

NEWSPAPERS WORK: THE IMPACT OF COLOUR



COLOUR ADS MORE LIKELY TO ATTRACT ATTENTION

All newspaper ad sizes will benefit from the addition of colour. Colour has a significant impact on newspaper ad noting scores compared to black and white ads. Advertising effectiveness research from 2003 to 2008 proves that colour ads are likely to attract more attention than black and white ads. Colour increased noting over black and white ads by 14% to 34%.

Most importantly, some key elements, such as the product being advertised and the creative, have a huge impact on the readership of an ad. These elements are key but are not reflected in the analysis as they are not within the control of the newspaper.

COLOUR INCREASES AD NOTING

On average, colour increases ad noting by 21%. However, when controlling for other elements (size, position) in the 2004 study, the true impact of adding colour is closer to 34% over black and white ads.



YEAR	METHOD	B&W	COLOUR
2003	Reading & Noting	100	119
2004	Reading & Noting	100	134*
2005	Reading & Noting	100	124
2006	Reading & Noting	100	115
2007	Reading & Noting	100	114
2008	Reading & Noting	100	118
AVERAGE		100	121

COLOUR ADS INCREASE AD NOTING MOST FOR WOMEN

Adding colour to newspaper ads increases noting over black and white ads regardless of gender. However, the impact of adding colour is even greater for women in Canada based on the 2004 CNA survey.

METHOD	B&W	MEN COLOUR	WOMEN COLOUR
Reading & Noting	100	126	142

Women notice colour ads 42% more than black and white ads. Men are 26% more likely to notice colour ads vs. black and white ads.



For more information, go to www.newsmediacanada.ca

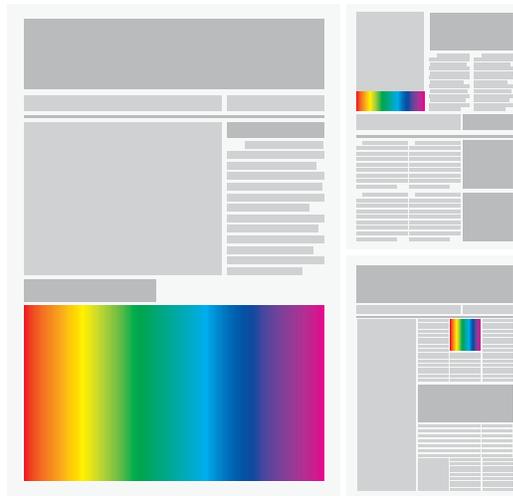
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COLOUR HAS IMPACT ON ALL SIZES

Ads of all sizes will benefit from the use of colour. Research from 25 Starch Canada studies between 2003 and 2008 finds that colour ad noting is 9% to 32% higher than black and white ads depending on the size of the ad.

SIZE OF AD	B&W	COLOUR
<1/8 page	100	132
1/8 to 1/3 page	100	119
1/3 to 1/2 page	100	117
1/2 to full page	100	109



METHODOLOGY

All studies are based on the Starch methodology with the exception of CNA's 2004 survey. Indexes have been used as a simple way to compare data from studies since all studies vary in their methodology (i.e. a CNA study vs. a Starch study). All 26 studies were undertaken independently with different questions so not all studies contained the same data.

Starch uses live newspapers and all ads included in the newspaper are measured. Average scores are calculated for ads in full colour vs. ads in black and white. This approach does not account for the impact of size, positioning etc. on colour comparisons. For example, smaller size ads are read/noted less than larger size ones and if the majority of full colour ads are smaller, the results will tend to undervalue the impact of colour in larger ads. Similarly, if all colour ads are in the front or back section of the newspaper, the results for colour comparisons will be impacted by that positioning.

The **2004 CNA study** was based on three matched samples. This allowed for test and control situations to be set up in which the impacts of all factors other than the one being tested were controlled for. Thus, the impact of colour in this test was not affected by size, positioning or any other factors and concludes the true impact of colour to be 34%.

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