

DELIVERING IMPACT THROUGH EFFECTIVE ADVERTISING.

Campaign Duration



Campaign Duration

Long term vs short term

While there can be no long-term effect without short-term sales, various studies show long-term campaigns are two to three times more effective than short-term campaigns alone.¹²

Long term **delivers** significant effects. Short duration campaigns (< 8 weeks) have a short-term impact. Longer duration campaigns (>6 months) deliver significant cumulative effects over time.²

Longer campaigns deliver **stronger business and brand effects**. The effectiveness of long campaigns is also more pronounced when evaluated over a longer period.¹²

On average, the number of exposures to get a viewer to remember your ad is:⁷



Both is best

Marketers need to do both activation work to provide a short-term revenue stream, while at the same time maintaining long-term brand building effects.¹²

Premium Environments

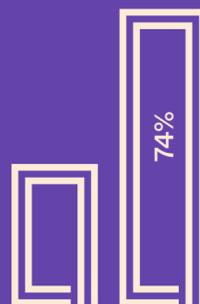


News Content

Premium is proven

News platforms are a premium advertising environment, proven to deliver better brand engagement and advertising effectiveness.⁶

When people consume news content, they enter an active and alert state of mind and this carries over to the advertising in the channel.⁶



High Quality Sites

Site quality counts

Ads running on high-quality sites are perceived 74% more favourably compared to the same ads seen on low-quality sites.⁴

Digital news delivers

Ads placed within digital news environments deliver superior memory and recall. Premium digital advertising delivers 2.4 times the amount of unprompted recall than run of the internet

Increased propensity to purchase

The propensity to purchase among light users – the most important segment for growth – is amplified 2.75X when brands are advertised in news.⁵ (Facebook etc).⁵



Viewing Time

More views, for longer

- Newsbrand sites deliver 2X the viewing time per page.³
- Ad viewing is 2.5X more likely on a newsbrand site.³

It's important to get the best results from your advertising budget. But there are a wide range of marketing channels to choose from – and some are much more effective than others. To help you choose the right channels and run effective advertising campaigns, we have put together a cheat-sheet of information that illustrates the key drivers of advertising effectiveness, the best mix of marketing channels, and how Stuff can help.

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Channel



Multichannel is most effective

A multichannel approach – which creates synergy between digital and more traditional channels – is the most effective method and increases ROI.¹⁰

Cross-platform campaigns deliver significantly higher ROI, with the most powerful results (+60%) from reinforcing TV with digital.¹⁰



Newspapers

Print v run of internet

Advertising in printed national and metro newspapers yields 8.5 times greater unprompted recall than run of the internet. Print, specifically, is highly effective at embedding brands in consumer memories with unprompted recall at 34% compared to 4% for run of the internet.⁵



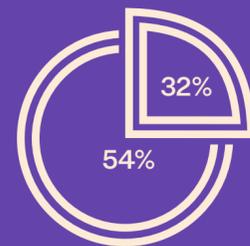
Digital Advertising

Premium digital v run of internet

Premium digital advertising delivers 2.4 times the amount of unprompted recall than run of the internet (Facebook etc).⁵

Print + Digital

Advertising across the combination of print + digital news provides for stronger impact with a 6.4X increase in engagement versus run of the internet.⁵



The number of very large business effects increases by 54% from adding TV and online video together versus 32% for just TV.¹⁰



Adding digital to outdoor increases effectiveness by 37% versus 15% for outdoor only.¹⁰

Scale



A broad target is more effective

in driving both business and brand effects, delivering new customers and stronger brand profit growth.¹¹

29% of campaigns report strong brand profit growth with a broad target compared to 9% when the target is narrow.¹¹

Creative Quality



10 seconds

Top for attention

Branding that appears in the foreground and top half of the frame produces spikes in attention.⁸

10 seconds max

Eyes-on-screen attention to advertising rarely extends past 10 seconds. Ads need to brand early (and often) to maximise the reach opportunity.⁸



Emotional Campaigns

Emotional v Rational

Emotional campaigns work over the longer term, building brand memory structures (increasing mental availability & creating a distinctive image).² **Rational campaigns** work in the short term to prompt website visits and build product knowledge.²

Advertising Formats



Viewing Time

Make an impact

High-impact ad formats can also boost the performance of standard formats by helping draw consumers' eyes to standard formats for longer.⁹



39% longer

Dubbed the 'amplification effect', users exposed to high-impact formats look at subsequent standard display ads for 39% longer. Similarly, the percentage of those standard display ads looked at for one second or longer increases by 140%.⁹

The evidence shows that getting more from your advertising spend means increasing the length of campaigns, creating higher-quality and more impactful ads, targeting broader audiences, utilising multiple channels and platforms, and focusing more on premium print and newsbrand environments. For more information or to find out how Stuff can help increase the effectiveness of your ads, contact us at advertise@stuff.co.nz

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