person

+10%



■ Absent ■ Present

+9%



■ Photo ■ Cartoon

Presence of person



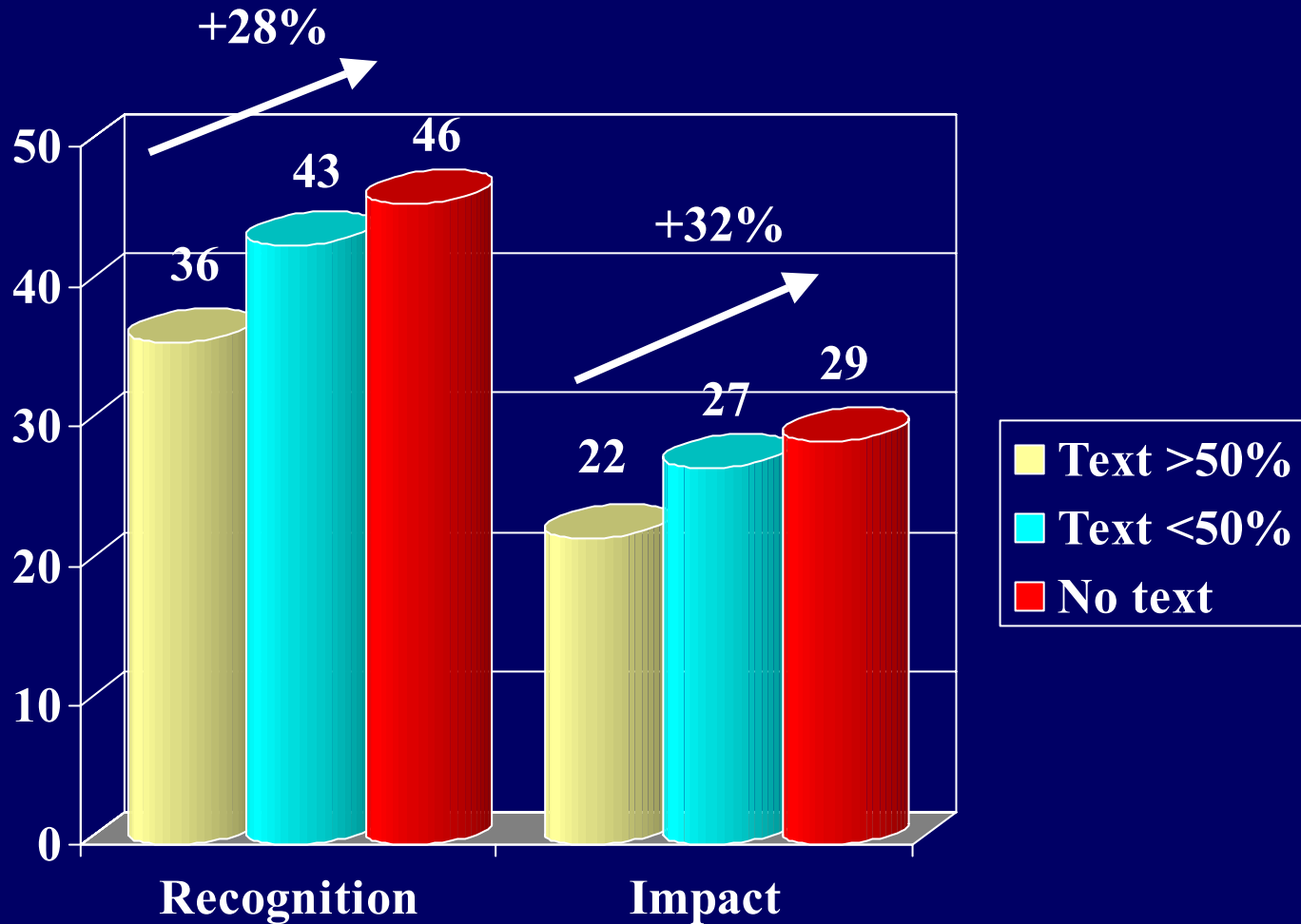
Put your product in your AD

Show it in a 'real-life situation'

Use persons not sketches

Use text, but be thrifty

Text



Put your product in your AD

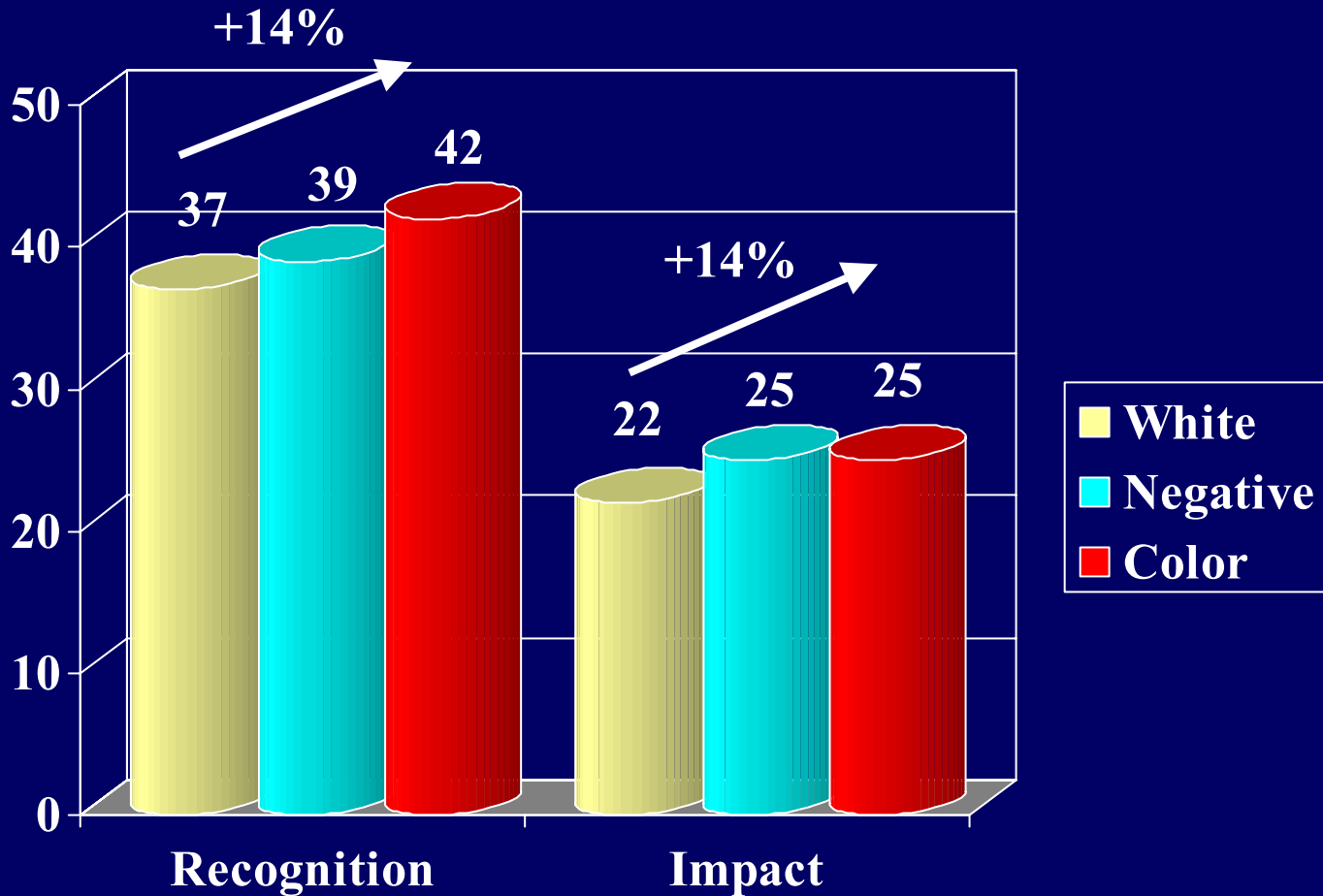
Show it in a 'real-life situation'

Use persons not sketches

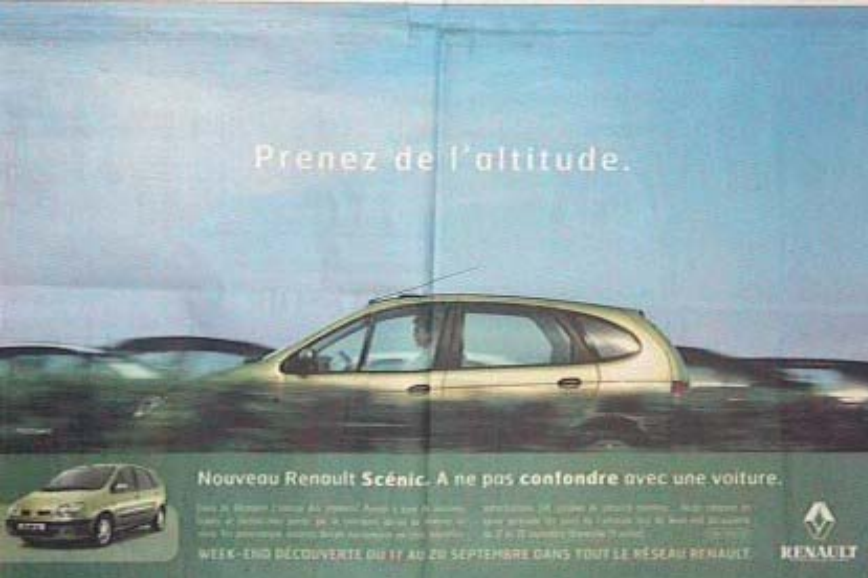
Use text, but be thrifty

Use a colored background

Background




Robotphoto of an Full Impact Ad in newspapers



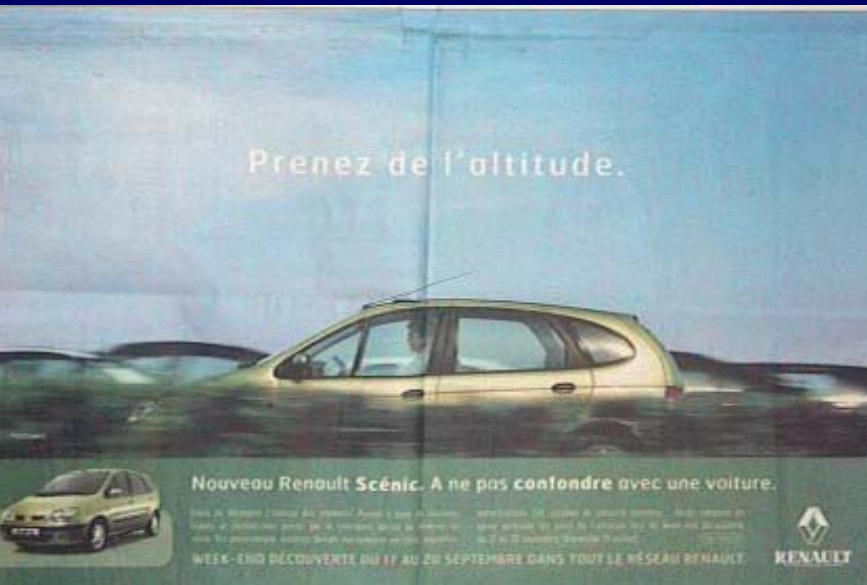
Prenez de l'altitude.

Nouveau Renault Scenic. A ne pas confondre avec une voiture.

WEEK-END DÉCOUVERTE DU 17 AU 20 SEPTEMBRE DANS TOUT LE RÉSEAU RENAULT.



The process



Put your product in your AD

Show it in a 'real-life situation

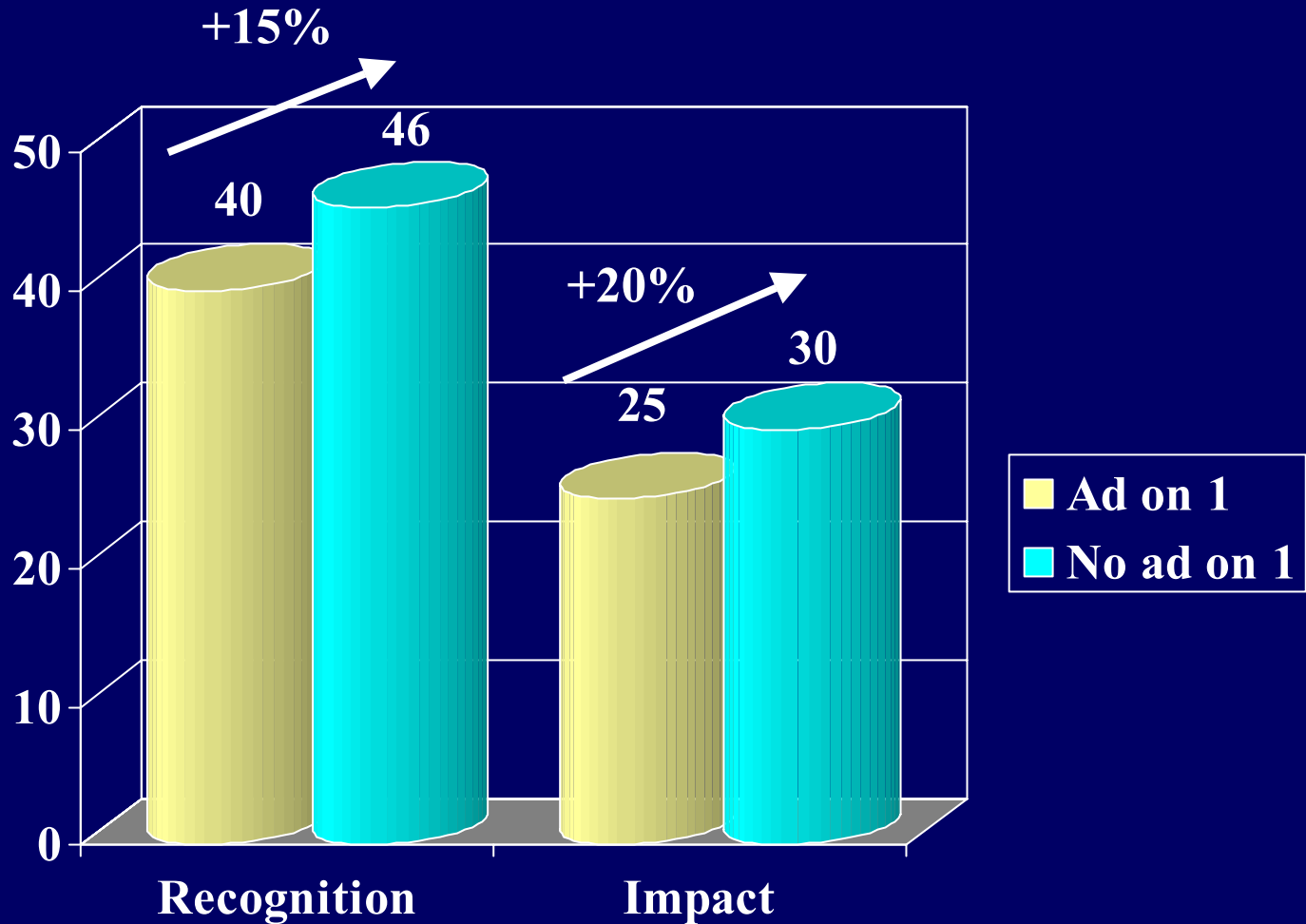
Use persons not sketches

Use text, but be thrifty

Use a colored background

Use a teaser on page one

With ad on page 1



Second approach:

Give advice through segmentation-analyses.

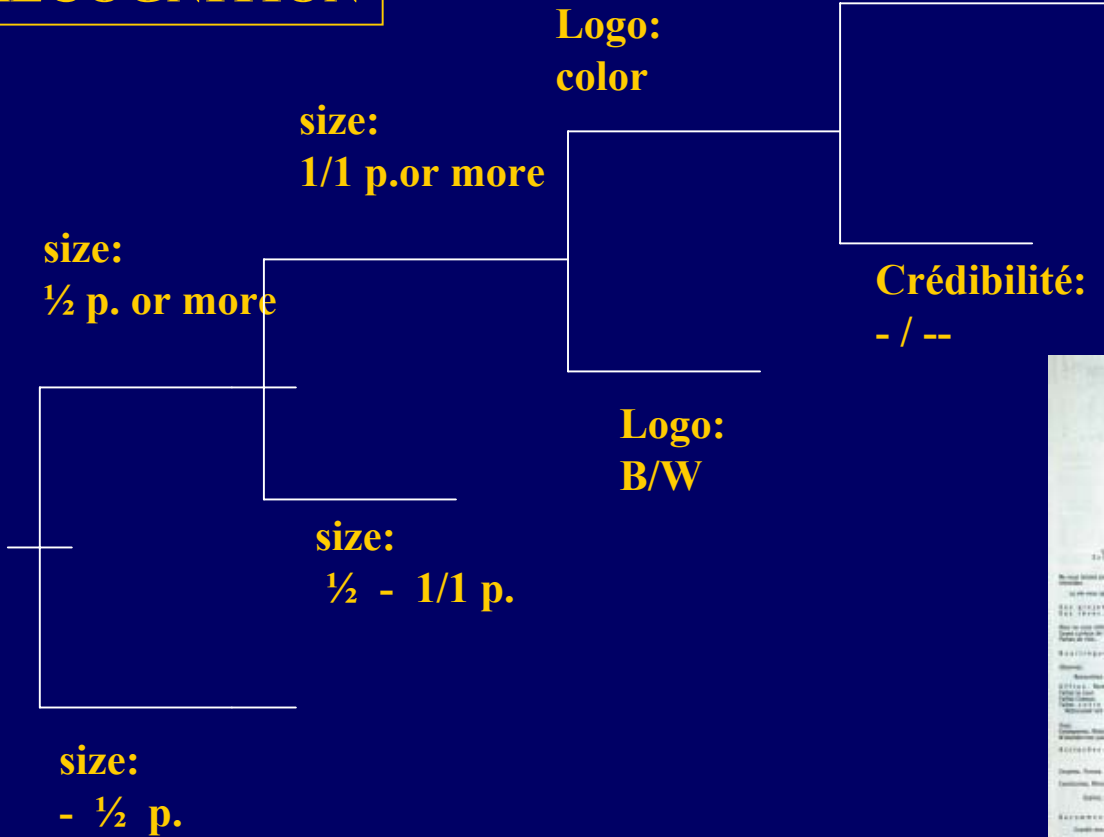
Segmentation analysis

Methodology

- 1410 ads: with all criteria
- Segmentation based on **recognition** and **impact**

How to improve recognition ?

All Ads - RECOGNITION



Index 164
64% more recognition !

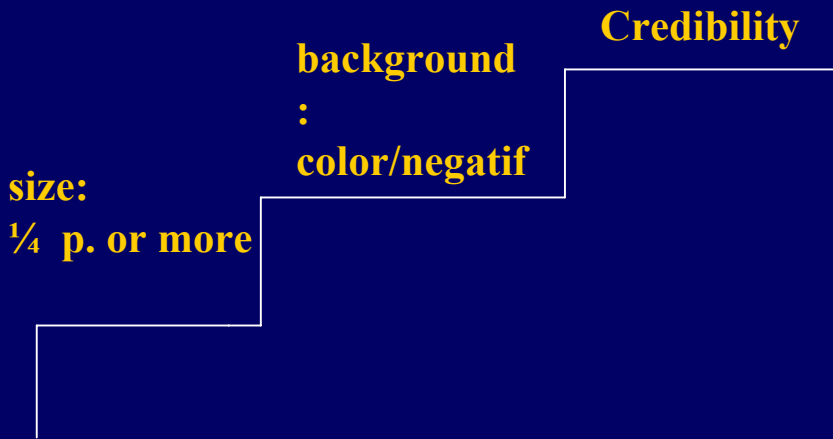


How to improve recognition ?

All Ads - RECOGNITION

Brand not well known : weak notoriety ?

Index 118



How to improve recognition ?

All Ads - RECOGNITION

Differences by industry



AUTOMOTIVE	FINANCE	TELECOM	RETAIL
Size	Size	Size	Size
Creativity	Color	Credibility	Color



How to improve 'effective score' ?

All Ads – IMPACT

Small Budget ?

Index 118

Presence of Product

Creativity

Color/quadri

Size:
1/8 p. or more



One step further

- ❏ Explaining differences from other criteria
- ❏ Give advertisers more information and advice
- ❏ Case-story: finance

Criteria

Structure of AD

Text in % of ad-size

Elements of contrast in % :

- color, images
- white-space

Interpellation

Question ?

Figures ?

Promise ?

Image

Photo ?

Person ?

Branding

logo size (in mm, in % of ad-size)

logo in color

Number of times brand is mentioned

Brands with weak notoriety

- 📌 Use maximum space for brand (logo) (+37%)
- 📌 and be informative

Een bank bij u thuis? Volg de pijl.

CITIBANK
Citicard

Being 'informative'

- 📌 Daily used products
- 📌 Products 'at risk' > more text
- 📌 Standard products > promise works

Nice to know

Variables without impact on recognition:

 photo

 person

 'top topical'

 environment

**How it boosts agencies and
advertisers interest ?
I hope I had yours, thank you»**

