



# MAGNETIC

Accelerate: how magazine brands influence  
motors purchasing

# M | Your challenges

Balancing the  
long and short  
term

Responding  
to the changing  
customer  
journey

Exploiting  
customer data






# Accelerate: how magazine brands influence motors purchasing



# M | Short-termism



A view from Lindsay Pattison

## Transformation in an era of short-termism

Agencies have not really adapted in recent years following the big decoupling of media from the ad agencies.

Lindsay Pattison  
July 21, 2017  
How long?  
3-4 minutes


162

We're all aware of the massive challenges facing clients and agencies in attempting to negotiate the highly volatile and changing world. A VUCA (volatile uncertain complex and ambiguous) world in which having an emergent and fluid strategy is the only real option.

The issues we need to get to grips with are dominated by technology, but within our communications world we can also add the erosion of consumer trust in advertising and the demand for greater diversity and equal representation, both in advertising messages and the talent within our industry. These are issues that in my new global role at Group M I'm eager to tackle head on.

And a key issue impacting marketing and media from the broader business world is the trend of short-termism, which was revealed in the most recent IPA Bellwether report as having a significant

# campaign



A view from Claire Beale

## Short-termism is hurting us all

Marketers don't tend to hang around very long. And this is just one example of the ruinous short-termism infecting our industry.

Claire Beale  
May 18, 2017  
How long?  
2-3 minutes

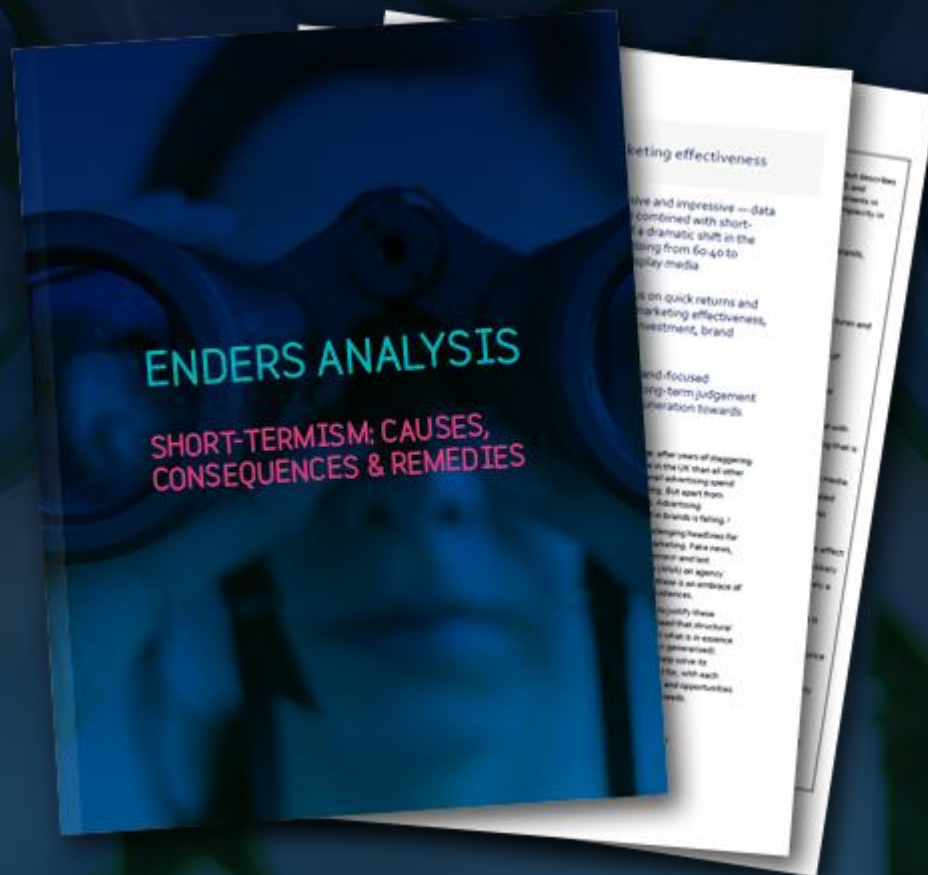
77

There's a promiscuous senior marketer who's well-known for never staying in one job very long. I'd always assumed – being cynical – that their flightiness was because they just weren't that good, that what had sounded impressive in the job interview turned out to be meaningless bullshit when put into practice at the marketing coalface. So I asked them why they swapped jobs so often. "I get bored. I make the changes I think need making. Then I lose interest, so I quit." So, yes, I concluded: they're not a very good marketer.

But they're hardly alone in riding the marketing merry-go-round. A new report on marketing short-termism compiled by Enders Analysis for magazine marketing body Magnetic found that the average tenure for chief marketing officers is just over four years. I reckon this is an overestimation. Whatever the exact figure, we know marketers – even the good ones – don't tend to hang around very long. And this is just one example of the ruinous short-termism that Enders



# ENDERS|ANALYSIS



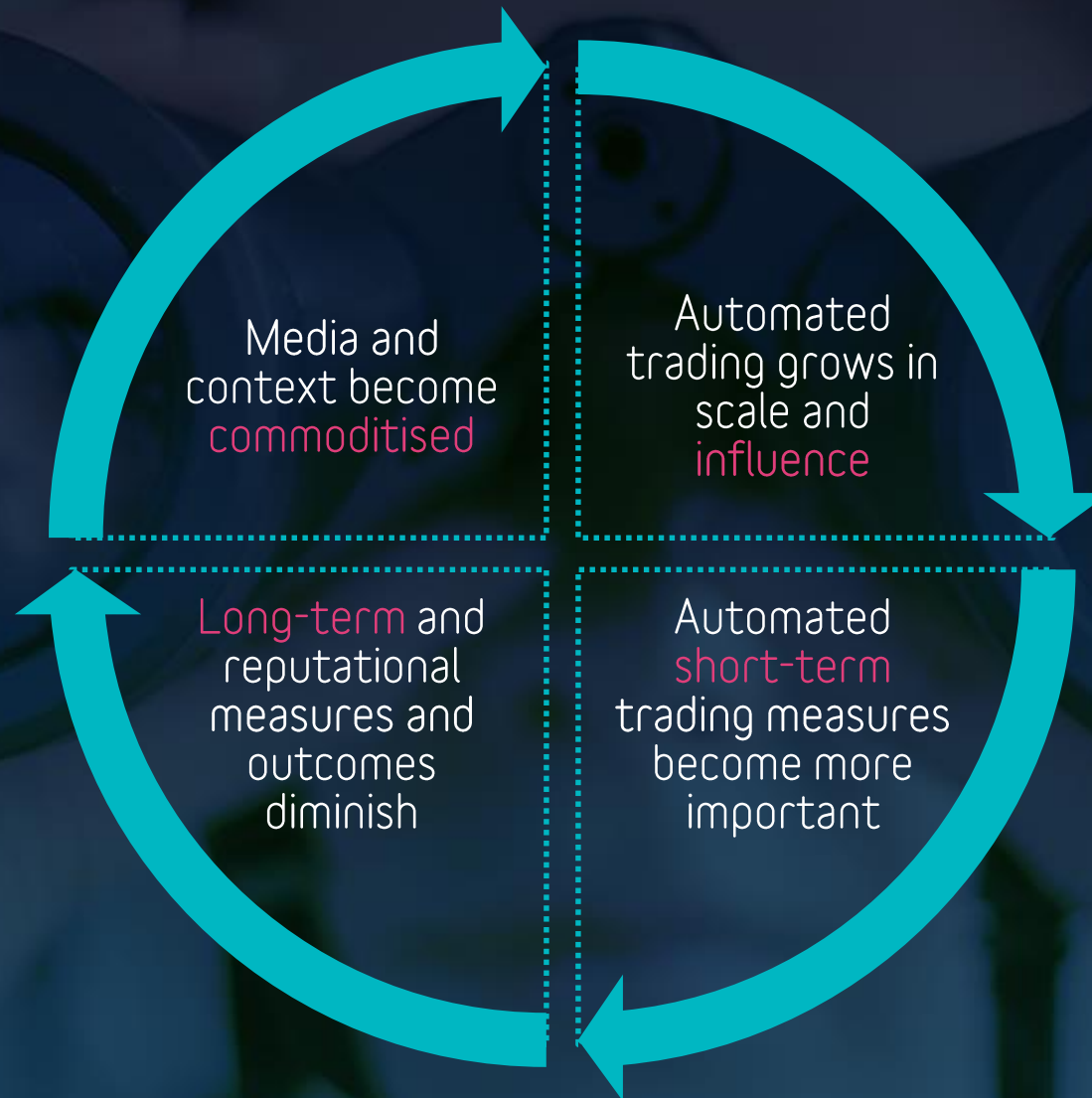
# M | The drivers of short-termism



Source: Short-termism: causes, consequences and remedies



# M | Short-termism has led to a devaluation of context



Source: Short-termism: causes, consequences and remedies

# M | Context and value matter

“Failure to measure a range of marketing risks, such as the negative reputational effects of poorly executed retargeting.

Digital marketing is increasingly performance-based or considered neutral; it is as if no marketing should ever be measured as a risk, which is evidently wrong.”

Douglas McCabe,  
CEO, Enders Analysis

Source: Short-termism: causes, consequences and remedies




# M | A shift to direct response advertising



Source: Short-termism: causes, consequences and remedies

# M | Report recommendations



Integration of  
long and short  
term metrics

The diagram features two large, light-blue dotted circles on a dark blue background with a faint, complex network of lines and nodes. The left circle contains the text 'Integration of long and short term metrics', and the right circle contains the text 'Measurement of risks and benefits of different contexts'.

Measurement of  
risks and benefits  
of different  
contexts





What Motors magazine brands  
deliver along the customer journey

# M | The Road to Purchase



Always in  
market

Lover vs.  
Pragmatist

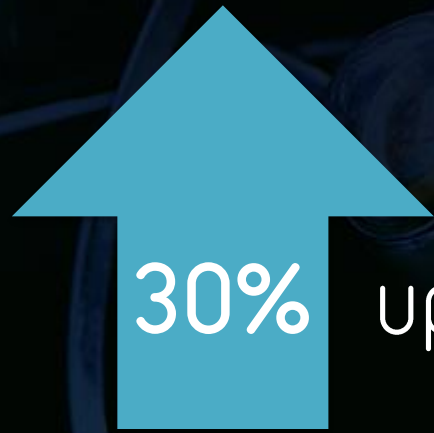
Consideration  
stage is key



# M Motors magazines build motoring brands

On average  
**45%** agree  
magazines have  
impacted brand  
perceptions

# M Magazine brands drive short term activation



30%

uplift in activation metrics



# M Motors magazine traffic drives better activation on motors websites



Configuration  
**+74%**



Test drives  
**+121%**

# M Motors magazines accelerate decision making



43% agree  
that motors  
magazines helped  
to reduce the  
number of brands  
on the shortlist

Source: Fuel the funnel





M Motors magazines play a critical role

33% changed the car  
they viewed as their  
favourite after reading a  
motors magazine

Source: Fuel the funnel

# M Motors magazines encourage consumers to increase car budgets

39% of readers increase their spend after reading a motors magazine

Before  
magazine exposure

After  
magazine exposure

9% increase

Source: Fuel the funnel



M

Will the butch, brazen Range Rover Evoque and opulent Audi Q3 leave the BMW X1 and VW Tiguan all at sea?

INSIDE THIS ISSUE

# This issue...

The Range Rover Evoque comes under scrutiny from our testers on p18



**We test: Practicality**  
Don't be fooled by the Evoque's butch looks and imposing road presence. The boot is not much bigger than that in a Ford Fiesta Supermin.

**We test: Real-life fuel economy**  
In our 4x4 group test, the Evoque's 504 diesel was furthest from meeting its claimed fuel economy, falling 22% short of the stated 45mpg.

**We test: Performance**  
Despite having more horsepower at its disposal than other cars in our test, the Evoque took a second longer than the Audi Q3 to accelerate from 37-62mph.

**OTHER FEATURES**  
Our experts solve your car problems and discuss the latest motoring issues

**Dashboard**  
14 Will your car fail the new stricter MOT? Plus how to check the car's safety

**Which? Car works for you**  
16 We investigate a controversial problem, and help readers to escape wheel dealers

**Driven to distraction**  
24 Do you suffer from car technology distraction when driving? Testing good companies

www.which.co.uk/cars

THIS ISSUE INSIDE

## FIRST DRIVES

If you're after a new car, don't miss our round-up of all the latest arrivals

**Peugeot 208**  
A worthy rival for Fiesta and Polo

**Kia Cee'd**  
Looks great, goes pretty well too

**Hyundai i30**  
Another Korean Ford Focus rival

**Fiat Panda**  
Five doors for less than a Fiat 500

**plus more first drives...**  
Mercedes B-class, Subaru XV & Renault Twizy

www.which.co.uk/cars

'The Evoque wins hands-down in the style stakes. But does it have the substance to take on the Audi Q3, BMW X1 and VW Tiguan?'

CAR  
NGE

Let us throw some light on o-head comparisons

We're all finding the pinch of high fuel prices at the moment, and petrol or diesel prices are unlikely to drop anytime soon. The best way of getting this apart from driving less - is to choose a more fuel-efficient car. But which one? Hybrids make some impressive economy claims, but are these shared by diesel cars in real-world driving? It's important to look beyond just the headline economy stats though. The difference in pump prices paid costs up to a lot more than petrol at the time of writing, and the potential tax liabilities of such cars could also sway your decision. A car like

The Lexus RX (opposite) shows just how much some drivers could save on tax by going hybrid. Things get even more complicated if you choose to drive into a city with congestion charges, such as London's (CCZ) - diesel tend to emit more NOx (nitrogen oxides) and CO (carbon monoxide) than hybrids, particularly around town, where these emissions can cause problems for local air quality. If city driving is your priority, then you might want to consider an electric car - we've looked at a few on p10. These are great for local air quality, as there are no 'tailpipe' emissions, but as our research shows, they're still not 'zero emission'.

LOOK BEYOND FUEL ECONOMY STATS - TAX MAY ALSO SWAY YOUR CHOICE OF CAR

### CLASSY HATCHBACKS

Lexus CT 200h hybrid is more than a peash Toyota Auris hybrid (see p18), although it does share much mechanically with that car and with the Prius. The Golf diesel is a more traditional choice, tested here in quick-but-fluffy GTD trim.

**VOLKSWAGEN GOLF GTD**  
DIESEL vs HYBRID

**WHAT IS IT?** We've big fans of the Golf, as the high 78% test score shows. Admittedly, this 170bhp GTD is expensive for a medium car, but it's also close as you can get to the sublime Golf GTi with diesel power.

**OUR VIEW** The automatic DSG gearbox is a joy to use, with excellent timing the steering wheel for the full T effect. Given the GTD's performance, our limited 48 mpg is very reasonable, but it shouldn't worry the Lexus. Sadly you will probably want to budget more than 12,000 into for some juicy options, such as leather sports seats, not to mention metallic paint.

**2.0 TDI GTD DSG 5-DOOR**  
■ WHICHT CAR VERDICT 77%  
■ LIST PRICE (PRICE AFTER DISCOUNT) £24,290 (£23,620)  
■ A/L FUEL ECONOMY CLAIMED/MEASURED (l/100 miles) 52.3/48.7  
■ CO<sub>2</sub> OUTPUT CLAIMED/MEASURED (g/km) 162/154  
■ ANNUAL CAR TAX (1st year rate) £100  
■ COMPANY CAR TAX (2010/11) £1,006

**LEXUS CT 200h**  
DIESEL vs HYBRID

**WHAT IS IT?** The CT 200h is Lexus' first medium hatchback. It borrows its engine and gearbox from the revised Toyota Prius, but looks more sporty.

**OUR VIEW** The CT's Eco mode suits beam driving and gives the best mpg, while the 'Sport' setting delivers more oomph. It's not hot hatch though. Ride comfort is OK on smooth surfaces, but the CT means a meal of drive-thrus and potholes. It may be a leftfield choice versus low-emission diesels like the Golf, but it does offer a car tax and (especially) company car tax. We've yet to fully test it, but expect real-life economy to average around 60mpg.

**1.8 SE 1.5-DOOR**  
■ WHICHT CAR VERDICT GOOD first drive only, full test due soon  
■ LIST PRICE (PRICE AFTER DISCOUNT) £25,200 (£24,500)  
■ A/L FUEL ECONOMY CLAIMED/MEASURED (l/100 miles) 48.9/46.3  
■ CO<sub>2</sub> OUTPUT CLAIMED/MEASURED (g/km) 161/154  
■ ANNUAL CAR TAX (1st year rate) £100  
■ COMPANY CAR TAX (2010/11) £1,006

### OFF-ROAD LUXURY

Which 4x4 will give year-round driving pleasure come rain, snow or flood? Both the hybrid Lexus RX and Volkswagen Touareg are big, comfy, high-riding estates - and cost a surprisingly similar amount to fuel, despite their different engines.

**LEXUS RX 450h**  
HYBRID vs DIESEL

**WHAT IS IT?** The RX Comes well-equipped, even in base SE trim, but the grey trim and complex, button-heavy centre console are arguably no match for the VW's understated quality. However, company car tax is a deal.

**OUR VIEW** It's a pleasure to drive, with very strong acceleration from rest and also a higher speeds. It's a welcome surprise, too. But our testing showed the official fuel economy figures to be somewhat optimistic - careful drivers can expect mpg in the mid 30s, not the mid 40s. Our measured CO<sub>2</sub> emissions were also much higher - though the taxman looks only at the 448g/km figure.

**SE 5-DOOR**  
■ WHICHT CAR VERDICT 77%  
■ LIST PRICE (PRICE AFTER DISCOUNT) £44,500 (£43,567)  
■ A/L FUEL ECONOMY CLAIMED/MEASURED (l/100 miles) 14.8/13.4  
■ CO<sub>2</sub> OUTPUT CLAIMED/MEASURED (g/km) 244/240  
■ ANNUAL CAR TAX (1st year rate) £1,000  
■ COMPANY CAR TAX (2010/11) £3,685

**VOLKSWAGEN TOUAREG**  
DIESEL vs HYBRID

**WHAT IS IT?** The all-new Touareg takes the latest Volkswagen family face and makes it an imposing machine, offering plenty of road presence.

**OUR VIEW** The high driving position offers a feeling of safety. The 3.0 TDI's performance is impressive, and its economy is respectable for a large automatic off-roader - not far off that of the hybrid Lexus. It's a different story when it comes to CO<sub>2</sub> emissions though: the Touareg's 195g/km claim is hardly disguised, but it's surely beaten by the RX. That means annual car tax costs 1205 more (£245) and company car tax is considerably higher.

**3.0 TDI ALTITUDE 5-DOOR**  
■ WHICHT CAR VERDICT 77%  
■ LIST PRICE (PRICE AFTER DISCOUNT) £43,270 (£42,620)  
■ A/L FUEL ECONOMY CLAIMED/MEASURED (l/100 miles) 18.3/17.8  
■ CO<sub>2</sub> OUTPUT CLAIMED/MEASURED (g/km) 195/192  
■ ANNUAL CAR TAX (1st year rate) £1,000  
■ COMPANY CAR TAX (2010/11) £3,685

Car makers have been moulding their way into the compact SUV market in recent years, vying for a share of the market with the fast-growing and one of the most hotly-contested car classes of the moment.

That's because these 'crossovers' blend the practicalities of a sports utility vehicle (SUV) with the styling and handling feel of a medium hatchback. And, with far more respectable running costs than the 4x4 brutes of old, they have all the ingredients for a more-than-capable family motor.

'With concept-car looks, the Evoque has been the talk of the trade... But it's not the only new kid on the block'

The biggest news in this class has been the arrival of a strikingly-styled baby Range Rover to take on the established players. With its concept-car looks, the Evoque has

both have proved themselves in the full Which? Car road and lap test. So the question is, do the late arrivals to the party have anything more to offer than those that are already there?

RR Evoque  
2.2 SD4 Dynamic

List price: £17,800  
Power: 170bhp  
0-62mph: 9.5secs  
Top speed: 133mph

VW Tiguan  
2.0 TDI SE 170

List price: £21,105  
Power: 170bhp  
0-62mph: 9.5secs  
Top speed: 133mph

Source: Fuel the funnel



# M | Securing favourite status

31% made a car  
brand their favourite

Source: Fuel the funnel



# M Magazine display is play is key for shortening purchase cycles

Without adverts

Shortens buying cycle by  
**2 months**

With adverts

Shortens buying cycle by  
**5 months**

Source: Fuel the funnel

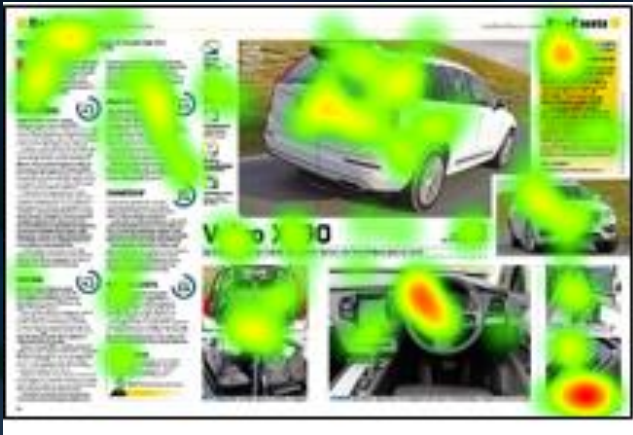
# M | Relevantly placed display advertising creates the biggest increase in car budgets

	Magazines without adverts	Magazines with adverts	Magazines with brand relevant adverts
Budget increase	£2,891	£3,470	£3,932



# M | Placing an advert doubles the share of attention given to the brand

Magazine without ads



19%

share of attention

Magazine with ads



42%

share of attention

Source: Fuel the funnel

# M Magazine print and online spend increases budgets

	Magazine only	Website only	Magazine + Website
Budget increase	£3,470	£3,899	£4,209



# M Combining magazine and TV advertising helps close the sale

95% sure they would buy their favourite car

Magazine only

38%

TV only

39%

Magazine + TV

55%



Source: Fuel the funnel

# M | Conclusions so far

Magazines...

Shorten  
purchase cycles

Gets consumers  
spending more

Amplify these  
effects through  
display  
advertising





M

What is driving these positive effects?



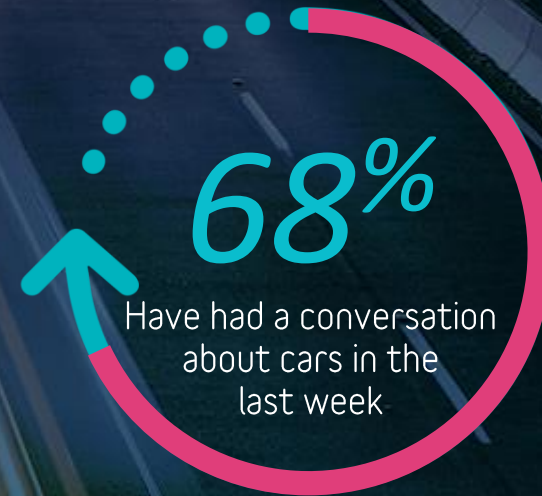
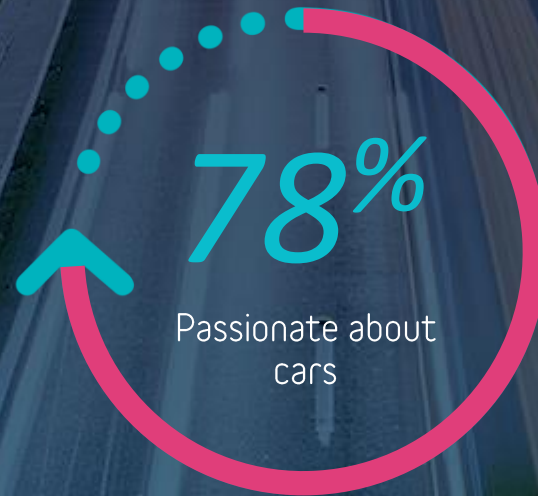
A valuable  
audience

Quality  
attention

Trusted content

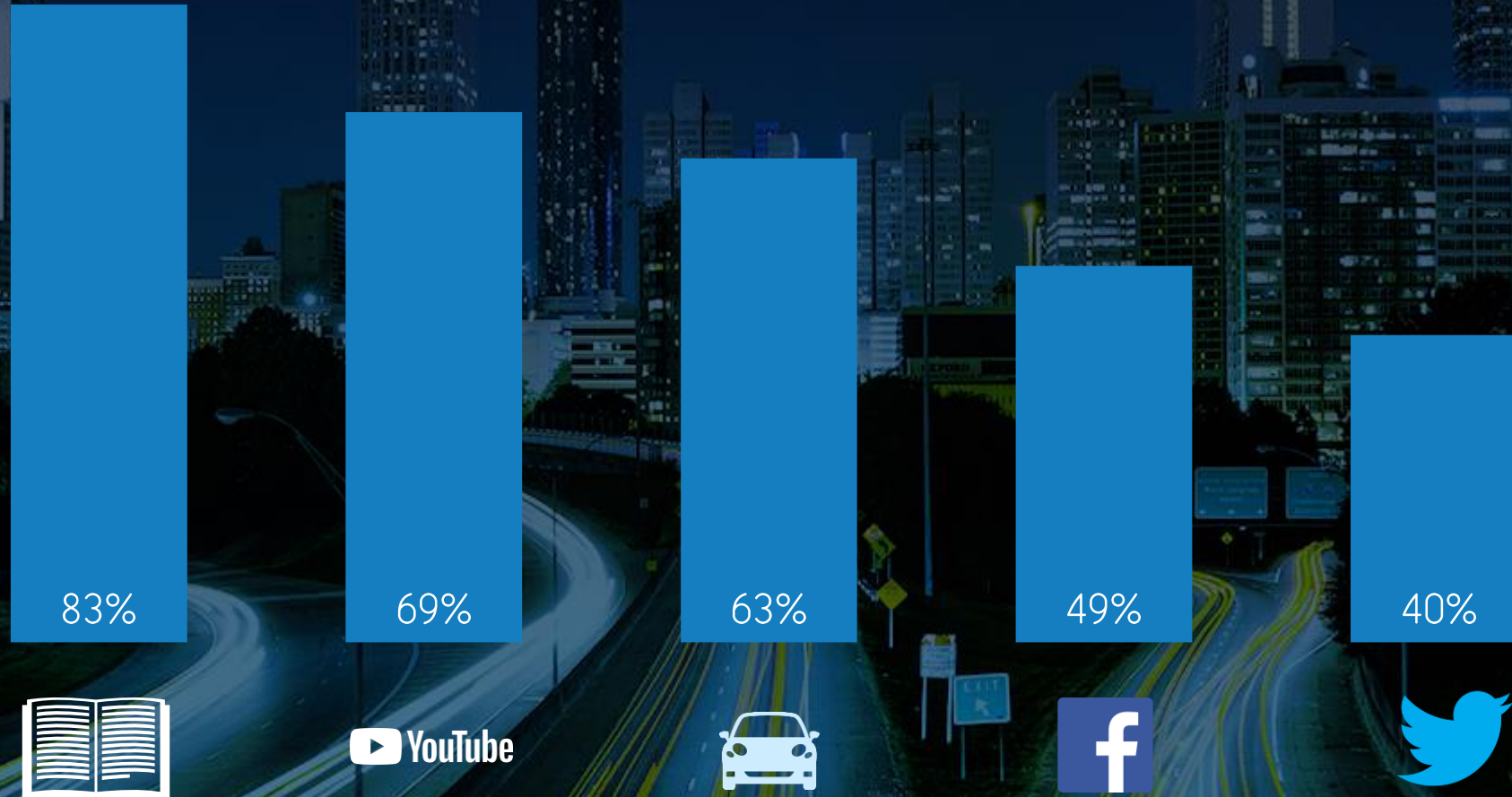


# M | The motors magazine audience is valuable





# M Motors magazines deliver more engaged audiences to your websites



Magazines

Source: Traffic Source



# M Motors magazines deliver more attentive audiences to your websites



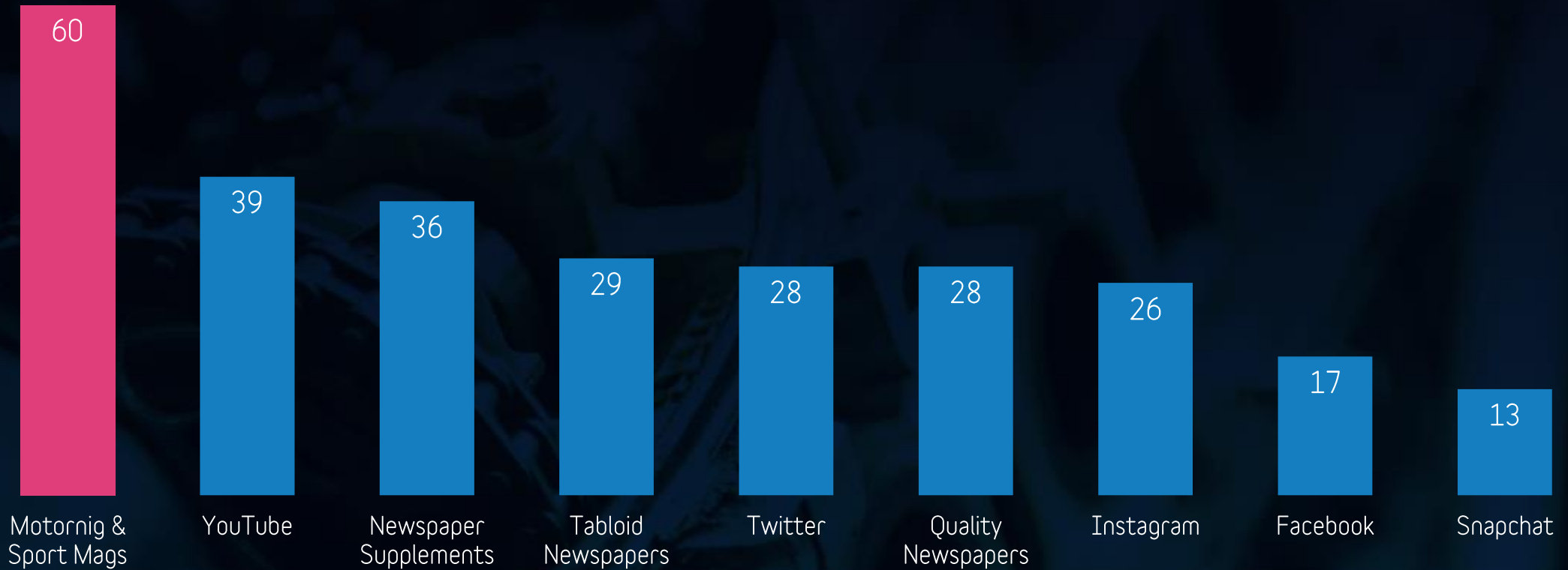


M Advertising on motors magazine sites ensures your adverts get more attention

8% uplift in likelihood to see ad



# M | Amongst those interested in motoring, magazines are most likely to inspire trust



Source: A Matter of Trust



# Publishers as a route to customer data



# M | Conclusions

Magazines brands...

work across the  
motoring  
purchase funnel

offer expert  
motoring insight  
& data

provide a valuable  
audience and  
context



Magazine brands shorten purchase cycles and get motoring customers spending more