

*Newspapers + TV drive brand commitment
and brand values for Purina ONE*



A case study



Objectives of the test



Newspaper Creative

Stills from TV



Nestlé Purina wanted to test the effectiveness of a combination of National Newspapers, and TV

The aims were to build brand values and deepen brand understanding for Purina ONE.

Tracking *the advertising*

Media						
Newspapers						
TV					London only	
Outdoor						
Press						
Research						
Wave 1						
Wave 2						
Wave 3						
2005	Feb	Mar	Apr	May	June	July

The campaign was tracked amongst ABC1 women dog and cat owners aged 35-64 nationally, with London boost.

Hall and Partners' research measured the target's relationship with Purina ONE pre to post the advertising.

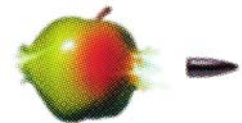
The main scaled measures included:

Brand commitment: likelihood to purchase Purina ONE

Brand saliency: a depth of knowledge of the brand

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

- Newspapers only
- TV only
- TV + Newspaper



The Findings – *The top line*



Newspaper Creative

Newspapers drove brand commitment up 7% points nationally.

Adding national newspapers to London TV ***trebled brand commitment*** in that area.

Cost of driving each extra % point of brand commitment was 30% lower with newspapers + TV than TV alone.

Newspapers + TV combination strongest for boosting brand familiarity, salience, quality perceptions and brand values.



Nestlé Purina *endorsed the use of newspapers for brand building*



Newspaper Creative

“We needed to be able to deepen Purina ONE’s message beyond that achieved to-date via TV.

“This test has been extremely useful in helping us to understand the role newspapers can play in doing this as well as how to best combine this with a TV-led approach.

“The test was also powerful in providing ourselves and our agency partners learning in how to best construct press creative – something possibly given insufficient attention and appreciation in the past.”

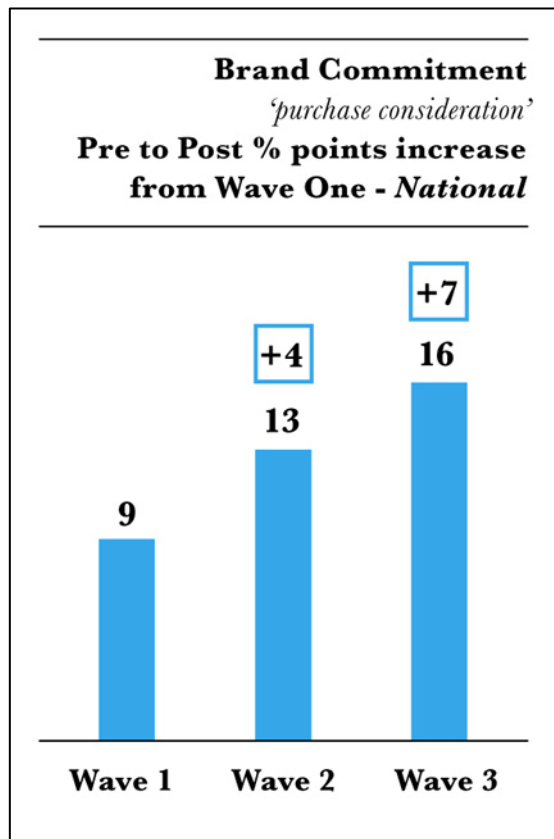
Jeremy Caplin,

Marketing Director, Nestlé Purina.

Detailed *results*



Newspapers *drive 7% point increase in brand commitment nationally*

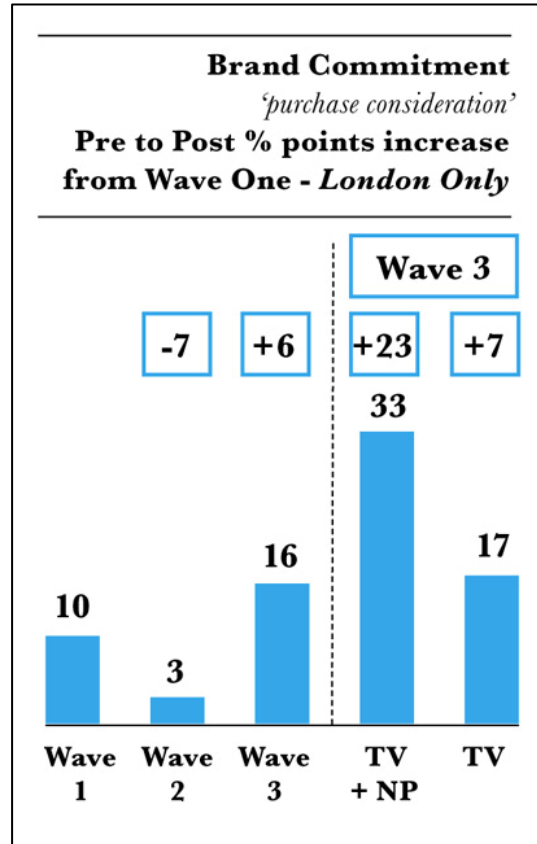


Source: Hall & Partners

Newspapers increased brand commitment by 7% points from pre-campaign levels



TV + Newspapers combination *increases brand commitment threefold*



Source: Hall & Partners

In London TV + Newspapers successfully regenerated brand commitment when levels fell in non-advertised period.

Seeing both TV and newspapers resulted in 3 times higher brand commitment than that achieved by the multimedia campaign at wave 1

Newspapers + TV *30% cheaper than TV solus* for driving brand commitment

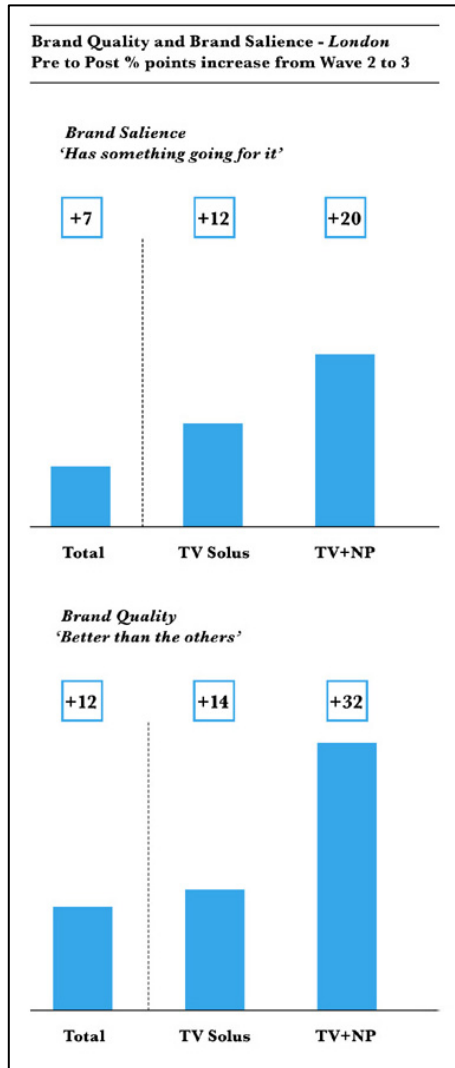
	Wave 3	
	TV Solus	TV + Newspaper
Brand Commitment % Points	17%	33%
Brand Commitment % Point increase (From Wave One at 10%)	7%	23%
Cost (£ Thousands)	*736	1671 (965 + 736)
Cost per Brand Commitment % point increase (£Thousands)	105	74

** Estimated network cost based on £280,000 London cost.*

Due to the increased efficiency of the newspaper and TV combination in driving brand commitment, the cost per % point increase was 30% lower than TV alone.



Adding Newspapers *creates real dynamism*

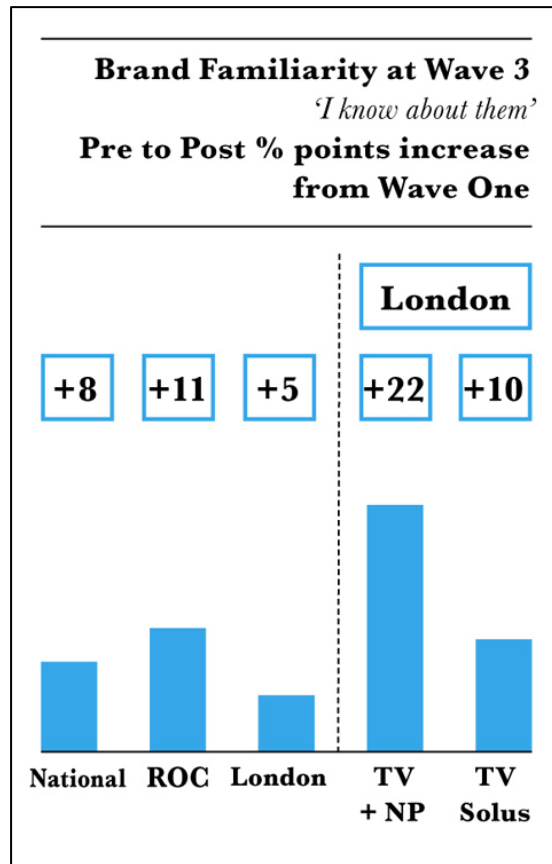


Adding newspapers to TV in London accelerated positive movements in brand salience and quality perceptions of Purina ONE.

Source: Hall & Partners



Adding Newspapers *generates greater familiarity*

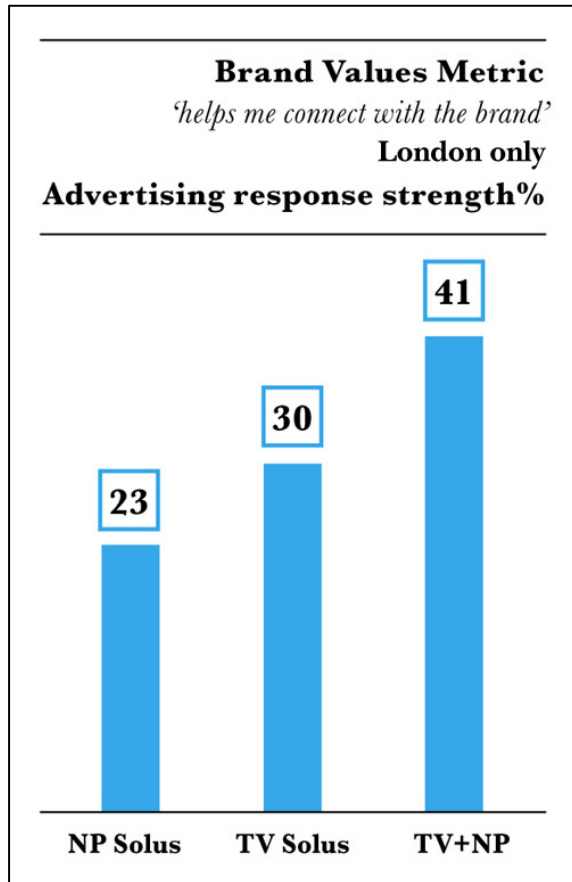


Source: Hall & Partners

Brand familiarity was greatly enhanced demonstrating the complementary nature of Newspapers and TV working together: + 22% points versus +10% points for TV solus.

On the depth of information metric: In London 45% of those seeing both TV and Newspapers felt the ads gave them interesting information and relevant detail compared to 28% for solus TV.

Newspapers + TV advertising *strongest at driving brand values*



Source: Hall & Partners

Emotional engagement and identification with Purina ONE was strong for the advertising in each medium – but was easily surpassed by the power of the newspaper and TV combination

