

*Campaign effectiveness is a cornerstone of the advertising industry and as the advertising landscape evolves, measurement is becoming increasingly complicated and it is more important than ever for advertisers to have robust evidence.*



As platforms develop for different forms of advertising there is increasing pressure to prove what works, hair styling specialist ghd have always been strong investors in magazine media and approached Magnetic to help prove the continued effectiveness of magazine media in their campaigns.

Magnetic partnered with Carat to carry out a campaign effectiveness study for ghd and their Christmas 2016 campaign. The aim was to investigate the effectiveness of online and offline magazine formats and other media channels to drive key brand perceptions and brand KPI's. Specifically the KPI's in this research were purchase intent and recommendation.

Carat used their ICE methodology, this works by understanding how media and other touchpoints including sales promotions, experience and word of mouth drive brand perceptions and KPI's. It's a three stage process whereby people are asked about their brand perceptions, experiences and whether they recognise marketing and media activity in-situ.

Carat then performs factor analysis and structural equation modelling (SEM) to quantify themes and finally, regression analysis to isolate and quantify how effective each touchpoint is at shifting brand attitudes, and therefore brand KPIs.

## The Campaign

Christmas is the most important time of the year for ghd, and therefore one of the biggest campaigns. For Christmas 2016, ghd launched a new limited edition copper luxe to help drive sales and assert their leadership in electrical styling.



The main objectives for the campaign were to:

- Drive awareness of the new ghd copper luxe limited edition collection
- Drive footfall to all ghd channels
- Drive people to purchase in all ghd channels
- Reassert ghd's leadership in electrical styling amongst millennials.

## The Execution

The campaign was a multiplatform campaign that used multiple assets of magazine media as well as newsbrands and outdoor.

The magazine media aspect of the campaign ran across multiple titles and several different publishers. The different formats included:

- Display pages – single and double page spreads
- Magazine covers
- Editorial content
- Special print pages including, break outs and die-cut
- Digital display
- Social media (Snapchat and Instagram)

## The Results

Overall, the campaign proved to be successful at driving brand KPIs. In terms of the contribution of specific channels; the magazine cover followed by the magazine double page spread, made the strongest contribution towards driving KPIs. These channels proved the most impactful on brand perception and media efficiency. These channels appear to have performed well because they were effective at driving multiple components of brand perception.

Other channels that performed well for ghd included the magazine social media activity, principally driven by Instagram. The magazine special creative formats and magazine online ads also performed effectively, bearing in mind, relatively low media investments in these formats.

The success of magazine media campaigns can also be seen in another study conducted by Magnetic and Carat using their ICE database, [Metrics That Matter](#). Carat's ICE database comprises of studies with over 40,000 consumers and covers a diverse range of brands.

For Magnetic's unique study, Carat looked at all the campaigns from the last five years to make crossmedia comparisons. This amounts to over £245 million in media spend. For the more detailed magazine media analysis they focused on 39 magazine media campaigns, amounting to over £11 million spent with publishers.

The magazine media analysis data included print, digital, advertorial and native activity across a broad range of categories, comprising retail, technology, electronics, entertainment, health and beauty and FMCG.

One of the key findings from Magnetic's [Metrics That Matter](#) study was that magazine media channels are most able to move brand perceptions of relevancy. The findings from the ghd case study display some consistency with this, as overall, this campaign was most successful at driving relevance and presence. And the different magazine formats played a significant role in delivering this.

The ghd case study is proof that magazine media can provide effective results for clients. In a world where businesses and advertising constantly evolving, it is important to provide evidence that advertising works.

\*For more information regarding this study email Magnetic UK at [insight@magnetic.media](mailto:insight@magnetic.media)