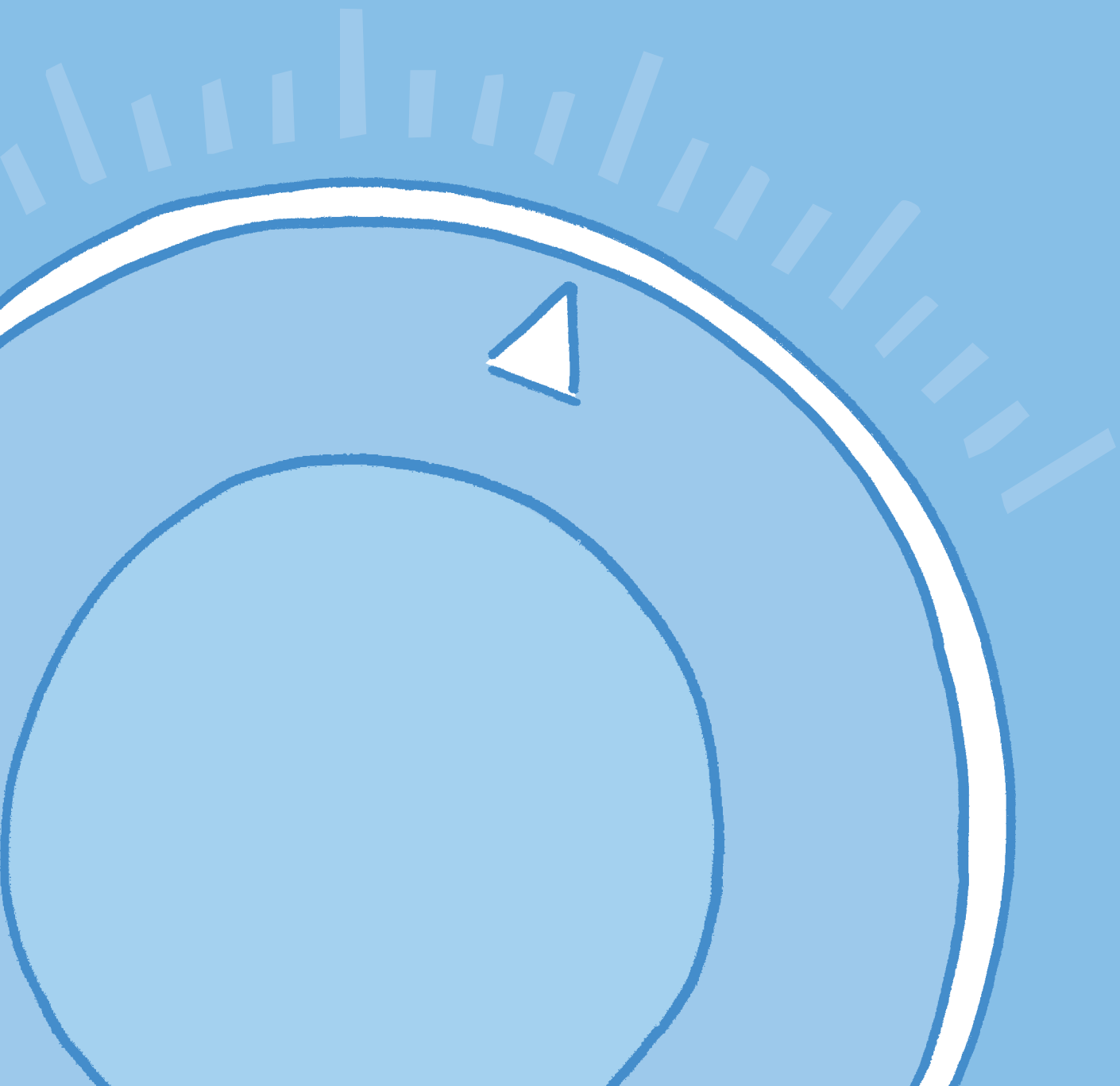


The Proof

The business case for newspaper advertising as part of the media mix



e-on

NMA
NEWSPAPER
MARKETING
AGENCY

The client's view

“ CrossMedia™ findings from the first study helped us clarify the role of each channel, enabling us to maximise the impact of the campaign. This second set of results confirmed the positive impact newspapers have on an integrated multichannel campaign.”

Matt Weller,
Manager, MediaCom

“ This is the second time we've worked in partnership with the NMA using CrossMedia™ to assess our campaigns. The findings clearly show the long-term benefits of brand advertising in national newspapers and demonstrate the valuable role newspapers can play in integrated multi-media campaigns.”

Ian Robinson,
Senior Campaign Manager,
E.ON



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- 4 **Headline results**
- 8 **The creative work**
- 10 **The findings**
- 18 **The media rationale**
- 19 **Test detail**

Newspapers continue to play a pivotal role in E.ON's Energy Fit campaign, proving their ability to build brands long-term

Previously, in case study 1...

Autumn
2009

Newspapers are the lead medium, boosting awareness, engagement and purchase intent. Especially among opinion formers.

Summer
2010

Newspapers' ROI proven. They deliver significant, cost-effective brand health shifts – both in their own right and via synergies with TV.

In this second case study...

Autumn
/winter
2010

During an extreme winter, when fuel costs and price rises are top of mind with householders, national newspapers continue to make a significant brand-building contribution.

The most cost-efficient medium for brand-building among customers.

More cost-efficient than TV, outdoor and online for brand-building among non-customers.



Newspapers were the strongest and most cost-effective medium for driving E.ON customer retention measures

Newspapers accounted for 15% of spend and delivered...



45% of uplift in customer recommendation



32% of uplift in customer future consideration

Newspapers delivered *double* the ROI of TV and online *combined* on key customer measures.

Newspapers built more measures than any other medium.

Headline results

Newspapers played a multi-faceted role in the drive to recruit non-customers

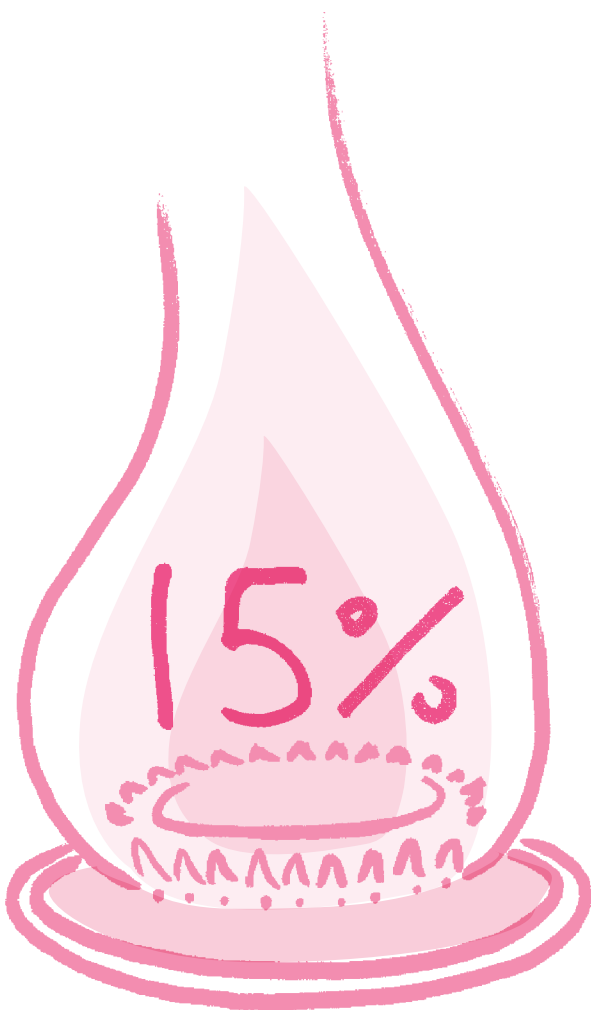
Non-customers needed exposure to a broader range of media in order to shift perceptions – and these uplifts were more expensive to achieve than in summer 2010. Newspapers contributed across a range of important factors that prompt acquisition.

Among non-customers, newspapers accounted for...

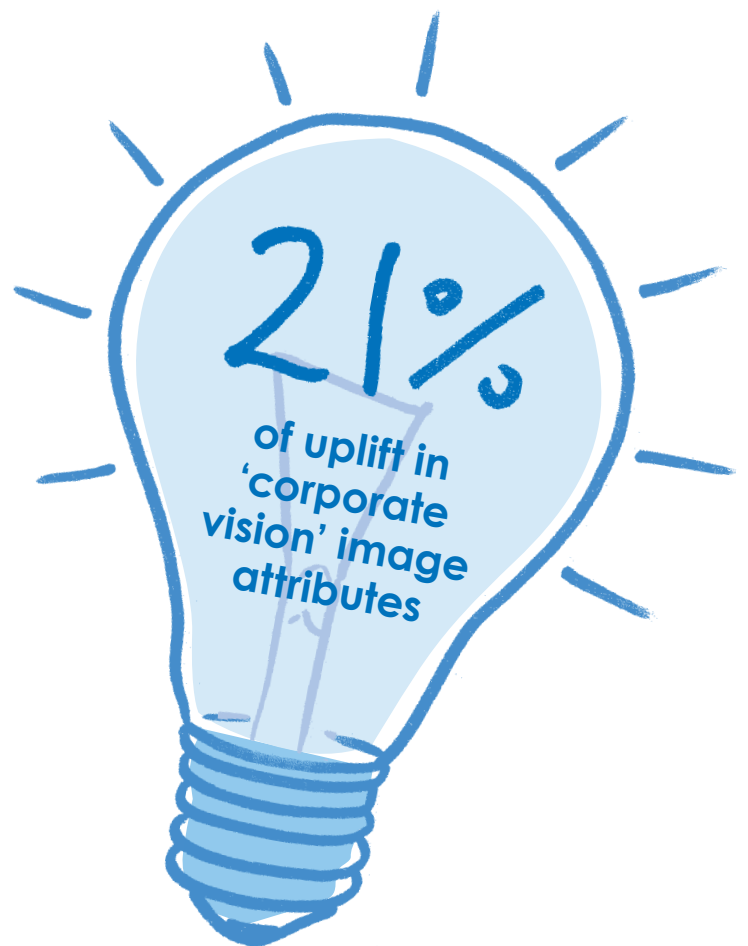


of increase in consideration





of improvement
in 'helping
customers' image
attributes



Newspapers' ROI for acquisition was in line with spend share – delivering a better return than higher-spend media TV, outdoor and online.



Newspaper & magazine creative

“When will energy companies stop telling me to save energy and start helping me do it?”

Ally Ross

X Factor's so NOT a singing contest

Why should I bother trying to save energy anyway?

“Once another energy saving initiative, what's so different about this one?”

Helping you get energy fit. We're on it.
e.on
e.onenergyfit.com

“When will energy companies stop telling me to save energy and start helping me do it?”

The long and litigious road that led the Beatles to iTunes' door

Why should I bother trying to save energy anyway?

Helping you get energy fit. We're on it.
e.on
e.onenergyfit.com

Christmas gadget guide

making personalised energy saving plans

easy ways to start saving energy and money

Helping you get energy fit. We're on it.
e.on
e.onenergyfit.com

COACH SAVES BUS

Rugby hero grabs wheel as driver collapses on M1

Ok, saves energy and money with the help of a mouse

A picture of happiness

Helping you get energy fit. We're on it.
e.on
e.onenergyfit.com

Newspaper creative for autumn/winter 2010 consisted of long copy ads, featuring cartoon people (as in summer 2010 TV ad); plus 3 executions featuring the Mice from the new TV ad. Both were well-recognised, with good standout, branding and communication.

The long-copy ads prompted high levels of re-appraisal and call to action (71% of recognisers) and were most engaging for existing E.ON customers. The Mice ads generated strong emotional involvement (81%) and were seen as highly distinctive.



TV creative



Outdoor/transport creative

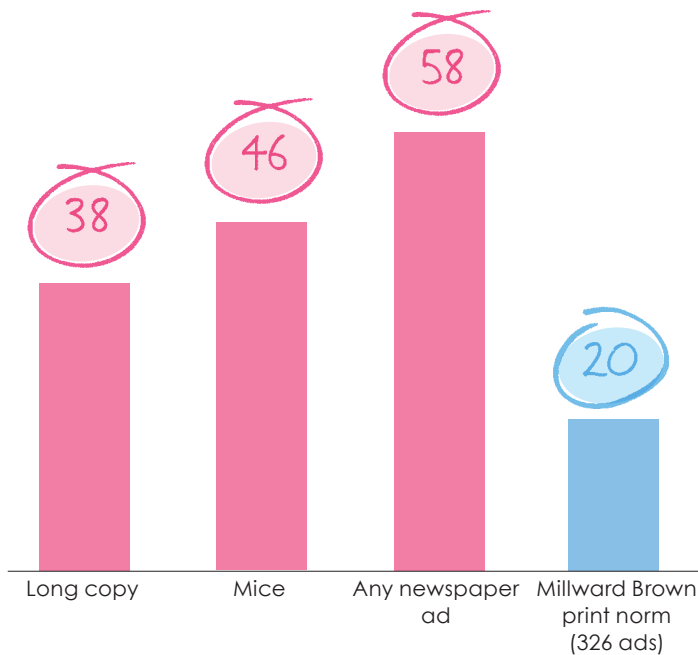


Online creative



Newspaper ad recognition

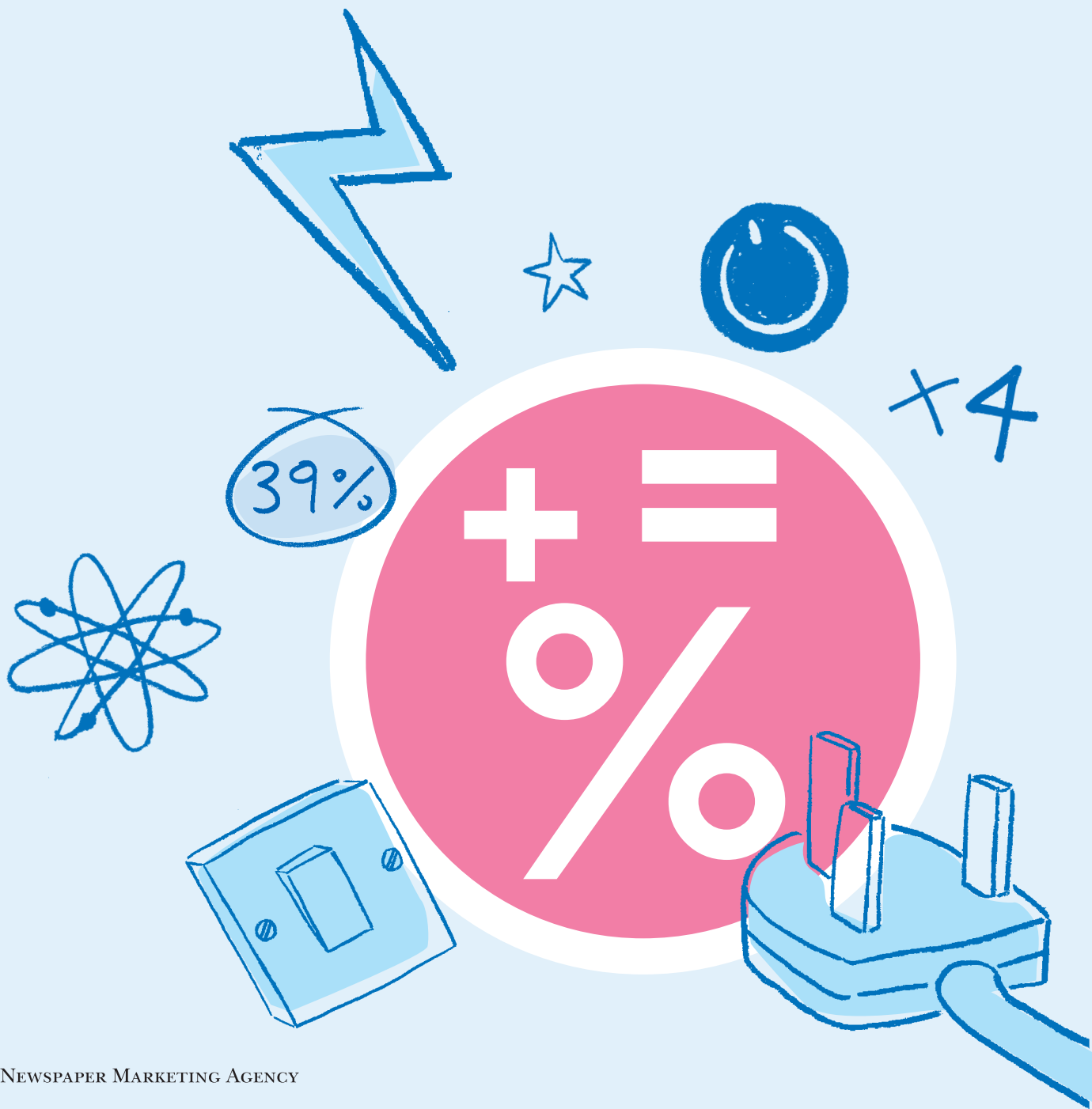
% recognising



E.ON

The findings

Brand equity and return on investment	11
Communication response	14



The findings

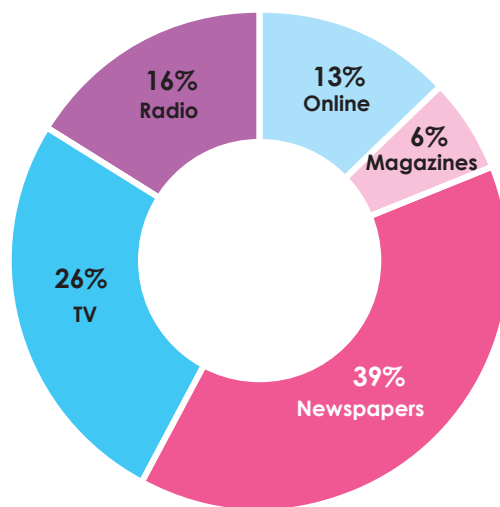
Brand equity and return on investment

Newspapers drive customer loyalty measures harder than any other medium

E.ON used Millward Brown's CrossMedia™ modelling to analyse the effectiveness of the autumn/winter multi-media campaign, and the contribution of each media element. Newspapers made the biggest contribution of all media to customer consideration and recommendation of E.ON. The newspaper ads were responsible for 39% of the overall campaign effect.

Newspapers also made a consistent impact on customer retention – in summer 2010 modelling also showed newspapers delivered the highest return on investment.

% of total campaign effect accounted for by medium
Customer consideration/recommendation

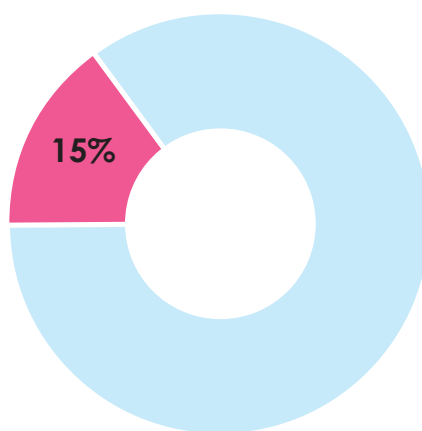


Note: Outdoor/transport = 22% of spend but no uplift

Newspapers' impact 2½ times greater than share of ad spend

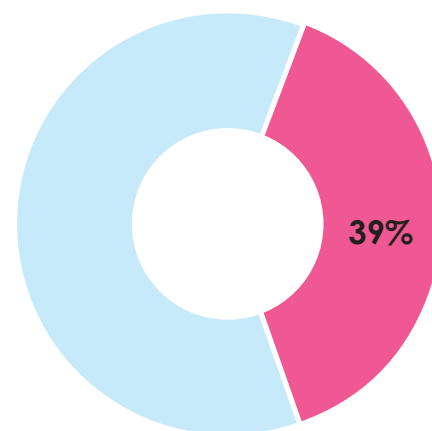
Exposure to newspaper ads accounted for 39% of the overall campaign effect, although the newspaper spend was only 15% of the total. By contrast, TV cost 32% of total media spend, but delivered 26% of total effect.

Share of spend



■ Newspapers

Share of campaign effect
E.ON customers



■ Newspapers

The findings

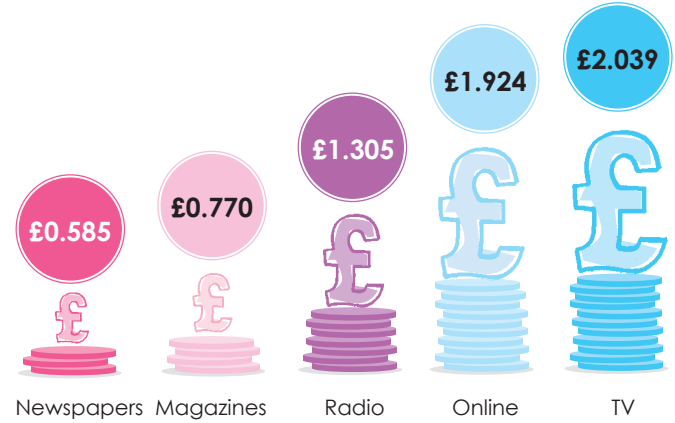
Brand equity and return on investment

Newspapers are the cheapest medium for driving customer measures

Newspapers shift customer brand measures extremely cost-effectively for E.ON. A 1% point shift in measures costs 3½ times more with TV than with newspapers.

The autumn/winter campaign was consistent with previous findings for the summer campaign – newspapers are the most cost-efficient medium for building customer perceptions.

Cost of 1% uplift across E.ON customer retention measures
£m

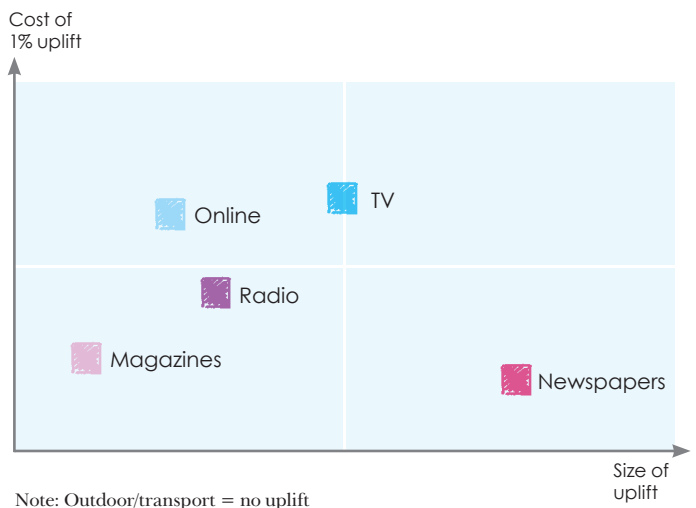


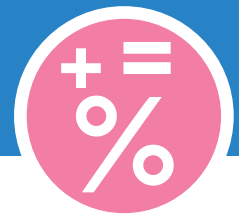
NB Transport/outdoor spend was £1.08m but ROI not calculated as no effect on key measures due to timing/creative

Newspapers deliver big effects at low cost

By mapping the cost of shifting customer measures versus the size of the shift achieved, we can see that newspapers stand alone in delivering big effects at relatively low cost. The same pattern was seen in the earlier case study for E.ON, demonstrating the longer-term effects of brand advertising in newspapers.

Cost efficiency v. uplift
E.ON customers





All media contributed in some way to build brand health uplifts among non-customers

Non-customers required a greater breadth of media to drive uplifts across important factors. Newspapers punched above their weight in influencing recommendation and corporate vision image dimensions, while TV delivered awareness. Radio and magazines performed strongly at driving non-customer measures. Transport/outdoor improved involvement, but this did not impact on recommendation or consideration.

In summer 2010 the model identified strong synergy between TV and newspapers, for both customers and non-customers, which magnified the effects of each individual medium. For this autumn/winter 2010 campaign, differences in timing and TV creative performance meant there were no synergies. Newspapers performed well individually to compensate among customers, but did not fully make up among non-customers.

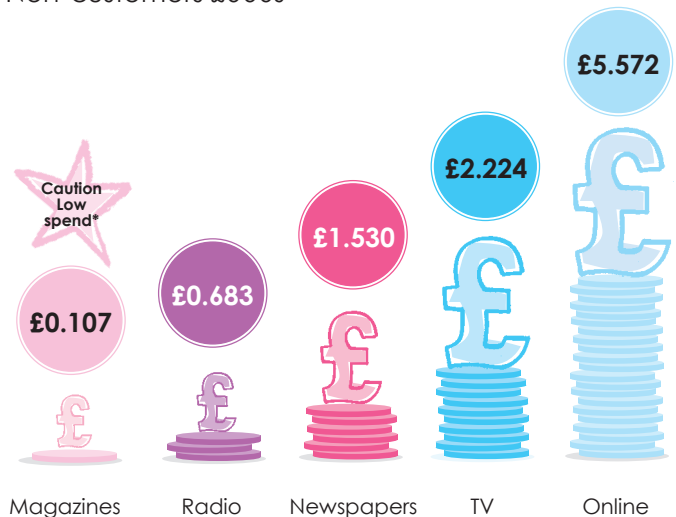
Contribution to change in key measures that drive recruitment Non-customers

	TV	Newspapers	Online (inc NP)	Radio	Magazines
Recommendation	✓	16%	✓	✓✓	✓✓
Consideration	✓	10%	✓	✓✓	✓✓
Helping customers	✓	15%	✓	✓✓	✓✓
Awareness	✓✓	-	-	-	-
Corporate vision	✓	21%	-	✓✓	✓✓

Newspapers more cost-effective than TV among non-customers

Newspapers' cost-efficiency among non-customers was affected by the lack of TV + newspaper multi-media synergy effect. However, as earlier in the year, newspapers were more cost-effective than TV and online (and transport/outdoor which did not affect key measures). Radio's efficiency increased as it compensated for a weaker TV performance.

Cost of 1% uplift across E.ON brand measures Non-customers £000s



*NB: Magazines low spend & reach affects model, efficiency likely to be less at higher spend

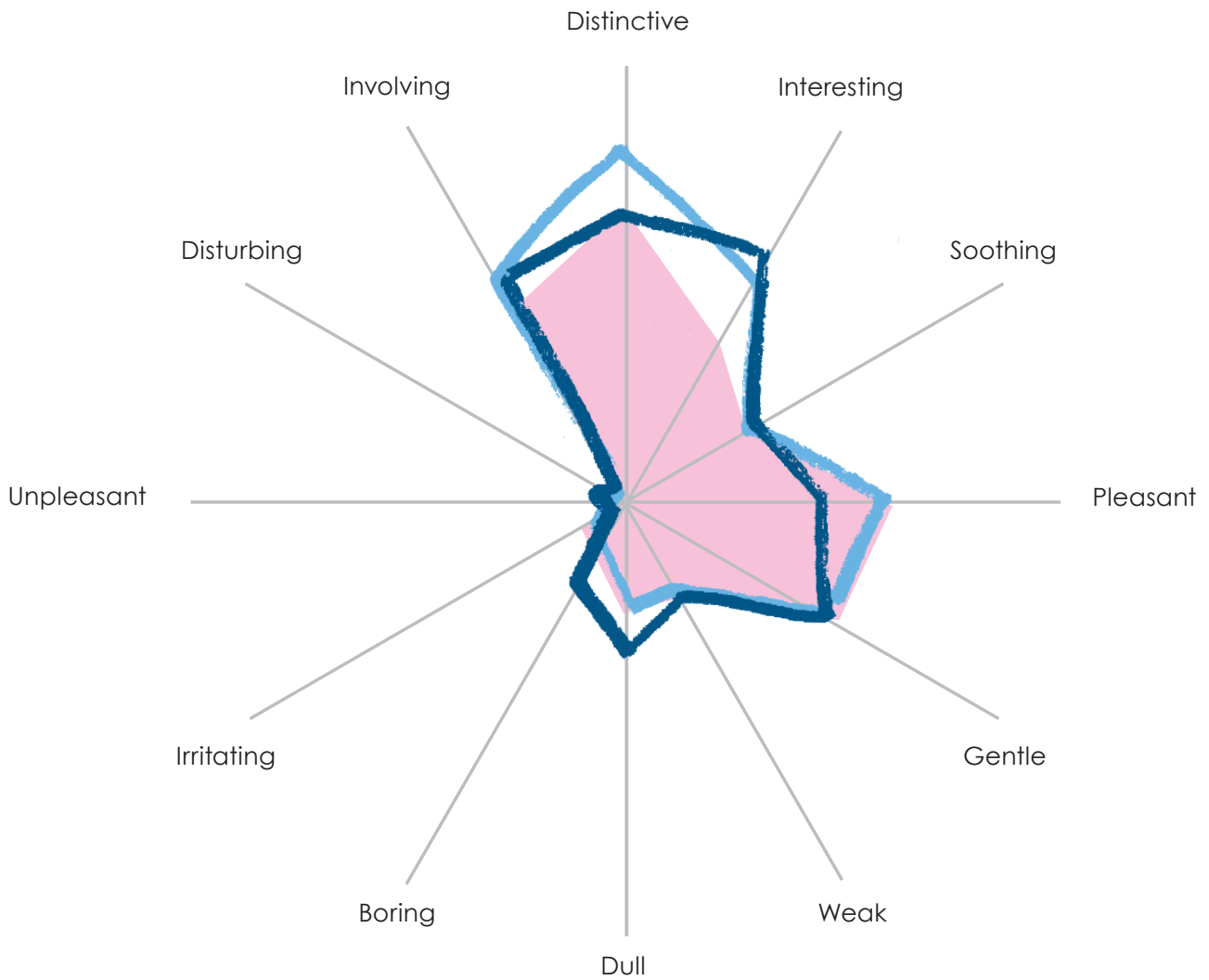
The findings

Communication response

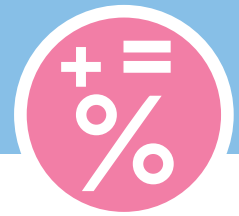
Newspaper ads engage readers powerfully

Both creative routes were seen to be highly involving in newspapers: Mice was particularly distinctive, while the long copy was felt to be very interesting.

Newspaper involvement diagnostics



■ MB UK Norm
— Mice ads
— Long copy ads
(Each axis 0-70%)

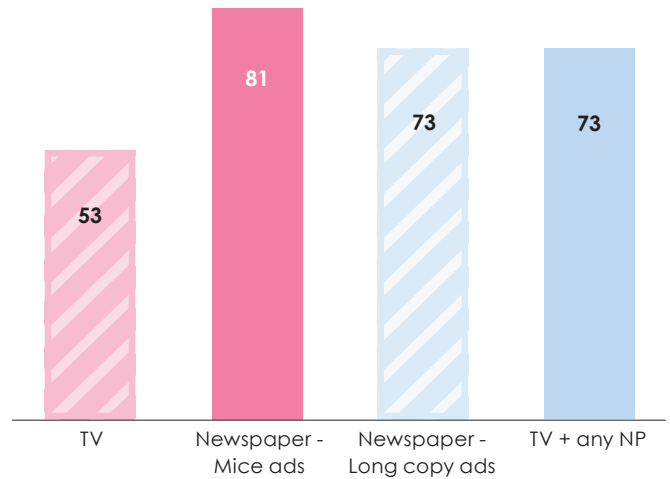


Newspapers create strong emotional identification with E.ON, especially with Mice ads

The NMA's Creative Benchmarking demonstrates how important it is to generate an emotional response – it correlates strongly with motivation. The Mice ads in newspapers triggered a strong emotional impact among those exposed, with more than 8 out of 10 feeling more connected to E.ON. The long copy ads also helped people to identify with E.ON more strongly.

Advertising measures – Emotional connection

Helps me connect and identify more strongly
Top 2 box %*



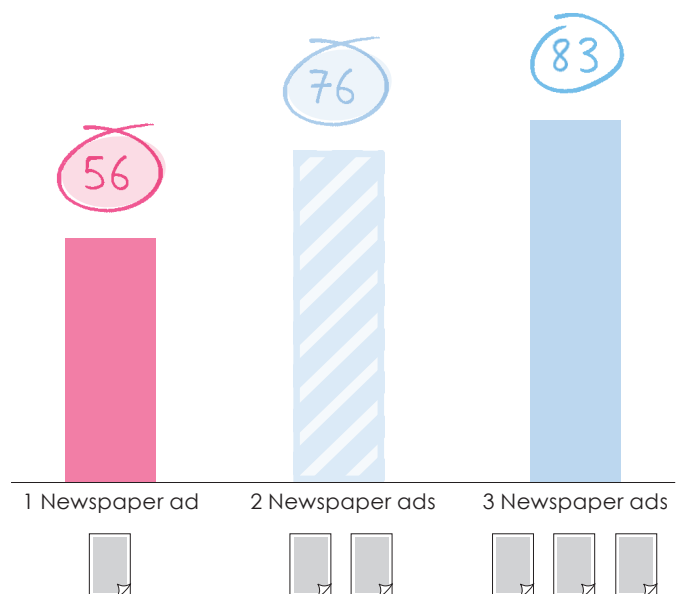
*Agree strongly/slightly

Emotional response builds with exposure to multiple executions

Campaigns mirror the way that big stories in newspapers build across the days and weeks, with each chapter showing a different angle, adding a bit more insight. The emotional power of the campaign grows when people have seen more than one execution.

Advertising measures – Emotional connection

Helps me connect and identify more strongly
Top 2 box %



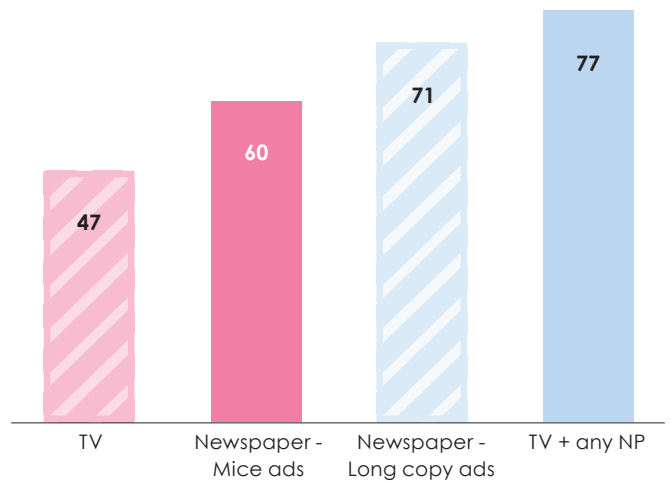
The findings

Communication response

Long copy ads prompt re-appraisal

The Mice ads and long copy ads complemented each other well. Mice created emotional brand identification; whilst the long copy ads successfully prompted people to re-think brand assumptions.

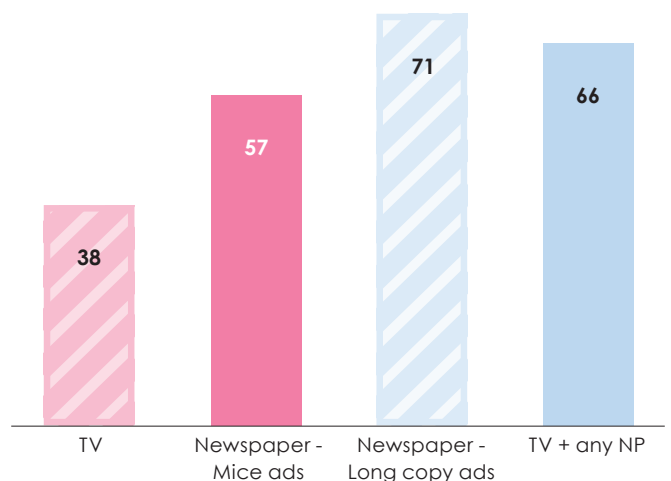
Advertising measures – Re-appraisal
Surprising and gets me to think differently
Top 2 box %

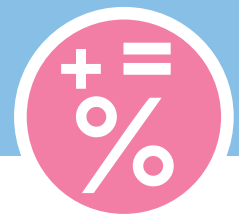


Newspapers prompt high call to action

As in summer 2010, newspapers generated a strong call to action for E.ON. Again, results showed that there is still a powerful role for well-written long copy ads.

Advertising measures – Call to action
Gives me a reason to go out and choose
Top 2 box %



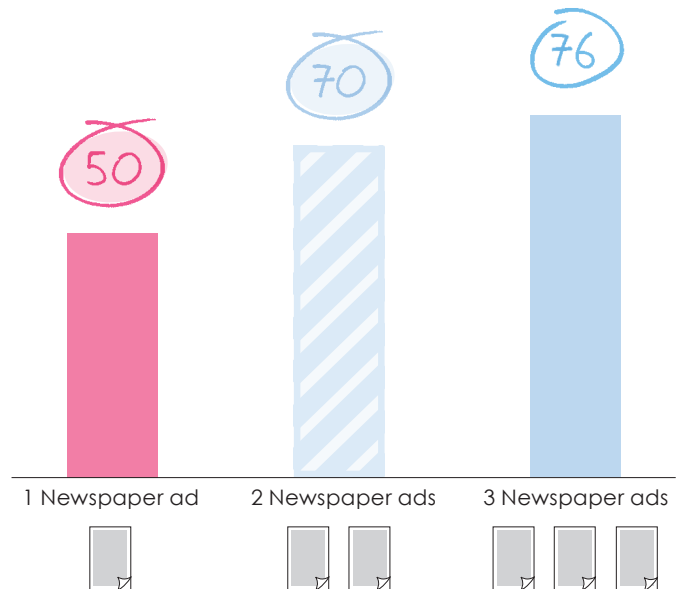


Call to action builds with exposure to multiple executions

Analysis of responses according to how many different executions people had seen again confirmed that call to action was enhanced when people were exposed to multiple newspaper ads.

Advertising measures – Call to action

Gives me a reason to go out and choose
Top 2 box %



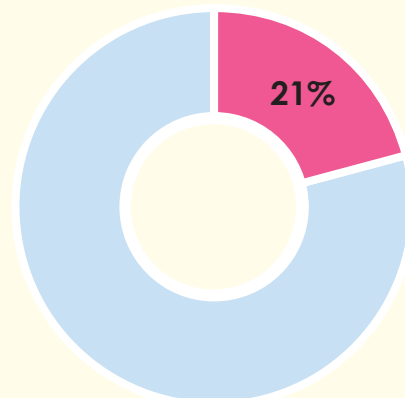


E.ON built on success of summer 2010 campaign

Results from the summer 2010 campaign proved that newspapers deliver strong brand shifts cost-effectively.

In the summer 2010 campaign, exposure to newspaper ads accounted for 31% of the overall campaign effect among non-customers and 27% among customers, even though the newspaper spend was only 21% of the total.

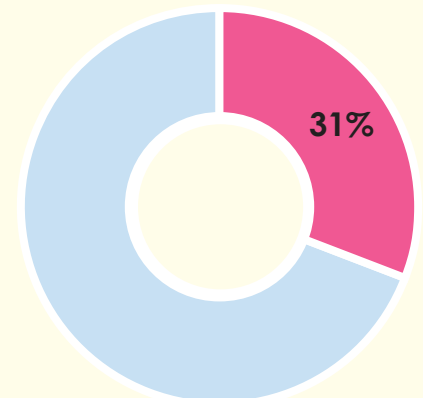
Share of spend



■ Newspapers

Share of campaign effect

Non-customers



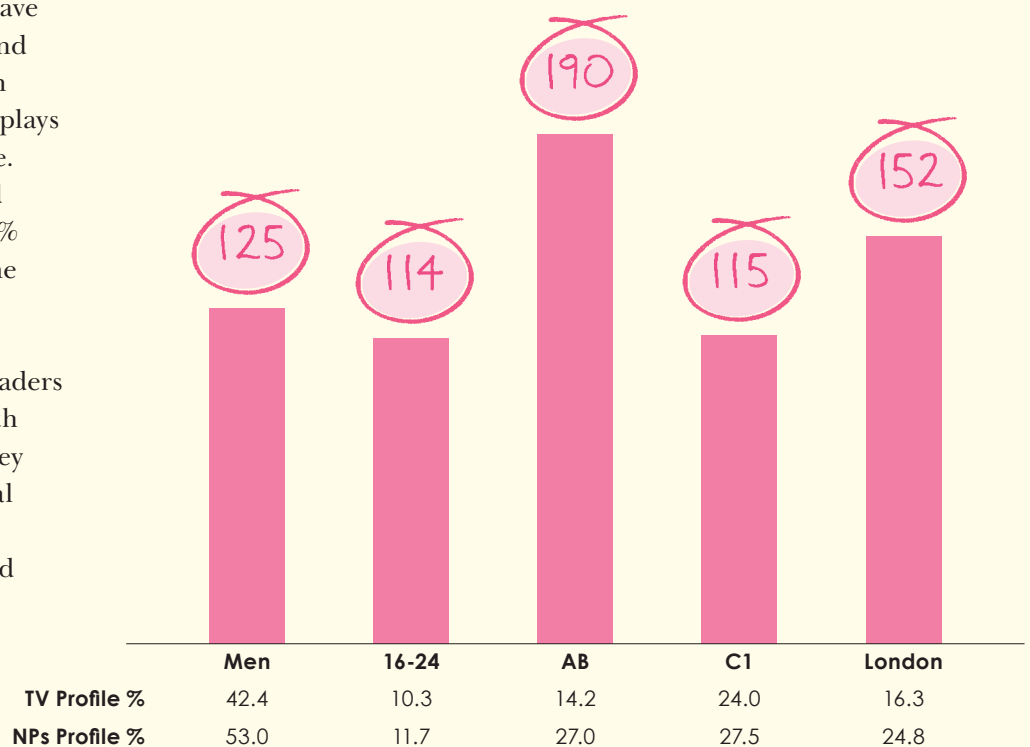
■ Newspapers

Newspapers deliver mass reach and complement TV's viewing profile

36 million people read a newspaper every week and 83% of UK adults read a national newspaper on a monthly basis. As media have become more fragmented and targeted, a medium that can offer mass market coverage plays an increasingly valuable role. This mass reach is delivered almost immediately with 96% of readers reached within the first day of publication.

The profile of newspaper readers complements that of TV, with newspapers strong among key groups of lighter commercial TV viewers such as young men, London/South-east and more upmarket customers.

Newspaper audience delivery indexed against commercial TV



Source: BARB Jan – Jun 2011 / NRS Jan – Jun 2011



Test objectives

- To quantify the effects of individual communication channels in a multi-media campaign for the E.ON brand.
- To establish the efficiency of each medium in building brand measures – what is the return on investment?
- To understand the longer-term brand building role for newspapers.

Media plan

		Oct 10	Nov 10	Dec 10	£m
Media Target audience: ABC1C2 Families	Newspapers		426 GRPs		0.7
	TV		620 TVRs		1.6
	Radio		924 TVRs		0.6
	Outdoor inc Transport				1.1
	Online (inc. NP)				0.8
	Magazines		91 GRPs		0.1
Research Dates Millward Brown	CrossMedia™	Pre	During/Post		

Sample: 2000 decision makers about energy suppliers, ABC1C2 families.

Media Source: NMR/BARB/NRS

Want hard evidence of your marketing campaign's ROI?

Test for yourself the contribution newspapers
make to driving brand metrics and sales results.

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London, SW1Y 4PH
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