

# CASE STUDY

## PROVING NEWSPAPER MEDIA WORKS: FOR VEHICLE ADVERTISING

### The Challenge

A vehicle advertiser wanted to launch a new and innovative vehicle. This initiative would help it reinvigorate its well-established, high awareness brand.

### The Objective

To present its newest vehicle while also changing opinions and perceptions of the vehicle brand.

### The Plan

Newspaper media are perfect environments for explaining what is new and different. It also allows an advertiser to show-off its products and make them very visually appealing.

As both the new vehicle and the brand wanted to be perceived as breakthrough, **The Globe and Mail** suggested custom editorial – articles celebrating the transformative influence of leading Canadians which would be match with ads highlighting the advertiser's own story of transformation.

This series would run in print and online for six months. As well, exclusive events would allow the advertiser to connect with its target consumers even further allowing them the opportunity to get in close to the vehicle and truly impact their perceptions of the brand.

### The Creative

The ads and events would be visually driven showcasing the exciting new vehicle – highlighting key elements in its transformation: best in class design, technology, and craftsmanship.

As the plan called for multi-platform, the ads would have a similar look and feel across print, online and events.

### The Results

(% improvement exposed vs. unexposed)

Brand Impacts	Exposed to		
	Print Only	Online Only	Print And Online
Familiarity	+ 129%	flat	+ 186%
Brand Favourable Opinion	+ 18%	+ 5%	+36%
Product Favourable Opinion	+ 22%	flat	+ 39%
Brand Attributes	+ 19 to 24%	+ 31-50%	+ 26 to 60%
<b>Consideration</b>	<b>+ 88 %</b>	<b>+57%</b>	<b>+ 129%</b>

Source: GAM comScore Study Aug 2013

The results from **The Globe and Mail's** proprietary study show:

- Print newspaper alone can drive changes in familiarity with the brand, brand/product opinion and most importantly consideration to buy.
- Newspaper online alone powerfully impacts consumer perception of the brand attributes and consideration to buy.
- Using both newspaper media (print and online) demonstrates the power of a multi-platform buy – as all five brand impacts measured showed significant strength.
- The strength in the combined buy traces to print newspapers – demonstrating that print remains a relevant lead medium for driving brand lift.

This ad campaign for a Canadian vehicle launch proved successful as it harnessed the power of newspaper media by using custom editorial, powerful visuals and an integrated plan that delivered impressively against all the advertiser's goals!

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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