

A silhouette of a giraffe's head and neck, facing right, set against a background with a teal-to-blue gradient. The giraffe's patterned coat is visible through the semi-transparent overlay.

METRICS THAT MATTER

MAGNETIC

# M | What are the metrics that matter?



Short term

VS



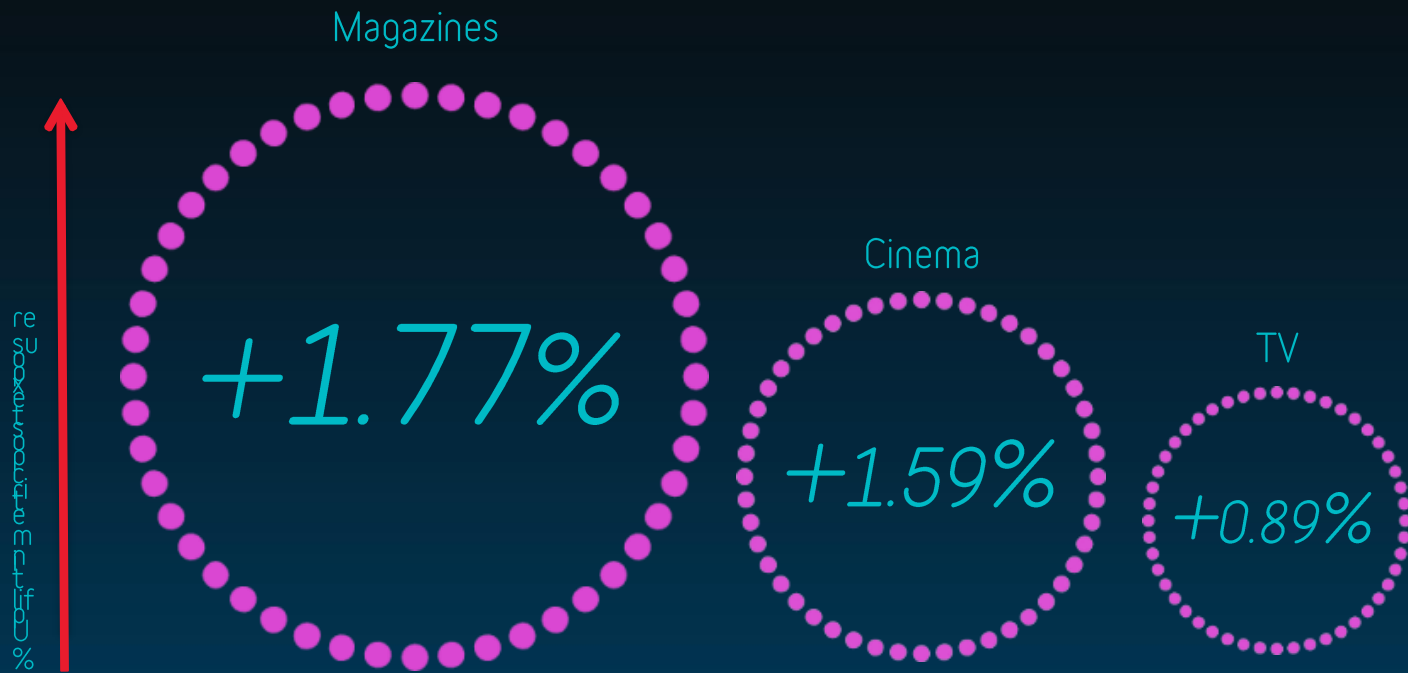
Long term



Magazine media moves the metrics  
that matter because it achieves  
deeper more meaningful connections  
with consumers and that's what  
delivers strong brand KPI's

M

# Meaningfully different impact



Source: Magnetic/Millward Brown 2015 MDI Measure: Magazines n=22, TV = 83, Newspapers n=32, Online Display n=68, Radio n=29, OOH n=59, Cinema n=28, Online video n=9



We discovered  
that printed  
magazines are a  
powerful driver of  
brand equity



# METRICS THAT MATTER

Findings from a unique study into  
magazines contribution to brand KPI's

# M ICE works by understanding how media & other touchpoints drive brand perceptions and KPI's



M: Some metrics are harder for media to move

Relevance

Quality

Presence

Knowledge

Prestige

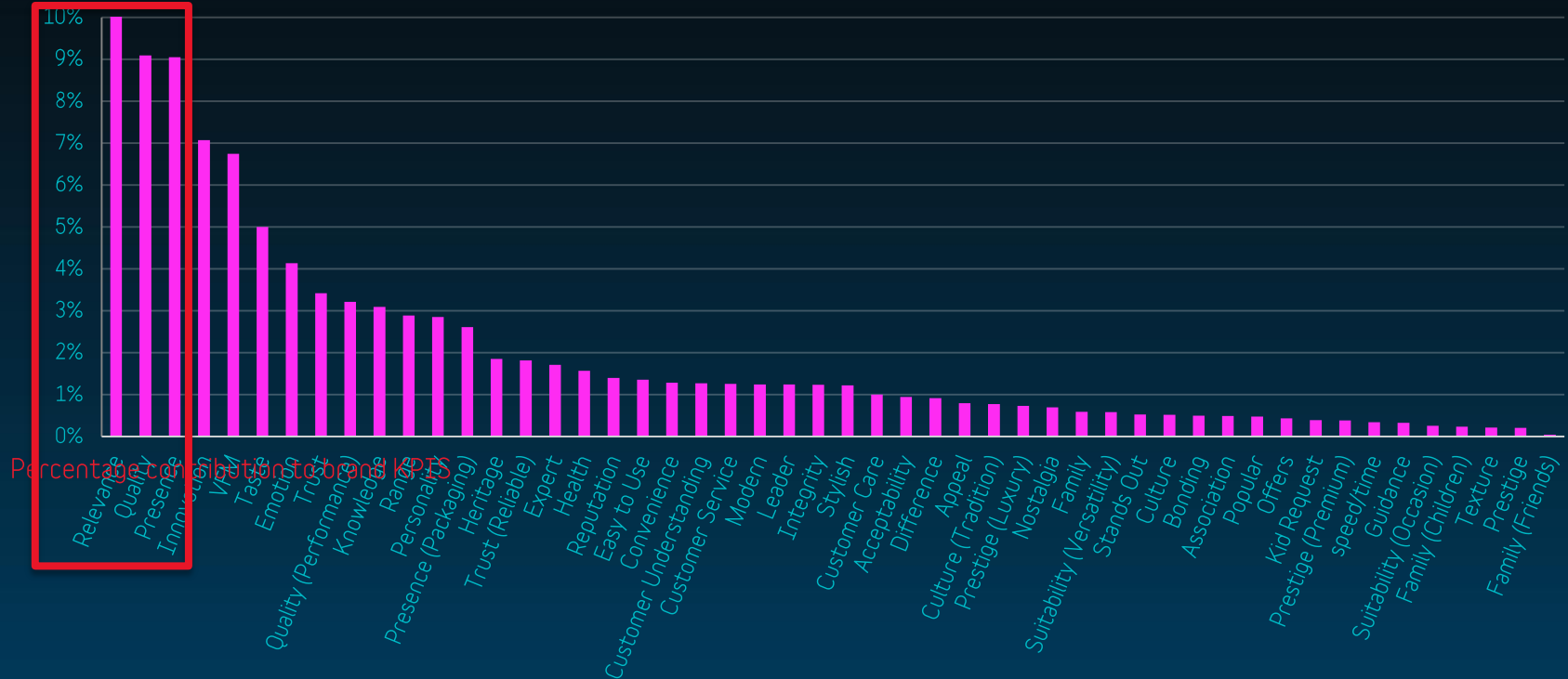
Trust

HARD

EASY



# M: Some metrics make a bigger impact on brand KPI's than others



M Relevancy and quality are hard to move but important for brand KPI's



Relevancy



Quality

M Magazine media channels are most able to move brand perceptions of relevancy

1.



Magazine Brands

2.



TV

3.



Social

M Very delivers relevancy by...



+



# M: TV, magazine brands & newsbrands drive quality perceptions

1.



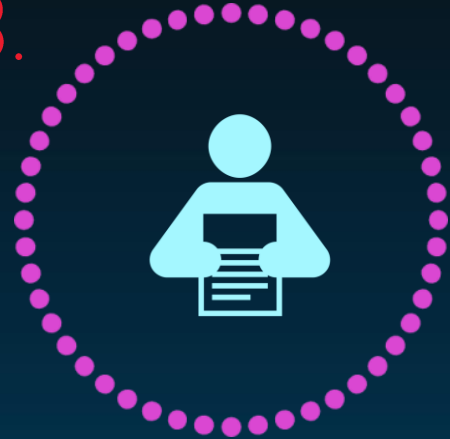
TV

2.



Magazine Brands

3.



Newsbrands

M | Phillips delivers quality through...

**PHILIPS**

+

**HEARST**



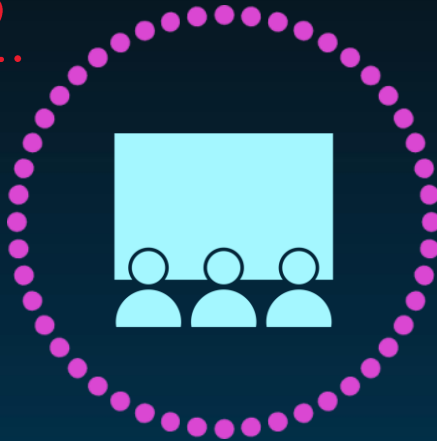
M: TV and outdoor deliver the most impressive result for presence

1.



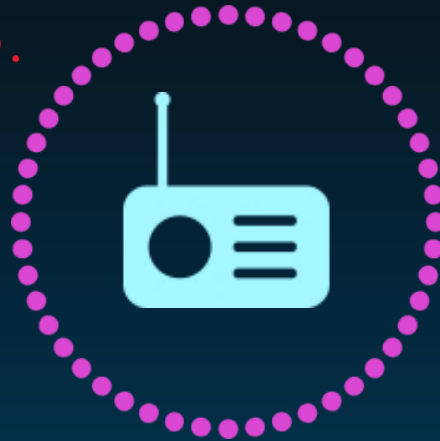
TV

2.



OOH

3.



Radio

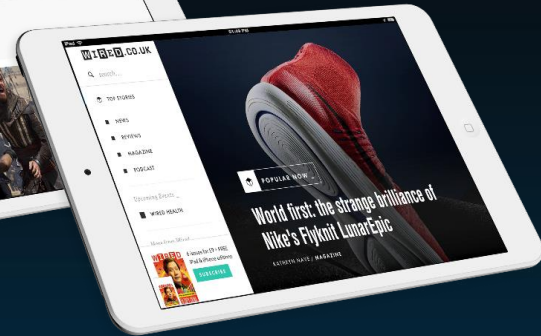
(Magazines = No.6)



Magazine  
brands deliver  
a meaningful  
connection

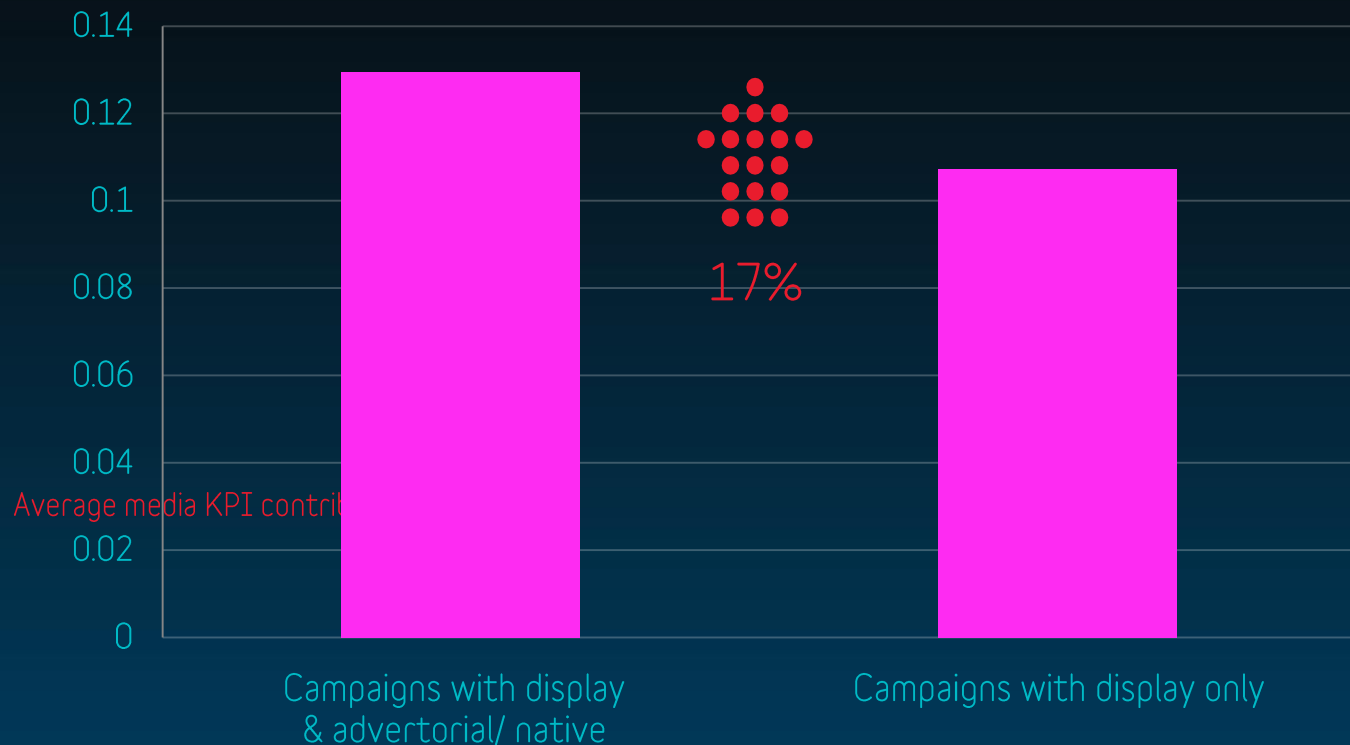


# M Understanding the contribution of our different assets



M

Campaigns with magazine display and advertorial/ native are almost 20% more impactful than display alone



Partnerships are included in advertorial /native in this instance where the content is relevant D & A = 19 D = 8

M | This is because of their ability to impact multiple brand attributes in particular....

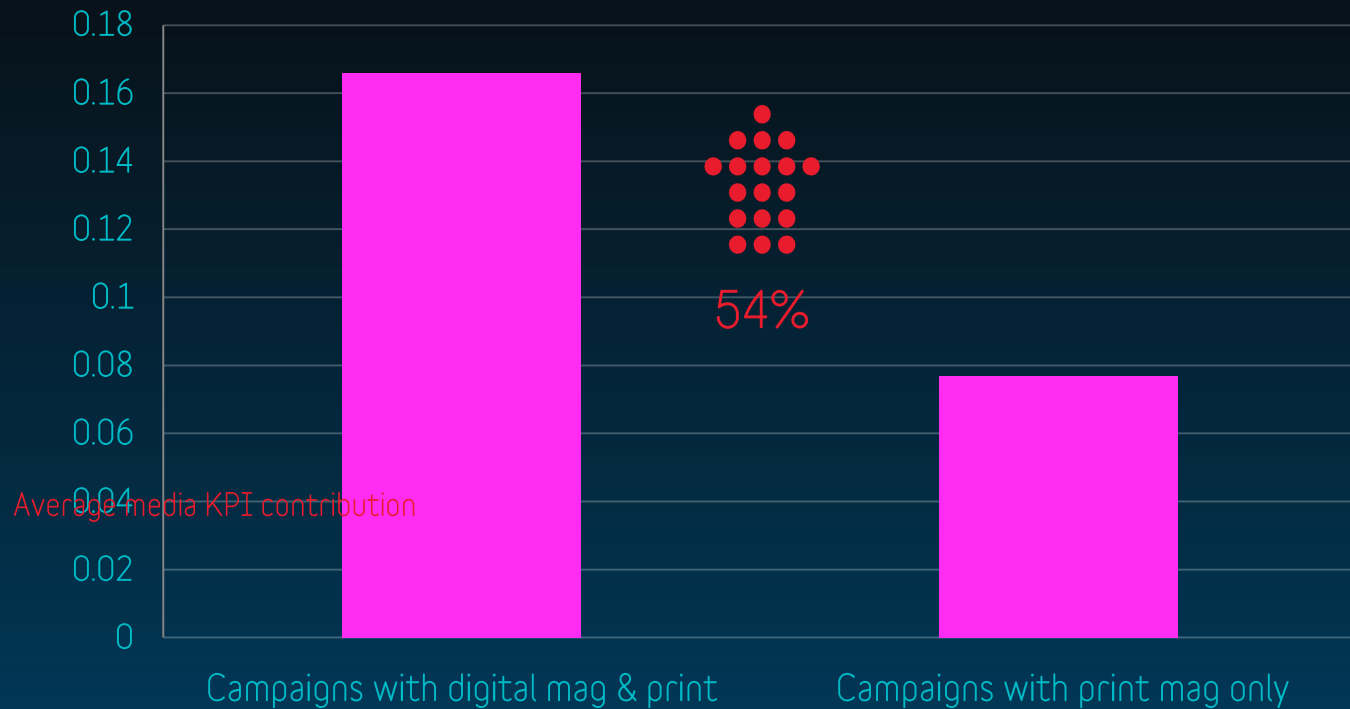


Trust



Innovation

# M Campaigns with magazine print & digital are twice as impactful on brand KPI's as print alone

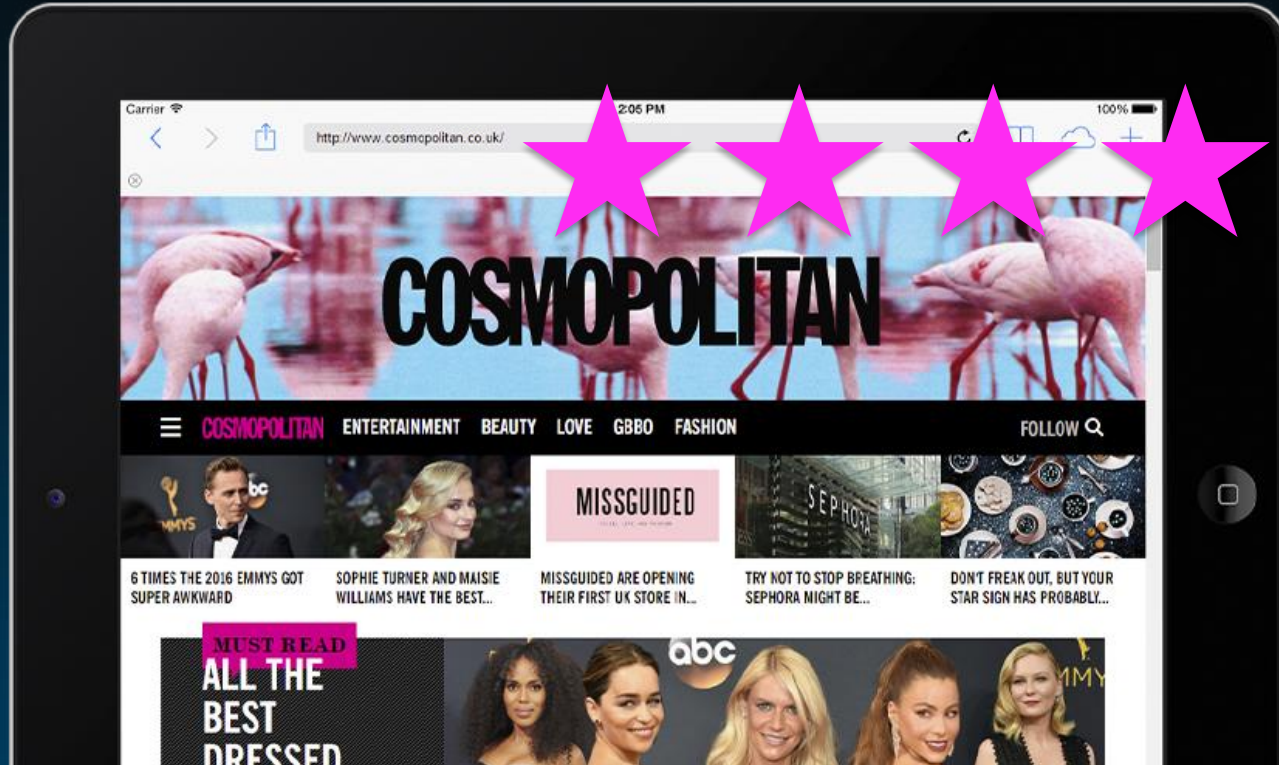


Campaigns with dig & print N=10 - Magazines with print only N= 29

The background of the image is a blurred, teal-tinted photograph. On the left side, there is a tall stack of magazines, their spines visible. On the right side, there is a rolled-up newspaper or magazine, showing some text and a small image. The overall aesthetic is clean and modern, with a focus on print media.

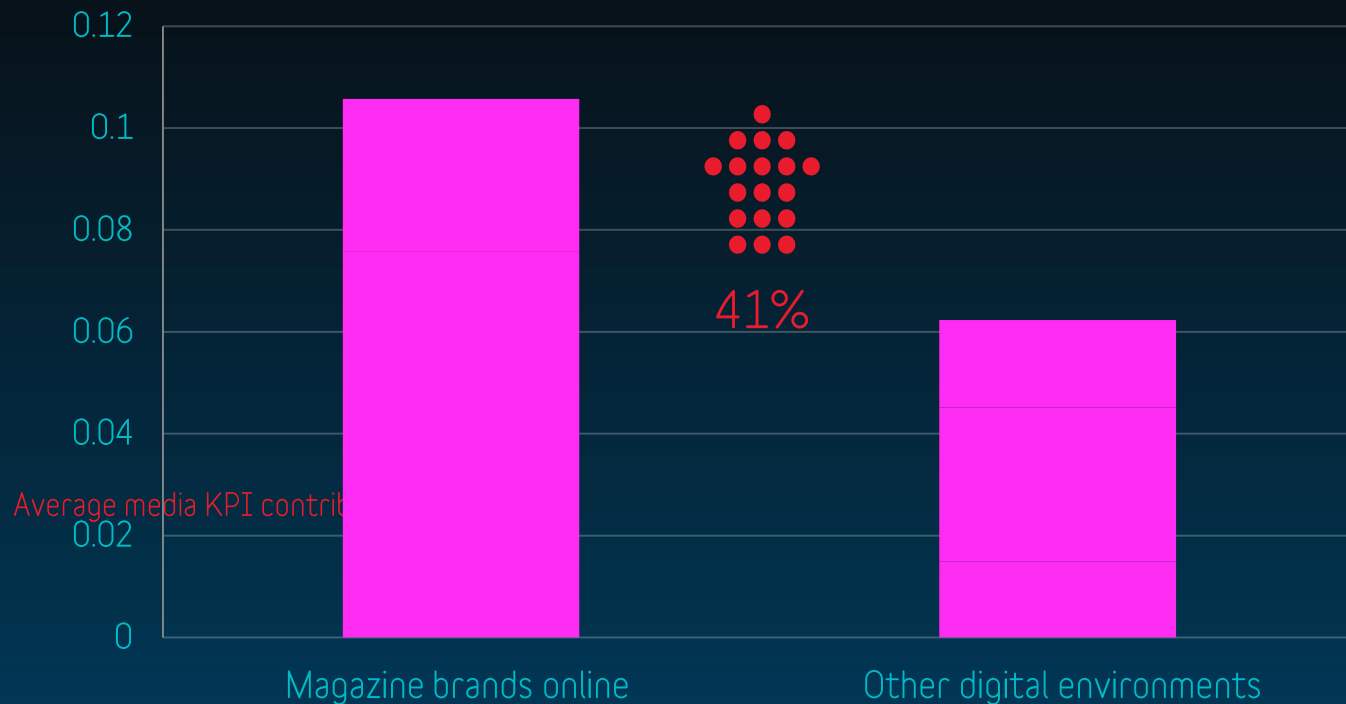
Printed  
magazines present  
the stronger  
opportunity for  
brands to express  
relevancy

M Magazine brands online provide the stronger opportunity for brands to express quality

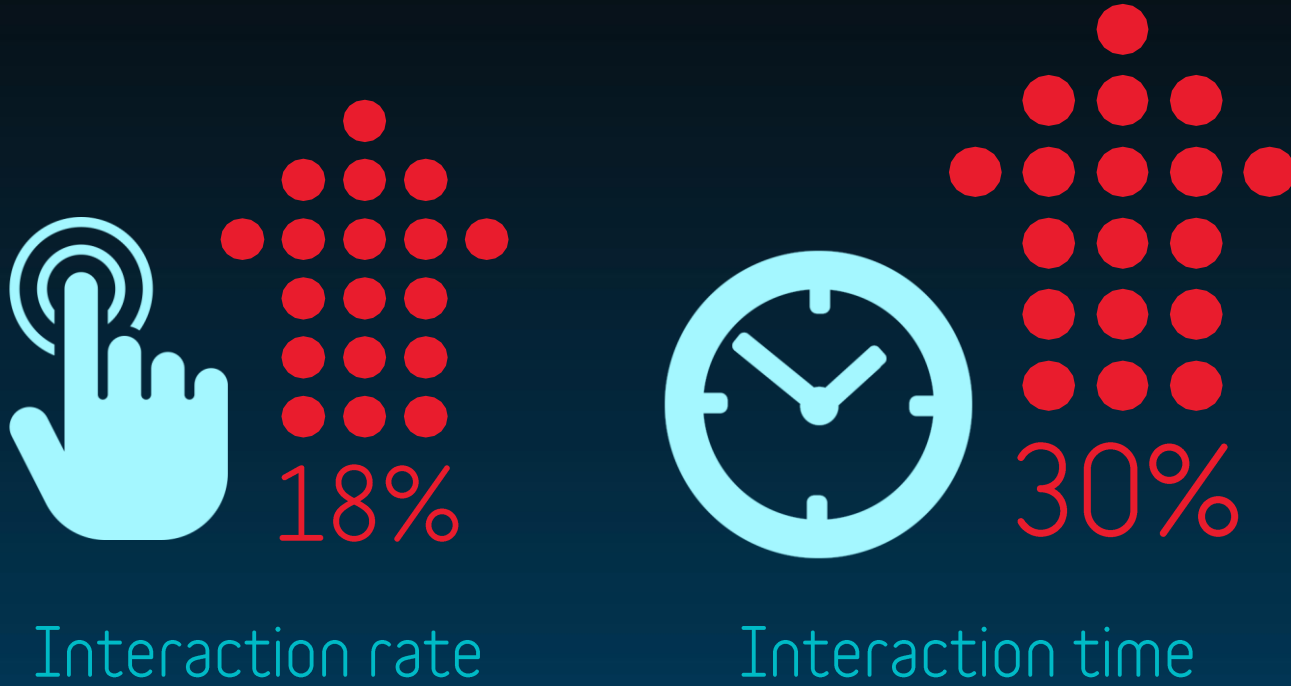




# Magazine brands online deliver a stronger impact on brand KPI's



# M | Attention and quality of engagement online









THANK YOU

[www.magnetic.media/spark](http://www.magnetic.media/spark)