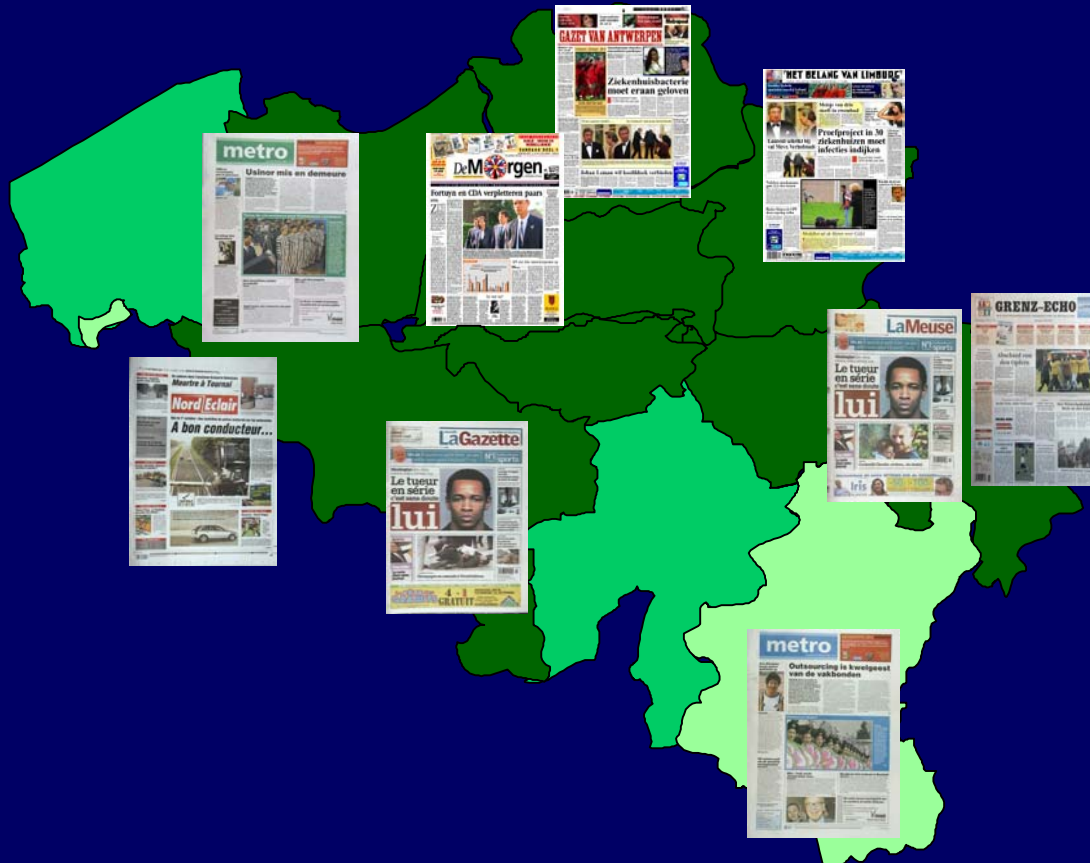# « Ad recognition-study: how it boosts agencies and advertisers interest »

Part One

Jean Christophe Mahieu
Marketing Manager Full Page

FULL PAGE

Full Page
The sales house of…

Introduction

- 1986
- Database of more than 11.000 tested advertisements
- Test executed 3 times a week
- On demand of:
    - Full Page
    - Agencies or media centres
    - Advertisers
- Free 'Full Page' service

Methodology

- Face to face interviews
- Day after recall
- 100 readers of the concerned newspaper (50 M / 50 F)
- Questionnaire.:

  - spontaneous recall

  - recognition

  - attribution

  - correct brand attribution

 - qualitative scores

  - brand awarness

Definition

SPONTANEOUS RECALL:

% of the interviewed persons who declare spontaneously to have seen a certain advertisement in yesterday's newspaper

Definition

RECOGNITION :

% of the interviewed persons who declare to have seen the advertisement in the tested newspaper when showing them the advertisement without mention of the brand or trade mark (name of product, logo and brand are blinded).

(Name of product, logo and brand are blinded)
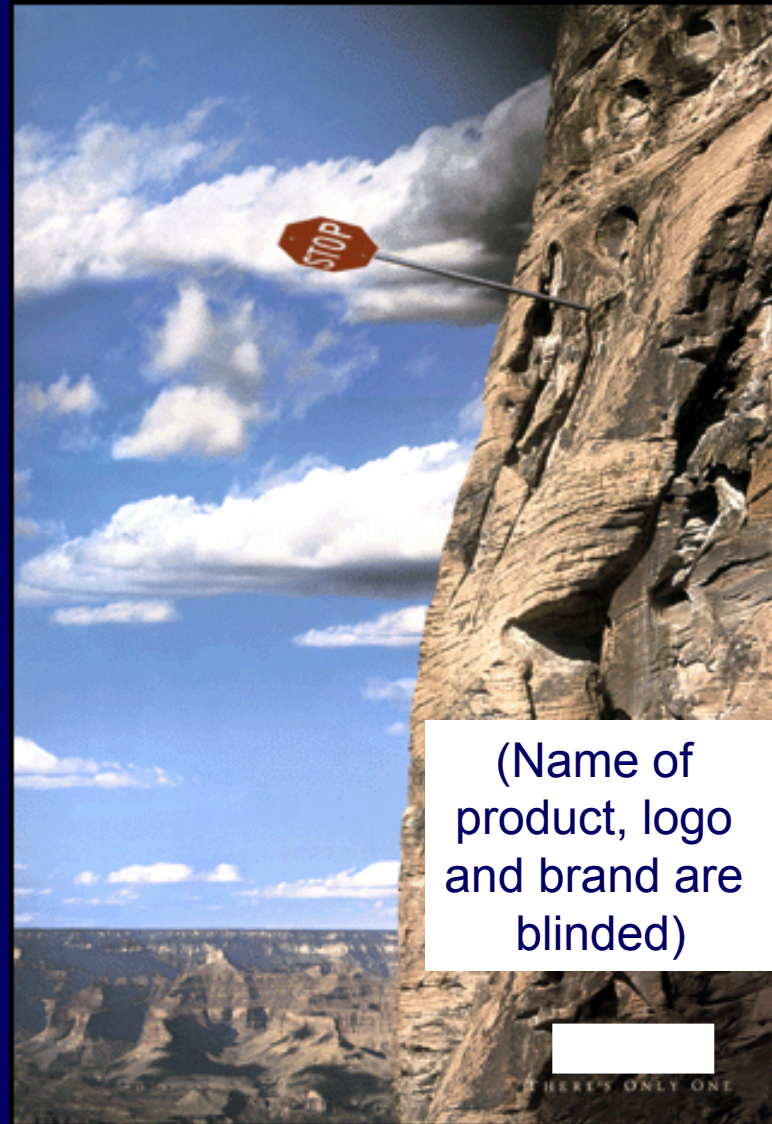
Definition

CORRECT BRAND ATTRIBUTION:

Number of interviewed persons who declare to have seen the advertising and who are able

to attribute the brand or trade

mark in a correct way.

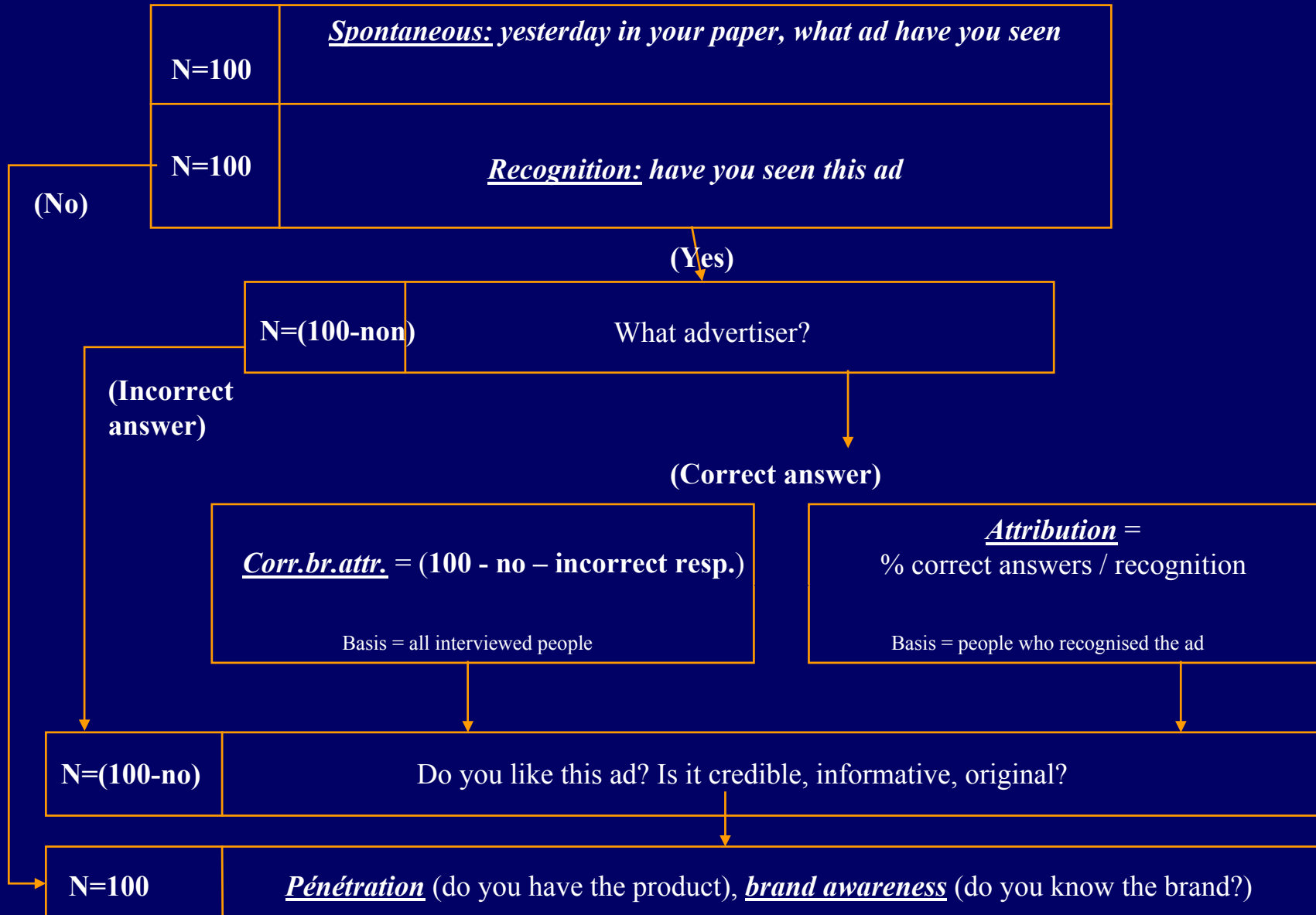(Name of product, logo and brand are blinded)

Jeep

Definition

ATTRIBUTION SCORE :

Correct brand attribution /
Recognition

Questionaire

| N=100	*Spontaneous:* yesterday in your paper, what ad have you seen
N=100	*Recognition:* have you seen this ad

(No)

(Yes)

N=(100-non)	What advertiser?

(Incorrect answer)

(Correct answer)

Corr.br.attr. = (100 - no – incorrect resp.)	*Attribution* = % correct answers / recognition
Basis = all interviewed people	Basis = people who recognised the ad

N=(100-no)	Do you like this ad? Is it credible, informative, original?

N=100	*Pénétration* (do you have the product), *brand awareness* (do you know the brand?)

Traditional criteria

- Function

  - Size of the advertisement
  - Colours of the advertisement
  - Product penetration
  - Product awareness
  - Category
  - Sex of the interviewee

- + QUALITATIVE SCORES
  (Likeability / Original / Credibility / Information)

Average scores

	Number	Spont. Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25

Size effects

Size	Number	Spont. Rec.	Rec.	Attr.	Corr.br attr
Average Full Page	**11088**	**7**	**40**	**63**	**25**
< 1/4 pag.	2567	5	29	55	16
1/4 pag. < 1/2 pag.	3486	7	37	62	23
1/2 pag. < 1 pag.	2821	8	43	63	27
1/1 pagina	1602	9	49	65	32
> 1 pagina	318	12	55	64	35
Insert	282	11	56	68	38
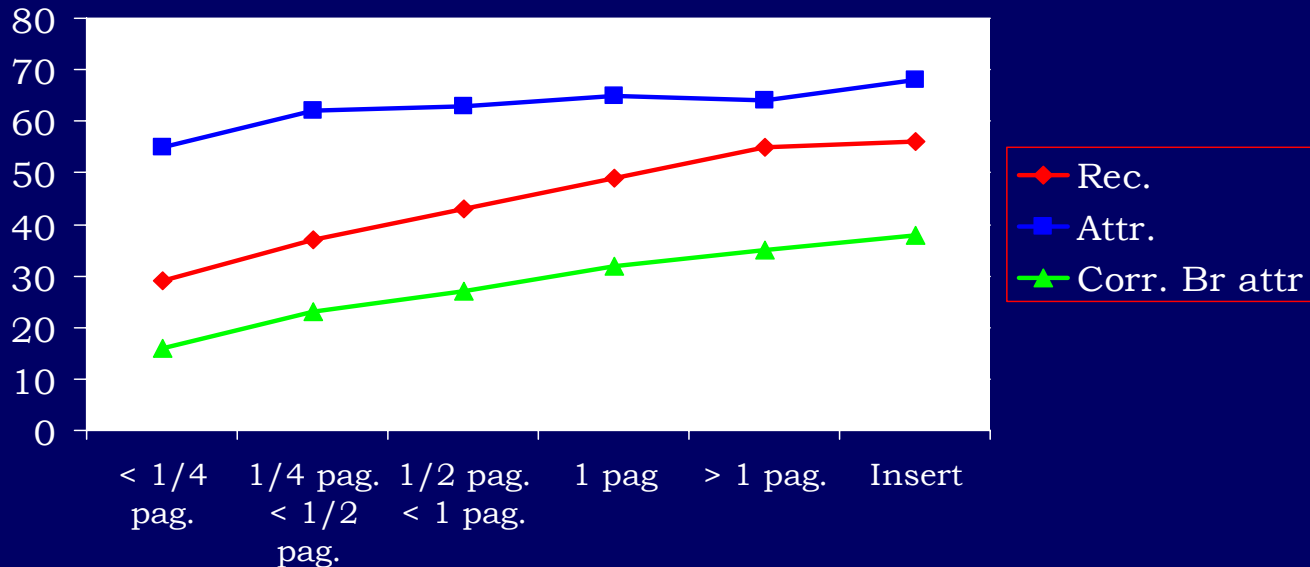
Colour

Colour	Number	Spont rec	Rec.	Attr.	Corr. Br attr
Average Full Page	**11088**	**7**	**40**	**63**	**25**
B/W	3606	7	35	57	20
1 or 2 colours	3612	7	39	62	24
Full colour	3864	7	47	62	29
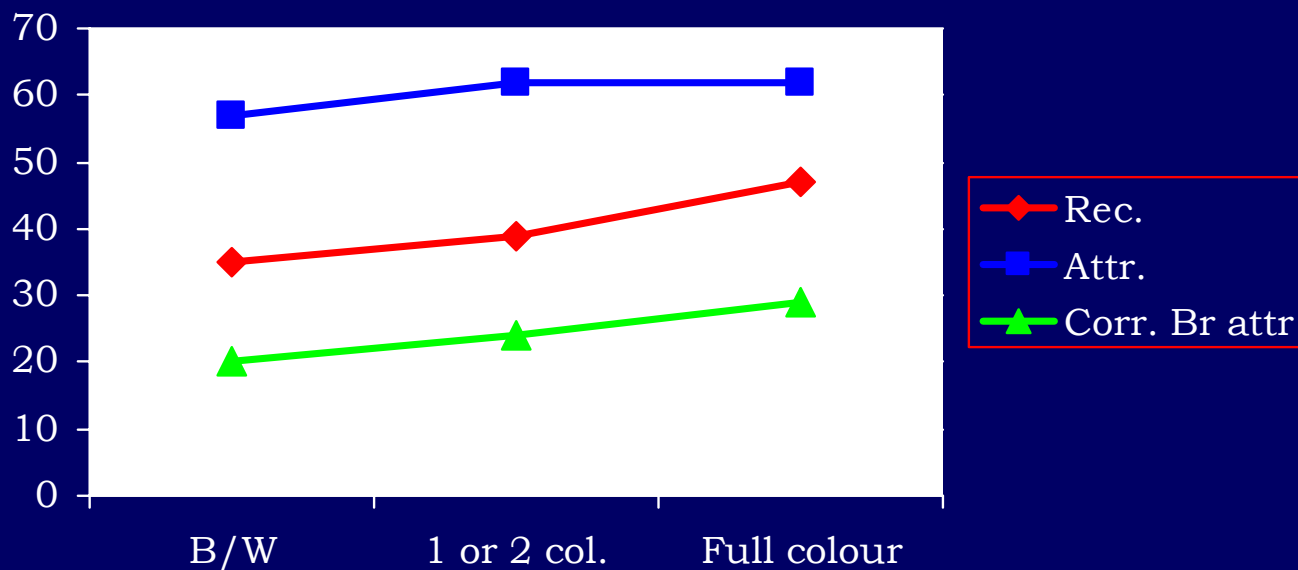
Brand Awareness

Brand awareness	Number	Spont Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	11088	7	40	63	25
-30%	826	2	25	20	5
30 à -50%	779	3	29	34	10
50 à -70%	1086	4	33	45	15
70 à -90%	2093	7	38	55	21
90 à 100%	6256	9	46	70	32
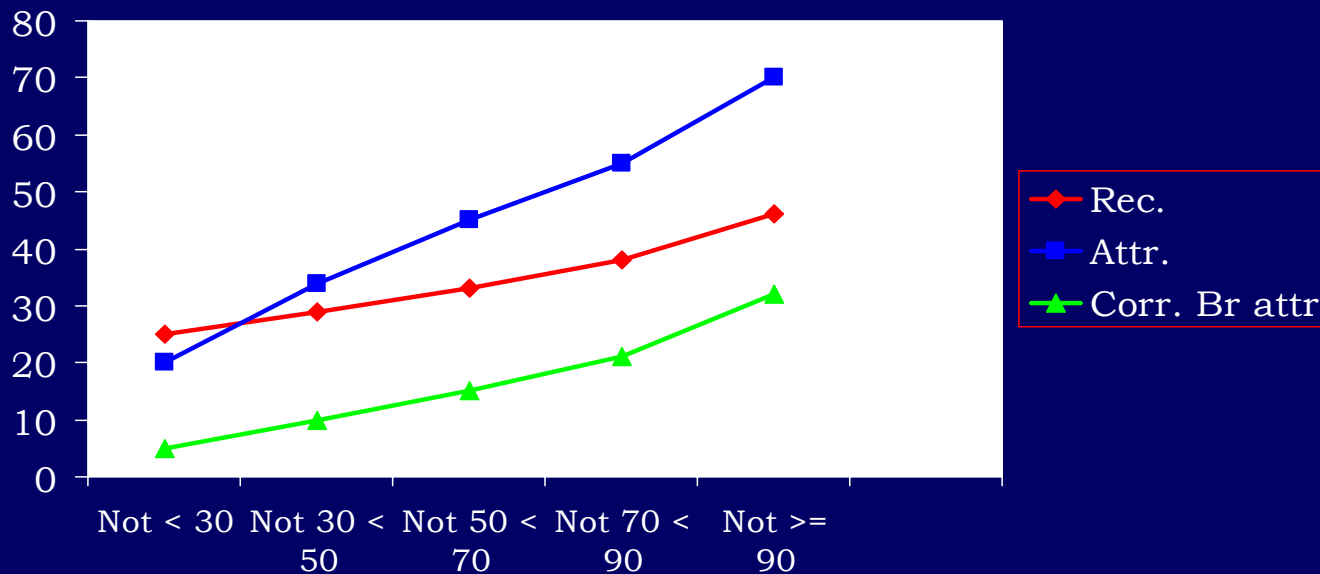
Market penetration

Market penetration	Number	Spont. Rec.	Rec.	Attr.	Corr. Br attr
Average Full Page	**11088**	**7**	**40**	**63**	**25**
0 à 20%	1380	5	35	49	17
20 à 40%	1360	5	36	58	21
40 à 60%	2371	7	39	59	23
60 à 80%	3002	7	42	62	26
80 à 100%	2970	9	44	66	29
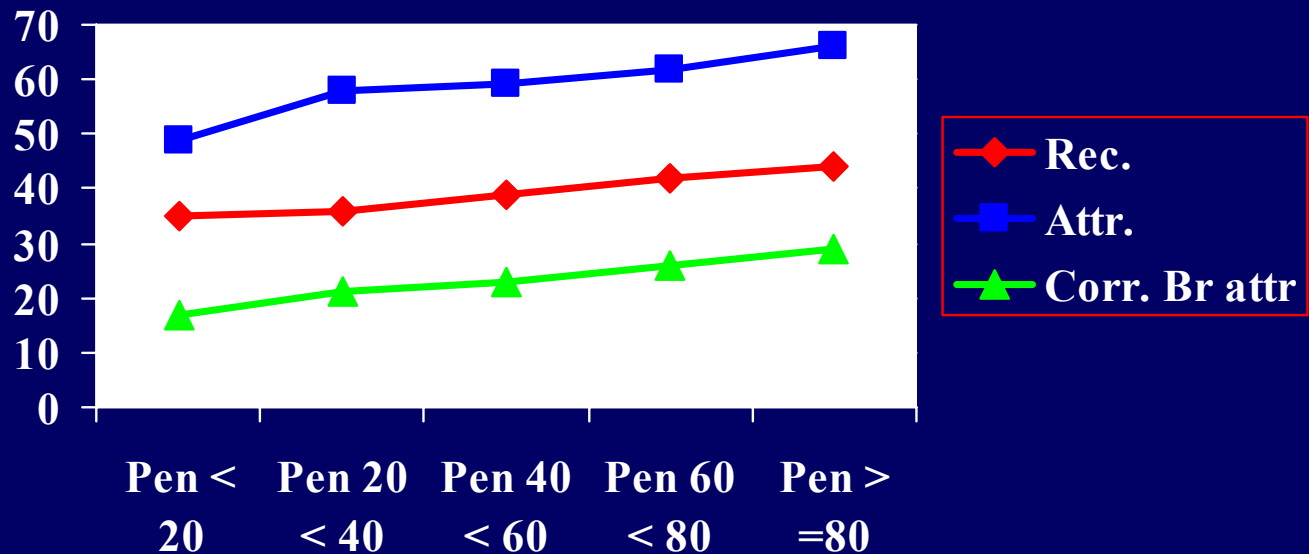
AVERAGE
PER SECTOR

Sector

	Number	Spont Rec	Rec.	Attr.	Corr. br at
Average Full Page	**11088**	**7**	**40**	**63**	**25**
Food	289	10	44	59	26
Drinks	336	8	44	65	29
Automobile	2679	9	42	63	26
Banking, insurances	1797	5	35	53	19
Culture	461	8	42	65	28
Hygiene, health	365	5	34	54	19
Home equipment	336	6	31	53	16
Media	436	6	43	61	26
Retail	1604	9	44	69	30
Retail deco-home	297	9	45	70	31
Retail food	671	10	46	76	35
Retail clothing	353	8	45	63	28
Telephony	640	9	54	73	39
Operator GSM	363	11	59	77	45
Informatics (soft/hard)	401	6	34	47	16
Internet (Providers, e-com)	151	3	38	51	19
Tourism	724	5	36	57	20
Varia	624	4	35	48	17

Gender

	Number	Corr. Br att	Men	Women
Average Full Page	**11088**	**25**	**26**	**23**
Food	289	26	22	32
Drinks	336	29	30	27
Automobile	2679	26	34	18
Banking, insurances	1797	19	21	17
Hygiene, health	365	19	15	21
Home equipment	336	16	15	18
Media	436	26	26	27
Retail	1604	30	25	36
Retail deco-home	297	31	28	36
Retail food	671	35	30	41
Retail clothing	353	28	20	37
Telephony	640	39	42	35
Operator GSM	363	45	49	41
Informatics (soft/hard)	401	16	20	12
Internet (prov, e-com)	151	19	22	16
Toerism	724	20	21	20
Varia	624	17	19	16

What do we do with these results?

- Communicate (« the foot in the door »)
  - Media centers
  - Advertising agencies
  - Advertiser

What do we do with these results?

General

	Spont.	Reco.	Corr.br.attr.	Attribution	Br. Aw.	*Pénét.
TOTAL	3	55	32	59	100	69
Men	5	67	48	71	100	84
Women	0	42	16	37	100	53
Quality scores						
	Like	Credible	Original	Informative		
TOTAL	65	73	65	74		
Men	70	75	65	75		
Women	57	69	66	73		

What do we do with these results?

« BCG » Analysis

Recognition

μ sector
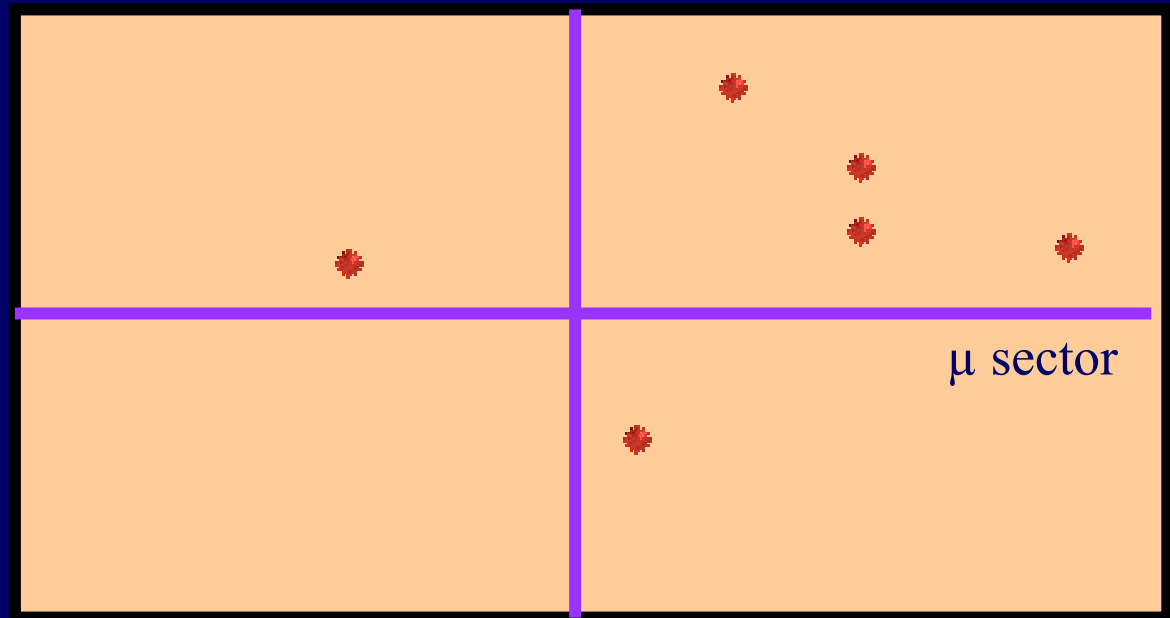
Correct brand attribution

What do we do with these results?

Historical Analysis

Recognition chart showing Reco. data points and Linéaire (Reco.) trend line, with µ sector baseline, from 2000 to 2003. Y-axis scaled 0–90.

FULL PA
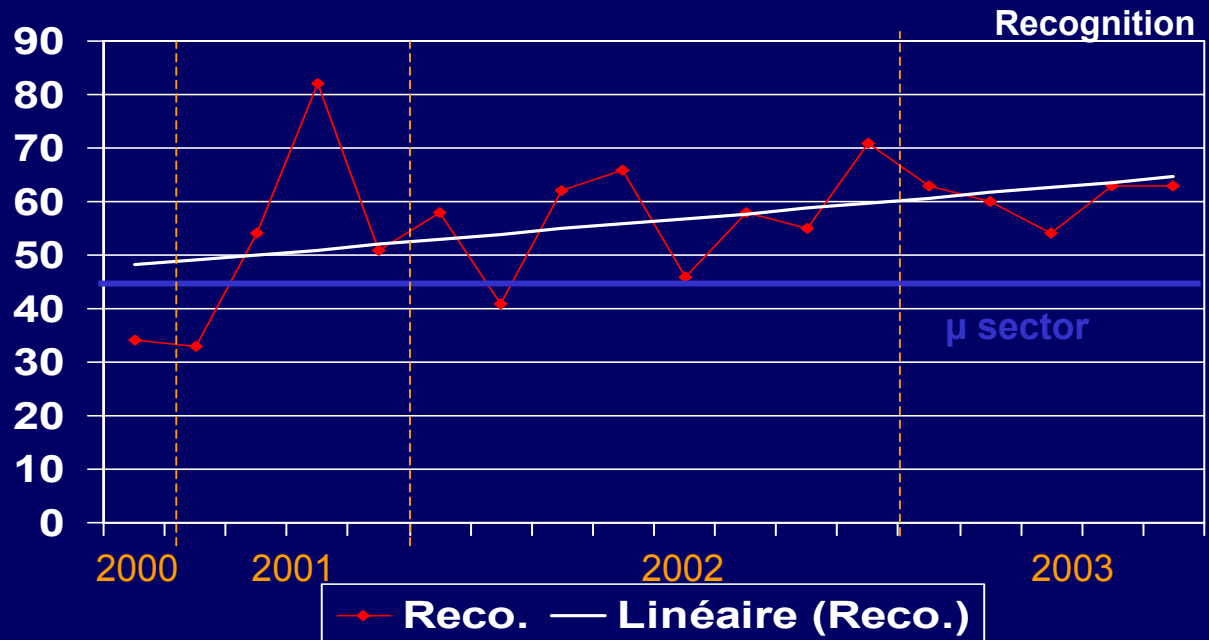
What do we do with these results?

Additional questions

Chart legend:
- Moy. Carrefour Opération 2001 (blue)
- Moy. Carrefour Opération 2002 (red)

Categories: Oui, m'incite beaucoup | Oui, m'incite assez | Total « m'incite » | Non ne m'incite pas tellement | Non ne m'incite pas du tout
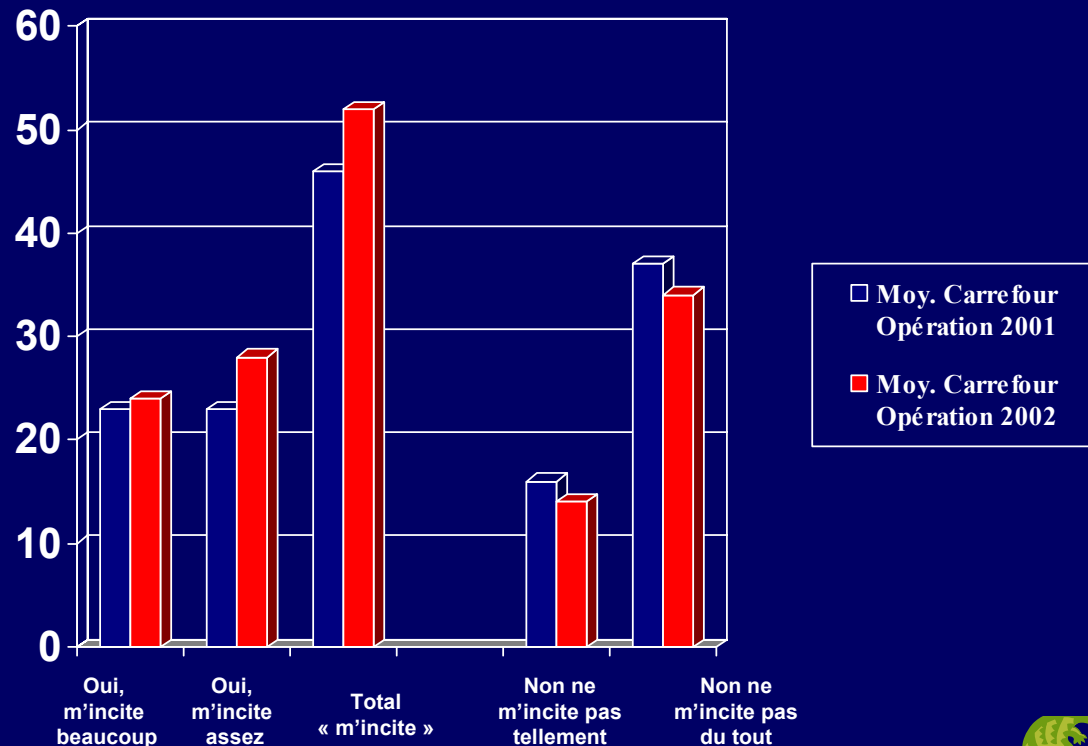
« Ad recognition-study: how it boosts agencies and advertisers interest »

Part Two

Bart De Proost
Marketing Research & Development Manager De Persgroep

FULL PA

Main goal

- providing Sales-people a tool to talk about the ads of an advertiser

- Sales-people = consultants

How to make your ad effective ?

- high recognition !
- high impact !

- Ways to improve the impact of your newspaper-campaign

Database enriched with...

- Presence of product (% of Adsize)
- Presence of person (photo or cartoon)
- % of text
- background
- Colour of logo
- Page number in the newspaper
- extra ad on page 1 or not

FULL PA

First approach:

The constitution of a Robotphoto of an Full Impact Ad in newspapers

Put your product in your AD
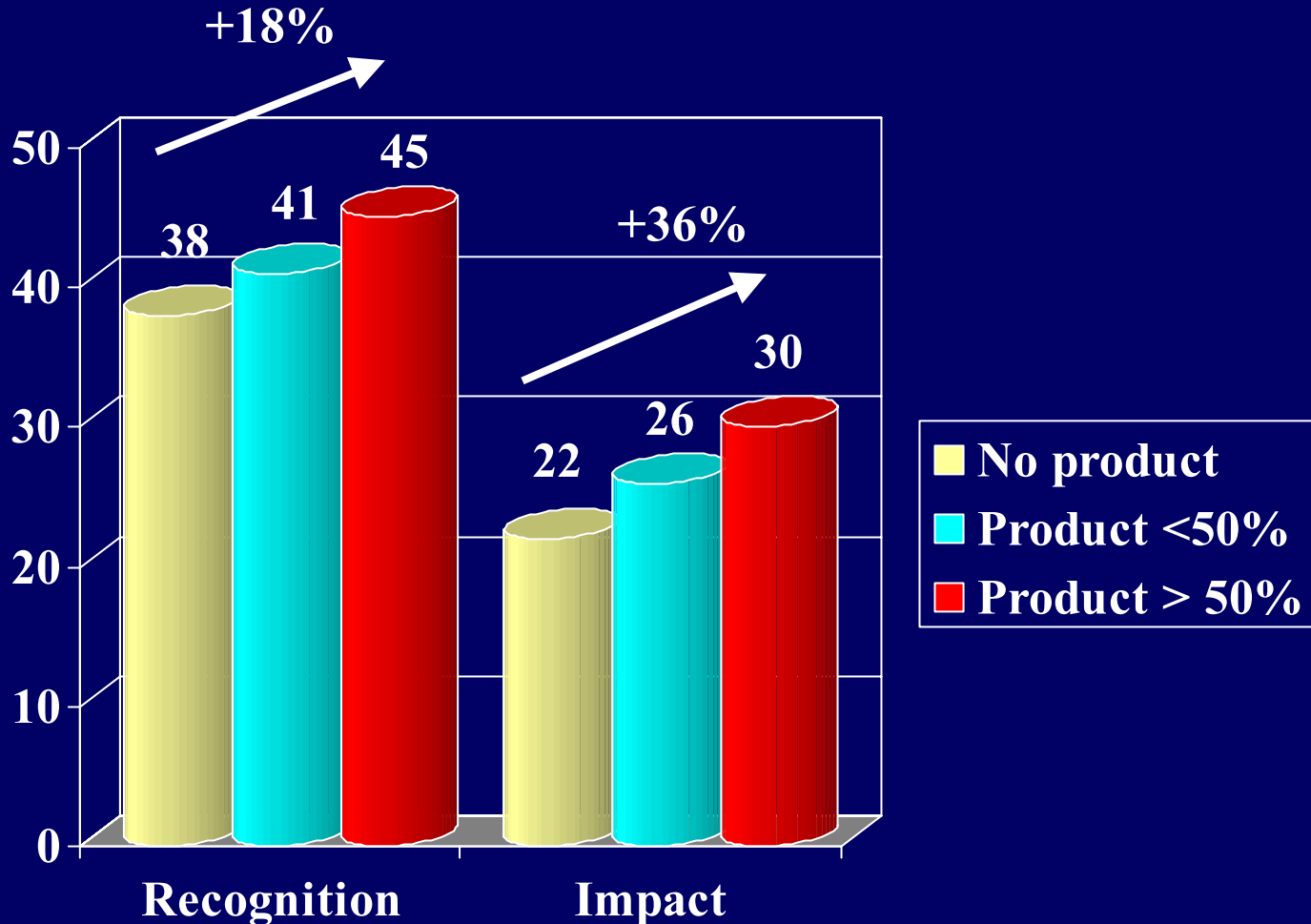
Robotphoto of an Full Impact Ad in newspapers
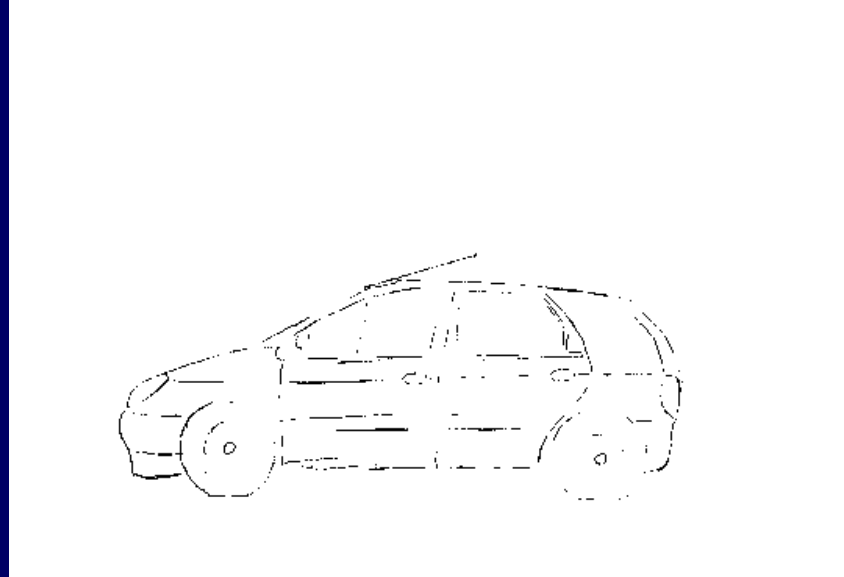
Put your product in your AD

Show it in a 'real-life situation'

Product in real-life situation
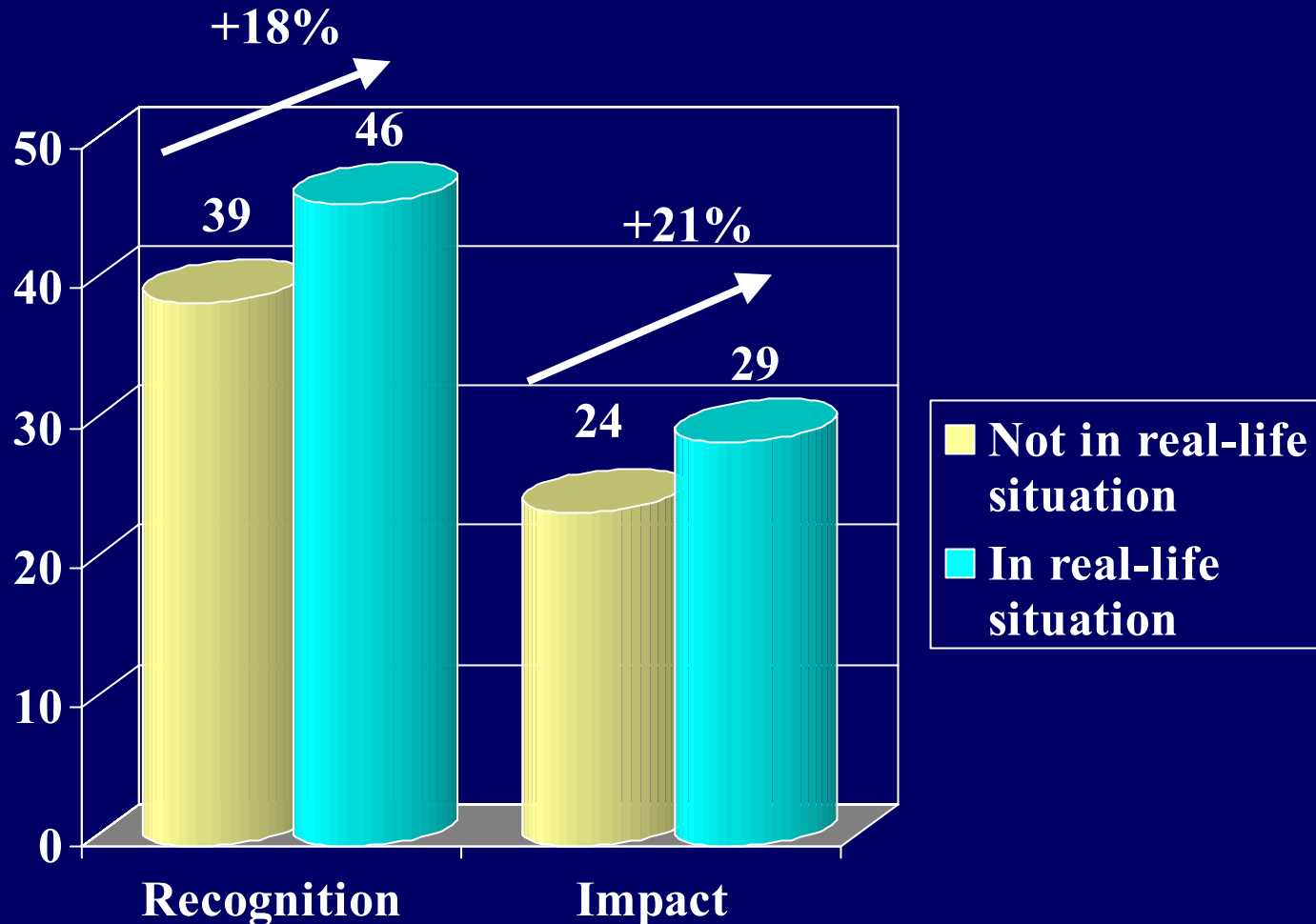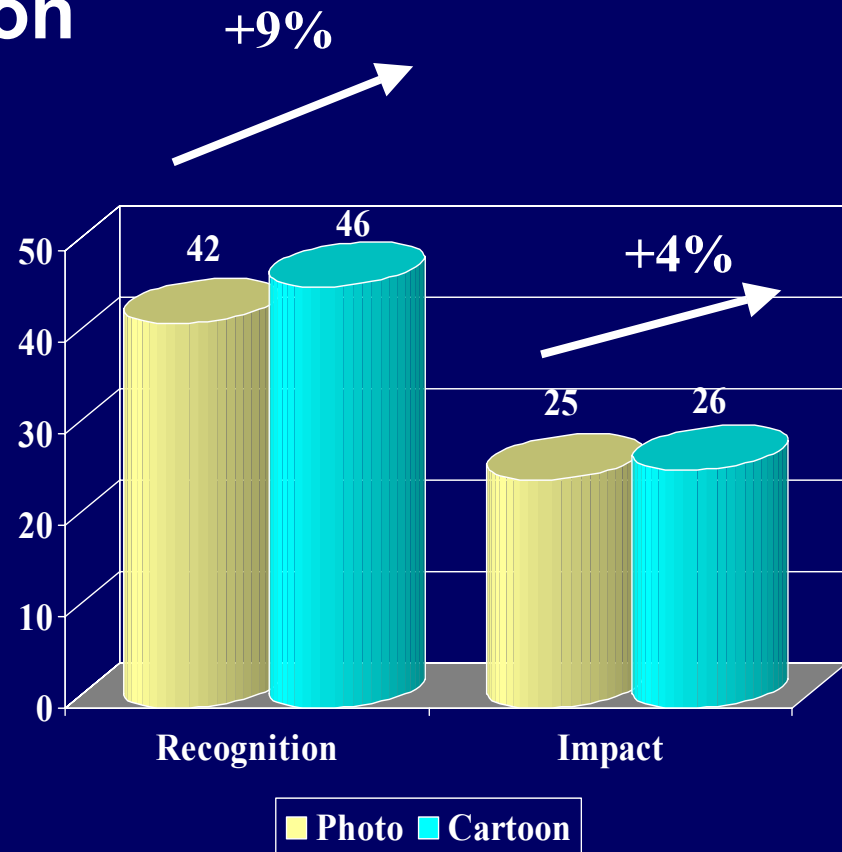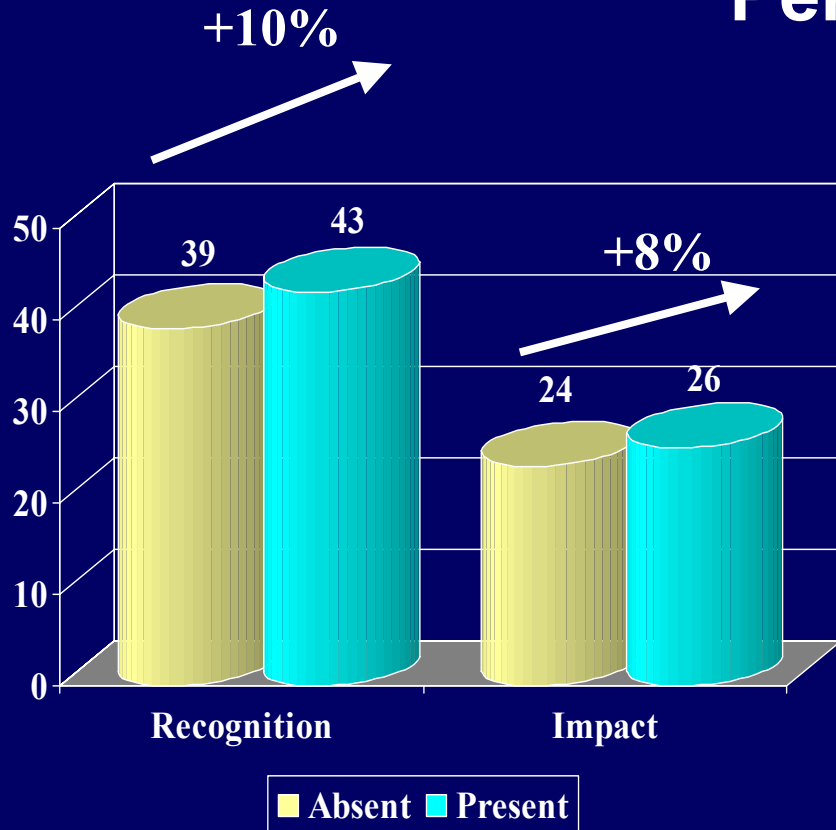
Robotphoto of an Full Impact Ad in newspapers
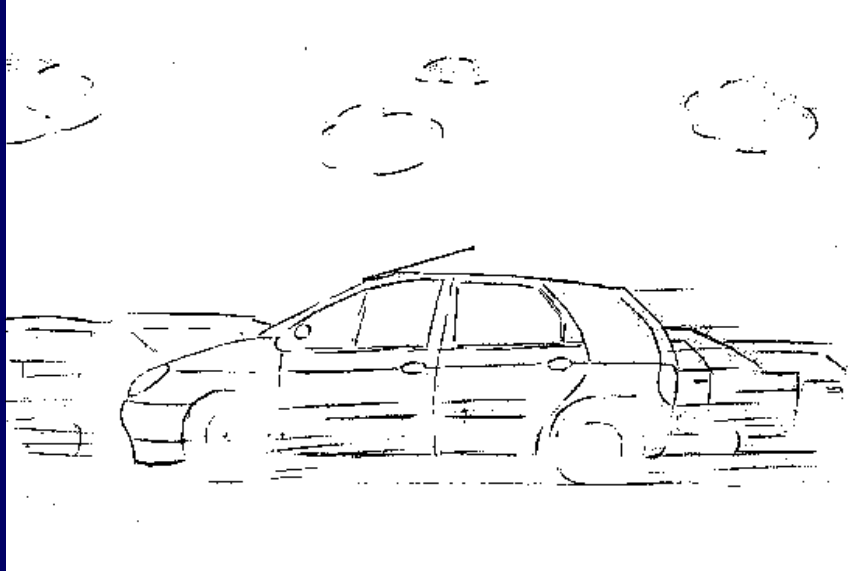
Put your product in your AD

Show it in a 'real-life situation'

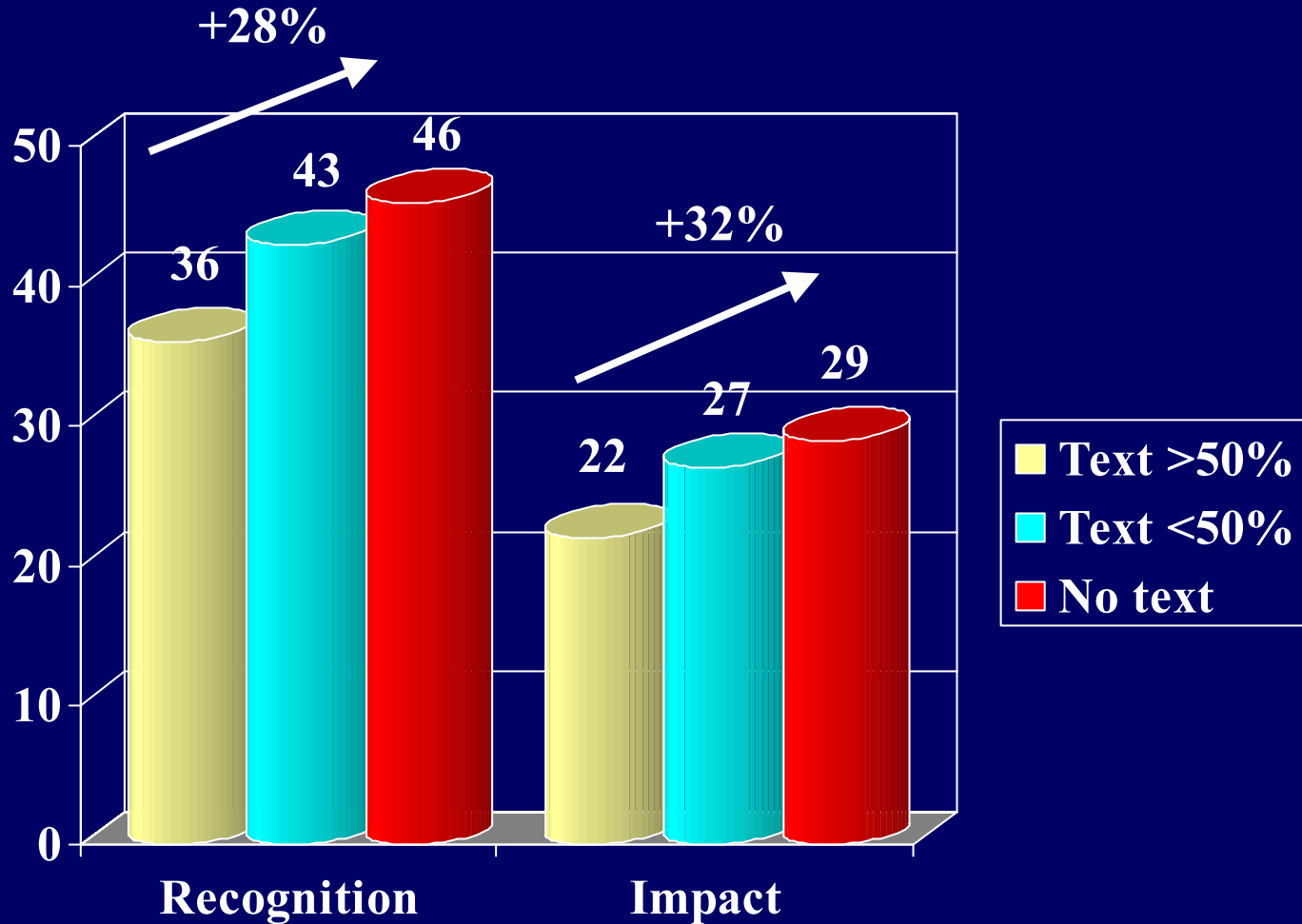**Use persons not sketches**

Person

Presence of person

Put your product in your AD

Show it in a 'real-life situation'

Use persons not sketches

Use text, but be thrifty

Robotphoto of an Full Impact Ad in newspapers

Put your product in your AD
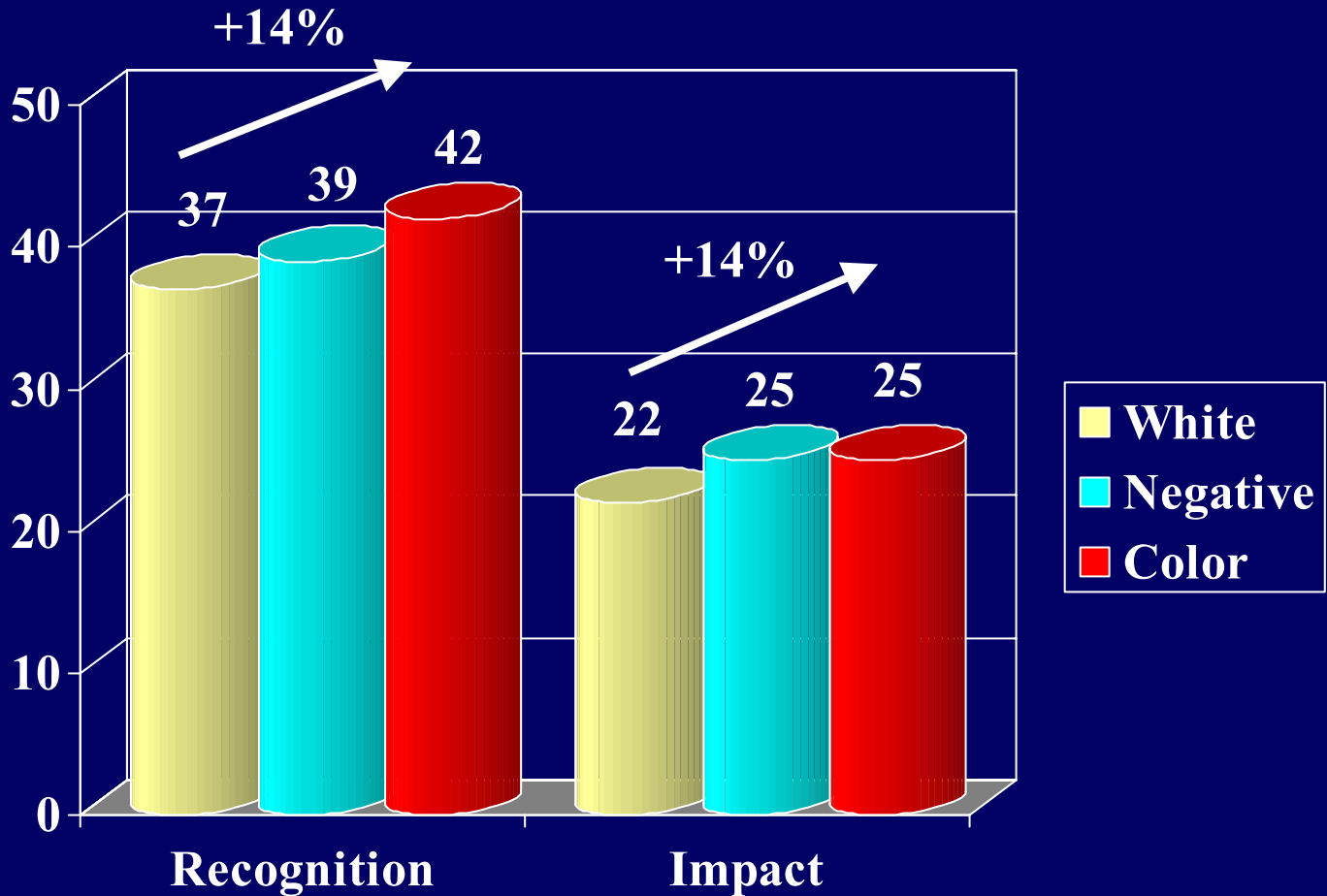
Show it in a 'real-life situation'

Use persons not sketches
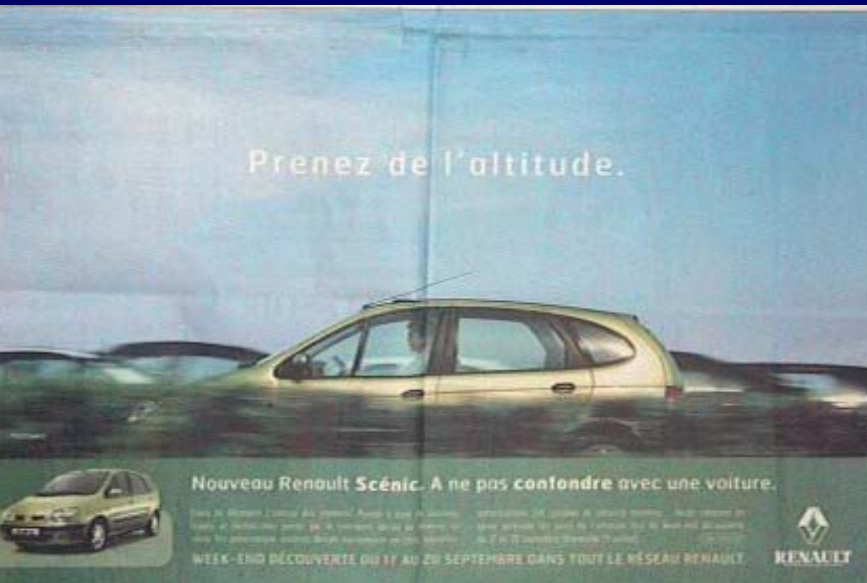
Use text, but be thrifty

Use a colored background

Background

Robotphoto of an Full Impact Ad in newspapers

The process

Put your product in your AD

Show it in a 'real-life situation

Use persons not sketches

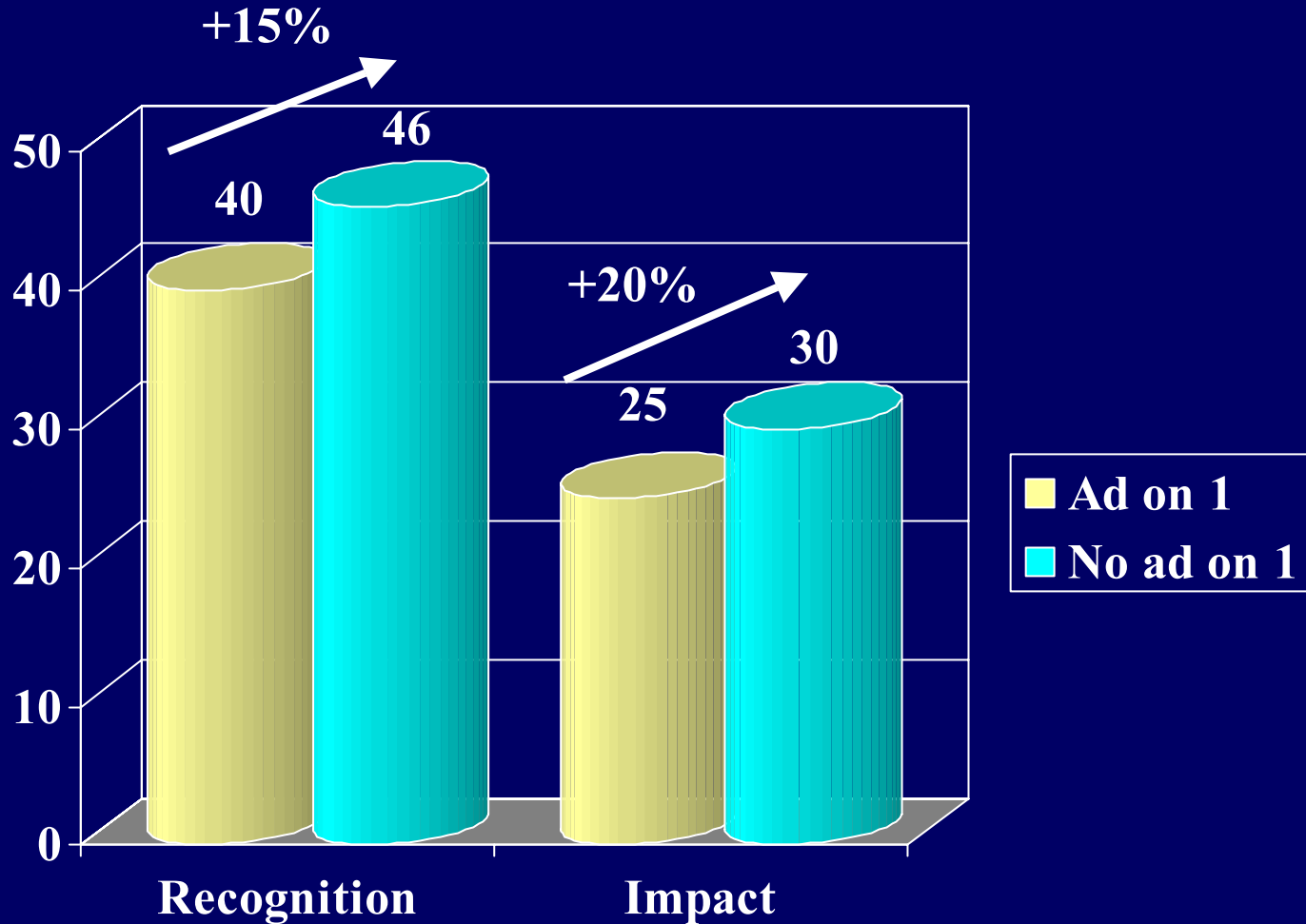Use text, but be thrifty

Use a colored background

Use a teaser on page one

With ad on page 1

Second approach:

Give advice through segmentation-analyses.

Segmentation analysis

◼ Methodology

   – 1410 ads: with all criteria
   – Segmentation based on recognition and impact

How to improve recognition ?

All Ads - RECOGNITION

Credibility:
++ / + /

Logo:
color

size:
1/1 p.or more

size:
½ p. or more

Crédibilité:
- / --

Logo:
B/W

size:
½ - 1/1 p.

size:
- ½ p.

Devenir.

KBC

c'est vous qui comptez

FULL   PA

How to improve recognition ?

Brand not well known : weak notoriety ?

Index 118

Credibility

background :
color/negatif

size:
¼ p. or more

FULL PAGE

How to improve recognition ?

Differences by industry

AUTOMOTIVE	FINANCE	TELECOM	RETAIL
Size	Size	Size	Size
Creativity	Color	Credibility	Color

How to improve 'effecitive score' ?

Small Budget ? → Index 118

Creativity

Presence of
Product

Color/quadri

Size:
1/8 p. or more

FULL PA

How to improve 'effecitive score' ?

Differences by industry

AUTOMOTIVE	FINANCE	TELECOM	RETAIL
Creativity	Credibility	Size	Size
Size	Color	Credibility	Color
Position	Size		
Information			

One step further

- Explaining differences from other criteria
- Give advertisers more information and advice
- Case-story: finance

Criteria

Structure of AD
Text in % of ad-size Elements of contrast in % : • color, images •white-space

Interpellation
Question ? Figures ? Promise ?

Image
Photo ? Person ?

Branding
logo size (in mm, in % of ad-size) logo in color Number of times brand is mentionned

Brands with high notority

- credibility of your ad will give

    more impact (+45%)
- if you're ad is not credible:
    - try using color
    - or be creative (with a promise)

Brands with weak notority

- Use maximum space for brand (logo) (+37%)
- and be informative

Being 'informative'

- Daily used products
- Products 'at risk' > more text
- Standard products > promise works

Nice to know

Variables without impact on recognotion:
- photo
- person
- 'top topical'
- environment

How it boosts agencies and advertisers interest ?
I hope I had yours, thank you»