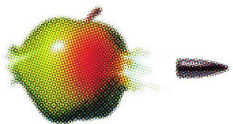


*Newspapers drive sales and website traffic
for Listerine Cool Citrus*

LISTERINE[®]

A case study



Objectives of the test



Newspaper Creative



TV creative -Dentist

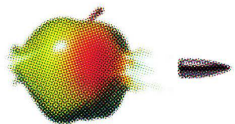


TV creative - Citrus variant

To evaluate the comparative effectiveness of newspapers and TV in delivering news about the new Listerine Cool Citrus variant – whilst also building brand values for the total brand.

Newspaper ads integrated Citrus variant news within the ‘Dentist’ campaign idea (first used in brand TV commercial.)

Subsequent solus TV for the Citrus variant was not within the ‘Dentist’ campaign.



Tracking *the advertising*

Media						
Dentist TV (brand)	■	■	■	■		
Citrus TV (variant specific)				■	■	■
Newspapers (brand + variant)		■	■	■		
Research Dates						
Pre-wave		■				
Post -wave 1				■		
Post -wave 2						■
2005	March	April	May	June	July	

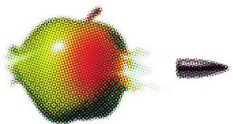
The campaign was tracked amongst a national sample of ABC1 adults aged 20-40 years.

Hall & Partners' research measured the target's relationship with Listerine pre to post the advertising. The main scaled measures included:

- Brand commitment: likelihood to purchase Listerine*
- Brand Salience*

The results were analysed by those who had been exposed to:

- *Dentist Brand TV only*
- *Citrus Newspapers only*
- *Dentist Brand TV + Citrus Newspapers*
- *Dentist Brand TV + Citrus TV*



The Findings – *The top line*



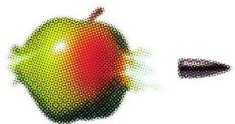
Newspaper Creative

Adding newspapers to brand TV strengthened brand commitment

Newspapers delivered Listerine Cool Citrus sales in Tesco **12.8% above expected levels**

National newspapers drove website traffic and sample requests

Newspapers were more successful than Citrus variant TV at increasing Listerine familiarity, brand quality and salience measures



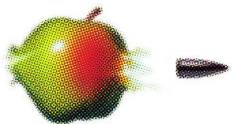
Listerine endorsed the use of newspapers for brand building



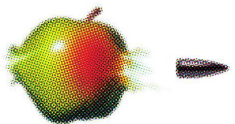
“The launch of Listerine Citrus proves that when we create the right conditions: consumer driven, relevant, new news and well-timed TV and Newspaper support together with instore promotions, the usage of the brand is extremely expandable.

Newspapers have played an important role in the Citrus launch – both underlining current brand values within the creative and encouraging trial by driving tens of thousands of people to the website to get a free sample size product.”

Carlton Lawson
Marketing Director UK/Ireland, Pfizer

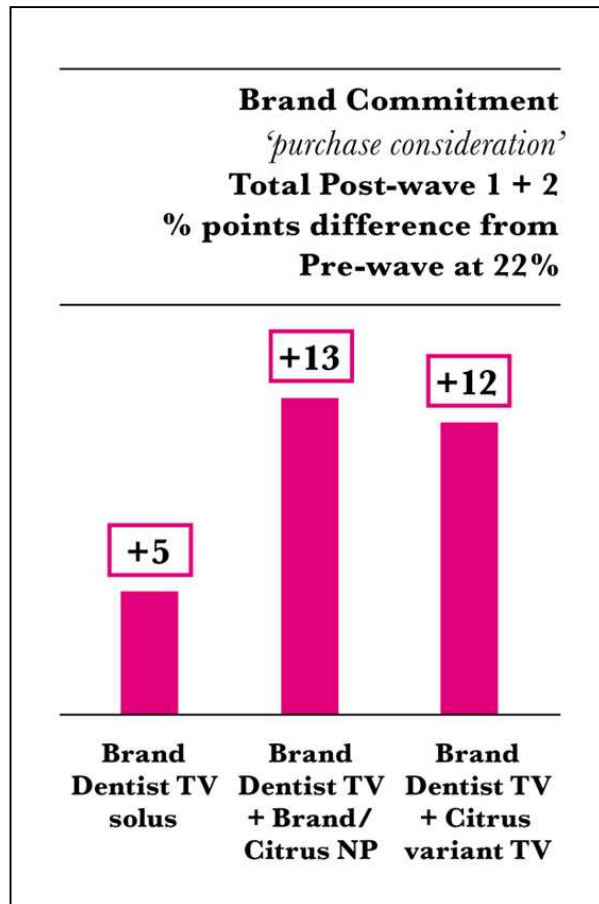


Detailed *results*



Campaign Objectives Execution *Results*

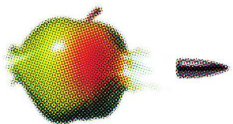
Adding newspapers *delivers strongest brand commitment*



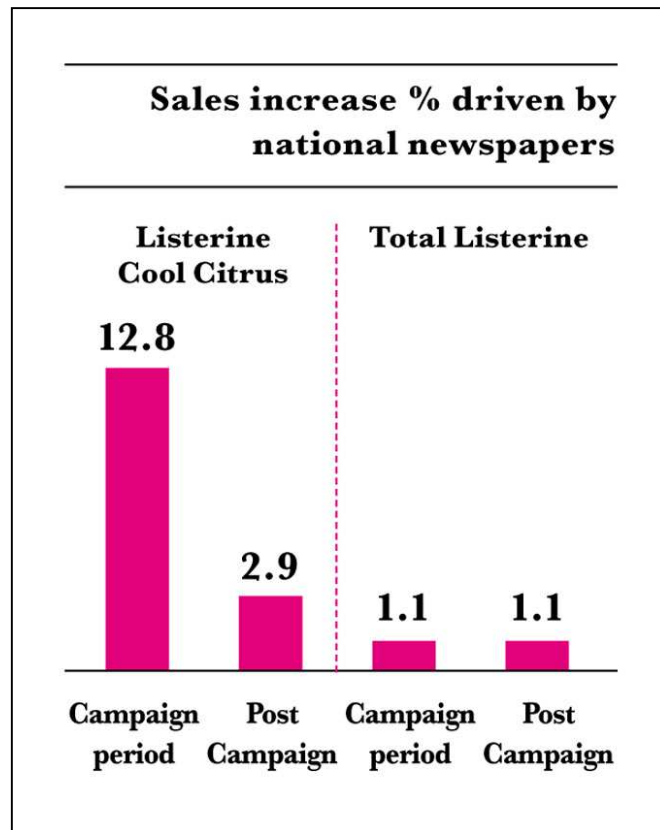
Source: Hall & Partners

Exposure to both brand TV and Citrus newspapers (which both used the same 'Dentist' campaign) resulted in a 13% point increase in brand commitment.

This was higher than the combined effect of seeing both brand and Citrus specific TV – which had different creative ideas.



Newspapers *drive sales*

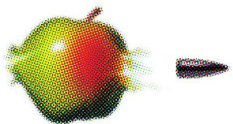


Source: dunnhumby

Newspaper advertising was responsible for a **12.8% increase** in Listerine Cool Citrus sales in Tesco during the campaign, and a further 2.9% in the following 8 weeks.

Newspapers also generated a +1.1% halo effect for the total brand during and post advertising, according to dunnhumby analysis of anonymised Tesco Clubcard data.

These increases were additional to 32% y/y sales increase in Tesco.

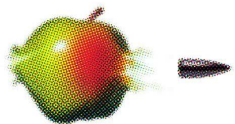


Newspapers *generated massive sample requests via website*

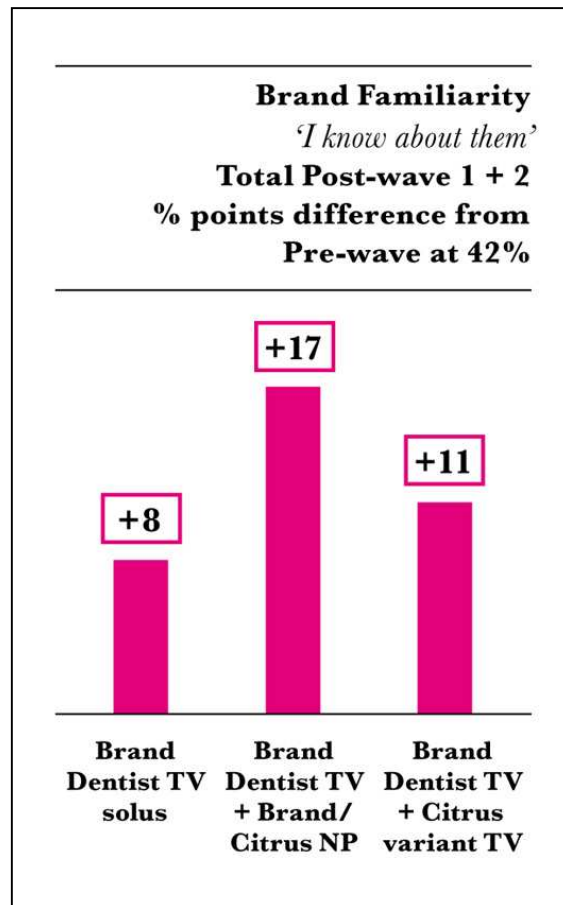


Newspapers alone drove **20,000 requests** on the Listerine website for free Cool Citrus samples in the first 2 weeks of the campaign.

Source: Pfizer



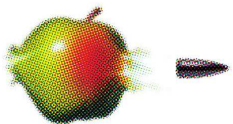
Adding newspaper *drives brand familiarity*



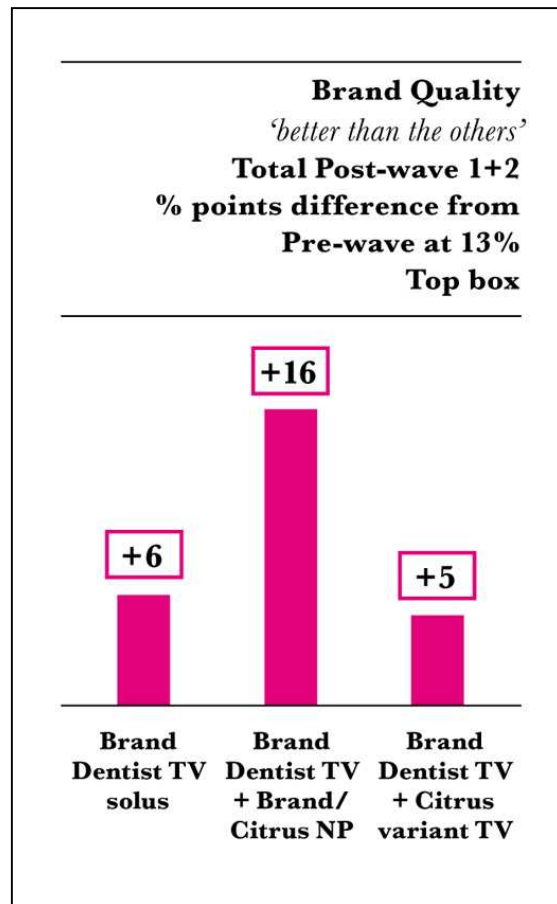
Source: Hall & Partners

Seeing the newspaper + Dentist brand TV combination had the highest impact on perceived brand knowledge.

Again, using newspapers to complement brand TV by carrying Citrus variant news **within a consistent campaign idea** proved more successful than using two creatively unconnected TV commercials.



National Newspapers *boost quality and salience*



Source: Hall & Partners

Newspapers + brand TV delivered 3 times the impact on brand quality perceptions of seeing the two TV commercials.

A similar pattern was seen for brand salience – a measure of perceived market leadership.

