



StarchMetric: Fairfax study

Print advertising effectiveness

Fairfax Media



6.2 million Australians read
Fairfax newspapers every month

6.2 million
total print readers

4.7 million
readers of national and
metro newspapers

2.4 million
readers of inserted
magazines

2.2 million
readers of regional/
community newspapers

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2014, Nielsen Online Ratings September 2014, people 14+ only. Last four weeks. *Nielsen Online Ratings September 2014, Ppl 2+.





StarchMetric: sampling and methodology

- Interviews conducted online, using a GfK-preferred panel partner
- Respondents must have read the specific issue to qualify
- N = 125 per survey
- Maximum of 25 ads per survey
- Strip ads or larger are included
- Testing intervals post advertising exposure:
Daily editions surveyed 3 days after publication | **Weekly** editions surveyed 7-10 days after publication

StarchMetric: Definition of ad performance metrics

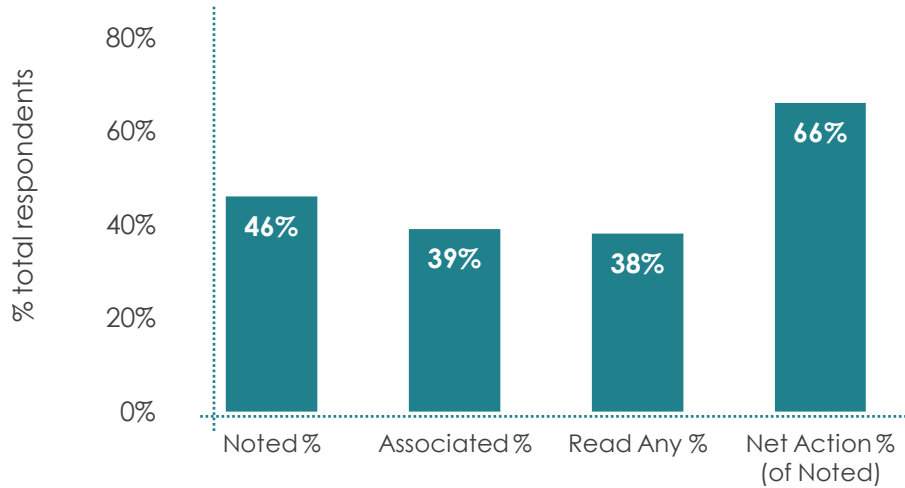
- **Noted** – % of readers who remember having previously seen the ad in the study issue
- **Associated** – % of readers who not only noted the ad, but also knew who the advertiser was
- **Read Any** – % of readers who read any part of the ad's copy
- **Read Most** – % of readers who read more than 50 words of the ad's copy
- **Reader Actions taken** – the number of noters who took an action as a result of seeing the ad

- **Brand Disposition** – the extent to which readers of the publication are favorably disposed towards specific advertised brands
- **Brand Influence** – Recent brand purchase or recommended brand in last 2 weeks



Fairfax StarchMetrix KPIs
were inline with international averages

Fairfax Media overall StarchMetrix results:



Noted:

46% of readers recalled seeing an advertisement

Associated:

39% of readers recognised and remembered the advertiser/brand

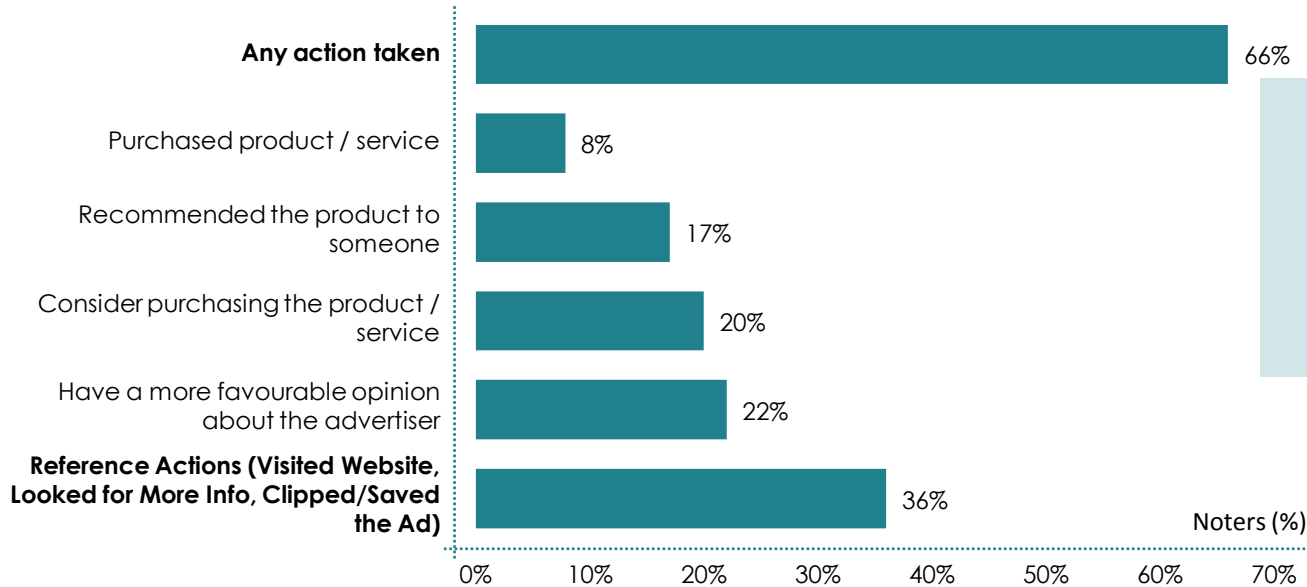
Read any:

38% of readers read any part of an ad's copy

Net action:

66% of readers who recalled an advertisement took action

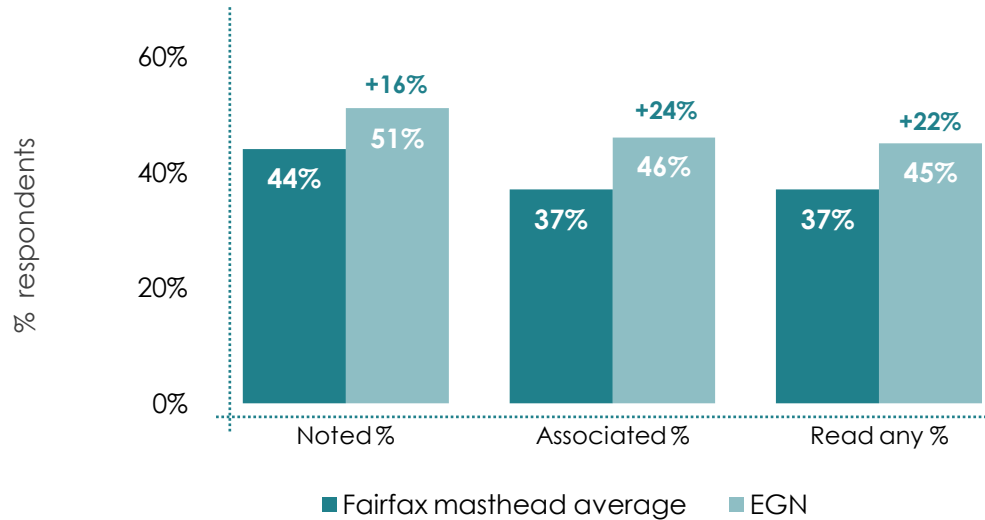
Fairfax Media overall StarchMetrix results: Action



Over six in ten people who recalled seeing an advertisement took action



EGN placement increases
advertisement effectiveness

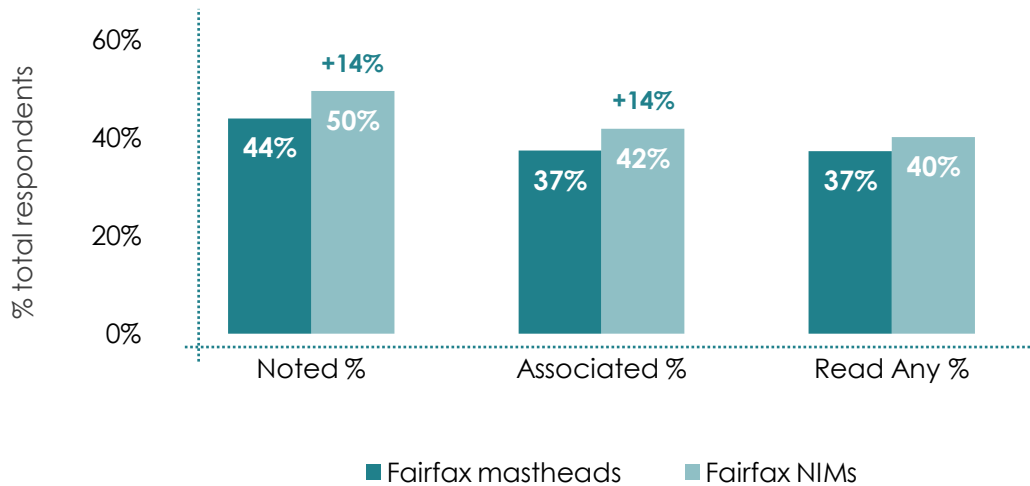


Readers were more likely to read and recall advertisements that were placed in the EGN section of the newspaper



Results for mastheads and NIMs were strong.

Advertisements within NIMs were the more likely to be recalled and remembered.



50%
of ads placed within newspaper inserted magazines tested were recalled by readers

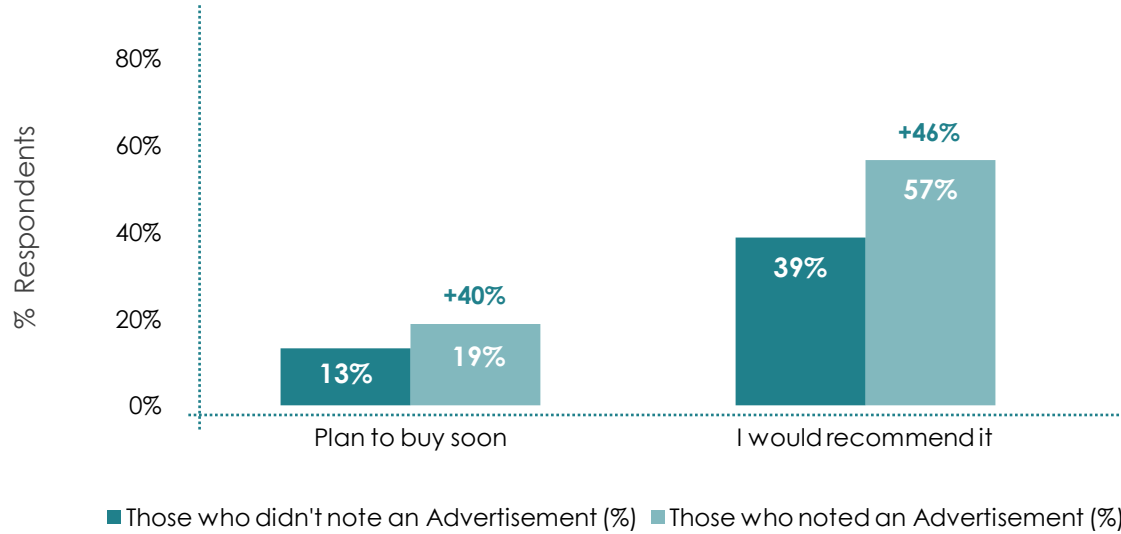
42%
of ads placed within newspaper inserted magazines tested were associated back to a brand by readers

Source: GfK StarchMetrix, Fairfax study conducted June-August 2014



Print advertising works.

Noted advertisements drove purchase intent and recommendation



Strong print advertising messages drive response

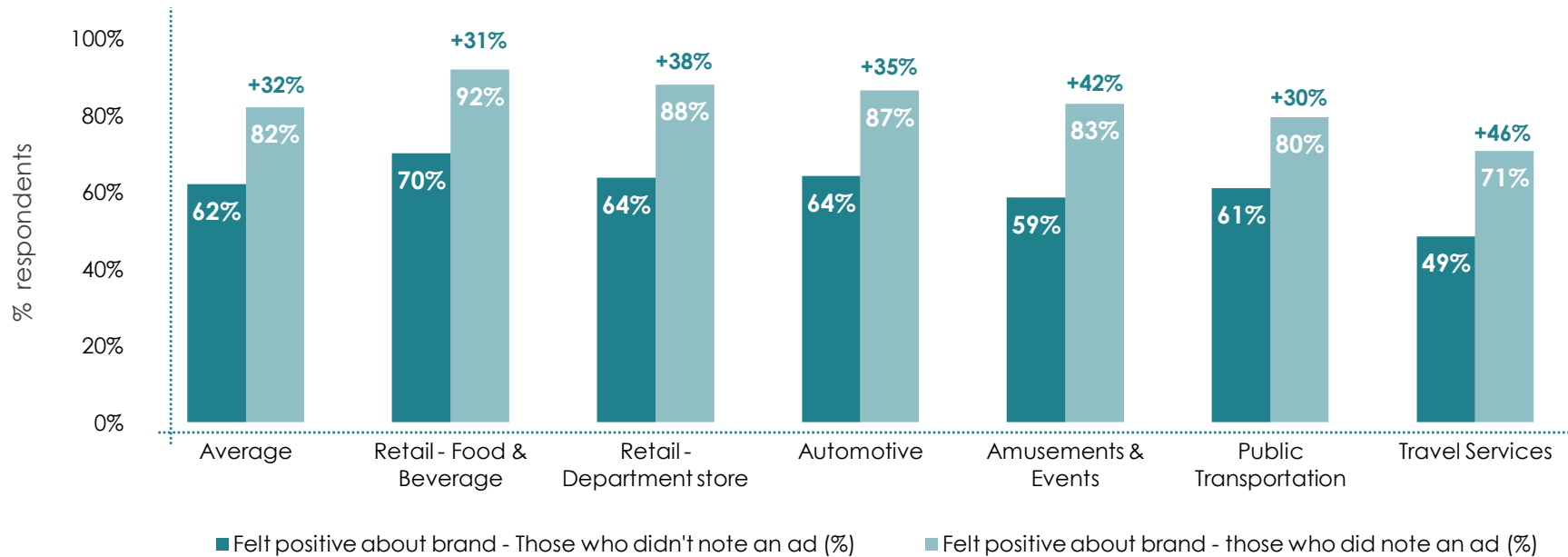
People who noticed an advertisement were

+40%

more likely to take action



Compelling print advertising
drives an **increase in brand disposition**



Across key product categories, **over 8 in 10 people** who recalled seeing an advertisement within a newspaper or NIM felt more positively about that brand.



Print advertising works!

Advertisements noticed by readers within Fairfax titles all demonstrated an uplift in:

- **Brand association** – increased recognition of the advertiser
- **Brand disposition** – increased favourability towards the brand
- **Actions taken** – an increased propensity to **recommend, consider and purchase**

...Leading to increased ROI for advertisers.



Advertiser implications

- **Strong creative drives noting of advertisements**
 - Bold visuals and clear messages most effectively capture the attention of readers
- **Full / double page advertisements are most impactful**
 - Large format advertisements are more likely to be noticed and acted upon
- **Ads placed toward the front of the paper and on front / rear covers** are more likely to be noticed, read and acted upon
- **Targeted advertising within NIMs** reaches readers who are more likely to act

For more information please
contact your Fairfax Media
sales representative.