



**Publisher
Research
Council**

READ RESEARCH PRESENTATION

APRIL 19-21 2017

KANTAR TNS



nielsen
.....

BrandMapp



Today's Presentation

Rich

Engaged

Action

Depth

- **Introduction** *Finish 9,40am*
- **The Establishment Survey** *10,00am*
- **KANTAR TNS₇ MediaView Study** *10,20am*
-   **Synergy Study** *10,35am*
-  **BrandMapp Study** *10,45am*
- **Print – Multiple OTS. Buy 1 Get 1 Free** *11,00am*



You have to begin to lose your memory, if only in bits & pieces, to realise that memory is what makes our lives.

Life without memory is no life at all... Our memory is our coherence, our reason, our feeling, even our action.

Without it, we are nothing

So just as memory is central to an individual

The **written word and reading** forms the collective memory of our species.

Without the ability to write down and share our experiences, knowledge & collective learnings in a form that can be consumed by any literate person at any other time or place in any language, we would still be gathering nuts.

Our ability to **share, read, remember and learn** is what separates us from all other creatures. Knowledge transfer and civilisation would not be possible without reading.

Reading gives humanity a memory.



The “Killer App” in our electronic democracy is unquestionably Television, which is moving relentlessly towards 60% of AdSpend.

Research from all around the world, over the past 5 decades, has proved conclusively that reading is the best medium to complement and synergise messages and brand recall in conjunction with TV.



**Reading is the best way to remember anything
To Pin down TV's fleeting Image.**

INSIGHTS FROM THE ESTABLISHMENT SURVEY



An aerial photograph showing a stark contrast between two urban environments. On the left, a well-maintained suburban neighborhood with large houses, green lawns, and mature trees. A wide, paved road runs vertically through the center. To the right of the road, a densely packed informal settlement or slum with small, closely spaced dwellings and a dirt path. The text 'INTRODUCING THE NEW SOCIO-ECONOMIC SEGMENTATION SYSTEM:' is overlaid in white, bold, sans-serif font on a semi-transparent dark grey rectangular background in the upper left quadrant.

INTRODUCING THE NEW SOCIO-ECONOMIC SEGMENTATION SYSTEM:

The same aerial photograph as above, showing the contrast between the affluent and impoverished areas. The text 'SEM' is overlaid in white, bold, sans-serif font on a semi-transparent dark grey rectangular background in the lower left quadrant.

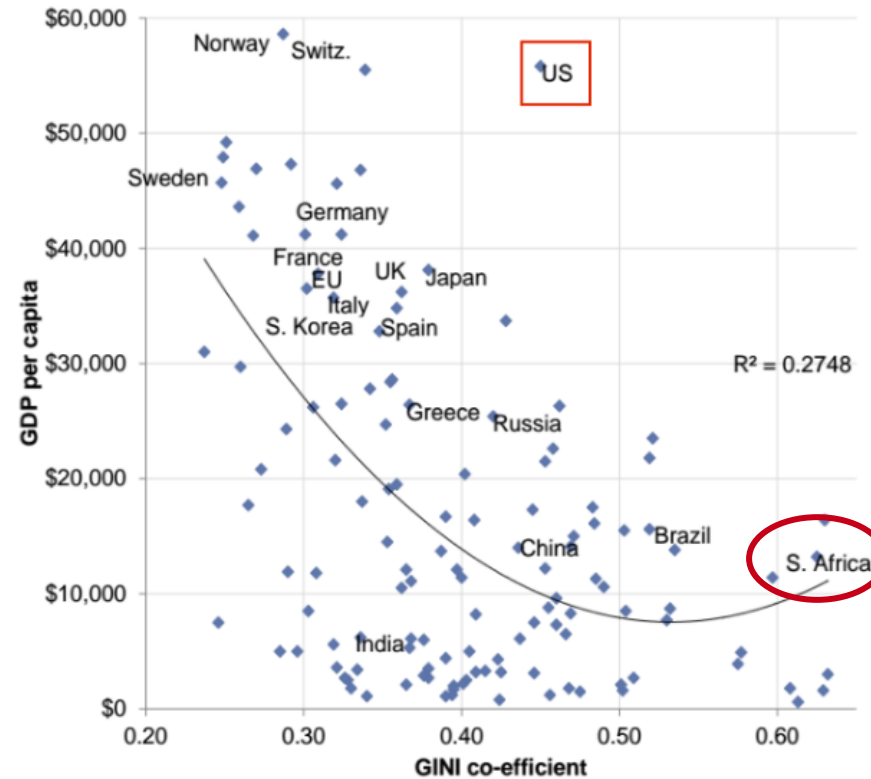
SEM

THE SEM CONCEPTUAL STARTING POINT



A measure that depicts how you live, not necessarily what you have

NEEDS TO REFLECT SA SOCIETY



Perfectly
equal
society

0



1

Perfectly
unequal
society

THE 14 SEM VARIABLES...

Final variables:



Post Office nearby

Police station nearby

Built-in kitchen sink

Home security service

Motor car

Deep freezer which is free standing

Microwave oven

Floor polisher or vacuum cleaner

Washing machine

Floor material

Water source

Type of toilet

Roof material

Number of sleeping rooms



Focus on structural items



Low reliance on durables



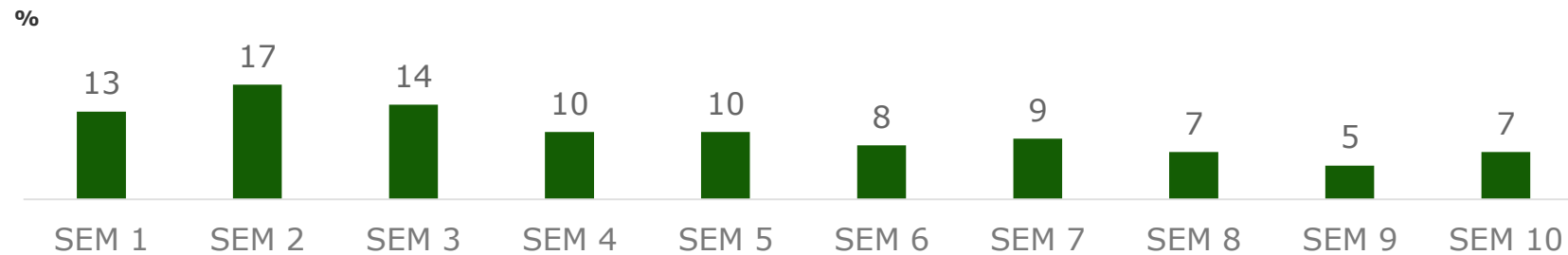
No reliance on technology items



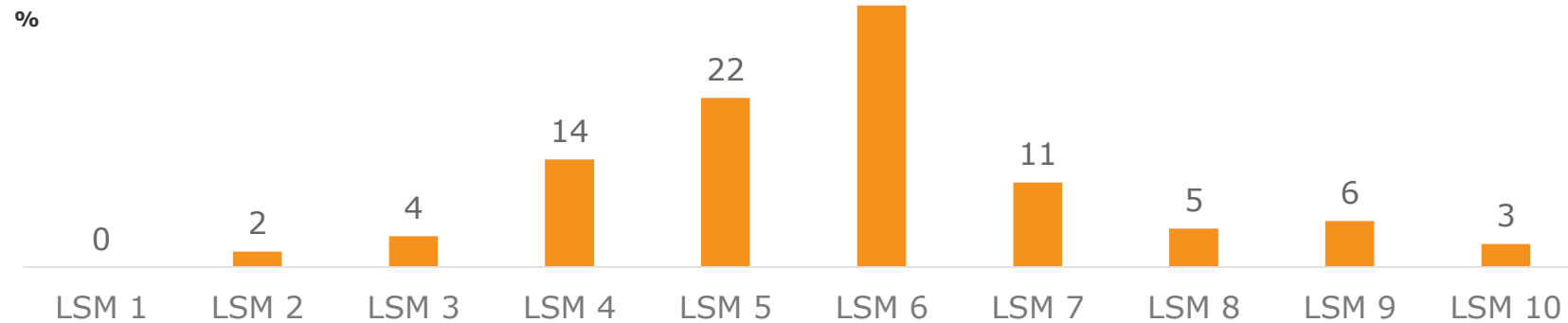
Short and easy to use

SEM VS LSM

SEM:

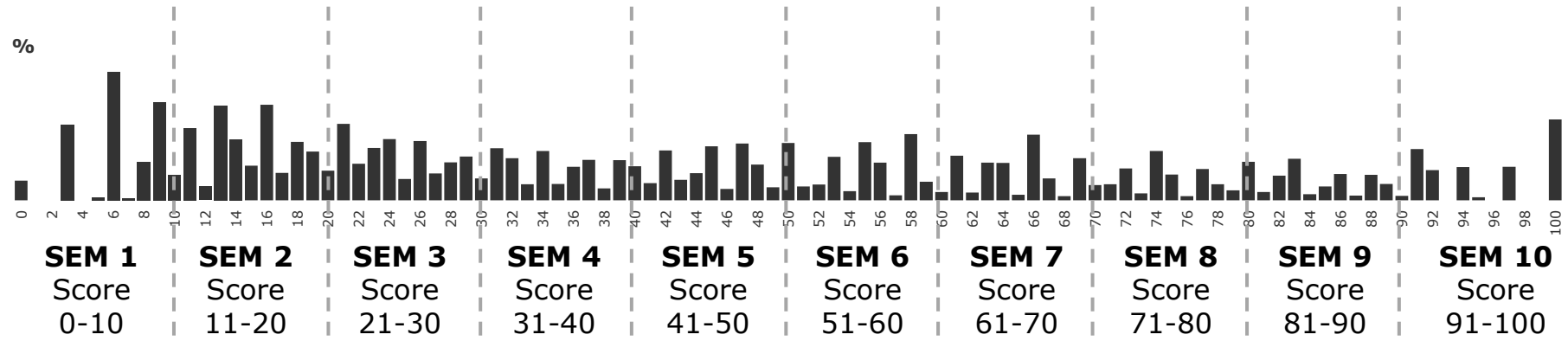


LSM:



Source ES 6 months Jul-Dec 2016

THE SEM CONTINUUM






Low socio-economic living



High socio-economic living

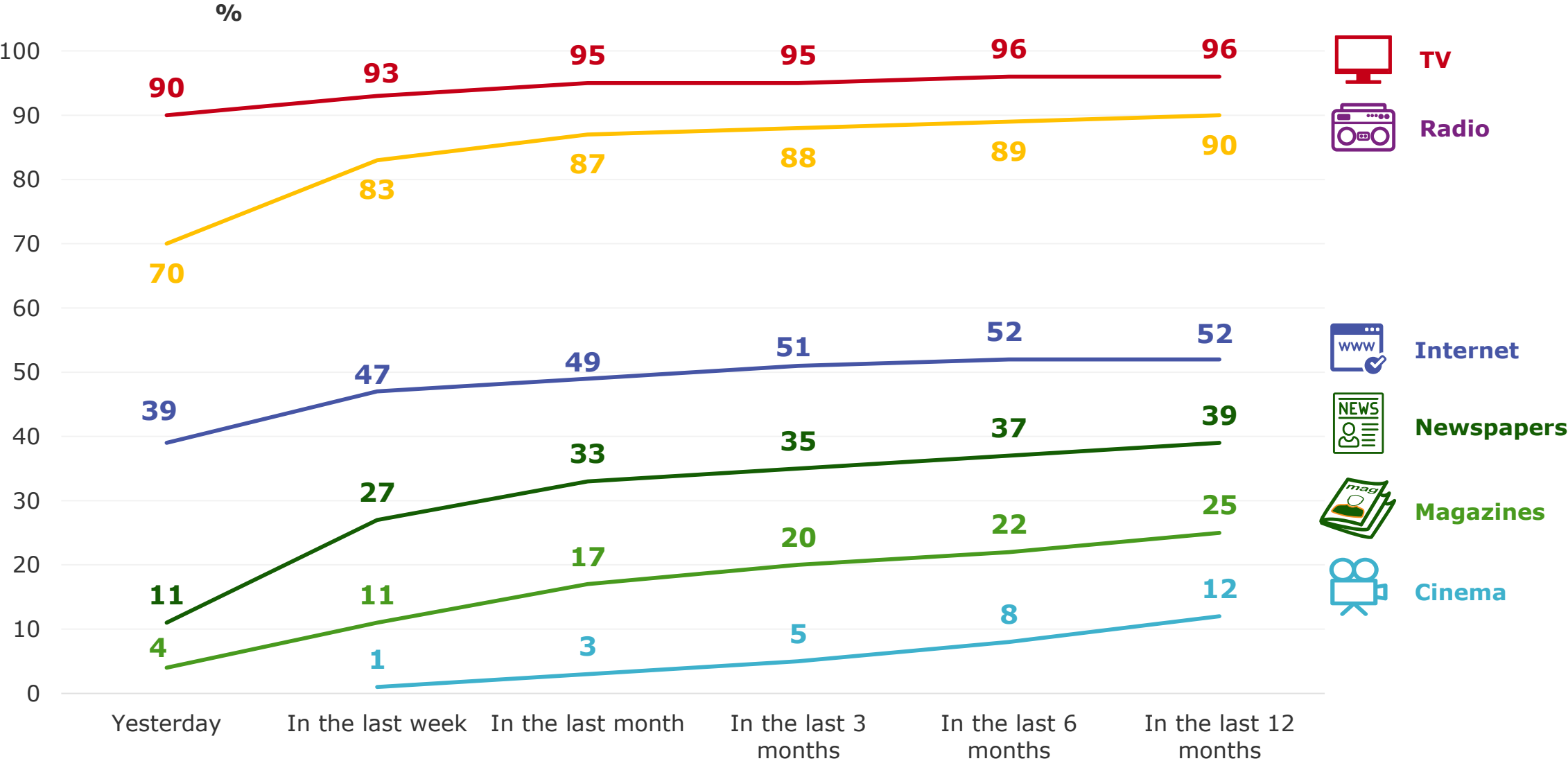
Currently divided into ten groups, but users have the flexibility to define the scores in any percentages they wish

DEMOGRAPHIC LANDSCAPE BY SEM...

		SEM									
		1	2	3	4	5	6	7	8	9	10
	Metro	13	19	22	40	53	62	65	63	69	68
	Urban	13	21	33	38	35	31	30	34	29	32
	Rural	73	60	45	22	12	7	5	3	2	0

Note: Individual weights

MEDIA LANDSCAPE... REACH



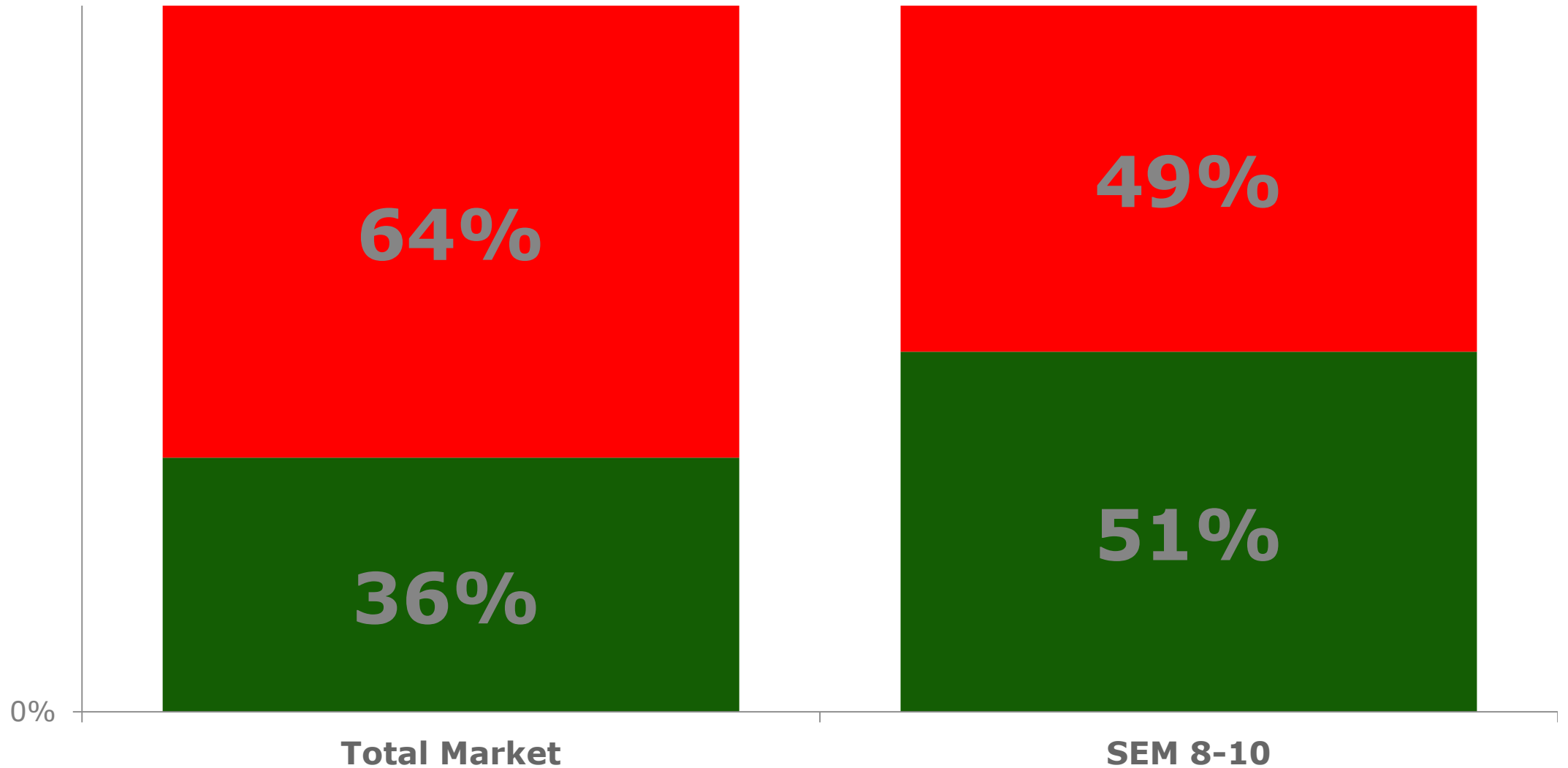


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Don't Count the People you Reach
Reach the People that Count

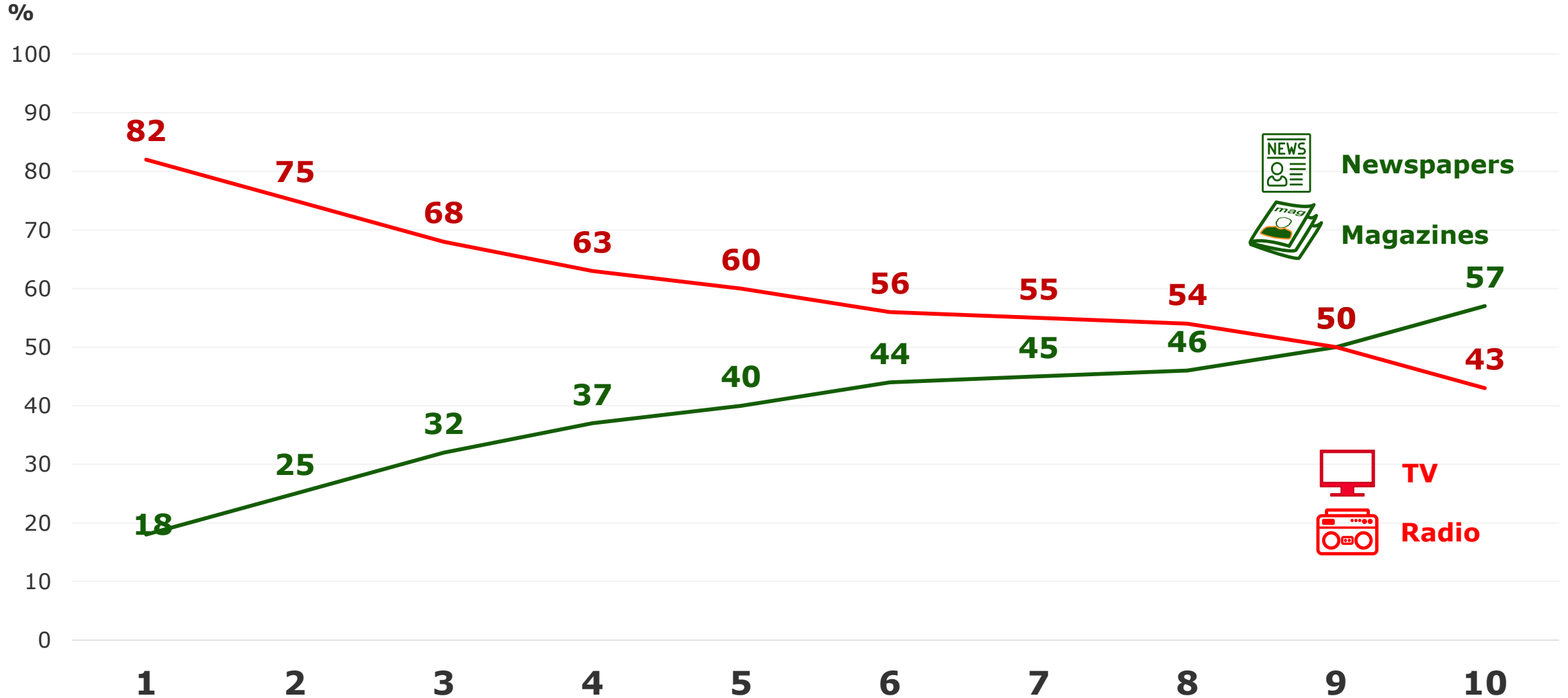


Only 1/3 of South Africans Read but the majority of SEM 8-10 do



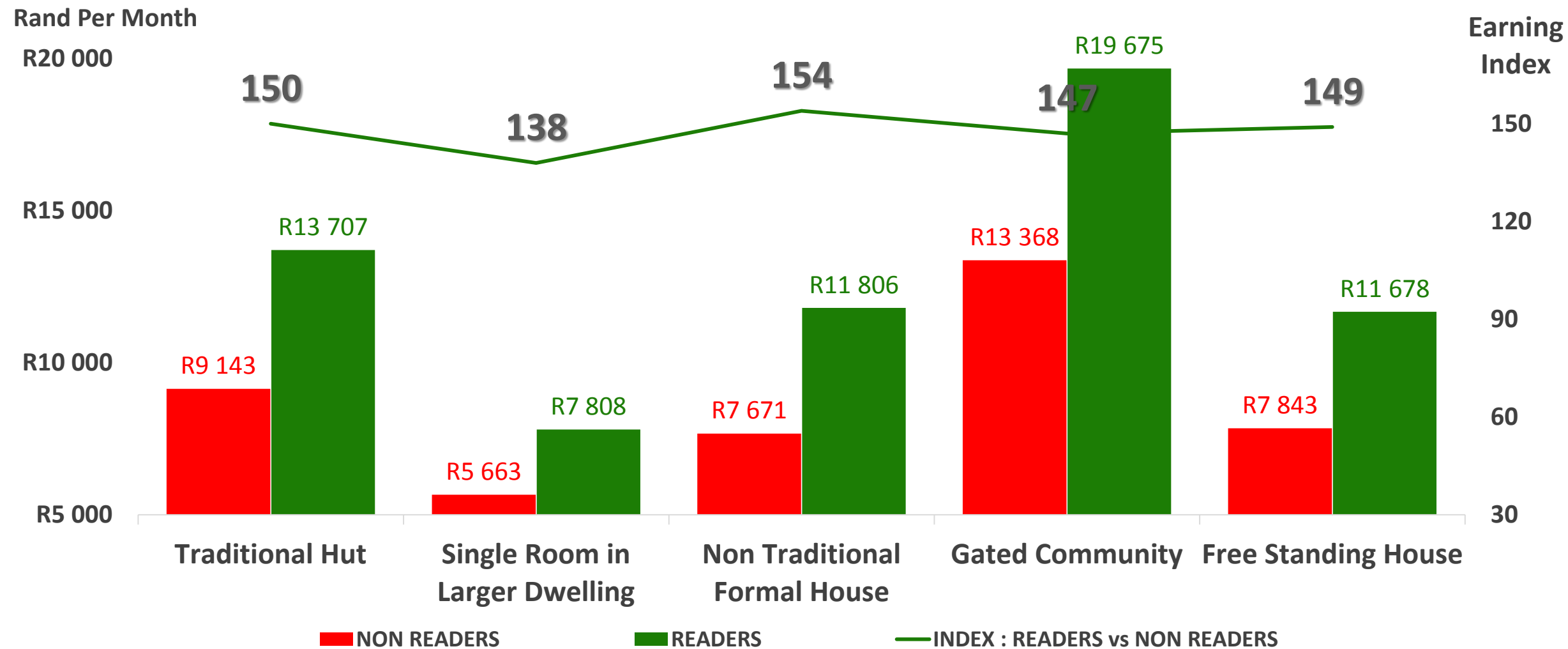
Reach by SEM

Readers vs. Non-Readers



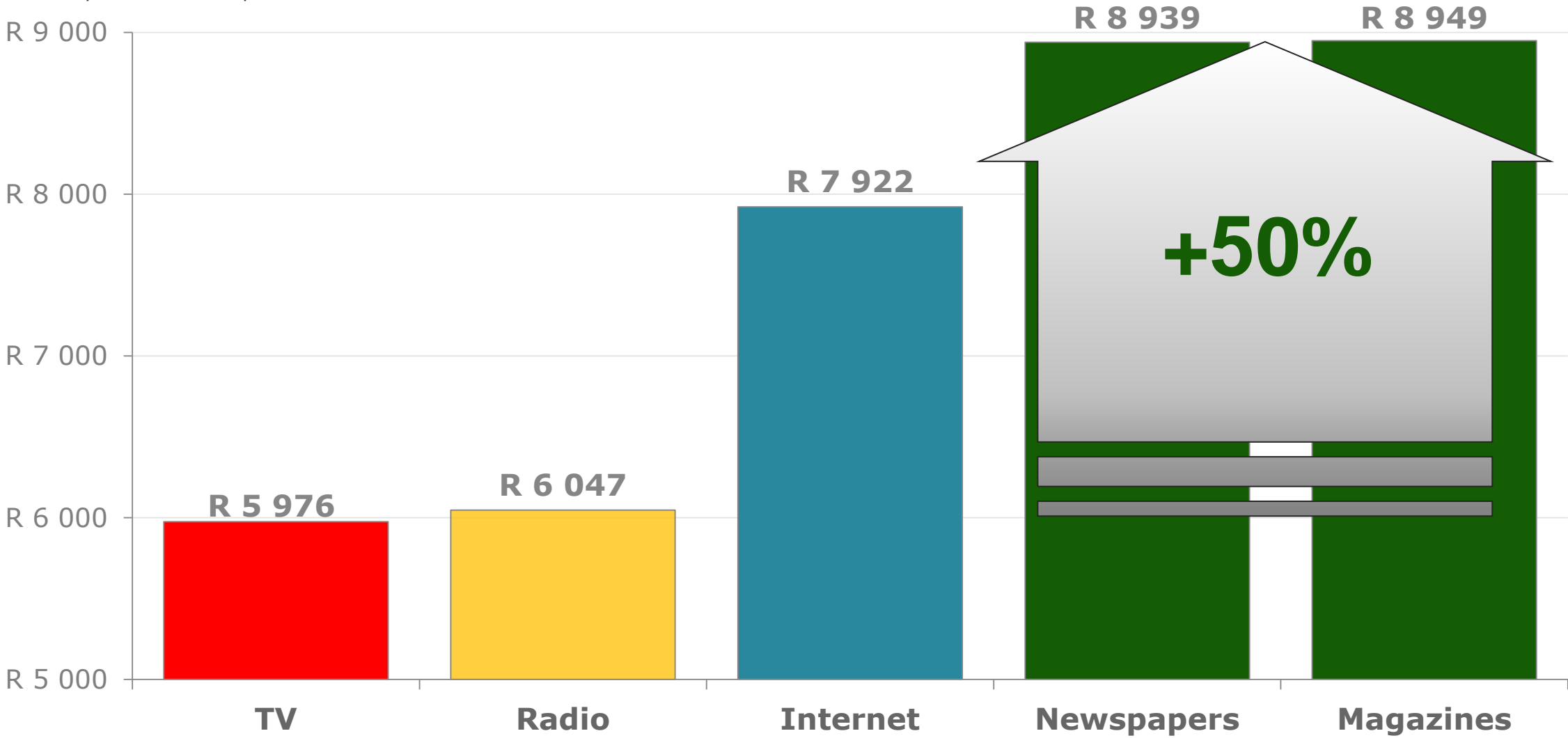
Readers earn more than **non-readers** across the entire spectrum of society

TYPE OF DWELLING : Ave. HHold Income

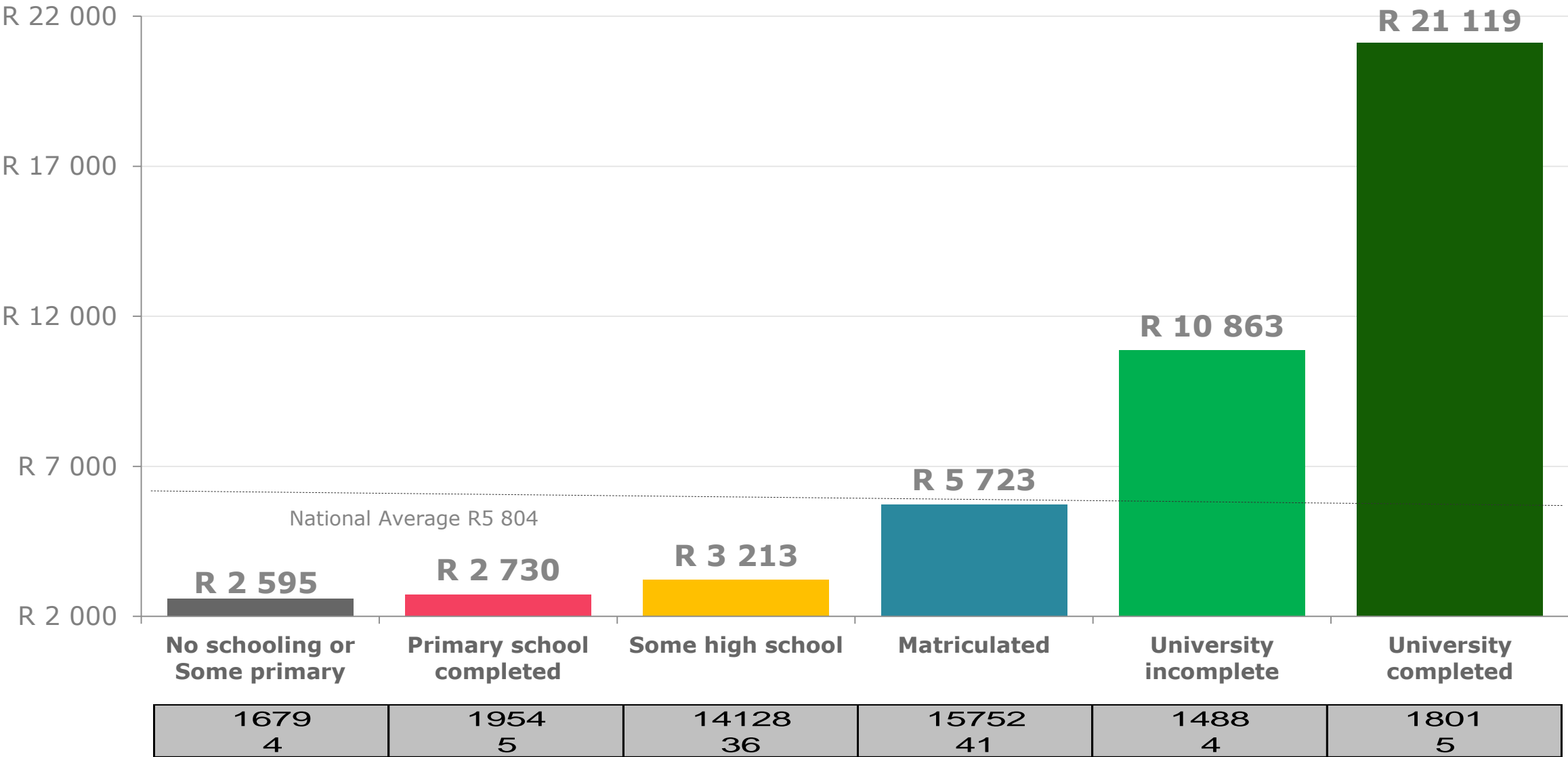


Readers Earn 50% More than Viewers or Listeners

Monthly income – rand per month



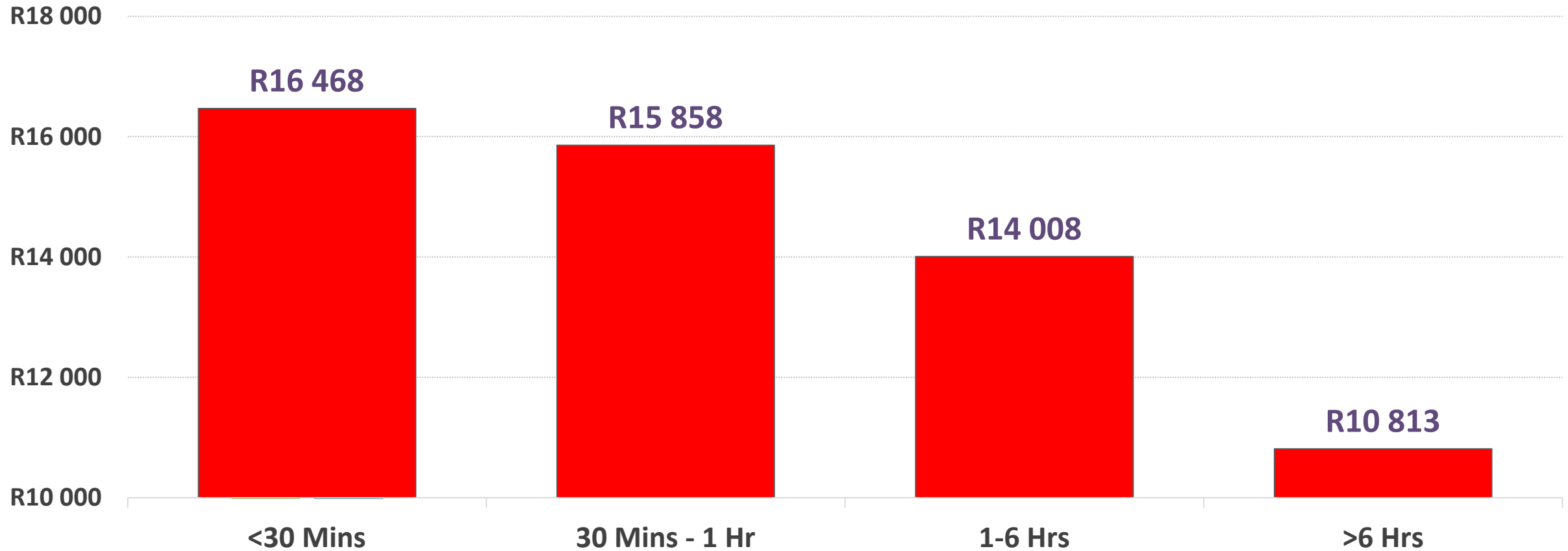
The More you Read The More you Earn



The **More** you **Listen to Radio** The **Less** you **Earn**

SEM 8-10

Pers Rand Per Month



Time Spent

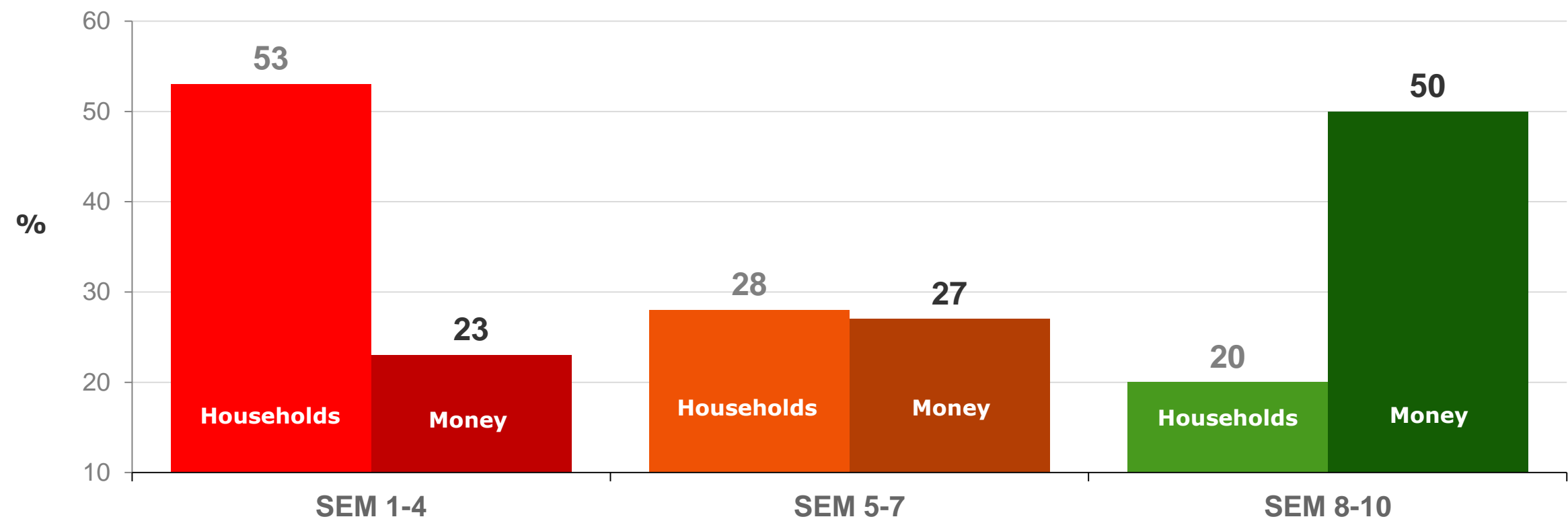
Reading/Online beats broadcast across the board

Mon-Fri Minutes	Total	SEM 1 to 4	SEM 5 -7	SEM 8 - 10
Magazines	72	67	70	76
Newspapers	63	62	62	68
Reading	135	128	132	144
Internet	104	91	112	114
TV	202	206	204	185
Radio	162	171	157	144
TV VS READING	67	78	72	41
RADIO VS READING	27	43	25	0

Advertise to Households who can afford your Brand

	SEM 1-4	SEM 5-7	SEM 8-10
NO. HH:	8.4m	4.5m	3.1m
AVG INCOME	R4,328	R9,561	R25,252

HOUSEHOLDS VS MONEY



Advertise to people who can afford your Brand

18,7m Full or Part time workers

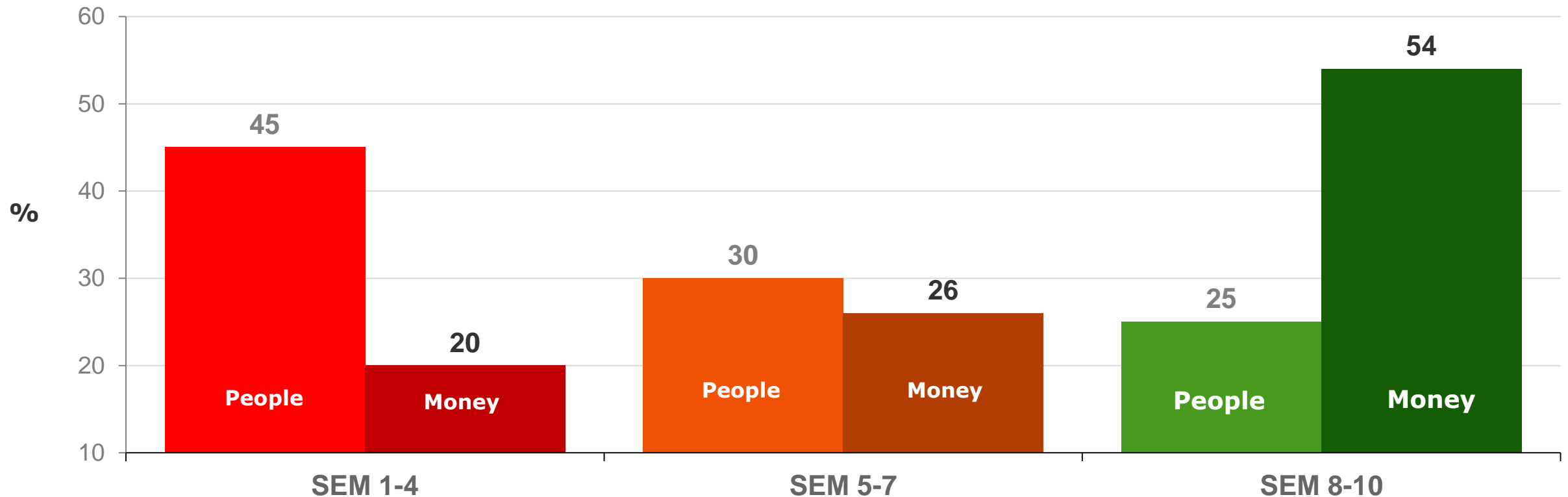
NO. People
AVG PERS
INCOME

SEM 1-4
8.4m
R3,646

SEM 5-7
5.6m
R7,273

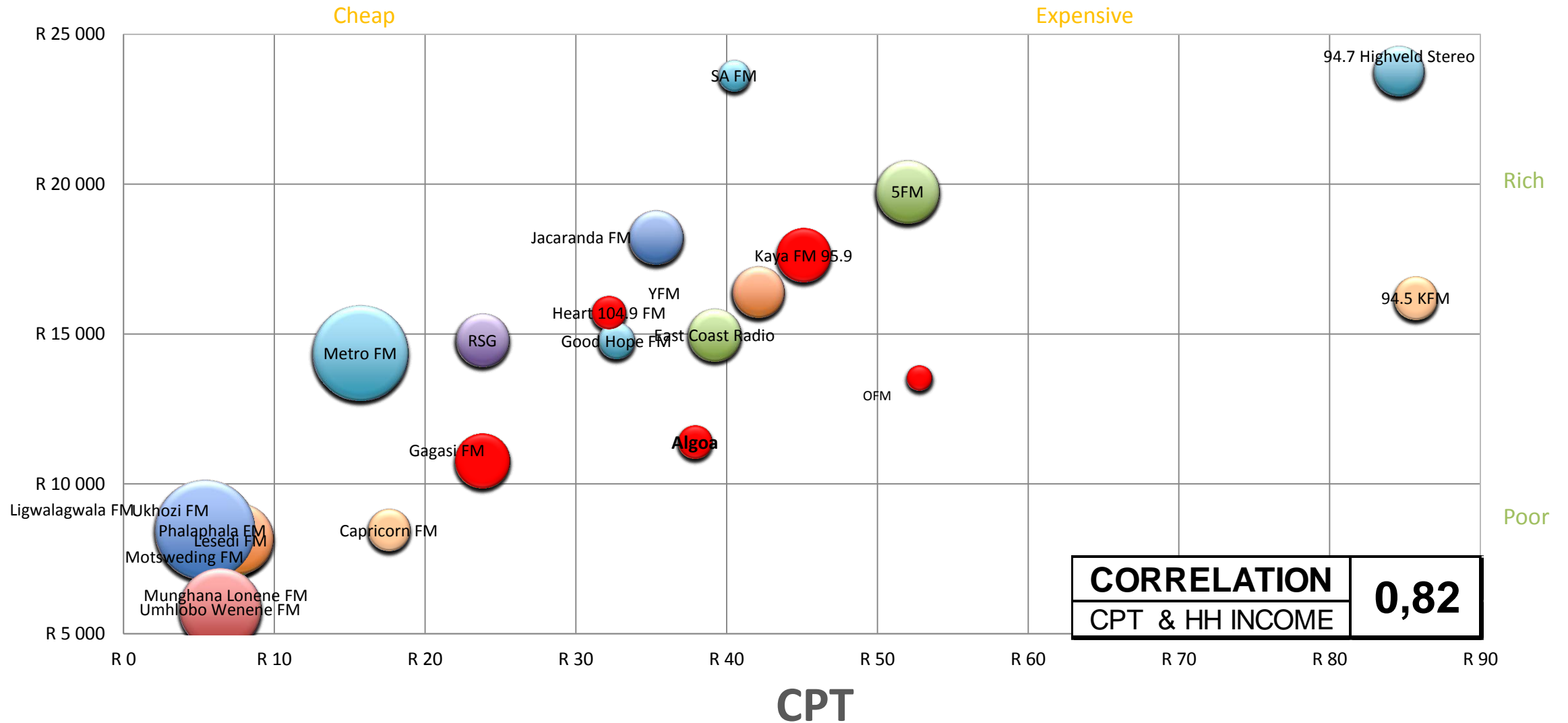
SEM 8-10
4.7m
R17,474

PEOPLE VS MONEY



Radio CPT Vs. HH Income

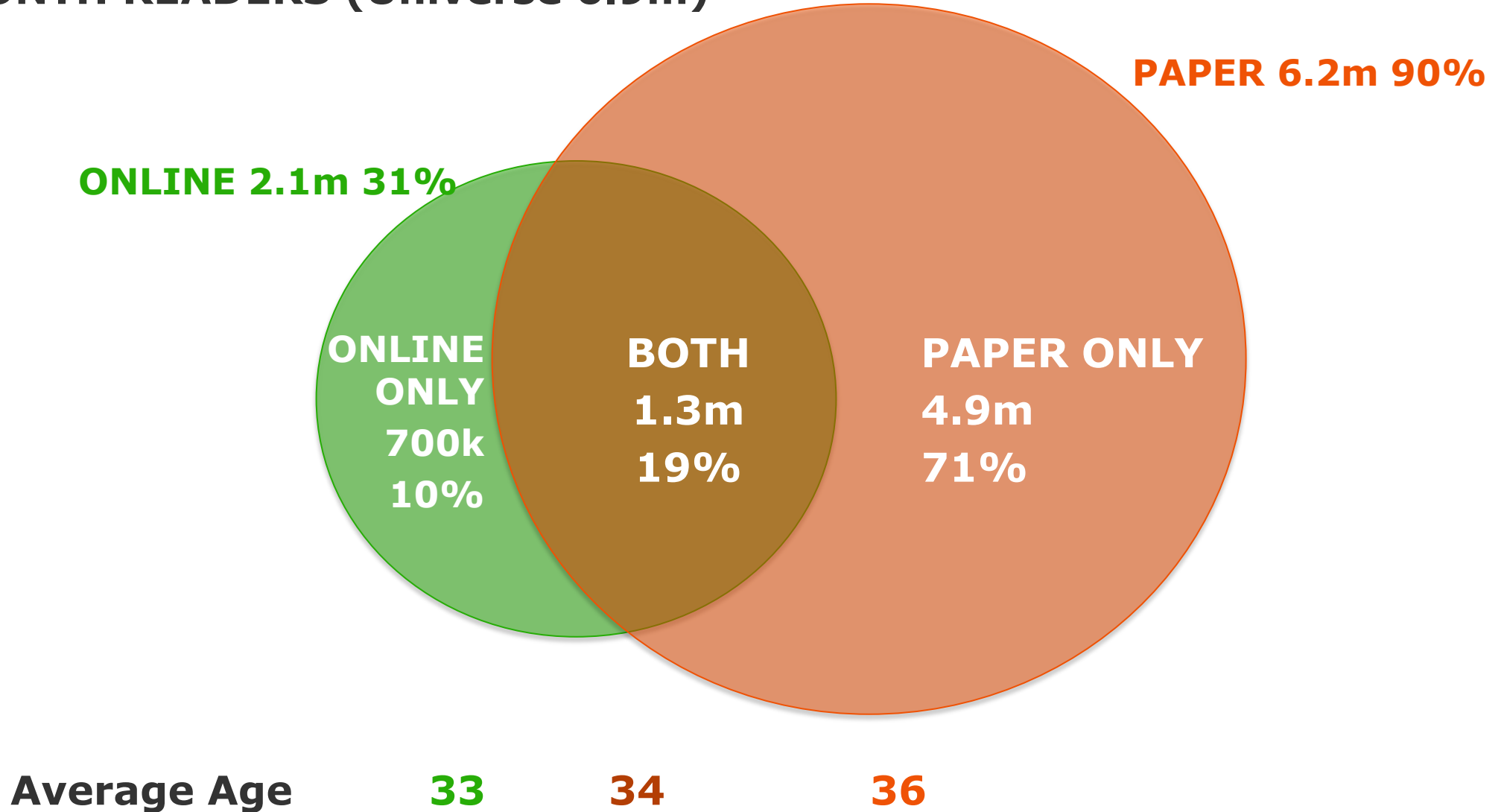
THE MORE LISTENERS CAN BUY THE MORE YOU PAY TO REACH THEM



Magazine Platform Overlap...



PAST MONTH READERS (Universe 6.9m)



Project Media View: evaluation of media engagement

Research to determine the attitudes
and perceptions consumers have of
reading relative to other media

April 2017

Engaged



Publisher
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Survey input

Questions included in this survey were largely driven by a variety of other studies done overseas

The chief informant of the questions was work done by BMRB in the UK in 2008 – which sought to develop a cross-media engagement framework.

6 clear strands of engagement form the architecture of this framework:

1. **Relevance**
2. **Trust** in the specific media vehicle
3. **Mindset** and **attention** given to the medium
4. The medium **fulfils a need state**
5. The **advertising** is perceived by consumers to be an **integral** part of the media experience
6. The medium **prompts action**



What aspects of 'engagement' did we cover?

The survey included both attitudinal as well as behavioural variables – complemented by full demographics

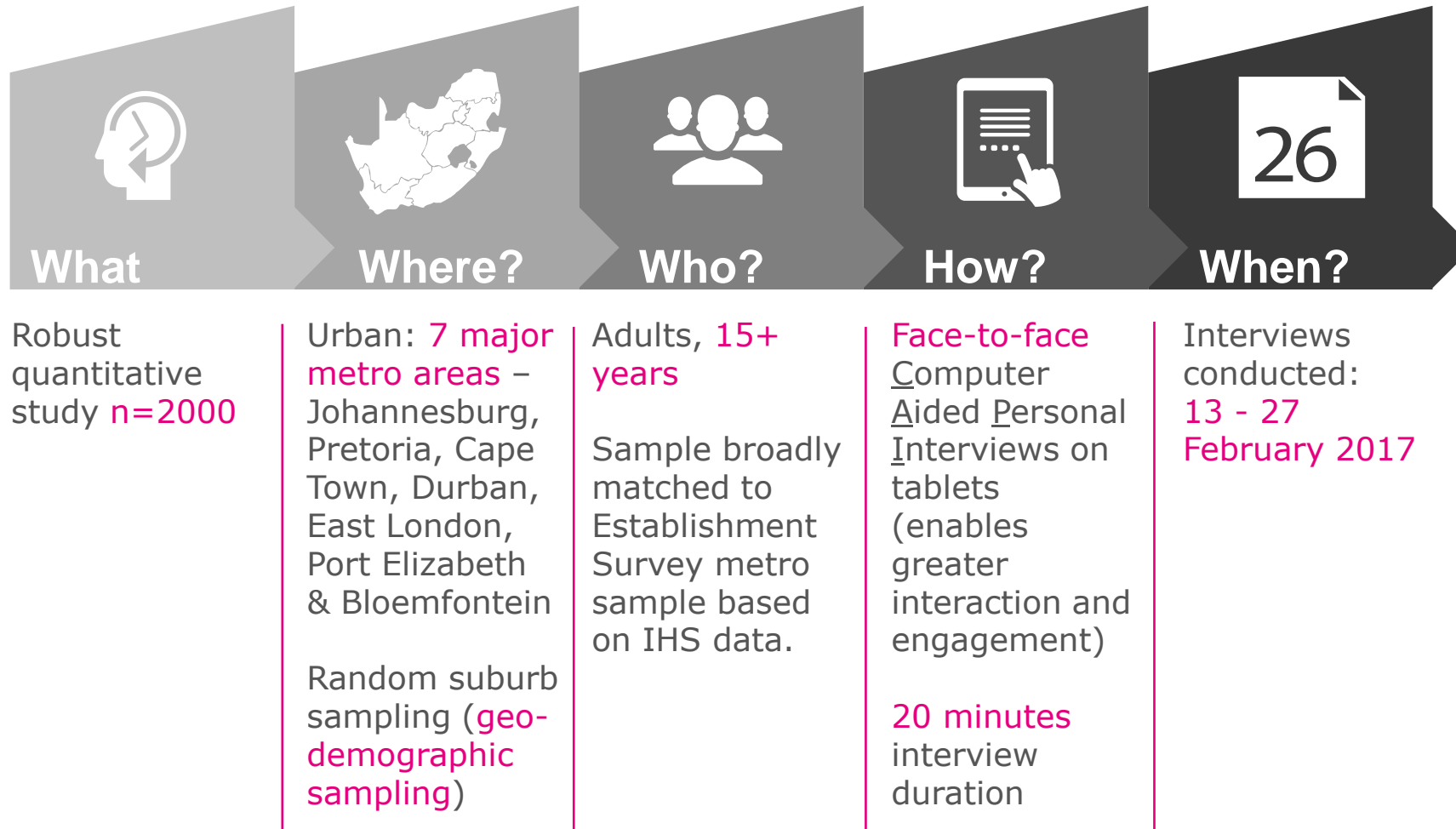
Behaviour

Topic	Dimensions
Media consumption	Frequency of consuming media
Media attention	Time spent on media
Quality of attention	Other activities usually doing
Information source	Media used for different types of information

Attitudinal perceptions

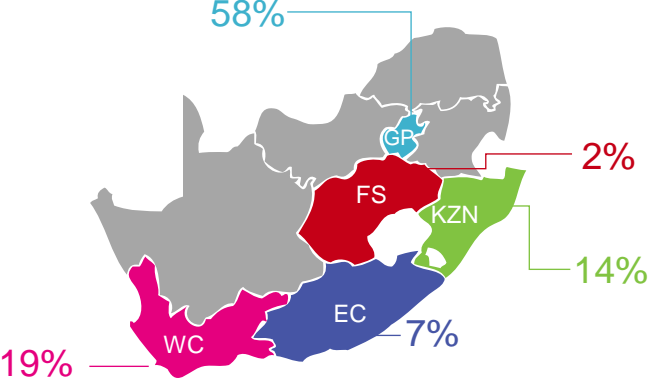
Topic	Dimensions
Satisfaction	Overall rating
Depth of information	Deeper understanding rating
Media positioning	Media associations
Media positioning	Advertising associations

Study methodology and approach

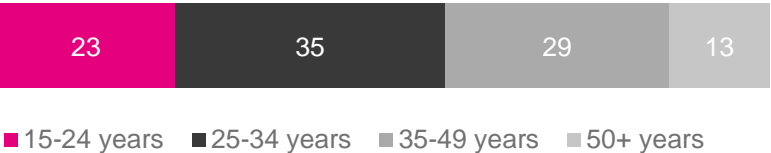


Sample profile: personal demographics (broadly matched to ES)

Metro area:

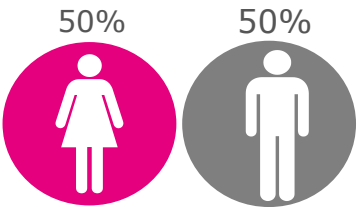


Age:

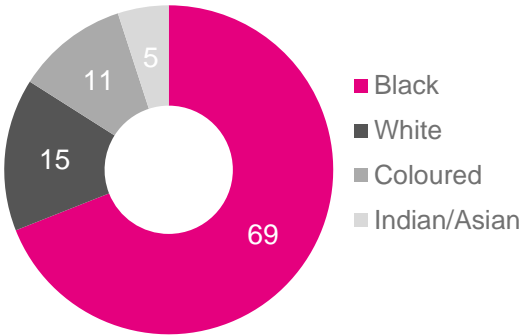


Average age (mean) = 35 years

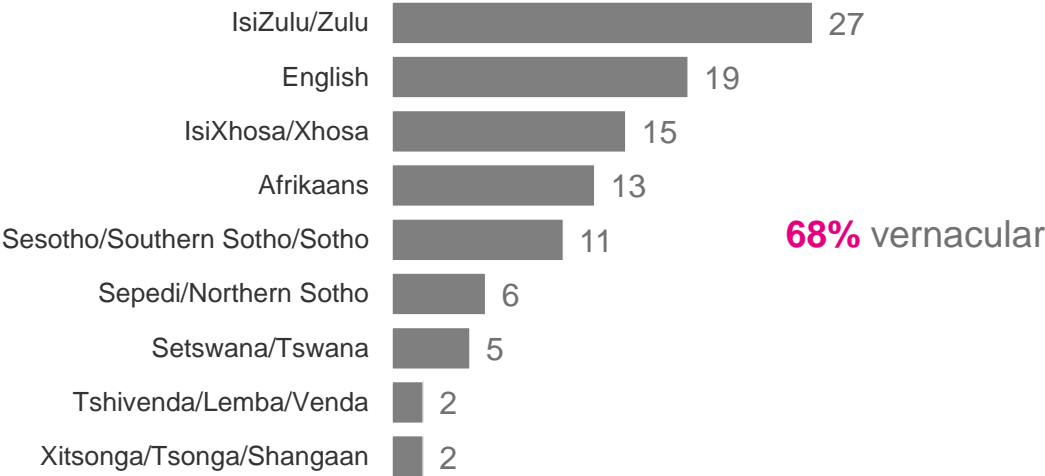
Gender:



Race:

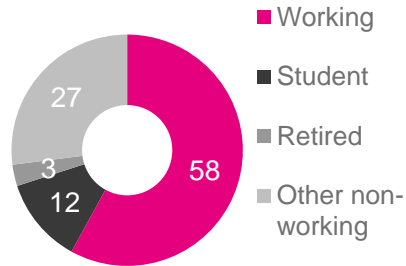


Language:



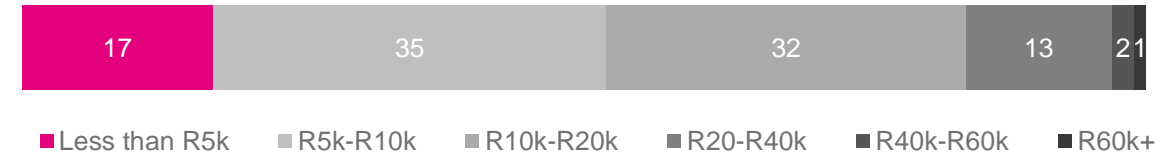
Sample profile: socio-economic demographics (cont'd...)

Work status:



Monthly household Income:

84% <R20K

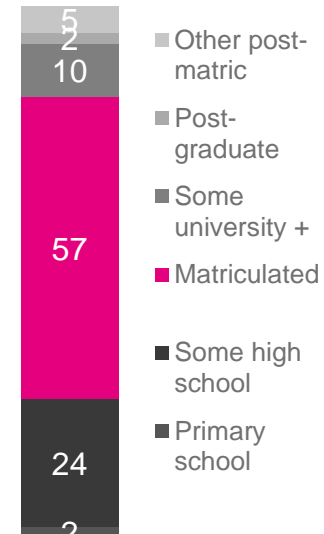


Average (mean) = **R13.3K**

Occupation (Mentions of 5%+):

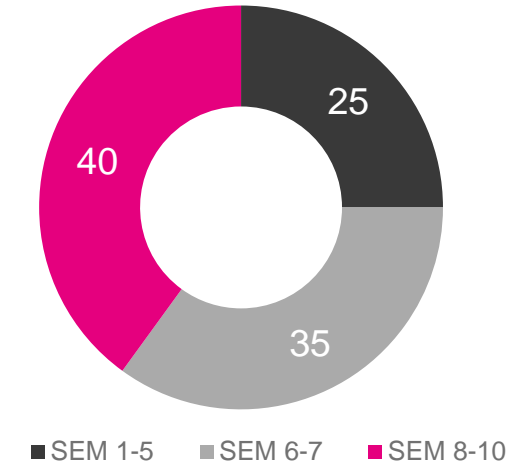


Education:



17% post-matric

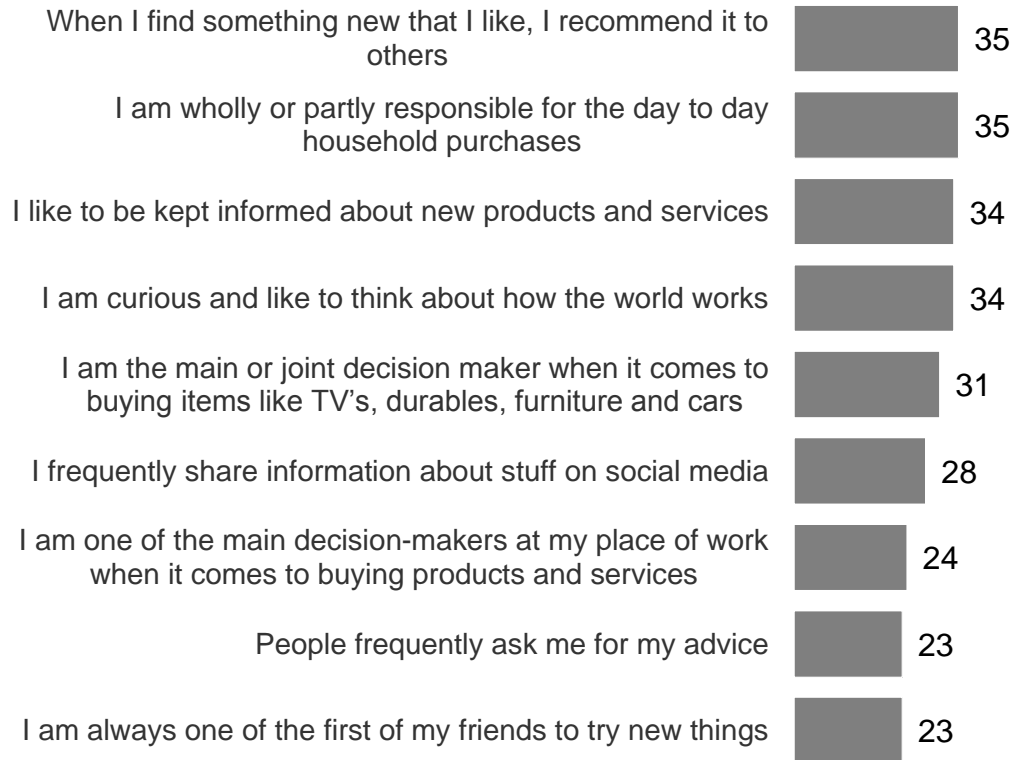
SEM:



Sample profile: a new segment to consider - Influencers

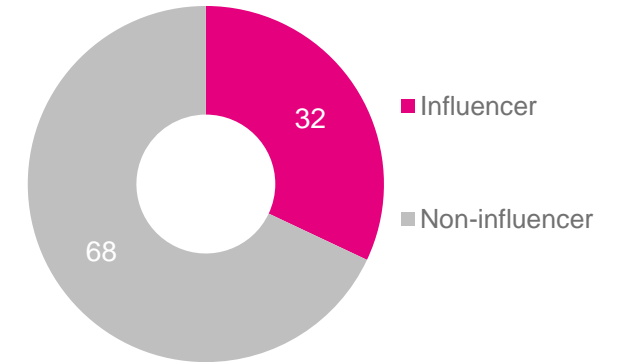
Respondents rated themselves on nine statements that relate to influence. 'Influencers' were defined as those respondents answering 'perfectly describes me' to 4 or more of the statements

% Describes me perfectly



'Describes me perfectly' to 4 or more statements = Influencer

Influencer:

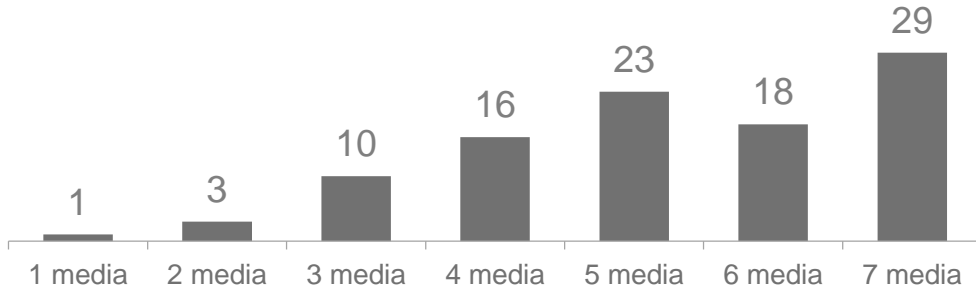


What is cross-usage of past month media consumption?

Metro consumers are consuming over 5 media types on average, with 3 in 10 claiming to consume all the listed media on a monthly basis; magazine readers claim the highest repertoire overall; high interaction between newspapers & magazines and internet & social media

Repertoire analysis:

Average: **5.3** media/7



Cross-consumption past month:







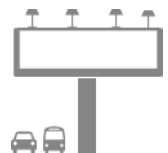


	Magazines	Newspapers	Internet	Social media	Radio	OOH	TV	Avg. no.
Magazines	100	62	54	53	49	48	46	
Newspapers	88	100	69	68	68	67	65	
Internet	82	73	100	89	70	70	69	
Social media	82	75	92	100	73	73	72	
Radio	95	94	91	91	100	90	89	
OOH	93	92	91	91	90	100	89	
TV	99	99	99	99	99	99	100	
Avg. no.	6.4	6.0	6.0	5.9	5.5	5.5	5.3	

High cross-usage between print media and internet/social media

Quality of attention: Focused time spent consuming media

Despite spending less time on print media, consumers are less distracted when reading newspapers or magazines; over one-half of newspaper readers, and a similarly high number of magazine readers say they are focused when reading and aren't doing any other activity simultaneously; reading online is the next 'least distracted' medium

							
Not doing something else	56	50	37	28	24	18	18
Eating or drinking	27	27	24	32	62	41	6
Watching TV	12	14	19	35	-	6	3
Listening to the radio	11	13	11	19	4	-	4
Socialising	7	9	16	25	20	22	7
Travelling or driving	4	5	5	12	1	25	65
Activities in the home such as cooking, housework, child care, etc.	3	4	3	6	12	27	-
Accessing social media	3	4	8	-	12	8	2
Using your mobile phone or tablet	2	3	10	16	12	11	3
Working or studying	2	2	10	6	2	14	1
Avg. no. activities	0.8	0.9	1.2	1.7	1.4	1.8	1.1

What media are used to access information?

Universally, consumers are accessing media for the news and weather

Do
activity:

News	Weather	Sports	Sales/deals	Lifestyle	Best price on electronics, cellphones, furniture, etc	More info on expensive items want to buy	Compare prices on everyday items
98%	98%	91%	90%	87%	84%	81%	81%

What media are used to access information?

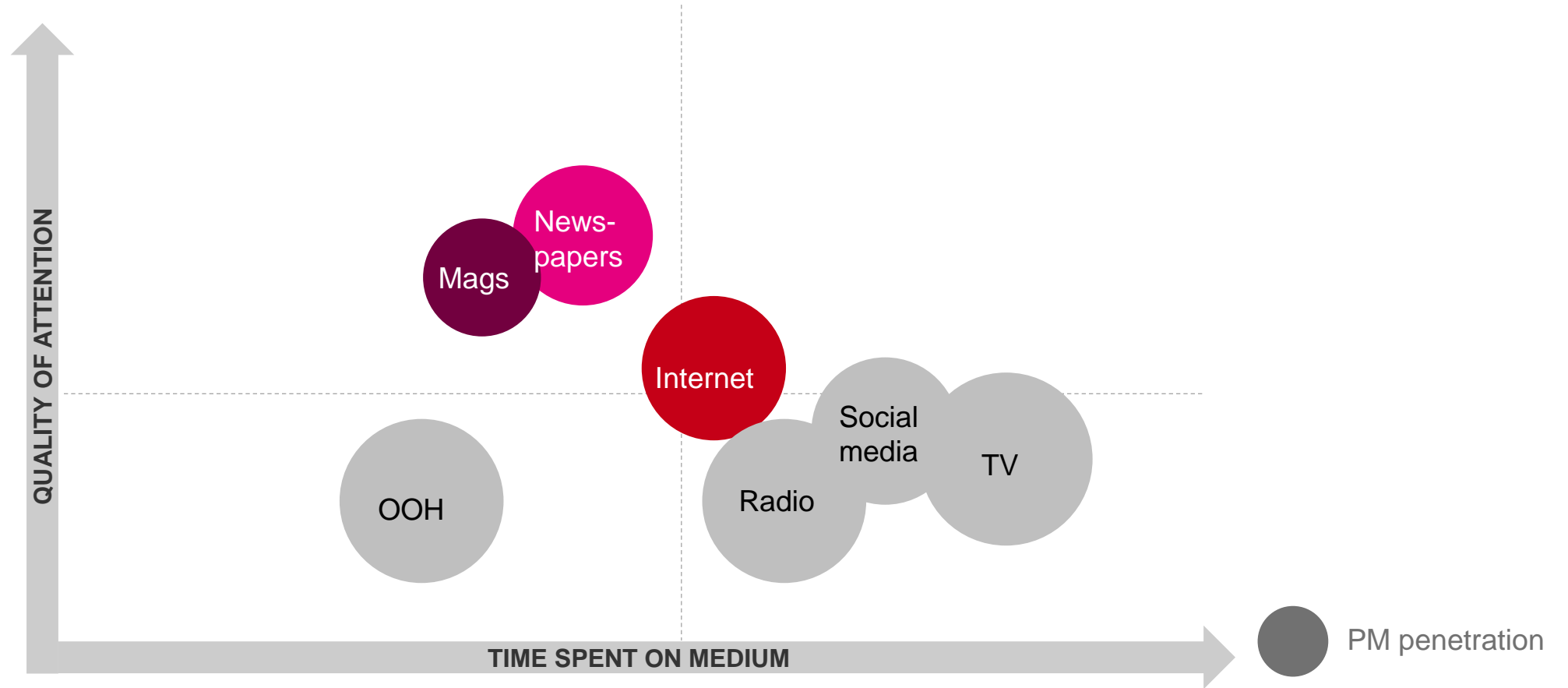
Other than for news, weather and sports, newspapers rank second behind TV for accessing information about a wide variety of matters. Magazines perform well for lifestyle topics.

Do
activity:

News	Weather	Sports	Sales/deals	Lifestyle	Best price on electronics, cellphones, furniture, etc	More info on expensive items want to buy	Compare prices on everyday items
98%	98%	91%	90%	87%	84%	81%	81%
TV 87%	TV 89%	TV 79%	TV 64%	TV 60%	TV 54%	TV 50%	TV 52%
Radio 49%	Radio 33%	Radio 36%	Newspapers 48%	Newspapers 31%	Newspapers 39%	Newspapers 33%	Newspapers 47%
Newspapers 44%	Internet 22%	Newspapers 35%	Radio 32%	Magazines 30%	Internet 28%	Internet 30%	Radio 22%
Internet 20%		Internet 20%	Internet 22%	Internet 28%	Radio 22%	Radio 22%	
				Radio 26%	Magazines 20%		
				Social media 21%			

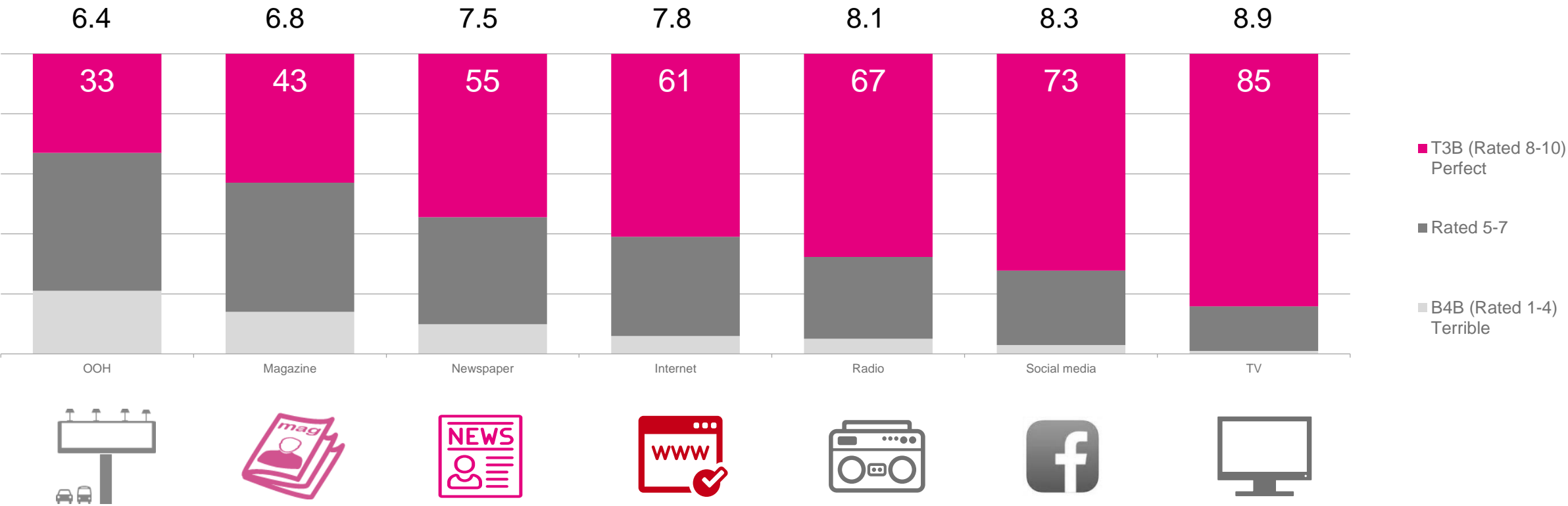
What does this mean for the reading narrative?

Print media and, to a lesser extent the internet, uniquely occupy the 'high quality' focused time quadrant



Satisfaction: Overall rating of media used

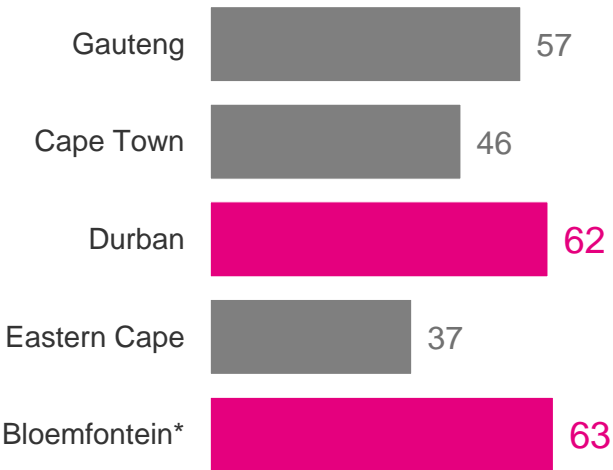
TV outperforms all other media by a long way in terms of meeting overall needs of a medium. Newspapers achieve an overall score slightly behind that of the internet



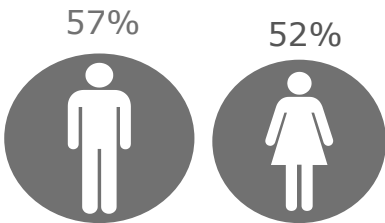
Which consumers are most satisfied with newspapers? (Average = 55% T3B rating)

Durban residents, Asians, older consumers and Influencers are most satisfied currently with newspapers

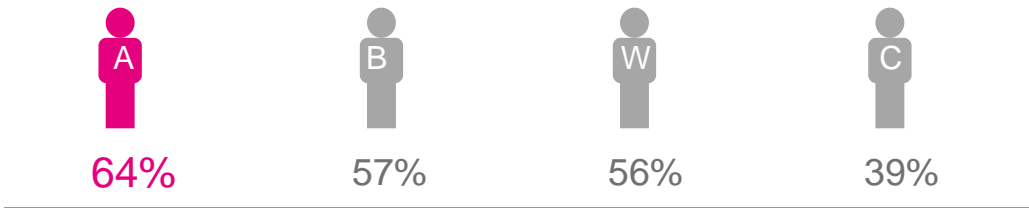
Metro area:



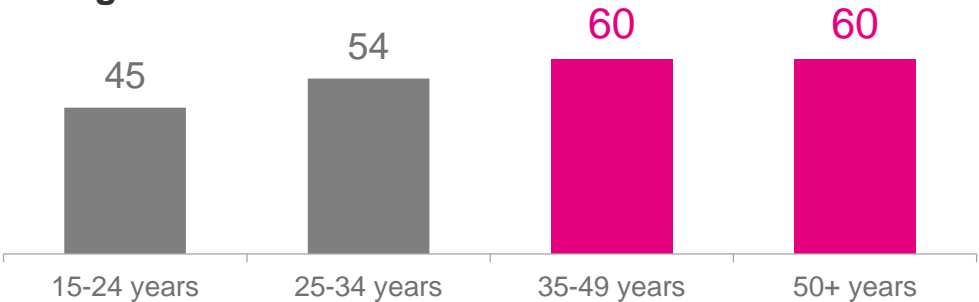
Gender:



Race:



Age



Influencer:

Yes	No
70%	48%

Language:



SEM:

SEM 1-5	SEM 6-7	SEM 8-10
57%	54%	54%

Imagery perceptions

We look at the image associations in 3 different ways ...

Drivers of the ideal (media type) (advertising medium)

Relative **performance**

Differentiation

Drivers of the ideal media type

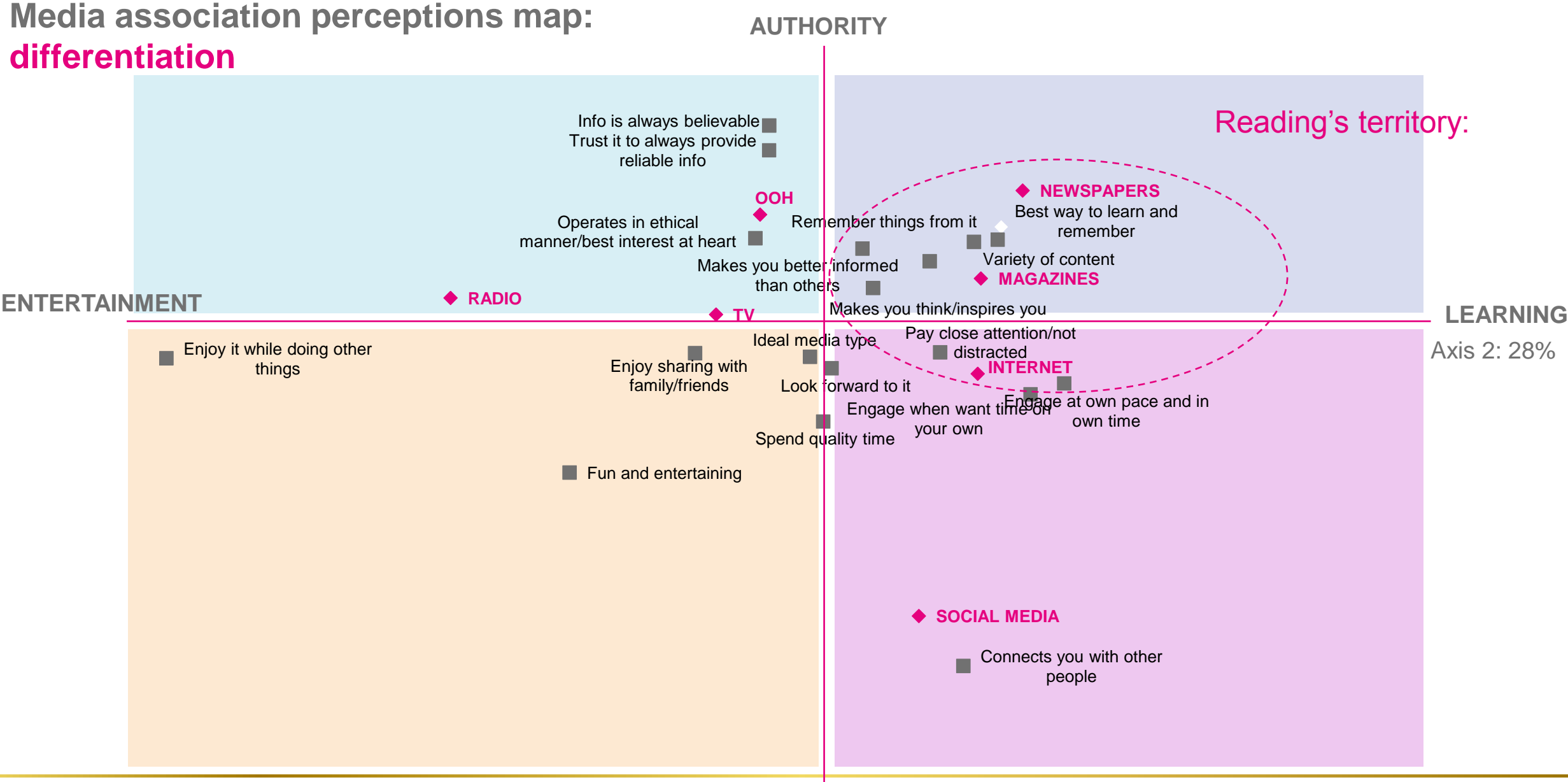
The 'ideal' media type must be believable, be one that is easy to remember from and that one looks forward to engaging with, and must be fun and entertaining

High	Ideal media type
	Info is always believable
	Remember things from it
	Look forward to it
Moderate	Fun and entertaining

	Spend quality time
	Best way to learn and remember
	Makes you think/inspires you
	Makes you better informed than others
	Engage when want time on your own
	Operates in ethical manner/best interest at heart
Lower	Pay close attention/not distracted
	Engage at own pace and in own time
	Variety of content

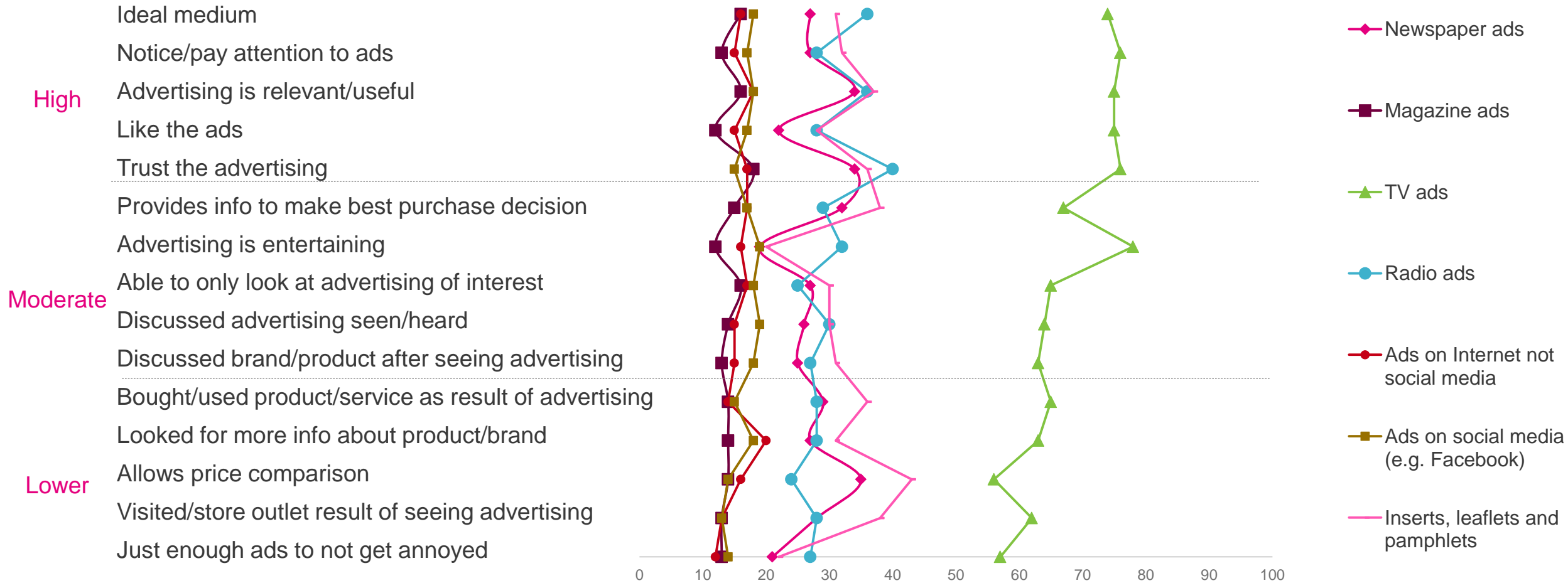
	Trust it to always provide reliable info

Media association perceptions map:
differentiation



Advertising attributes association: performance

Newspaper ads and leaflets/inserts are perceived similarly by consumers – relevance and trust are big strengths



What is advertising in each media type known for?

Each media type is known for slightly different aspects



Allows price comparison

Trust the advertising

Advertising is relevant/useful

Provides info to make best purchase decision



Trust the advertising

Able to only look at advertising of interest

Advertising is relevant/useful

Ideal medium



Allows price comparison

Provides info to make best purchase decision

Visited/store outlet result of seeing advertising

Advertising is relevant/useful



Looked for more info about product/brand

Advertising is relevant/useful

Able to only look at advertising of interest

Provides info to make best purchase decision

Trust the advertising



Advertising is entertaining

Trust the advertising

Notice/pay attention to ads

Advertising is relevant/useful

Like the ads



Trust the advertising

Ideal medium

Advertising is relevant/useful

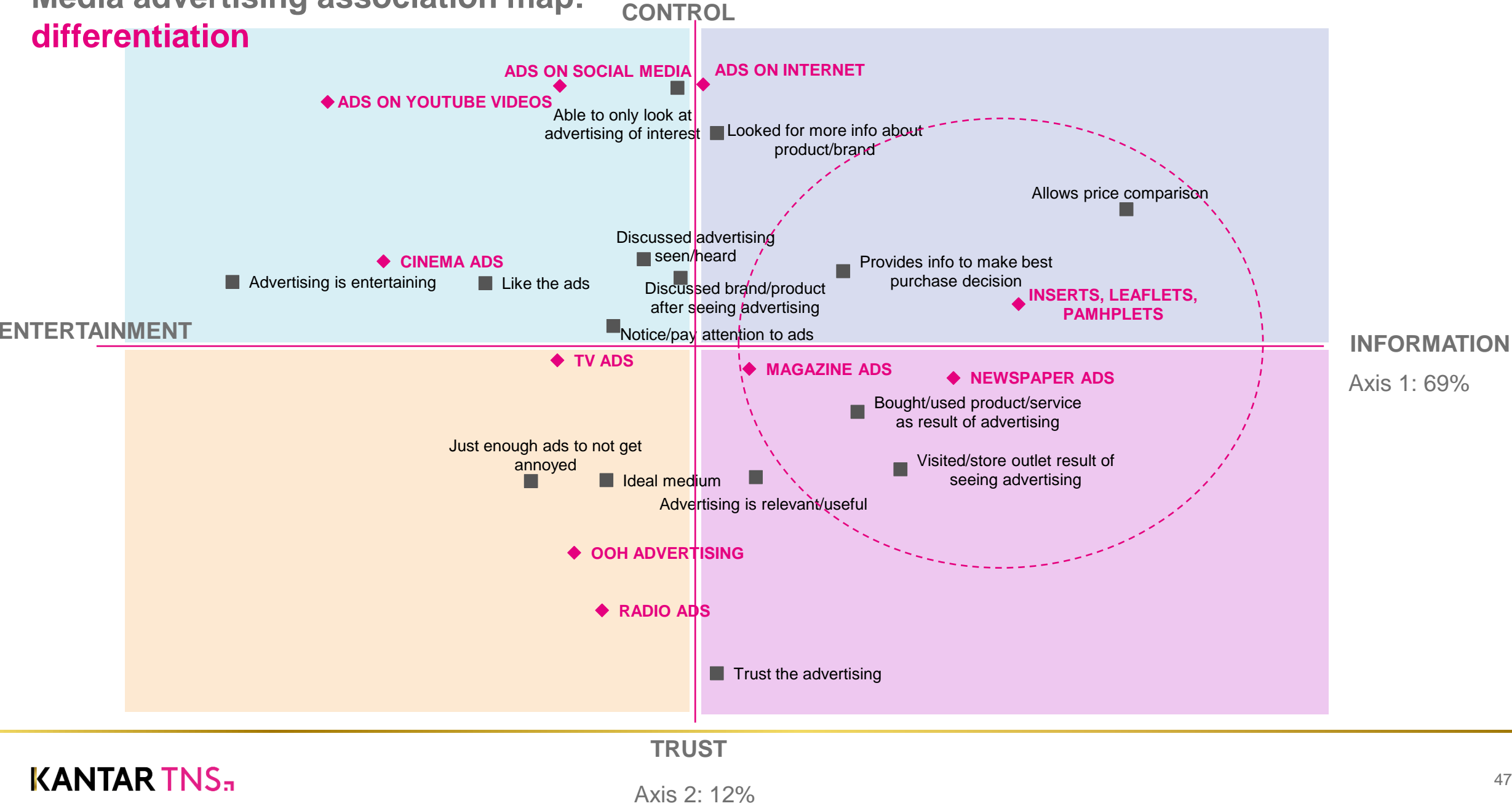
Advertising is entertaining



Discussed advertising seen/heard

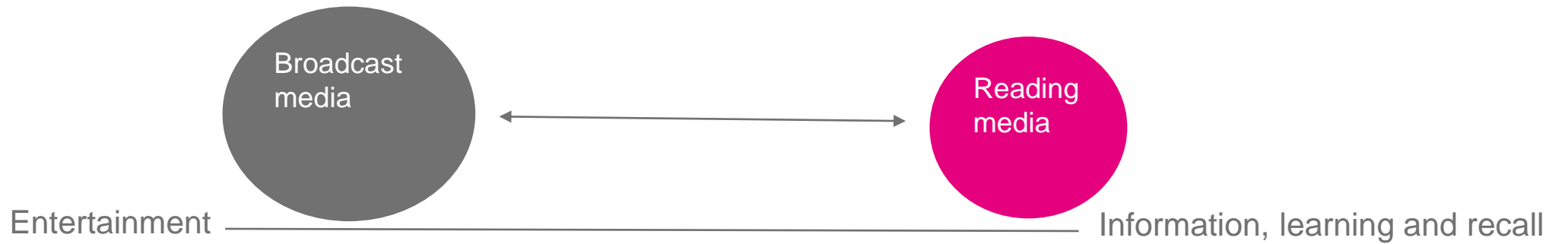
Advertising is entertaining

Media advertising association map:
differentiation



What does this mean for the reading narrative?

Reading media channels uniquely sit in the 'learning and information' territory

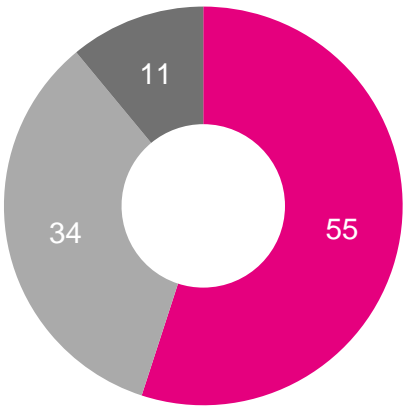


Reading Occasions

Print is the only medium where you pay for one OTS, but get at least 60% more!

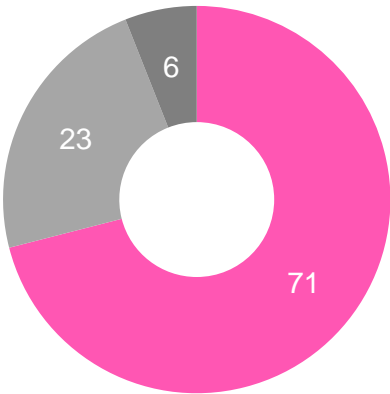


Daily newspapers



OTS = 1,9

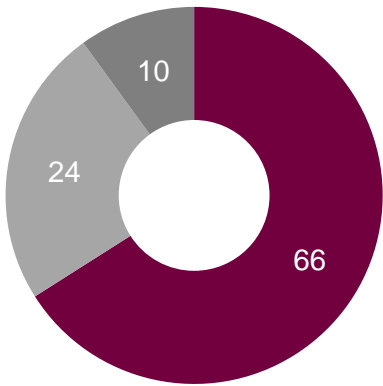
Weekend newspapers like the Sunday Times, Rapport or City Press



OTS = 1,6

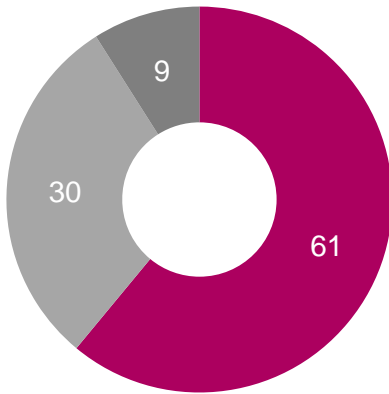


Weekly magazines such as Drum, You or Move



OTS = 1,8

Monthly magazines



OTS = 1,8

Once 2-3 times 4 or more times

Reading Occasions

There are pronounced skews in number of reads of the same issue towards older, more upmarket, more influential readers

	Total	Age				SEM			Influencer	
		15-24 years	25-34 years	35-49 years	50+ years	SEM 1-5	SEM 6-7	SEM 8-10	Influencer	Non-influencer
Daily newspapers	1,9	1,6	1,9	2,0	2,3	1,9	1,8	2,0	2,2	1,8
Weekend newspapers	1,6	1,4	1,4	1,6	1,8	1,4	1,4	1,7	1,7	1,5
Monthly mags	1,8	1,8	1,8	1,8	1,9	1,7	1,8	1,9	2,1	1,7
Weekly mags	1,8	1,6	1,8	1,7	1,9	1,5	1,7	1,9	2,0	1,6

The reading narrative

This initial in-depth look into urban South African consumers' perceptions of media engagement confirms many hypotheses about the role of reading

- Reading newspapers, magazines and the internet benefits from more **focused attention** and less distraction
 - This 'deep reading' translates into a better transfer of information to long-term **memory** and clearer **comprehension**
 - The **multi-sensory** experience of holding print media might help enrich **memory** and **recall**
 - Maintaining consistent **structures** within the print content helps consumers **navigate** and to form further memory traces
- Print media and broadcast media sit at opposite ends on a **rational/emotional spectrum**, fulfilling different sets of needstates
 - Broadcast media is **fun and entertaining**, making for an emotional connection; reading print media is **deliberate and controlled**, yielding far more rational behaviour
 - Creating an **integrated campaign** that utilises both sets of needstate fulfilment has been proven to increase ROI
- Newspapers are the second media source behind TV for many topics of **information**, particularly for **pricing**; similarly, inserts and pamphlets are seen as the top media (behind TV's halo) for **price comparisons** and are differentiated by prompting a **call to action**
 - Clearly, consumers have come to rely on these information vehicles as critically important sources for **purchase decisions**
- Magazines' heartland is in its **varied and inspirational content**; consumers further enjoy being in **control** of reading the content and advertising on their own terms
- Reading online largely is **aligned with print media** on many behavioural and attitudinal aspects though perceptions of its advertising sit in a territory closer to social media

Final words: the power of an integrated campaign

Why Print Media?

7. Adding print increases the ROI

- An effective marketing campaign works best when print is used with other media as one element of an integrated solution
- Print media will not only add to the ROI, it will also enhance the ROI of TV or online in the mix
- BrandScience's analysis of 500+ European cases shows that, in case of FMCG, TV's ROI increased with 61 per cent when used in combination with print advertising and the total campaign ROI increased with 57 per cent with the combination of TV and print media

Print Power Europe Limited
iCon Centre | Eastern Way | Daventry | NN11 0QB | United Kingdom
0044 1327 262920 | info@printpower.eu | www.printpower.eu | #Printpower



GfK Marketing Mix Evaluator (MME)

How we evaluate advertising effectiveness

GfK South Africa





1

Elements of the perfect marketing mix

2

Why is it so important to get your mix right?

4

Time to remix

Synergy Study

Situation

To measure the **relative effects** of different advertising strategies across media channels and with particular impact that print plays in ROI

Approach

Multiple Regression was used to measure the relationship between

- The **'volume'** of advertising **by media type (ad spend)**
- The **value** of **purchases** of advertised brands **by panel members** who were users of that media type, and therefore **assumed to have had the opportunity to see/hear that advertising**
- No controlling variables such as demographic measures, loyalty to the brand, category usage, etc. were used in this analysis

Outcome

The small discernible effect of advertising visible in panel data shows, for certain brands and categories, a positive effect linkable to changing volumes of advertising. Selected cases where the effect of print advertising is positive have been reported to illustrate the effect print advertising can have.

How did we get all this valuable data?

GfK Consumer Panel across 9 Provinces, LSM 4 – 10, Urban and Rural HH's, **scanning all household purchases** made on a day to day basis

3000 Households with either a cell phone or internet connection using demographic profiles from AMPS 2015B and Stats SA annual mid-year population estimates fully **representing 13.1 million South African Households**

Technology is scanners placed in Panelist homes and Quality checked through stringent Global standards



Interviews conducted with Main Household Purchaser to determine media consumption patterns across TV, Radio, Digital and Print 2250 Household incidence across 6 months data used



- PRC supplied GfK with Adex advertising spend
- Recording spend total by month
- By main media type – TV, Radio, Print
- For all advertised brands in the Food, Personal Care and Beverages Adex product groups

Multiple Regression formed the core analysis

Multiple Regression was used to measure the relationship between **volume** of advertising by media type as represented by advertising spend in Rands, and **value** of purchases of advertised brands by panel members who were users of that media type, and therefore assumed to have had the opportunity to see/hear that advertising



No background or controlling variables such as demographic measures, loyalty to the brand, category usage, etc. were used in this analysis

Allowing the constant of the regression equation and the residual of the r^2 to account for all such background influencers of brand spend

This analysis was only intended to measure the relative effects of different advertising strategies and especially the effect of including print advertising in the strategy



GfK selected **40** product categories and **154** brands for synergy analysis – specific criteria was implemented to conduct the study:

1

Purchase/ Print Relationship:

- Read YES /No
- Categories & Brands selected if print was used & achieved **print ROI**
- 36 product categories & 32 brands qualified for in-depth, deep-dive analysis
 - 6 Categories and Brands selected that showed a positive relationship between purchase and print advertising

2

Category/ product selection qualifying criteria:

- Product monthly penetration greater than 4% in panel data
- Total media ad spend greater than R100k
- Significant variance in the data

3

TV baseline:

For the purposes of this study TV forms the baseline of the assessment... TV advertising remains the most effective medium...

All Categories and brands show for **every R1.00 spent what is the return on your Rand**

But what is important is... **Its all about SYNERGY to achieve optimum ROI!**



→ Competitive advantage → profitable sales → higher ROI

Selected to include in our Synergy Analysis that met criteria and highlighted positive print impact were 6 Categories

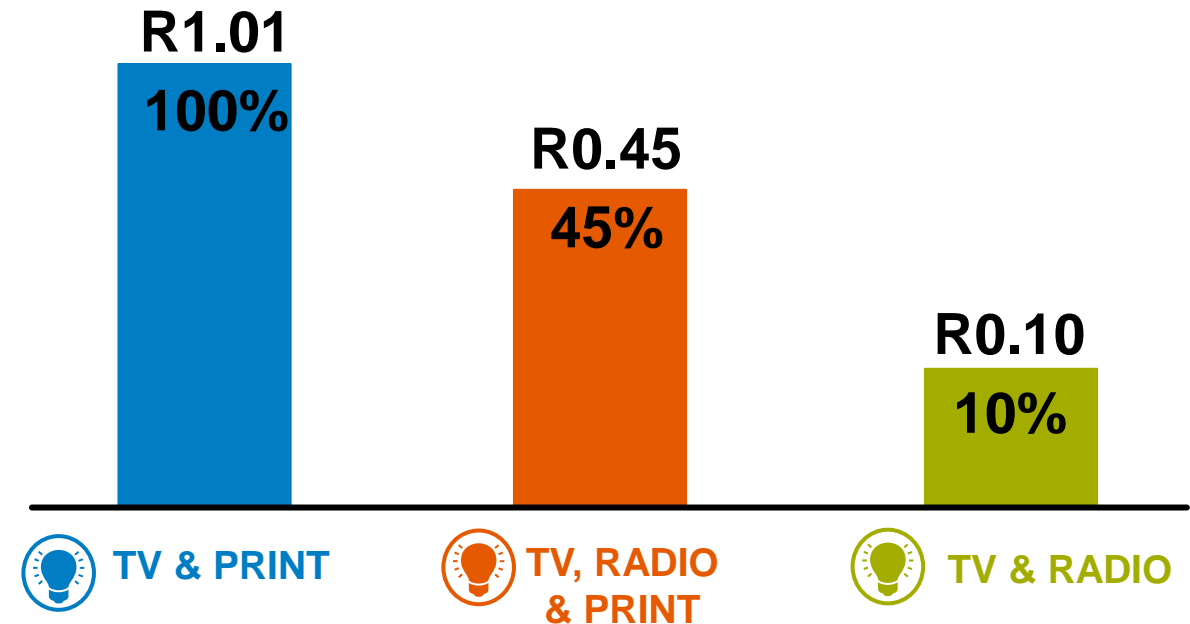
6 Categories and Brands were selected and included in the following case studies:

- **Beverages**
 - ✓ CSDS – Coca Cola
 - ✓ Energy Drinks
 - ✓ Tea – Five Roses, Freshpak

- **Dry Groceries**
 - ✓ Soup – Knorr Soup
 - ✓ Sauces – Tabasco
 - ✓ Sugar – Hulett's

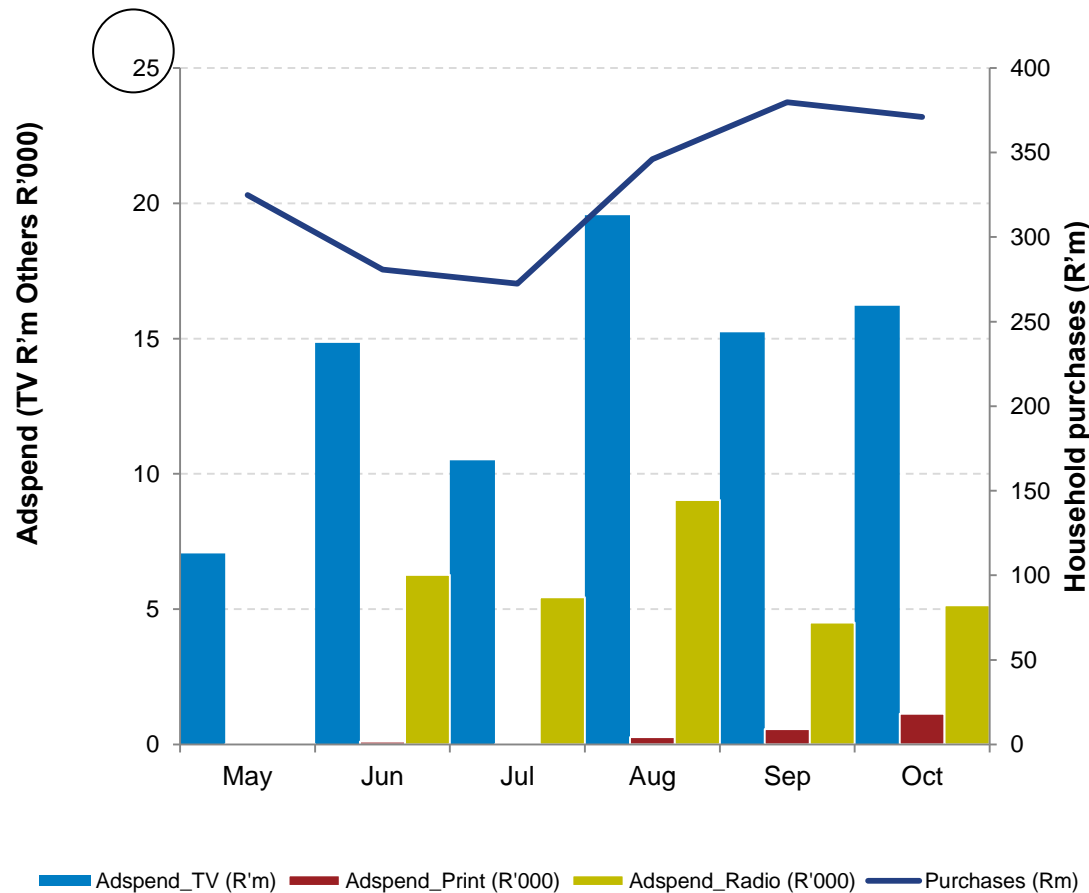
All Categories and brands show for **every R1.00 spent what is the return on your Rand**

For every R1.00 we get...



Synergy Analysis : Coca Cola

Adding print to Coca Colas large TV and radio spend has a measurable and visible effect...



Print delivering **8 times** a larger effect



R 0.01
purchases



R 0.08
purchases

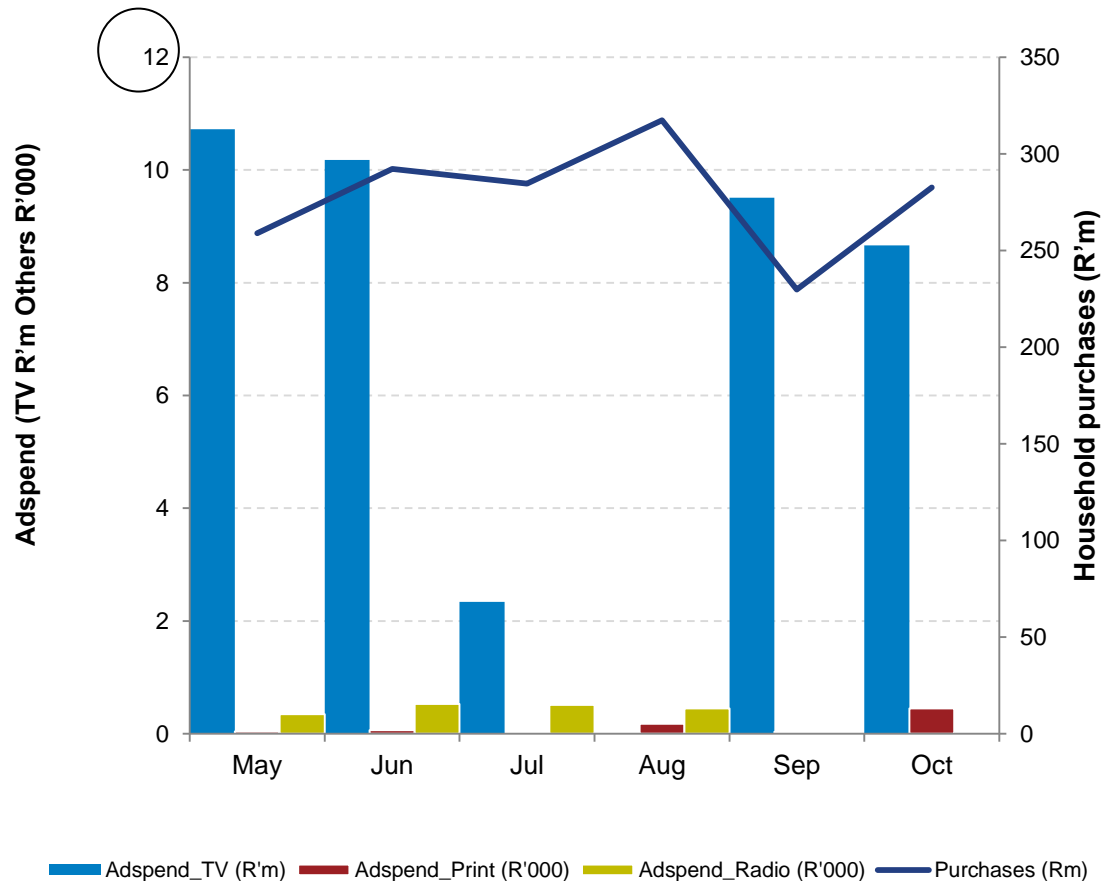
8x



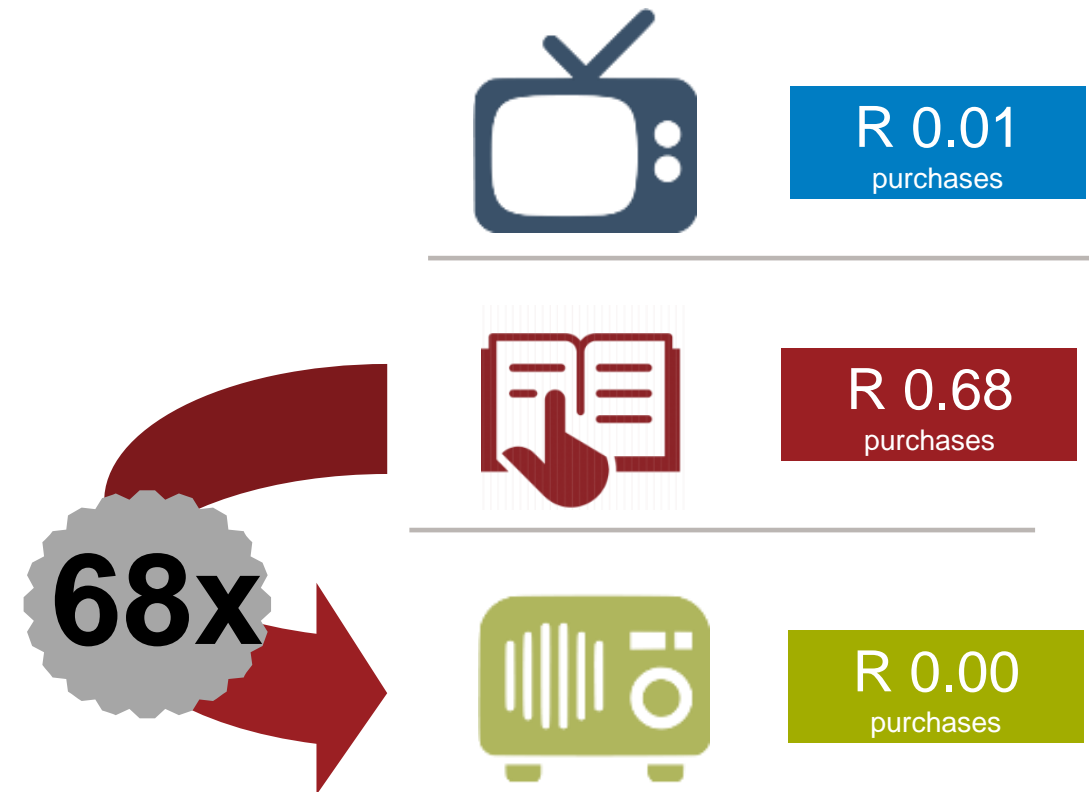
R 0.00
purchases

Synergy Analysis: TEA

Print in the Total Tea category delivers a measurable effect

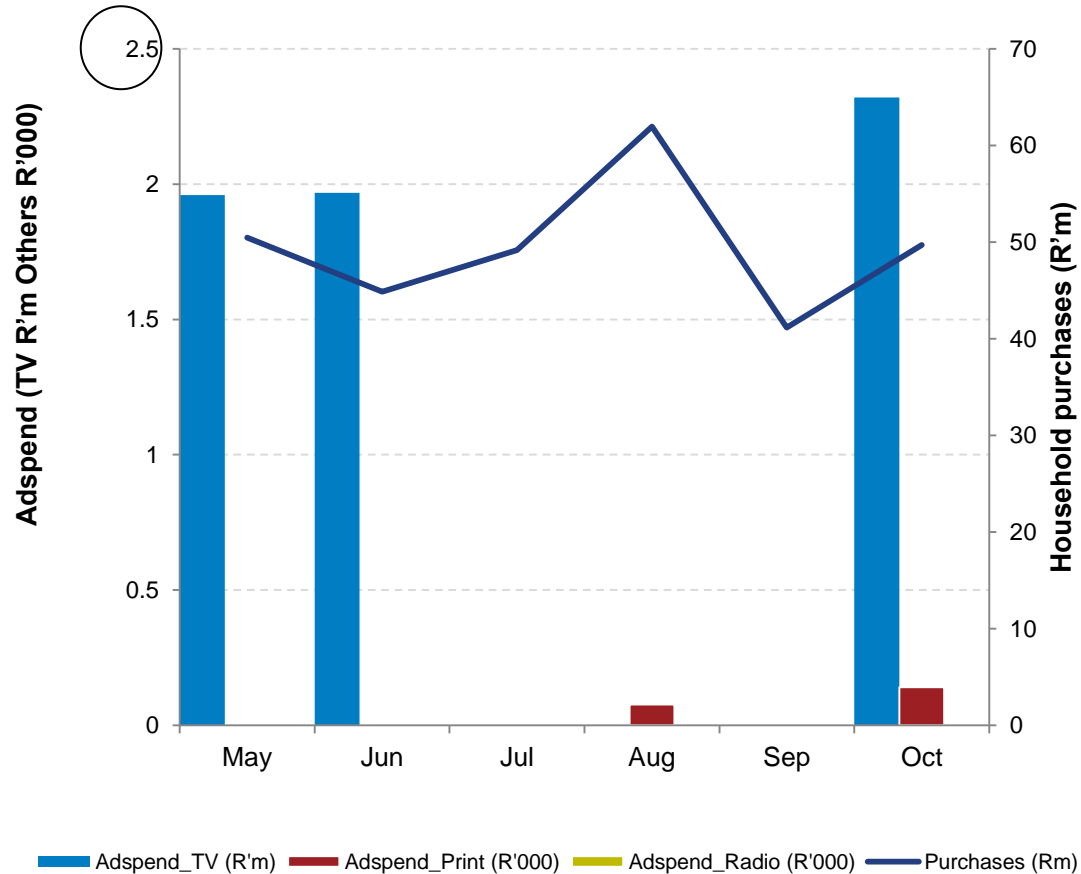


Print delivered a 68 times larger effect



Synergy Analysis : Five Roses Tea

Print advertising delivers **36 times** the effect of TV advertising!



Print delivered a **36 times** larger effect



R0.00
purchases



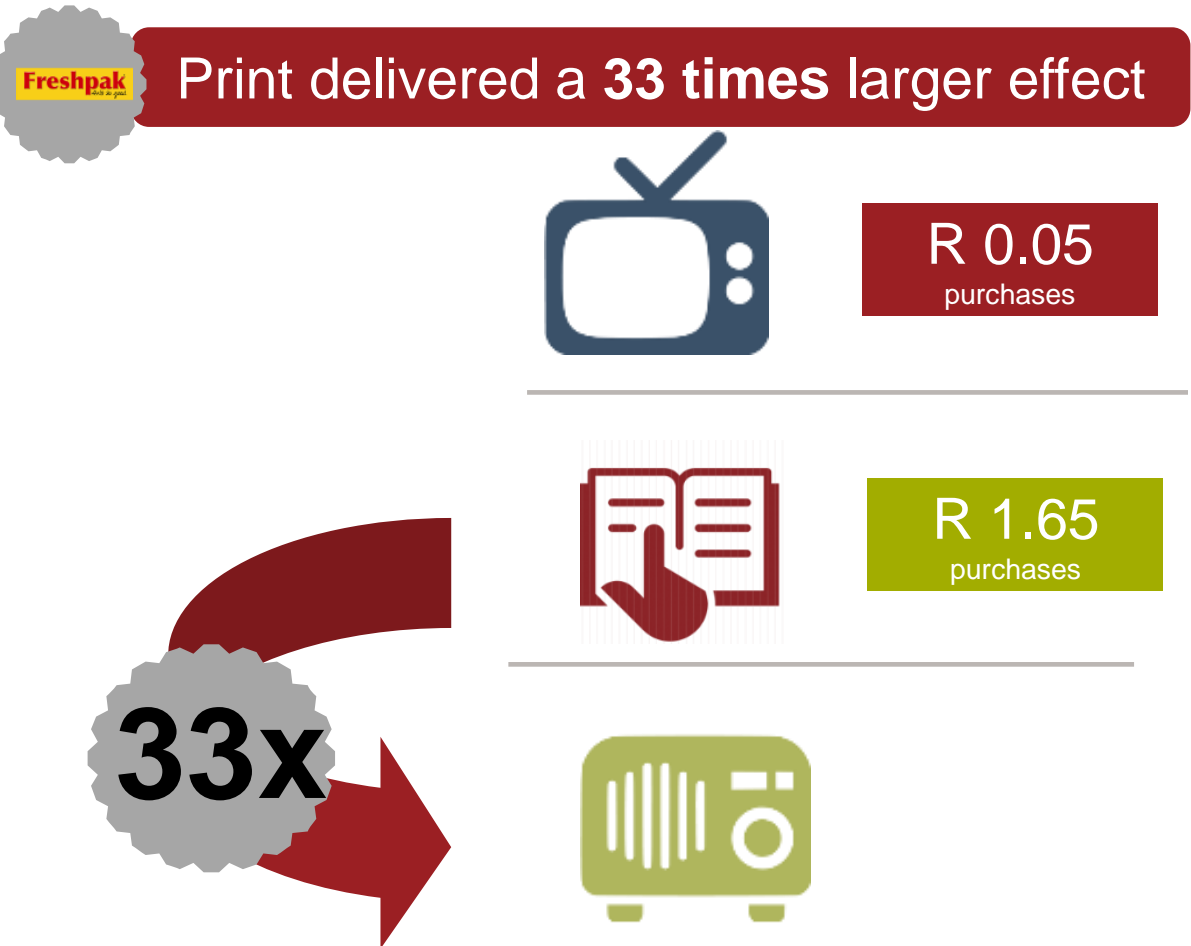
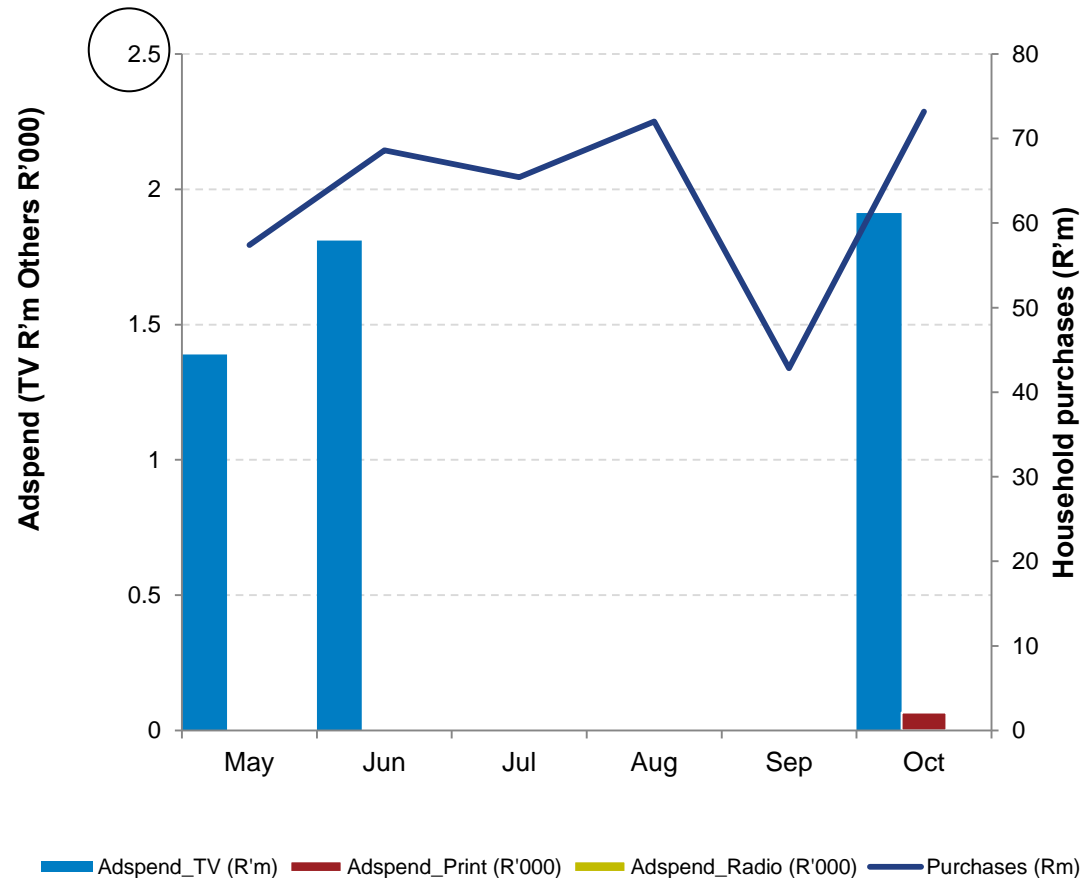
R0.36
purchases

36x



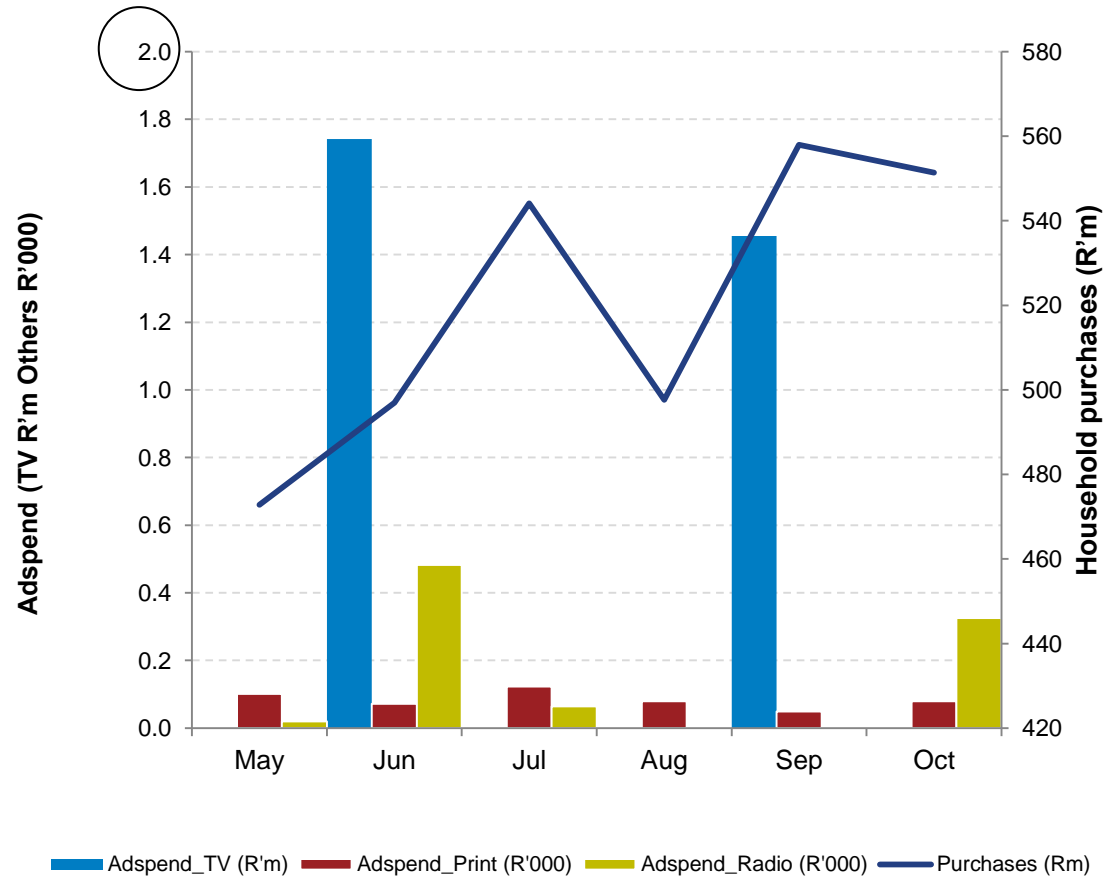
Brand Case Study : Freshpak

Print advertising delivers **33 times** the effect of TV advertising!

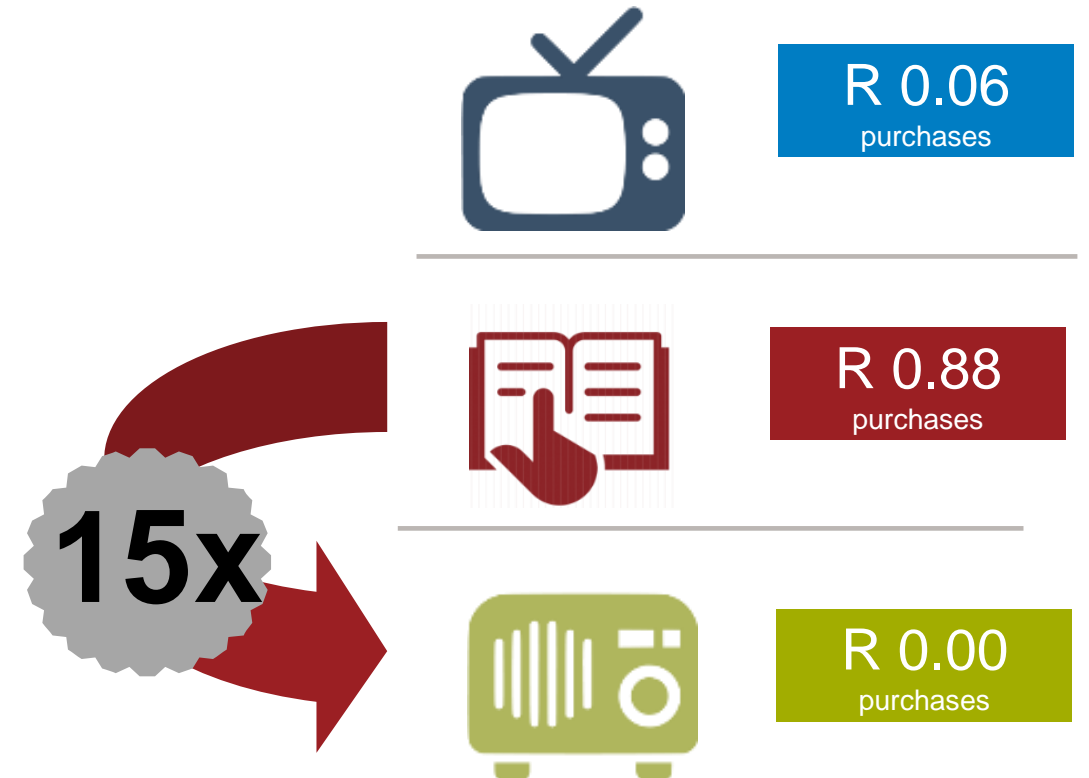


Synergy Analysis : SUGAR

Continuous presence **increased incidence and spend** for the sugar category



Print delivered a **15 times** larger effect





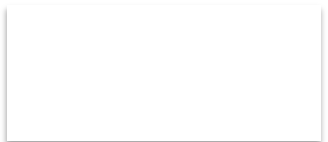
In conclusion

- Product groups need to be analysed at the highest level in order to establish a reliable measure of relationship between advertising spend and household purchase value
- The selected case studies demonstrate the effect of print advertising spend on household purchasing
- Synergy analysis shows the combination of media types renders a better result than single medium strategies

Insights into Wealthy South African's Reading

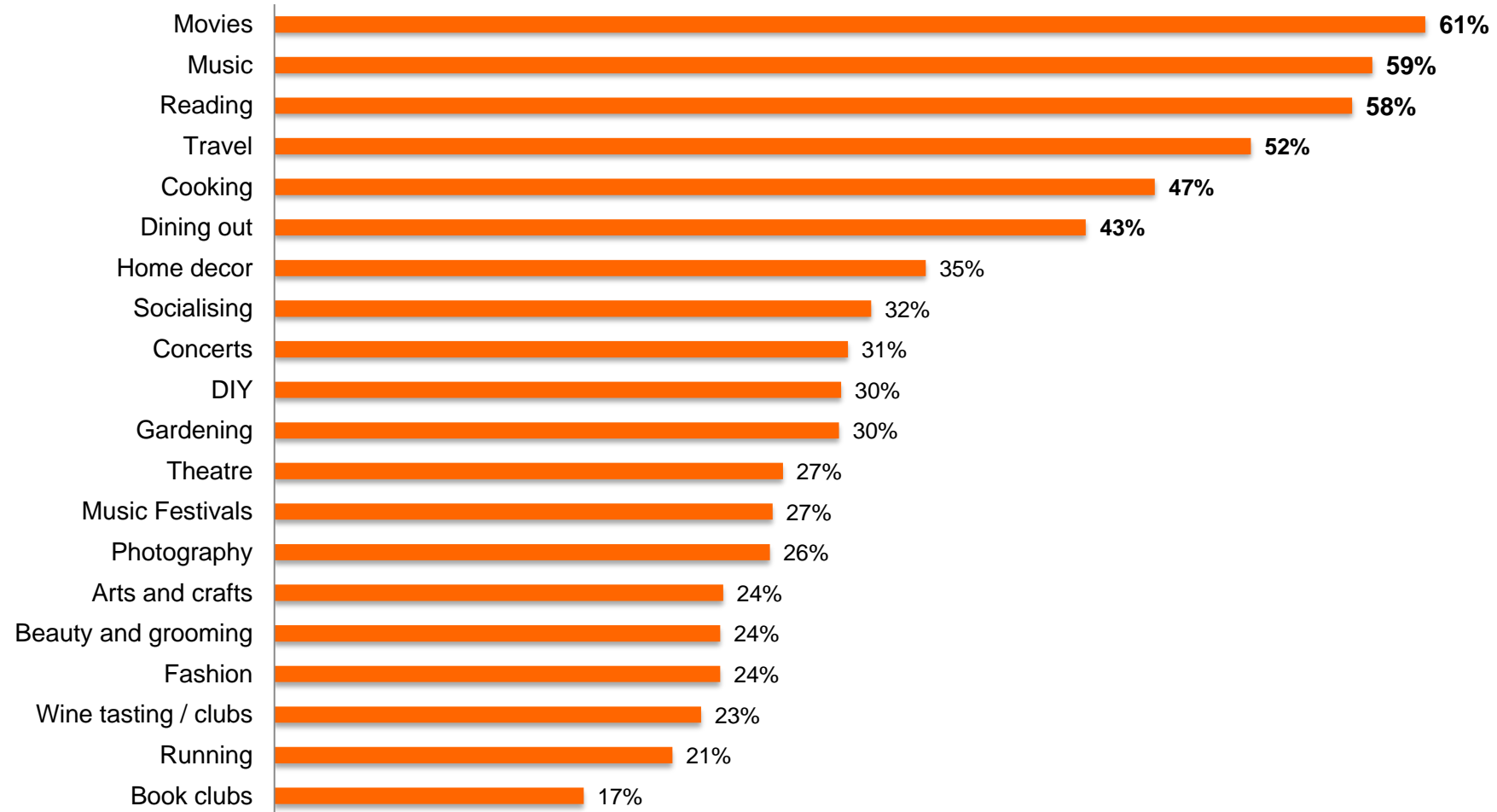


April 2017



Wealthy South Africans are more interested in reading than traveling, gardening, eating out and socializing!

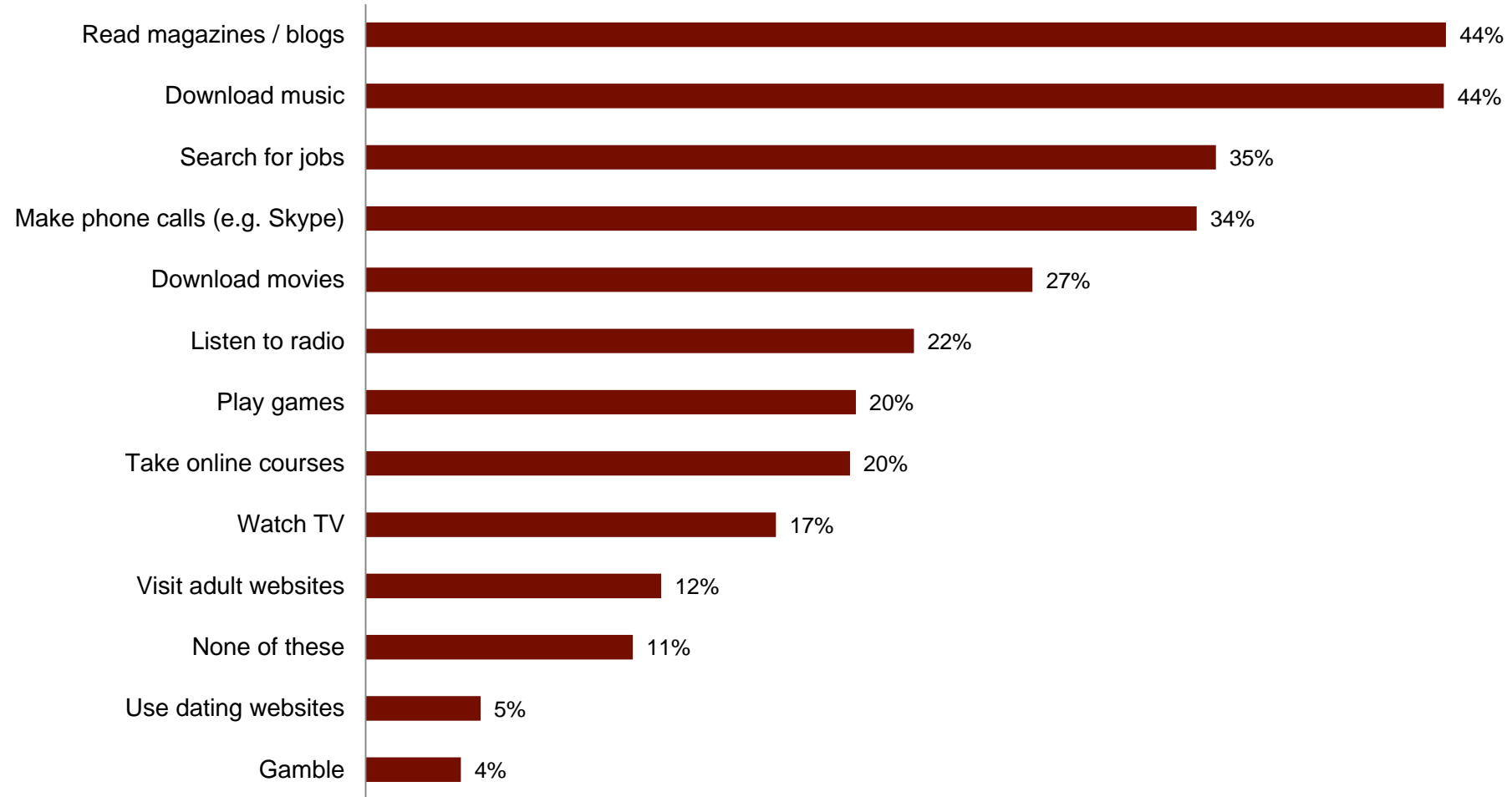
01



Q: WHICH OF THE FOLLOWING ACTIVITIES AND PASTIMES ARE YOU INTERESTED IN? (Top 20 only)

Wealthy South Africans recognise reading, both online and in general, as one of their top three activities in life, after (or on par with) watching movies and listening to music.

02



Q: Q: WHICH OF THE FOLLOWING DO YOU DO ONLINE?

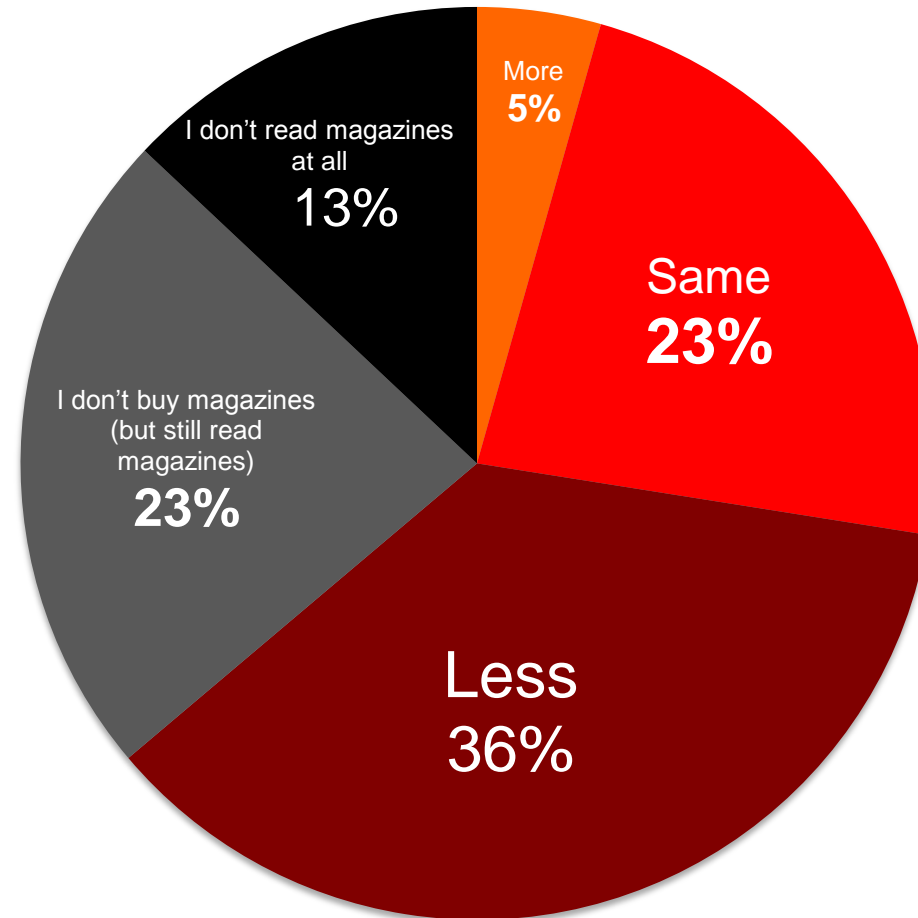
The percentage of wealthy South Africans who buy and who read magazines has not changed noticeably for the past three years

06

Table 2: % of BrandMapp sample who DO READ magazines			
Segment	2014	2015	2016
Total	80%	77%	80%
YB males	70%	71%	75%
YW males	71%	69%	62%
OB males	80%	81%	80%
OW males	86%	80%	81%
YB females	87%	84%	87%
YW females	70%	73%	74%
OB females	87%	85%	90%
OW females	80%	79%	92%
Buyers	66%	64%	66%

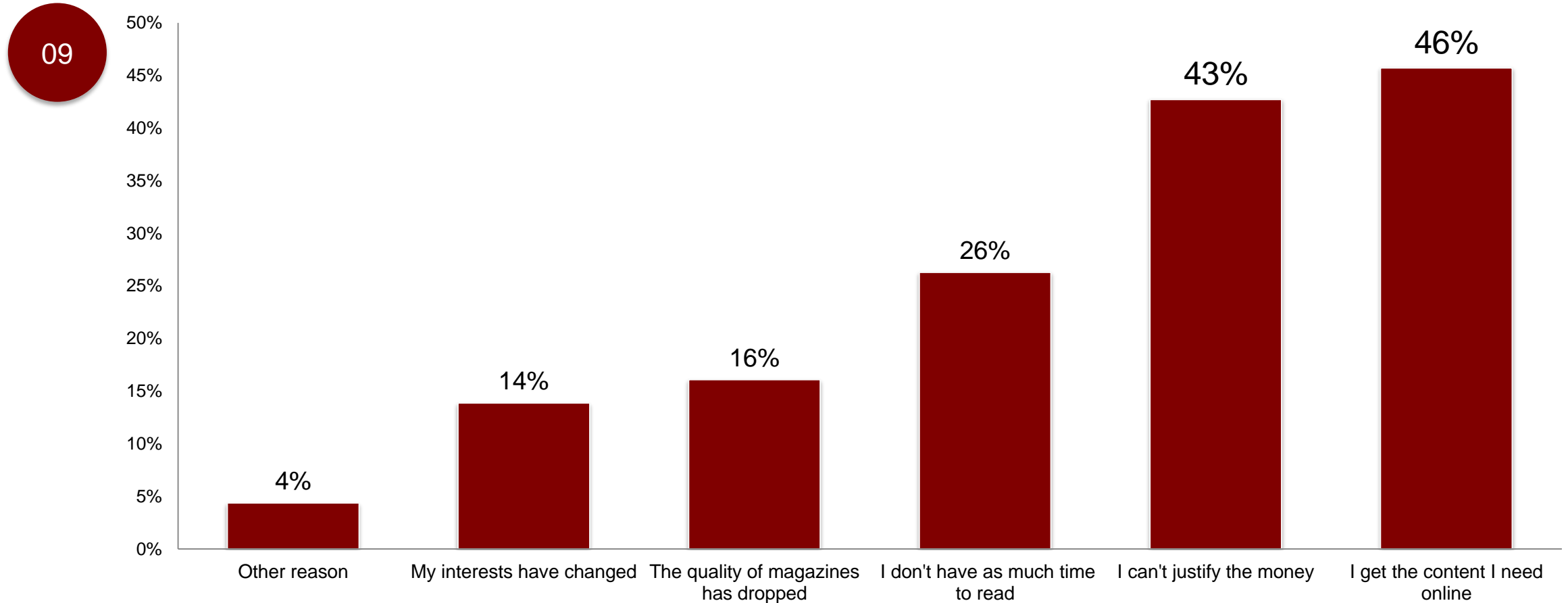
87% of wealthy South Africans read magazines and 64% still buy magazines

07



Q. ARE YOU BUYING MAGAZINES MORE, SAME OR LESS THAN YOU WERE A YEAR AGO?

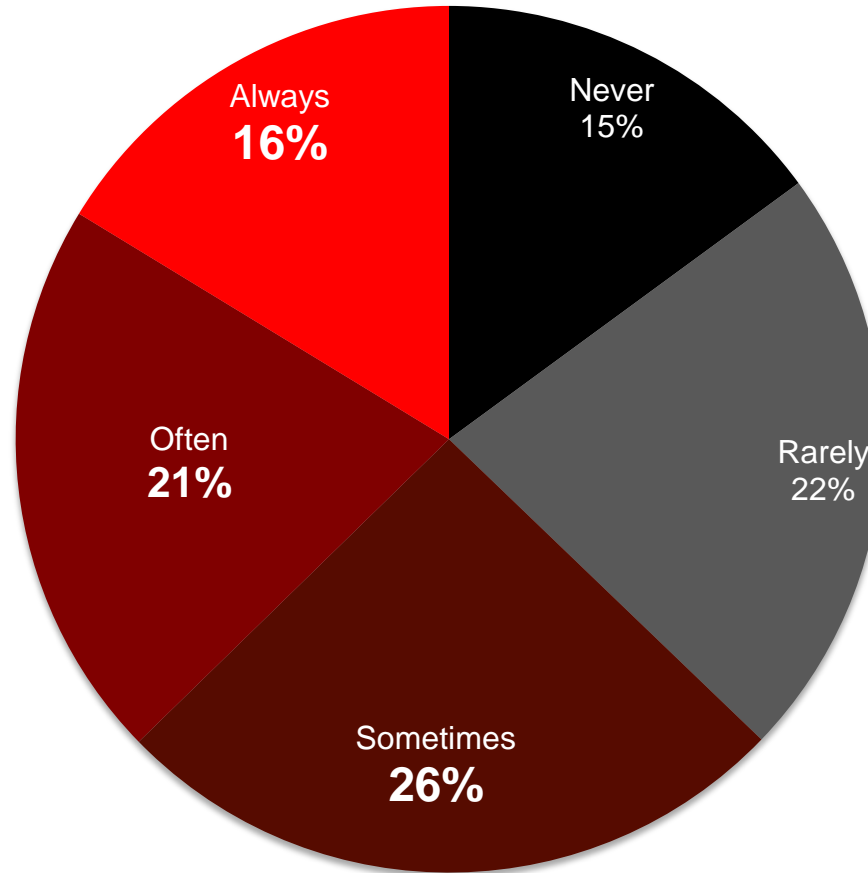
Tough economic times and the influence of free web content are equally responsible for fewer magazine sales



Q: WHY ARE YOU BUYING FEWER MAGAZINES?

85% of magazine readers pass their mags on to family and friends

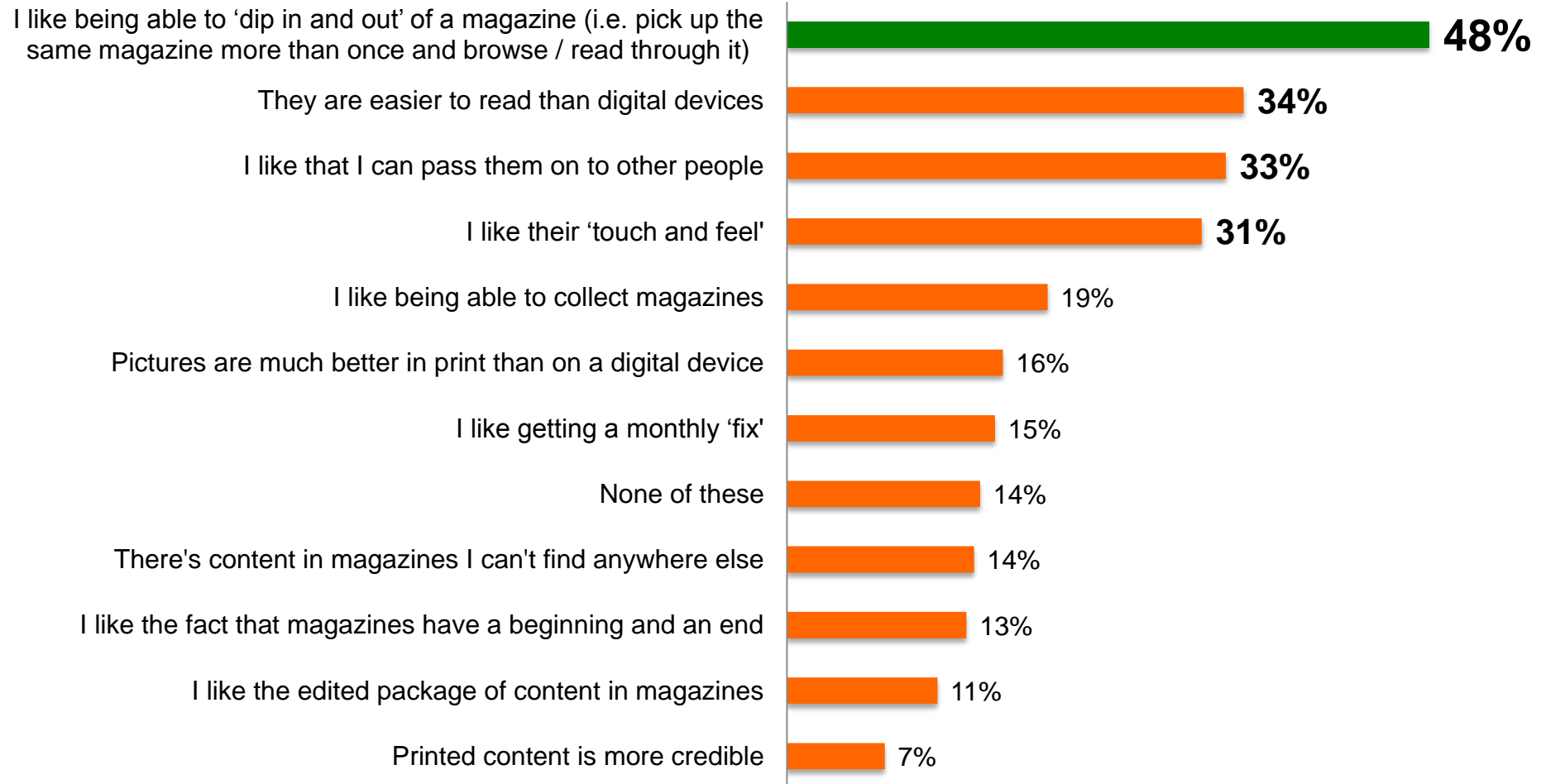
10



Q: HOW OFTEN DO YOU PASS ON OR SHARE YOUR MAGAZINES WITH FRIENDS OR FAMILY?

Nearly half (48%) of all readers recognize being able to pick up and dip in multiple times as the attribute they most associate with magazines

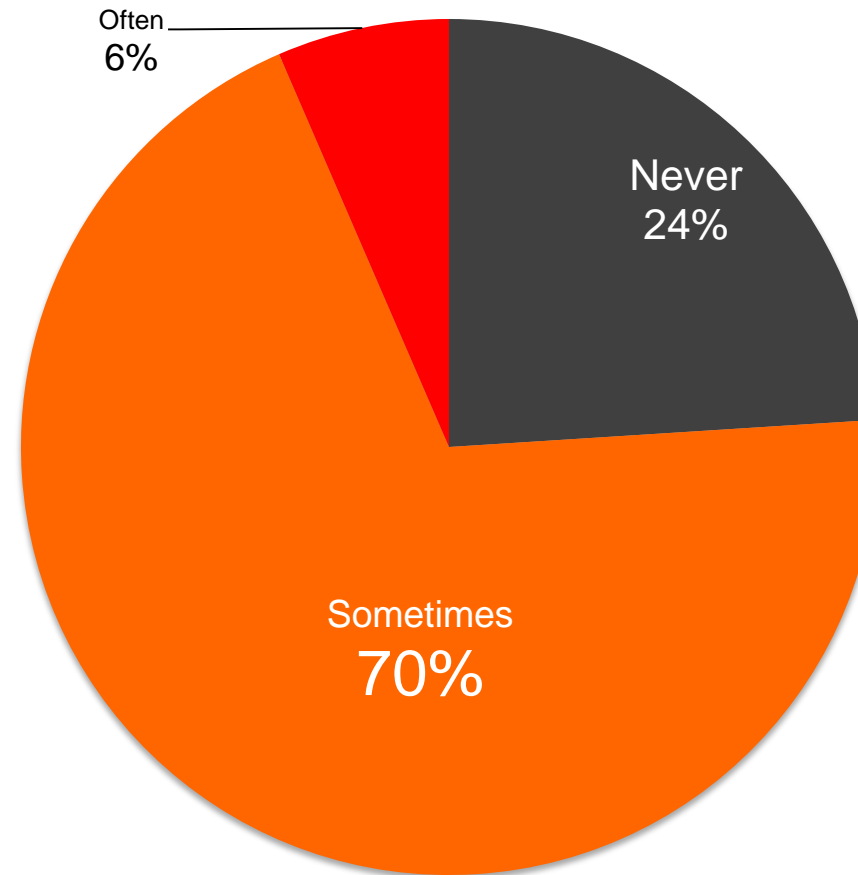
13



Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH WHEN IT COMES TO PRINTED MAGAZINES?

76% of magazine readers associate magazine adverts as being a direct trigger to purchase!

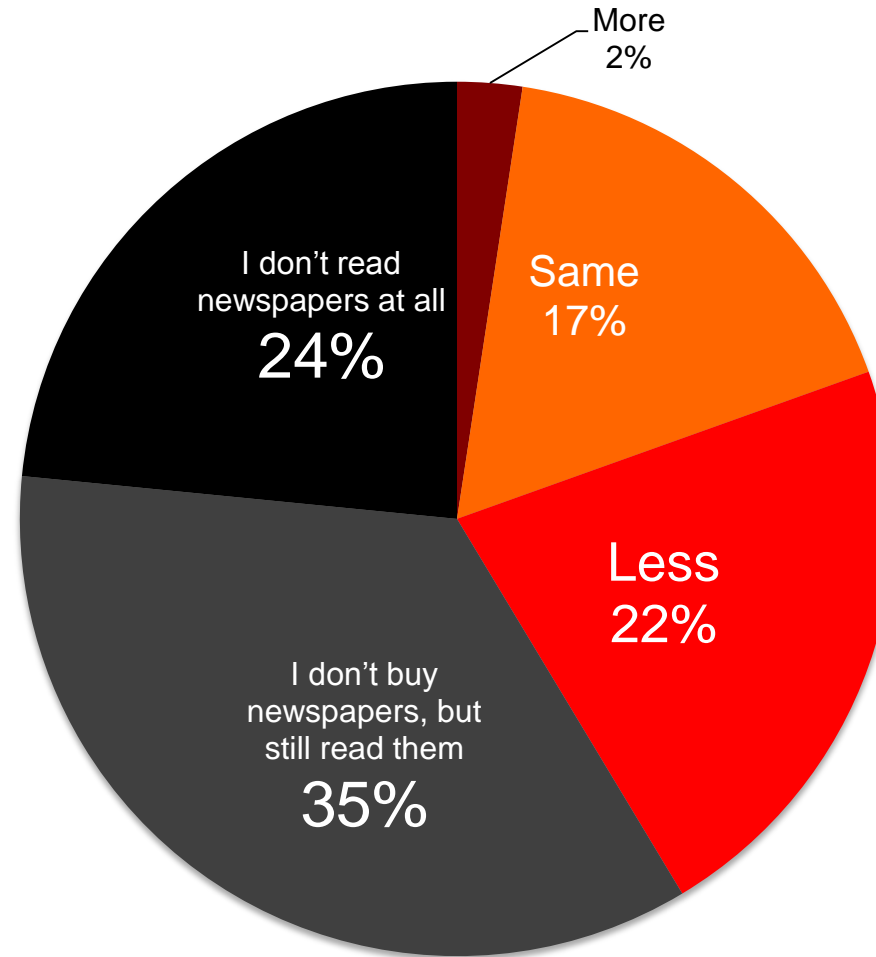
17



Q. HOW OFTEN HAVE YOU BOUGHT SOMETHING YOU SAW ADVERTISED IN A PRINTED MAGAZINE?

76% of wealthy South Africans still read printed newspapers

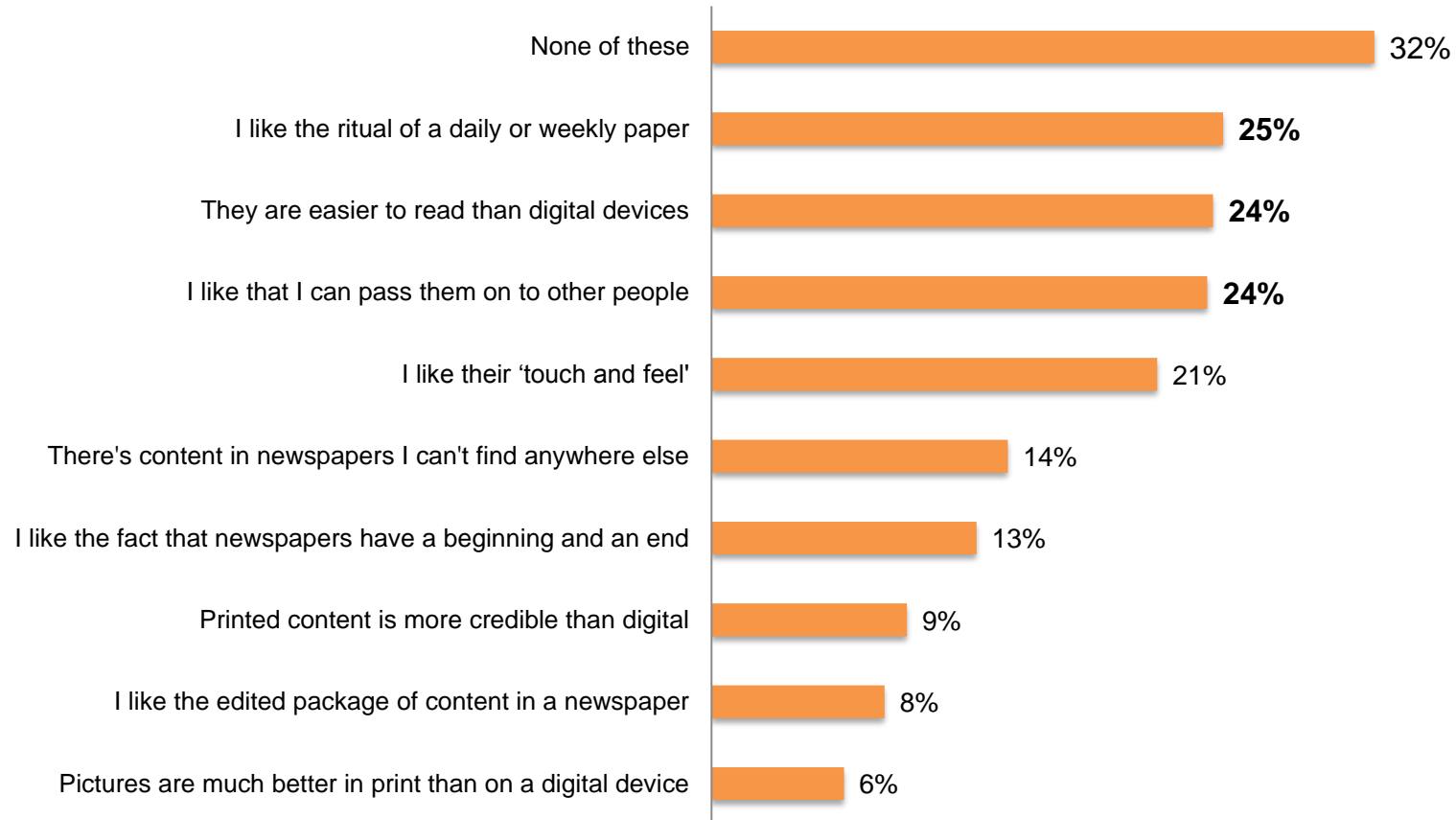
22



Q. ARE YOU BUYING NEWSPAPERS MORE, SAME OR LESS THAN YOU WERE A YEAR AGO?

1 in 4 wealthy South Africans like the ritual of a printed newspaper

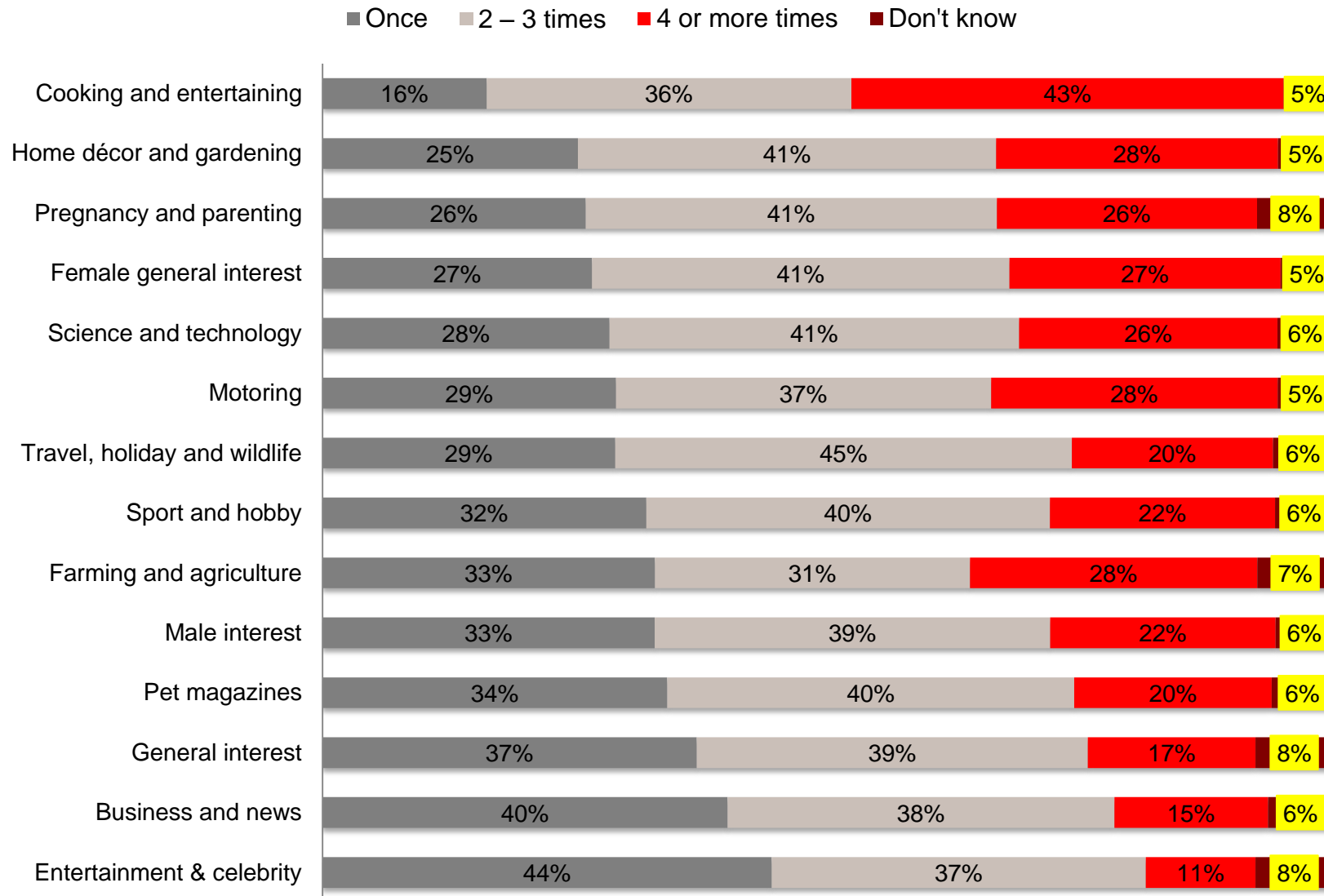
24



Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH WHEN IT COMES TO NEWSPAPERS?

Magazines - Buy 1 OTS , Get 1 to 2 Free!

18



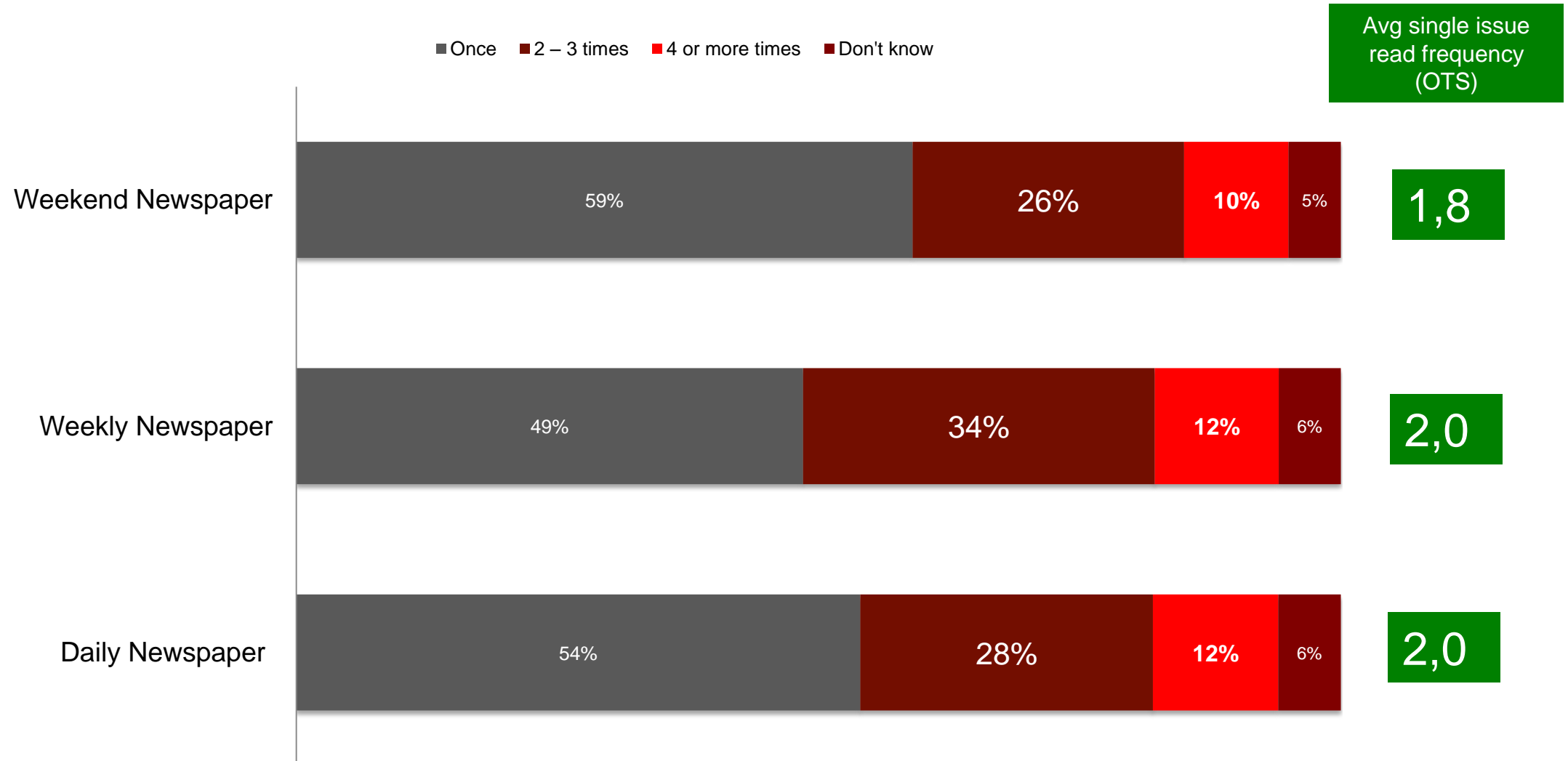
Avg Read
Frequency OTS

3,2
2,7
2,6
2,6
2,6
2,6
2,6
2,4
2,4
2,5
2,4
2,3
2,2
2,1
1,9

Q: WHEN IT COMES TO READING THE FOLLOWING TYPES OF MAGAZINES,
ROUGHLY HOW MANY TIMES DO YOU PICK UP AND READ/PAGE THROUGH A SINGLE COPY?

Newspapers Buy 1 OTS get 1 Free

19



Q: WHEN IT COMES TO READING THE FOLLOWING TYPES OF NEWSPAPERS,
ROUGHLY HOW MANY TIMES DO YOU PICK UP AND READ/PAGE THROUGH A SINGLE COPY?



Media Planning Crash Course

Depth



April 19-21 2017

MEDIA PERFORMANCE

HOW DOES EACH MEDIA TYPE PERFORM AGAINST THE TARGET MARKET



How many people can we reach for each R1 spent?

How impactful (memorable) is each medium compared to the other?

To answer these questions and give the PRC members insight into how and why media planners choose each medium we are going to use the

Echo MCC[®] (Media Comparison Calculator)

COST PER THOUSAND

DEFINITION

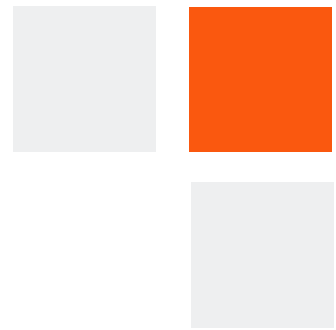
One of the most fundamental measures in assessing media performance is the Cost Per Thousand (CPT). This is the cost to reach One Thousand Target Market Individuals or Households via a given advertising medium. It is also referred to as the CPM (since M is the roman numeral for 1,000). So:

$$\frac{\text{COST}}{\text{AUDIENCE(000's)}} = \text{C.P.T}$$

The lower the CPT the more exposure gained, and hence the greater ROI an advertiser will get on their advertising investment. This is best shown by way of simple examples in the next slides.

COST PER THOUSAND

DEFINITION EXAMPLE



Assume we spend R1M on each medium A and B: Dividing this investment by the audience (in 000's) they each deliver we arrive at a CPT:

MEDIUM A		MEDIUM B
$\frac{R1,000,000}{1,000}$	$\frac{\text{COST}}{\text{AUDIENCE(000's)}}$	$\frac{R1,000,000}{2,000}$
= R1,000 CPT		= R500 CPT

So Medium B has a CPT that is half that of medium A. (R500 VS R1,000).

It costs half as much to reach 1, 000 people with medium B vs medium A.

COST PER THOUSAND

AS USED IN MEDIA PLANNING

So when media planners decide what media types and vehicles to put on the schedule, they turn the previous CPT formula around to see the delivery of each medium:

MEDIUM B

$$\frac{\text{R1,000,000}}{\text{R500 CPT}} = 2,000,000 \text{ AUDIENCE}$$

So when doing the inter-media comparison, based on the CPT of each medium, we know what audience we will reach with each different medium. Note this is conducted on rate card rates, before any discounts are negotiated.



Using these OTS we can reduce the CPT of News And Mags

NEW OTS TO CPT		
R131	1,80	R73
R120	2,00	R60

The Purchase Funnel

Influences at Each Step in the Funnel

AWARENESS

CONSIDERATION

PURCHASE

