What are the metrics that matter?

Short term vs Long term
Magazine media moves the metrics that matter because it achieves deeper more meaningful connections with consumers and that’s what delivers strong brand KPI’s.
Meaningfully different impact

Magazines: +1.77%
Cinema: +1.59%
TV: +0.89%

Source: Magnetic/Millward Brown 2015 MDI Measure. Magazines n=22, TV = 83, Newspapers n=32, Online Display n=68, Radio n=29, OOH n=59, Cinema n=28, Online video n=9
We discovered that printed magazines are a powerful driver of brand equity.
METRICS THAT MATTER

Findings from a unique study into magazines contribution to brand KPI’s
ICE works by understanding how media & other touchpoints drive brand perceptions and KPI’s.

PERCEPTIONS

KPI’s

Consideration
Purchase intent
Recommendation
Preference

Experience
Word of Mouth

Digital
Radio
TV
Magazines
Competitor Media
Some metrics are harder for media to move

- Relevance
- Quality
- Knowledge
- Prestige
- Presence
- Trust

HARD to EASY
Some metrics make a bigger impact on brand KPI’s than others

Evaluation of ICE database made up of 65 studies from 2010 - 2015
Relevancy and quality are hard to move but important for brand KPI’s
Magazine media channels are most able to move brand perceptions of relevancy

1. Magazine Brands
2. TV
3. Social
Very delivers relevancy by...
TV, magazine brands & newsbrands drive quality perceptions

1. TV
2. Magazine Brands
3. Newsbrands
Phillips delivers quality through...

PHILIPS + HEARST
TV and outdoor deliver the most impressive result for presence

1. TV
2. OOH
3. Radio

(Magazines = No.6)
Magazine brands deliver a meaningful connection.
Understanding the contribution of our different assets
Campaigns with magazine display and advertorial/native are almost 20% more impactful than display alone.
This is because of their ability to impact multiple brand attributes in particular....

Trust + Innovation
Campaigns with magazine print & digital are twice as impactful on brand KPI’s as print alone.

54% increase

Campaigns with digital mag & print

Campaigns with print mag only

Campaigns with dig & print N=10 - Magazines with print only N= 29
Printed magazines present the stronger opportunity for brands to express relevancy.
Magazine brands online provide the stronger opportunity for brands to express quality.
Magazine brands online deliver a stronger impact on brand KPI’s

Average media KPI contribution

- Magazine brands online: 0.12
- Other digital environments: 0.06

41%
Attention and quality of engagement online

Interaction rate: 18%
Interaction time: 30%

Source: Moat
• Magazine media delivers meaningful connections

• Relevancy is an important but challenging metric to move, magazine media plays an enduring role here

• There is a significant synergistic effect when combining our assets

• Digital magazine environments outperform other digital environments on quality metrics
THANK YOU

www.magnetic.media/spark