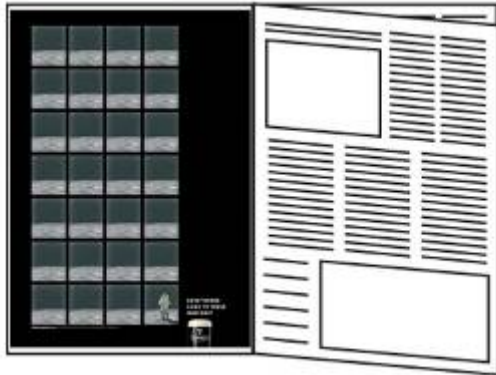


Guinness – Case study



Newspapers: Perfect Partner to TV

Test Hypothesis: *Newspapers are perfect partners to TV*



- TV and national newspapers are the perfect partnership
- They are processed in different but complementary ways: TV is more passive, newspapers involve active processing
- Both media are heavily consumed in the evening
- Media profiles are complementary
- Together, the brand impact should be stronger than either medium separately

Guinness: *Headline results*



- Newspapers added 4% incremental sales for Guinness, in addition to increases generated by TV and promotions
- Exposure to 3 or more newspaper ads boosted buying by 5.4% post campaign
- TV and newspapers increased consideration of Guinness by +4% points among the core target of repertoire buyers aged 18-45, compared to +1% point for TV only
- TV and newspapers significantly improved brand image. Newspapers added valuable quality and personality perceptions
- TV and newspapers delivered 71% extra depth of information, created 51% higher emotional connection and provoked 40% more brand re-appraisal than TV solus

Guinness endorsed the addition of brand ads in newspapers to TV



Newspaper creative

“The evidence for using national newspapers alongside TV for Guinness is very strong. Three independent studies show that newspapers have an additive and complementary role, resulting in increased sales and consideration.

It was important that our first brand press ads in years lived up to high consumer expectations for Guinness ads. Exploratory qualitative research upfront helped us deliver a simple, distinctive and effective campaign.

The test has provided us with a much clearer understanding of how we might use national newspapers in the future”



Russell Jones

Marketing Director, Guinness.

Guinness: *The Creative work*



- Placement in sports pages/supplements and entertainment sections created a relevant environment and built on strong Guinness links in these areas
- Multiple executions built brand re-appraisal much more effectively than repetitions of a single ad



Newspaper creative

TV creative

Guinness: *Test Detail*

		Oct 05	Nov 05	Dec 05	Jan 06	Feb 06	Mar 06	Apr 06	May 06	Jun 06	£m
Media	TV – 30 sec +50 sec	834 TVRs								160 TVRs	5.9
	TV – 10 sec									584 TVRs	
Target Men 18-45	Newspapers									353 GRPs	1.0
Research dates (Millward Brown)	Pre-wave										
	Post-wave										

Campaign Objectives

To fire up the passion and pride for the Guinness brand and get pub chatter going, by communicating the brand idea

- The Guinness Pint: worth the ultimate wait

Research sample: 18+ male beer (lager, stout, bitter or ale) drinkers, core sample 18-45 year olds. Results for core sample unless otherwise stated.

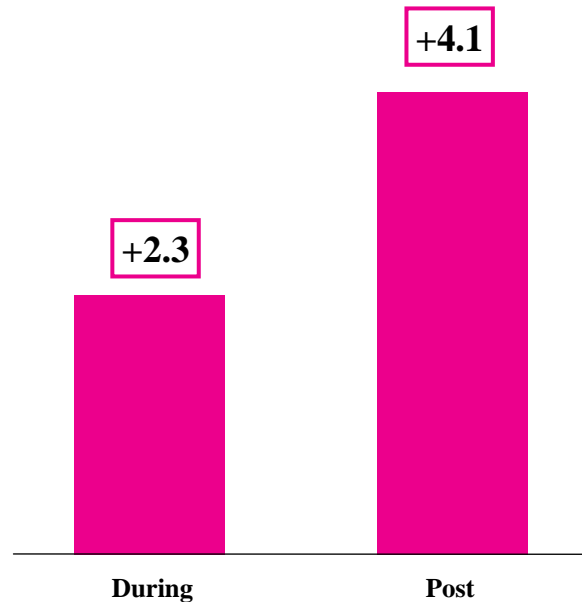
Media Source: NMR/BARB/NRS



Guinness: *The Findings*

Adding national newspapers *drives 4% extra sales uplift*

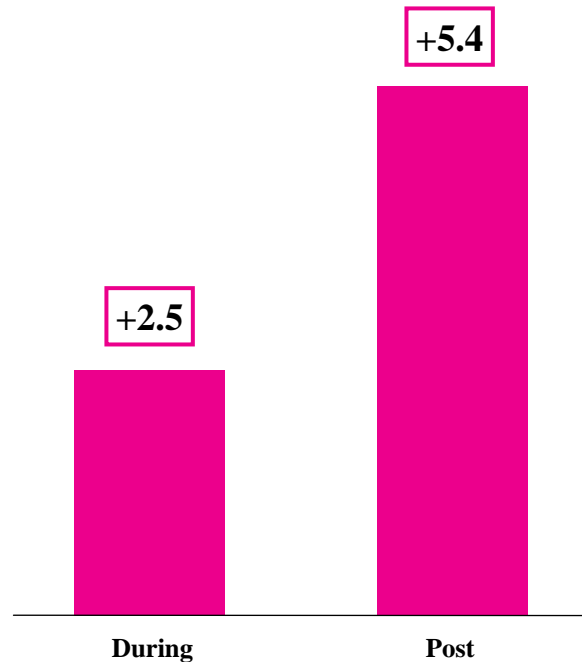
Newspaper advertising effect on Guinness sales
% increase



- Newspapers were responsible for a minimum 2.3% increase in Guinness sales in Tesco during the campaign and a further 4.1% in the 12 weeks post-advertising
- These sales were incremental to increases generated by TV and promotions
- Newspapers brought in new Guinness buyers

Higher OTS leads to 5.4% sales increase

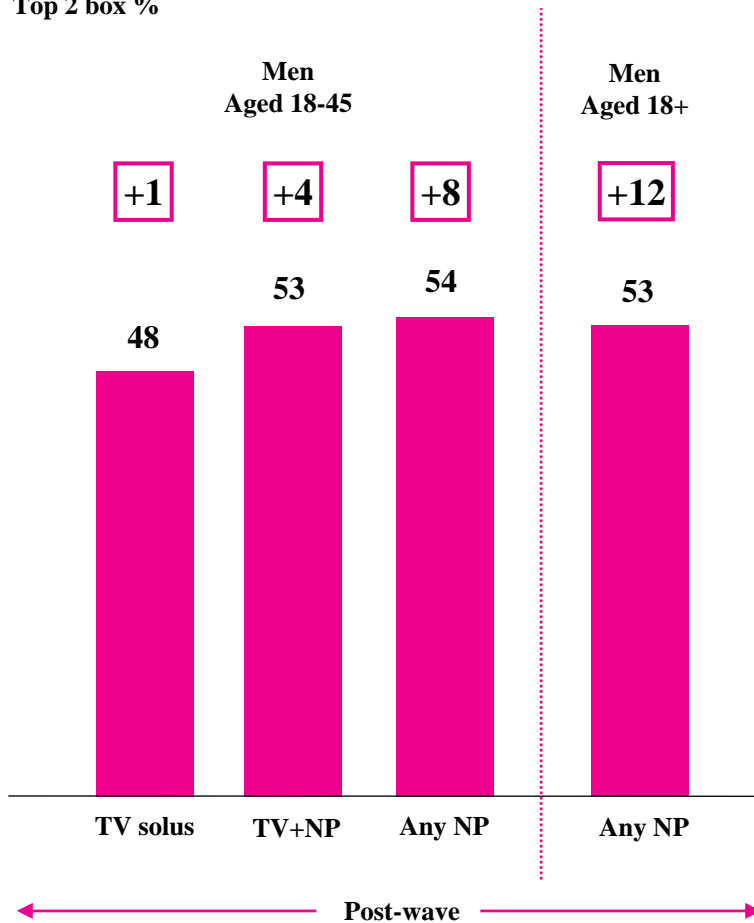
Guinness sales at +3 newspaper OTS
% increase



- People who bought 3 or more newspapers containing the Guinness ads increased their Guinness purchases by 5.4% in the post-advertising period

TV + Newspapers *boosts consideration by 4% points*

Brand Consideration – Repertoire drinkers
‘Likelihood to consider’
 Post-wave % points increase from pre-wave
 Top 2 box %

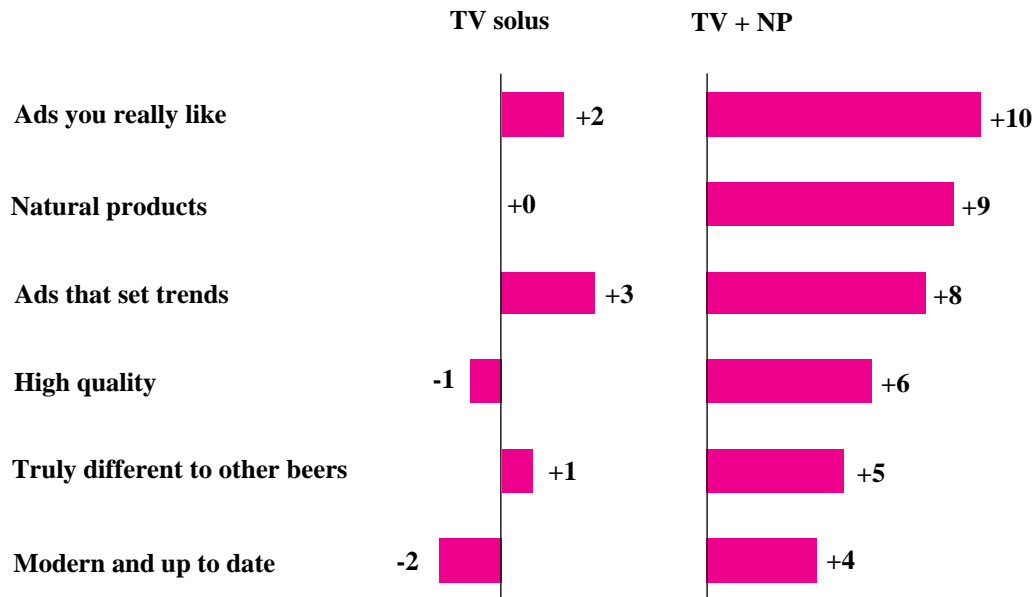


- TV and newspapers increased consideration of Guinness by +4% points among the core target of repertoire buyers aged 18-45, compared to +1% point for TV only
- Consideration was boosted by 8% points after seeing any newspaper ad, rising to a 12% point increase among repertoire drinkers in wider sample of 18+ men
- Carat Insight ICE Modelling confirmed that newspapers drove both consideration and preference

TV + Newspapers *shifts brand image*

Brand image

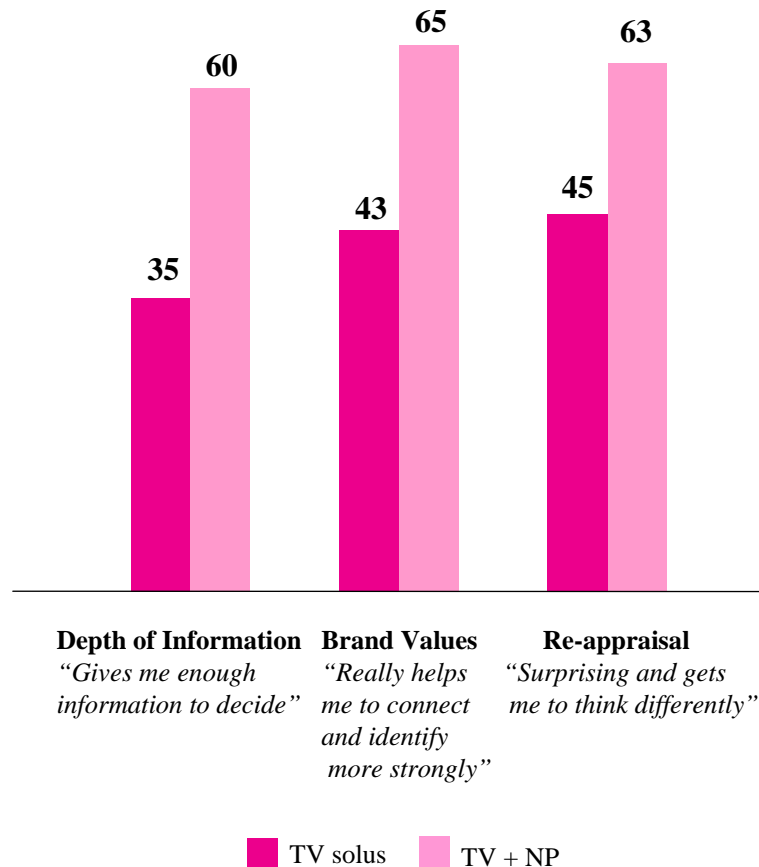
Pre to Post % points change in endorsing Guinness



- Adding newspapers led to strong re-appraisal of the Guinness brand image, compared with TV solus

Newspapers + TV *boost* emotional and rational responses

Advertising Measures
 % agreeing 'The advertising...'
 Top 2 box %



- TV and newspapers delivered 71% extra depth of information, created 51% higher emotional connection and provoked 40% more brand re-appraisal than TV solus