



LIKE NO OTHER
SHOWCASE





PETER LANGSCHMIDT

Peter has spent more than 35 years in Research, Advertising, Media and Marketing.

A previous strategic planning and media director of SA's largest agency group, Grey Phillips, Peter now consults to blue chip companies and specialises in working with media owners, including Naspers, Kagiso, Caxton and Facebook.

Peter is currently on the IAB Measurement Council and the Lead Consultant to the Publisher Research Council. The PRC conducts audience and efficacy research for all of the major newspaper, magazine and website publishing groups in South Africa, as well as the smaller independent publishers.



PUBLISHER

RESEARCH COUNCIL

READ TO REMEMBER



READING RESEARCH PRESENTATION



PRC Strategy - MEMORY MAKES LIFE

You have to begin to lose your memory, if only in bits & pieces, to realise that memory is what makes our lives.

Life without memory is no life at all. Our memory is our coherence, our reason, our feeling, even our action.

Without it, we are nothing

A photograph of three young women smiling and laughing on a beach. They are wearing sunglasses and casual summer clothing. The background is a bright, sunny beach scene.

PRC Strategy - READING IS HUMANITY'S MEMORY

Just as memory is central to an individual, So too, the written word and reading forms the collective memory of our species.

Without the ability to write down and share our experiences, knowledge & collective learnings in a form that can be consumed by any literate person at any other time or place in any language, we would still be gathering nuts & berries.

Our ability to share, read, remember and learn is what separates us from all other creatures. Knowledge transfer and civilisation would not be possible without reading.

Reading gives humanity a memory.



PRC Strategy - SYNERGY WITH TV

The “Killer App” in our electronic democracy is unquestionably Television, which is moving relentlessly towards 60% of Adspend.

Research from all around the world over the past 5 decades, has proved conclusively that reading is the best medium to complement and synergise messages and brand recall in conjunction with TV.

Reading is the best way to remember anything; in media terms, to pin down TV’s Fleeting Images.

TODAY'S PRESENTATION

SEM Intro

Rich, ROI

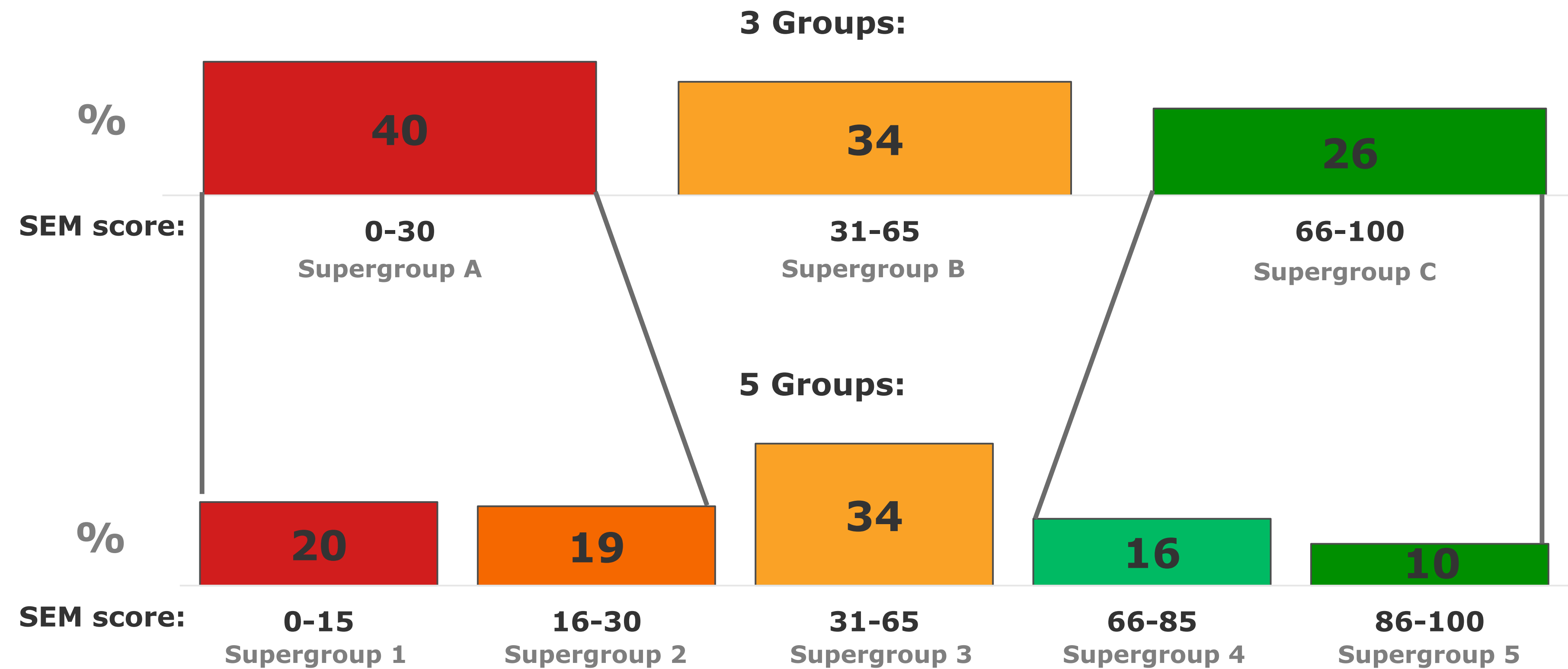
Engaged

Attention

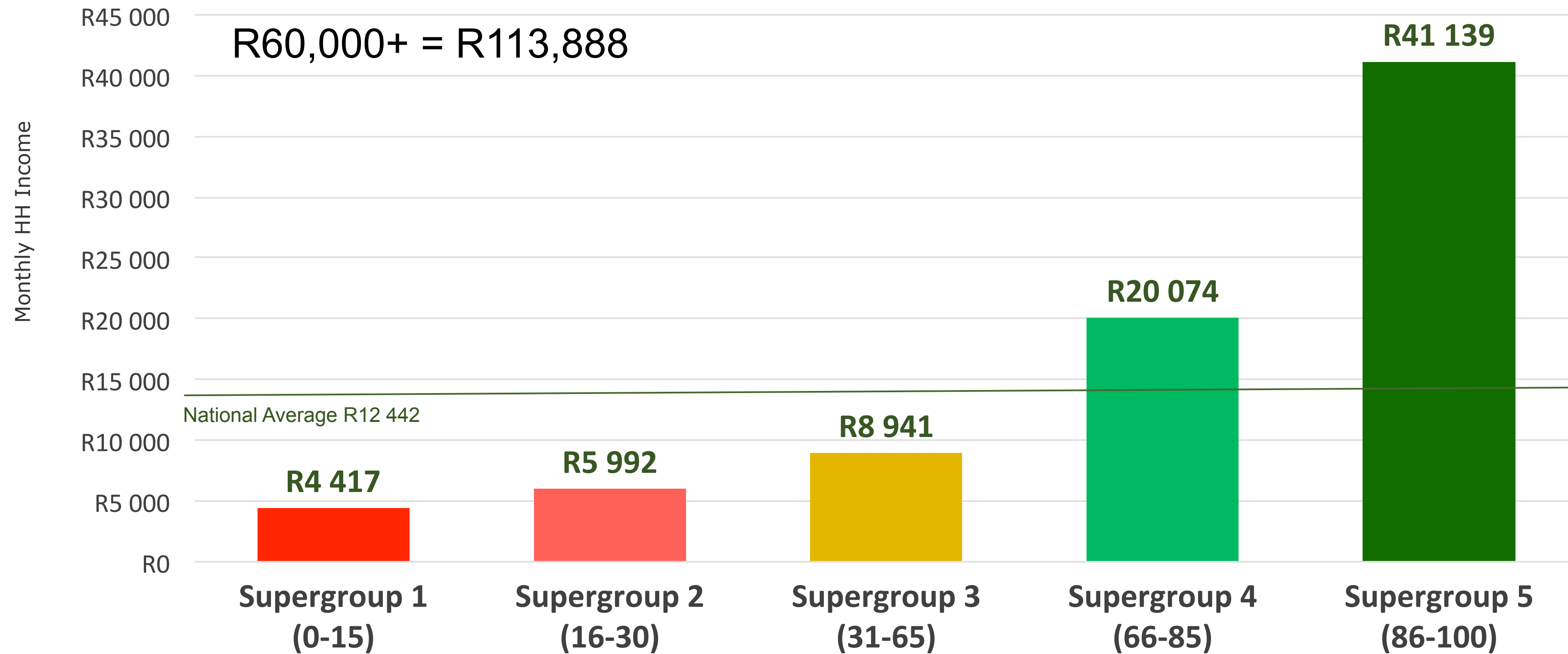
Depth



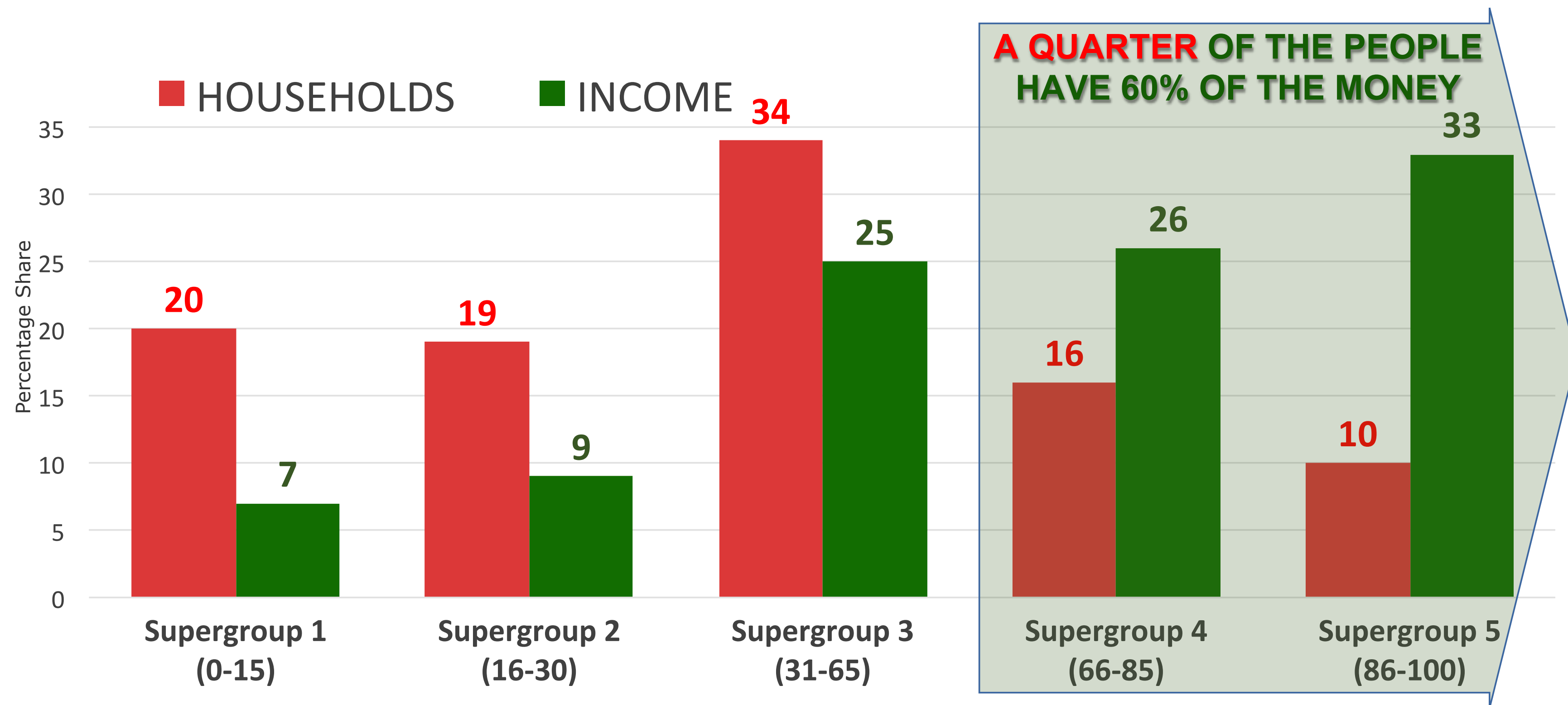
SEM - Supergroup Household Profile



SEM - Average Household Income

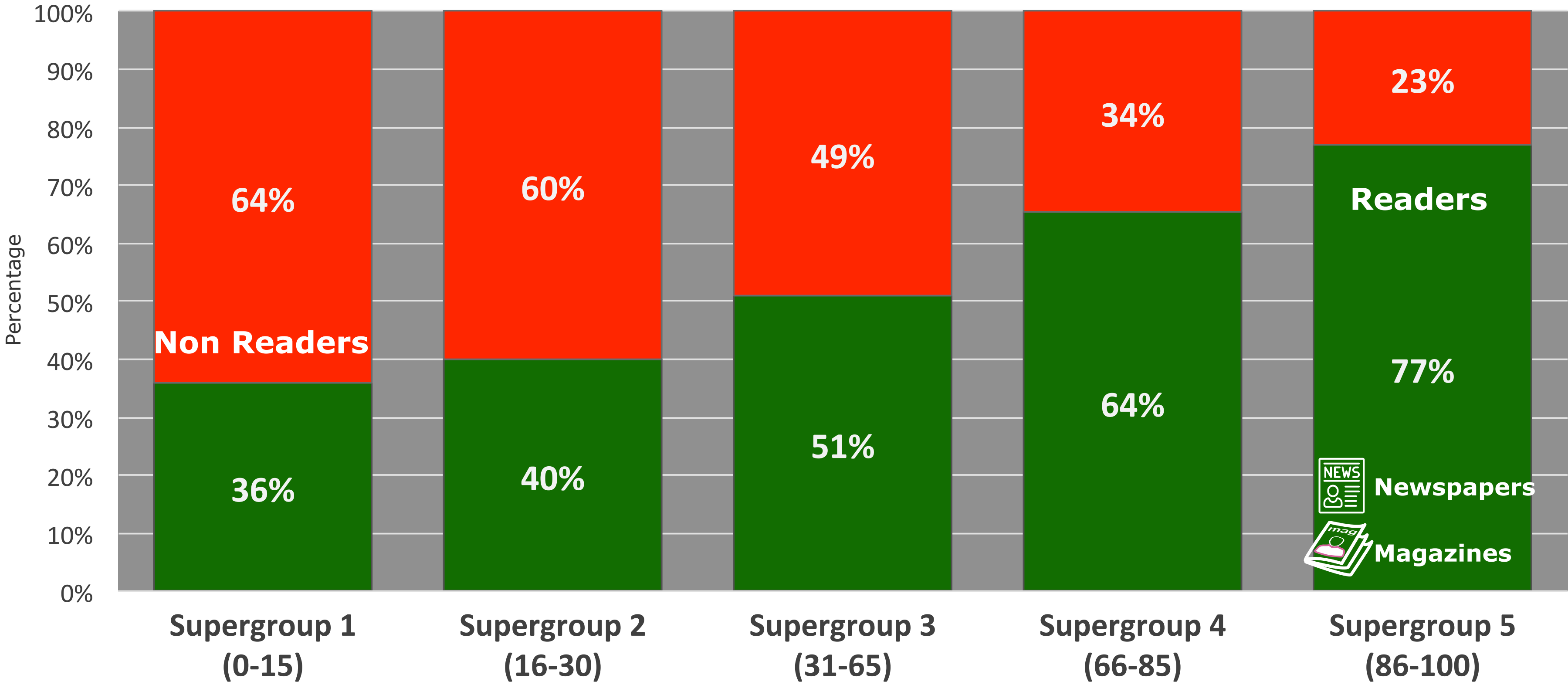


SEM- Share of Households Vs. Money*



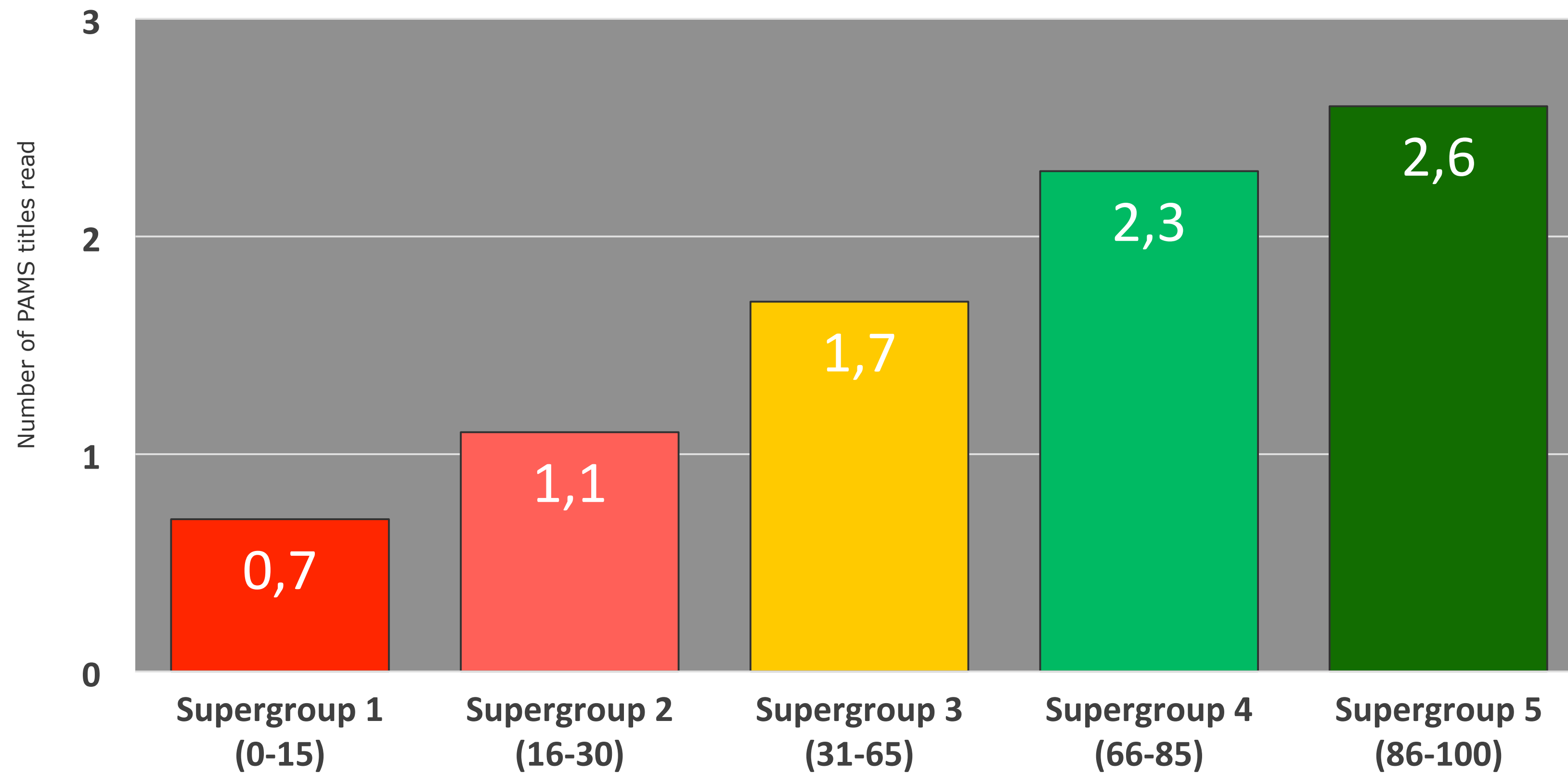
* Money= Number of HH x Avg monthly income Establishment Survey 12 months Jan – Dec 2018 R60k+=R113888

SEM - Readers* vs. Non-Readers

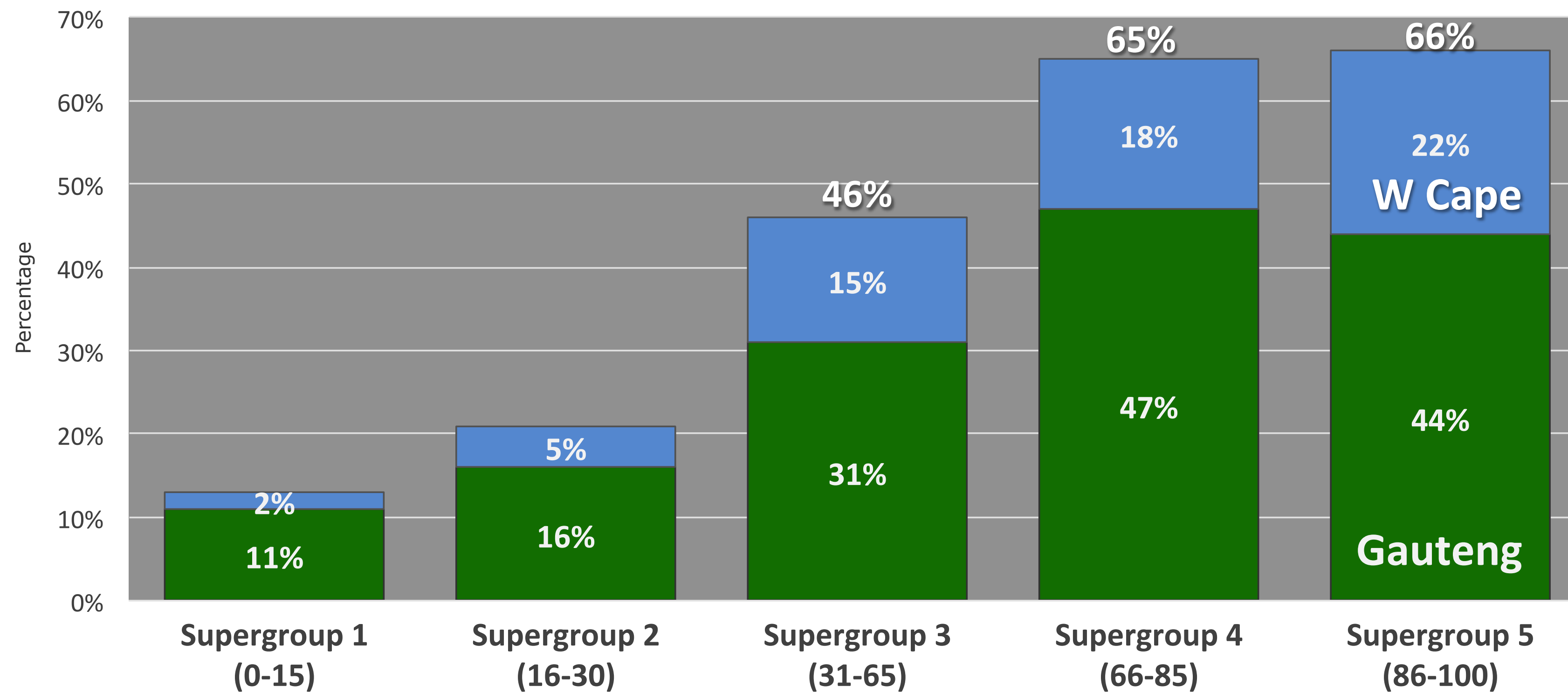


* Read any Newspaper or Magazine Past Month Establishment Survey Jan-Jun 2018

SEM - Average Number of Titles Read



SEM - Share GP & WC



Establishment Survey 12 months Jan - Dec 2018

A close-up, side-profile photograph of a man with a beard and glasses, wearing a light blue turtleneck sweater, reading a book. The background is softly blurred, showing what appears to be a library or study area with bookshelves.

READERS ARE RICH

MONEY

KNOWLEDGE

EXPERIENCE

INFLUENCE

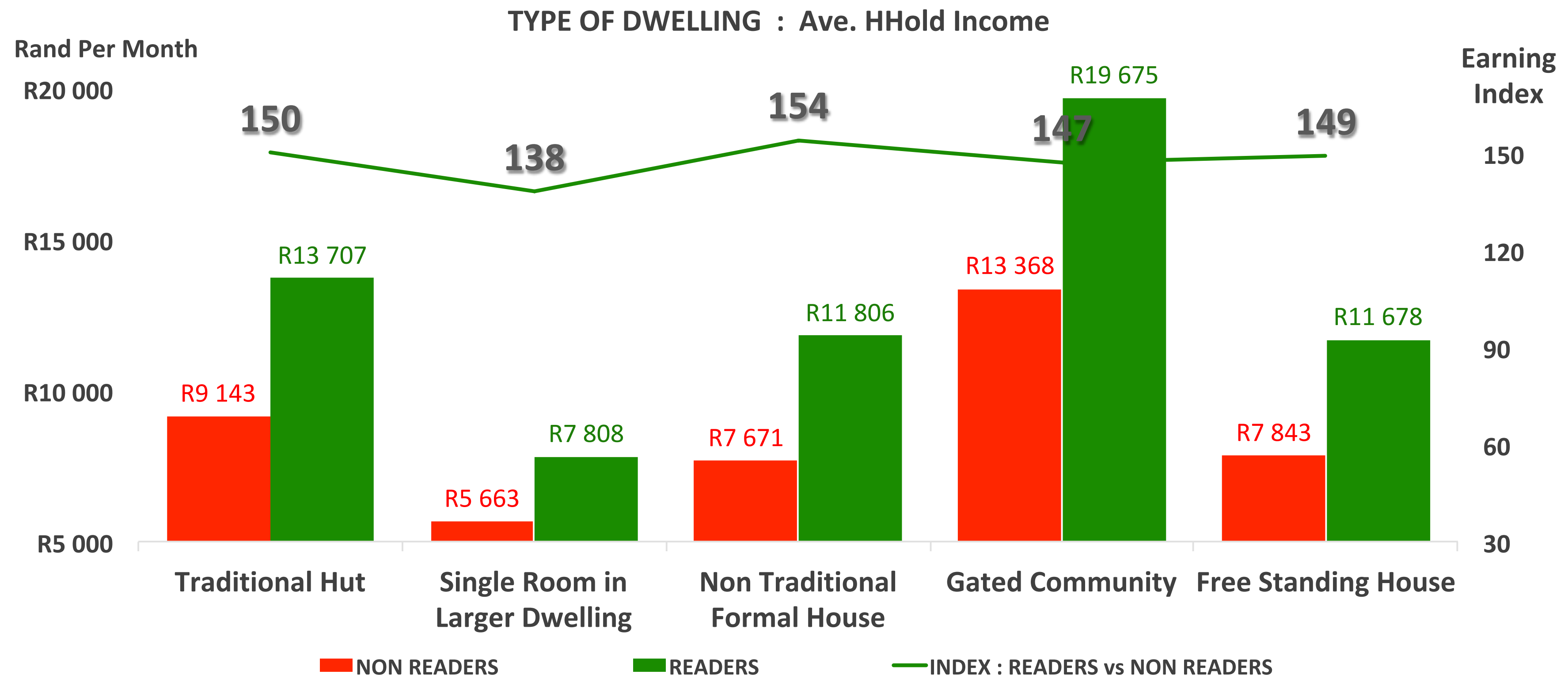
EMPATHY

BRAND ADOPTION

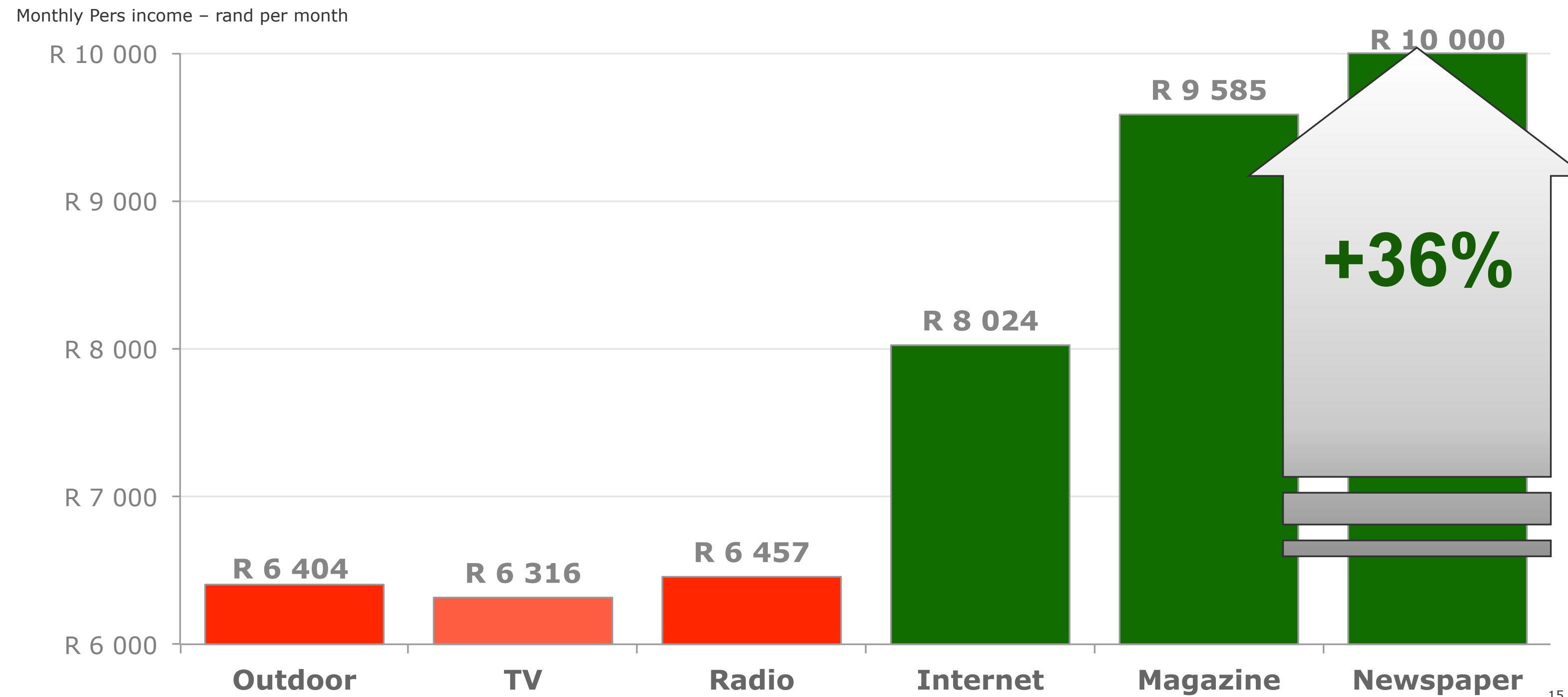
BRAND REPUTATIONS

**DON'T COUNT THE PEOPLE YOU REACH
REACH THE PEOPLE THAT COUNT**

Readers earn more than non-readers across the entire spectrum of society

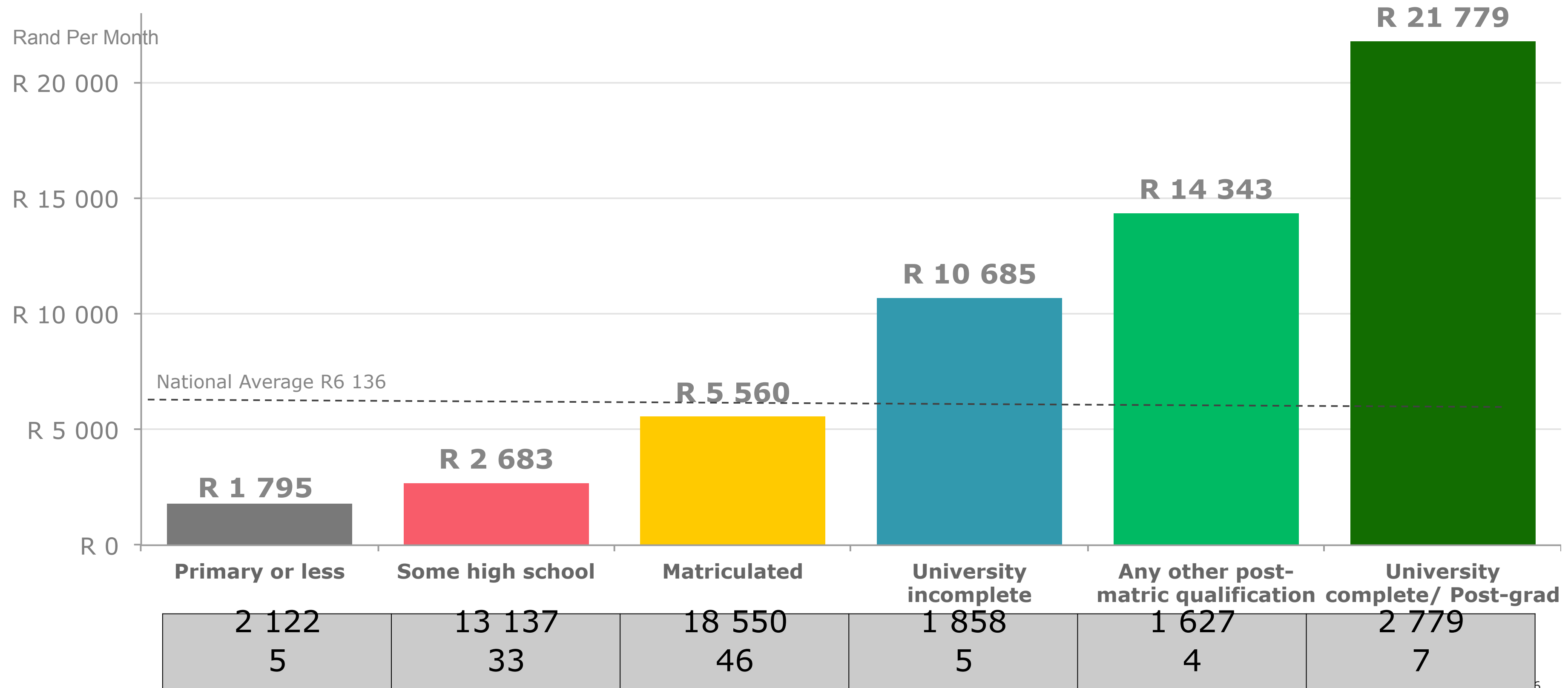


Readers Earn 36% More than Listeners, Viewers and Glancers

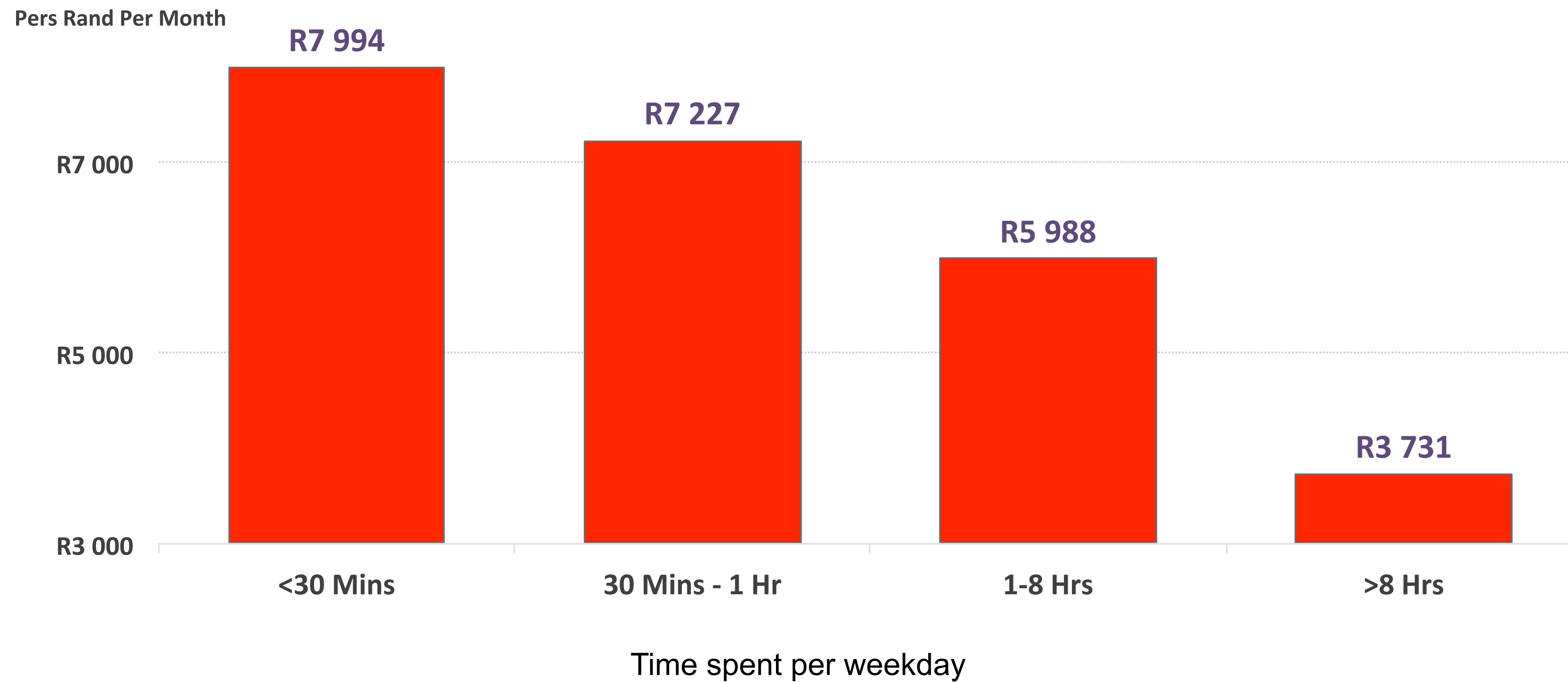


Establishment Survey 12 months Jan – Dec 2018

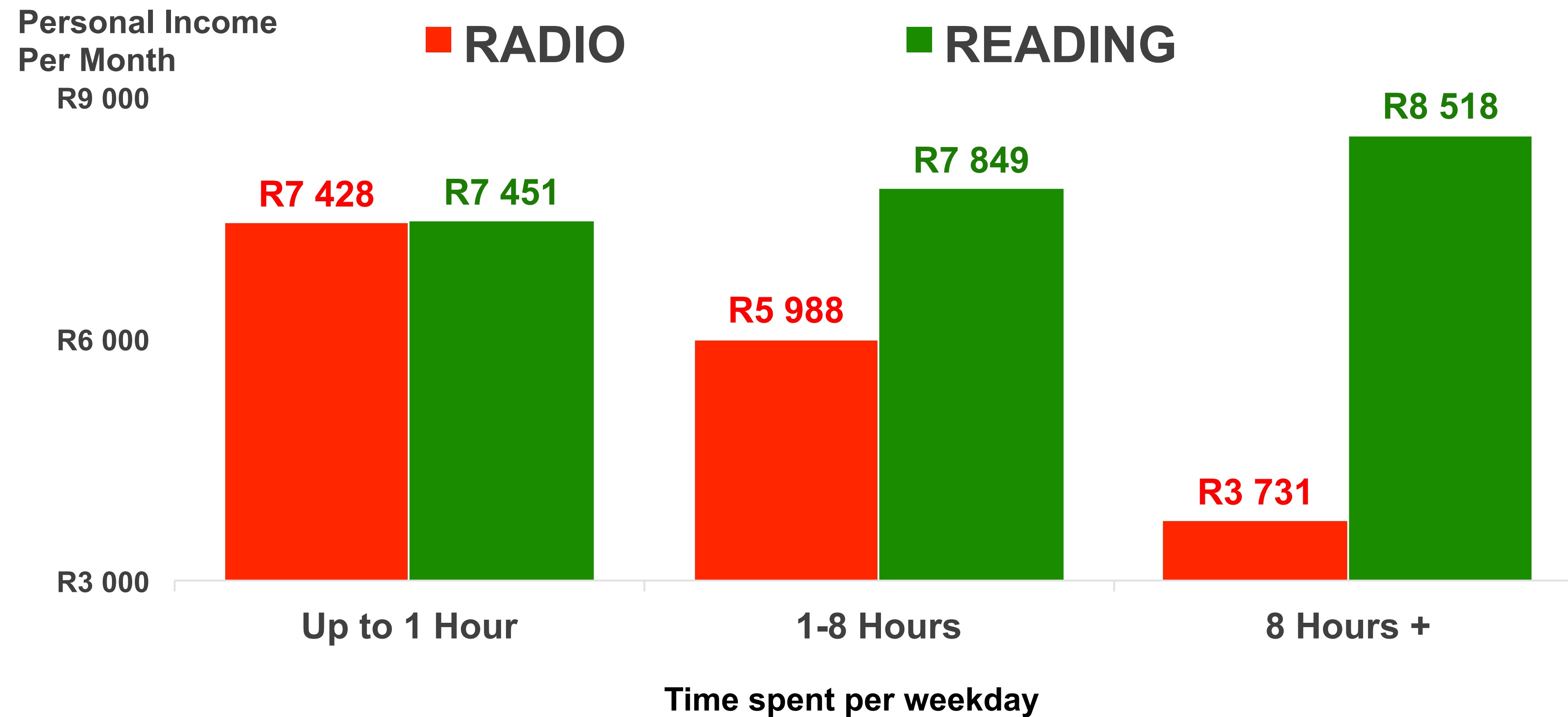
The More you Read The More you Earn



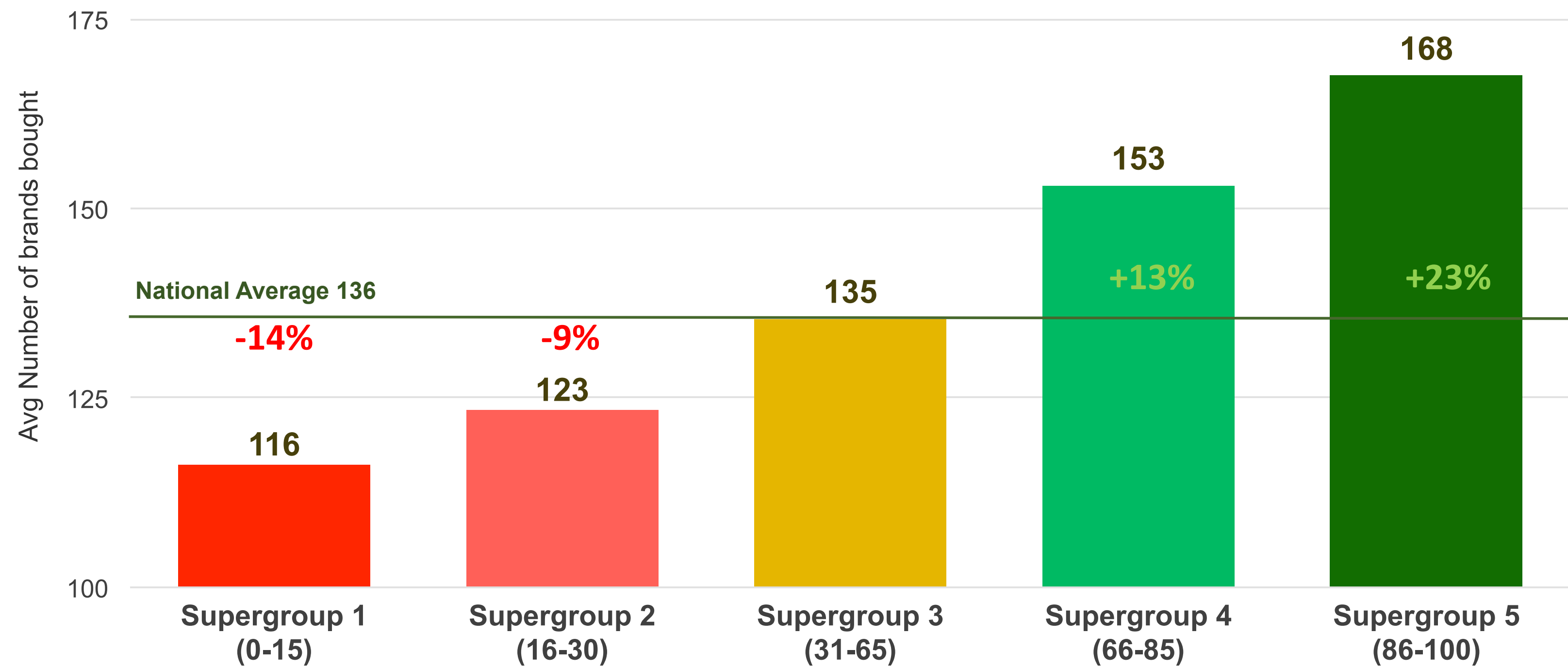
The More you Listen to Radio The Less you Earn



More Radio Gives You Less More Reading Gives You More



FMCG Brands Bought P12M



Source : PAMS BRANDS 2018

Media roi analysis

Several studies were conducted to arrive at total benchmarks for South Africa

**17 brands analysed across 6 categories:
Toothpaste, Analgesics, Coffee, Snacks & Chips,
Chocolate and Liquor (Spirits, Wine and Ciders)**

156 weeks analysed per brand

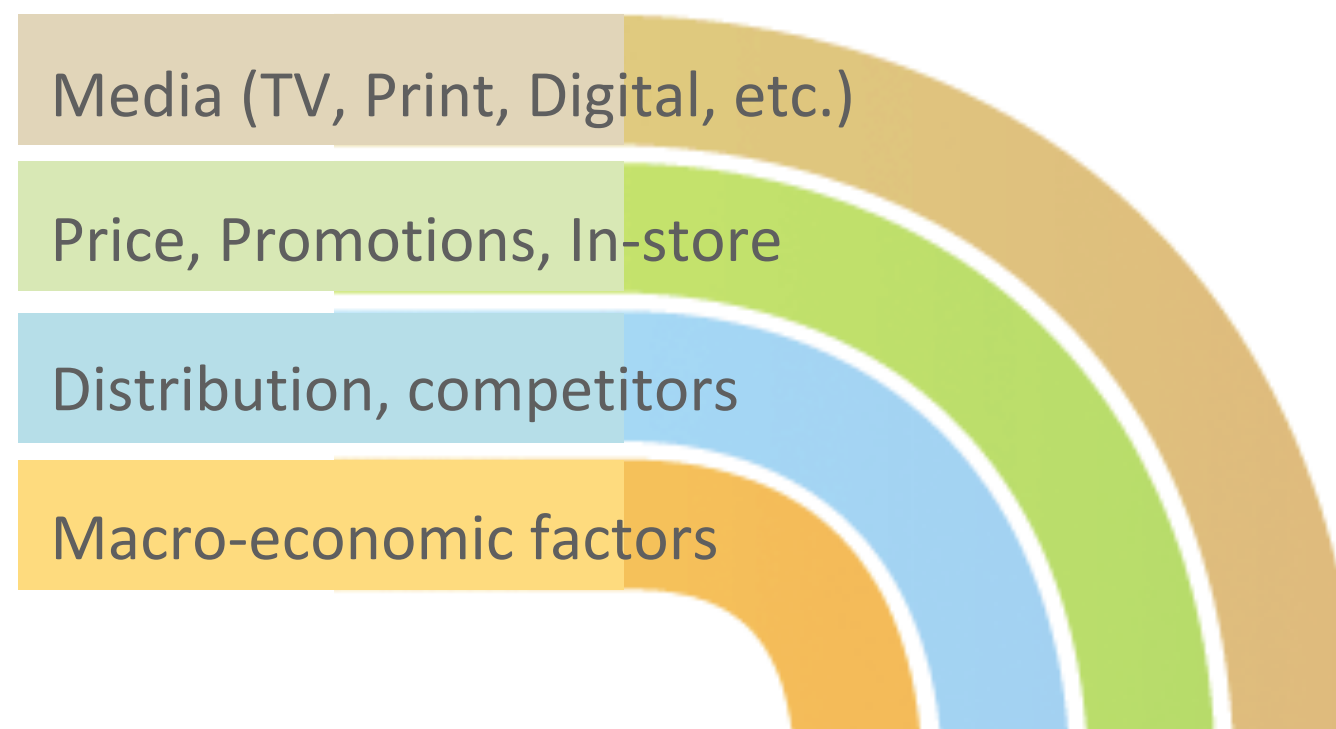
**Total ROI based on 2,652 weeks of
media and sales data**

Media roi analysis

Store level regression modelling is used to calculate returns

Independent Variables

What we use to predict sales, all factors that can have an impact on sales



Dependent Variable

This is what we'll be predicting, in this case sales




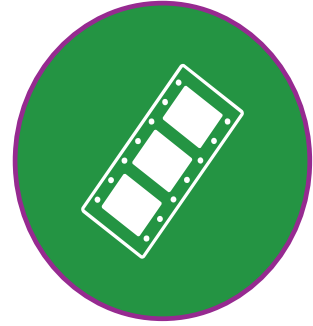



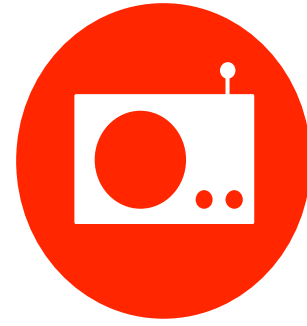
Market Model Regression

The model allows us to understand the extent to which each variable (e.g. media, price, promotions, etc.) is causing change in sales volumes. This is actual expenditure from client and agency, not rate card.

All calculations are done at store level for maximum accuracy.

Media ROI In South Africa

Median revenue Return on Investment (ROI) for media tactics in South Africa

Digital	Cinema	Print	TV	Out of Home	Radio
					
2.3	1.6	1.35	1.3	1.25	0.85

- ROI is the Rand in revenue generated for every Rand spent*
- **For example: For every Rand spent on digital, the return on investment is R2.30**

*This speaks to short term impact, our research suggests that the long term impact of media to be approximately 2 to 3 times that of the short term.






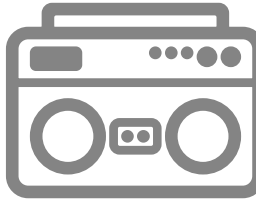
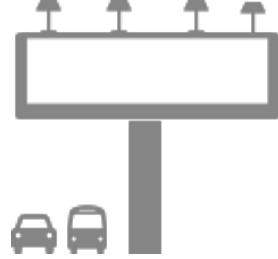


READERS ARE ENGAGED



Quality of attention: Focused time spent consuming media

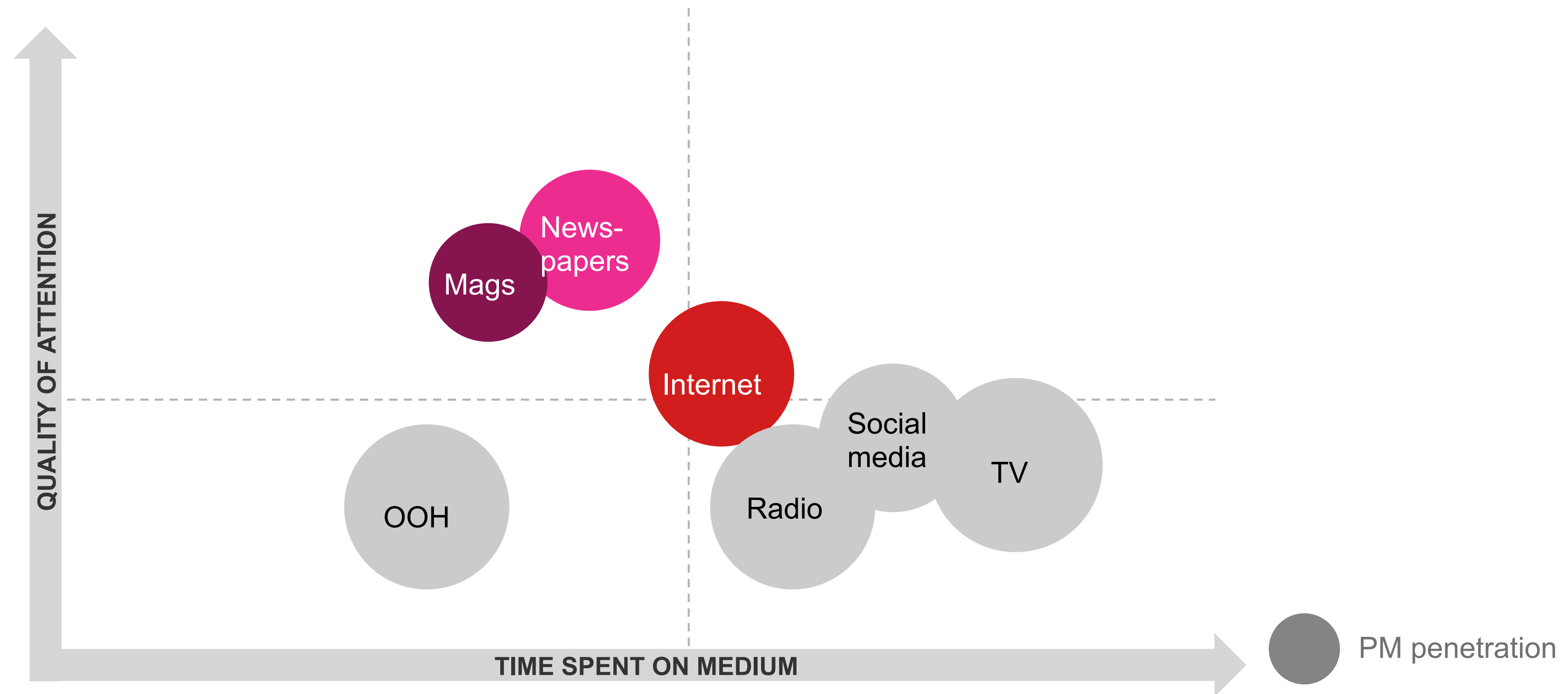
Despite spending less time on print media, consumers are less distracted when reading newspapers or magazines; over one-half of newspaper readers, and a similarly high number of magazine readers say they are focused when reading and aren't doing any other activity simultaneously; reading online is the next 'least distracted' medium

							
Not doing something else	56	50	37	28	24	18	18
Eating or drinking	27	27	24	32	62	41	6
Watching TV	12	14	19	35	-	6	3
Listening to the radio	11	13	11	19	4	-	4
Socialising	7	9	16	25	20	22	7
Travelling or driving	4	5	5	12	1	25	65
Activities in the home such as cooking, housework, child care, etc.	3	4	3	6	12	27	-
Accessing social media	3	4	8	-	12	8	2
Using your mobile phone or tablet	2	3	10	16	12	11	3
Working or studying	2	2	10	6	2	14	1
Avg. no. activities	0.8	0.9	1.2	1.7	1.4	1.8	1.1

Top mentions shown ranked on newspapers; activities over 20% highlighted

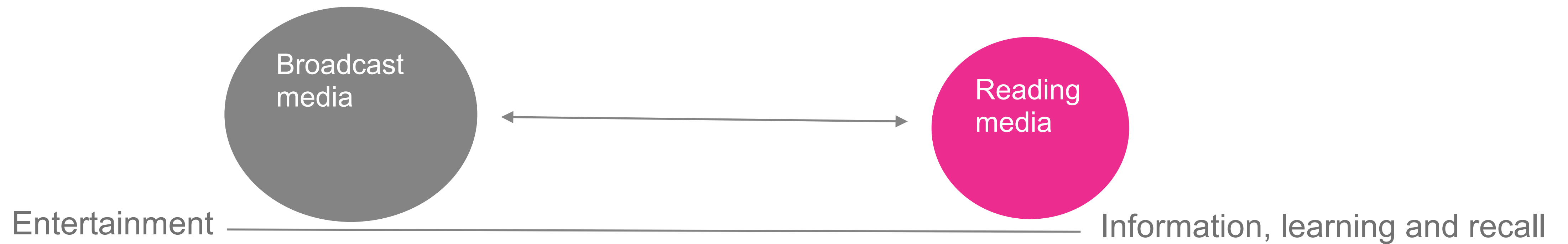
What does this mean for the reading narrative?

Print media and, to a lesser extent the internet, uniquely occupy the 'high quality' focused time quadrant



What does this mean for the reading narrative?

Reading media channels uniquely sit in the 'learning and information' territory

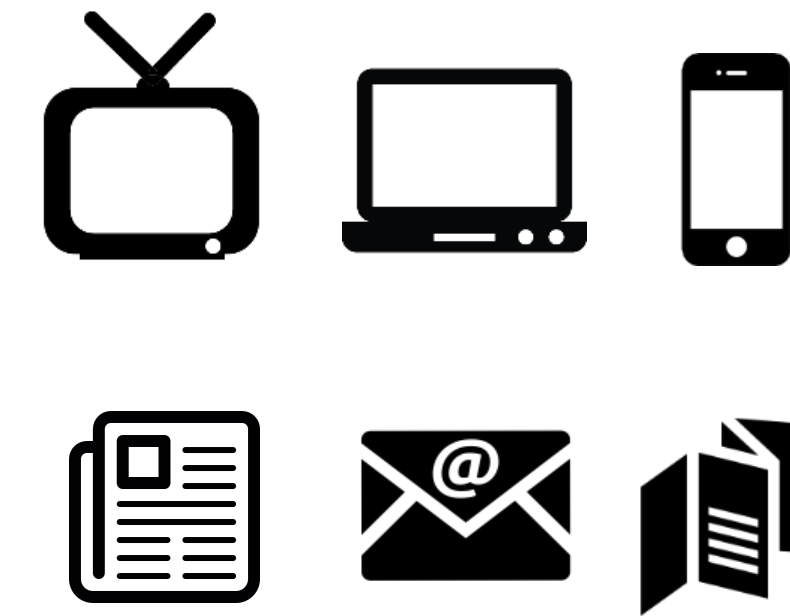


READERS PAY ATTENTION



Attention technology

Lumen measures what people see,
not what they say they see

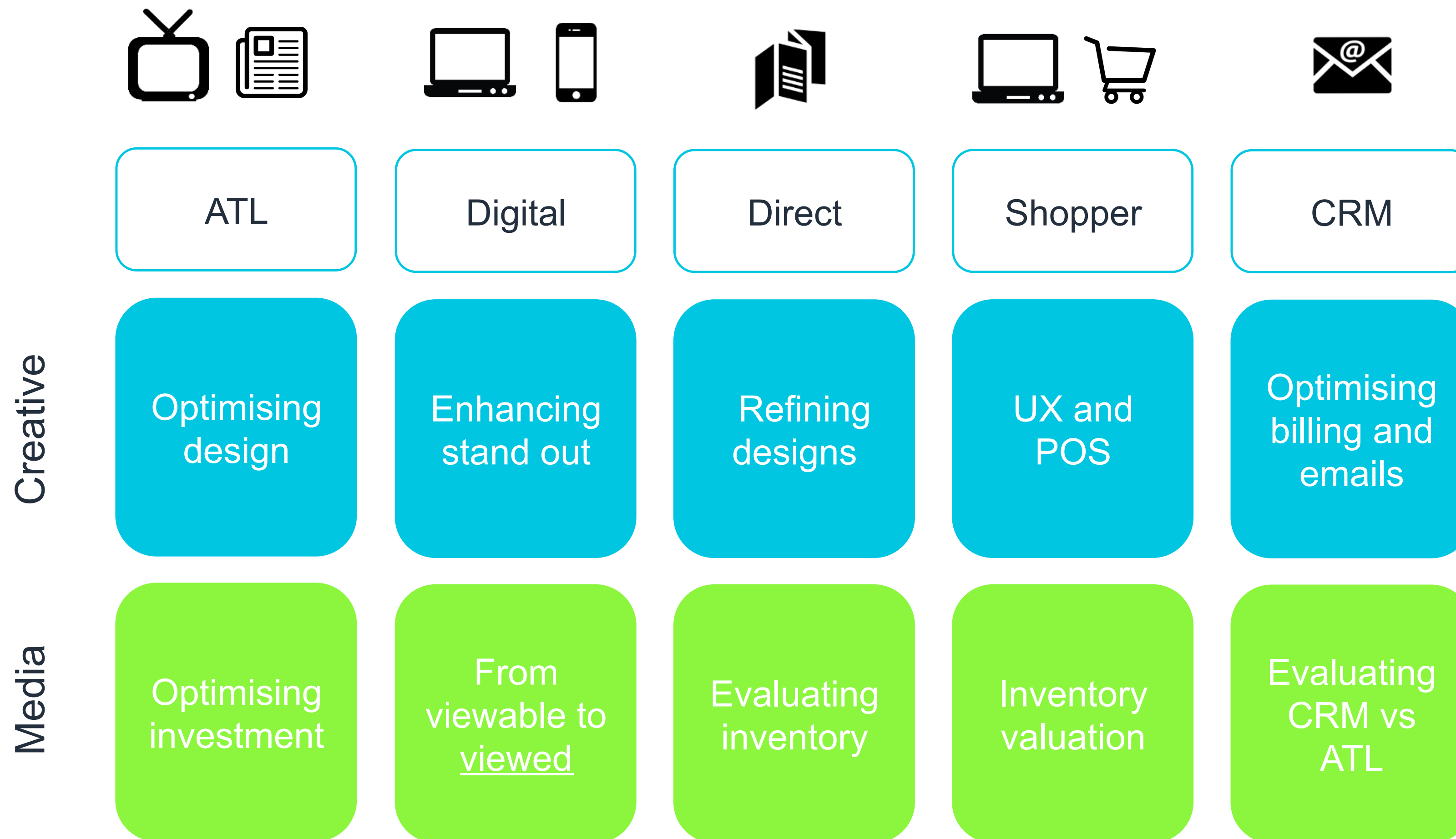


Eye tracking at speed and scale

- boost **stand out**
- enhance **engagement**
- drive **communication**
- increase **sales**

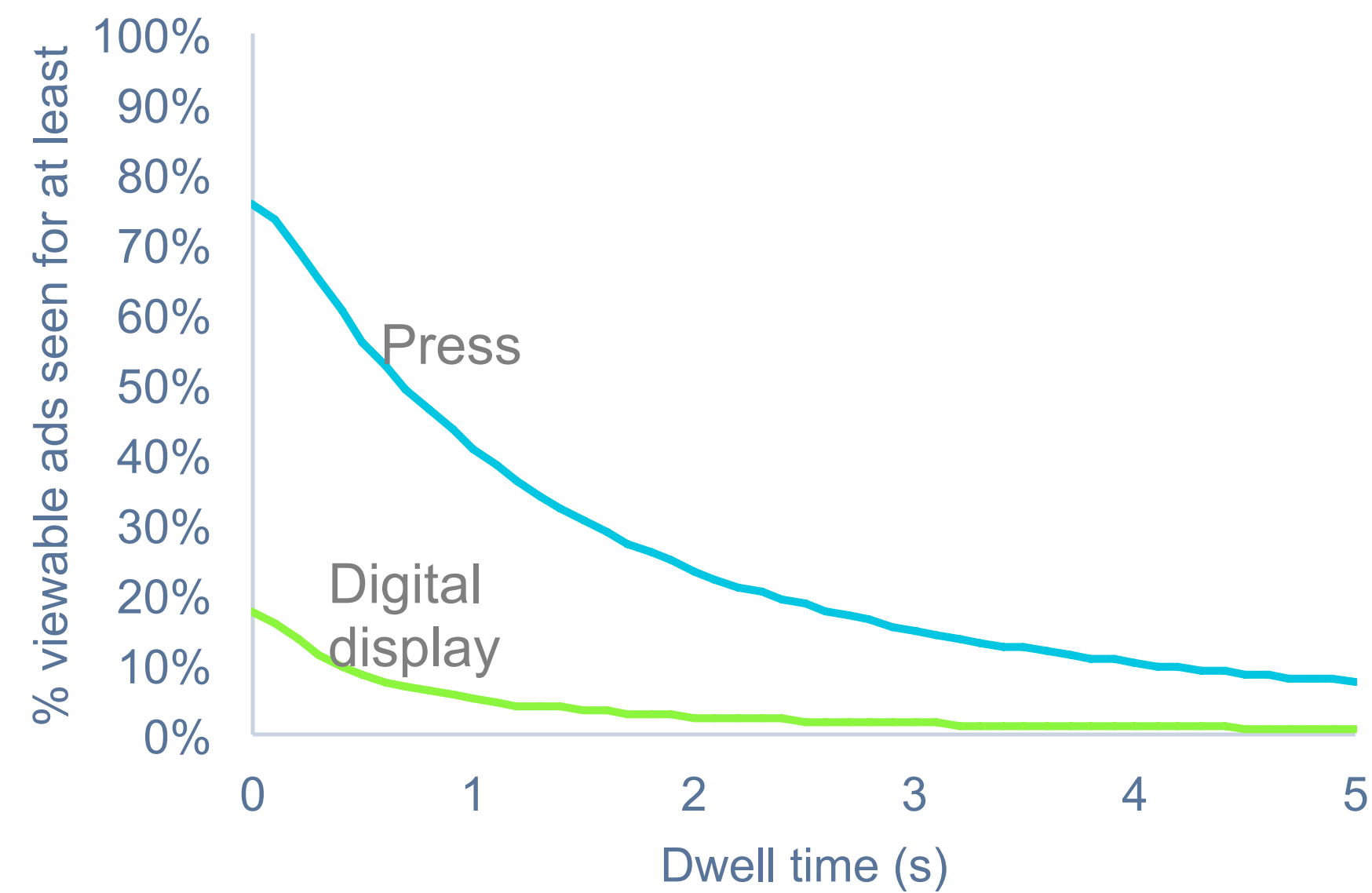


Lumen - cross media valuation



Attention is limited

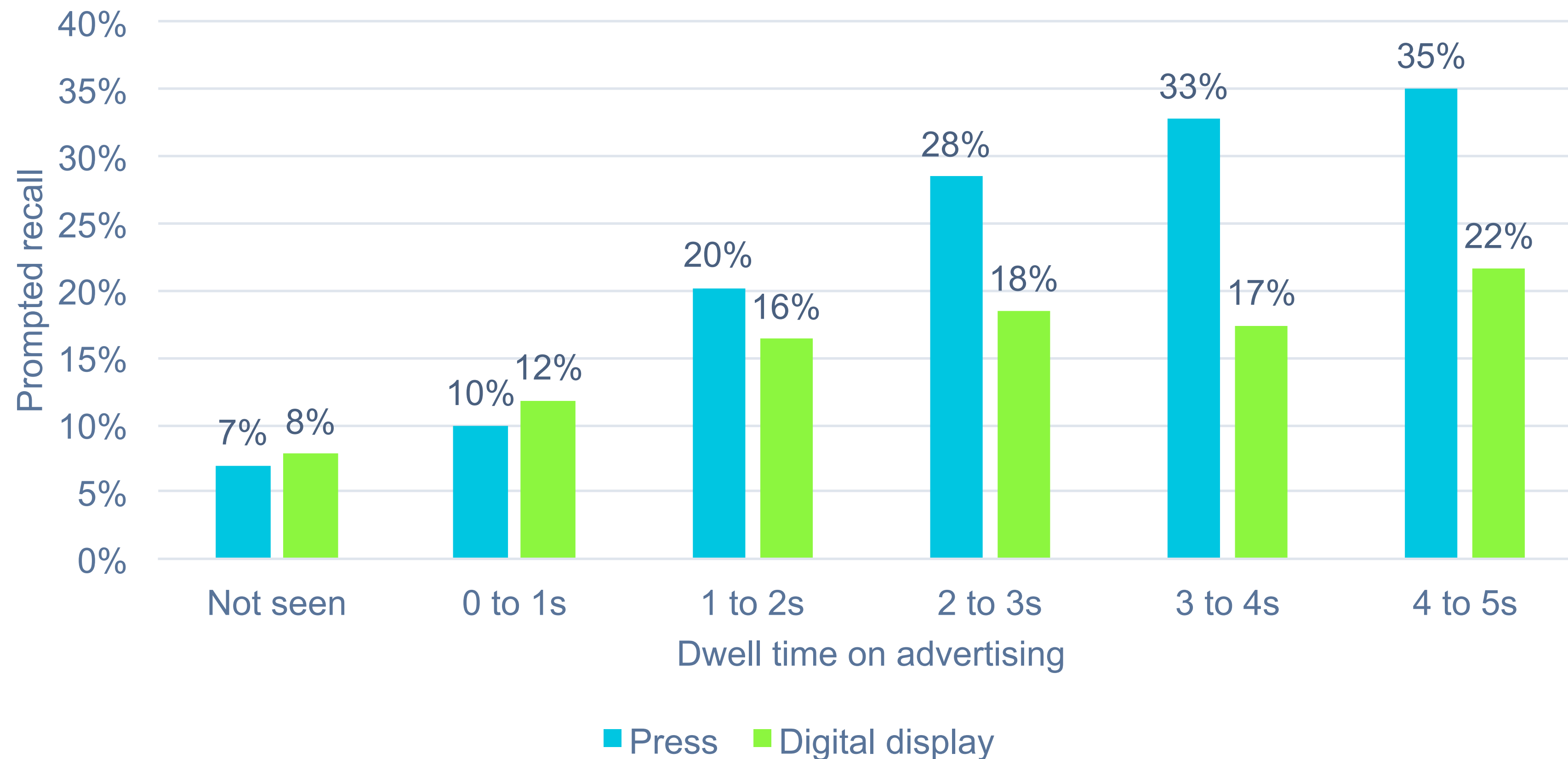
Just because customers **CAN** see an ad, does not mean that they **WILL** look at it. Ads typically get looked at for very short periods of time - regardless of how much detail advertisers include



	Digital display	Press
% viewable ads seen	18%	76%
Average dwell time	1.2"	2.2"
% viewable ads seen for > 1s	5%	41%

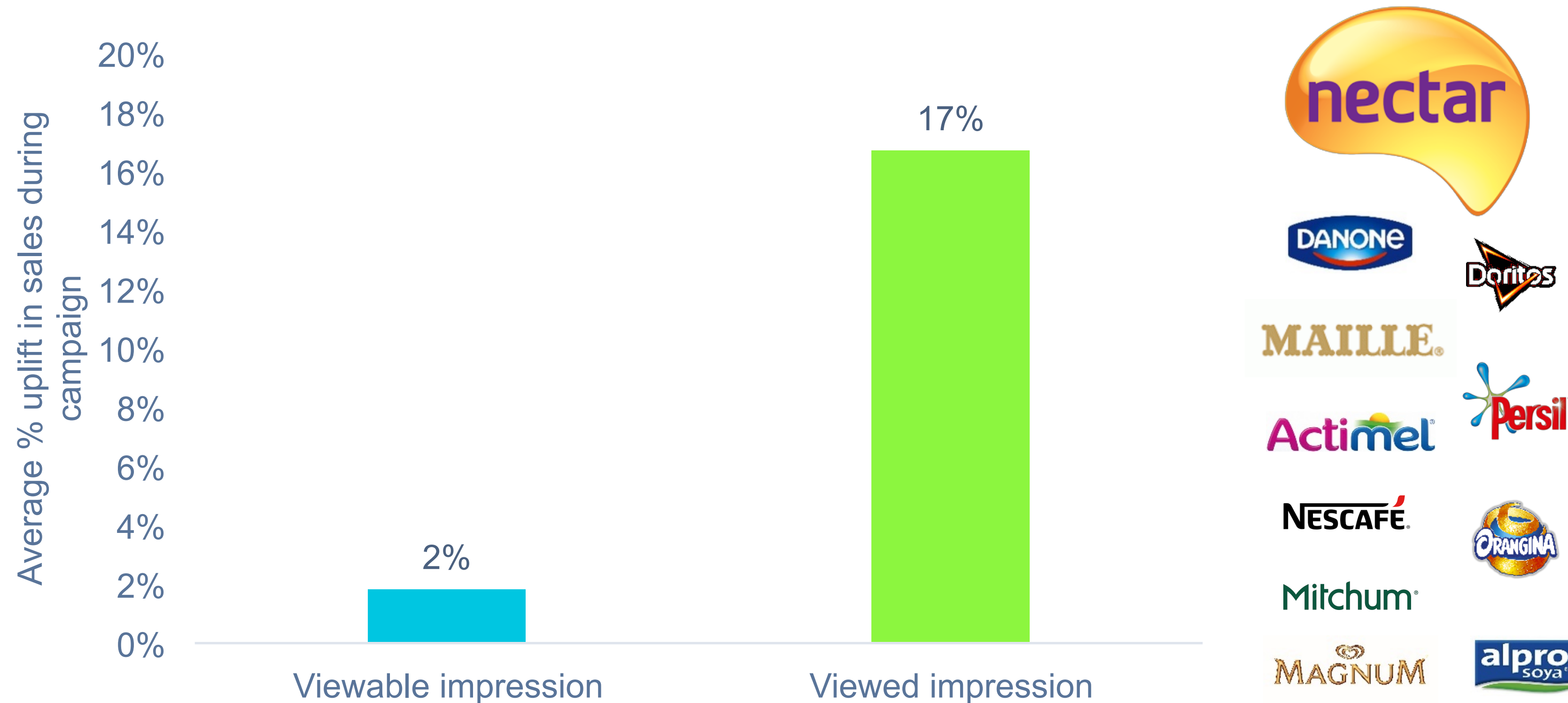
Attention leads to recall

The longer customers look at ads, the more likely they are to remember them. Print ads tend to be far more efficient than digital ads in gaining recall



Attention leads to offline sales

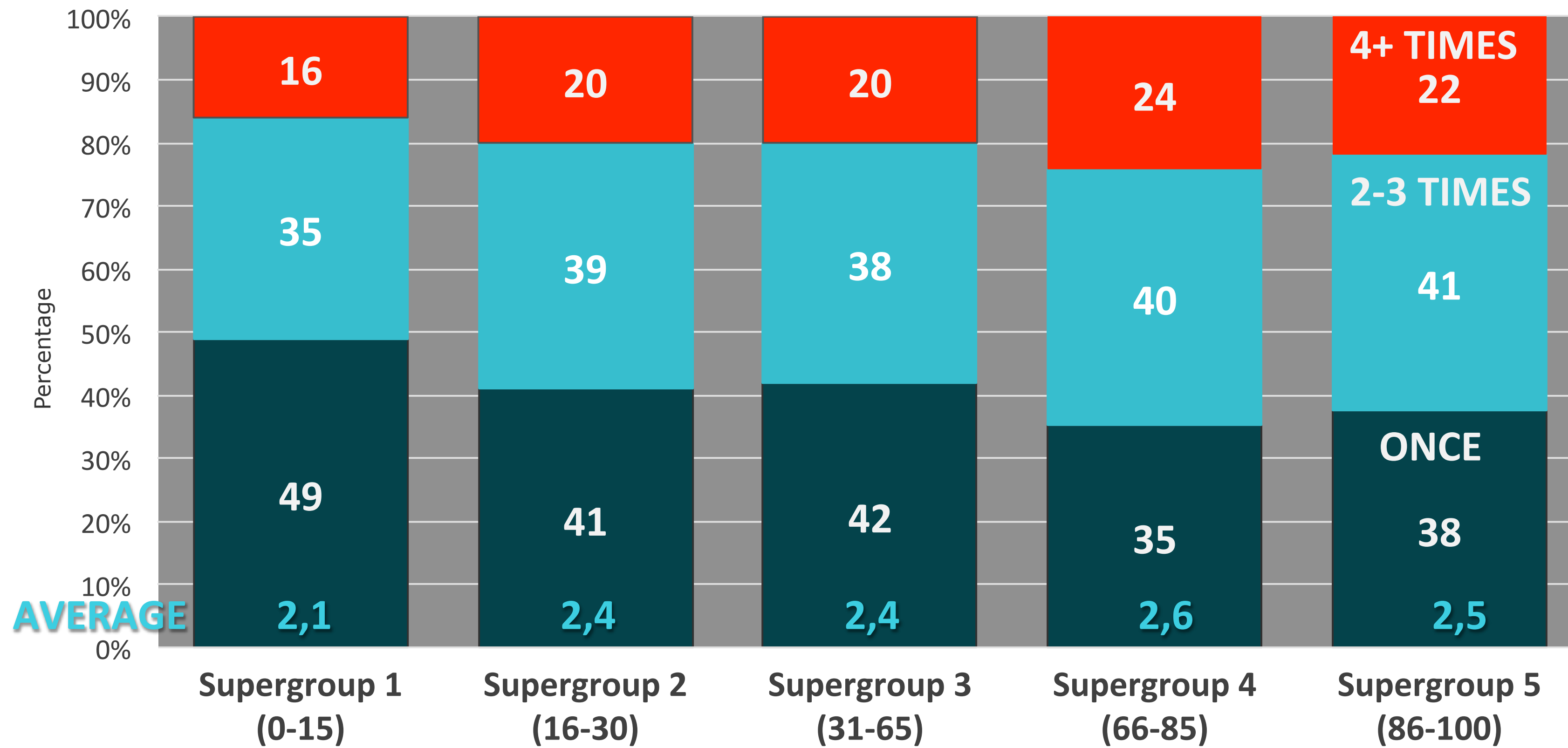
We served FMCG digital ads to members of the Nectar panel and then observed their subsequent offline shopping behaviour. Sales rose slightly for shoppers who **COULD** have seen the advertising, but rose dramatically for those actually looked at the ads. Viewing, rather than mere viewability, is the key determinant of sales impact.



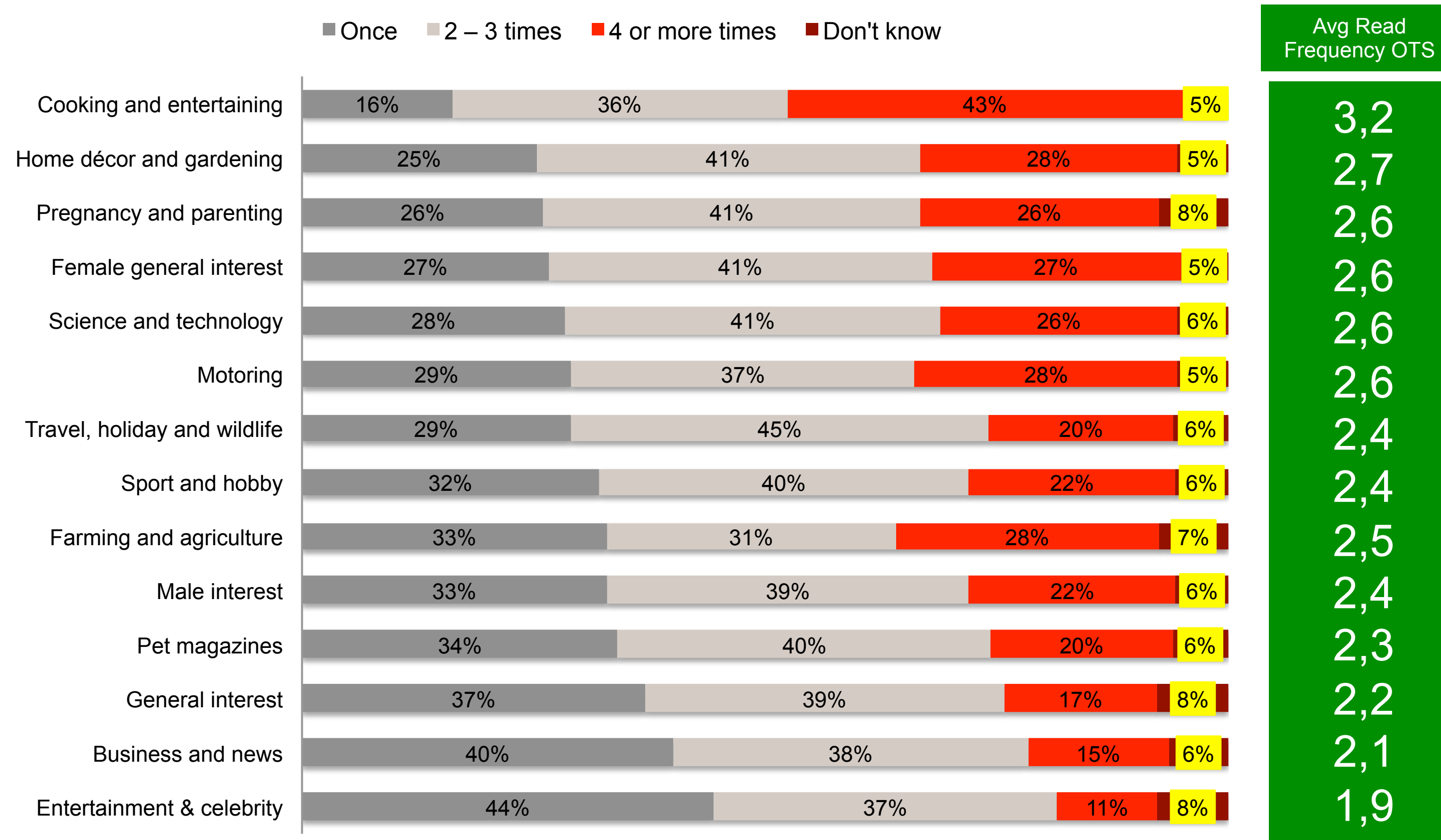


READING HAS DEPTH

SEM - Number of Pick-Ups (OTS)



Magazines - Buy 1 OTS , Get 1 to 2 Free!



Q: WHEN IT COMES TO READING THE FOLLOWING TYPES OF MAGAZINES, ROUGHLY HOW MANY TIMES DO YOU PICK UP AND READ/PAGE THROUGH A SINGLE COPY?

The Purchase Funnel - Influences at Each Step in the Funnel

