Finding your Marketing Compass

How we have lost our way
How to move forward
What this means for magazines

Sue Elms
Skin The Cat Ltd
AN ERA OF CHALLENGING HEADLINES

- Facebook audiences / walled gardens
- Viewability / Verification / Bots
- Overcharging for digital / supply chain
- Transparency / Rebates / Buy driving plan
- Failure of precision targeting
- Context errors
### 6 Massive Things We Have Lost Sight Of

<table>
<thead>
<tr>
<th>Audience Measurement</th>
<th>Audience Experience</th>
<th>Creative Experience</th>
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<tbody>
<tr>
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<td>Where you live</td>
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#### The Long Term

![Image of a tree trunk]

#### Brand as Growth Engine

- I'm your father.

#### Real peoples’ media lives

![Image of two people looking at a phone]
1. How many people will actually see my activity?
2. How well will my media choices be received?
3. How well will my creative impact brand relationship?
4. How will this deliver short and long term value?
5. How to avoid being a brand that no-one cares about?
6. How to understand my consumers real media lives?
Brands with high levels of meaningful difference grow 2x those with low levels.
MAGAZINES: HELP CLIENTS GET OUT OF THE ECHO CHAMBER

Source: Newsworks/IPA July 2016. IPA TouchPoints 2016

London media leaders and young planners media consumption are not representative their peers in the “real” world

30% vs 10%

Netflix
MAGAZINES: POSITION YOUR VALUE IN THE MEDIA MIX

Source: Magnetic/Millward Brown 2015
MAGAZINES: EXPLOIT MEDIA SYNERGY

The Effectiveness of magazine brands

Extensions  Events

Social  Digital

DigitalSpex

house2home

Grazia
goodfood
COSMOPOLITAN
marie claire

PistonHeads

Esquire
TOWNHOUSE

NME
LIFEMAX

FABLED

EMPIRE
Live

NME
ELLE

Cyclist

THEWEEK

Sue Elms
Clarks engage a fashion conscious audience encouraging reappraisal of the brand
PUMP UP THE VALUE OF QUALITY ENVIRONMENTS

Magazine online environments have higher attention and quality of engagement online compared to other environments.

Magazine brands online deliver a stronger impact on brand KPIs.

**Interaction Rate**
- Magazine brands online: 18%
- Other digital environments: 30%

**Interaction Time**
- Magazine brands online: 41%
- Other digital environments: 30%

**Magazine Brands Online vs Other Digital Environments**
Millward Brown Ad Reaction 2016
Experience of online targeting based on....

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Q: Advertisers can target the video ads you see in many different ways. How do you feel about video ad targeting based on...?Q: Describe when you last remember realizing a video ad had been targeted at you. Where did it happen and how did it make you feel?
At Cannes Lions 2016....campaigns judged as highly creative are

6x

as efficient in driving effectiveness results as those campaigns failing the creative test.
• True North is the consumer as the “Receiver” in the age old model*:
  • Magazines know them intimately as humans
  • Magazines know how content engages them
  • Magazines have strong channel value among them

• Clients are recalibrating their world view, using their own compass, and this is good news!
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