

NEWSPAPERS WORK

NEWSPAPER (PRINT & DIGITAL) ADS DRIVE VEHICLE SALES



Vehicle advertisers need to know the facts – rather than be influenced by their gut or U.S. data that may not apply to Canada. With this in mind, Newspapers Canada hired a third party, Totum Research, to answer the key question – what media influences vehicle purchases in Canada. 2,461 interviews were undertaken and the results are fascinating – proving the power of newspaper advertising.

First, we asked those that had bought a vehicle in the past two years about their buying process. On average, from beginning to end, it was a two and a half month process. Newspapers print and digital combined proved to be the most impactful at every stage of the vehicle buying process, with the earliest stage (i.e. thinking about buying a vehicle) showing particular strength!

During this buying process, each newspaper medium performs well. Print newspapers scored at the top – above all else – earning first or second place at each stage (out of eleven media). Newspaper websites earned an impressive standing at third or fourth. This element alone proves newspapers' power to influence in this category.

Second, we asked Canadians which medium triggers visits to vehicle websites – three sites were tested: manufacturer, brand/model and dealer. We wanted to understand this as many vehicle manufacturers and dealers are looking to build their awareness and visits this way. The research found newspaper print and digital combined perform - driving visits to these sites more than any other advertising option! By medium, print newspapers are in the top spot and newspaper websites score in the top five (out of eleven) for each of the three vehicle websites. Interesting, 20% of Canadians never visit these vehicle sites – so it should not be advertisers only effort as it is not used by a substantial group.

Furthermore, dealers want to encourage visits and test drives. For triggering a visit to a car dealership, newspaper print plus digital score well above all else: with print newspapers scoring number one and newspaper websites performing solidly at number three. By far, newspapers are doing the job! For booking a test drive, newspapers print plus digital and 'other non-auto websites'* score above all others. By medium, print newspapers and newspaper websites perform solidly at number two and three respectively. These scores demonstrate that dealers should be using newspapers to drive traffic to both online and retail locations.

Third, we wanted consumers to tell us what each medium was used for. Print newspapers proved to be the top medium for three key consumer needs: providing general information, comparing prices and deciding where to buy or lease from. This demonstrates that print newspapers can be used for branding (i.e. general information) as well as specific information (i.e. pricing and choosing a dealer).

On this front, newspaper websites proved to be top medium for sourcing specific information on vehicles vs. all other media. The ads here no doubt reinforce the message in print but allow the consumer to take the next step and get more information by clicking through.

Finally, we asked Canadians about on ads in different media and what works. Three-in-four indicated that they read vehicle ads in print newspapers! Conversely, for social media only one-in-seven look at vehicle ads. Also a quarter of Canadians stated that they do not use social media at all!

This research is a powerful statement to the newspapers ability both in print and digitally to effectively deliver vehicle advertising to Canadians.

All the research is available on www.newspaperscanada.ca for use including a 44-page PowerPoint, a 2-page PDF summary with charts and a 1-page advertiser success story.

If you have questions about the research, contact Suzanne Raitt at sraitt@newspaperscanada.ca or 416-923-3567 ext. 234.

“This research demonstrates that newspapers – both the print and digital versions – are the key source for Canadians throughout the vehicle purchasing process.”

- John Hinds, CEO, Newspapers Canada

*Websites excluding newspaper, TV, radio, magazine, auto media sales and vehicle manufacturer, model and retailer sites.

