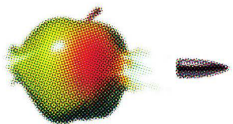


*Newspapers increase brand involvement
for Nicorette*

nicorette[®]

A case study



Objectives of the test

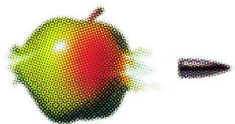


Newspaper Creative

To evaluate the effectiveness of newspapers in building brand values for Nicorette Freshmint Gum during the “off-peak” season for smokers who are attempting to quit.



TV creative



Tracking *the advertising*

Media				
Newspapers		■		
TV			■	
Research Dates				
Pre-wave	■			
Post-wave1		■		
Post-wave2				■
2005	Apr.	May	June	July

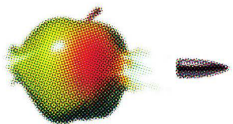
The campaign was tracked amongst a national sample of adults aged 24-64. All smokers of at least 5 cigarettes per day.

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

Brand commitment: likelihood to purchase Nicorette
Brand Involvement

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

-Newspapers only
-TV only



The Findings – *The top line*

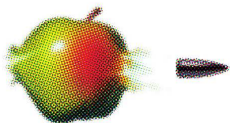


Newspaper Creative

Newspapers drove spontaneous awareness and consideration of Nicorette Gum

Exposure to newspaper ads had ***double the impact*** on brand involvement, compared to TV alone

Newspapers sustained brand health and increased Nicorette leadership in the 'low peak' season



Nicorette *endorsed the use of newspapers for brand building*



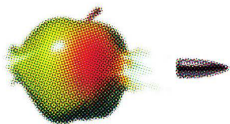
Newspaper Creative

“The test showed us that newspapers could prove an effective tool for chipping away at our reluctant target market. The fact that newspaper readers are extremely loyal compared to other media choices means we can build up a relationship.

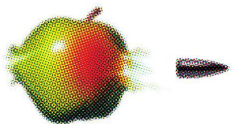
Working with the NMA has allowed us to gain a much better understanding of the potential of national newspapers for the category and the importance of maximising the creative work for the newspaper environment.”

Ben Peters

Nicorette Sector Marketing Manager - Consumer.

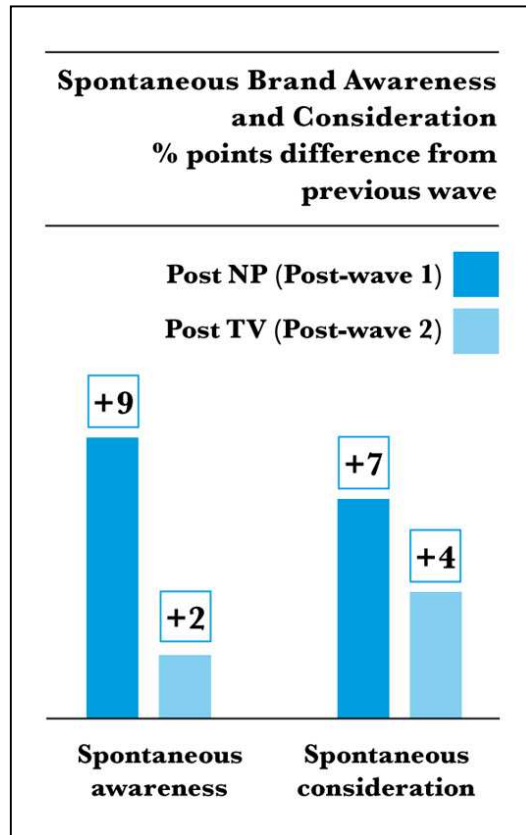


Detailed *results*



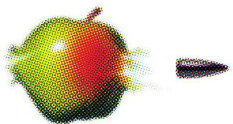
Campaign Objectives Execution *Results*

Newspapers *drive awareness and consideration*

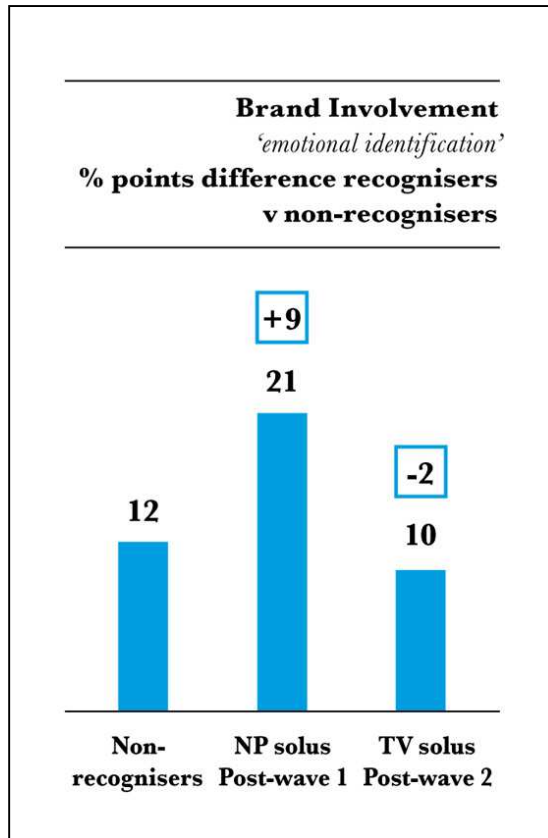


Source: Hall & Partners

Newspapers drove higher increases in top of mind brand awareness and spontaneous consideration than the TV campaign that followed.



Newspapers *generate double the impact on brand involvement*

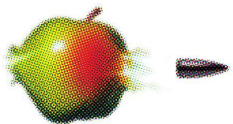


Source: Hall & Partners

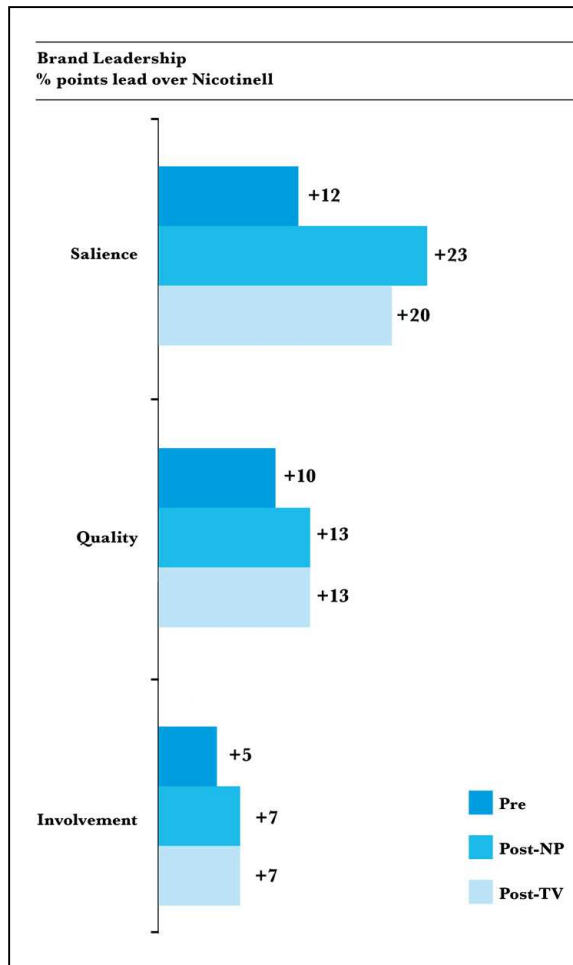
Exposure to newspaper advertising achieved *double the impact* on brand involvement, compared with TV.

This was impressive – emotional connection is difficult to attain in the smoking cessation market, where the target confesses to evasion and resistance.

Women in particular appreciated the insight of the newspaper ads – and felt the placement in newspaper health pages was relevant and persuasive.



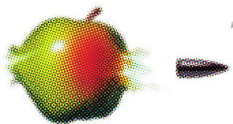
Newspapers *boost brand leadership*



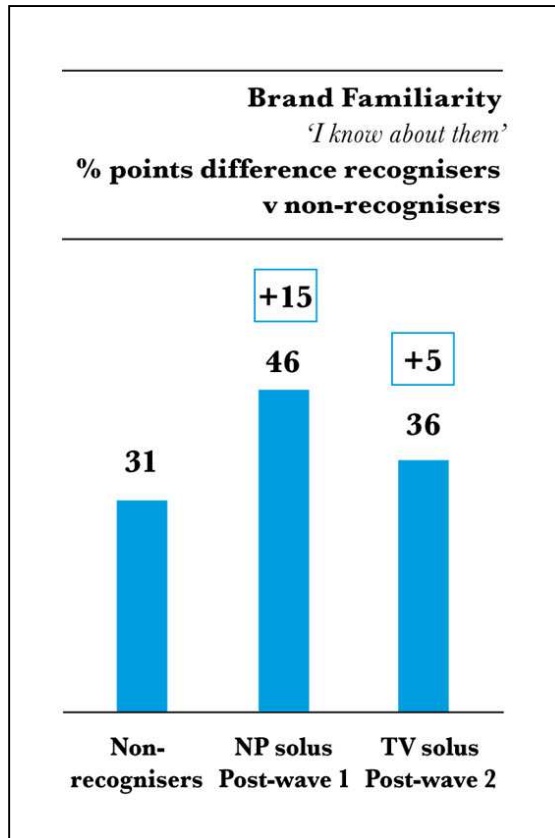
Source: Hall & Partners

The newspaper campaign maintained brand health and created greater competitive advantage for Nicorette Gum.

Newspapers increased the gap between Nicorette Gum and its closest competitor, Nicotinell, across the key measures of salience, involvement and brand quality.



Newspapers *create higher increase in brand familiarity*



Source: Hall & Partners

Perceived brand knowledge was 10% points higher among people exposed to newspaper ads than those seeing the TV.

Newspapers increased the difference in brand familiarity compared with non-recognisers by **3 times more** than TV.

