



Fairfax Media's Christmas Mobile Retail Study

October 2015

Research Overview:

This study was conducted by GfK on behalf of Fairfax Media, with the aim to explore Fairfax Media's audiences Christmas shopping behaviours, with a particular focus around gift inspiration and purchasing.

Methodology:

An online survey was sent to The Age, Sydney Morning Herald and Australian Financial Review panel readers between 11th- 17th September, 2015. (n= 1,339)

Key Insights:

68%

of mobile shoppers* commence their Christmas shopping in December.

\$415

average amount spent on Christmas presents purchased via a mobile device.

Fairfax Media's Christmas shoppers turn to Santa's little mobile helper

Window shopping on mobile devices

38%

use their tablet device to seek Christmas gift inspiration, with majority looking for gift ideas during the evening (65%)

1 in 2

find Christmas present ideas while browsing on their mobile device

70%

use their mobile device for Christmas shopping as it allows them to search for gifts when they have a spare moment

Researching and hunting for deals on mobile

48%

use their mobile device when researching or comparing Christmas gift ideas

49%

check product and price comparisons before heading in-store on their mobile device

1 in 5

are intending to conduct majority of their Christmas shopping on mobile

Clicking and purchasing on mobile

1 in 3

use their mobile device to purchase Christmas gifts. Half of the gifts purchased on mobile are bought in the evening or on the weekend

1 in 3

turn to mobile for purchase immediacy; they can purchase gifts when something catches their eyes

1 in 4

intend to increase their mobile device usage for Christmas shopping.

Passive media browsing on mobile devices offers gift inspiration to Christmas shoppers.

Mobile devices help consumers narrow their consideration set and assist when seeking purchase validation.

Mobile advertising can help move consumers through the purchase funnel, providing them with immediate purchasing ability when desired.

Advertising on Fairfax Media's tablet properties have proven to be a powerful advertising medium

MYER 

MOBILE DRIVING CHRISTMAS SHOPPERS TO MYER

Campaign Period: November - December 2014



MYER EMBARKED ON A CAMPAIGN TO BRING BACK THE FUN AND THEATRE TO CHRISTMAS SHOPPING BY OPENING ITS CHRISTMAS GIFTORIUM, A DEDICATED CHRISTMAS WONDERLAND OFFERING AN INTERACTIVE IN-STORE EXPERIENCE.

To support this significant event, Myer partnered with Fairfax Media on a campaign to drive awareness of the Christmas Giftorium, to drive in-store and online traffic and to showcase the diversity of Myer's gift range.

The campaign ran as a true cross-platform campaign, with high impact and creatively innovative executions in *The Age* and *The Sydney Morning Herald* printed newspapers, and across *The Age*, *The Sydney Morning Herald*, *Brisbane Times*, *Canberra Times* and *WA Today* desktop, smartphone and tablet app properties. The following results isolate the data to focus on the impact of the campaigns mobile elements.

Research uncovered that Fairfax Media's mobile properties had a strong impact across key brand and creative metrics, driving significant uplifts in ad recall, along with significantly shifting consumers' consideration and preference towards Myer.

CAMPAIGN OBJECTIVES

- Drive awareness of Myer's Christmas Giftorium
- Drive in-store and online visitation intent
- Drive awareness of the diversity of Myer's gift range

CAMPAIGN PERIOD

November - December 2014

CREATIVE EXECUTION

High impact full page executions ran on Fairfax Media's m-site and tablet app properties. This was accompanied with 'always on' activity consisting of banner and medium rectangles running across the news sections of the m-site and tablet app properties.

RESEARCH METHODOLOGY

A simultaneous control / exposed survey of online panellists, with the survey covering category involvement, brand and creative diagnostics. Media consumption questions used to calculate the opportunity to see the advertising and determine ad exposure (n=742)



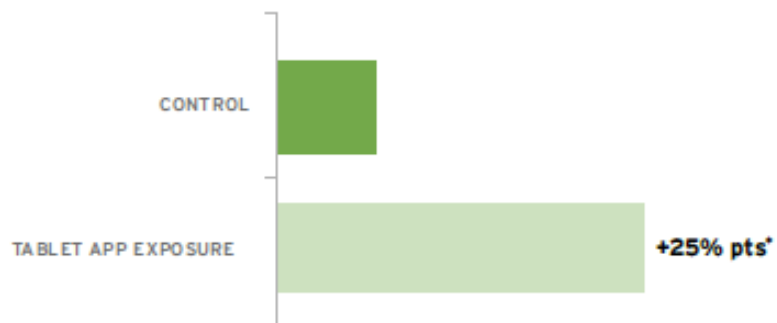
MEASURABLE RESULTS FOR FAIRFAX MEDIA'S METRO MASTHEAD TABLET APP PROPERTIES

ADVERTISING RECALL

High impact ad placements proved to successfully cut-through, with tablet app ad recall showing a significant uplift of **25% points** after campaign exposure. The impressiveness of the tablet app recall is further evidenced by the fact that those exposed on the tablet app had the strongest ad recall of all platforms measured.

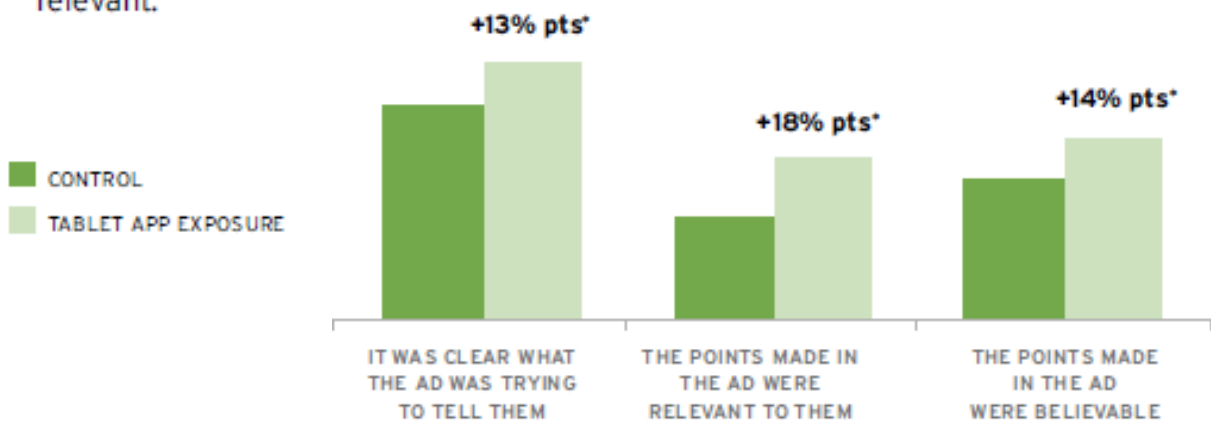


TABLET APP ADVERTISING RECALL



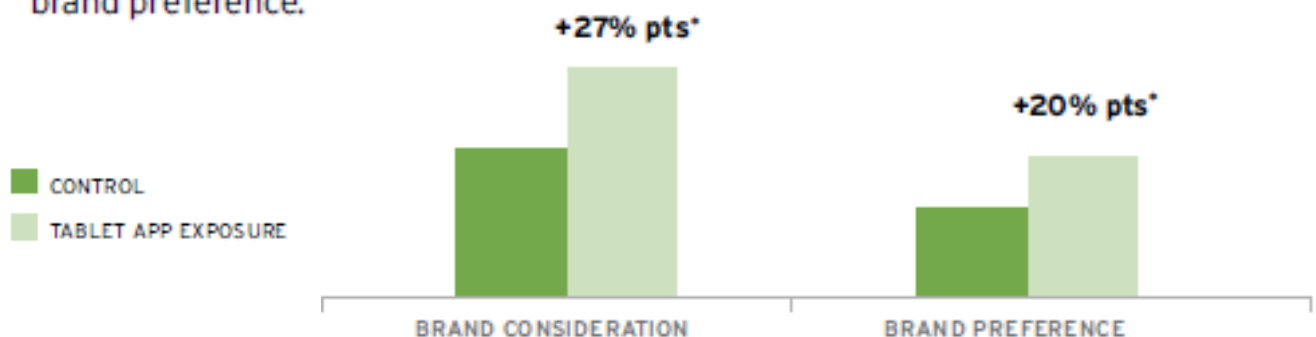
CREATIVE MESSAGING

Creatively the campaign hit the mark, with the tablet app audience experiencing the highest uplift for 'creative likeability' when compared to other platforms measured (significant uplift of **17% points**). Strong levels of creative likability is correlated to brand linkage; with **two-in-five (38%)** successfully associating Myer with the creative messaging of 'Find wonderful at the Giftorium' and **one-in-three (32%)** with 'Meet our Gifticians, your gift experts'. Notably, of all platforms measured, audiences exposed to the campaign on the tablet app had the strongest brand linkage. This showcases that Myer effectively communicated its intended messages, with the messaging being clear, believable and relevant.



BRAND DESIRE

The campaign was very successful in converting non-regular shoppers through the purchase funnel, particularly shifting them from considering shopping at Myer (brand consideration), to listing it as one of their top three preferred department store brands (brand preference). Among those exposed to the Myer campaign on Fairfax Media's tablet apps, brand consideration and brand preference significantly increased. Furthermore, of all platforms measured in this research, those exposed on tablet app experienced the highest uplift for brand consideration and brand preference.



IN-STORE AND ONLINE VISITATION INTENT

The campaign drove strong directional uplifts in consumer interest to shop at Myer both in-store (**+5% pts**) and online (**+12% pts**).



BRAND ATTRIBUTES

Myer successfully conveyed the desired attributes that the campaign aimed to achieve, with all brand attribute metrics boosted after campaign exposure. Interestingly, of all platforms measured, the tablet app audience experienced the highest uplift.

