

Comparing TV, Magazine and Internet Advertising Shows Incremental Impact and Specific Strengths

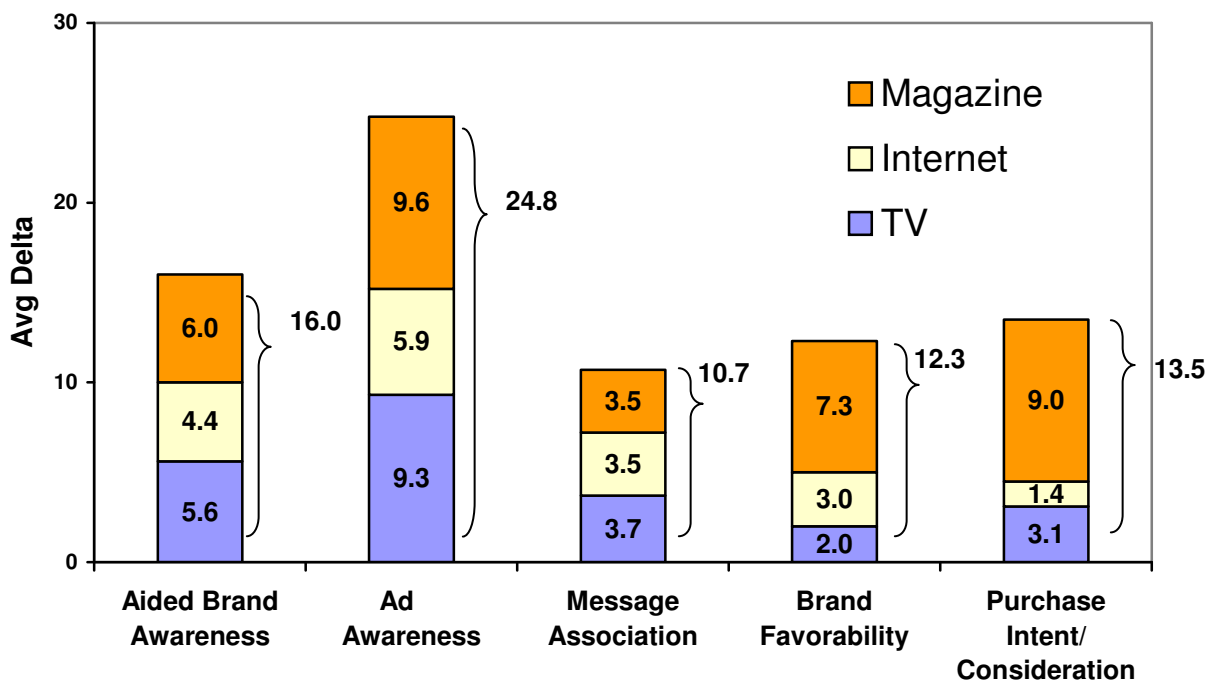
Based on What's in the Mix, September 2004
Data updated January 2006

Dynamic Logic has conducted over 130 CrossMedia studies examining the branding impact of advertising campaigns utilizing multiple media. This body of research includes over 45 studies that included magazine advertising in the mix.

Previous CrossMedia research analyzed the complementary effects of TV and Internet advertising (BTC, January 2004). The inclusion of magazine advertising in the mix offers a new perspective on how media work together. The findings are based on 17 studies in which the incremental impact of both magazine and online advertising over TV advertising alone can be directly compared.

Incremental Effect of Medium on Brand Metrics

Average Percentage Point Increase over Unexposed (Control) Baseline



Source: Dynamic Logic CrossMedia Research Studies; N=17; January 2006
Delta=Exposed-Control

As seen in the accompanying graph, all three media—television, magazines, and Internet—are effective in increasing consumer awareness, preference, and purchase intent. The figure above indicates the incremental contribution of each medium to five brand metrics. The Internet increase represents the additional impact of online advertising on top of TV alone. The magazine increase denotes the change in each metric produced by adding magazine advertising to TV and Internet.



While this represents data from only 17 actual campaigns, a closer analysis of the data reveals the following:

- TV, Internet, and magazines produced similar increases in Aided Brand Awareness. If this held up over a larger data set, it would be an important finding for the online publishers who could argue that Internet advertising can build brand awareness similar to TV and magazine.
- However, TV and magazine advertising produced greater increments than online advertising in Advertising Awareness. The impact of magazine advertising may be due, in part, to the size of magazine ads and the higher involvement typical of the print environment. Internet may be less memorable creative, but still able to generate awareness of the brand.
- Magazine advertising performed strongly in producing persuasion, as measured by both increments in brand favorability and purchase intent/consideration. In many of the campaigns tested, the print advertising contained more product information than a short TV spot or an Internet display unit. It will be interesting to see if the relative incremental impact on purchase intent for magazine advertising holds over a larger sample of campaigns - if so, it would prove to be a powerful media combination on a metric that is difficult to move.

These findings (from various product categories including Household, Consumables, Health & Beauty, and Automotive) are based on a small sample of studies, which may affect the stability of the results. As more data become available, it will become possible to analyze the impact of media at a greater level of detail, such as by product category or by the cost and relative return (as is done in Dynamic Logic's Cost Effectiveness Studies).



Insights You Can Use

Good News for Magazines
By Wayne Eadie

In this contribution to industry learning, Dynamic Logic has analyzed advertising campaigns across varied consumer categories where magazines, Internet and TV are in the mix. Each medium's impact on branding is shown for several stages of communications process. The findings are consistent with a growing body of evidence that challenges how advertisers have allocated their funds. Importantly, they show that advertising has a positive contribution to the results, that media mix is valuable, and that magazines increase advertising ROI. The Dynamic Logic results support prior studies that speak to how magazines add value to the mix, specifically in their ability to influence purchase behavior.

In this analysis, while television and Internet (defined as online advertising vs. the use of web sites for information gathering) are equally strong in aided brand awareness, and magazines hold their own with television in ad awareness at a level nearly twice that of the internet, the real strength of magazines is shown in the difficult and critical area of purchase intent/consideration. Here, magazines incremental effect is shown to be nearly twice as powerful as television and the Internet combined! Dynamic Logic's analysis provides additional evidence that magazines do not get the credit that they deserve, based on their ability to impact results.

Wayne Eadie is Senior Vice President/Research for Magazine Publishers of America (MPA). He is responsible for initiating and implementing new research programs and methodologies for measuring the impact of magazines in the multimedia mix.