

NEWSPAPER MEDIA  
**INFLUENTIAL**  
**BY NATURE**

# *The Newspaper Works*

Mark Hollands, Chief Executive  
INMA New York 2015



# Better data, better decisions

Comprehensive newspaper media readership data

+

Extensive category/brand usage

=

Better advertising outcomes







geoemma

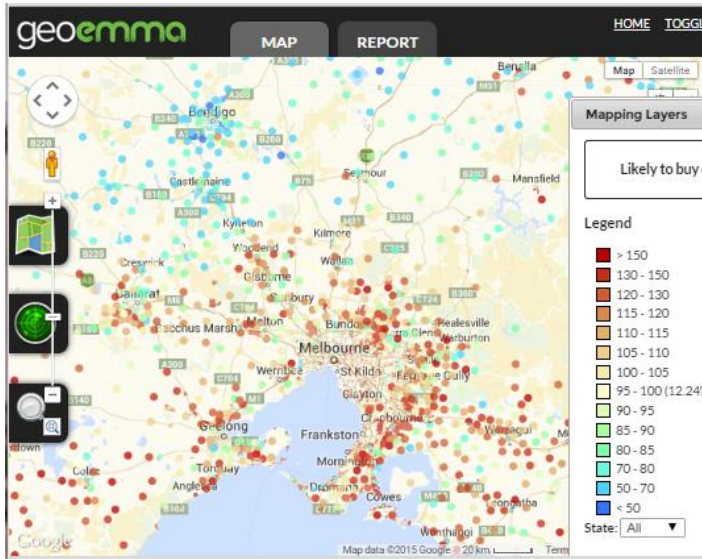
The most advanced audience  
mapping tool on the block



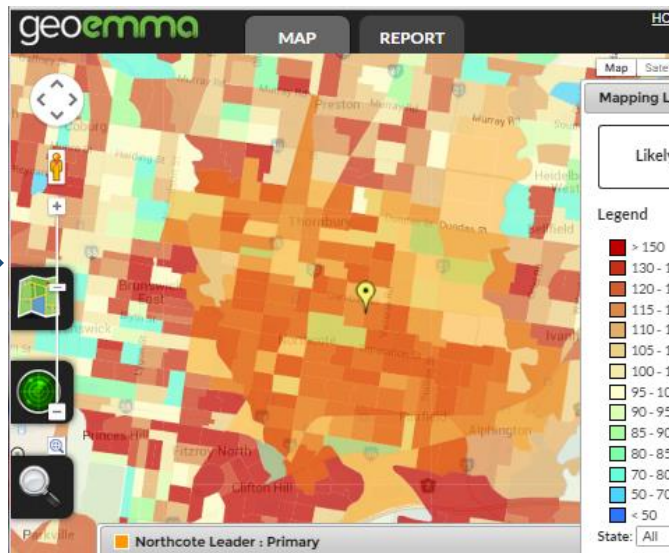
# Data + Trusted Advice

## Optimising newspaper selection for car buyers

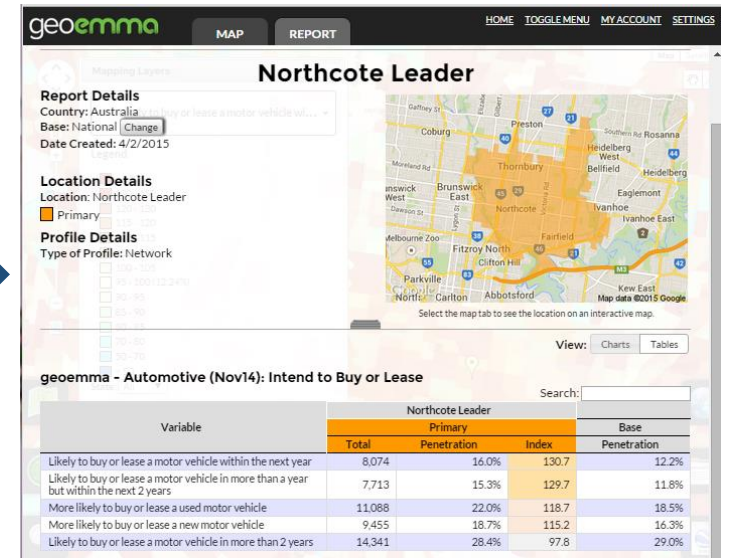
Identify high-value areas



Overlay newspapers



Detailed profiling





# Impact

## Benchmarking Ads

- 370 ads
- 96 categories
- New report every 2 weeks

**OPINIONS**

"Attractive with the giant dollar, though it could be better emphasized apart from just using the "aussie" colours. Good bargains on relevant products tends to be retained in memory."

"Very eye catching and worth a second look"

"I love the deals. It is visually appealing, makes me remember the products on special and would be a great bargain"

"I feel impressed, especially about the affordable pricing of the products being advertised. The use of the colour red is very eye-catching and the large numbers stand out boldly."

"It stands out, is not too cluttered and gets the message across"

"It's simple and to the point, making it easier to see products with great prices"

Research conducted online by Ipsos Media CT. Fieldwork conducted May 2nd – May 16th 2014. Sample aged 16+, n = 100 for Coles ad, n = 100 for Woolworths ad. Separate samples tested for each ad. Full details of methodology, Role Map & Action Map available on [www.thenewspaperworks.com.au](http://www.thenewspaperworks.com.au).

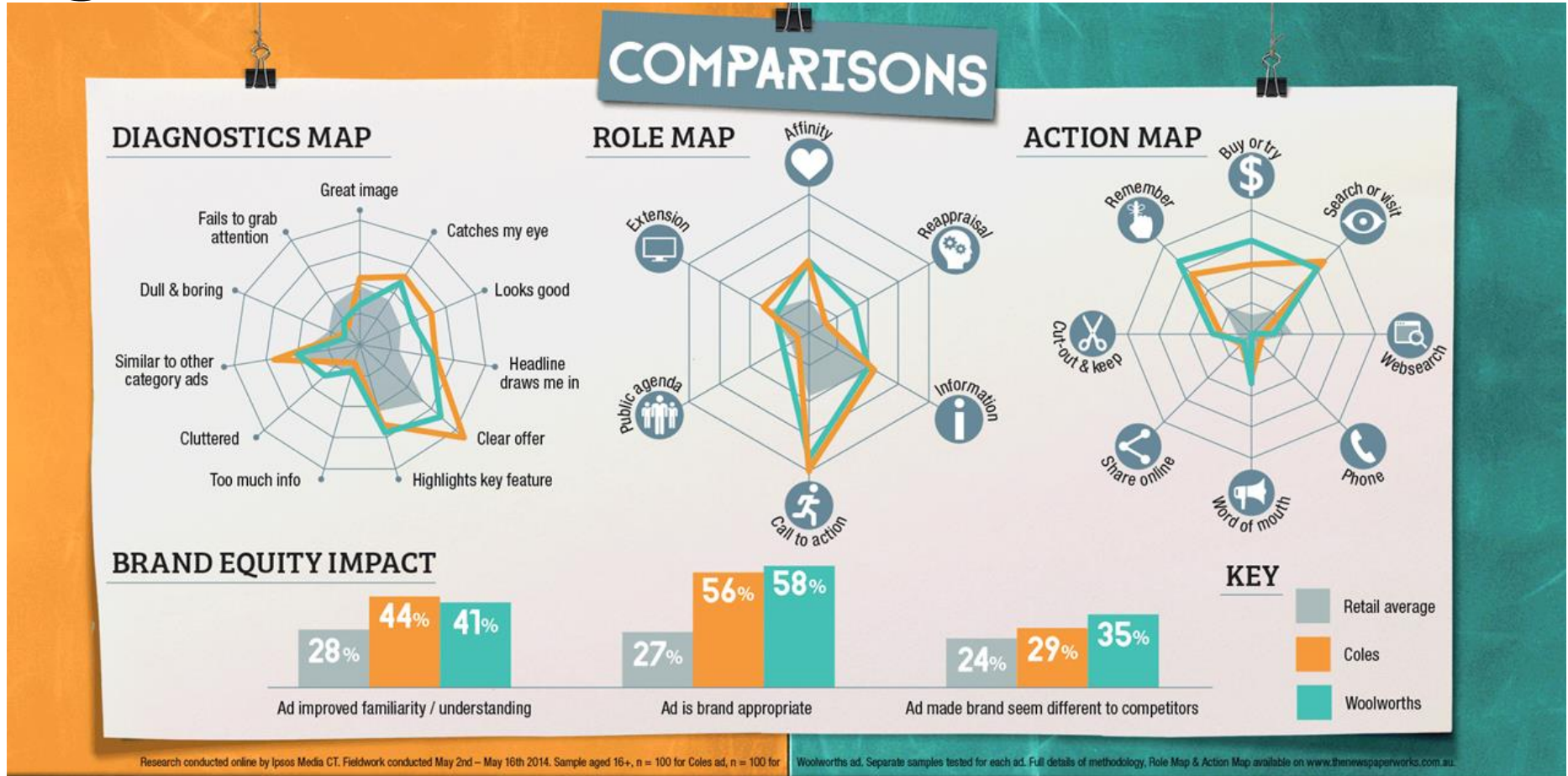




# Impact Benchmarking Ads

*Own  
Methodology*

*What works,  
and why?*



# Evidence

## Real estate study

Sample:

- ✓ 850,000 homes sales
- ✓ X 2 years

Compared properties advertising in  
*Print + Online vs. Online only*

Better results on all key measures

- Higher prices: +5%
- Increase in success rate: +14%
- Less time on market -50%

