

EXECUTIVE SUMMARY

The Conversion Study is a major undertaking by the UK regional and local press, underlining the medium's growing importance in the media market, and positioning the medium as a crucial element in the mix.

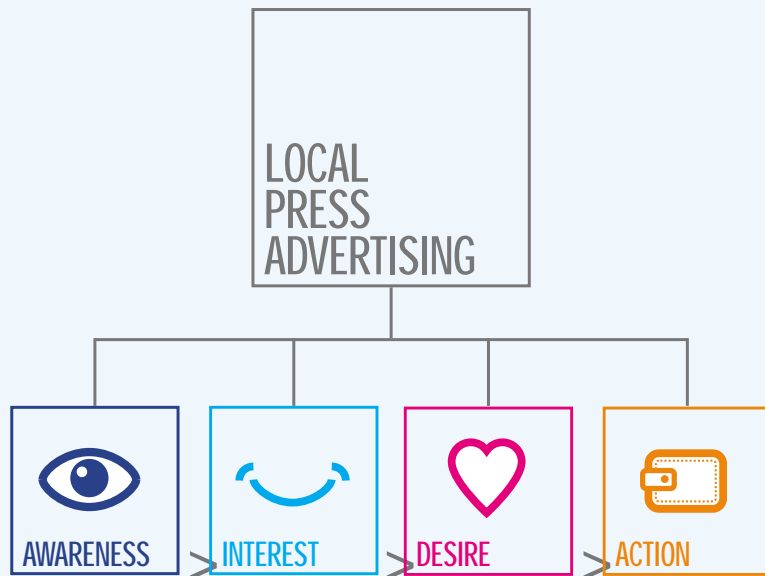
THE CONVERSION STUDY KEY FINDINGS

The local press is the conversion medium. Evidence throughout this report proves that local newspapers have a specific, unique and powerful position in converting consumers along the buying process towards purchase:

- > Research suggests that local press readers who are 'in the market' to make a purchase, actively seek information in the local press and are at the same time more alert to advertising messages.
- > Advertising in local press delivers high levels of awareness and awareness growth. The medium effectively delivers the message to its mass audience.
- > Importantly, as well as message delivery, the local press ads on the study can be shown to have the desired effect on consumers, significantly increasing brand health measures such as familiarity and consideration, which ultimately drive consumers towards purchase.
- > The most successful individual ads employ structures which exploit the local press reader relationship and share a number of elements in common, including:
 - > Necessary purchase, directional and product information
 - > Clear headlines and propositions
 - > Colour
 - > Product images
 - > They typically followed Millward Brown's 'eye-flow' model (Fig.2 right)



CONSUMER BUYING PROCESS 1



CONSUMER EYE-FLOW 2



1 CLEAR HEADLINE

2 MAIN IMAGE
Combination of images, headline and offer, means few in the market will fail to register

ADDITIONAL MESSAGE
Single, strong, hard to miss offer

3 PRODUCT SHOT

4 LOGO
Clear and well placed, with contact details underneath

EYE-FLOW

Overall a clear, simple look, which follows eye-flow method.



NEW FINDINGS PUBLISHED IN THE CONVERSION STUDY

> 'In the market' consumers have a greater average uplift in local press awareness than all adults



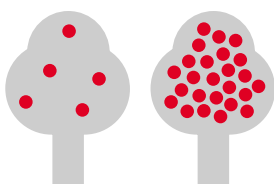
> New advertisers to the medium, branded and frequently-purchased goods, advertisers with low existing levels of awareness and/or advertisers seeking a rapid burst of awareness growth, should employ a high use of colour and a higher frequency of insertions

> Established, heavier spending advertisers (typically high street retailers) who use local press as a core part of their schedule and aim to sustain and grow advertising awareness, should maintain a consistent presence over a sustained period of time



> However, in all cases, increasing the use of colour, volume, frequency and extending campaign duration had a positive impact upon effectiveness

> Using colour more than doubles the growth in awareness of local press ads



> Awareness of local press campaigns with more than two insertions weekly grew at twice the rate of those advertising at most once a fortnight



The case studies published in this report underline the following:

- > Local press is effective across all categories, from an FMCG brand launch, to retail.
- > Local press works well for clients targeting 'in the market' consumers. (See Specsavers and Britannia Tyres).
- > Local press can work harder than other media. For Specsavers, local press delivered 27% of average awareness, while accounting for only 21% of media spend. (See Fig. 31 in Specsavers Case Study).

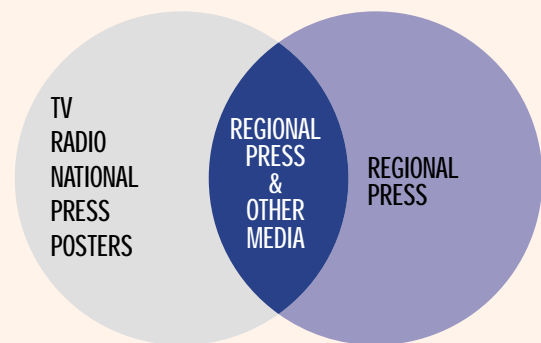
- > Local press can deliver a significant impact on sales. Britannia Tyres saw a 34% increase in turnover year-on-year when comparing the study period to the same period in the previous year, when there was no local press activity.
- > The value of the sales increase was equivalent to 2.3 times the expenditure on local press advertising.

GENERAL HEADLINE FINDINGS FROM AGGREGATED DATA

The use of local press adds an average of 9% - points to any advertising schedule



This therefore gives local press the right to be considered by every client seeking additional coverage in times when traditional mass audience delivery routes are becoming increasingly fragmented (Fig.3)



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9 out of 10 local press campaigns work



89% of the brands studied showed statistically significant increases in awareness. On average, awareness of these campaigns increased by an average of 10%-points, a 77% uplift in awareness.

Local press increases brand health



44% of those brands that achieved a statistically significant increase in awareness achieved a significant rise in familiarity with the brand. And 25% of those brands that achieved a significant increase in awareness achieved a significant increase in consideration. These findings underline the fact the while the messages get through to consumers via local press, those messages are retained, and contribute considerably to an ultimate change in consumer behaviour.

Local press increases advertising awareness by an average of 10% - points



Across the 26 campaigns on the study, on average there was a 10%-point increase in awareness of their regional press advertising.