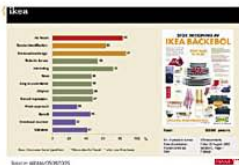


Transparent Relationship With Advertisers Stimulates Interest

By Staffan Hulten and Ola Friskopp

There are numerous newspaper advertising directors and sales teams who too often fear revealing to the advertiser the true measurement facts and figures of reader advertisement recall.

No matter the size of the newspaper, European or American, the same questions are asked: What if the results are poor for the advertisement? Won't the results have a negative effect on our rates?



RAM, short for Research and Analysis of Media, is a standardised internet-based survey and analysis system developed to help newspapers understand their readers' attitudes towards their newspapers' advertisements, inserts, supplements and editorial content.

To this day, no newspaper client using the system has ever reported any loss of revenue or losing an advertiser due to discovering the results.

So why do newspapers feel it can be dangerous to show hard facts concerning the advertisements and their qualities?

The anxiety often comes with the insecurity of the sales teams to present advertisers under-par results. When this occurs, it is because the sales team lacks the skill and know-how to approach the advertiser with this kind of news.

This problem can initially be fixed through training and more appropriate analysis of the results.

At RAM, we have experienced, over time, that the top-ranked advertising recall for the best full-page advertisements in a newspaper are almost at the same interval for any newspaper — no matter reach, format or country.

The best is always somewhere in the range of 80-85 percent. When comparing the highest values, almost all newspapers are homogenous.

But once results are compared per newspaper of the lowest advertisement recall values for a full-page advertisement, differences start to show. In this sense newspapers are no longer homogenous.

The more sections and pages a newspaper has, the lower the bottom advertisement recall values become. However, a low advertisement recall result is not the same as a bad result. The really big newspapers contain more sections and supplements and thereby filter the reader population more often and with greater accuracy.

The stronger the newspaper filters readers, the higher the affinity is in the different sections. A higher affinity means a better possibility to hit the target group.

A distinct benefit for newspapers to know their advertising recall measurements is that the measurements can be used to create and/or renew the interest in advertising in the newspaper.

It does not make good business sense to hide the facts from the advertiser. Knowledge about section reach or advertisement recall explains the complexity of the newspaper industry and builds business.

Transparency is the name of the game.

About the Author

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