

## HOW MAGAZINES TARGET LIGHT VIEWERS FOR MAXIMUM EFFECT

One of the traditional strengths of magazines relative to TV is the ability of most publications to target light TV viewers. Upscale marketers who invest heavily on the tube often find that their network and spot television buys underdeliver light viewers (in GRPs) by margins of 500% or higher. In other words, a typical advertiser's all-TV media plan may produce 5,000 GRPs against its total target group, but attain only 900-1,000 GRPs among the lightest tube-watchers, a majority of whom may be ideal upscale consumers of its product or service.

To demonstrate how such an analysis might be undertaken, we have selected data from one of the syndicated multimedia audience studies and created an analysis for a hypothetical Brand Y that spends all of its national media dollars in various combinations of on-air and cable TV network buys. Taking its total network TV effort in aggregate, Brand Y expects to generate 5,000 target group GRPs for the upcoming year. However, when the target group universe is split into 25 equal cells (approximately 4% of the target group falling into each cell) according to their relative degree of TV/magazine consumption, some disturbing variations from the overall norm (5,000 GRPs) are evident. As shown in the first table, if we look at that segment of the target group that consists of the heaviest magazine readers and lightest TV viewers, Brand Y's all-TV plan overdelivers significantly, producing 11,800 GRPs or 2.37 times the overall average. In contrast, when we look at the cell defined by the lightest TV viewers and heaviest magazine readers, only 460 GRPs can be expected, or less than one-tenth of the brand's nationwide media weight.

This table also shows how Brand Y's TV-only plan performs against the total TV and magazine quintile spectrums. Taking all of the heaviest viewing segments together (20% of the target group), Brand Y's current plan generates 10,300 GRPs, whereas at the opposite extreme, the light viewers (also 20% of the population) get only 748 GRPs.

Obviously, one solution to this perceived problem would be for the agency media planners to run various tabulations, juggling TV show genres, network types and daypart mixes to see if some alternate all-TV plan can redress this situation. Invariably, this does not produce a viable trade-off between quintile balancing and cost-per-thousand relationships due to the predominant weight of heavy viewers in all forms of television.

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Having satisfied itself on that score, the agency chooses to evaluate an alternate magazine option, taking 25% of the TV budget as its base. Various magazines are analyzed, relative to their heavy/light TV viewer ratios, cost efficiency and other factors (merchandisability, editorial environment, etc.) and a list of 10 acceptable publications is created. Since this group, in aggregate, is to get 25% of the TV ad budget, it is replacing 1,250 TV GRPs with 1,772 magazine-generated GRPs. This highly beneficial disparity in favor of print reflects the latter's superiority in targeting Brand Y's key sales prospects (a common advantage for magazines relative to TV), combined with favorable CPMs, thanks to the use of "total audience" research for print media.

What does the proposed magazine schedule look like when analyzed in the same manner as Brand Y's all-TV plan? The second table presents the answer. As anticipated, the magazine-delivered GRPs are more likely to be attained against heavy magazine readers and lighter TV viewers. While the magazine schedule provides Brand Y with 1,772 target group GRPs overall, it generates 2,015 GRPs against all light viewers (TV quintiles) and 4,110 GRPs against those lightest viewers who are also the heaviest magazine readers (see second table).

The third table continues this step-by-step analysis by deleting 25% of Brand Y's GRPs in all of the heavy/light viewer/reader cells and substituting them with the magazine schedule. Overall, this deletes 1,250 TV-delivered GRPs but adds 1,772 magazine GRPs, for a total gain of 522 GRPs. The fourth table compares the two plans' GRP delivery by TV viewing quintiles. As can be seen, there is an overall gain of 11% that is attained by a huge increase in media weight against TV's lightest viewers and modest reductions against the heaviest viewers. Of particular interest is the data that show what percent of Brand Y's media weight (GRPs) is attained by the print portion of Plan B. Overall, 31% of Plan B's GRPs are provided by the magazine component, but among the heaviest TV viewers this figure rises dramatically to 78%.

Some advertisers may find this comparison disturbing, especially if they are wedded to the notion that TV commercials are the only effective form of branding ads. Faced with this argument, the agency may review alternative mixes of TV and print media, to improve the balance of TV and print GRPs among light viewers. While this can probably be done, the usual trade-off is a reduction in overall media efficiency, which may raise other concerns. Is it better to sacrifice 20% of Brand Y's total GRPs to "improve" the TV versus print GRP mix among heavy viewers from 78% print to, say, 50% print?

If the agency really believes in print media as an effective advertising communication tool, it can further counter the advertiser's hesitations by pointing out that Plan B still delivers 561

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target group GRPs against light viewers via TV commercials. This is the equivalent of a 75% reach and an average frequency of 7.5 for the full year. Adding another 187 TV GRPs (a 60% reach and 3.1 frequency), as in the original all-TV plan, would be largely redundant. Awareness for Brand Y's campaign would probably not increase more than 2-3 points among heavy viewers with the retention of the additional TV weight. However, talking to the same light viewers with 2,015 magazine-delivered GRPs (an 85% reach and a 23.7 frequency) on top of the 561 TV GRPs provided for in Plan B, probably will generate reinforced advertising impact and continuity throughout the year, even if print is regarded as a somewhat less effective branding instrument. And who is to say that light viewers are not more attuned to print as a more acceptable form of communication? Isn't this implied by their evident disdain for so many TV shows and sparse viewing levels? It is not a far stretch to feel that this apathy for the tube and its offerings carries over to TV commercials as well. In short, it may be better to target such highly discriminating, generally upscale and smarter consumers with two forms of media, and far more often, as in Plan B, rather than relying solely on a modest overlay of TV ad "exposures" that may not really translate into real viewings by the consumer. Is it realistic to imagine a typical light viewer watching the same TV ad campaign a second then a third and then a fourth time, as its commercials attempt to intrude upon his/her consciousness? It seems more likely that a sequence of one or two TV exposures augmented by three or four magazine ad notings would produce a better effect. ■

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## BRAND Y TV-ONLY BUY TARGET GROUP GRPs BY TV/MAGAZINE QUINTILES

	TV QUINTILES					TOTAL
	HEAVIEST I	II	III	IV	LIGHTEST V	
<b>MAGAZINE QUINTILES</b>						
Heaviest I	9,800	5,400	3,100	1,700	460	4,092
II	9,400	6,000	3,900	1,900	690	4,378
III	9,700	6,900	4,400	2,800	750	4,910
IV	10,800	7,000	5,200	3,100	900	5,400
Lightest V	11,800	8,200	5,800	4,100	940	6,168
<b>TOTAL</b>	<b>10,300</b>	<b>6,700</b>	<b>4,480</b>	<b>2,720</b>	<b>748</b>	<b>5,000</b>

*Source: Media Dynamics, Inc.*

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## BRAND Y 25% MAGAZINE PLAN TARGET GROUP GRPs BY TV/MAGAZINE QUINTILES

MAGAZINE QUINTILES	TV QUINTILES					TOTAL
	HEAVIEST				LIGHTEST	
	I	II	III	IV	V	
Heaviest I	2,690	3,120	3,800	3,900	4,110	3,462
II	2,125	2,270	2,540	2,550	2,700	2,437
III	1,410	1,490	1,575	1,690	1,770	1,587
IV	810	920	925	940	945	908
Lightest V	370	415	475	510	550	464
<b>TOTAL</b>	<b>1,481</b>	<b>1,643</b>	<b>1,863</b>	<b>1,918</b>	<b>2,015</b>	<b>1,772</b>

*Source: Media Dynamics, Inc.*

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## **BRAND Y 75% TV/25% MAGAZINE TARGET GROUP GRPs BY TV/MAGAZINE QUINTILES**

	TV QUINTILES					TOTAL
	HEAVIEST				LIGHTEST	
	I	II	III	IV	V	
<b>MAGAZINE QUINTILES</b>						
Heaviest I	10,040	7,170	6,125	5,175	4,455	6,593
II	9,175	6,770	5,465	3,975	3,218	5,721
III	8,685	6,665	4,875	3,790	2,333	5,270
IV	8,910	6,170	4,825	3,265	1,620	4,958
Lightest V	9,220	6,565	4,825	3,585	1,255	5,090
<b>TOTAL</b>	<b>9,206</b>	<b>6,668</b>	<b>5,223</b>	<b>3,958</b>	<b>2,576</b>	<b>5,522</b>

*Source: Media Dynamics, Inc.*

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## COMPARISON OF TWO EQUAL DOLLAR MEDIA PLANS FOR BRAND Y

	PLAN A	PLAN B	% CHANGE	PLAN B % OF GRPs VIA MAGAZINES
<b>MAGAZINE QUINTILES</b>				
Heaviest I	10,300	9,206	-11	16
II	6,700	6,668	-1	25
III	4,480	5,223	17	36
IV	2,720	3,958	46	49
Lightest V	748	2,576	244	78
<b>TOTAL</b>	<b>5,000</b>	<b>5,522</b>	<b>11</b>	<b>31</b>

*Source: Media Dynamics, Inc.*