

Les journaux : la recette du succès

Valeur nutritive

Portion: Beaucoup, toute la journée

Valeur par portion: 4 heures par semaine

Calories 0

Protéines 56g

Des idées pour se sustenter

De tout pour nourrir votre cerveau

Glucides 20g

De l'inspiration à profusion

Présentation irrésistible

Gras 0g

Des faits à croire dur comme fer 100 %

Des publicités magnifiques 100 %

Qu'y a-t-il
de bon en
2012 ?



Mettons-nous à table



Comment vont les journaux
au Canada?



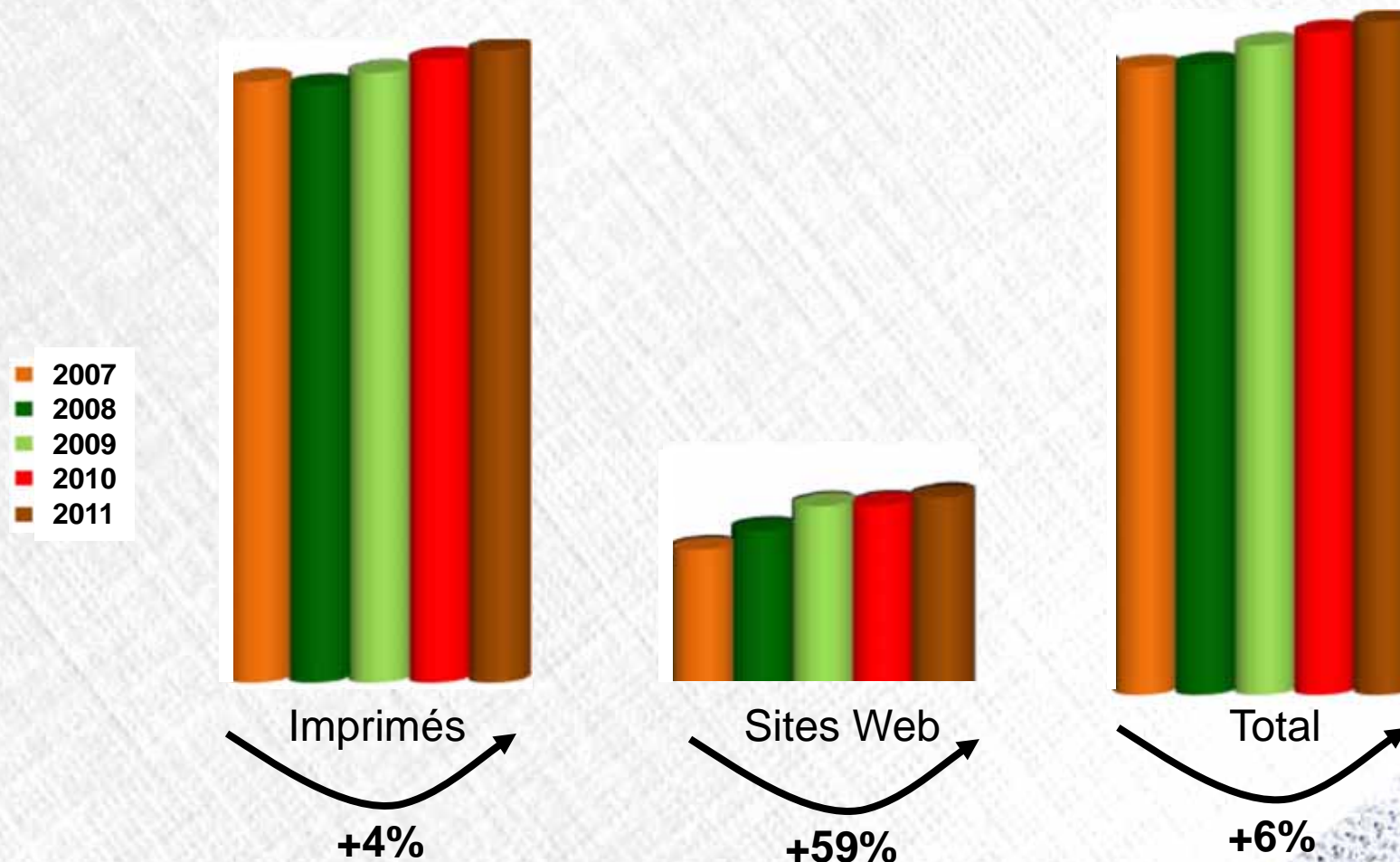
Pour se mettre en appétit

- Le Canada compte 122 quotidiens et près de 1100 journaux régionaux
- Il existe plus de journaux imprimés aujourd'hui qu'en 1970
- Le quart de toute la publicité passe par les journaux et leurs sites (\$)
 - La même proportion que pour la télévision
 - Plus que pour les magazines, les Pages jaunes, le publipostage et la publicité extérieure **combinés!**
- Le lectorat des journaux est à la hausse



Le beurre et l'argent du beurre

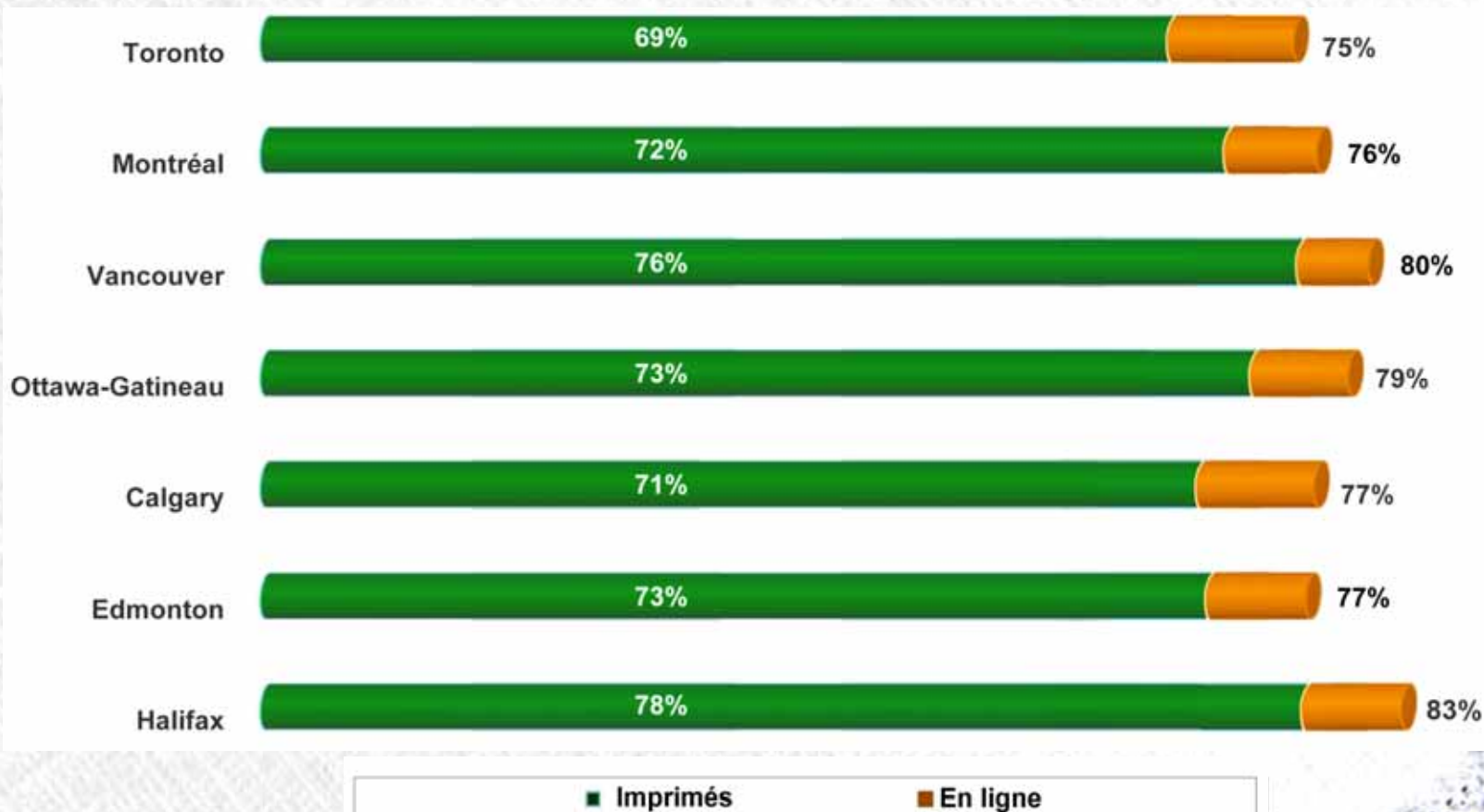
Croissance du lectorat hebdomadaire : Imprimés et en ligne



NADbank 2011, Adultes 18+; Population : marchés de plus de 1 million d'habitants

Ceux qui les consomment

8 Canadiens sur 10 lisent un journal chaque semaine



Ceux qui s'abstiennent

4 adultes sur 10 qui s'identifient comme des personnes qui ne lisent pas les journaux, se rappellent les avoir utilisés dans la dernière semaine **pour vérifier les soldes des magasins locaux, découper des coupons, comparer des prix, consulter des horaires de cinémas ou de télévision, et plus encore.**

Cette exposition non officielle ajoute **un autre 13 points de pourcentage à la portée hebdomadaire des journaux.**

Canada ou États-Unis

Une affaire de goût



	<u>USA</u>	<u>Canada</u>
2010	- 6 %	+ 1 %
2011E	- 7 %	+ 0 %



	<u>USA</u>	<u>Canada</u>
Imprimés	63 %	72 %
Imprimés et en ligne	69 %	77 %



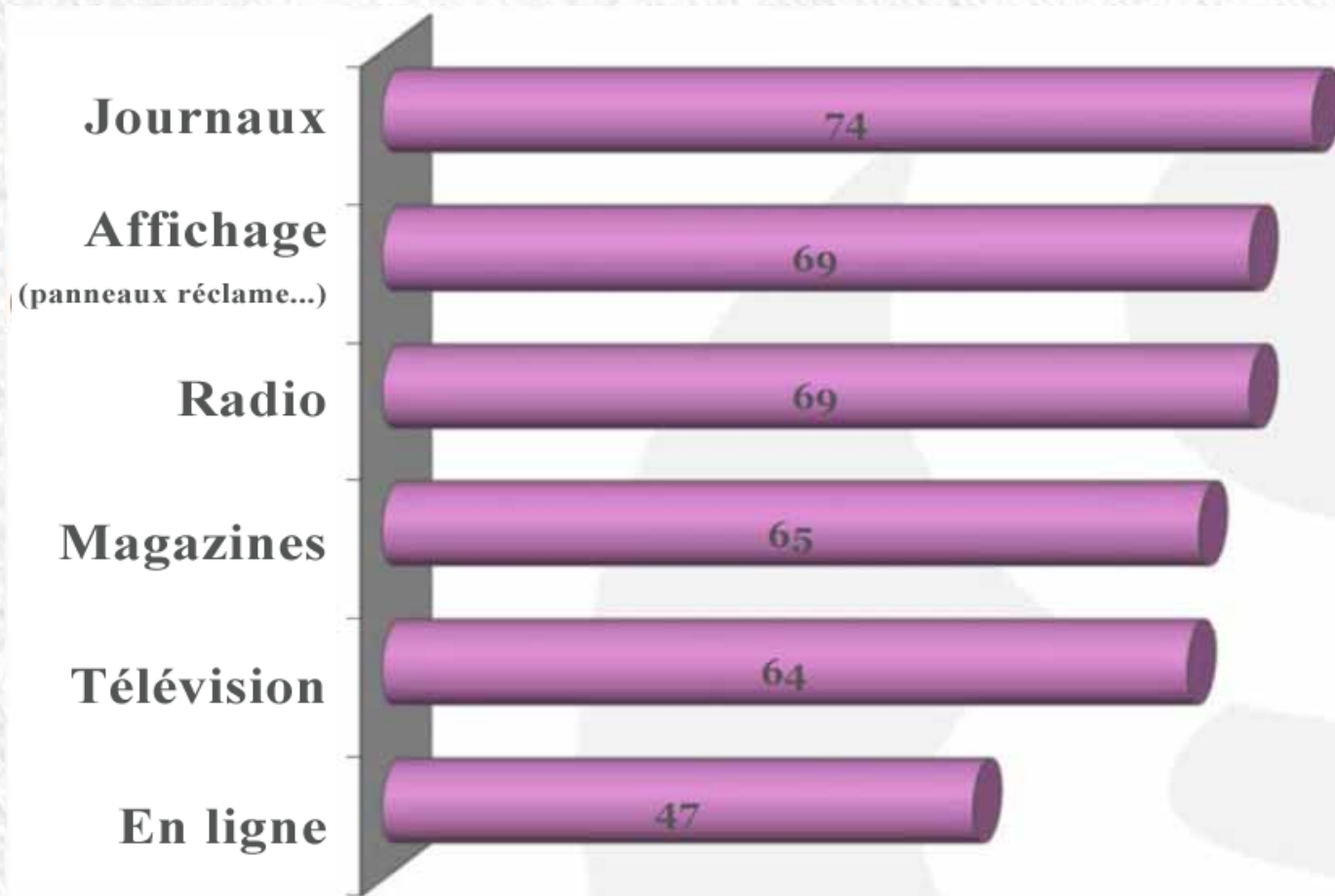
Source: Adage.com, 2 déc. 2011; MagnaGlobal, 11 oct. 2011; NAA 2012; NADbank 2011, hebdomadaire, 18+; TVB 2011; Rapport Scotia Capital Industry, 6 sept. 2011



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Une affaire de confiance

Les publicités dans ce média sont les plus dignes de confiance



Normes canadiennes de la publicité, « Perspectives canadiennes sur la publicité », 16 novembre 2011



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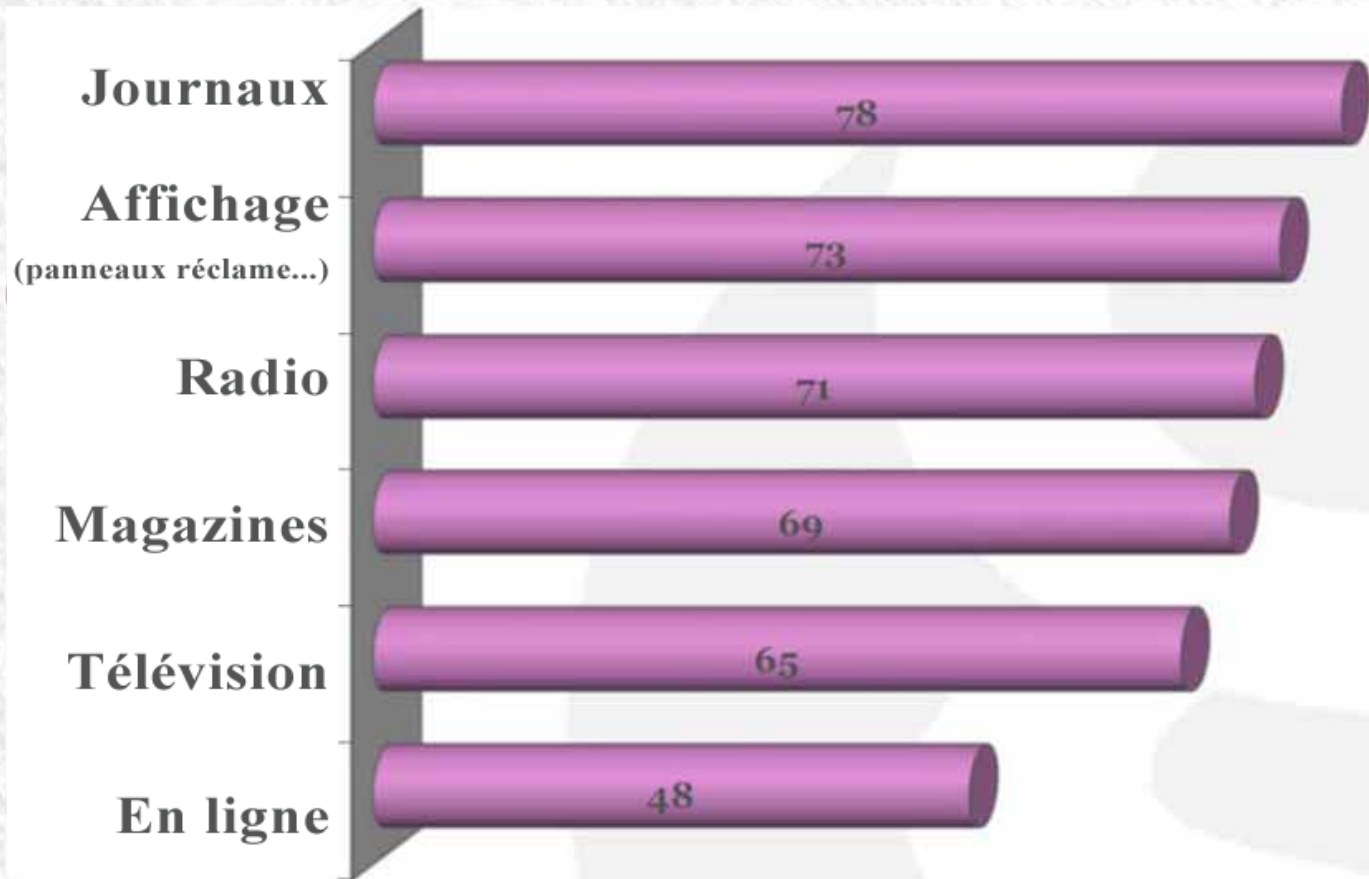
A-77, West Patel Nagar, New Delhi 110008, Ph: 011-25880135



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Ma tasse de thé

Les publicités dans ce média sont les plus acceptables



IN ARTS

Pandering to elites is just not cricket



“Janessa Redgrave makes an eminently award-worthy Elizabeth.”

Tourists drawn to dance’s heartland



More than three decades on, Peter Dinkov is still wrapped in mystery

“Was Shakespeare a fraud?”

“Shakespeare’s London right down to the latest detail... a breathtaking ride.”

THE CONSPIRACY WILL FINALLY BE REVEALED.

ANONYMOUS

CAST: BOB BAKER, WINONA RYDER, ERIC ROBERTSON, DAVID THORPE, LAURENCE FISHBURNE, JAMES FRANKO

ONLY AT THE MOVIES NOW

5:00PM Friday 04 Nov 2011 1,125 online now See today's paper

Sydney *strongly increasing sunshine* Full details

20° 14°

smh.com.au
The Sydney Morning Herald

There's little doubt in my mind Alan Joyce has further damaged the Qantas brand...
Drainbird's Check

NOW National World Business Sport Environment National Times Tech Digital Life Entertainment Life & Style Travel Cars Fast Style

Today's News **Wilson: Pleds they'd reconsidered** **Not Espino** **Yemen comeback** **Greece v US** Search here Search

Sydney's long road home
4:00pm - Commuters grind to a halt with crashes on the Sydney Harbour Bridge, Princes Highway and a railyat at Central Station.

Twee teen begs Bali court to go home
10M ALLARD IN DENPASAR 4:20pm - Youth admits in court he found it difficult to stop smoking cannabis

ABC switches off Deborah Cameron
19M NOV 4:30pm - The ABC decides to "retest" the morning radio host in Sydney

Thorpe makes final in comeback swim
MICHEL COHLEY 5:00pm - Former Olympics hero did just enough to finish second in his heat.

Occupy Sydney march to go ahead
OLENEA ANDY 4:22pm - Campaigners and NSW police agree to a compromise at the NSW Supreme Court.

Fry boils at Qantas glitch
Alec Baldwin's team as they succeed to quell an engine

News wire *Breaking news*
5:10pm The Show: A History, Sunday, November 6
5:00am Out of the Ashes, Sunday, November 6
Second motor accident in a week
Autos warned over \$1.7m Slope scam
Group buying: Is boom set to blow us? (pt)
Hot weather on its way for Sydney
Falling for the working mother myth (pt)

Video news **Promotions**

Who Was Shakespeare?

Book to big back at TV's 25
and coming in on dual... 38

Late for me: Fall of Rome
and how that won't last... 32

Video partners: Birth of the
Cool... 6... **Video photos**

New James Bond film: DiCap
has the stubble cut... 27

Economic Ministers' Advice
and economists on the BR

New South Wales Newcastle Wollongong Dubbo Tamworth Port Macquarie **Your Sydney**

L'aile ou la cuisse ?

Quel média social choisir ?

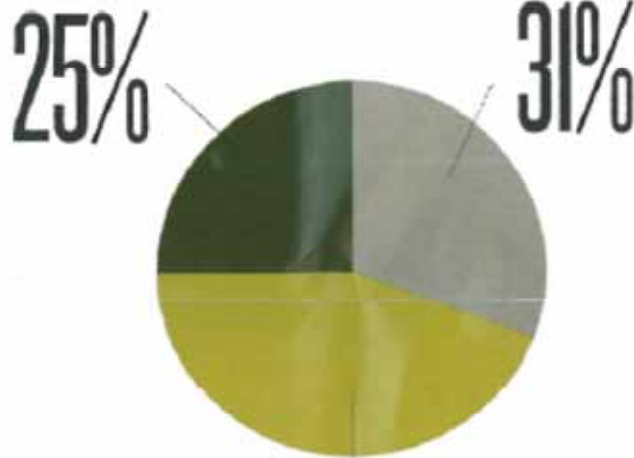


USAGE DES MÉDIAS SOCIAUX AU CANADA

**Moins du tiers se considèrent
comme des usagers actifs des
médias sociaux**

Je suis un usager actif –
j'affiche et je répons
aux messages

J'ai un compte mais
je l'utilise rarement



Je suis un usager actif mais principalement
pour voir ce que font les autres

44%

Principaux réseaux sociaux en ligne

Facebook **88 %**
LinkedIn **3 %**
Twitter **1 %**
Other **3 %**

**3 utilisateurs d'Internet sur 5
ne souhaitent pas interagir
avec les marques sur les
réseaux sociaux**





« Le nombre d'amateurs de Facebook, c'est la cocaïne des statistiques en termes de médias sociaux...

Même s'il y a 750 millions d'utilisateurs de Facebook et 100 millions de comptes Twitter, les gens considèrent toujours **les imprimés comme plus importants** quand vient le temps **d'interagir avec les marques de commerce.** »

Les journaux font partie du plan des médias sociaux

Les détaillants d'outils mobiles et de marketing social prévoient utiliser, dans les **prochains 6 mois** :

- Les sites de commerce mobile
- **Les codes QR dans les médias traditionnels**



Plus de consommateurs **utilisent les codes QR** dans les **journaux** ou les magazines **que dans toute autre source**



La denrée :

Les journaux imprimés



Une denrée réconfortante

« Je crois qu'il y a quelque chose dans notre ADN qui **aime les imprimés**. Qu'il est agréable de lire un article sur papier! J'aime bien m'installer au lit le dimanche matin avec mon journal et mon café. »



- Arianna Huffington,
Fondatrice, *The Huffington Post*

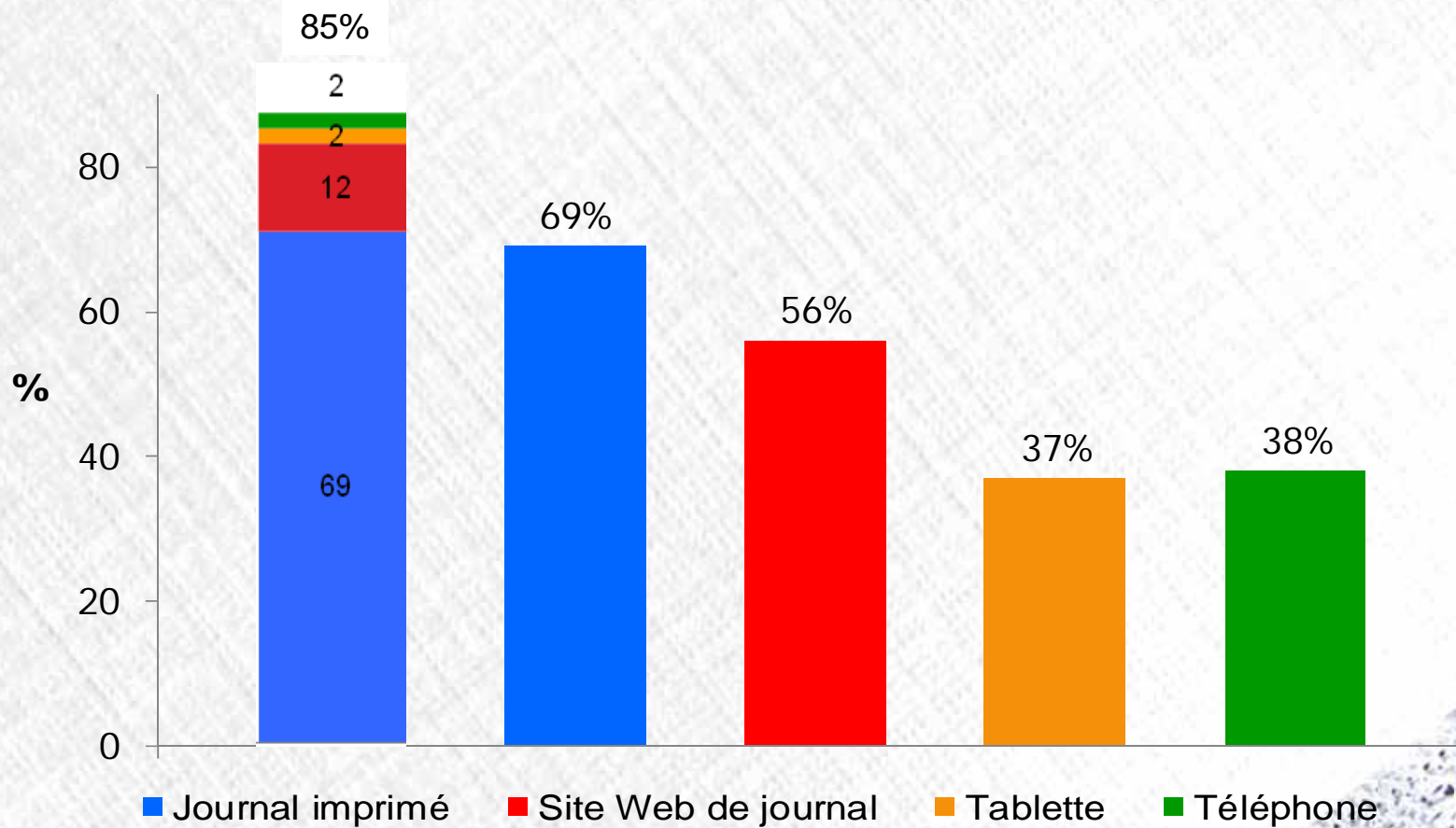
The Gazette (Montréal), « Huffington says print still valued », 16 sept. 2011



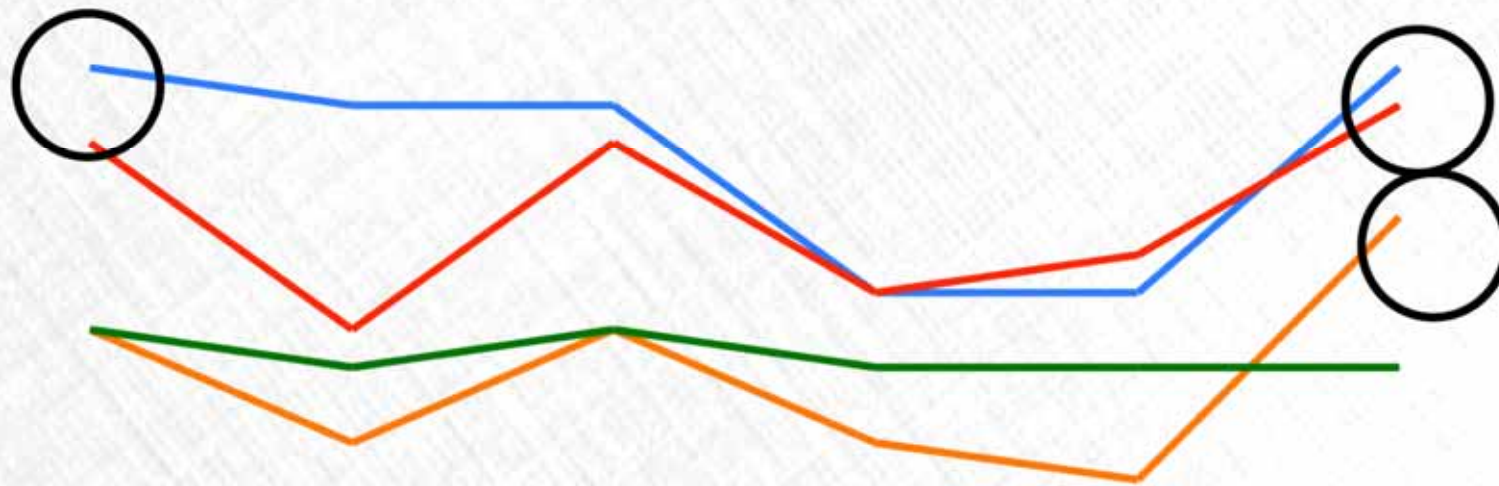
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Des ingrédients essentiels

Lectorat hebdomadaire selon le média



Satisfaisant toute la journée



Tôt le matin

Au petit-déjeuner

Milieu de l'avant-midi

Au dîner

En après-midi

Après le dîner

— Journal imprimé

— Site Web de journal

— Sur une tablette

— Sur un téléphone



Un produit du terroir

- **Les médias locaux** (73 %) sont la source la plus pertinente pour le sentiment **d'appartenance à une collectivité** (plus qu'Internet avec ses 22 %, et que la télévision avec 11 %)
- **Les journaux** sont **la principale source vers laquelle se tournent les gens** pour 11 des 16 différents types d'information locale – **un nombre plus élevé que pour n'importe quelle autre source média**
- 60 % des lecteurs **agissent** après avoir vu une publicité dans un média local



Un produit du terroir

EDGE NEWS MD sticks to development plan over Clear Lake subdivision

Kelly Clemmer
kelly@edgenews.ca

The Municipal District of Wainwright are adhering to the development permit regarding the Clear Lake subdivision owned by Tom and Jan Sulley. The Suleys recently wrote a letter to the MD Council requesting that the MD release

Sulley also requested that the road be scheduled for the soil cement process instead of filling and asked for some clarification regarding the amount of gravel that was hauled by the MD to complete the internal road and approaches in his subdivision.

Jim Klason, the MD's development officer explained that outlined in the development permit there is a one-year guarantee on the security funds after the MD's construction manager checks the work that's been done and gives his

Council discussed the use of the soil cement for the subdivision as well as the gravel, but referred back to the development permit.

Sulley felt that the outlined specs on a standard local road configuration was exceeded with the amount of gravel that was trucked out to build the internal road.

Reeve Bob Bane explained that the road was gravelled by the people who were building it, and the amount of gravel applied is based on the soil conditions and they put as much as deemed necessary at the time.

Councillor Omer Buck made a



\$53,725 back to the Suleys after they provided the MD of Wainwright two letters of guarantee to cover 75 per cent of the above ground improvements noted in the development. They noted that the MD would retain \$20,000 until the final surface is completed, or until there is a decision made on payment of the final surface if it were to be completed by the MD.

OK, which will be done when the snow clears. Once he issues the OK, the one year term will begin, not expire.

"My recommendation is to make reference to the development agreement and adhere to the terms and conditions of that agreement," said Klason.

to write a letter back to the Suleys to explain that the MD will adhere to the development permit, which outlines the security agreement, the gravel and surfacing.



Annonceur : La Maison du Père

Texte : À Montréal, environ 30 000 personnes dorment dans la rue ou n'ont pas d'adresse permanente. Aidons-les.



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La pièce de résistance

Google a préparé une recherche sur **l'influence** des **médias imprimés, numériques et sociaux** dans les décisions d'achats que l'on prend aujourd'hui.

À l'étude de 12 catégories d'achats et de 50 sources médias, les publicités des journaux (y compris les encarts), étaient parmi **les trois sources principales** avec la télévision et le publipostage.

Et au premier rang des médias pour la consultation des publicités...

Journaux	35 %
Internet	28 %
Publipostage	12 %
Télévision	9 %
Catalogues	7 %
Magazines	3 %
Radio	1 %

4 adultes sur 5 disent avoir agi après avoir vu une publicité dans un journal le mois dernier. Ils ont soit :

- Découpé un coupon
- Fait un achat
- Visité un site Web pour se renseigner
- Essayé quelque chose pour la première fois





La marque :

Swiss Chalet

La situation :

Souligner la différence : restaurant de type rotisserie

La solution :

Utiliser les journaux pour attirer les lecteurs vers la télévision

Les résultats :

Première semaine : croissance de 30 % des commandes de poulet

Word search

c c h i c k e n
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 c k c k h c n
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chicken chicken chicken
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 chicken chicken chicken
 chicken chicken chicken

The Swiss Chalet Rotisserie Channel makes chicken easy to find. Watch the Rotisserie Channel for exclusive offers. Rogers 208 or swisschalet.com



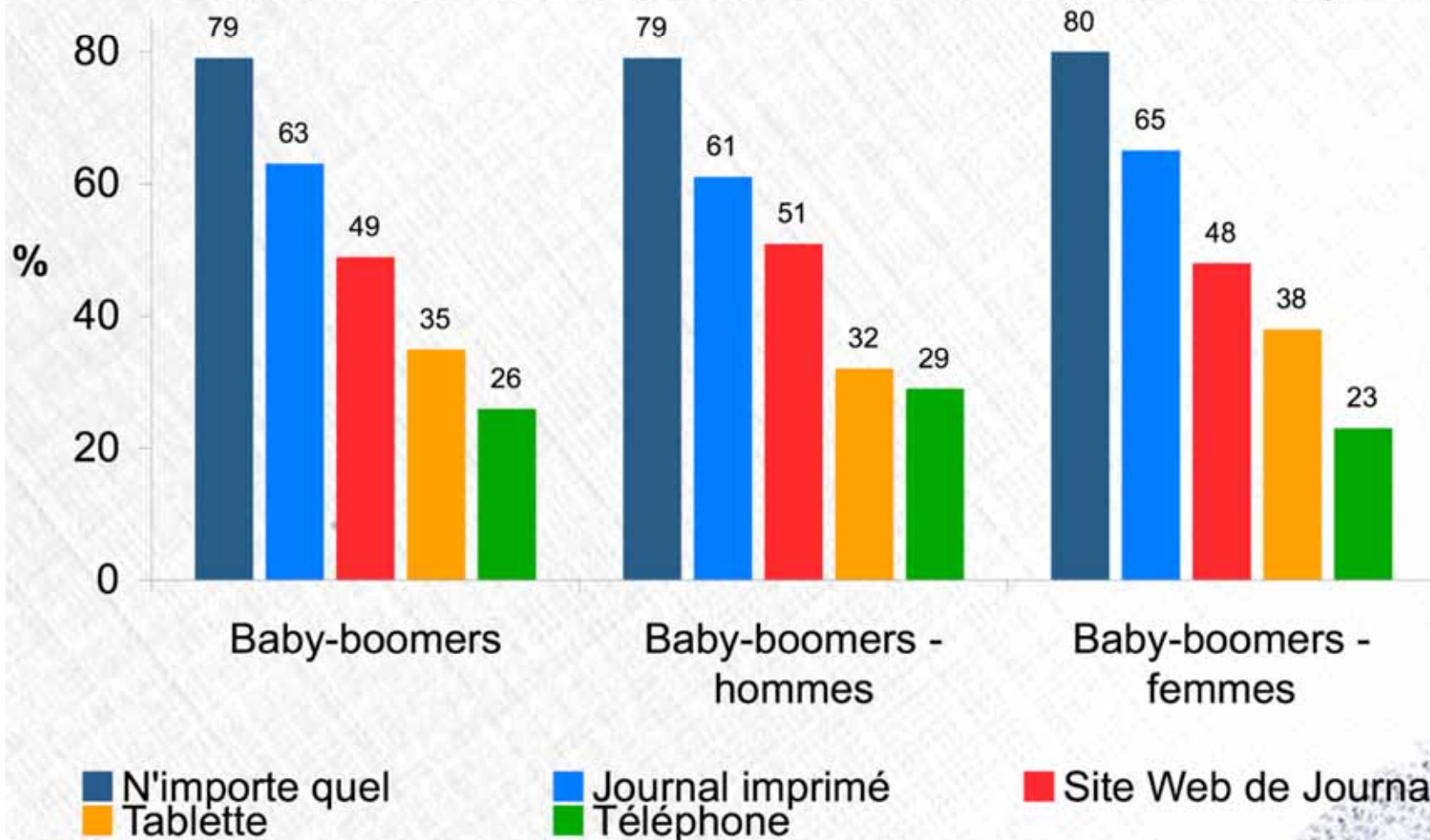
Les publicités des journaux font ressortir les publicités télévisées pour les annonceurs du domaine de l'alimentation

- **Intention d'achats** : croissance jusqu'à 50 %
- **Mesure de la valeur de la marque** : croissance d'au moins 50 %
- **Confiance dans les marques d'aliments** : peut croître jusqu'à 20 %
- **Attrait de la publicité télévisée** : peut croître jusqu'à 40 %



La génération des *baby-boomers* (45-65 ans) privilégie la lecture des journaux

Leurs avoirs nets dépassent de 28 % ceux de la moyenne



Totum Research; Canadiens 45-65 ans, n'importe quel jour de semaine, décembre 2011;
Marketing magazine, « Are you ready for the boom? », 12 déc. 2011



« Les annonceurs ciblent toujours les jeunes femmes même s'il est clair **que les femmes de la génération du *baby-boom* sont l'un des segments qui a la plus grande influence en matière d'achats. »**

- Janet Tonner, directrice,
Recherche et analyse,
Vertis

CARAS



KEITH URBAN E KID ROCK SHOWS EM INTERVALO DE JOGO

Ídolos da música country, **Keith Urban** (43) e **Kid Rock** (39) (de chapéu) brindaram os fãs de futebol americano com shows exclusivos em dois importantes jogos na quinta-feira, 25, dia de Ação de Graças. Na cidade de Arlington, no Texas, Keith cantou um medley com seus hits *Days Go By*, *Better Life* e *Put You in a Song* no intervalo da partida entre o Dallas Cowboys e o New Orleans Saints. Ainda no backstage, o marido da estrela **Nicole Kidman** (40) monopolizava as atenções seguido por várias câmeras que capturavam imagens inéditas para o documentário *Keith Urban: Halftime in Real Time*. Para desgosto dos anfitriões, o time da casa amargou derrota para o Saints. Já Kid Rock agitou as torcidas do Detroit Lions e do New England Patriots, no estádio de Ford Field, em Detroit. Marido da top **Gisele Bündchen** (30), **Tom Brady** (33) foi destaque na partida, conduzindo a tranquila vitória do Patriots.

GOVERNADOR ENRIQUE PEÑA NIETO MEXICANO SE UNE A ANGÉLICA RIVERA

Governador do Estado do México, **Enrique Peña Nieto** (44) se casou com a estrela de telenovelas **Angélica Rivera** (44). Romântica, a boda foi realizada na Catedral Metropolitana de Toluca perante 200 convidados. Juntos há cerca de dois anos, os noivos tiveram como padrinhos os filhos, **Paulina** (14), **Alejandro** (11) e **Nicole** (9), frutos do primeiro casamento dele, e **Sofia** (13), **Fernanda** (8) e **Regina** (4), herdeiras dela. *"Independente de sermos pessoas públicas, nossa emoção é igual a de qualquer casal"*, disse ela.



ALLMAN BROTHERS BAND CONFIRMA RETORNO A NY VETERANO GRUPO IRÁ REALIZAR OITO SHOWS NO BEACON THEATRE

Que aposentadoria, que nada! Com 41 anos de carreira, os integrantes da Allman Brothers Band estão prontos para cair na estrada. Na semana passada, em Nova York, **Gregg Allman** (62), **Jai Johanny Johanson** (61) e **Butch Trucks** (60) anunciaram as datas dos próximos shows na Big Apple, oito apresentações a serem realizadas entre os dias 10 e 19 de março de 2011 no Beacon Theatre. *Chairman* do Madison Square Garden Inc., grupo que controla a casa de shows, **James Dolan** (54) (à esquerda, de terno) não

só demonstrou entusiasmo como pediu desculpas publicamente à banda. *"Sentimos muito o que aconteceu este ano. Isso não se repetirá"*, disse James, referindo-se aos shows que não puderam ser feitos em 2010, quebrando a tradição de 20 anos e 190 apresentações da banda no Beacon Theatre sempre no mês de março, por conta do agendamento de espetáculos do Cirque du Soleil. *"É muito bom estar de volta. Este é o nosso território, nosso céu"*, disse Gregg, tido como um dos melhores guitarristas de todos os tempos.



PATTI SMITH: TIETAGEM POÉTICA EM MADRI CANTORA AMERICANA RELEMBRA ROBERTO BOLAÑO

Conhecida como a "poetisa do punk" por trazer elementos intelectuais para o rock, a cantora **Patti Smith** (63) viajou a Madrid, Espanha, para celebrar um de seus mentores. Diante de plateia de estudiosos, tradutores, críticos e amigos, ela recitou uma série de poemas do escritor chileno **Roberto Bolaño** (1953-2003) durante a Semana del Autor, evento promovido pela Casa de América. Além de Patti, nomes

da literatura internacional como o mexicano **Juan Villoro** (80) e o argentino **Rodrigo Fresán** (70), assim como o jornalista argentino **Patricio Pron** (35), também renderam homenagem a Bolaño. *"Luros nos ajudam a estudar, nos mantêm entretidos e, às vezes, nos estimulam a escrever. Toda a vez que leio Bolaño me sinto inspirar"*, afirmou Patti. *"Ele é um gênio, um mestre da linguagem"*, acrescentou a cantora.



JESSICA SIMPSON CONTAGIA MULTIDÃO LOIRA CANTA EM PARADA DE AÇÃO DE GRAÇAS

Decidida a retornar às paradas de sucesso, **Jessica Simpson** (30) ganhou oportunidade de ouro para divulgar seu novo CD, *Happy Christmas*. Usando acessórios de inverno — inclusive uma luva de couro que cobria o anel de noivado dado recentemente pelo jogador de futebol americano **Eric Johnson** (30) —, a loira participou da 84ª Macy's

Thanksgiving Day Parade. Tradicional evento das celebrações do Dia de Ação de Graças, a parada contou com 27 carros alegóricos, 15 gigantescos balões de ar e mais de 2000 integrantes de bandas e dançarinos. De proporções surpreendentes até mesmo para a Big Apple, a parada foi acompanhada ao vivo por cerca de 3,5 milhões de pessoas nas ruas.



ANA MARIA MATULE GANHA ALTA DISTINÇÃO CATALÁ É A TERCEIRA MULHER A VENCER O CERVANTES

Nascida em Barcelona e considerada uma das maiores escritoras espanholas do período pós-Guerra Civil, **Ana Maria Matule** (90) venceu o Prêmio Cervantes, honraria literária hispânica

comparada ao Nobel. Em 35 anos, a laureada só fora conquistada por outras duas mulheres: a espanhola **Maria Zambrano** (1904-1991) e a cubana **Dulce María Loynaz** (1902-1997). *"Me deram um prêmio que me encanta"*, disse ela.



New Olay Regenerist.
Hide your age.



Olay. Desafia o possível.

Les autres médias ne font pas le poids



Les publicités des journaux
livrent la marchandise



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La publicité dans les journaux obtient de meilleurs résultats que les autres médias :

- La **plus crédible et la plus fiable**
- La plus utile pour **planifier vos achats**
- Pour **organiser tout votre magasinage régulier**
- Contient des publicités des **magasins** que vous **visitez régulièrement**
- Le meilleur outil **pour attirer votre attention sur les soldes**
- **L'outil préféré** pour obtenir de l'information en termes de publicité
- Le genre de publicité **que vous recherchez**

Source: NAA, « How America Shops and Spends 2011 »



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La plus crédible et la plus fiable

WHEN THE
MARKETS FEEL
LIKE THEY'RE
GOING
BACKWARDS,
GET AN
OPINION.

At Dynamic Funds, we understand how the unpredictability of the markets can leave many investors feeling unsure about where to invest their money. Unfortunately, snap decisions or indecision can undermine a long-term investment plan. As active investment managers we believe that regardless of uncertainty in the markets there are still opportunities to be found. In our opinion, investors should seek the advice of a financial professional. They have the knowledge and experience to help investors make objective decisions in uncertain times. It always pays to get an opinion.

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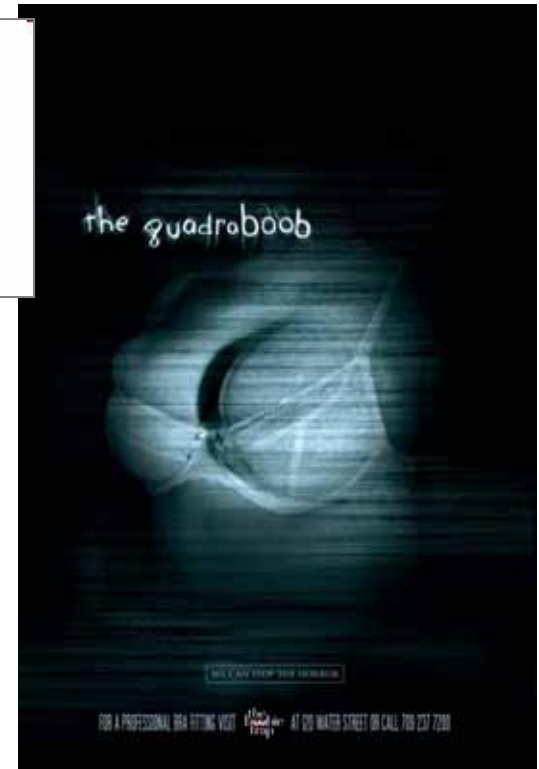
Kodak

La plus utile pour planifier vos achats



Annonceur :
Midalia Steel

Texte :
Il est temps d'acheter une
clôture pour votre piscine



Annonceur :
Volkswagen Golf R

Texte :
Pour dévorer la route.

Pour organiser tout votre magasinage régulier



Have a **Hot Cross Bun**-scented Easter from **TESCO**

HOT OFF THE PRESS

Your free guide to a scent-sational Easter

INSIDE:

- Delicious recipes for the perfect Easter roast
- 15 clever ways to keep the kids entertained
- Gorgeous Easter gift ideas, even if you don't like chocolate!
- Find out who's an egghead with our fun family quiz

The flowers are blooming, the weather's getting warmer but Spring's not truly sprung until the family gets together to celebrate Easter.

Hot Cross Buns are the perfect Easter treat. They're soft, sweet and delicious. And they're perfect for the Easter season. They're also perfect for the Easter season. They're also perfect for the Easter season.

Exclusive:
The first ever **Hot Cross Bun** -scented pullout!

Go to www.tesco.com/food for all your recipe ideas

Classified Ads

Do you want to hook up tonight?

I am a natural blonde, if you love European food, fresh brewed beer and ultimate drinks...

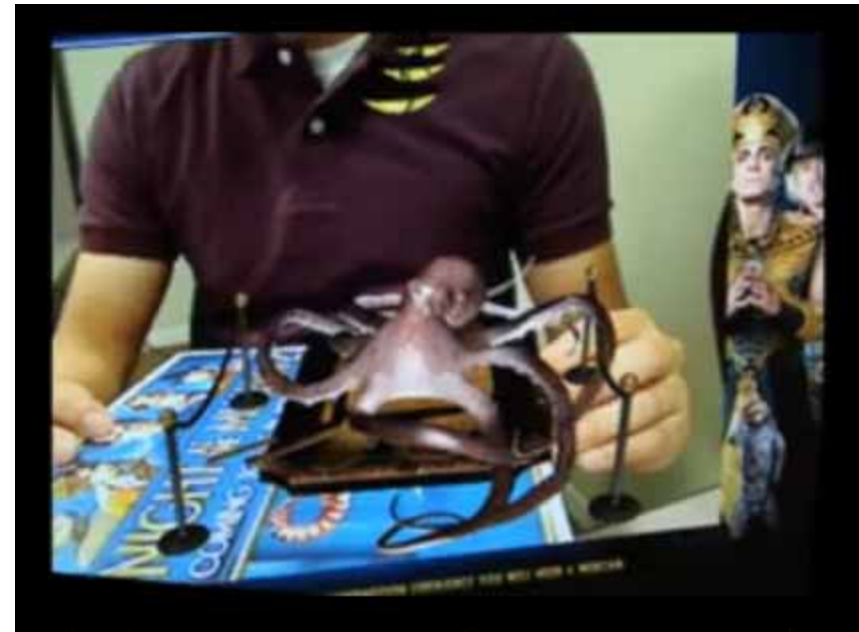
Meet me at 3 Brewers
275 Yonge (at Dundas)
Ask for April

NURSE!
Join firmly stated...

April - our new Spring Blonde.
Appearing nightly.
3 Brewers | 275 Yonge (at Dundas)
Fresh brewed on site



Contient des publicités des magasins que vous visitez régulièrement



Le meilleur outil pour attirer votre attention sur les soldes

Tell them you've found someone with a bigger package

Do the switcheroo and get \$450 Cap Credit* on the Big Cap 29 plus unlimited mobile talk and text to other Members

Do the switcheroo in-store or at virginmobile.com.au/switcheroo

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88 Entrepreneur/February, 2011
ADVERTISING FEATURE
89

Raising the bar

Toyota is the first full-line manufacturer to make six active safety features standard on every new 2011 vehicle with **The Star Safety System**.

There is no denying the fact—the best product option on any vehicle is to have the best in the line. And that's why Toyota is the first full-line manufacturer to make six active safety features standard on every new 2011 vehicle with **The Star Safety System**. The Star Safety System is a comprehensive suite of active safety features that includes six standard features: Lane Departure Warning, Pre-Collision System, Dynamic Radar Cruise Control, Automatic Emergency Braking, Cross-Traffic Alert and Blind Spot Monitoring.

These features, in addition to other advanced technologies like air bags and seat belts, help reduce the risk of injury and death in the event of a crash. And that's why Toyota is the first full-line manufacturer to make six active safety features standard on every new 2011 vehicle with **The Star Safety System**.

For more information on the Star Safety System, visit toyota.com/star.

Committee recommends integrated French core for Chester-area schools

By Susan Hines

LEWISTON — An education committee has recommended that the Chester-area schools district integrate a French core into its curriculum. The committee, which is part of the Chester-area schools district's governance, met on Monday to discuss the proposal. The committee's recommendation is based on a study conducted by the district's research department. The study found that students who are bilingual in English and French have higher academic achievement than those who are not. The committee also noted that the district's current curriculum does not include French as a core subject. The committee's recommendation is to integrate French as a core subject in all elementary and middle schools. The committee also recommended that the district provide professional development for teachers to ensure they are prepared to teach French. The committee's recommendation is subject to approval by the district's board of trustees.

Police aim to increase late-night presence

By Susan Hines

LEWISTON — Lewiston police are looking to increase their late-night presence in the city. The police department is currently patrolling from 7 p.m. to 2 a.m., but the city council is considering extending the patrol hours to 11 p.m. The police department is currently facing a budget deficit, and the city council is looking for ways to reduce costs. The police department is currently patrolling from 7 p.m. to 2 a.m., but the city council is considering extending the patrol hours to 11 p.m. The police department is currently facing a budget deficit, and the city council is looking for ways to reduce costs. The police department is currently patrolling from 7 p.m. to 2 a.m., but the city council is considering extending the patrol hours to 11 p.m. The police department is currently facing a budget deficit, and the city council is looking for ways to reduce costs.

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Global Explorer	\$259	\$289	\$319
World Explorer	\$329	\$359	\$389

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Non-profit groups get break

By Susan Hines

LEWISTON — The Municipality of Lewiston has approved a plan to provide a 10% discount on property taxes for non-profit organizations. The plan is part of the municipality's effort to support the non-profit sector. The discount will apply to all non-profit organizations that are registered with the province. The discount will be in effect from 2011 to 2013. The municipality's board of trustees will meet on Monday to discuss the plan. The plan is part of the municipality's effort to support the non-profit sector.

'Prominent Lunenburg' list grows

By Susan Hines

LEWISTON — The Lunenburg Historical Society has announced that it has added a new member to its list of prominent members. The new member is a well-known local business leader. The Lunenburg Historical Society is a non-profit organization that is dedicated to preserving the history of Lunenburg. The society has a long and distinguished history, and its members are some of the most prominent in the community. The society's list of prominent members is a testament to its commitment to history and heritage.

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Raising the bar

By Susan Hines

LEWISTON — Toyota is the first full-line manufacturer to make six active safety features standard on every new 2011 vehicle with **The Star Safety System**. The Star Safety System is a comprehensive suite of active safety features that includes six standard features: Lane Departure Warning, Pre-Collision System, Dynamic Radar Cruise Control, Automatic Emergency Braking, Cross-Traffic Alert and Blind Spot Monitoring. These features, in addition to other advanced technologies like air bags and seat belts, help reduce the risk of injury and death in the event of a crash. And that's why Toyota is the first full-line manufacturer to make six active safety features standard on every new 2011 vehicle with **The Star Safety System**.

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Plus de la moitié des personnes qui ont visité un concessionnaire disent qu'ils y ont été incités en lisant une annonce dans un journal imprimé ou en ligne.

« (Les acheteurs d'automobiles) disent s'être renseignés en ligne et sur les médias sociaux avant d'acheter leur véhicule, mais que c'est l'annonce du concessionnaire dans le journal imprimé ou en ligne qui les a poussés à se rendre chez le concessionnaire. »



L'outil préféré pour obtenir de l'information en termes de publicité

$([red\ box] - \text{egg}) + (\text{horse} + \text{knight}) \neq \text{egg}$

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Cars without quattro
 to react to changing conditions.

Former A-G responds to criticism of role as head of Pickett review

Towns oppose shipment of disused nuclear steam generators

Suspects arrested in Oshawa crime spree

Spanish food highlights Ontario vegetable

An Elton John anniversary surprise

Oshawa couple score covered tickets through friendly gesture

Oshawa THIS WEEK
 Friday, August 18, 2011

An Elton John anniversary surprise
 Oshawa couple score covered tickets through friendly gesture

Suspects arrested in Oshawa crime spree

Spanish food highlights Ontario vegetable

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Oshawa THIS WEEK
 Friday, August 18, 2011

An Elton John anniversary surprise
 Oshawa couple score covered tickets through friendly gesture

4 SEASON SUPER SICK-TENT SALE
 SCOTTIES tissues

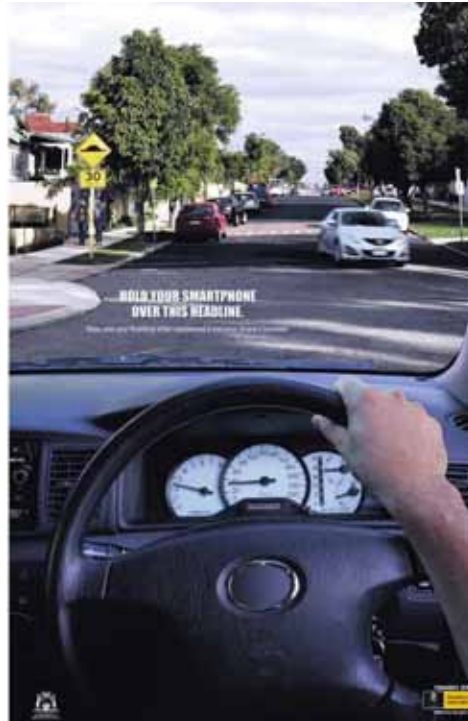
All 4 Seasons
 Tissues \$1.99
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 Baby Wipes \$1.99

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Le code QR et après : la reconnaissance visuelle



Des annonces interactives



Des annonces primées qui fonctionnent

Étude Leo Burnett, 15 ans, les 100 principales campagnes chaque année.
Étude de part du marché, de vente et de reconnaissance publicitaire
Les études prouvent que 86 % des publicités primées
sont efficaces pour vendre les produits



La marque :

La Korrigan Micropub
& Brewery (pub et
microbrasserie)

La situation :

Promouvoir sa différence : la bière brassée à
la main

La solution :

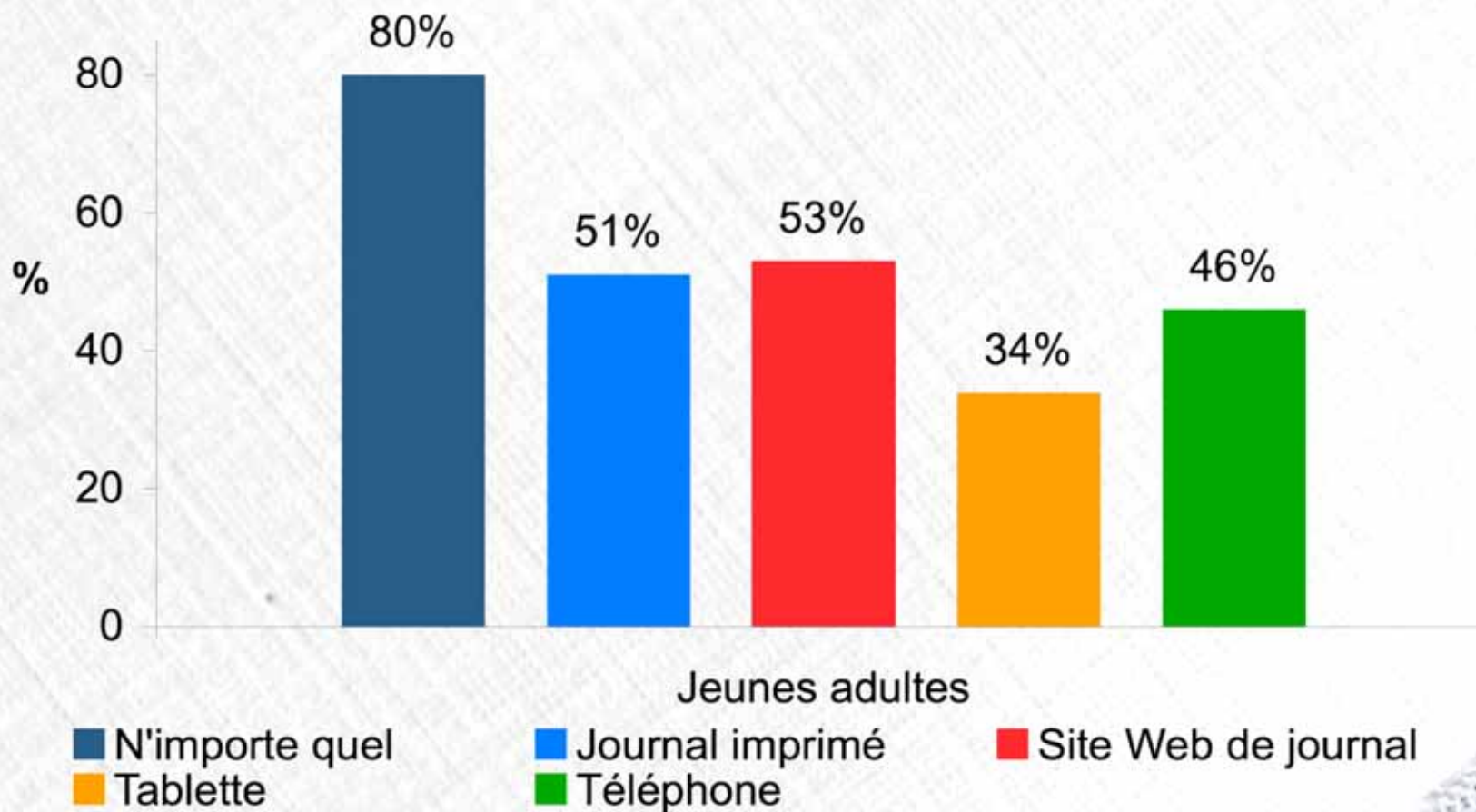
- Une annonce dans le journal, mais laissée
vide dans 1000 exemplaires
- Tenue d'une activité « Une annonce faite à
la main pour une bière brassée à la main »
- Annonces livrées dans le quartier

La main à la pâte

MOBILE



Jeunes adultes : les plus grands utilisateurs de technologies mobiles servant à lire les nouvelles



Habitudes de consommation mobile au Canada

(auditoires des technologies mobiles 13+)

Part du marché des abonnés aux technologies mobiles

Envoi de messages texte	65 %
Prise de photos	49 %
Utilisation d'applications	41 %
Nouvelles	35 % →
Usage d'un fureteur Web	33 %
Courriel (personnel ou travail)	30 %
Jeux	27 %
Réseaux sociaux ou blogues	25 %
Météo	23 %
Messagerie instantanée	21 %
Recherche	21 %
Capture vidéo	20 %
Écoute de musique	19 %
Cartes	13 %

71 % ont effectué **des recherches sur leur appareil mobile** après avoir été exposés à une publicité

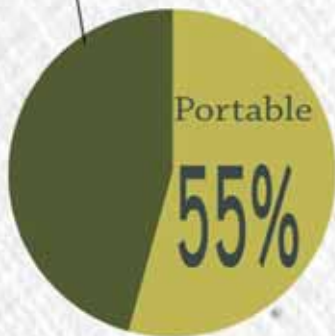
88 % répondaient à une **publicité traditionnelle** dans un **imprimé** ou à la télévision

Information recherchée par les utilisateurs de téléphones intelligents

(% des adultes qui effectuent des recherches)

Téléphone intelligent

45%



Renseignements

% des répondants

Nouvelles

57 %

Restaurants	51
Navigation	51
Divertissements	49
Magasinage	47
Sports	40
Jeux et activités	37
Nourriture (recettes)	36
Technologie	32
Voyages	31
Finance	26
Information médicale	26
Affaires	24
Santé et forme physique	23

Les utilisateurs d'appareils mobiles sont ouverts aux messages de marques

L'étude *Portrait des médias mobiles canadiens*, de Bell Média, a permis de découvrir ce qui suit :

- 82 % disent que les technologies mobiles sont une bonne façon de se renseigner sur les produits et services
- 80 % indiquent qu'elles les ont persuadé de tenter d'en savoir plus sur des produits et services
- 71 % sont d'avis qu'elles pourraient changer leurs perceptions de produits ou services
- 65 % déclarent qu'elles pourraient les influencer à acheter un produit ou un service



Beau et bon

Les tablettes



« La dernière fois qu'on a vu un tel engouement pour une tablette, elle contenait dix commandements. »

- The Wall Street Journal



Quelques chiffres à digérer :

- Combien : **40 %** des Canadiens (1er rang au monde)
- Qui :
Surtout des hommes (55 %)
25-44 ans (51 %)
Aisés (46 % >100 000 \$ en revenus au foyer)
- À quelle fréquence : **77 %** l'utilisent chaque jour
Usage élevé **en soirée**
- Pour quoi faire :
Naviguer sur Internet (67 %)
Courriels (54 %)
Consommer des nouvelles (53 %)
Réseaux sociaux (39 %)
Jeux (30 %)
Lire des livres (17 %)

Un bon jumelage

Mediabrand Canada a découvert que la majeure partie de l'utilisation des tablettes a lieu à l'intérieur du foyer (64 %) et qu'elle **complémente les médias traditionnels plutôt que de les remplacer.**

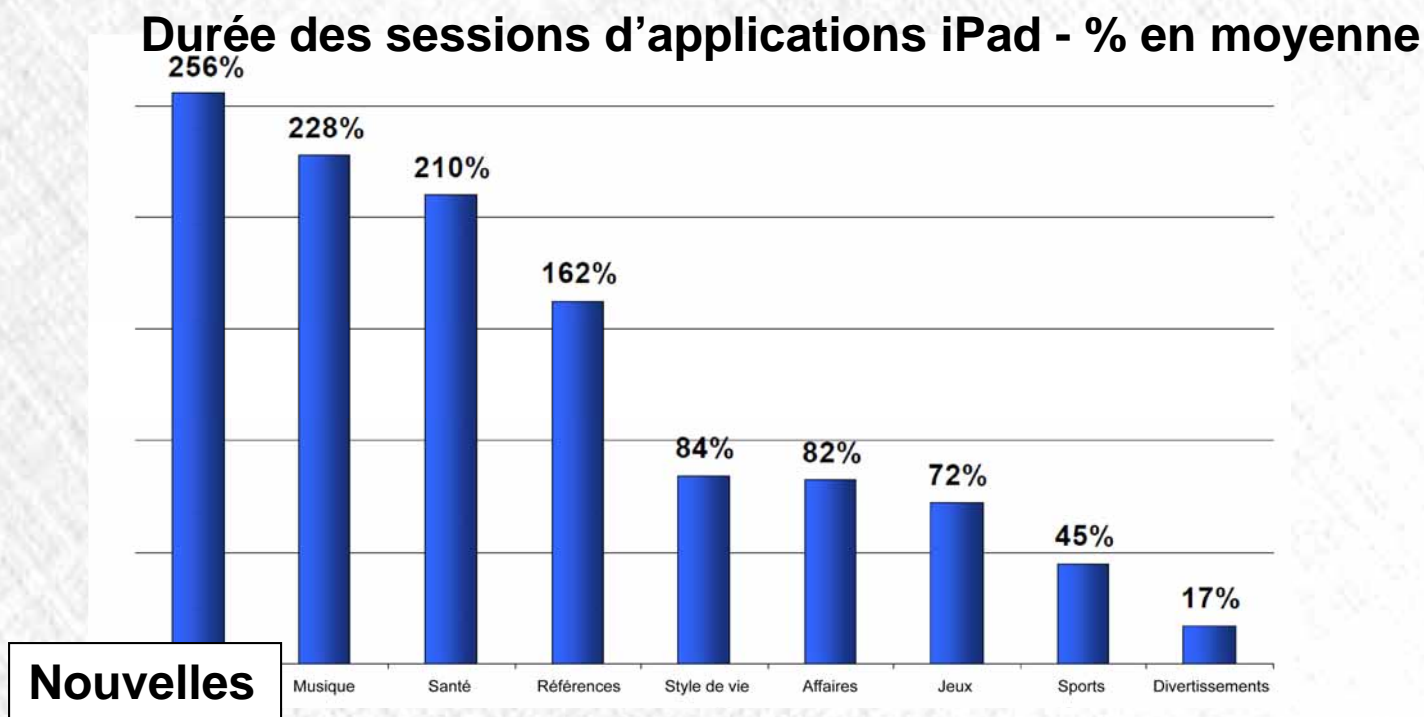
85 % des répondants indiquent que **leur usage des journaux a augmenté ou est demeuré identique** après l'achat d'une tablette.

L'usage des journaux peut croître sur les appareils portables puisque **la moitié de ceux qui ne lisent pas de journaux (ou de magazines) sur une tablette ou un lecteur électronique** sont **intéressés** à le faire.



Media in Canada, « *Tablets used more often in the home than out :study* », 11 juillet 2011

En général, les utilisateurs de tablettes iPad ont passé **2,5 fois plus de temps avec les applications de nouvelles** qu'avec les autres applications



Et ils **vont davantage** vers les marques de nouvelles établies plutôt que vers les **agrégateurs de nouvelles** sur leurs appareils

Les détenteurs de tablettes aiment beaucoup leurs applications de nouvelles. La moitié d'entre eux **préféreraient se priver de ce qui suit plutôt que de leurs applications de nouvelles :**

Sports



Café



Facebook



Pourquoi annoncer sur les tablettes

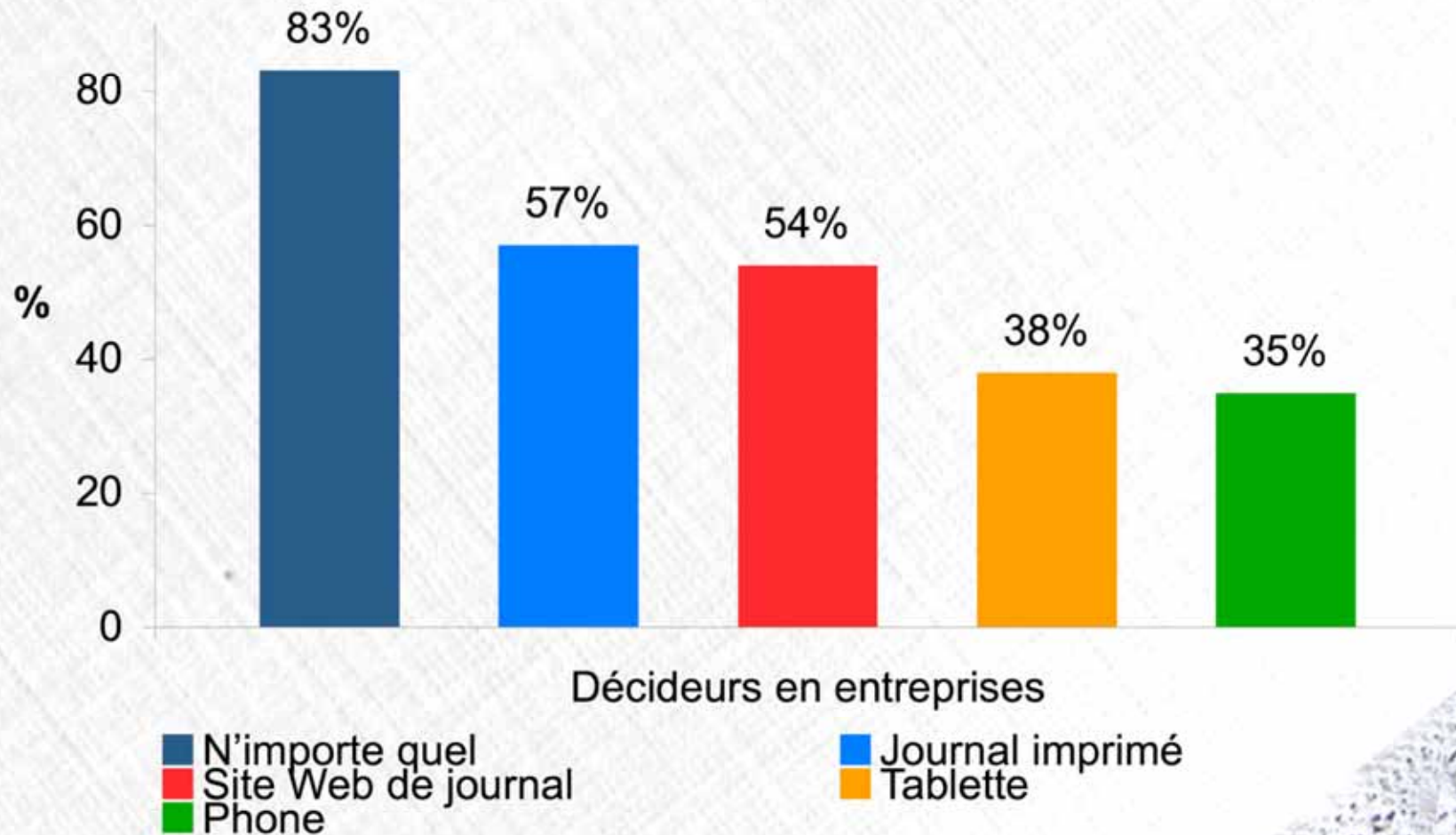
La moitié des usagers disent que les publicités des applications de journaux sur leurs tablettes sont pertinentes, originales et intéressantes.




Les tablettes représentent un petit pourcentage de tout le commerce électronique mais **leur impact est proportionnellement plus élevé**. Bien que le taux de conversion (commandes divisées par total de visites) soit de 3 % pour les acheteurs qui utilisent un ordinateur traditionnel, il est de 4 ou 5 % pour ceux qui utilisent une tablette.


De nombreux détaillants disent aussi que les **utilisateurs de tablettes placent de plus grandes commandes** – dans certains cas jusqu'à 10 ou 20 % de plus que ceux qui utilisent des ordinateurs personnels ou des téléphones intelligents.

Les décideurs en entreprises : les plus importants usagers de tablettes





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La marque : Orcon

La situation : Promouvoir son service flexible à large bande qui peut croître pour répondre aux besoins des entreprises

La solution : Atteindre le marché cible / Démontrer la croissance / Inciter à l'interaction

Les résultats : 35 000 interactions
2,5 minutes passées avec les publicités





Now **23°** Mon **26°**

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smh.com.au

NEWSPAPER OF THE YEAR

The Sydney Morning Herald



Macquarie wants its mega look. 23
Malcolm Madden

NSW National World Business Sport Environment National Times Tech Digital Life Entertainment Life & Style Travel Cars Exec Style

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Video: Pakistan blast kills ...

Hot Topics • Sports poll | Liz Hurley | Julian Assange

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Qantas finds a faster, smarter way to check-in.

Body found in freezer



10:14am Sydney businessman Alan Roor, who owned a tyre company in Chateauwood, failed to turn up to a New Year's Eve function.

Abbott's frozen fury lingers on

10:22am Comment What is it about politicians, Afghanistan and GDP? 18 | Tim Glick | Pall

Unhappy landings. That'll be \$879 ...

Doctor hit with a parking bill of almost \$600 at Millmerran Airport. 18 | Sydney's parking peak

Sydney's Depression-era PC factory fix

PAUL KIRBY 9:55am Workers had to wait for text messages to tell them if they had work the next day.

China creates rare earth reserve

China is building up strategic reserves of rare earth metals indispensable to high tech products.

- Domestic slouch: pair stabbed at home
- Gunmen rob casino - but make off with paltry sum
- Turnbull seeks views on gay marriage
- Signal moment for drivers

Video news

Multimedia

Promotions



Bulder's father: Abbott out of line



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'Pig' and 'cow': Janet Jackson reveals years of family abuse



Baby joy: Sex and the City star's partner gives birth



Change of tune: How Hollywood silenced Zuckerberg



Transformed: Mary Steep becomes Margaret Thatcher



Cash grab? What's really driving Microsoft. 24

DELETE TÉMOINS?!

gegen-den-strich.com

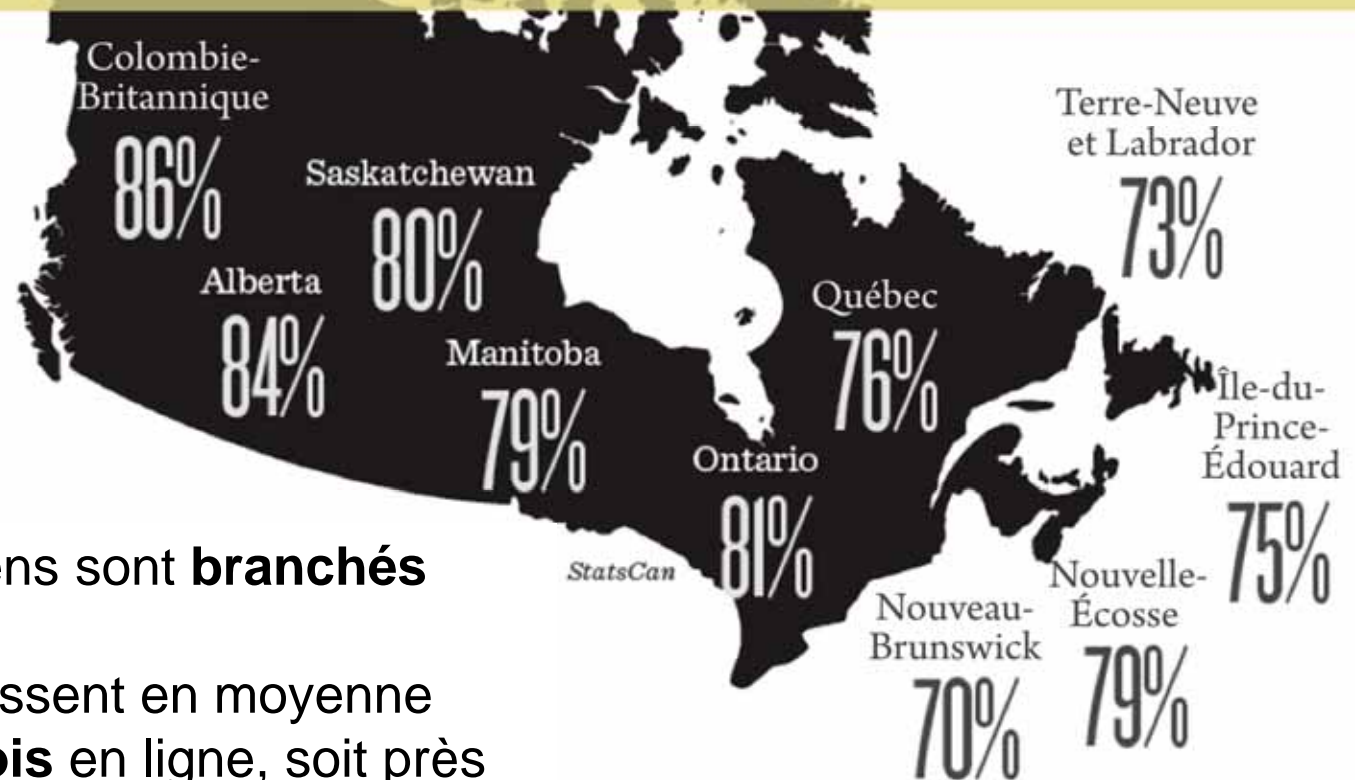
FERNANDEZ



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USAGE D'INTERNET AU CANADA

Pourcentage des Canadiens âgés de 16 ans ou plus qui utilisent Internet par province



80 % des Canadiens sont **branchés**

Les Canadiens passent en moyenne 44 heures par mois en ligne, soit près du double de la moyenne mondiale

La lecture des nouvelles est une des principales activités en ligne

La crème de la crème

Activités en ligne (% des usagers Internet)

Courriel	93 %
Navigation	74 %
Nouvelles	68 %
Services bancaires en ligne	68 %
Voyages (info ou réservations)	65 %
Sites Web gouvernementaux	65 %
Santé	64 %
Réseaux sociaux	58 %



Les sites Web de journaux préférés



73 % des répondants indiquent qu'ils obtiennent **le plus souvent leurs nouvelles sur des sites Web de journaux**

(Facebook 31 %; Twitter 11 %)

Et pourquoi les sites Web de journaux sont-ils l'endroit de choix pour s'informer?

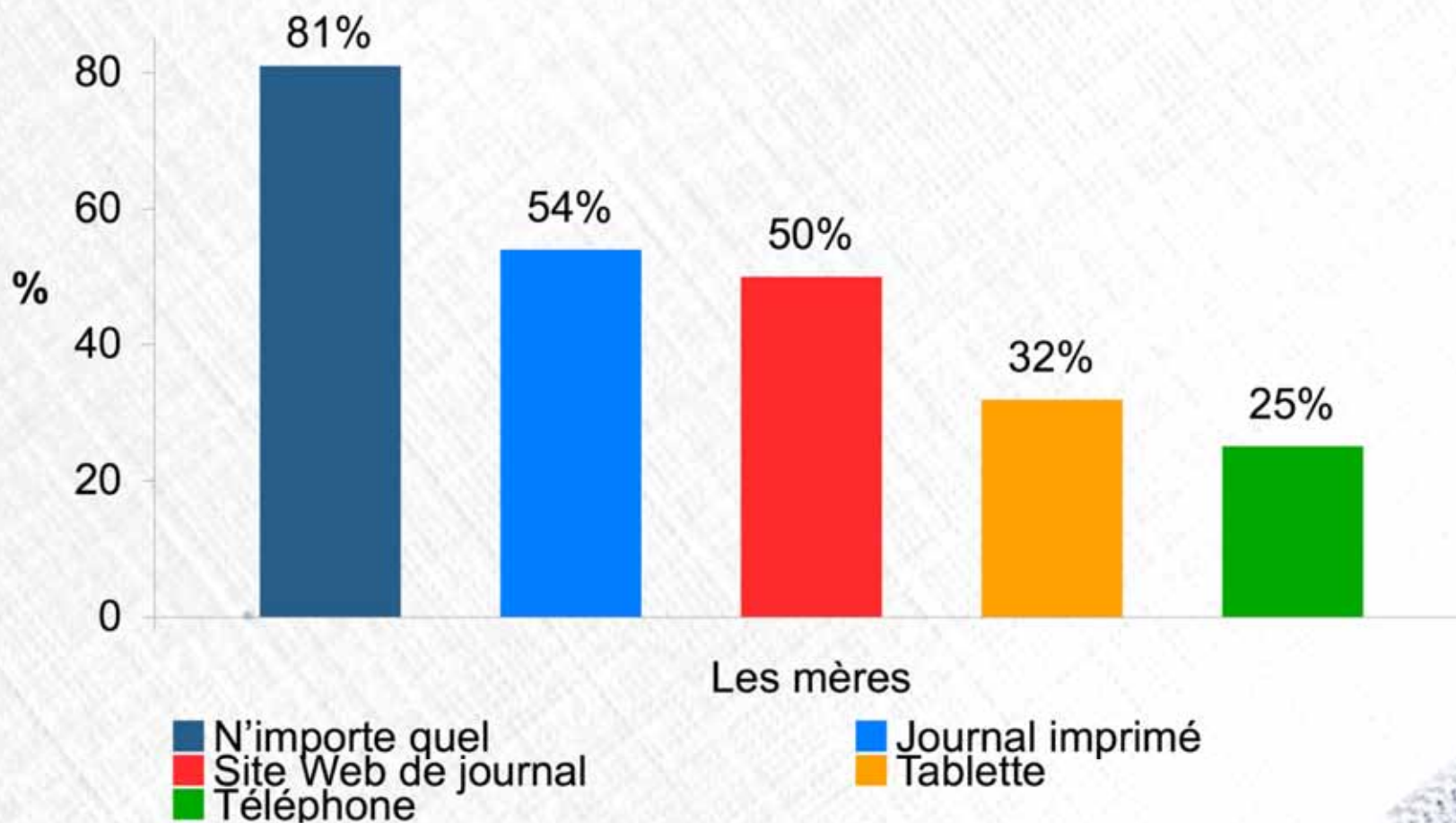
La plupart (58 %) considèrent ces sites comme **la source de nouvelles la plus fiable**
(Facebook 3 %; Twitter 0,2 %)

Plus de temps passé sur les sites Web de journaux

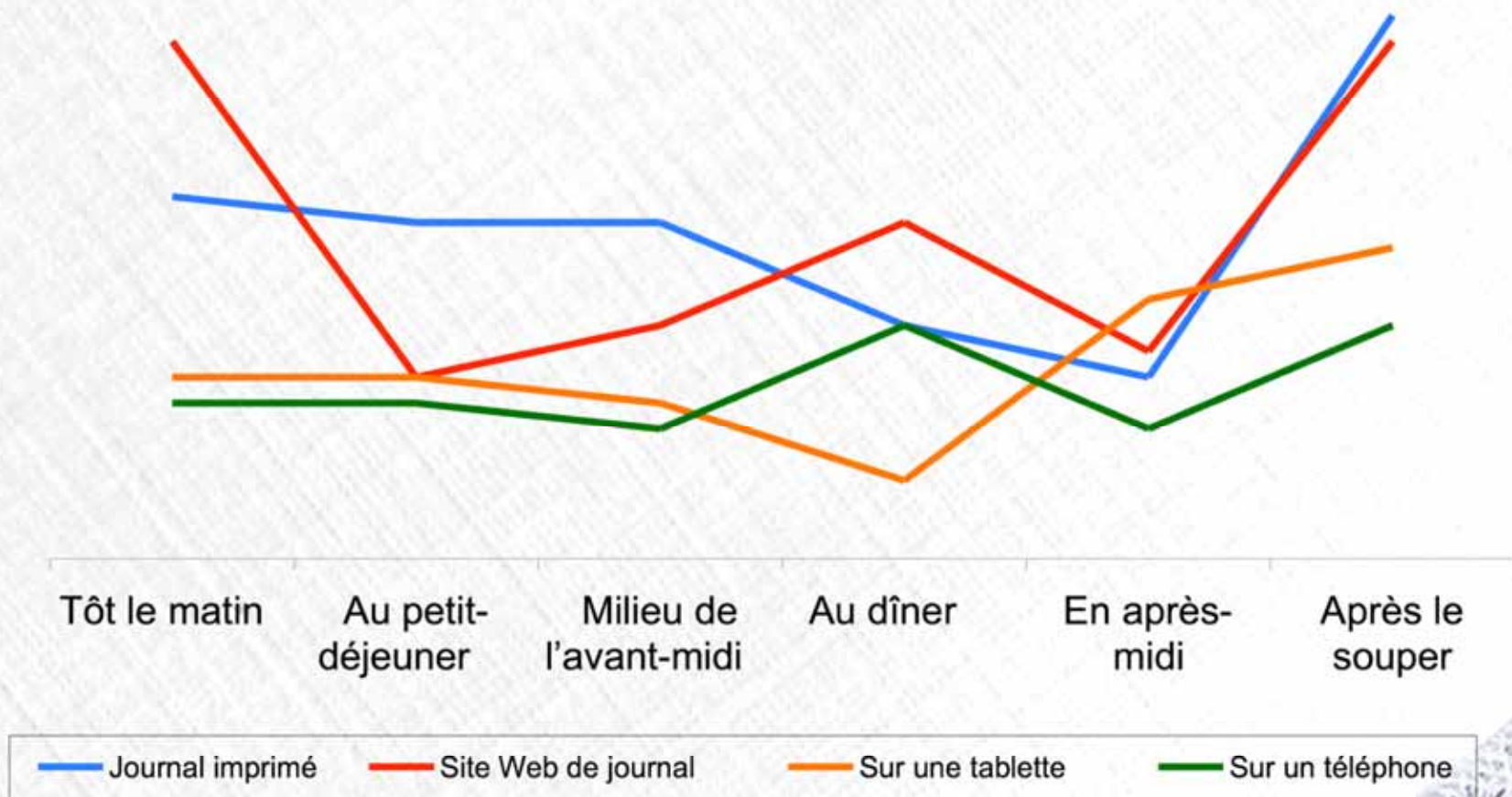
- 56 % lisent les nouvelles en ligne chaque jour
- La consommation de nouvelles en ligne représente environ la moitié du temps passé en ligne
- Les lecteurs en ligne lisent plus de journaux imprimés



Les mères : alternent entre les journaux imprimés et en ligne



Les mères : alternent entre les journaux imprimés et en ligne



Les mères

Que recherchent-elles sur Internet ?

% des mères qui visitent ces sites AU MOINS une fois par SEMAINE	Total	Âge 25 - 34	Âge 35 - 44	Âge 45 - 54
Réseaux sociaux (p. ex. Facebook)	65	73	69	55
Nouvelles quotidiennes / Sites Web de journaux	49	46	54	46
Recettes	37	36	40	36
Vidéos en ligne (YouTube, etc.)	33	38	37	25
Jeux en ligne	32	27	37	32
Arts et spectacles / célébrités	30	32	34	26
Renseignements sur la santé	28	28	27	27
Petites annonces (p. ex. Kijiji, Craigslist)	22	23	25	17



Les sites Web de journaux : des outils performants

L'achat d'utilisateurs sur un site d'édition de grandes marques (comme un site de journal) obtiendra de meilleurs résultats même si l'utilisateur peut se trouver à moins cher sur un autre site.

L'étude a permis de découvrir que **20 % des utilisateurs des sites d'édition de grandes marques étaient des utilisateurs uniques**. **Les taux de clics** de ces utilisateurs uniques étaient **quatre fois plus élevés**.

Les taux de conversion étaient 16 % plus élevés que sur les sites non associés à de grandes marques. En d'autres mots, **les utilisateurs de sites d'édition de grandes marques avaient une plus haute propension aux achats**.

Sur Internet, les consommateurs répondent aux publicités des sources suivantes, pour planifier leur magasinage et leurs décisions d'achats :

- **Courriels** contenant de l'information sur le magasin ou les produits
- **Sites Web de journaux locaux**
- Sites Web ou portails d'intérêt général
- Publicités sur le côté droit de l'écran sur les moteurs de recherche
- Publicités sur les sites de réseaux sociaux



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News Video Business Money Entertainment Travel Technology Fox Sports

Lest we forget: a nation stops to remember Remembrance Day, November 11 2011 at 11am

UNDER FIRE: Big tobacco ready for plain packaging legal battle

THE TOBACCO industry is set to take their fight to the High Court - but the Government has no budget for the legal fight.

WATCH THIS **Dakota Fanning 'too sexy'**
A PERFUME advertisement featuring Dakota Fanning has been banned for being too "sexually provocative."

Roll over to view our catalogue

Target.

18°C - 23°C

Marriage and pyramids: Going wild for 11/11/11

Obama to set up US base on Australian soil

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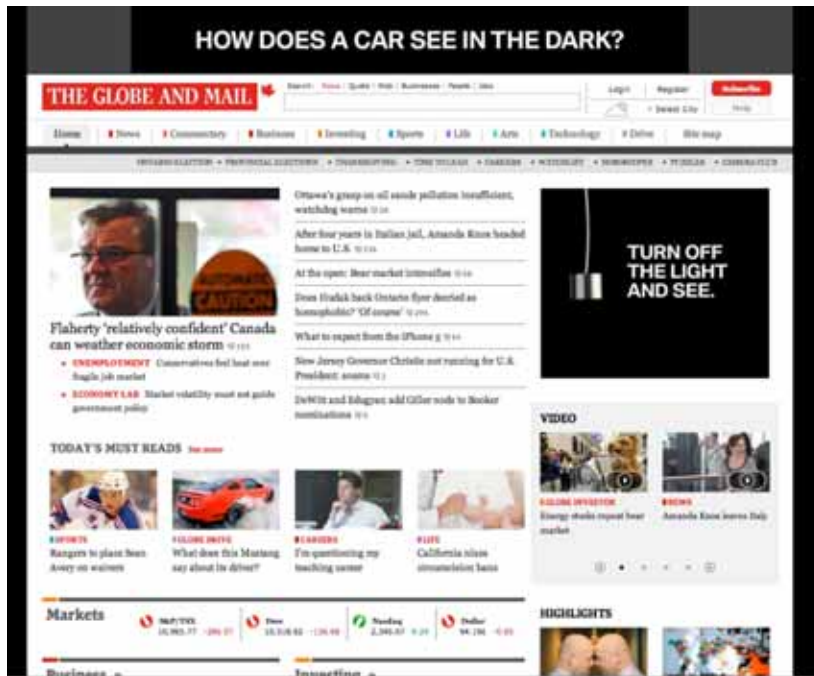
Target.

christmastoy sale
on sale for 2 weeks

\$54 20% OFF

Obama to set up US base on Australian soil





La marque : BMW

La situation : Offres uniques

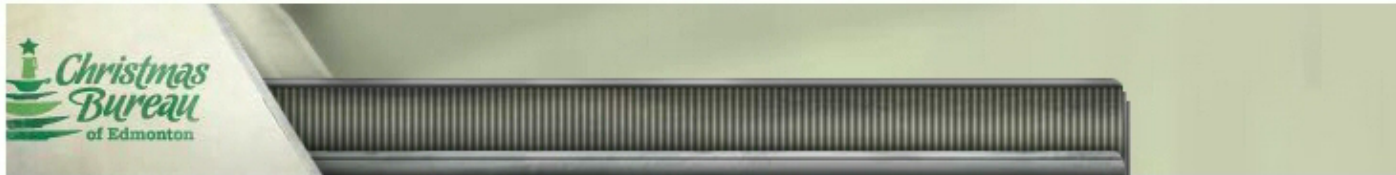
La solution : Faire voir en ligne, dans les journaux et à la télévision

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the Bridge

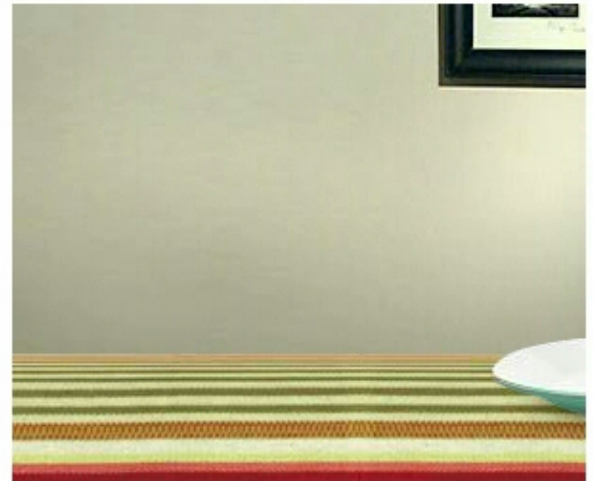
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What will you do with that extra hour of sleep this weekend

Cover This

Offer constructive ideas for dealing with homelessness

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5 Healthy tips to help your child eat right.

Columns

Fashion



10 Fall fashion ideas that fit your budget.

Yesterday's Paper

Safety questions arise in school playground study



School board and government officials at odds over the safety conditions at public playgrounds throughout the city.

Government officials are scrounging to defend the condition of provincial playgrounds after a study released yesterday characterized recently installed playground equipment as "unsafe" and "potentially deadly".

Can a thirty-minute jog add 3 years to your life?

It's no secret that a healthy, active lifestyle promotes good health and a long life, but just how much life is an healthy



metrotube of the day



Who will you discover?

 **Derek Balderston**
1889 - 1968

Get Started

SwarmJam
Sweet Deals Daily 

Winnipeg Free Press

December 9, 2011

SCHOOL DAY 1 | RECYCLING DAY 3

 -20°C
Sunny
Full Forecast

 **Traffic Report**
View full traffic report

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THE BUZZ: Virginia Tech | Awaiting Ikea | Free Press paywall | Baptist rebrand | Next Iginla?

Carolina Winnipeg	-	Florida Boston	2 0	Ottawa New Jersey	4 5	Chicago NY Islanders	3 2
Dec. 9 at 7:30 p.m.		FINAL	Boxscore	FINAL (SO)	Boxscore	FINAL (OT)	Boxscore

1 2 3 4

Powered by 

WFPtv

 A sneak peek at YFC's new \$13.6 million facility

prev next

Daniel to the rescue

1 of 10 < >



Heartfelt welcome for evacuees

GIMLI -- Kids are in school. Parents are working. And Misty Lake Lodge is happy housing evacuees from an Interlake First Nations community.

"Here, we're basically turning into a huge family," lodge manager Retha Dykes said Thursday. "You heard so much about Lake St. Martin and all the other communities, but nothing about Little Saskatchewan."

YOU HAVE THE RIGHT TO GET CAUGHT UP IN THE GAME





Aidez une personne
atteinte de la SLA.

SLA 

Les campagnes de publicité
en ligne pour les produits
emballés ont contribué à
faire croître les ventes
en magasin d'une
moyenne de 21 %



annonse

NYHET

Før Etter

GRÅTT HÅR?

GJENOPPRETT DIN OPPRINNELIGE HÅRFARGE!

GREY | AWAY salmea.no

Kr. 249,-



Strauss-Kahn observert med mystisk kvinne

Kvelden før han ble pågrepet for voldtektsforsøk, skal han ha invitert tre ulike kvinner på hotellrommet, ifølge avis. [Les mer](#)



En conclusion



La pièce de résistance

« Dans un monde où l'on recherche toujours la nouveauté technologique, les imprimés n'ont pas fait couler beaucoup d'encre récemment. Mais **les annonceurs aguerris** savent que les **journaux canadiens d'aujourd'hui (quel que soit leur mode de diffusion) sont la solution et ce, pour une seule et bonne raison : ils fonctionnent.** »



Harmonie des saveurs... avec d'autres médias



SY[®]

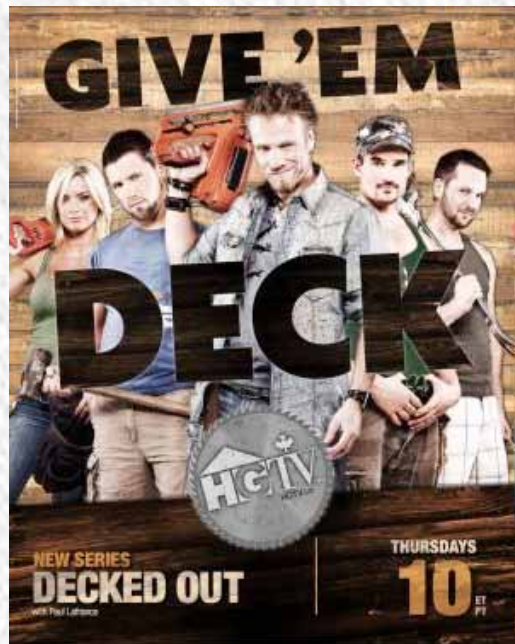
Shorter
commercial
breaks



We're not just spinning all the best tunes in 2011, we're getting up close and personal with all the big celebrities too!

It all starts with Matt and L.C. for breakfast and the Ad-Free 360 Drive home with ER and jobs from Monday to Thursday from 4pm. Hannah and Andy have a new home for Paris on Friday at 4pm, E! and (re)WED talk to the biggest stars on the planet on the Heat of Power, daily from 4pm. And Young and Renee countdown the hottest hits in the country, with all the big names on the #1 List from 7pm.

100.9 KAZIM - Hubert's home of big hits and big shows in 2011.



JOURNAUX CANADIENS
CRÉDIBLES | BRANCHÉS | CIBLES

Harmonie des saveurs... avec d'autres médias



JOURNAUX CANADIENS
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Un « chef » célèbre donne son aval

Warren Buffett investit davantage dans les journaux



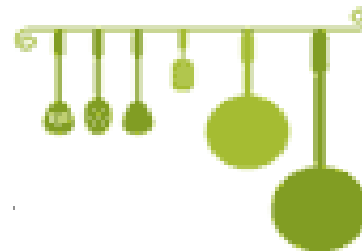
« Je crois que les journaux ont un avenir décent... Il y a encore plein de choses que les journaux font mieux que tout autre média. »

- Warren Buffett

Les journaux : La recette du succès

Un mélange sans pareil

*Un délicieux amalgame de médias
servi de façon unque par les journaux*



INGRÉDIENTS

Une partie d'imprimé - Une touche de mobile

Envoi par courriel au besoin - Un soupçon d'internet

Saupoudrez de tablette -- Ajoutez d'autres produits au besoin

MODE D'EMPLOI

1. Ajoutez de la créativité! Amalgamez au goût.
2. Dégustez! Servez à tous. Aussi souvent que possible.

