

National Newspapers Effectiveness

Food

■ WALKERS SENSATIONS



Newspapers: Perfect Partner to TV



NM
NEWSPAPER
MARKETING
AGENCY

Walkers Sensations

“

Newspapers and TV together proved a winning combination for Walkers Sensations. The sales response to our high profile activity was extremely encouraging, and there was clear evidence that newspapers delivered incremental sales on top of TV and promotions.

Qualitative pre-testing helped us to understand the importance of creative synergy with TV. Women in our core target audience are keen readers of newspapers, particularly enjoying celebrity news and gossip. We now understand much better how to optimise this opportunity to build saliency and brand image.



Jon Goldstone,
Vice President of Marketing, Walkers

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National Newspapers & TV

Walkers Sensations: Headline Results

The combination of national newspapers and TV stimulated significant increases in sales and brand measures for Walkers Sensations:

- Newspapers added 5% incremental sales on top of those caused by promotion and TV, during the campaign period
- Newspapers, TV and promotion helped Walkers Sensations achieve a 111% sales increase compared to the previous year
- TV plus newspapers drove a 10% point increase in regular buying among the key target of 25-39 year old women, whereas TV alone caused no shift
- Spontaneous awareness increased by +20% points among the core target with TV and newspaper exposure – more than 6 times the increase generated by TV alone
- Brand re-appraisal was 49% higher as a result of TV and newspaper advertising than for TV advertising alone
- Emotional identification and connection was enhanced by 37% when newspapers were added to TV

Walkers Sensations: The Creative Work



Newspaper creative



PR coverage



TV creative

Creative synergy allowed maximum advantage to be taken of PR-driven editorial for the new TV ad, as well as the regular high profile newspaper coverage of Charlotte Church.

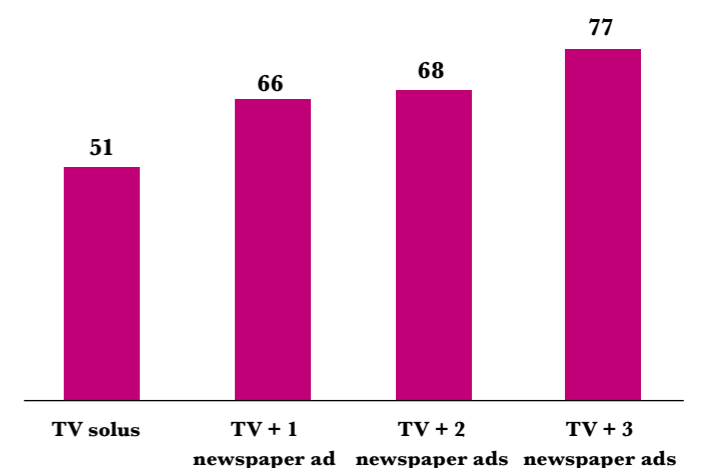


Walkers Sensations: The Creative Work

Ads placed in food/health and gossip entertainment sections helped to create a relevant environment. Studies[†] show relevant context heightens emotional response and memorability.

Using several different executions in newspapers delivers a more powerful response than repetition of a single ad. For Walkers Sensations, exposure to more executions impacted particularly strongly on emotional brand values.

Brand Values
*'Helps me to connect and identify more strongly'**
Top 2 box %



[†]For further insight into newspaper reading, see *Engaging, Active, Involving - The case for newspaper advertising* - (Millward Brown/NMA 2006)
'Cognitive Neuroscience, Marketing and Research' - Professor Jane E. Raymond, University of Wales, Bangor; Graham Page, Millward Brown, July 2006

Walkers Sensations: Test Detail

TEST HYPOTHESIS

TV and national newspapers are the perfect partnership. They are processed in different but complementary ways: TV is more passive, whereas newspapers involve active processing. Both media are heavily consumed in the evening. Media profiles are complementary: newspapers compensate for the inherent weakness of commercial TV in London/South and among younger, more upmarket consumers. Together, the brand impact should be stronger than either medium separately.

CAMPAIGN OBJECTIVES

To kick start Walkers Sensations again by conveying the real indulgence of real flavours.

MEDIA PLAN

		Apr	May	Jun	Jul	Aug	£m
Media	TV - 30 sec		622 TVRs				1.9
Target Audience: Women 25-60	Newspapers			321 GRPs			1.2
Research Dates (Millward Brown)	Pre-wave						
	Post-wave						

Research Sample: 25-60 year old women non-rejectors of crisps
Media Source: NMR/BARB/NRS

Analysis of the data focuses on a comparison of:

- 1) Those who recognise the TV advertising only (TV solus)
- 2) Those who recognise both the TV and newspaper advertising (TV + NP)
- 3) Those who recognise any of the newspaper advertising (Any NP)

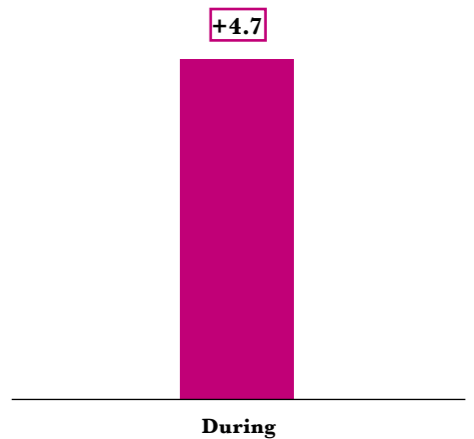
For further explanation of Millward Brown and dunnhumby methodology go to www.nmauk.co.uk

Walkers Sensations: The Findings

NATIONAL NEWSPAPERS DRIVE EXTRA 5% SALES UPLIFT

dunnhumby analysis of Tesco Clubcard data showed that sales of Walkers Sensations among newspaper buyers were 4.7%[†] higher than sales among a matched control sample who had not bought newspapers in Tesco. This uplift was incremental to promotional and TV advertising effects.

Newspaper advertising effect on Walkers Sensations sales - % increase

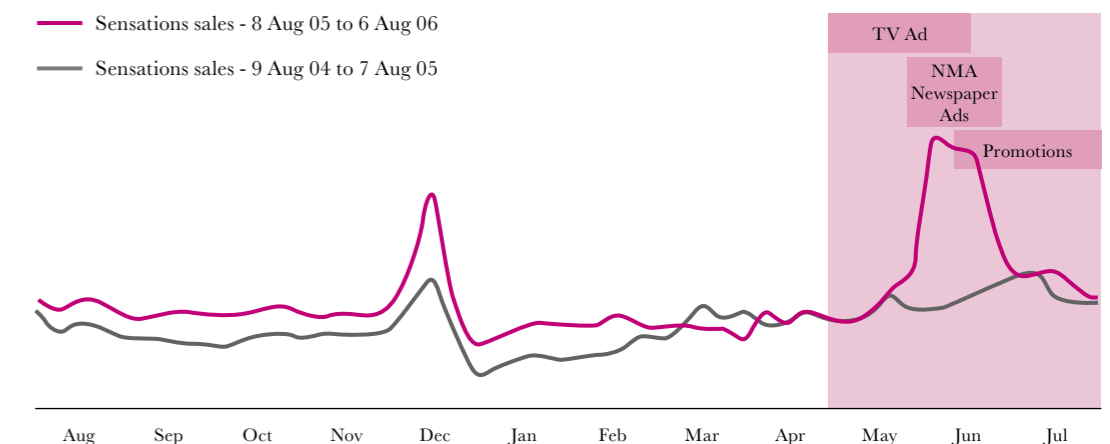


111% SALES INCREASE VS PREVIOUS YEAR

The combination of promotion, TV and newspapers helped to deliver a 111% increase in sales compared to the same period in 2005.

Source of volume calculations showed the highest relative steal was from Pringles (Index 182), whereas impact on other Walkers brands was minimal (Index 5).

TV + Newspaper + Promotion effect on Walkers Sensations sales % increase vs previous year



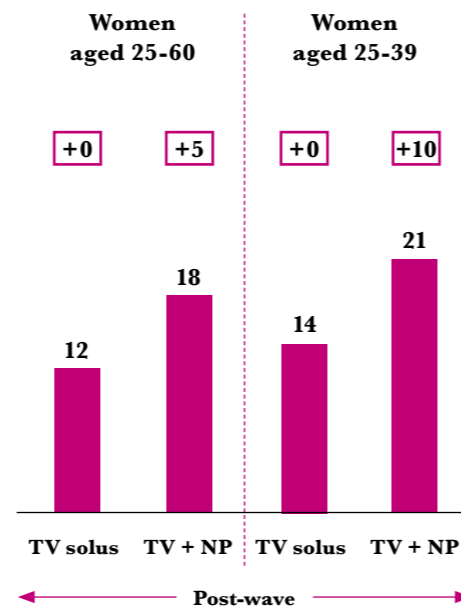
[†]Estimates are conservative, as Control sample may have bought newspapers outside Tesco and been exposed to the ads.

Walkers Sensations: The Findings

TV + NEWSPAPERS INSTIGATE REGULAR BUYING

The combination of TV and newspapers drove a 5% point uplift in regular purchasing, with the key target of 25-39 year old women showing double this increase, at 10% points higher. TV solus caused no shift.

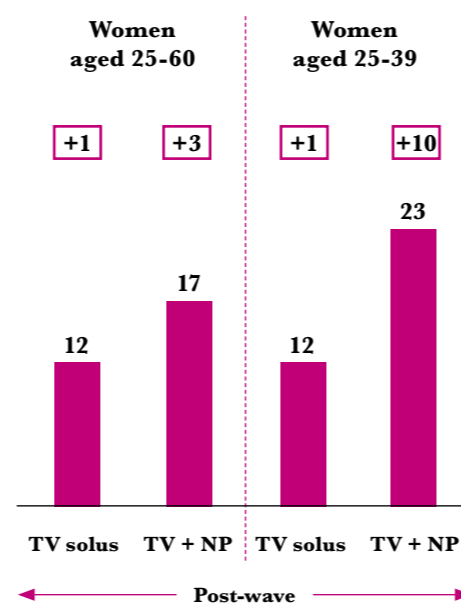
Buy Regularly?
'Which of these brands of crisps do you buy regularly'
% answering Walkers Sensations
Post-wave % points increase from Pre-wave



BRAND COMMITMENT UP WITH TV + NEWSPAPERS

TV and newspapers drove the highest level of brand commitment, particularly among the core target of 25-39 year old women.

Brand Commitment
*'Likelihood to choose' **
Post-wave % points increase from Pre-wave
Top 2 box %

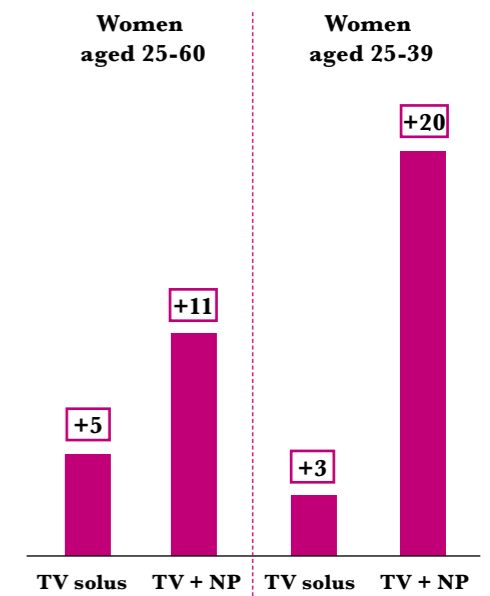


TV + NEWSPAPERS INCREASE SALIENCY

Exposure to both TV and newspapers boosted spontaneous awareness by more than twice the level of TV alone.

Among the core creative target of women aged 25-39, saliency increased by 20% points with TV and newspaper exposure - more than 6 times the increase generated by TV alone.

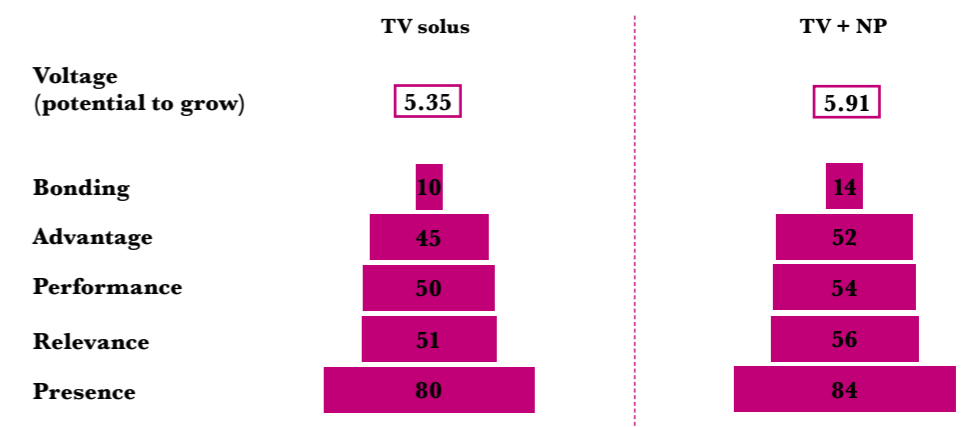
Spontaneous Awareness
'What brands of crisps have you seen or heard of?'
% answering Walkers Sensations
Pre to Post % points increase



BRAND DYNAMISM STRONGER FOR TV + NEWSPAPERS

For women seeing both strands of the campaign, 'voltage' scores were higher than for TV only. This is important as Millward Brown validation work has shown higher voltage scores equal a higher likelihood to gain share.

Brand Dynamics Equity Analysis
Post-wave %

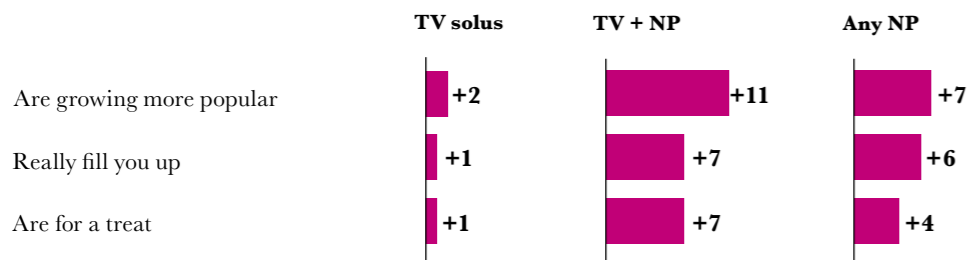


Walkers Sensations: The Findings

■ ADDING NEWSPAPERS ENHANCES BRAND IMAGE

Appearing in newspapers added a sense of momentum to the brand, and together with TV boosted 'treat' and 'filling' elements of brand image.

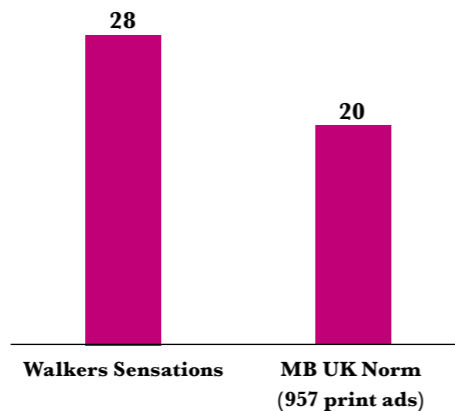
Brand Image
Pre to Post % points change in endorsing Walkers Sensations



■ NEWSPAPER ADS ACHIEVE GOOD RECOGNITION

Qualitative research highlighted the importance of creative synergy with TV. As with other campaigns that triggered memories of a strong and familiar TV campaign, recognition of the Walkers Sensation ads was significantly above the norm.

Recognition - Newspaper ads
% recognising

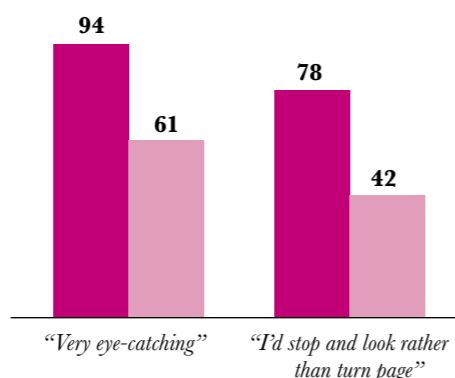


■ NEWSPAPER ADS HIGHLY IMPACTFUL

The ads captured attention very successfully and had high stopping power.

Newspaper ads
% agreeing

■ Walkers Sensations ■ MB UK Norm

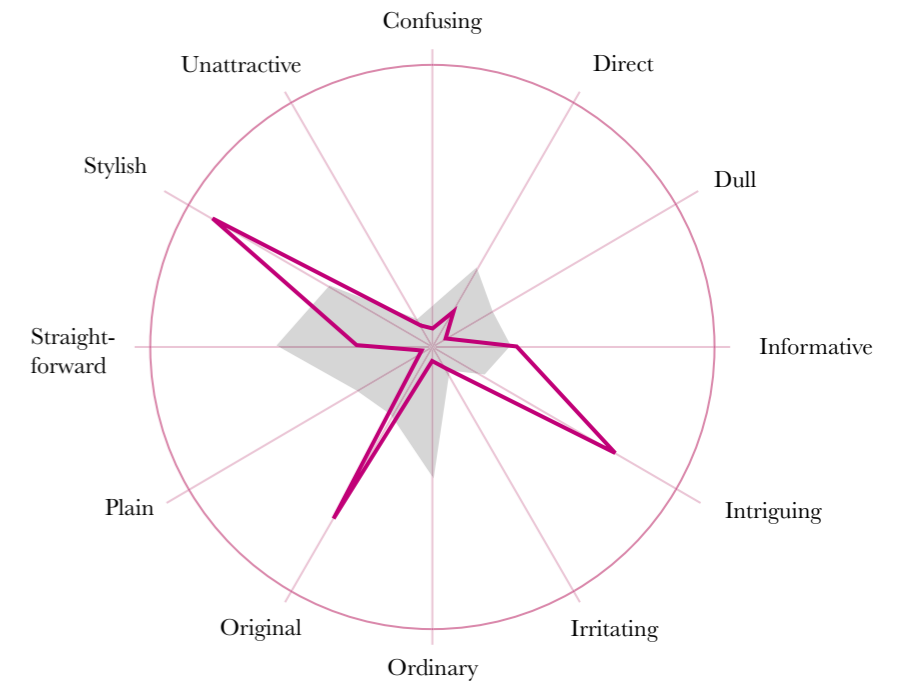


■ HIGHLY ENGAGING NEWSPAPER ADS

Traditional thinking allocates newspaper advertising a highly rational role. Ads are often dull, stuffed full of dry facts. By contrast, Walkers Sensations exploited the strong emotional power of the newspaper medium and produced ads that were intriguing, original and stylish.

Newspaper Involvement Diagnostics
% agreeing

■ MB print norm (77 UK ads)
— Recognise Any NP
(Each axis 0-90%)

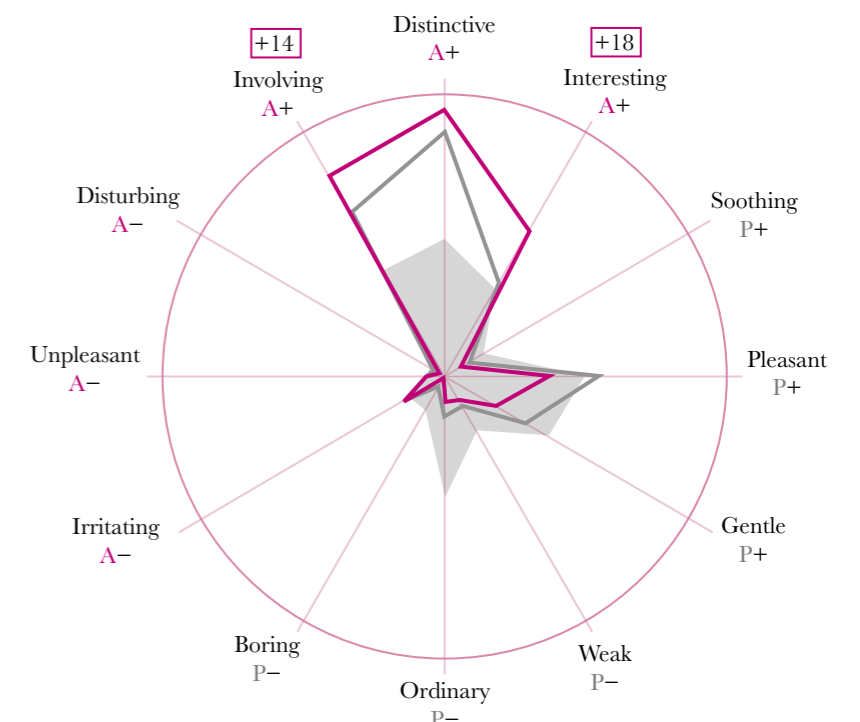


■ STRONG TV AD ENHANCED BY NEWSPAPERS

The TV ad was also highly engaging. Women who also saw the Walkers Sensations newspaper advertising found the TV ad even more involving and interesting.

TV Involvement Diagnostics
% agreeing

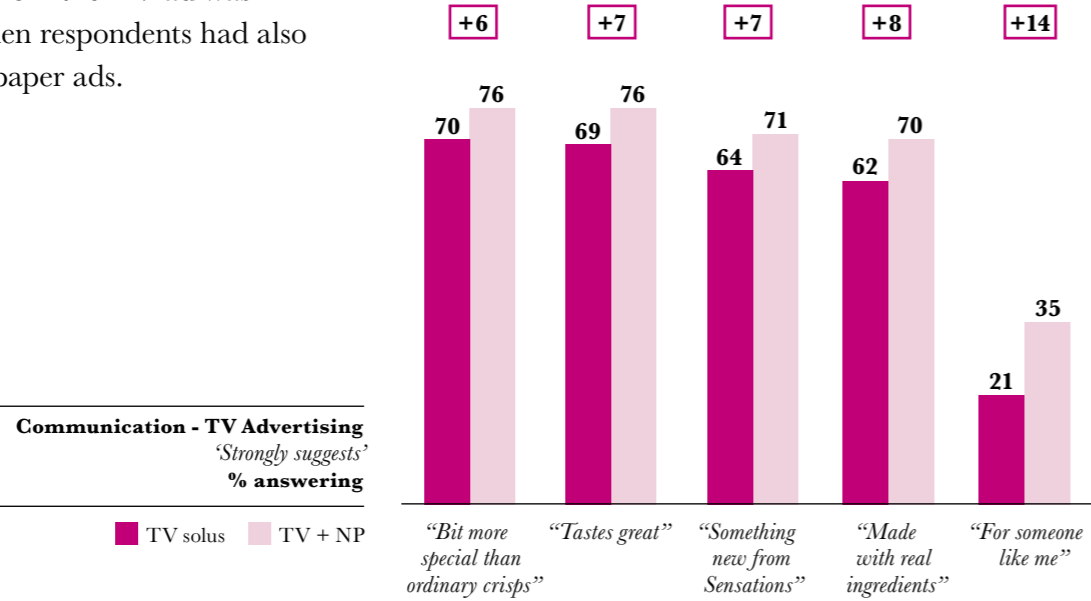
■ Norm (698 UK ads)
— Recognise TV + NP
— Recognise TV only
(Each axis 0-90%)
A Active
P Passive
+ Positive
- Negative
+/- Added effect of NP



Walkers Sensations: The Findings

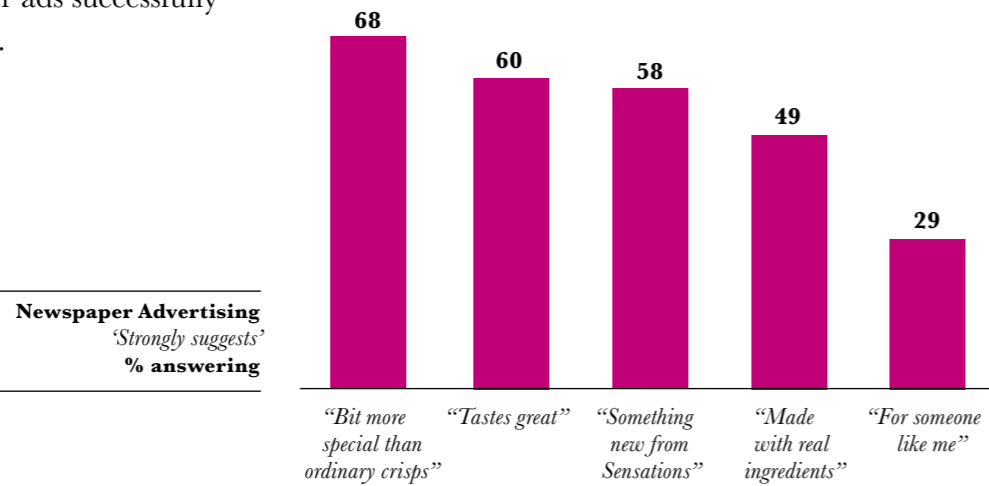
■ ADDING NEWSPAPERS LIFTS TV COMMUNICATION

Take out of key messages from the TV ad was improved substantially when respondents had also been exposed to the newspaper ads.



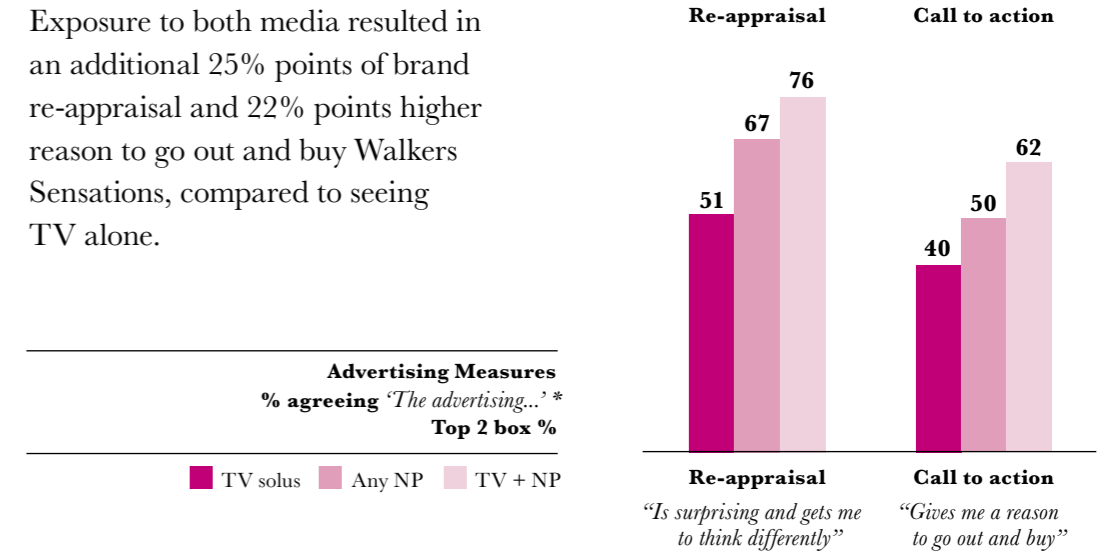
■ NEWSPAPERS CREATE BREADTH AND DEPTH OF TAKE OUT

The simple and striking newspaper ads successfully promoted a range of key messages.



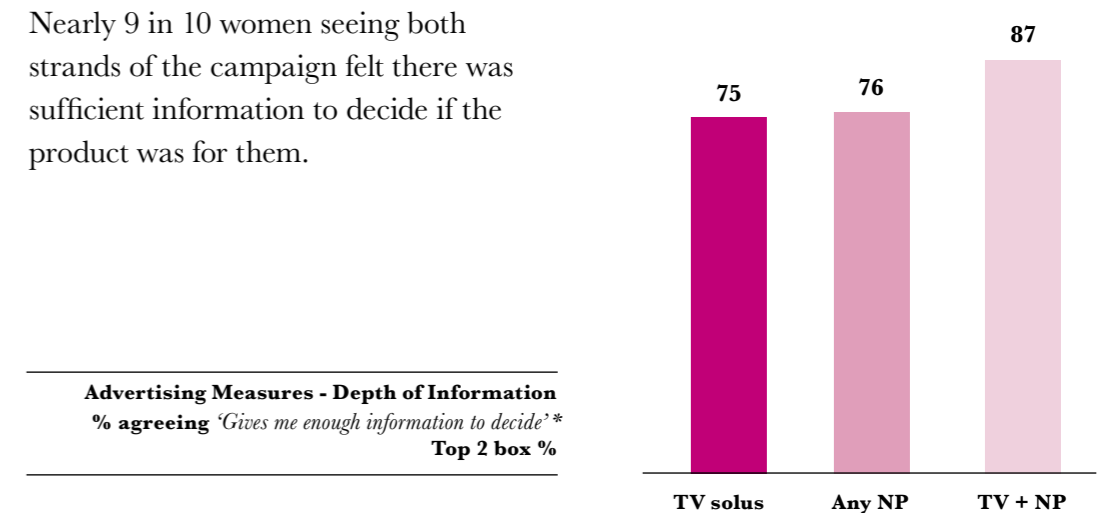
■ NEWSPAPERS + TV BOOST RE-APPRAISAL AND CALL TO ACTION

Exposure to both media resulted in an additional 25% points of brand re-appraisal and 22% points higher reason to go out and buy Walkers Sensations, compared to seeing TV alone.



■ NEWSPAPERS ADD DEPTH OF INFORMATION

Nearly 9 in 10 women seeing both strands of the campaign felt there was sufficient information to decide if the product was for them.



Research Details: Pre-post tracking by Millward Brown among the same respondents (brand/category interest disguised at pre-stage), to measure changes among people seeing different media and account for any existing predispositions of any media group.

Sample: 1000 women aged 25-60, non-rejectors of crisps.

Companies/Brands tested in this series:



For more information about advertising in national newspapers contact:

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