



The Six Strategic Roles
in the
Retail Category



Roles for newspaper advertising

There are many ways to create powerful connections with readers when you advertise in newspapers; whether the story you're telling is intended to inform, entertain, inspire, stimulate thinking, generate feelings or even change behaviour.

Research conducted internationally and in Australia concludes that advertising campaigns that include newspapers can be twice as effective as those that don't.

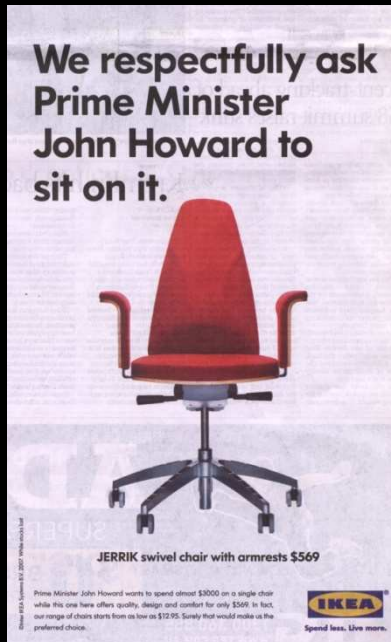
Research has also identified a range of distinct, but not mutually exclusive, strategic roles that newspapers can play to create connections.

1. Public Agenda
2. (Re)Appraisal
3. Affinity
4. Conveying Information
5. Call to Action
6. Extension



1. Public Agenda

Public Agenda advertising is designed to raise the profile of a brand, issue or cause or to leverage a topic that's already being publicly discussed.



Ikea's response to editorial coverage revealing the extravagant costs of furnishing the Cabinet's dining room.



Support for the farming community by



Nando's own federal election campaign theme.

Consumer Outcome

Sparks readers feelings, provokes reactions, thoughts & stimulates debate

What Consumers Say

"They get you talking and thinking"

Why Newspapers?

They set the agenda for the day & thus advertisements are in a context that's most meaningful to readers



2. (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.



Presenting Target as a retailer with genuine fashion credentials.

Consumer Outcome

Increase in brand salience by forcing them to consider brands in a new light. Drives talkability.

What Consumers Say

“It’s telling me what the brand is about in a different way.”

Why Newspapers?

They are the news medium so it follows they are in the right place to create news around their brand.



3. Affinity

Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.



Consumer Outcome

Brings consumers closer to brands by eliciting instinctive reactions that create personal identification or a sense of belonging

What Consumers Say

“They give you a feeling about a product.”

Why Newspapers?

Can communicate messages in more personal ways eg sections when actively searching

Connecting with Australians, warts and all.



4. Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.

monday Lamb Cutlet
tuesday Chicken Breast
wednesday Grilled Steak
thursday Rack of Lamb
friday Pork Chop
saturday BBQ Sausage
sunday Lamb Roast

Something better every day **coles**

Quality meat for every day of the week, from Coles.

Consumer Outcome

Increases peoples knowledge about a brand, taking them further down the consideration funnel.

What Consumers Say

"It's about variety and choice."

Why Newspapers?

Newspapers provide space, trust & a credible environment to deliver brand information

Quality eye care for less, that's our vision **NOW OPEN**

At BIG W Vision Centre, you'll find all the services you'd expect from a professional eye care specialist, but with one big difference, it will cost you less.

- Professional eye testing, by qualified optometrists, bulk billed to Medicare.
- Had a recent eye test? Bring your script or we can get your script for you!
- Health fund rebates apply.
- Open Sundays.

Designer Brand Sale

See the savings with our fantastic frame range at low prices everyday.

Emporio Armani, Calvin Klein, French Connection

BIG W VISION

CLAREMOUNT FRANK - 8378 0088 ELIZABETH - 8522 8499 COLMARVILLE - 8384 7233

Announcing Big W's newest offering.

"All your building material needs at the lowest prices"

CONSUMER PRICE REVIEWER

Structural Pine \$175
 Timber Plyboard Gyprock RE \$380
 Merbau Decking \$398

Trade Pine Palings 80¢
 Structural Yellow Tongue Flooring \$33.50
 Treated Pine Rafters Header Dry F7 \$247

Treated Pine Sleepers \$10.90
 Pre-Primed Treated Pine Post \$16.70
 Plywood CD \$39
 Printed MDF Skirting \$130

MDF Board \$26
 Green Treated Particle Board \$26.50
 Treated Pine Decking \$150
 Komply F14 \$79

Prices Guaranteed as Low as 10%
 Polypropylene Roofing \$9.90
 Apollo Polycarbonate \$14.90
 Composite Iron Roofing \$7.90

BUNNINGS warehouse

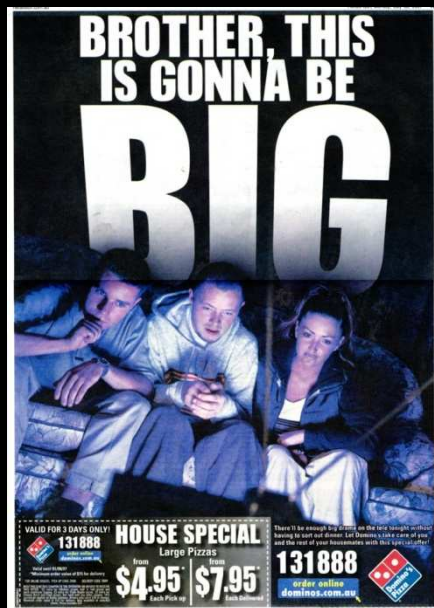
LOWEST PRICES ARE JUST THE BEGINNING...

Bunnings' extensive building materials range.



5. Call to Action

Call to Action advertising promises an unequivocal benefit the consumer can act on, whether for sales, deals or direct-response based communication. It can also direct readers to another platform, such as the internet.



Coupon offers from Dominos using Big Brother as its theme.



Target 's' 'red hot' sale.

Consumer Outcome

Triggers readers into action. Whether its for sales, deals or direct response-based communication.

What Consumers Say

“Don’t miss out. Do something!”

Why Newspapers?

No other medium says ‘today’ like newspapers and it has cut & keep capabilities.



6. Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television.



Brand ambassador, Jennifer Hawkins, as reinforcement during Spring Carnival.

Consumer Outcome

Extends the life of an existing campaign

What Consumers Say

“It makes you replay the TV ad in your head.”



Brand ambassador, Megan Gale, introducing David Jones' summer fashion.

Why Newspapers?

They can freeze frame or detail the key point or outtake.





Consumers welcome newspaper advertising more than any other medium.



Consumers consider newspaper advertising the most believable of all.



Consumers are more likely to act on newspaper advertising than any other source.



*Newspapers provide the platform and environment
for advertising messages to:*

*provoke reactions,
stimulate debate,
challenge conventional thinking,
establish strong emotional connections,
convey complex messages,
deliver the essence of a campaign and
change consumer behaviour.*



To find out more about your brand can harness the power of newspapers to build connections with newspapers, talk to your newspaper sales executive or contact
The Newspaper Works:

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