

Effectiveness

How newspapers ensured
ghd was at the top of the
shopping list





ghd successfully strengthened their premium, market leading position in the run-up to Christmas through a relatively low cost multi-media campaign.

Newsbrands – specifically newspapers – were included in the schedule for the first time, and played a vital role in boosting ghd’s brand health among a modern female target:

Newspapers improved more brand measures than TV or magazines

Newspaper advertising had the broadest impact among the target audience, affecting all aspects of the brand relationship.

Newspapers alone increased consideration of ghd

Newspapers were the only medium to improve women’s consideration of ghd stylers. They boosted consideration of ghd as a gift by 6% and also enhanced ghd’s dominant position as “my first choice” for self-purchase.

Newspapers, magazines and TV played different, but complementary roles

Newspapers ensured campaign success by improving brand saliency and recommendation of ghd, as well as consideration – none of which were affected by TV or magazines. TV created most “buzz” around ghd and, with magazines, did most to improve brand image perceptions. But newspapers were the main instigator of change.



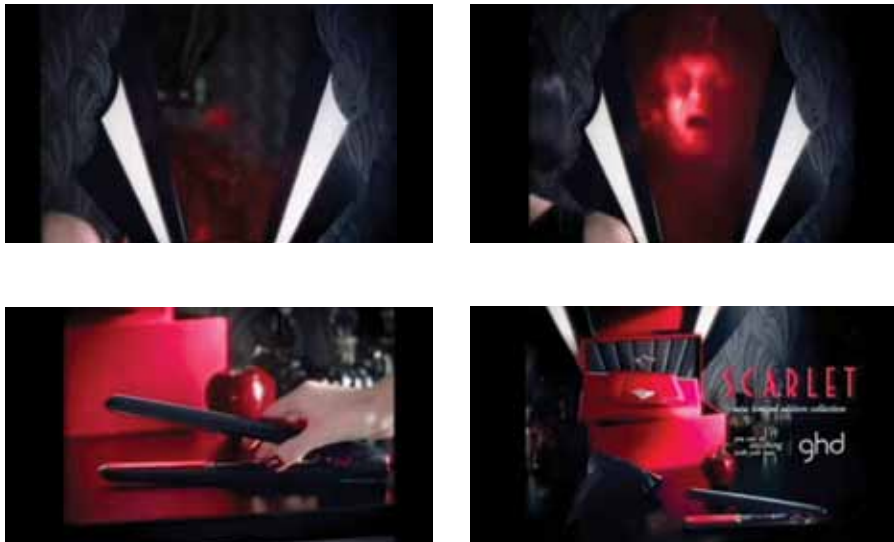
Magazine creative



Newspaper creative



TV creative



Introduction and test objective

A decade on from revolutionising hairstyling with the launch of its first styler, and despite many cheaper imitations, ghd remains the market leader. Their iconic stylers have become a watchword for quality and performance.

In 2011, ghd launched limited edition Scarlet Collection gift sets, with a 1920's art deco style. Each set contained stylers with scarlet plates, together with additional items such as heatproof bags, and in the Deluxe version, a hairdryer and vanity case.

The run-up to Christmas is an important sales period for ghd, both for self-purchase and for gifting. Women want to look gorgeous during the celebratory season, and gift givers like to give stylish, quality presents.

ghd wanted women to feel that ghd is at the cutting edge of creativity and style – and ultimately put ghd stylers at the top of their shopping list.

This case study investigates the impact of advertising in newspapers (alongside TV and women's magazines) on women's consideration of ghd, both for themselves and as a gift.

Communications strategy

Advertising was developed featuring ghd's brand ambassador, Katy Perry, in a version of the Snow White story that continued the campaign idea of "twisted fairytales".

The communication aim was to create desire by showcasing the innovative new Scarlet Collection.

Target audience

Style-conscious women aged 16-50

Media strategy

The ghd campaign budget was focussed – just over £800k in total. Previous ghd campaigns used TV and magazines to target style conscious women. Newspapers were added to the mix for the first time in Autumn 2011:

- TV was planned to achieve high reach and frequency among women interested in personal style. 10 second ads ran on C4 and C5, Sky and other digital channels, plus spots in the X Factor and The Cube on ITV1.
- Women's magazines were selected to provide coverage and frequency. A mix of 9 monthly and 11 weekly titles ran full page and double page ads.
- Newspapers were selected to reach a wider target of potential owners and gift buyers. Placement in fashion, celebrity or women's lifestyle sections of the main newspaper and supplements was intended to maximise impact, relevance and immediacy.

Media plan

		Sept 11	Oct 11	Nov 11	Dec 11	£m
Media Target audience: Style conscious women aged 16-50	Newspapers			433 GRPs		0.29
	TV			225 TVRs		0.35
	Magazines			190 GRPs		0.19
Research Dates Millward Brown	CrossMedia™	Pre	During/Post			

Ads in the main book of the newspapers accounted for 282 GRPs and the supplements for 151 GRPs

Source:
NMR/BARB/NRS

Research method

Millward Brown's CrossMedia™ modelling was used to analyse the effectiveness of ghd's multi-media campaign, and determined the contribution of each media element to increasing brand measures.*

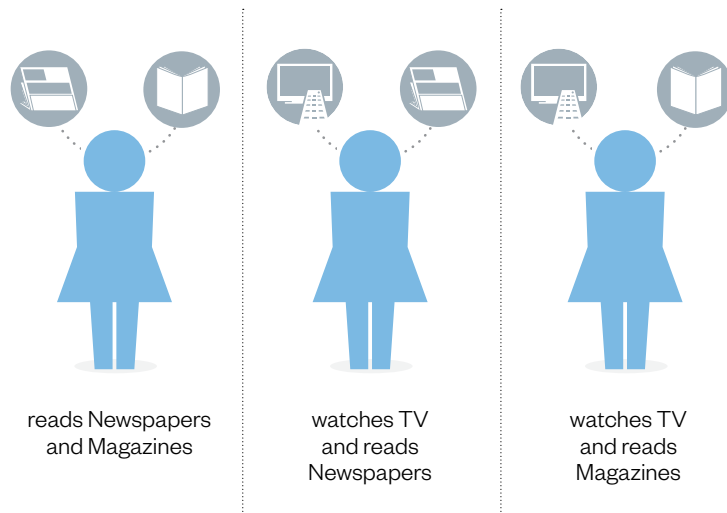
Millward Brown CrossMedia™ sample

1,400 women aged 16-50 who own and have used hair straighteners in the last 6 weeks OR who are likely to consider them as a gift.

Each respondent answered detailed media consumption data, so that frequency of exposure to each medium could be assessed.

By comparing differing responses when exposed to different media combinations and frequencies, the model identifies how much each medium affects changes in brand measures.

*For full CrossMedia™ methodology, call us or go to newsworks.org.uk/ghd



“ Newspapers added a strong dimension to the ghd advertising campaign, producing impressive results, especially for brand consideration. It was very helpful to see exactly which buttons were pressed by each medium, and how they all fitted together to create a strong campaign.”

Stuart Spiegel
CMO, ghd

Newspapers ensured that all ghd brand KPIs[†] were strengthened

ghd's pre-eminence in the hair stylers market was boosted even further by the campaign for the Scarlet Collection. The Katy Perry campaign successfully increased all key brand measures, from a very strong starting position.

Newspapers were critical to the campaign's success, as they drove the broadest range of uplifts. Exposure to newspaper advertising had an all-embracing effect, whereas TV and magazines' impact was focussed in one or two areas.

More importantly, newspapers shifted key measures that the traditional TV and magazine combination did not affect – and specifically those measures most closely related to buying behaviour.

Newspapers were the only medium to raise spontaneous awareness of ghd, to increase consideration – both as a gift and for self-purchase – and to boost advocacy (the number of women who are extremely likely to recommend ghd to others).

ghd key measures % contribution by media

- Newspapers
- TV
- Magazines

*Buzz = heard a lot about recently
 †Key performance indicators



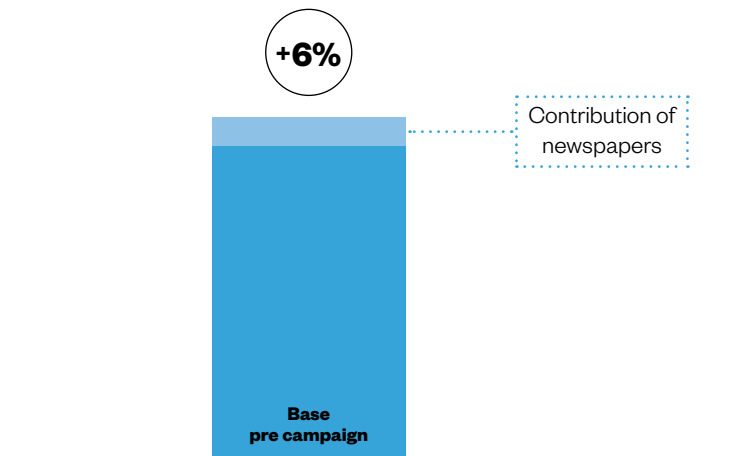
Newspapers were the only medium to increase consideration of ghd, both as a gift for others and for self-purchase

Newspapers had a unique and significant impact on ghd's success, as they were the only channel to have a direct effect on women's consideration of ghd. This was particularly important in the Christmas sales season.

A 6% increase in likelihood to choose ghd when buying as a gift was due solely to the impact of newspaper advertising.

Newspapers were also responsible for a 2% increase in women naming ghd as their "first choice" brand when purchasing stylers.

Uplift in consideration of ghd as gift for someone else Very likely/likely

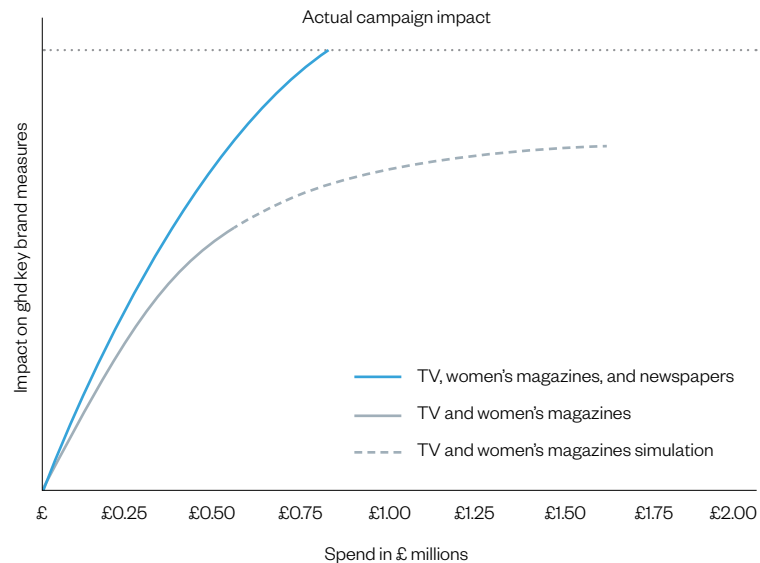


Newspapers' impact could not have been achieved by other media in the campaign

Millward Brown CrossMedia™ investigated whether the increases in ghd brand measures could have been achieved if newspapers were omitted from the schedule, and the money re-allocated to TV and magazines.

The conclusion was that even trebling spend on TV and magazines would not give the same impact on ghd measures as having newspapers in the mix, because newspapers affected measures that were not impacted by the other media.

What would happen to impact on ghd key brand measures if newspapers were excluded?

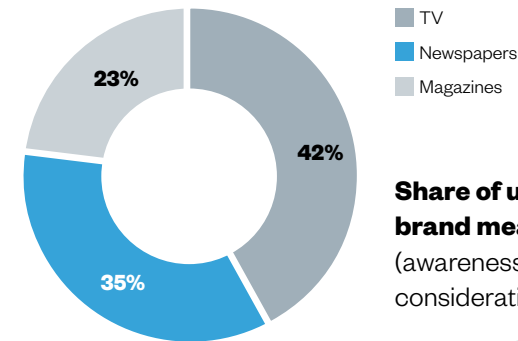


National newspapers punched above their weight

Newspapers accounted for 35% of spend, but delivered 41% of the increases in ghd brand measures. Although magazine ads were in larger formats, they were less effective at increasing ghd measures.

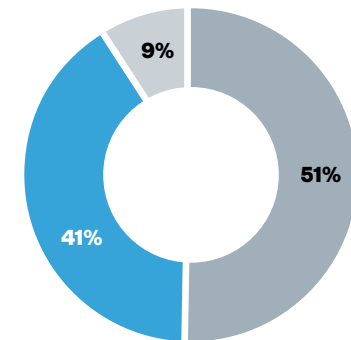
TV also contributed strongly in comparison to share of spend, as it was the most influential channel for creating "buzz".

Share of spend



Share of uplift in ghd brand measures

(awareness, buzz, advocacy, consideration, image)

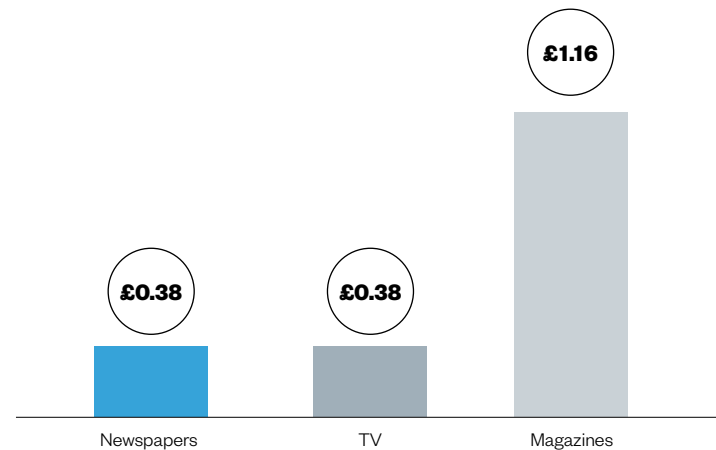


Newspapers and TV were the lowest cost media for driving ghd brand KPIs

Although newspapers took a larger share of ghd's budget than magazines, the newspaper spend delivered better payback by having a relatively stronger impact on brand measures.

TV did not increase more rational measures, such as consideration, but delivered well on "buzz" and image perceptions. As a result newspapers, together with TV, were the most cost-efficient media.

Cost of 1% uplift in ghd brand measures
 (awareness, buzz, advocacy, consideration, image)
 £m



Newspapers are the perfect environment for reaching large numbers of women, fast

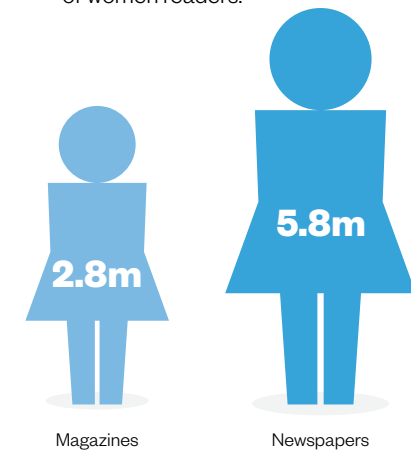
Newspapers' strong performance was partly due to reaching a significant new audience. In an average week, 3 million more women aged 16-50 saw the ghd campaign in newspapers than in magazines.

Newspapers also make an impact fast - 96% of the total audience is reached in one day. (Whilst women's monthly magazines take 171 days, and weeklies 88 days).

Impact studies* among women show that newspaper ads have greater standout and memorability than the same ads in magazines. Newspapers also generate a sense of immediacy and importance, which can help trigger purchase intent.

ghd took full advantage of women's strong engagement with fashion, style and celebrity features in their newspaper. Seeing ads next to related articles makes them "more memorable and relevant" for 85% of women readers.*

ghd campaign reach in average week Women 16-50

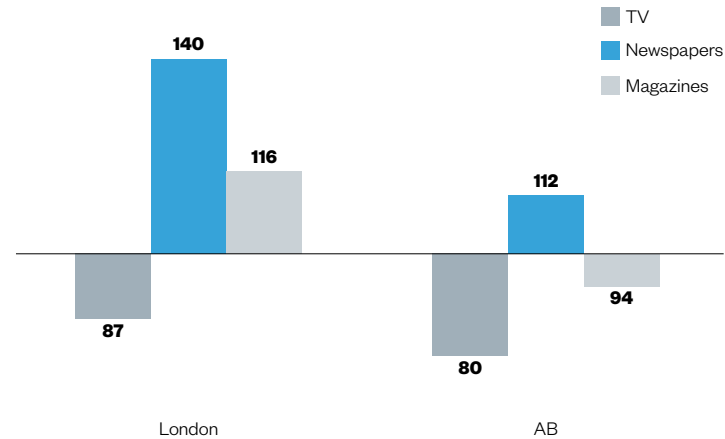


*to download go to newsworks.org.uk/impact

Newspapers complemented TV

Newspapers provided great coverage of light TV viewers, particularly more upmarket women and those living in London – a critical audience for a premium fashion brand. The two media worked in different ways. TV’s strength was to improve buzz and brand image perceptions. Whereas newspapers worked hardest at increasing measures that are most closely related to sales - consideration, advocacy and saliency.

Media profile delivery indexed against women 16-49

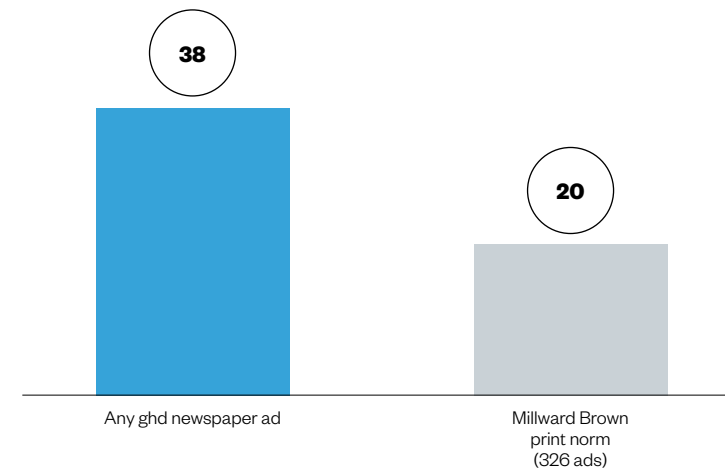


ghd newspaper ads were impactful and well recognised

The ghd campaign was judged extremely striking and stood out brilliantly in newspapers. Recognition post-campaign was good, and the branding was very clear.

Newspaper ad recognition

% recognising

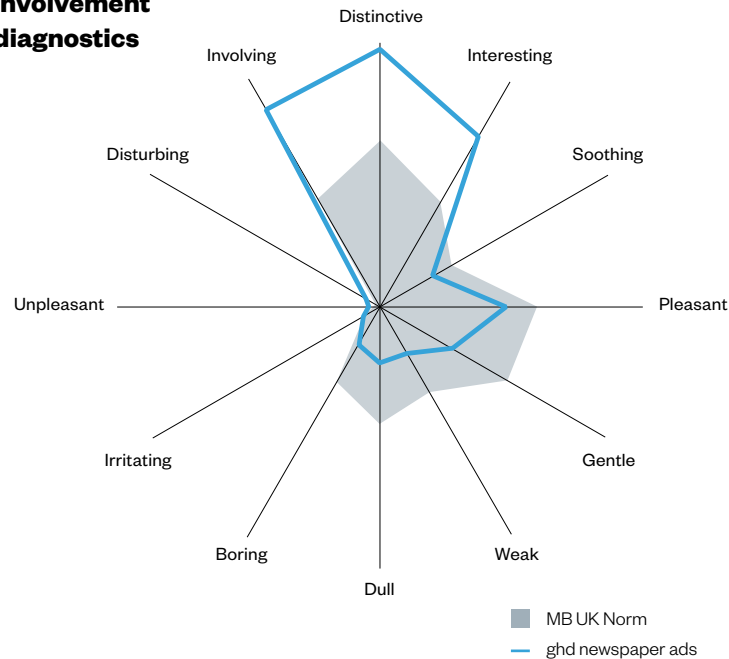


ghd newspaper ads were highly involving

It's important for any brand to generate emotional appeal in newspapers, but crucial for a quality beauty brand that is at the cutting edge of style. The ghd campaign was highly distinctive, interesting and involving.

With newspapers it's possible to get right into the heart of the editorial; and placement in the style, celebrity and fashion pages provided additional relevance for ghd.

Newspaper involvement diagnostics

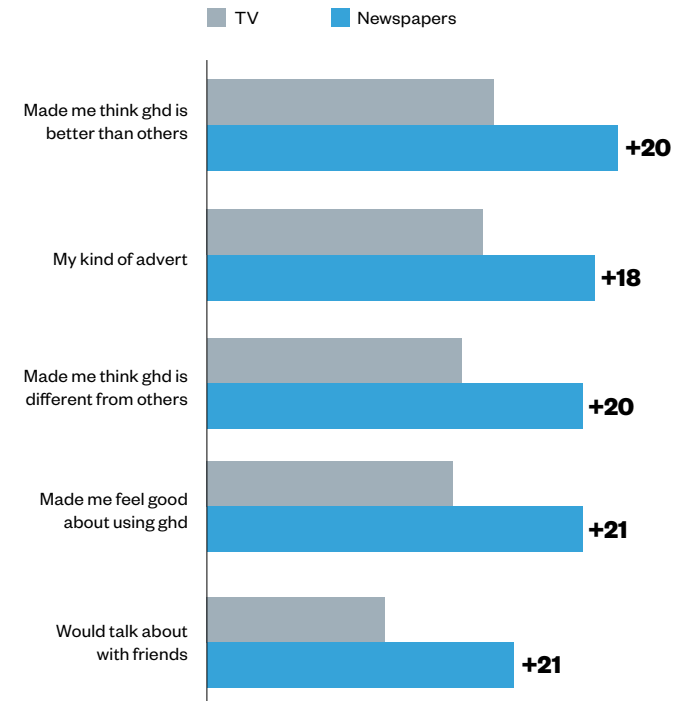


Newspaper ads for ghd performed strongly

Newspaper ads for ghd generated a stronger response from women than the TV commercial, which helps to explain why newspapers drove direct increases in consideration and recommendation.

Response to ghd ads

% agreeing

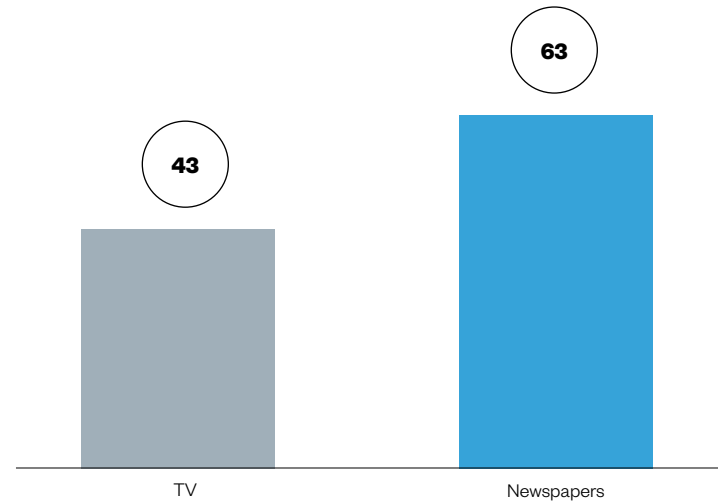


Newspaper ads were more informative

Newspapers are a fantastic medium for developing depth of understanding.
Women are actively seeking news and information about the latest fashion and beauty must-haves.

Advertising measures – Depth of information

Gives me enough information to decide whether ghd is for me
Agree %



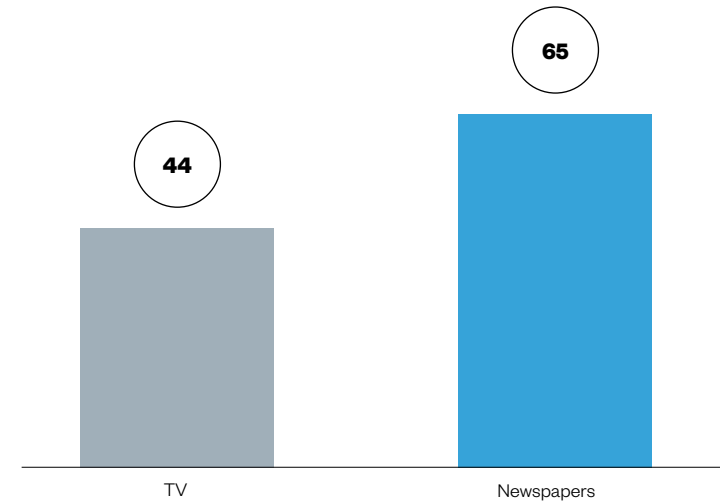
Newspaper ads created a stronger call to action

The call to action for the newspaper campaign was also almost 50% higher than for the TV commercial.
Newspapers create a sense of immediacy and encourage people to take action. This does not mean that newspaper ads need to be

“hard sell” ads. Indeed, Newsworks bank of evidence clearly shows that campaigns that trigger a stronger call to action are those that engage emotionally, and provide reasons to buy within a brand campaign context.

Advertising measures – Call to action

Gives me a reason to go out and buy ghd
Agree %

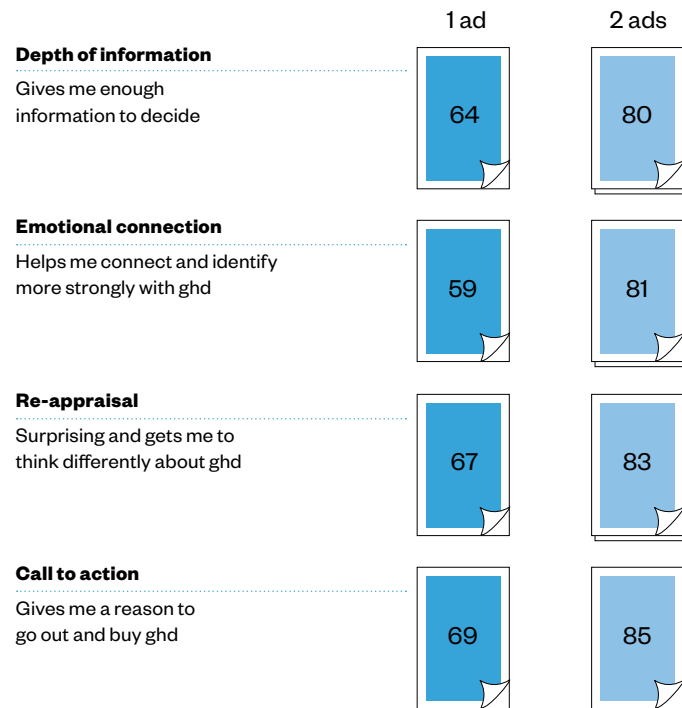


Multiple newspaper executions increased responses

Campaigns work more efficiently in newspapers than single executions.

ghd used two newspaper executions, one featuring Katy Perry and one demonstrating the products, to build the ghd Scarlet Collection story.

There was a significant effect on women's responses when they had seen both ads – they felt more informed, emotionally closer to ghd, more likely to re-think their opinions of the brand and more likely to have a reason to buy ghd.



ghd study builds further evidence of newspapers' effect on consideration

This in-market test for ghd is part of the Newsworks effectiveness programme, which consistently demonstrates the power of newspapers to build consideration.

Pre-post studies for 18 brands using TV and newspapers show that the average increase in consideration is more than tripled when newspapers are added.

Recent tests using Millward Brown CrossMedia™ modelling for E.ON, NESCAFÉ and Ford campaigns also demonstrate how newspapers are both powerful and cost-effective at raising consideration.

With thanks to ghd and their agencies RKCR/Y&R and Carat

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