

Captive!

AN INVESTIGATION INTO CREATIVE THAT WORKS

Taking consumers through the full purchase funnel
with double-digit uplifts across metrics.

are
media

Be captivated

In 2022 Are Media partnered with Kantar, global leaders in creative effectiveness research, to demonstrate and showcase the power of Are Media high-impact creative on lifting brand metrics across print and digital for key brands *The Australian Women's Weekly*, *Country Style* and *marie claire*.

Who did we speak to? Females 35+ who read online about fashion or who read lifestyle or home decor magazines.

WHAT DID WE TEST?

marie claire Native, Digital, Mobile

L'Oréal Paris Native Display

30' Video of Jess Mauboy talking about self-worth.

'Self-worth is definitely a journey and it's a work in progress.

Keep saying – remember who you are and where you come from. And that's something that has really resonated with me throughout my whole music career. And just I think on a personal level – when I trust my instincts. When I listen and love what I hear what's inside my heart. That's when I truly know my worth.'

See the campaign

Females 35+ who read online about fashion, etc



THE AUSTRALIAN Women's Weekly Print

Tourism and Events Queensland

Respondents were shown a condensed version of *The Australian Women's Weekly*. The Tourism and Events Queensland execution was a DPS with copy including suggestions on places to visit, eat and drink, and relax in Brisbane.

See the campaign

Female 35+ who read lifestyle magazines



COUNTRYSTYLE Print

Porter's Paints

Respondents were shown a condensed version of *Country Style*. The DPS copy includes advice on the colours featured, other colours which they complement, and information about Porter's capsule collection.

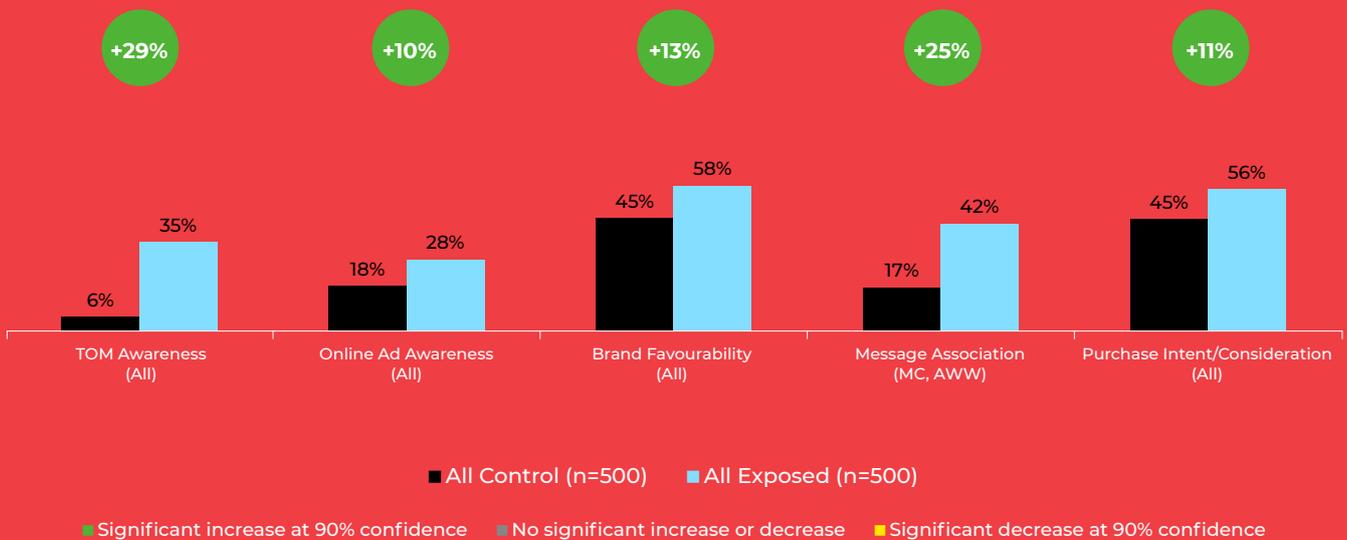
See the campaign

Female 35+ who read home décor magazines



The content on Are Media across Print, Online, and Social can generate strong brand uplifts.

Average uplifts across all content pieces



Advertising created by Are Media and running in Are Media brands drove significantly higher brand awareness across the board, as well as improved Brand Favourability and Message Association. Purchase Intent/Consideration because of seeing the ads was also higher.

On average we saw TOM Awareness increase six-fold (6% Control -> 35% Exposed), Message Association double and Purchase Intent/Consideration increase by +11%. The strength of these results is a testament to the well-crafted fit-for-purpose content that shows understanding of how the media is being consumed, as well as the influence of some of Australia's most beloved mastheads. This combination has also proved Are Media's ability to take consumers through the full purchase funnel.

Our eye-tracking data further proved how engaged the respondents were. The images of the print executions drew the respondent in, but then they stayed for the highly persuasive content, with three out of four finding the content relevant to them (1.5 x Kantar norms) and 88% feeling that the content provided them with new information (1.5 x Kantar norms).

– KANTAR

EXAMPLE - L'ORÉAL PARIS MOBILE DIGITAL

What we tested

Unaided Brand Awareness: When thinking of cosmetics, what brands come to mind?

Aided Brand Awareness: Have you heard of these brands of cosmetics?

Online Ad Awareness: Have you seen online ads for these brands of cosmetics in the past 30 days?

Brand Favourability: What is your overall opinion of each brand of cosmetics?

Purchase Intent: How likely are you to buy these brands of cosmetics in the future?

Message Association: Which brand of cosmetics uses this message in its advertising? "Know your worth"

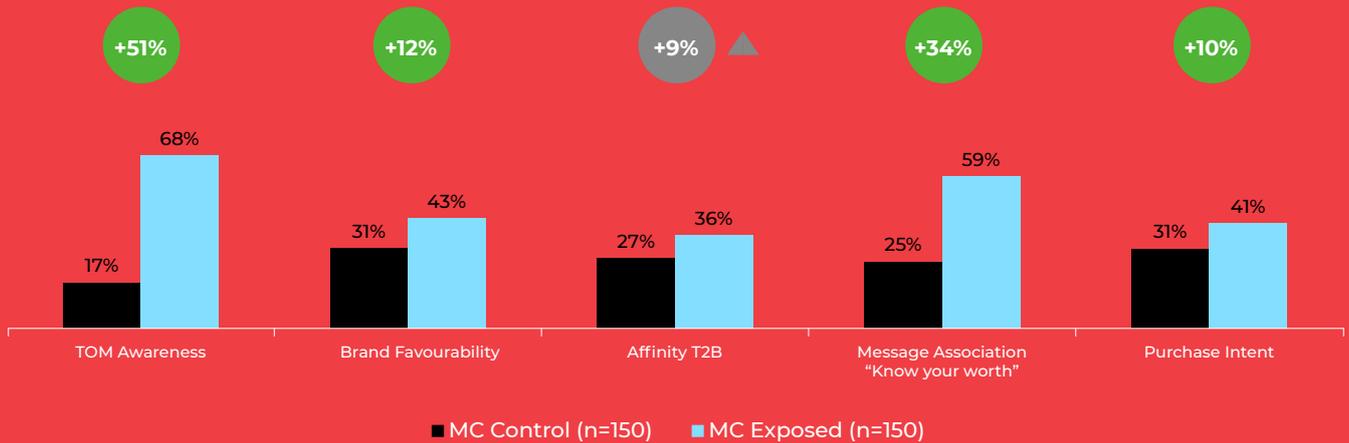
Brand Attributes: Please indicate how strongly you agree or disagree with the following statements about L'Oréal Paris.

- Makes me feel more confident
- Is a brand worthwhile buying
- Is an aspirational brand
- Supports women
- Makes me feel happy
- Sets trends for its category

Affinity: How do you feel about L'Oréal Paris? T2B – Love

L'Oréal Paris/*marie claire*: There were positive shifts across all KPIs. The native content did an incredible job of raising top-of-mind awareness of L'Oréal Paris and reinforcement of its tagline.

marie claire brand metrics – overall



In addition, Brand Favourability and Purchase Intent also lifted significantly.

The branding and messaging featured at the beginning and end of the video successfully reinforced the brand and the message association.

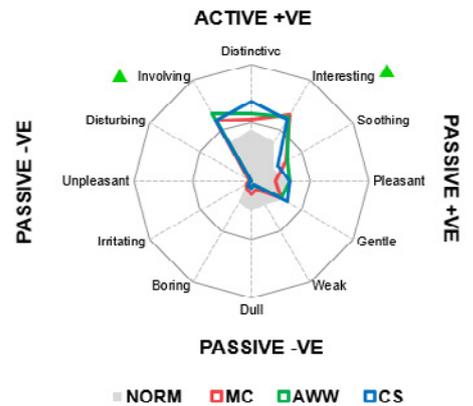
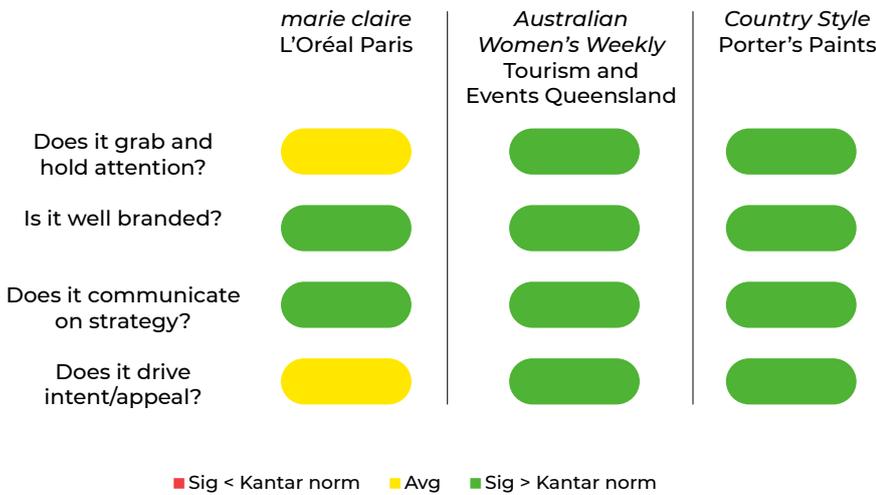
■ Significant increase at 90% confidence ■ No significant increase or decrease ■ Significant decrease at 90% confidence

CREATIVE DIAGNOSTICS

Kantar also used creative diagnostic questions to understand the reasons why these impacts are happening.

Creative Diagnostic questions help understand the reasons why the impacts are occurring. Respondents were asked to pay attention to and view the advertising in full.

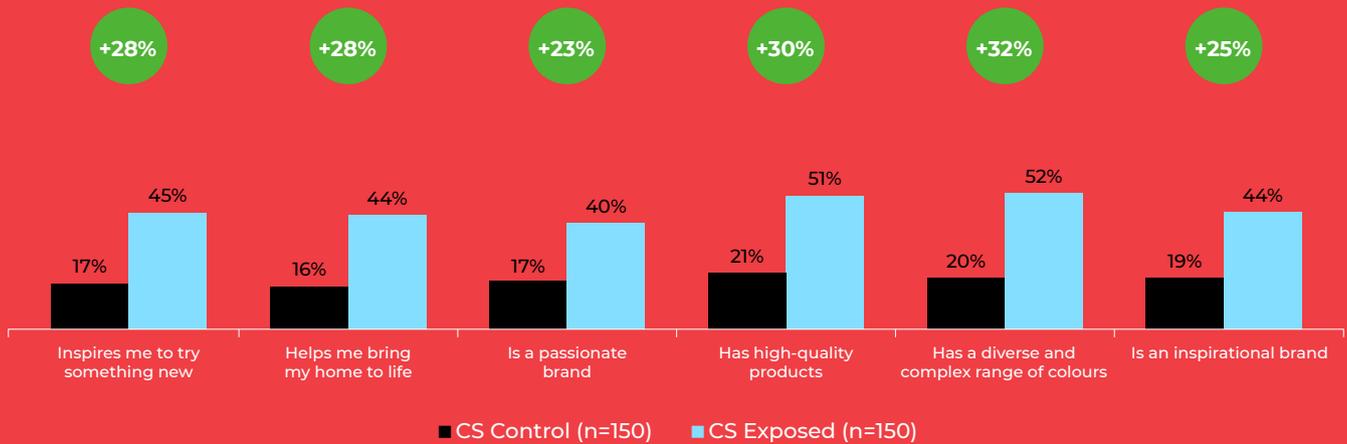
Creative performance



In the case of Porter's Paints the creative saw strong results across all key messaging.

Porter's Paints/*Country Style*: The content was able to shift all brand attributes across the board (in line with a broader awareness generated by the DPS).

Country Style – Brand Attributes



The article featured managed to cover all of these metrics. It featured a great balance of inspiration and practical information, which is exactly what the target audience is looking for.

■ Significant increase at 90% confidence ■ No significant increase or decrease ■ Significant decrease at 90% confidence

'Simple and informative – using great language.'

'It is a brand I have not heard of before – it gave me lots of information.'

'I liked how the rooms came together and the article explained what was in the room. It brought back using colour in rooms.'

'Simple to follow it was quite informative offering ideas and colour mixes.'

'Quite informative in terms of colour selection and partnering with other colours.'

'The paint descriptions made the colours come "alive". I liked the fact that there were images of the paint colours actually used in "real life" settings so you could imagine what the colour might look like in your own home.'

'The pictures were beautiful, bold and inspiring. The information about Porter's paint was easy to read and to the point.'