PROMOTING NEWSPAPER ADVERTISING

Annual Conference
WAN-INFRA India 2019
Ulbe.jelluma@printpower.eu
@Printpower
NEWSPAPERS IN EUROPE

- Newspapers come in different types
  - Daily National newspapers
  - Daily Regional newspapers
  - Sunday newspapers
  - Weekly newspapers

- Penetration of newspapers differs
- Many small circulation newspapers
- Massive variation in advertising revenues
MARKETS ARE DIFFERENT

Number of titles

Source: WAN-IFRA, World Press Trends 2018
DIFFERENT DOMINATING TYPE OF NEWSPAPER

Average circulation

Source: WAN-IFRA, World Press Trends 2018
DIFFERENT PERCENTAGE SUBSCRIBERS

France 48,5%

Germany 71,9%

UK < 40%

Source: WAN-IFRA, World Press Trends 2018
# Newspaper Advertising Spend

## Per capita

<table>
<thead>
<tr>
<th>Country</th>
<th>Population (mio inhabitants)</th>
<th>Total Ad Expenses Newspapers ($ mio)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>67,221</td>
<td>$709</td>
</tr>
<tr>
<td>Germany</td>
<td>82,850</td>
<td>$4,793</td>
</tr>
<tr>
<td>UK</td>
<td>66,186</td>
<td>$1,411</td>
</tr>
</tbody>
</table>

### Source

ZenithOptimedia 2018
CASE: CREATING READER LOYALTY

The Sun

largest newspaper in UK (circ. 1.358.945)

- Printing unique code in each copy of the newspaper, daily
- Loyalty programme called Sun Savers
- Collect 28 codes and enter on website equals £5 in Sun Savers wallet
- With Sun Savers wallet possibility to buy promotional items
DAILY CODES IN PAPER

**Sun RAFFLE**

**IS THIS CODE WORTH £50k?**

**YOUR CODE**

9P7N TELX

[Image of newspaper page with the Sun Savers section]
REGISTER CODES ON WEBSITE
CODES COUNTER AND CALENDAR
PROMOTIONS ANNOUNCED IN PAPER

Reminders of current promotion, and future promotion
RESULTS AFTER 18 MONTHS

✦ Sun Savers replacing Sun Perks
✦ From 30,000 members to 800,000
✦ 22% of members entering codes during two weeks
✦ Selling value: Sun Hols campaign: 2 mio additional visitors, 2 mio hols sold
✦ Sun Savers stopped decline of circulation with 5 percentage points (from 8%)
✦ Programme to feature ads in future
✦ Co-owner of rich database that can be used for other activities
CASE: CREATING RELEVANCE

⚡ Publisher of regional weekly newspapers
⚡ 20 titles including oldest regional French title, total circulation 265,000, many with circulation < 10,000
⚡ L’Observateur, with 9,000 copies most sophisticated development
READERS AND ADVERTISERS
RELEVANCE

Geo differentiating advertising
SELLING ADVERTISING

Ad planning tool

- After the ad purchasing phase
- I connect myself to the platform
- I select my model
- I customize my advert
- After validation...
- I manage my list of adverts
CHOOSE PREFERRED VERSION

1. Print, digital, print + digital
2. Region (4)
3. Content (4)
## Creating Readers Relevance

### Four Content Options for Readers

<table>
<thead>
<tr>
<th>Version</th>
<th>Shared</th>
<th>Kitchen/Horoscope</th>
<th>Sport</th>
<th>Garden, Arts, Sport</th>
<th>Faits Divers</th>
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</thead>
<tbody>
<tr>
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<td>x</td>
<td>x</td>
<td>Faits divers</td>
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<tr>
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<td>Shared</td>
<td>Kitchen/Horoscope</td>
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<td></td>
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<tr>
<td>Version 4</td>
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<td></td>
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</table>
CREATING ADVERTISERS RELEVANCE

Same page, different content
DIFFERENT REGIONS, CONTENT, READERS AND ADVERTISERS
RESULTS

- After Y1 + 10% subscribers, + 8% news stand sales
- Increase of local advertisers, because of geo selection and lower ad rates
- Ad planning platform facilitates planning, creating and uploading ads
- Competitive newspaper reduced number of editions and circulation
- Partnership with news-stands to sell personalised subscriptions
- Cost reductions:
  - Smaller size, reduced number of pages
  - No plates, less press/ more editorial staff, less paper waste, lower postage cost
WHAT IS PRINT POWER?

An initiative promoting advertising in print media

Goal: change perception about print advertising by meeting decision makers

Key message: adding print advertising to the media mix increases overall effectiveness of the mix

Addressing media and advertising agencies and advertisers
- France, Germany and United Kingdom
- Network agencies of Top 6 agency holding groups
- Top 10 companies in Luxury, Retail, Automotive, FMCG, Beauty & Toiletries and Finance sector

Providing insight, information and inspiration via website and organise meetings with decision makers

Funded by the European paper industry
PRINT POWER CAMPAIGN OBJECTIVES

2018 - 2020

- Change perception of print advertising
- Establish business relationships with decision makers
- Maintain advertising volume print media and volume printed marcom materials
2018 - 2020 STRATEGY

Create convincing on-target communication to change people’s perception about print media

🌟 Select, identify & reach target audience = KPI
🌟 Convert to newsletter subscribers = KPI
🌟 Meet with frequent readers of content = KPI
CONTENT DRIVEN WEBSITE

Why print media?

READ MORE

Marketing effectiveness in the digital age

Marketing in a changed media landscape
EXPERTS / 16.05.19

Why people need print now more than ever

Words by: Print Power

In a world of endless screens, best-selling branding author and expert Martin Lindstrom explains why we’re all craving a more tactile experience.

WHY PRINT?

Marketing effectiveness in the digital age

Words by: Print Power

It’s time advertisers and agencies took a more evidence-based approach to media planning and realised the power of print in the campaign mix.

VISION / 19.08.19

Créativité : le print n’a pas fini de nous surprendre

Écrit par : Print Power

Considéré à tort comme le parent pauvre du palmarès des Cannes Lions, le print est désormais davantage utilisé comme média de complément au sein de campagnes globales, mais garde des atouts spécifiques que les annonceurs sont en train de redécouvrir.
Article and newsletters

Article and video views: 9,804

Total delivered: 5,108

Unique opens: 736

Total Clicks: 599
FACING BRANDS AND AGENCIES

Beat the Bullsh*tter party game
CREATING THE SALES FUNNEL

Nurturing campaign

Hubspot-based acquisition and loyalty campaigning using database of 17k, integrating website visits, newsletters and social media interactions leading to lead qualification

✦ Nurturing campaign for new subscribers
✦ Multi-step campaigning including various emails and ebooks
CREATING THE SALES FUNNEL

NPNI

Total delivered: 17,997
Unique opens: 4,757
Total clicks: 405
CREATING THE SALES FUNNEL

Effectiveness

LESSONS IN (PRINT) LOVE.

Cannes 2019 and the case for creativity

HOW CAN WE CONVINCE CMOS TO SHED THEIR PRINT BLINKERS?

Let’s go back to where brand success really starts. While building a grass-roots belief in marketing within leading companies. There’s a positive shift happening. And CEOs are validating marketing’s mission.

ALL TOGETHER NOW

A report by Wellness & Company concludes that an organisation’s ability to drive growth depends on the strength and the CMO’s rapport with the CEO and the senior executive team. This rapport with the CEO is a key element of success for marketing. A recent study by Wellness & Company highlights the importance of the CEO’s role in the success of the organisation. The study found that CEOs who are engaged in the strategic planning process and who understand the challenges faced by their team are more likely to support marketing initiatives and allocate resources accordingly.

LESSONS IN (PRINT) LOVE

C BRITE CHANGING HABITS

Marketing is now an essential part of the company’s overall strategy. CEOs have increased their focus on marketing and have implemented strategies to drive growth. They have also recognised the importance of marketing in creating brand awareness and strengthening customer relationships.

However, there are still some challenges that organisations face when it comes to implementing successful marketing initiatives. One of the main challenges is the lack of alignment between the marketing and sales teams. This can lead to a disconnect in the messaging and a lack of consistency in the customer experience. Another challenge is the difficulty in measuring the impact of marketing initiatives, which makes it difficult to justify the investment and allocate resources accordingly.

It seems that every company invests in multiple channels to reach their target audience. However, the effectiveness of these channels is often difficult to measure. It is important for organisations to invest in marketing initiatives that are aligned with their overall strategy and to allocate resources accordingly. This will help in driving growth and creating a positive impact on the company’s bottom line.
CREATING THE SALES FUNNEL

Prints advertising power pocket guide

PRINTS ADVERTISING POWER.

A guide to print advertising properties and effectiveness

TRIGGERS A POSITIVE EMOTIONAL RESPONSE

<table>
<thead>
<tr>
<th>What the evidence says</th>
<th>The advertisements and agencies say</th>
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<tbody>
<tr>
<td>1. TV</td>
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</tr>
<tr>
<td>2. Radio</td>
<td>2. Online video</td>
</tr>
<tr>
<td>4. Out of home</td>
<td>4. Out of home</td>
</tr>
<tr>
<td>5. Direct mail</td>
<td>5. Cinema</td>
</tr>
<tr>
<td>7. Direct mail</td>
<td>7. Newspapers</td>
</tr>
<tr>
<td>8. Cinema</td>
<td>8. Direct mail</td>
</tr>
<tr>
<td>10. Online display</td>
<td>10. Magazines</td>
</tr>
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</table>

Print is delivering greater market share uplifts over time

THE DECLINING EFFECTIVENESS OF ALL IPA CAMPAIGNS

Proportion of advertising-generated profit by medium

85%
RESULTS

RESULTS YTD:

Website 2018:

- Audience size: 1,393,140
- Reach / Impressions (2019 - No advertising): 2,432,864
- Website sessions: 57,820
- Subscribers: 17,235
- New leads: 412
- Meetings: 13

Website 2019:

Date range: 1 Jan to 31 August 2019

- Audience size: 1,393,140
- Reach / Impressions (2019 - No advertising): 185,573
- Website sessions: 26,912
- Subscribers: 17,993
- New leads: 432
- Meetings: 30
THANK YOU