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Magnetic



M A G N E T I C

Attention Pays:
Optimising for Profit

A cyclist in a dark blue and white aerodynamic suit is riding a track bike on a velodrome. The cyclist is wearing a helmet with 'sky' on it and has 'sky' and 'CAVENDISH' on their suit. The bike has 'PINARELLO' on the frame. The background is blurred, suggesting high speed. The entire image has a blue color cast.

Optimisation



Range of resources

Ongoing testing

Individualised strategies



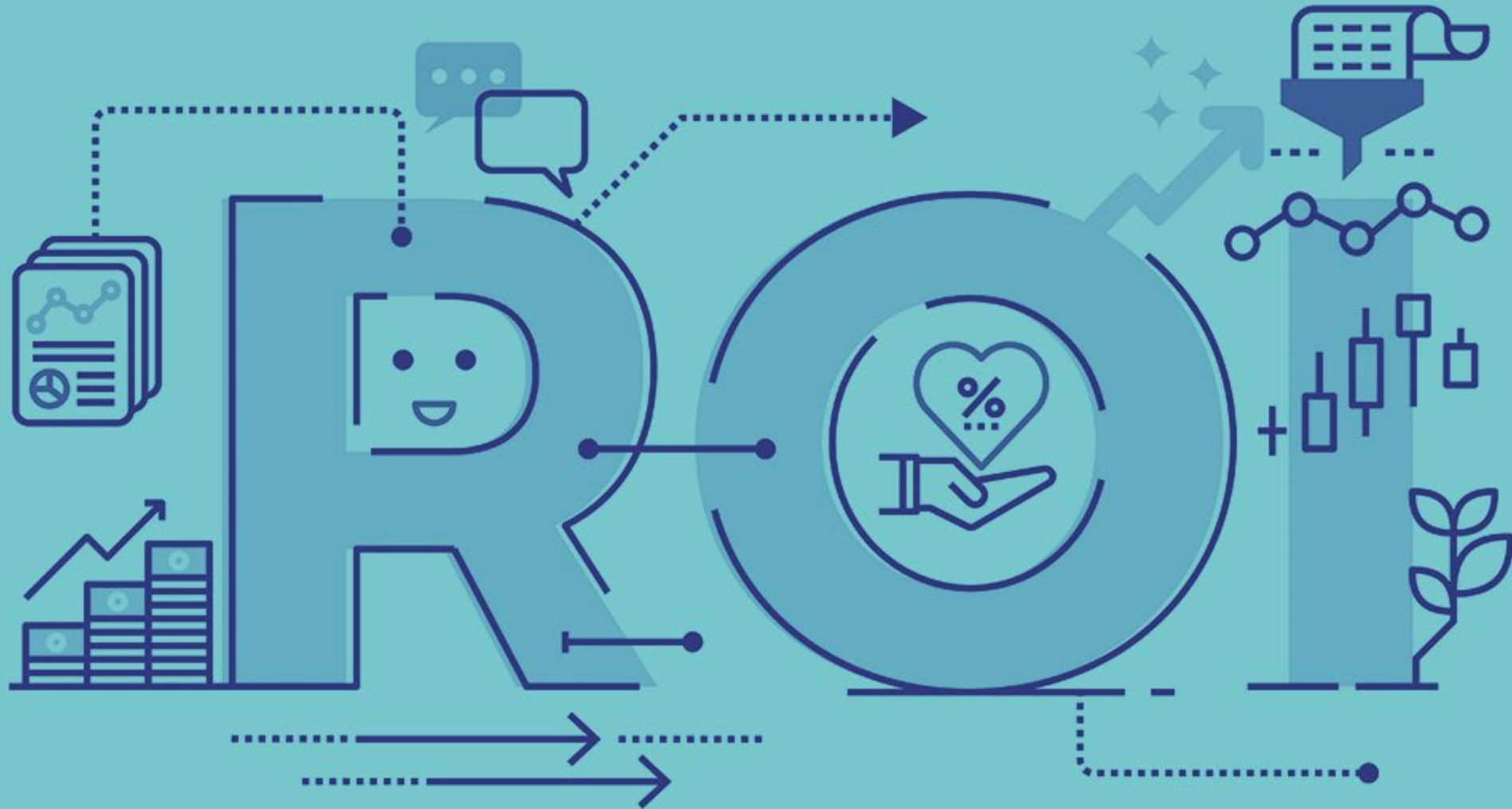


Key questions answered

- What is the gap in investment across the market?
- What are optimum levels of investment for advertisers?
- How well do magazines perform on profit ROI?



Profit ROI analysis





You need to rebalance the media mix





We are going to focus on two categories today

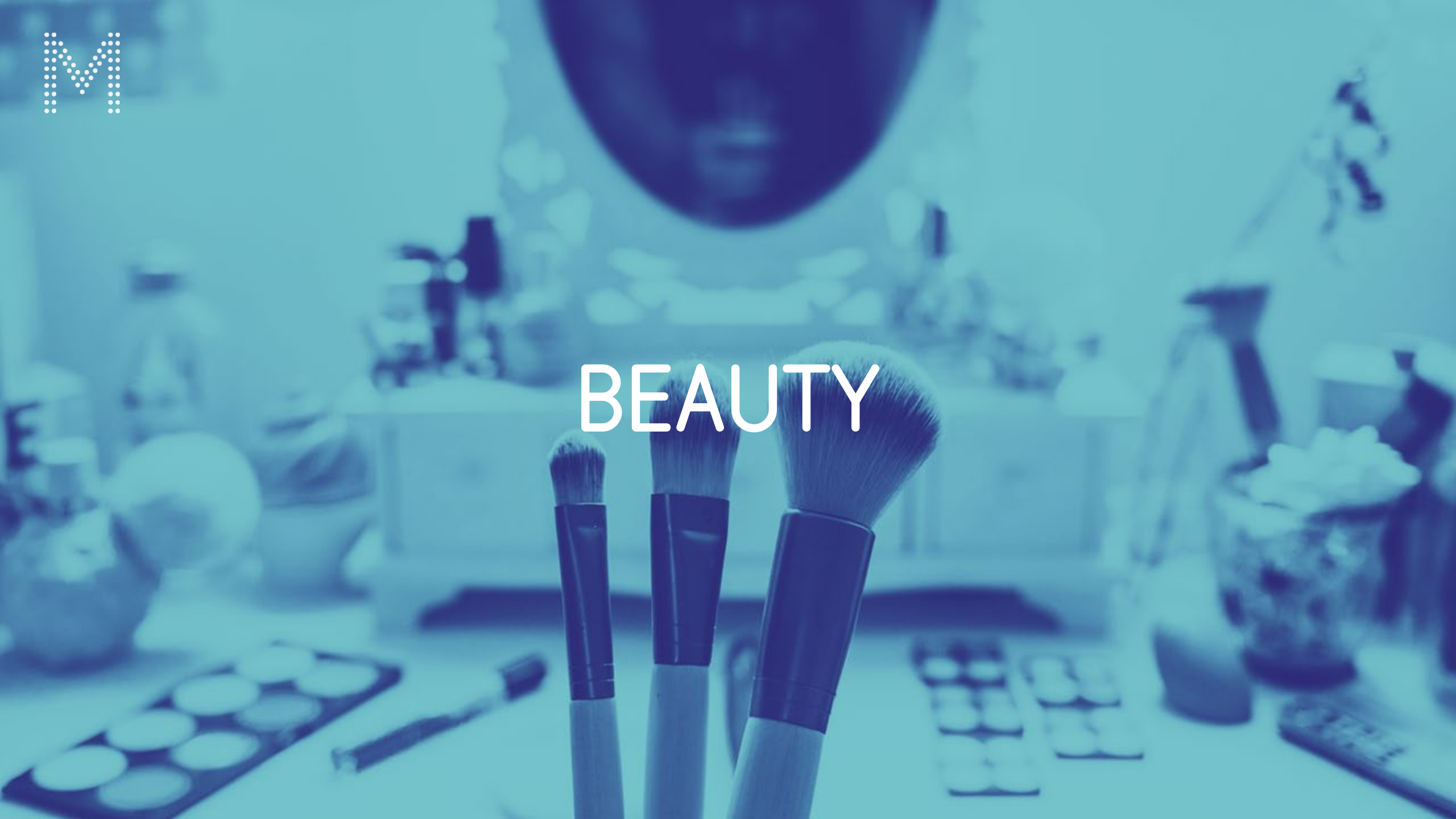


164% improvement
in PROI





BEAUTY





Magazines are
the no.1 channel
for profit ROI
for beauty
brands



Beauty brands are big supporters of magazines

42%

Invest

Average investment

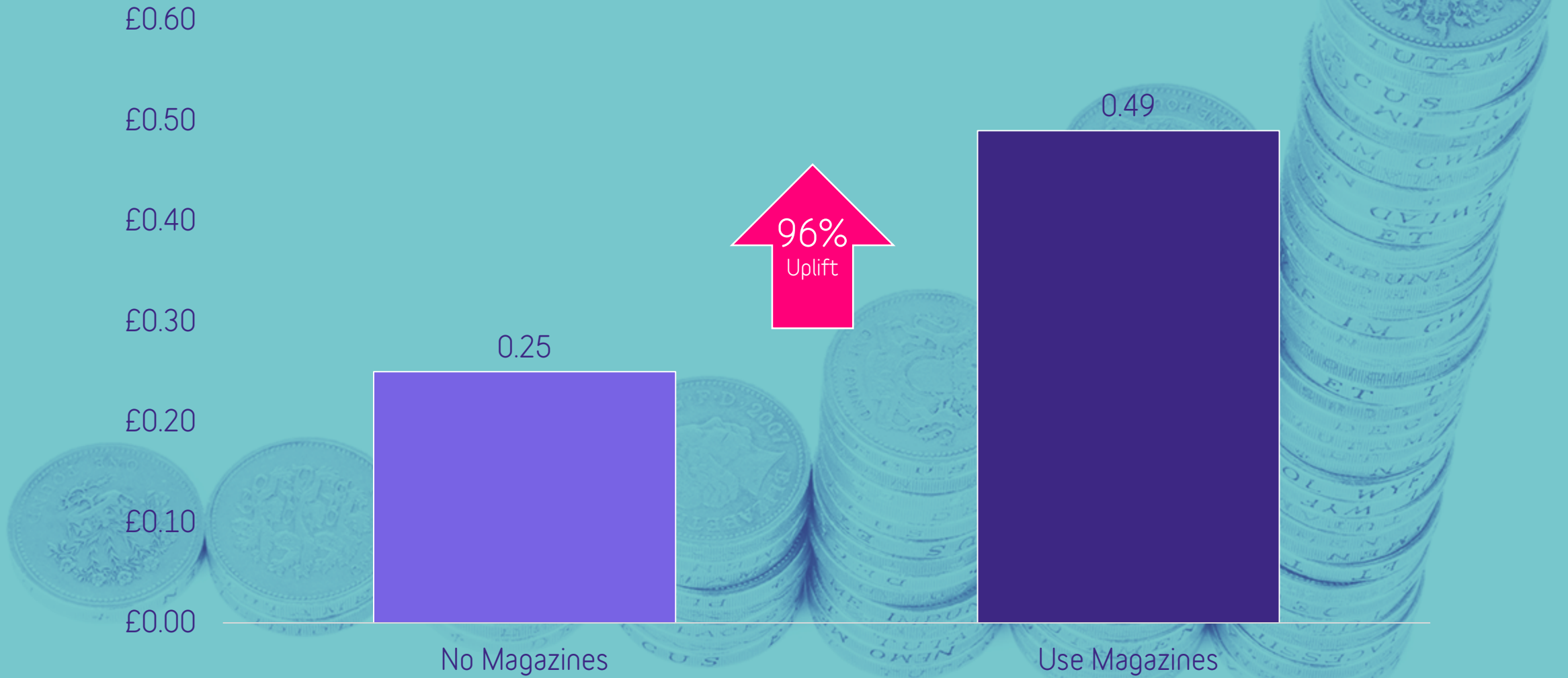
£240k

a year



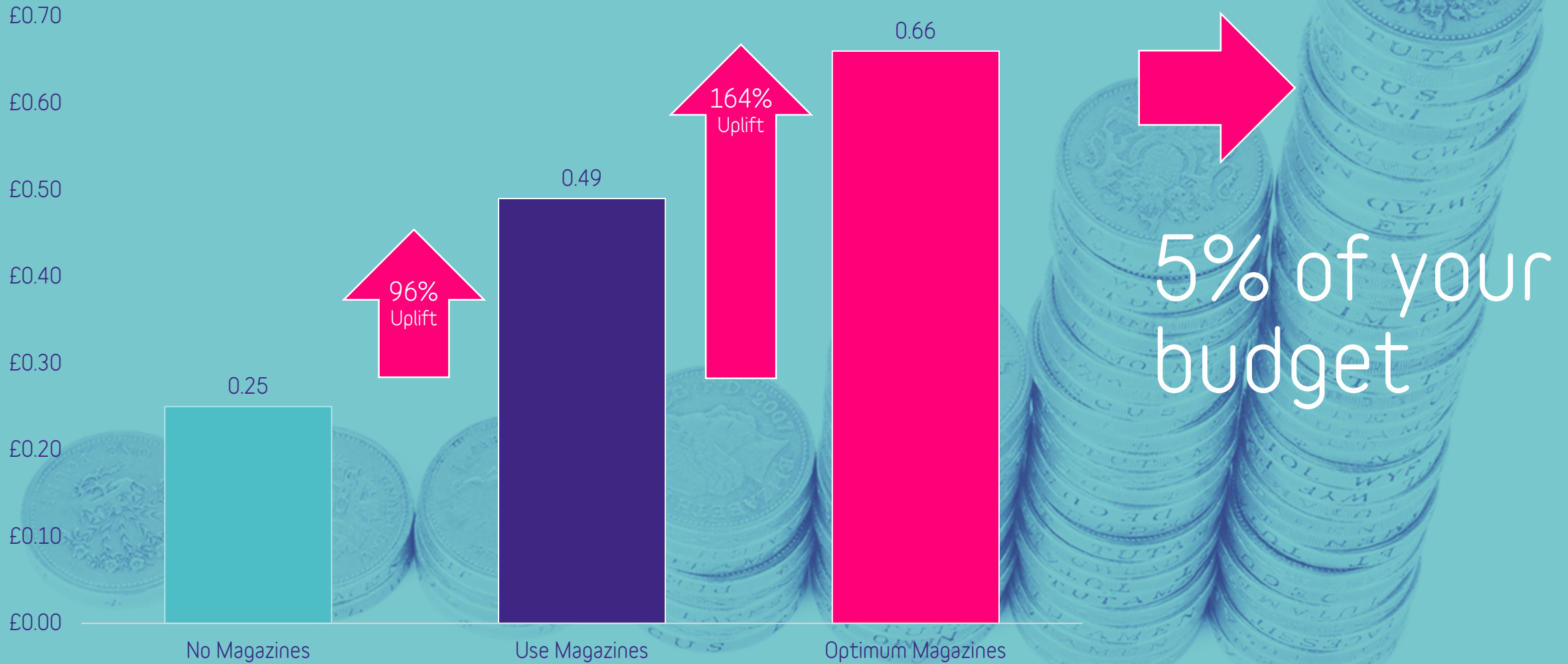


Campaign PROI for beauty brands





Campaign PROI for beauty brands



M

- Magazines top performer on channel profit ROI for beauty
- A beauty brand already investing in magazines can have confidence in their decision
- Beauty brands not using magazines should move investment into this channel



Finance brands are currently less likely to invest in magazines

Average investment

22%

Invest

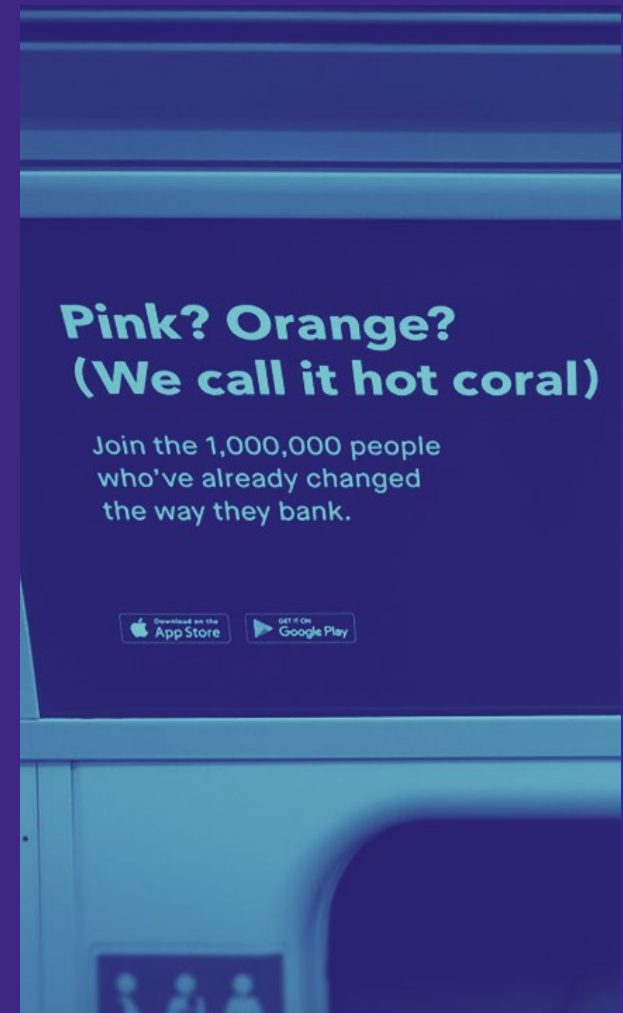
£120_k

a year





Finance brands are most likely to invest in TV, Digital and Outdoor



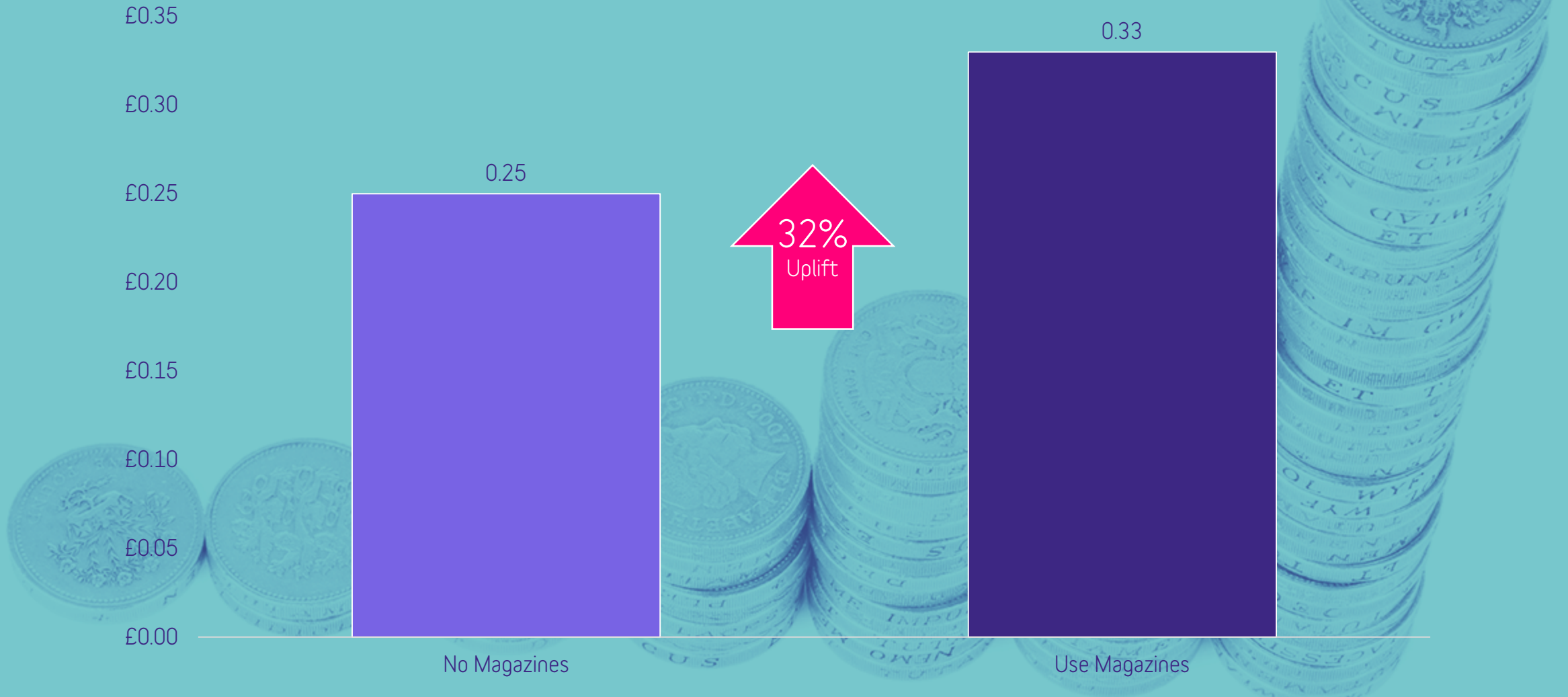


Magazines drive profit ROI for finance brands



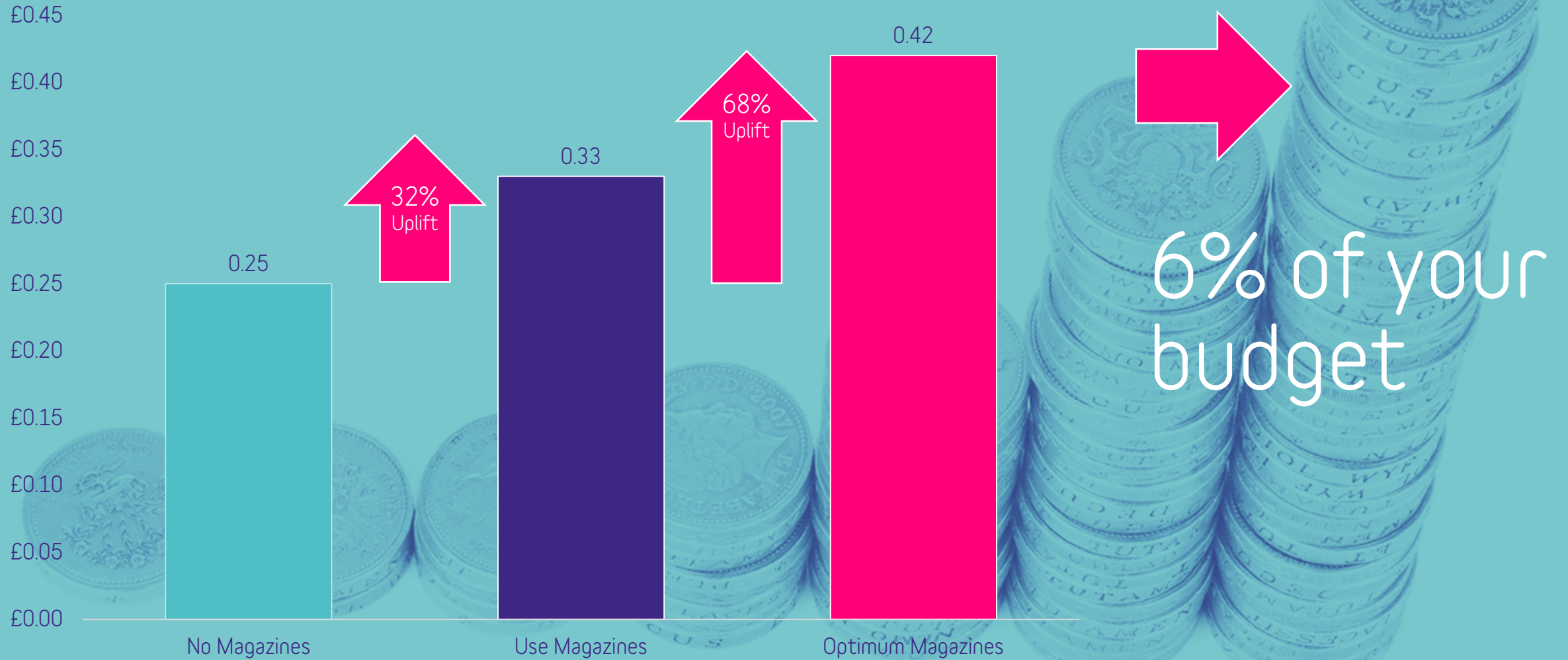


Campaign PROI for finance brands





Campaign PROI for finance brands





Magazines deliver quality attention at exceptional value



MAGAZINES PROVIDE HIGH QUALITY ATTENTION AT EXCEPTIONAL VALUE

ATTENTION TO ADS: 16-34s ATTENTION & CPT



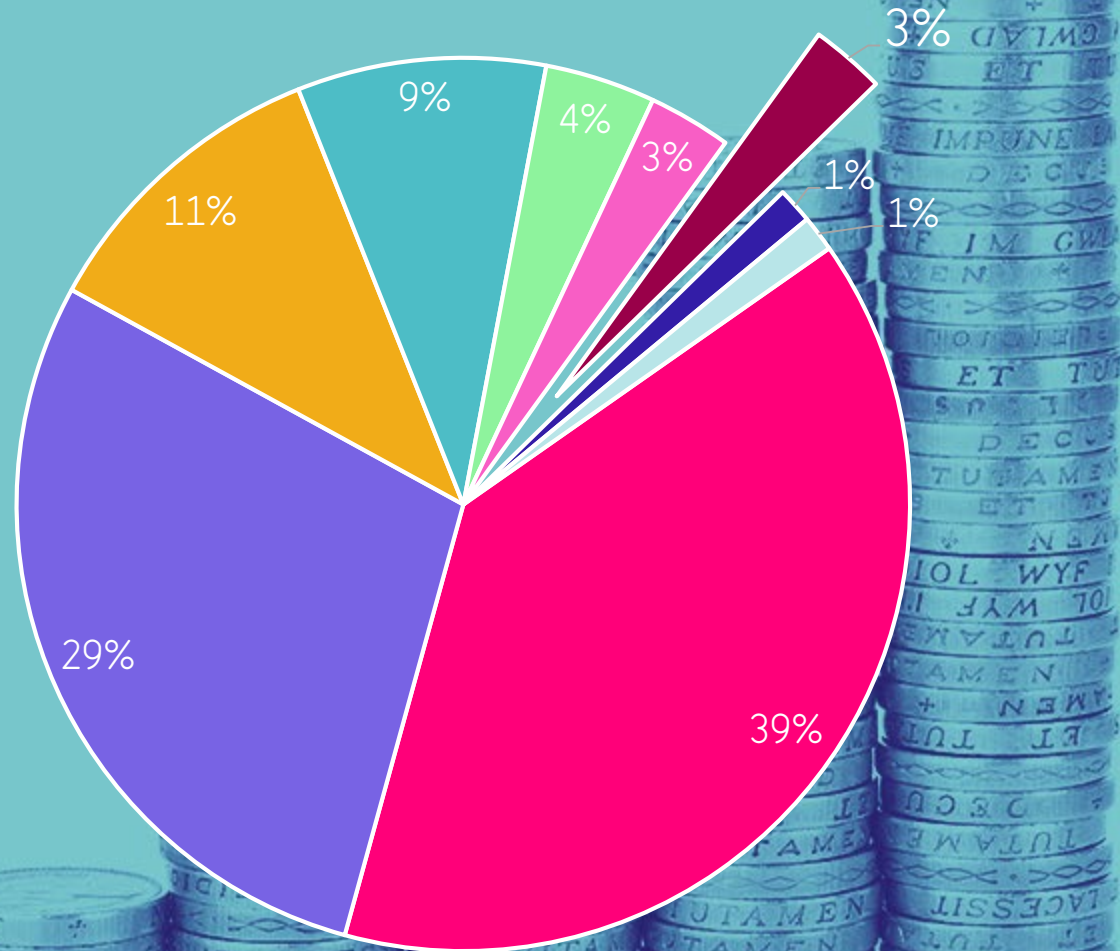
ATTENTION TO ADS: ABC1s ATTENTION & CPT





Yet magazines only receive 3% of adspend

- TV
- Digital Display
- OOH
- Digital Search
- Newspaper
- Radio
- Magazine
- Cinema
- Digital Video





'Pay Attention' raised the issue
that magazines are undervalued

MIND THE GAP



Average Campaign PROI

£1.20

£1.00

£0.80

£0.60

£0.40

£0.20

£0.00

0.51

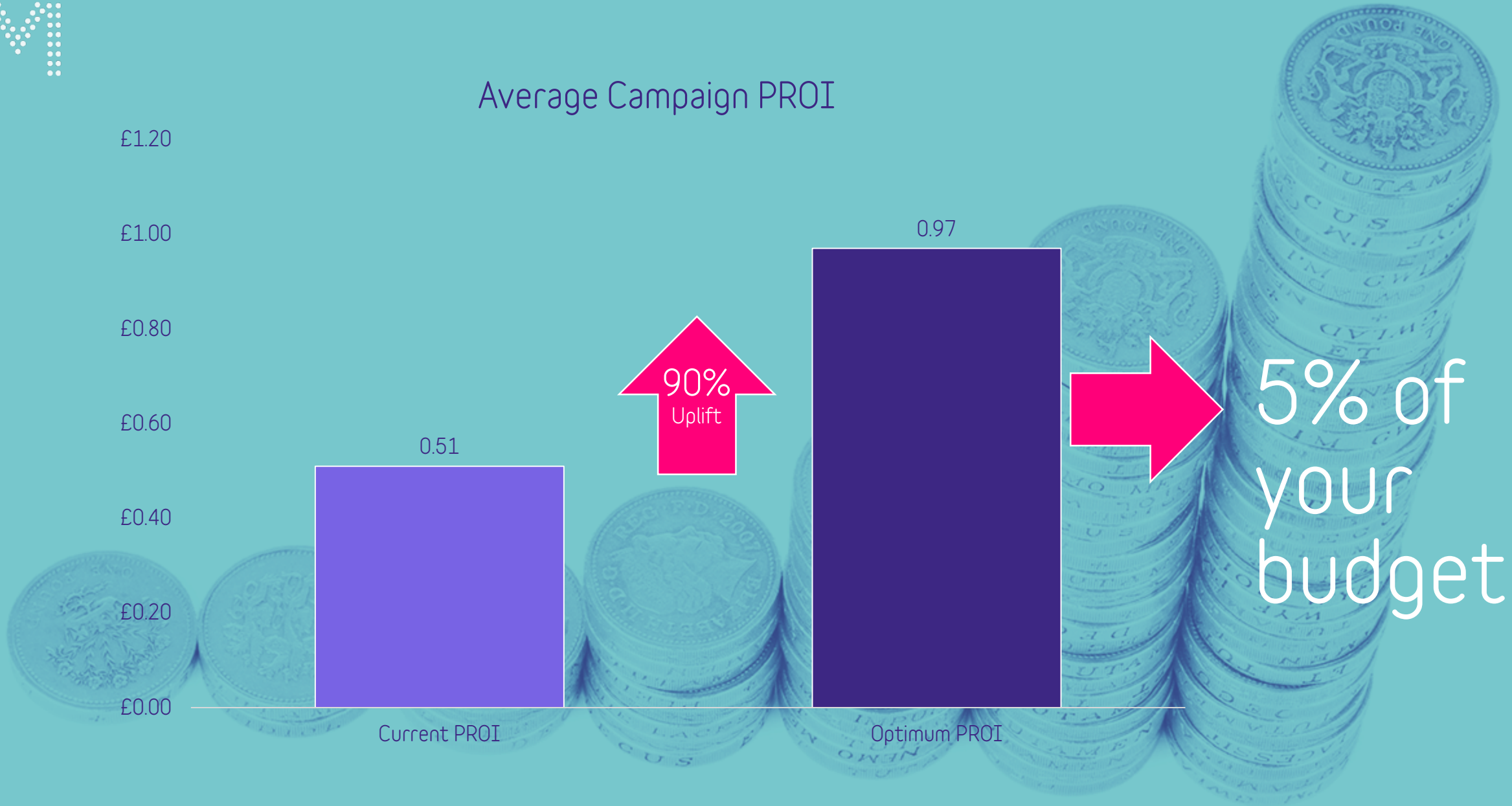
90%
Uplift

0.97

5% of
your
budget

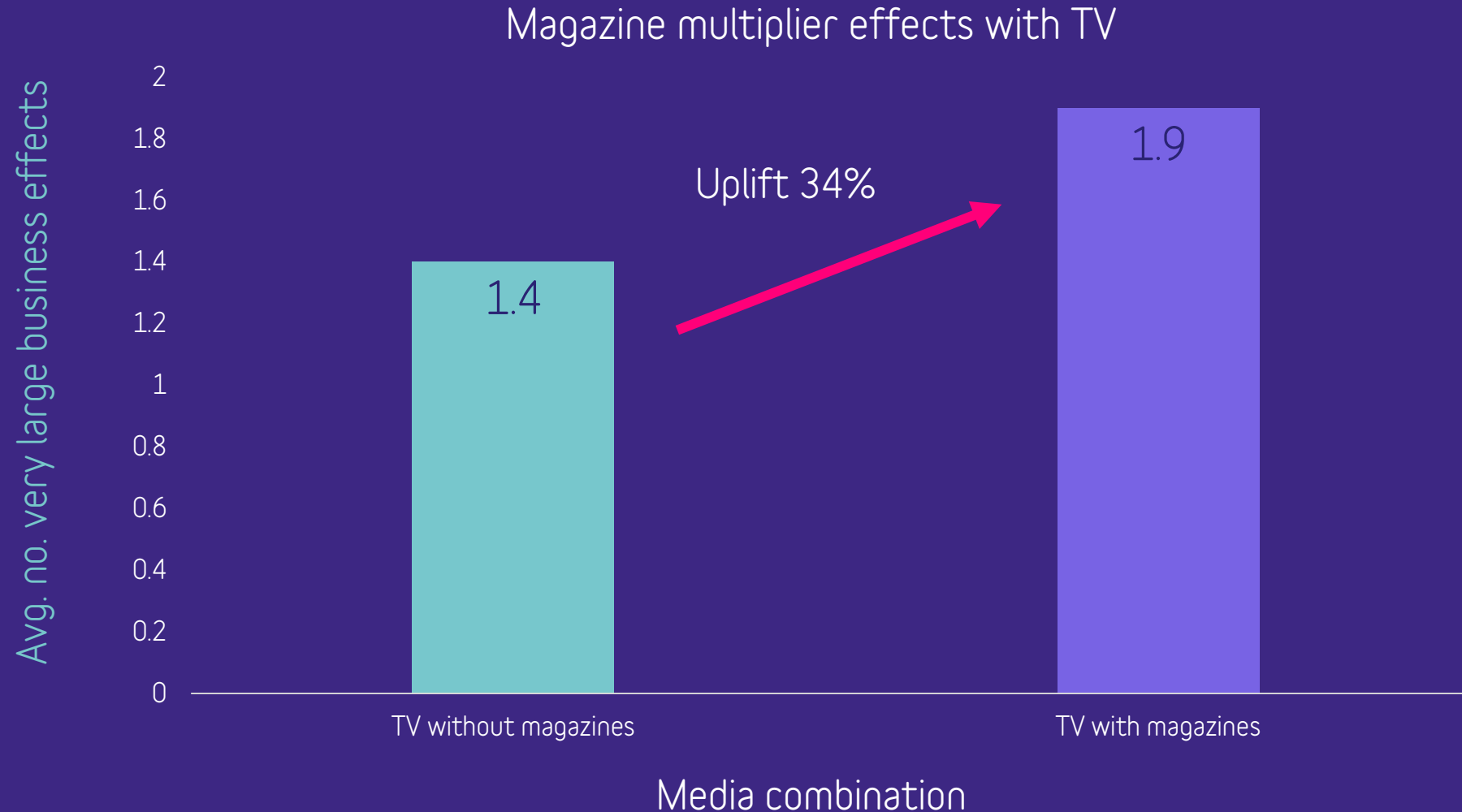
Current PROI

Optimum PROI



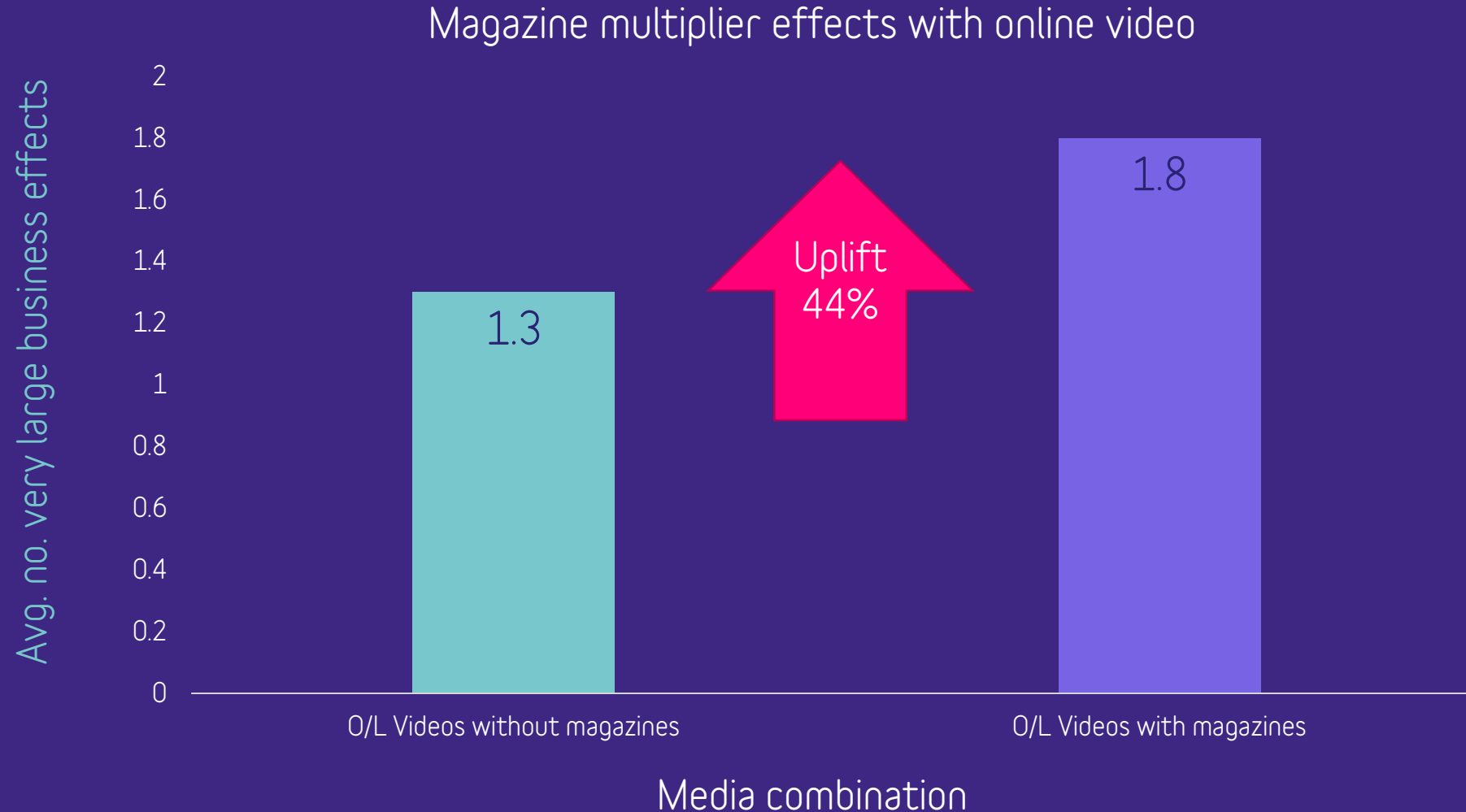


Magazines work well in combination with other channels



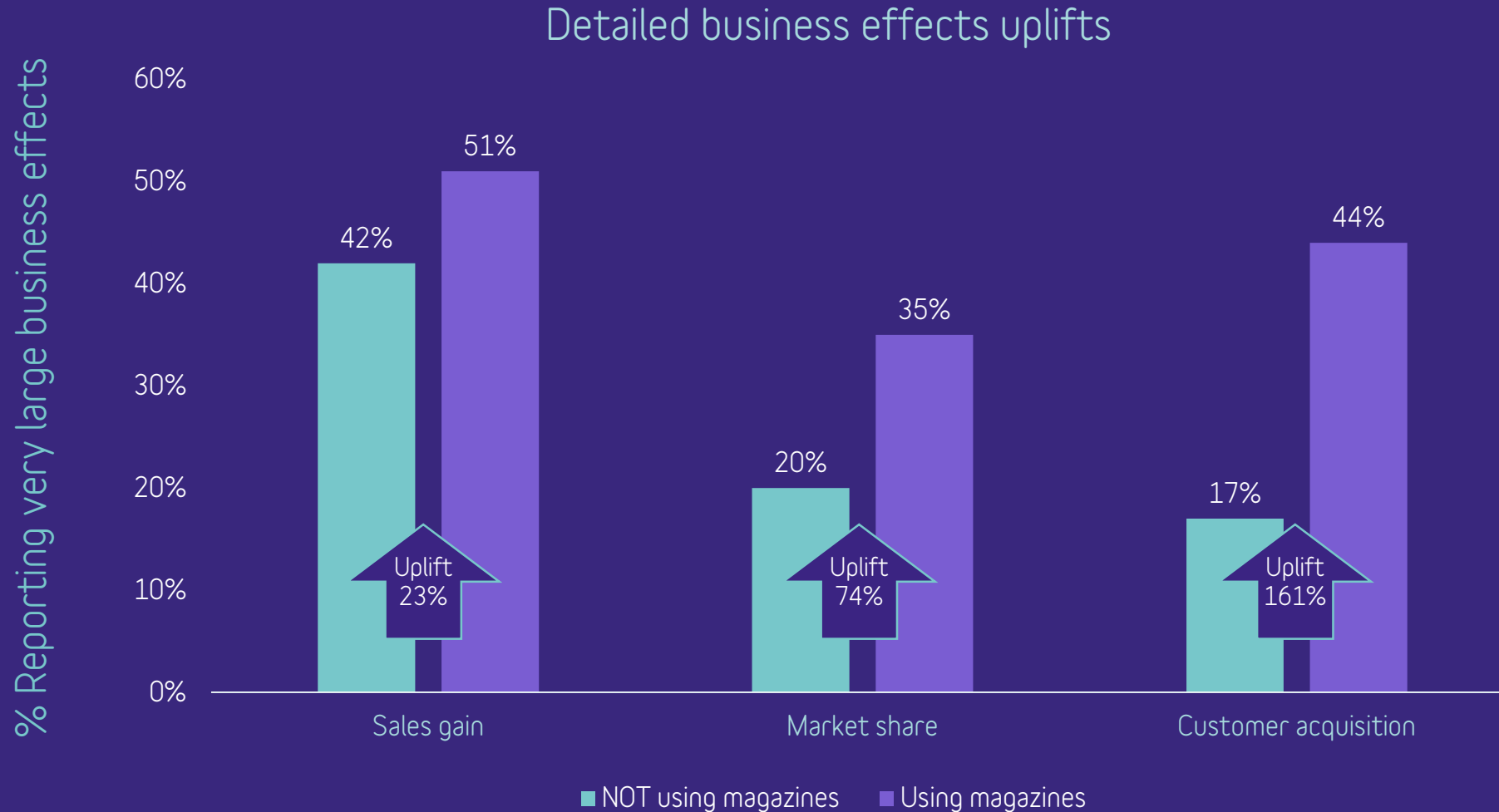


Magazines work well in combination with other channels





Magazines really deliver on customer acquisition





Conclusions

- There is an opportunity to optimise campaign profit ROI by investing 5% into printed magazines
- This is about re-balancing the media mix
- Beauty brands can be confident in their investment
- A strong case for finance brands to consider magazines