



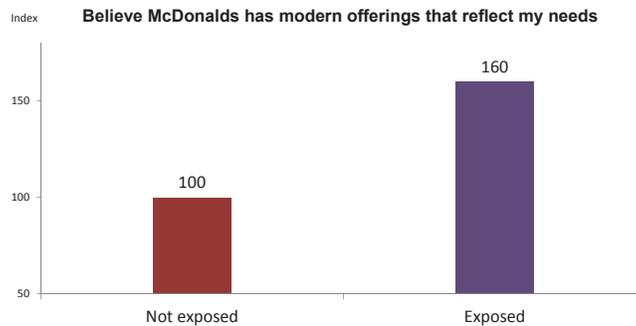
# CASE STUDY

## PROVING NEWSPAPERS WORK: ONGOING BRAND CAMPAIGN FOR DIFFERENT PRODUCTS

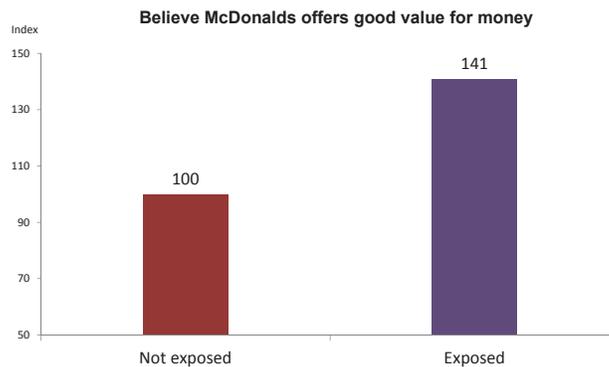
### The Results

Totum Research undertook a study to determine the impact of the newspaper advertising. The McDonald's campaign was extremely effective with more than two-thirds of readers having seen it.

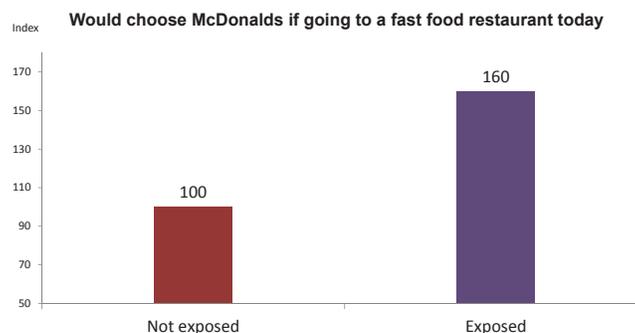
The newspaper ad campaign reinforced the company's positioning of providing modern offerings that reflect Canadian's needs.



The message that McDonald's offers value for money is a key part of each ad and this was grew substantially for those who saw the campaign.



Finally, exposure to the newspaper ad campaign significantly increased the choice of McDonald's as the fast food restaurant that they would go to today.



**An ongoing campaign proved to be successful - it significantly improved the perception of McDonald's on all the criteria measured!**

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

