

emotional logic



Motoring Magazines Research





Business Objectives

- Demonstrate role and influence of motoring magazines in the car purchasing journey
- Demonstrate role of motoring magazines in building brand awareness and consideration
- Demonstrate how advertising within motor magazines amplifies editorial content

Research Objectives

- **Purchasing journey.** Examine purchasing journey - timescale, what prompts a purchase, how consumers' choice of possible cars changes across the journey. Do they start with a long list and then whittle it down? Or do they start with one preferred model and then look at similar cars?
- **Influencers.** Explore the range of influencers on their car purchasing, including media and non-media sources. Perceived value of each influencer, how they obtain the information, and at what stage of their purchasing journey?
- **Media usage.** What media they consult when purchasing a car, and role each media plays. Specific role in purchasing journey (i.e. inspiration, research), when in journey they consult each media, and the value they place on each and the information how they read them, and mindset when consulting each media. Focus needs to be on print media (specifically magazines) but needs to be in context of total media consumption.
- **Role of advertising.** Explore role of advertising in motoring magazines compared to editorial content. What benefit do readers get from the ads? What value do they attribute to them?

Methodology components:

<p>Component</p>	<p>Experimental Design - Online</p> 	<p>Neuro-science Measures</p> 	<p>Depth Interviews</p> 
<p>Description</p>	<p>6 cohorts of car buyers were asked to complete a survey of their current consideration shortlist. They then completed different tasks such as reading motoring magazines or browsing websites. A follow up survey measured how their brand perceptions and consideration were impacted by the tasks.</p>	<p>Our award recognised tool combines eye tracking and biosensor measurements to ascertain the effects media exposure has on the emotions and cognitive processing of respondents. This technique pinpoints precise moments in time, images and words that cause viewers to react.</p>	<p>NLP (Neuro-linguistic Programming) and Time Line Immersion expose the true car buying decision process. The tools outline all key decision moments, thoughts and feelings that tip the balance as well as which media and influencers are active at each point.</p>
<p>Outputs</p>	<ul style="list-style-type: none"> • Quantified proof of effects of media exposure on consideration scores and brand preference for car purchase • Clear role of print within an integrated approach to media targeting – when and how it is most valuable 	<ul style="list-style-type: none"> • In-depth understanding how consumers react to different media • Powerful evidence of the effects of different media on viewers • Explanation of how the amplifying effect of advertising works 	<ul style="list-style-type: none"> • Fully mapped purchase process including all key decision moments • Key influences and media usage at each decision moment and value placed on each medium

STAGE 1

Online survey with **2854** people (2221 motor magazine readers, 633 non readers)

- Car buying behaviour
- Brand preferences
- Car brands and models short listed and on consideration list

STAGE 2

Sub- sample of **600** is split into six cohorts (100 people in each cohort)

					
GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
Task: Read supplied motor magazines w/o adverts	Task: Read supplied motor magazines with adverts	Task: Browse motoring magazine websites	Task: Browse websites and read magazine with adverts	Task: Read magazine with adverts and watch TV adverts	Task: Watch TV adverts

Repeat measurements for:

- Car buying behaviour
- Brand preferences
- Car brands and models short listed and on consideration list

STAGE 3

Neuro-science measures and depth interviews

Sample: **45**

All looking to buy a new car within 2 years, 30 motor magazine readers 15 non readers, 20% under 40 (all to be 18+), 35% 40-50 and 45% over 50, mix of car budget levels

Why motor magazine readers are worth targeting



IMMEDIATE
MEDIA^{CO}



haymarket[®]



emotional logic 

Why motor magazine readers are worth targeting



They make up 1/3 of all car buyers but are responsible for 60% of new car purchases



They spend on average £33k on their new car



They are highly engaged with the category and own several cars



They are early adopters and influence other car buyers

Readers influence other buyers



Readers make up just under a third (**27%**) of all new car buyers and (as they tend to buy more cars over a 10 year period) may account for up to **60%** of all new car purchases.

Non motor magazine readers



34%

Had a conversation about cars in the last week



16%

Say a friend or family member bought a car on their recommendation

2.8

Purchases made or influenced by this audience per person over 10 years (1.6 own purchase and 1.2 influenced purchases)

Motor magazine readers



68%

Had a conversation about cars in the last week



61%

Say a friend or family member bought a car on their recommendation

1.6

Purchases made or influenced by this audience per person over 10 years (1.3 own purchase and 0.3 influenced purchases)

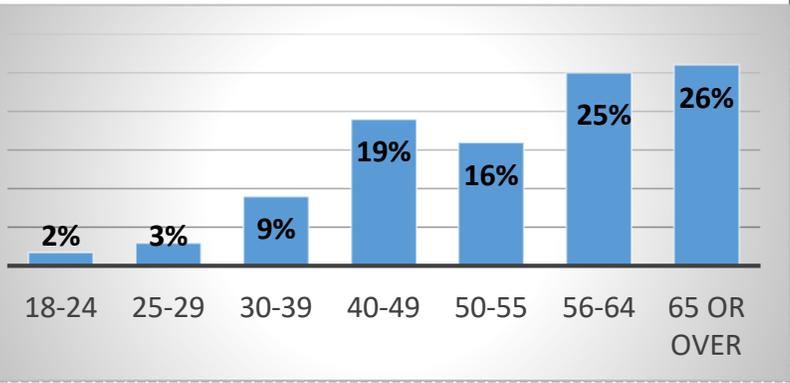
Readership across all motor magazines is measured by TGI at 10.4m. As most people read two magazines the actual number of unique readers is likely to be 5m. 70% of motor magazine readers are new car buyers resulting in an audience of 3.5m new car buyers. Around 13m people in the UK are in the market for a new car, therefore motor magazine readers make up 27% of new car buyers. However, as readers are responsible for 2.8 car purchases over a 10 year period, whilst non readers only make 1.6 purchase it can be estimated that motor magazine readers make up 60% of all new car purchases.

Profile of motoring magazine readers

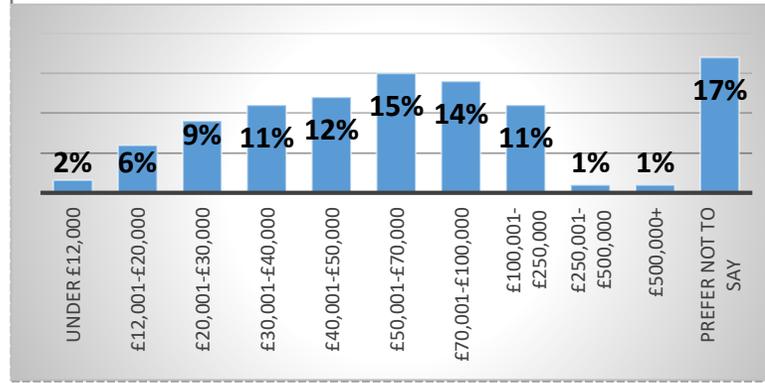


Readers are overwhelmingly male and as many as 35% have bought their current car in the last year. Similar to all new car buyers they tend to be over 40 and have an above average income.

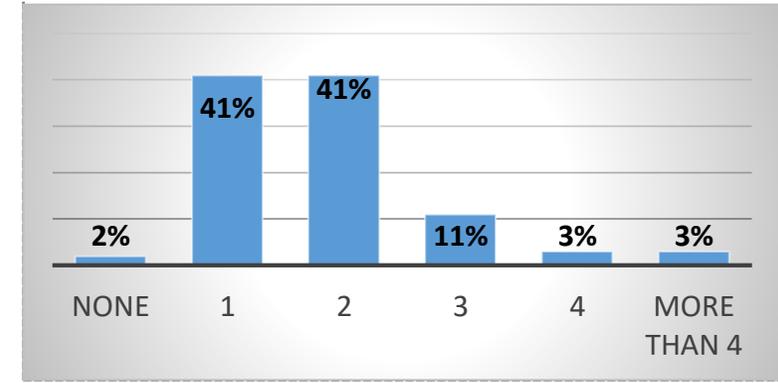
Age distribution



Income

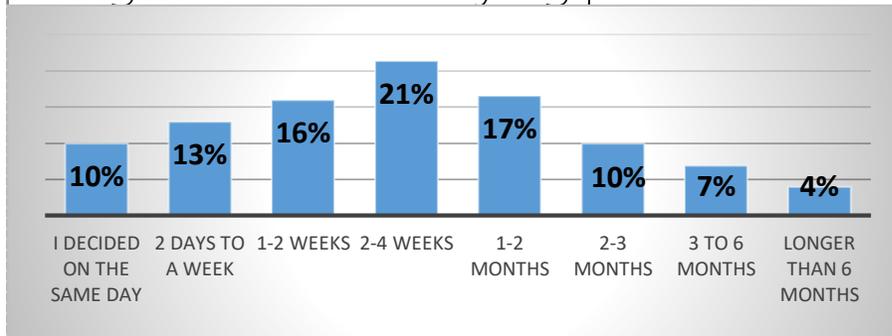


Number of cars owned

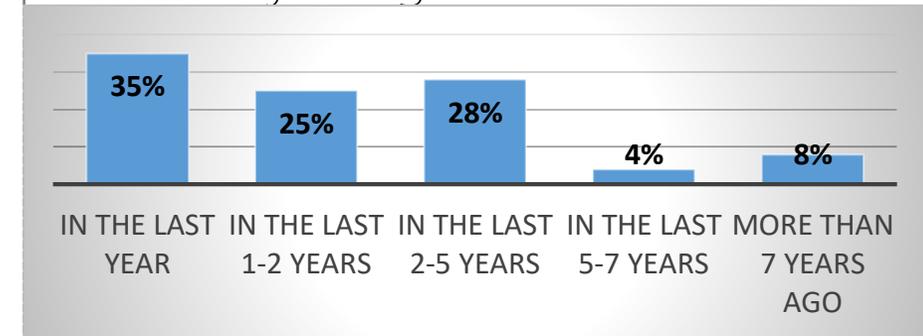


90%
are male

Length of last car buying process



When they bought their current car

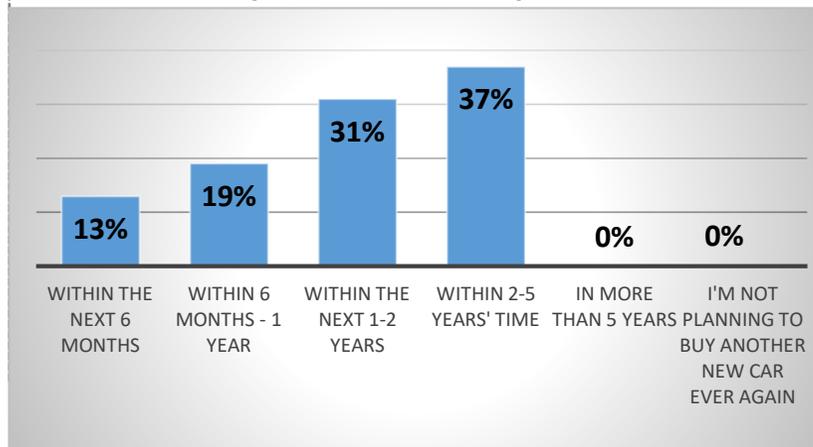


Profile of motoring magazine readers

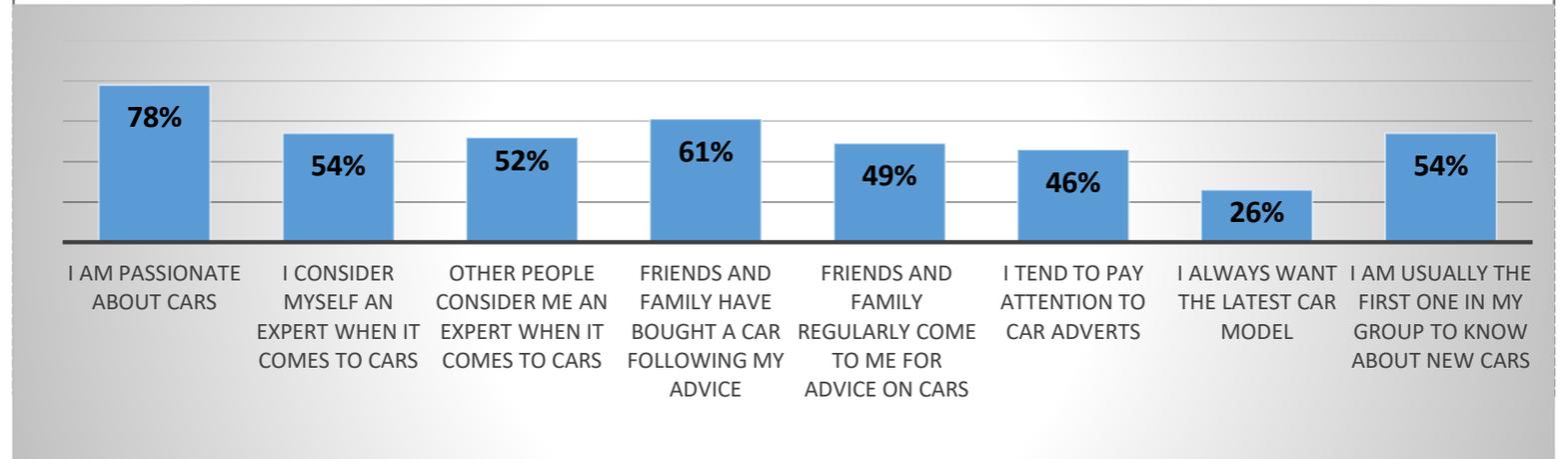


The majority of readers are passionate about cars, have regular conversations about cars and they are also influencers according to themselves and to other people.

When they plan to buy next car



Statements



4

Cars shortlisted on average for their next purchase

68%

Have had conversations about cars in the previous week

£33,761

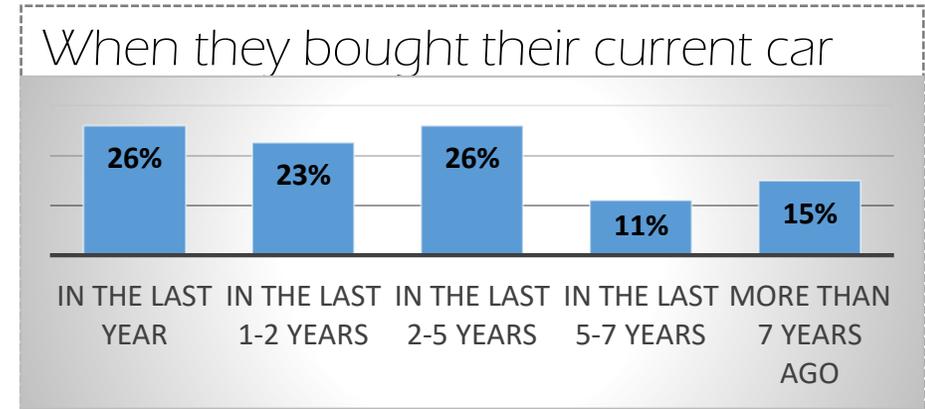
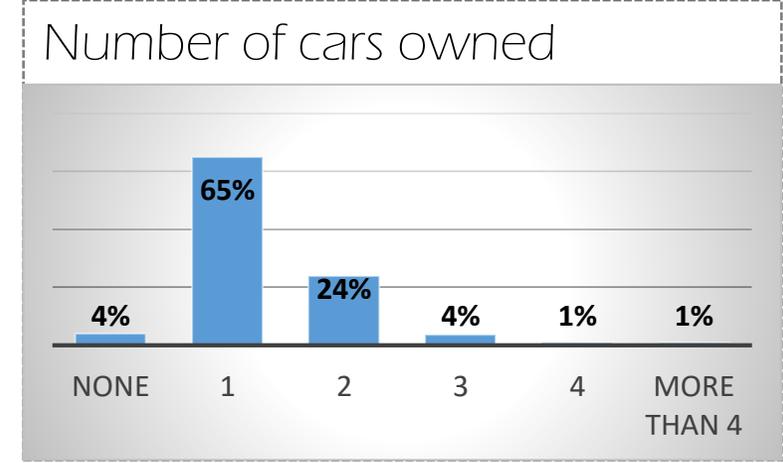
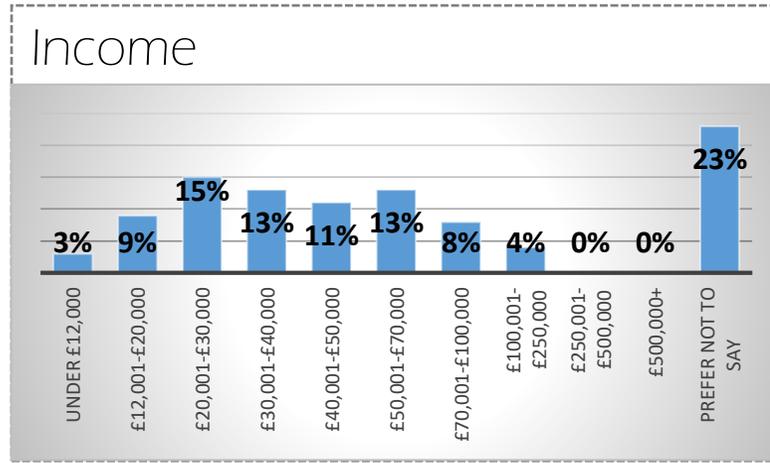
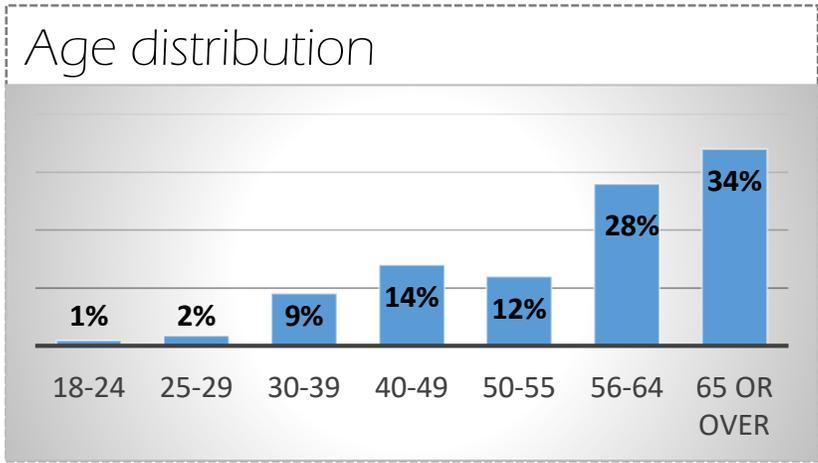
Planned spend on their next vehicle



Profile of non readers



Non readers tend to wait longer between car purchases with 15% of them having a car that is older than 7 years. Compared to readers they are also more likely to only have one car in the household.

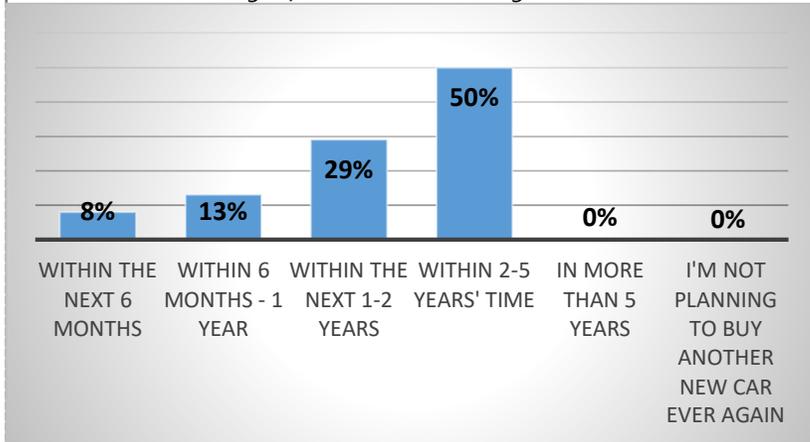


Profile of non readers

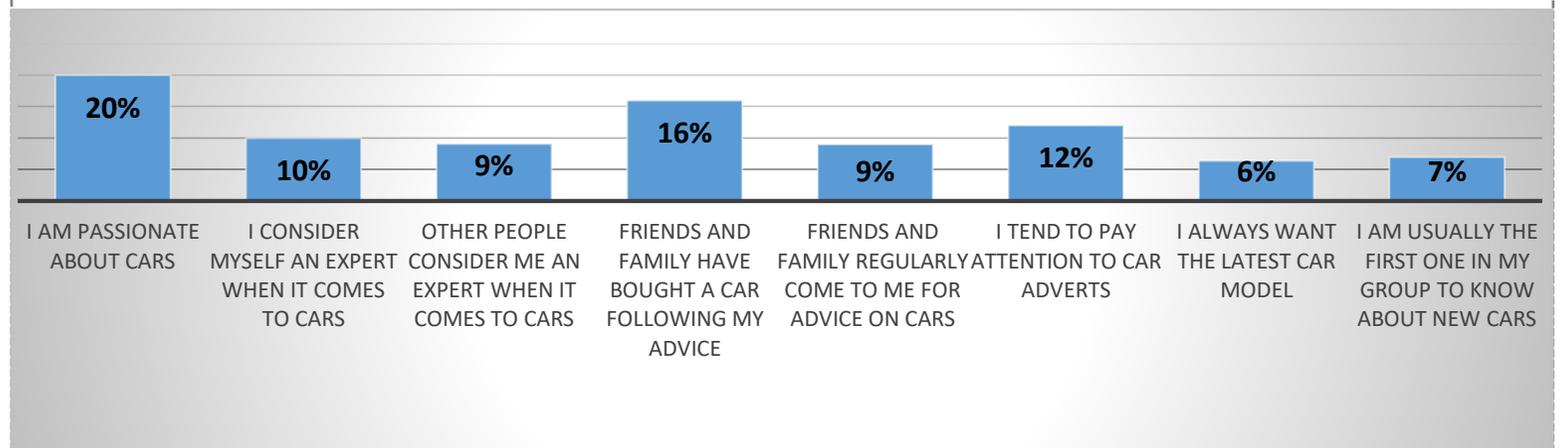


Non readers have a much lower budget for their next vehicle purchase and generally show less interest in cars.

When they plan to buy next car



Statements



3

Cars shortlisted on average for their next purchase

34%

Have had conversations about cars in the previous week

£18,057

Planned spend on their next vehicle



Car buying purchase process





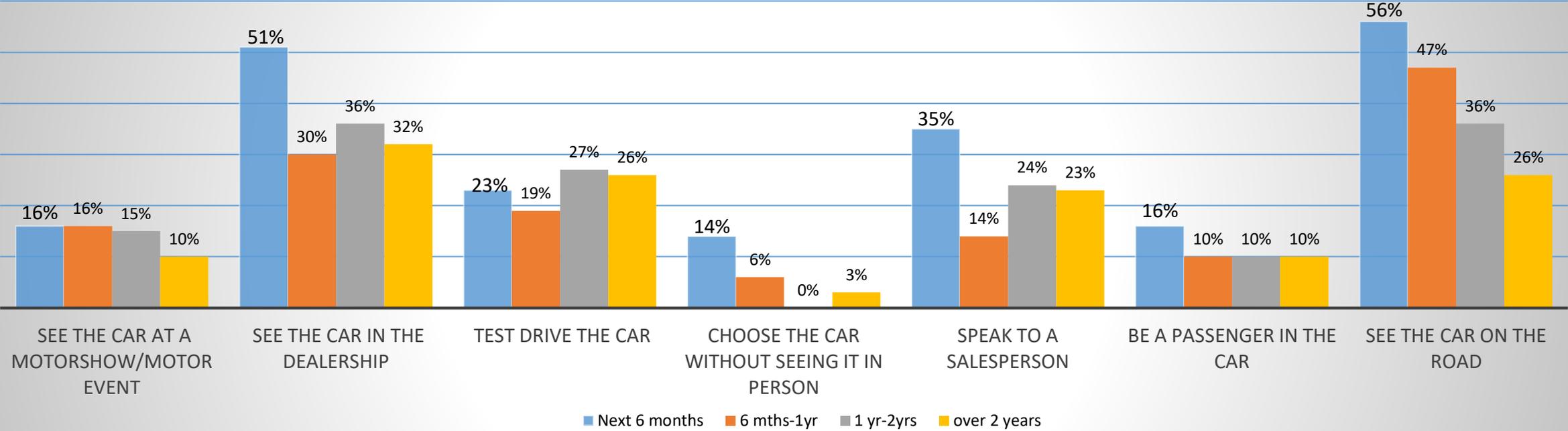
Anything can happen at any time!

Seeing the car in the dealership is most common for those who are closest to purchase



Over half of those who are planning to buy in the next 6 months have seen the car in the dealership and looked out for it on the road. Those who are further away from purchase time are less likely to have done most activities already but 32% have already seen the car in the dealership and 26% have test driven it.

Activities they have already done:



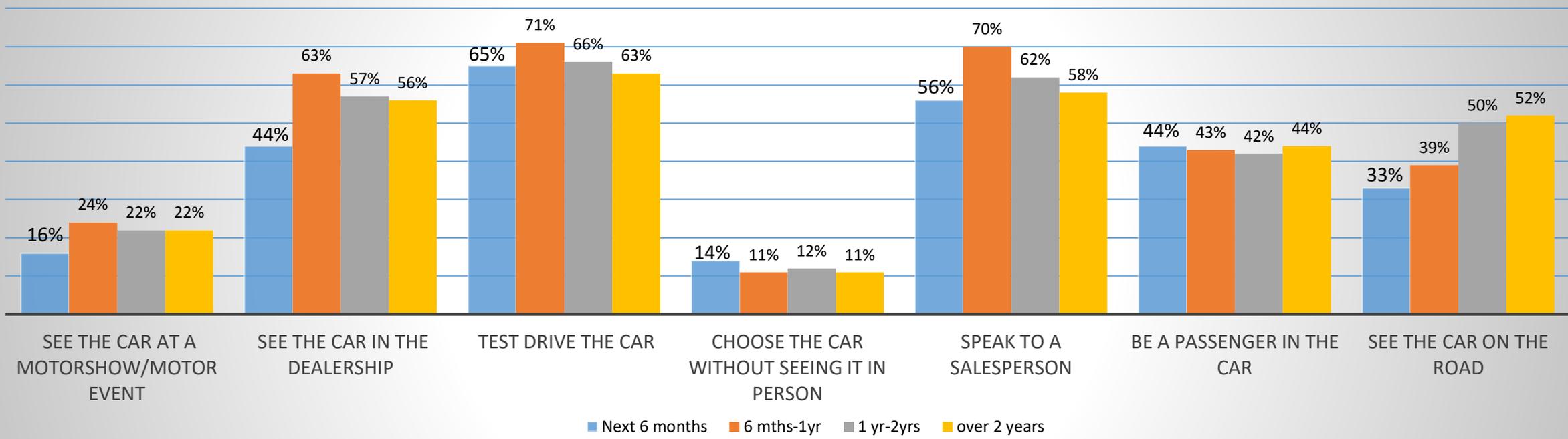
*Have you done/are you planning to do any of these things with cars you're considering?



Those at the intermediate stage of the process are actively planning their next steps

Those who will buy within the next 6 months to a year are most likely to plan talking to a salesperson, test driving the car and visiting a dealership.

Activities they are planning to do:



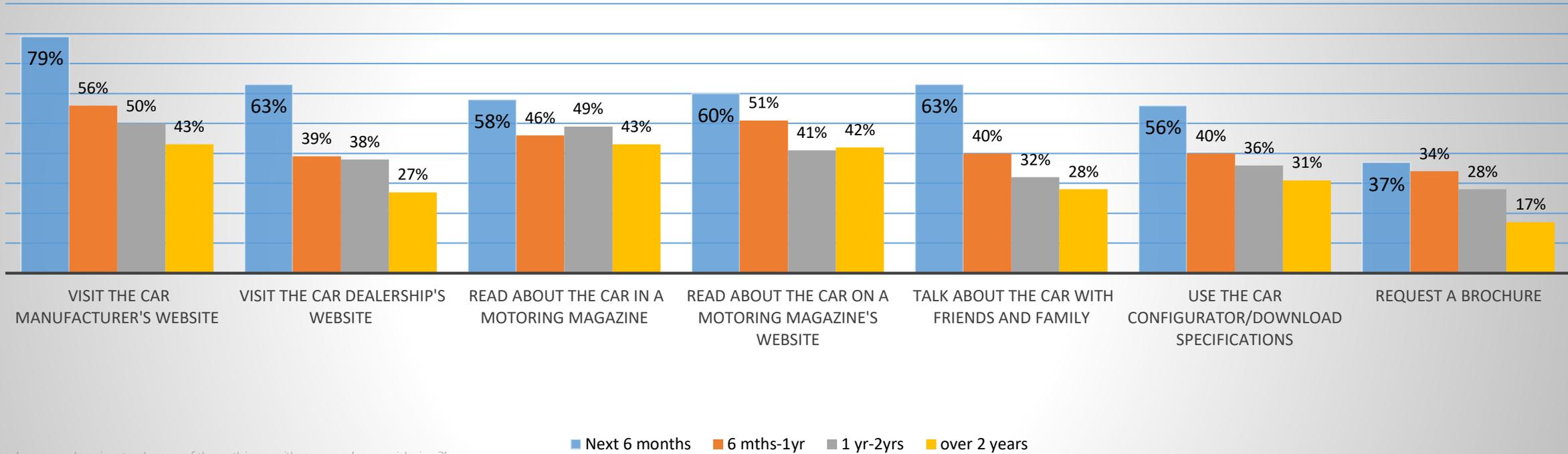
'Have you done/are you planning to do any of these things with cars you're considering?'

The likelihood to have already done these activities increases closer to the purchase date



As respondents move forward into the purchase process they are more likely to already have done all the activities listed below.

Activities they have already done:



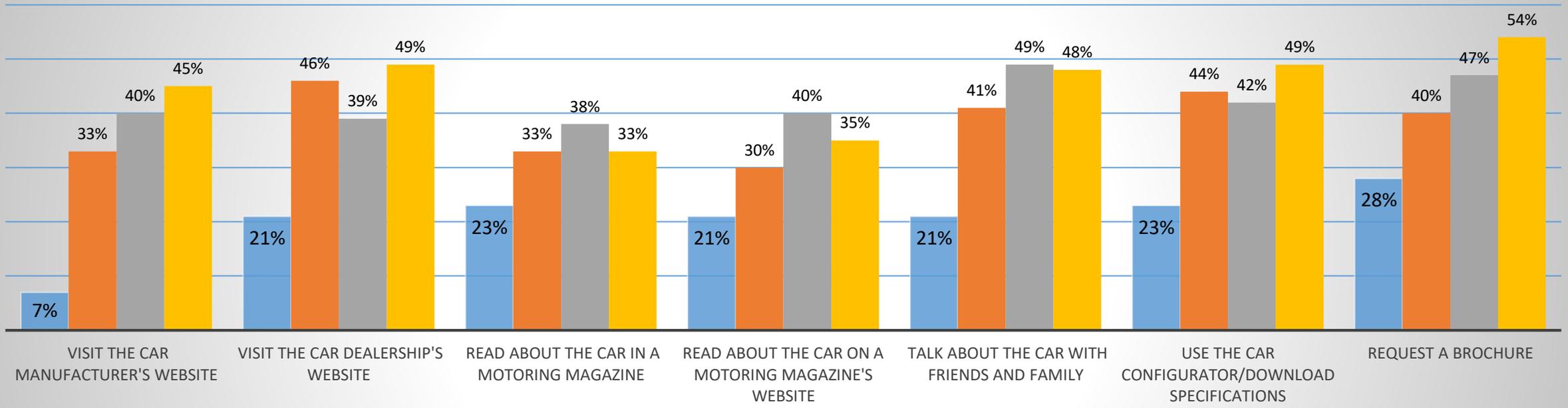
'Have you done/are you planning to do any of these things with cars you're considering?'

Those buying within the next 1-2 years or later plan a number of activities



Those who are planning to buy in over 2 years are most likely to plan the following activities, apart from talking to friends and family and reading motoring magazines or viewing motoring magazine websites.

Activities they are planning to do:



'Have you done/are you planning to do any of these things with cars you're considering?'

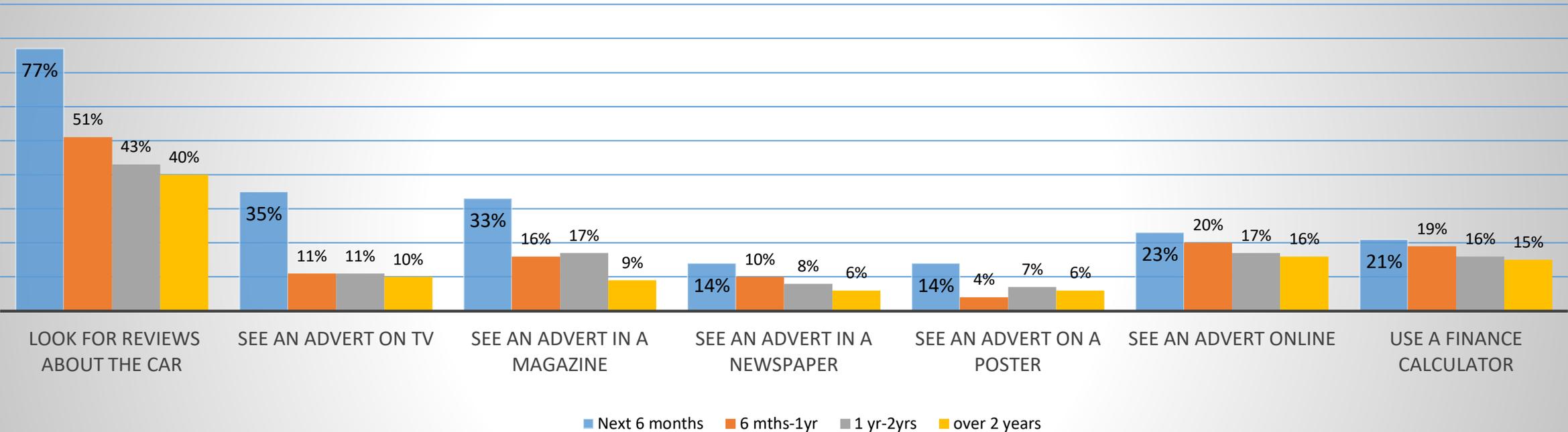
■ Next 6 months ■ 6 mths-1yr ■ 1 yr-2yrs ■ over 2 years

Those closest to buying are most likely to have looked for reviews



Looking for reviews is a very popular option across the board and more likely to have already happened for those closer to buying. Consciously looking out for/recalling adverts is less prevalent but slightly higher for this same subgroup.

Activities they have already done:



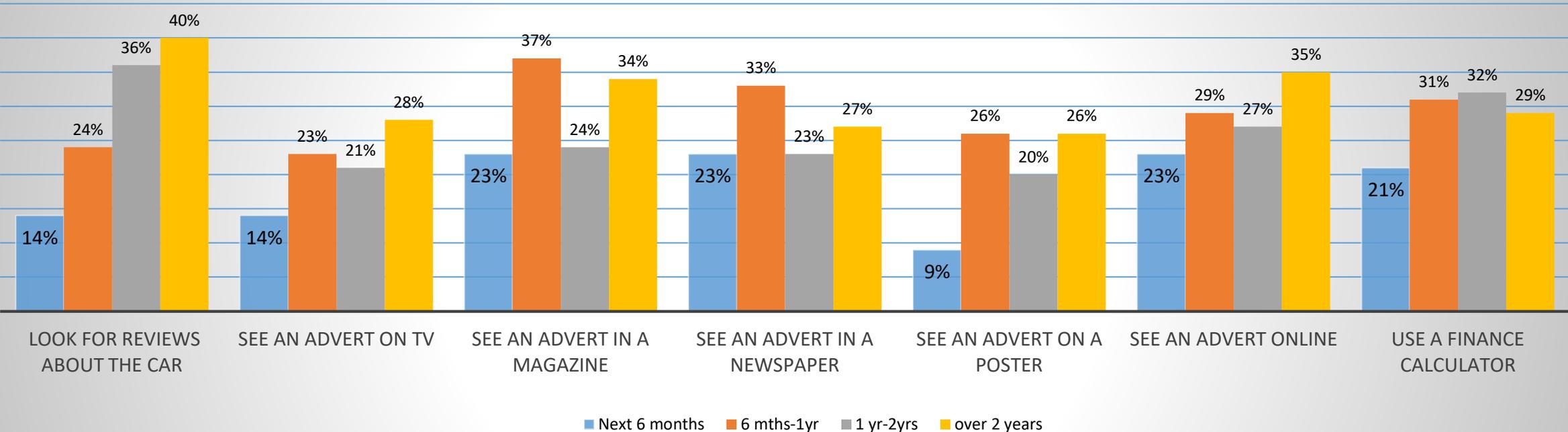
'Have you done/are you planning to do any of these things with cars you're considering?'

Respondents at earlier stages of the process are planning to look for reviews and secondly for printed adverts



Reviews are once again a popular activity that those in the earlier stages of the process are planning to do a little further along. Those between 6 months to a year from purchase are more likely to be on the lookout for adverts in magazines and newspapers.

Activities they are planning to do:



'Have you done/are you planning to do any of these things with cars you're considering?'

The road to purchase



Two key factors determine how buyers will react to media:

What mindset are the buyers in?

What stage are the buyers in?

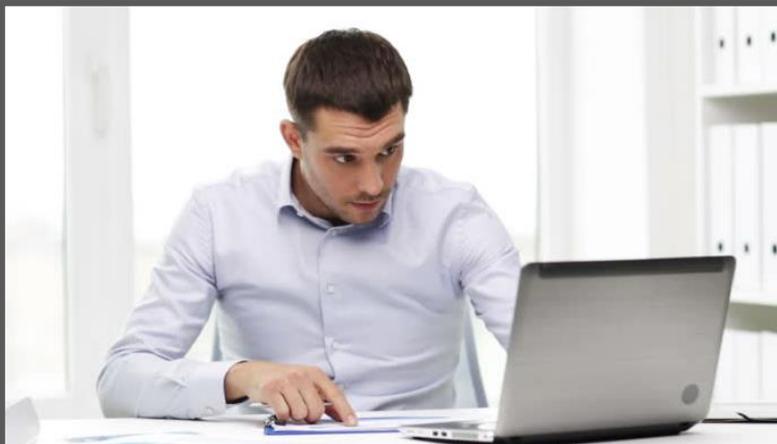
Two mindsets at play:



Lover

Tendency to:

- High category engagement
- Willing to take risks
- Higher likelihood to go over budget
- Will compromise to get dream car
- Change cars more frequently
- More car buying experience



Pragmatist

Tendency to:

- Low category engagement
- Risk-averse
- Budget driven
- Save cars for later
- Keep cars longer
- Less car buying experience

Seduce & Convince

The road to purchase

People who bought a car in the last 2 years



The road to purchase – where motor magazines impact

People who bought a car in the last 2 years

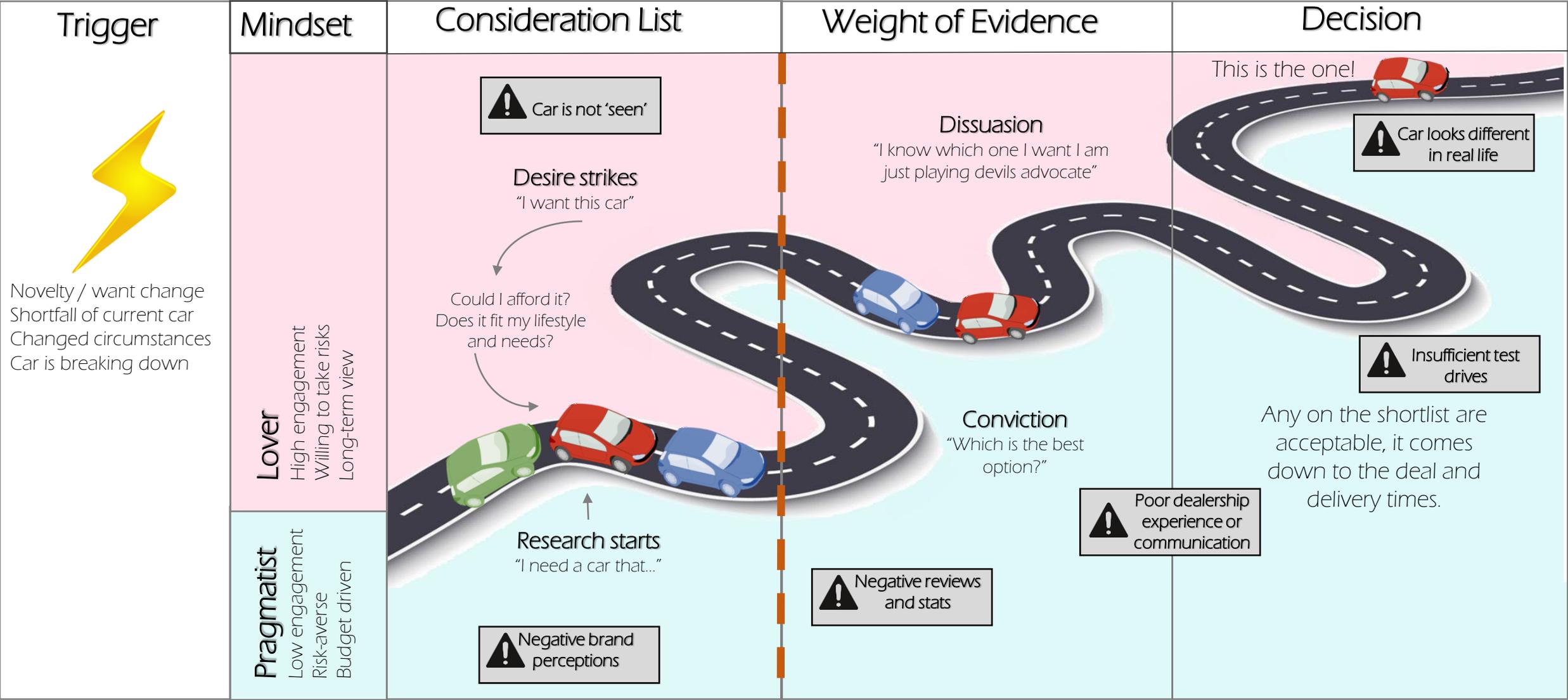


The road to purchase – timings



Source: Motor Magazine Study 2017 

The road to purchase – biggest pitfalls for brands

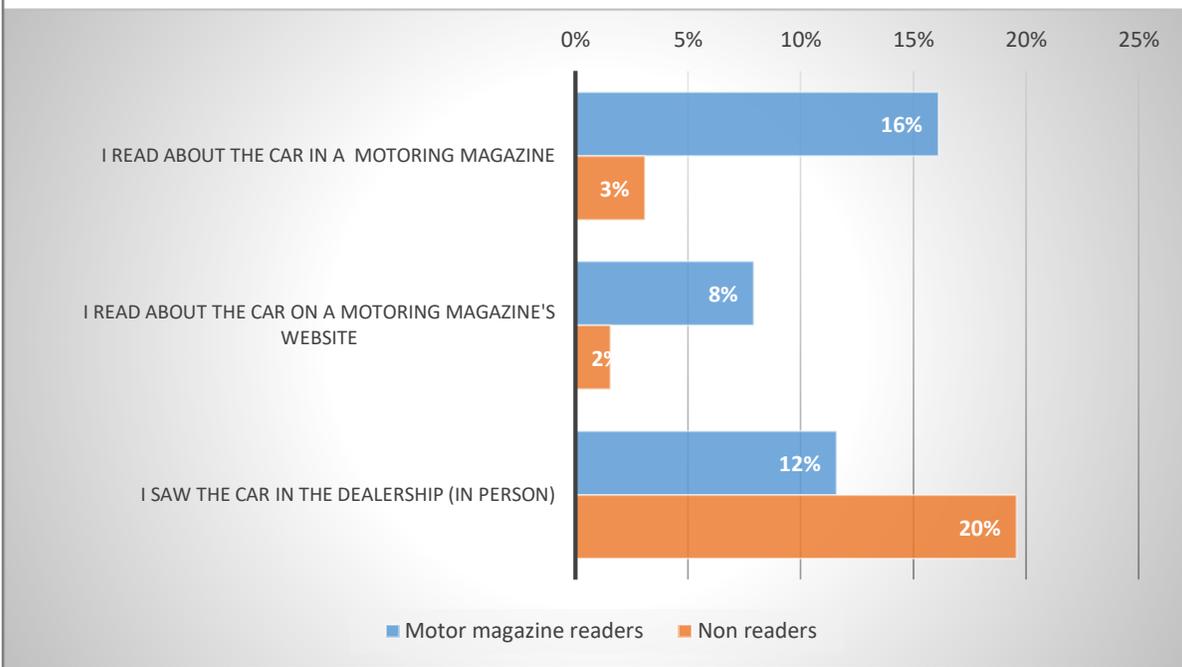


The road to purchase – differences for Non readers

People who bought a car in the last 2 years

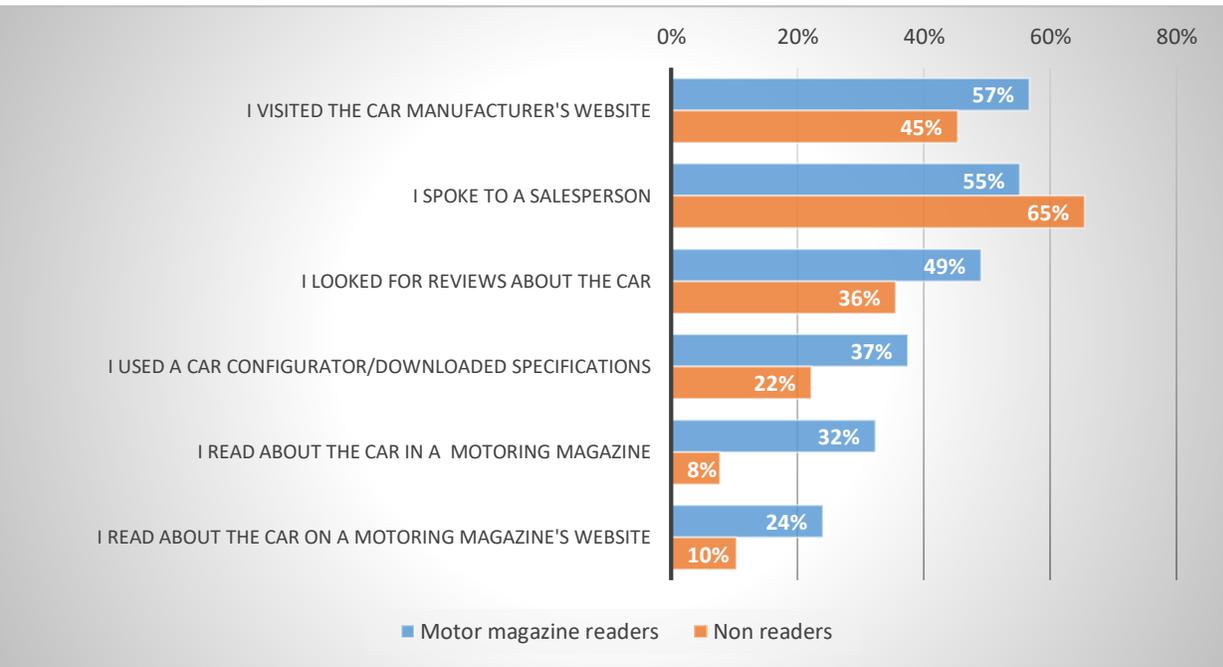


Consideration Stage – how cars get onto the list



As would be expected non readers are less likely to read about a car in a car magazine (in print or online) – though 5% of cars bought by non readers still started here. This is for the benefit of the dealership visit, where an additional 8% of purchased cars were first noticed. There is no significant difference for the other sources.

Weight of evidence – how cars are evaluated



Buyers who don't regularly read motor magazines are less likely to read magazines and also reviews. They are also less likely to go to the manufacturer website or use the car configurator and trust in the car dealer sales person instead. There is no significant difference for the other sources.



Weight of evidence – how sources are judged

Level of Trust



People who own the car

Friends and family are most trusted, however often they don't know enough about cars, have limited experience with other cars and it's just one opinion. Online owner reviews are harder to argue with due to sheer numbers though reliability will also be judged.



Expert reviews (incl. magazines)

Expert reviews are widely used and the car magazines are judged as most serious. Journalists are seen as impartial but may have limited time to try out a car and their driving style and needs may differ from the audience.



Car manufacturers

Car manufacturers are seen as fairly trustworthy as they are bound by law. They are also seen as knowing the car inside out but may dress up certain aspects in order to sell the car.



Car dealerships

Seen by far as the least trustworthy, sometimes even unethical. Most customers make sure they already have made the decision before going to the dealership and read up on numbers and specs to avoid being 'sold' a car.

No one source can overrule the others.

Buyers are looking for positive weight of evidence. All sources are considered and a judgement is made based on the evidence overall. If conflicts arise buyers will do more research, judge the reliability of the sources and whether the issue can be compensated for. Some will drive it and make up their own mind.



The weight given to the source varies depending on:

- ? Does the source understand / represent my lifestyle, my driving style and what I want from a car?
- ? Is the source impartial or is there a hidden agenda?
- ? How much experience does the source have with this specific car?
- ? How much does this source understand about cars?
- ? Are they pushy, biased or aggressive in tone?



Weight of evidence – how sources are judged

Level of Trust



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“

Some of these reviewers only have the car for a weekend. I don't think you can compare that with someone who is living with the car for two years, using it every day.

”

Regular reader, Male, 50+



“

They [journalists] may be used to only the top class cars but I dare say the way I drive I would probably not even notice a difference.

”

Non reader, Female, 40-50



“

It's like a film critic. Sometimes the critics hate a film and the public love it. If a person said go see this film I would still do it even if the critics hated it.

”

Regular reader, Male, 50+



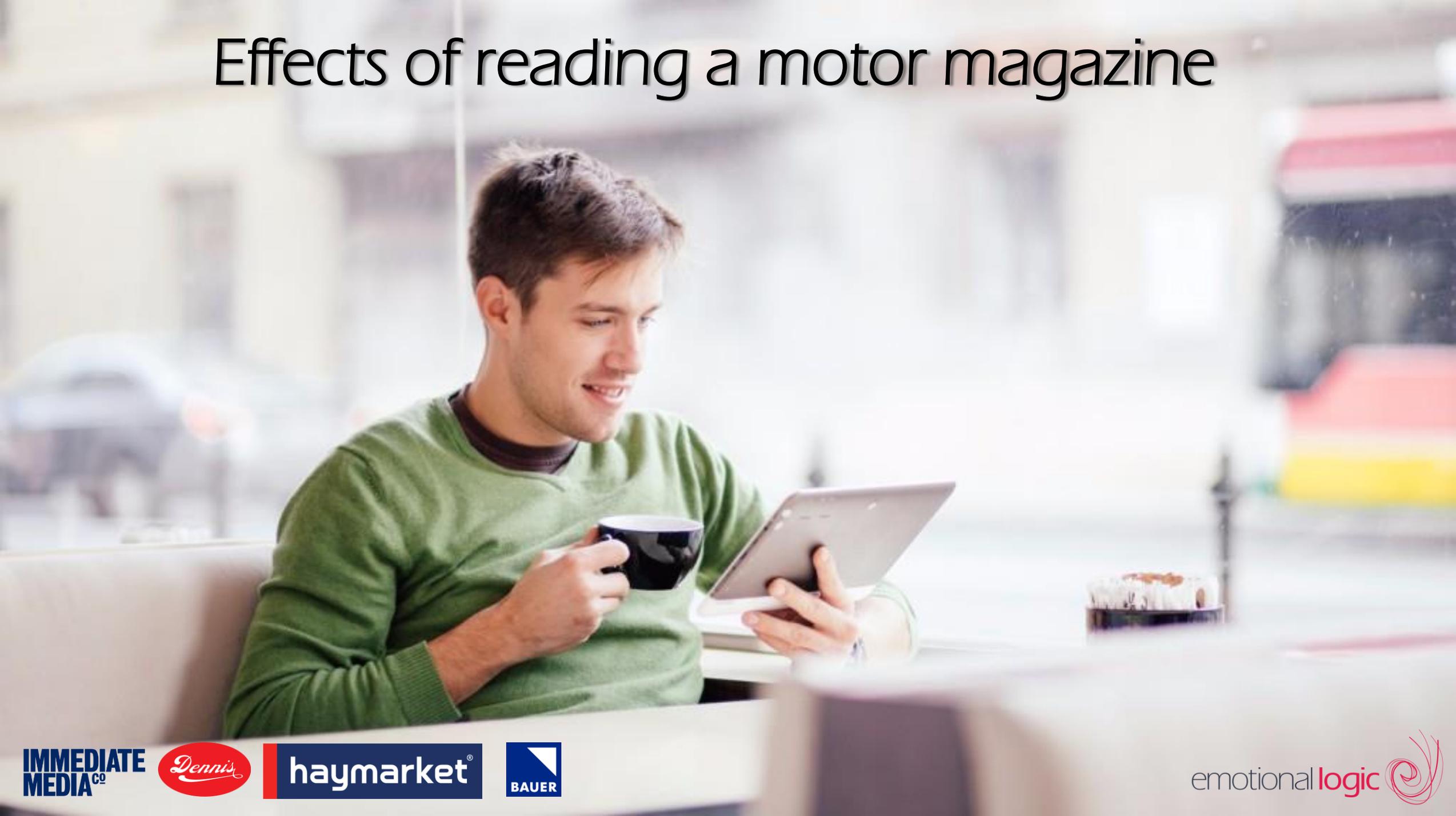
“

My friends look for different things in their cars, they buy less premium brands so I would not really consider their opinion unless it was hugely negative.

”

Regular reader, Male, 40-50

Effects of reading a motor magazine



Motor magazines make a critical contribution to the buying process:

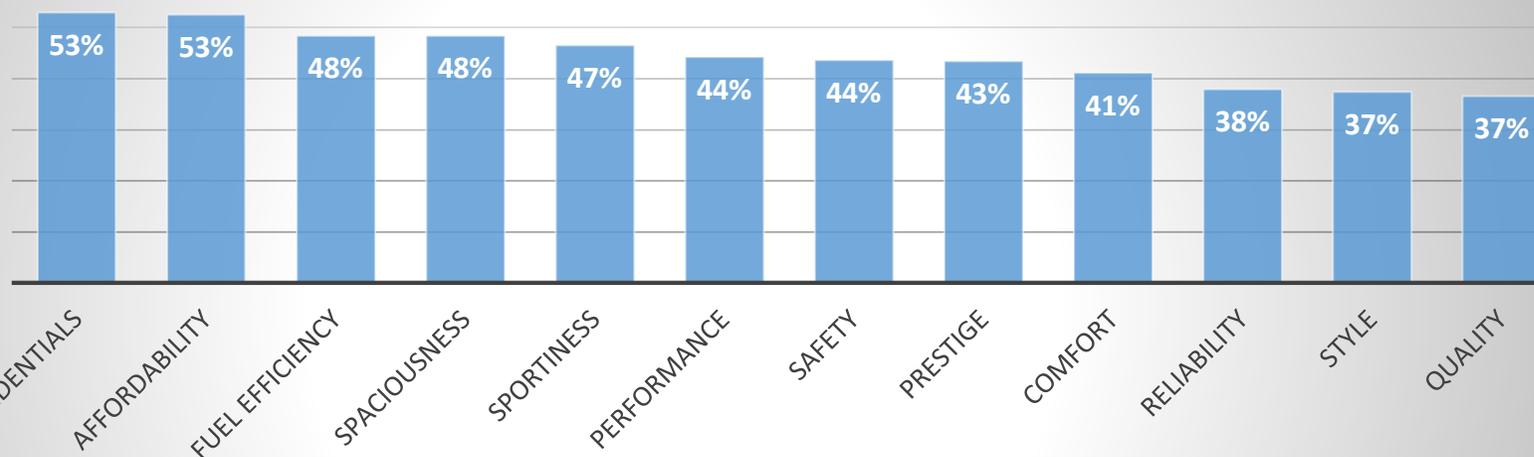
-  Create awareness and inspire desire for new brands to be considered
-  Change viewers brand perceptions
-  Encourage buyers to aim for a higher car buying budget
-  Increase excitement around car buying process and keep the subject top of mind
-  Help buyers reduce their shortlist and make a decision
-  Change buyers favourite brand



Magazine reading changes how buyers view a brand

For those respondents whose favourite has not changed, reading the magazine has clarified some crucial aspects and caused them to change their ratings on their favourite brands, especially when it comes to environmental credentials, affordability, fuel efficiency and spaciousness.

% who change their rating after reading the magazine:



 “ I had concerns about the Dacia, but according to the magazine it may be OK if you go for a higher spec. ”
Non reader, Male, 40-50

 “ Friends said I should consider Hyundai, but I was not sure. But now I read in the magazine they have improved a lot. I think I should now consider it. ”
Occasional reader, Female 50+

*How would you rate your favourite choice with regards to the following criteria?

Magazine reading increases planned car purchase budget



After exposure to reading a motor magazine 39% of readers tend to increase the budget they are planning to spend on their next car. The average planned budget increases from £27k to £30k.

Planned budget for next car purchase:



After reading the magazine:



“ Reading the magazine, reminded me that I still cannot afford a Volvo. But Audi may be affordable, I could stretch to Audi. ”

Occasional reader, Female, 40-50

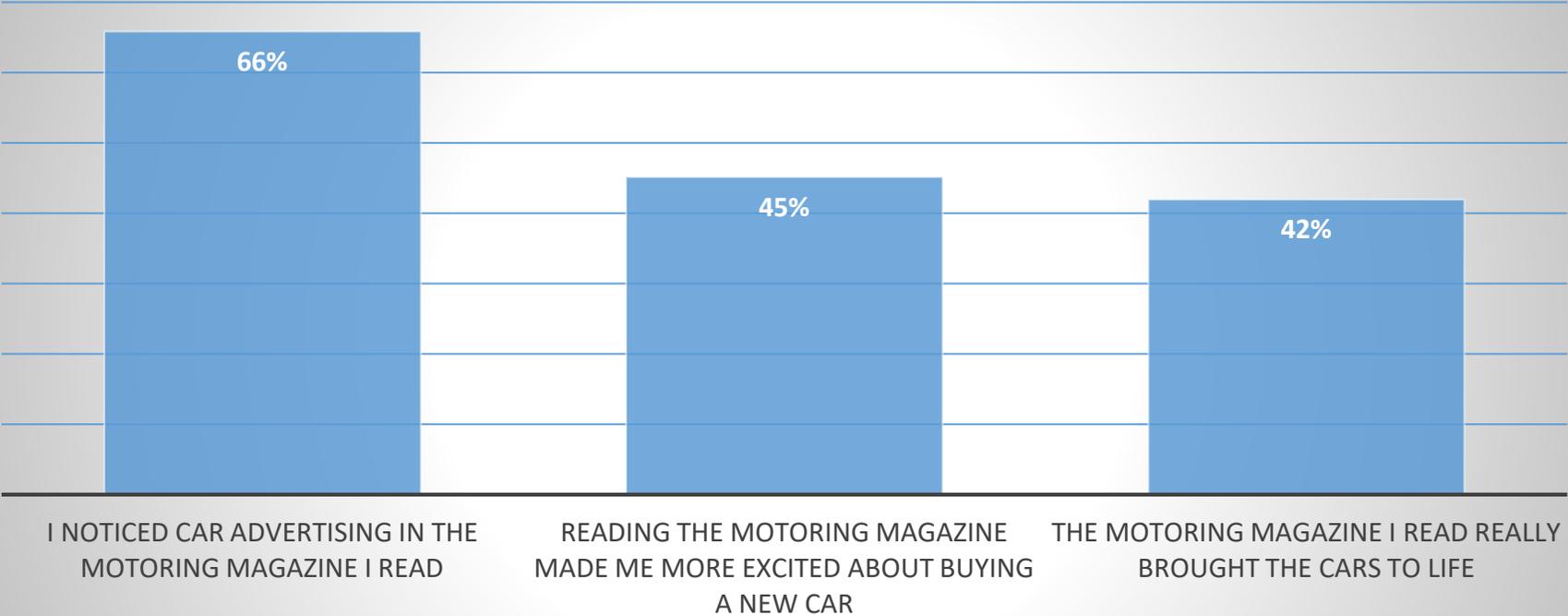
‘How much are you planning to spend on your next vehicle?’

Magazine reading increases excitement around car buying



After reading the motoring magazine 45% of readers are more excited about buying a car and 42% agree that the magazine has brought the cars to life for them. 66% notice car advertising in the magazine which is a sign of increased engagement. 42% also have more conversations about cars in the week prior to the survey as a result of exposure to the magazine.

After reading the magazine:



42%
have had more conversations about cars in after being exposed to the magazine



“When I read the magazines I trend to be more open, I am not in the middle of something else. I tend to notice the adverts more than let's say when I browse online.”

Occasional reader, Male, 40-50

'How far do you agree or disagree with the following statements in relation to the motoring magazine you were sent?'



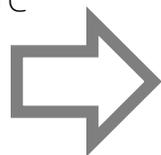
Magazine reading helps to make a decision

After exposure to a motor magazine 16% say they will accelerate their purchase process. 27% say the magazine has helped them make up their mind. The number of cars considered for their next purchase decreases for 43% of readers, indicating that they are now closer to making a decision. The time buyers expect to take for their purchase also reduces by 2 months as a result.

Average number of cars shortlisted:

Before magazine exposure

4



After magazine exposure

3

33%
decrease

Purchase timing:

16% Bring purchase forward

Shortens buying cycle by:

2 months

'When are you planning to buy your next car from new?'

After reading the magazine:

20% 

have more cars on their shortlist

37%

remain unchanged

43% 

Have fewer cars on their shortlist



“
I read about prices for Tesla and found out they are more expensive so that rules out Tesla for the foreseeable future.”

Regular reader, Male, Under 40

'At this moment in time which cars are on your shortlist for your next vehicle?'

Magazine reading changes the favourite on the consideration list



Reading a motoring magazine helps respondents make an informed decision. Even potentially deep-rooted preferences such as their favourite car brand might change as a result of exposure to the magazine, to the extent that 33% favour a different brand now. The brands most likely to be replaced are Volkswagen and Porsche, whereas Mercedes and Jaguar are most likely to be added.

Changes to respondents' favourites:

33%

Changed the car they view as favourite for their next purchase after reading the motor magazine



Most likely brands to be added:



Most likely brands to be dropped:



“ I was already considering the SEAT. It featured very highly in the magazine and I am considering it even more so now. The MINI was my favourite but it is simply not practical. ”

Non reader, Male, 40-50

Out of the cars you are considering for your next purchase which one is your favourite?

A woman with sunglasses on her head, wearing a white knit sweater and blue pants, is sitting on a treadmill in a gym. She is looking down at a magazine she is holding in her hands. The background is slightly blurred, showing other gym equipment and a person in the distance.

Print motor magazines vs online



Advertising in motor magazine influences buyers:



Advertising is noticed by vast majority of readers and to a higher degree than online or on TV



Print magazine adverts are more memorable than TV or online advertising



Adverts in a print magazine as seen as part of content and consumed as such (not seen as intrusion)



Print motor magazines vs online



Print Magazine

Purpose:	INSPIRATION
Mindset:	Relaxed, open
What people get out of it:	<ul style="list-style-type: none">• Come away from reality and dream• New cars / launches being brought to my attention for consideration• Invest in, learn about the brands and their wider activities• Learn about long-term trends in motoring



“ I read for inspiration and entertainment. You come away from reality and the drudgery of life. You get ideas, even if some of the ideas may only be a fantasy. ”

Regular reader, Male, 40-50



Online Search

Purpose:	RESEARCH
Mindset:	Focused, judgmental
What people get out of it:	<ul style="list-style-type: none">• Search for specific models• Get more data and evidence• Directly compare different cars• Assessment of car suitability



“ Online is easier to compare prices and options but you already need to have some idea what you are looking for, otherwise it's overwhelming. ”

Regular reader, Male, 40-50



Print motor magazines vs online

Although the average time buyers spent looking at the two media was almost the same, exposure to the print medium resulted in higher engagement with adverts, more articles being read and a higher engagement score (measured via GSR).

 Print Magazine	
Time spent:	15.4 mins
Number of adverts seen:	8
Number of articles read:	10
Engagement:	64 (out of 100)

 Online Search	
Time spent:	15.1 mins
Number of adverts seen:	2
Number of articles read:	7
Engagement:	12 (out of 100)



Print motor magazines vs online

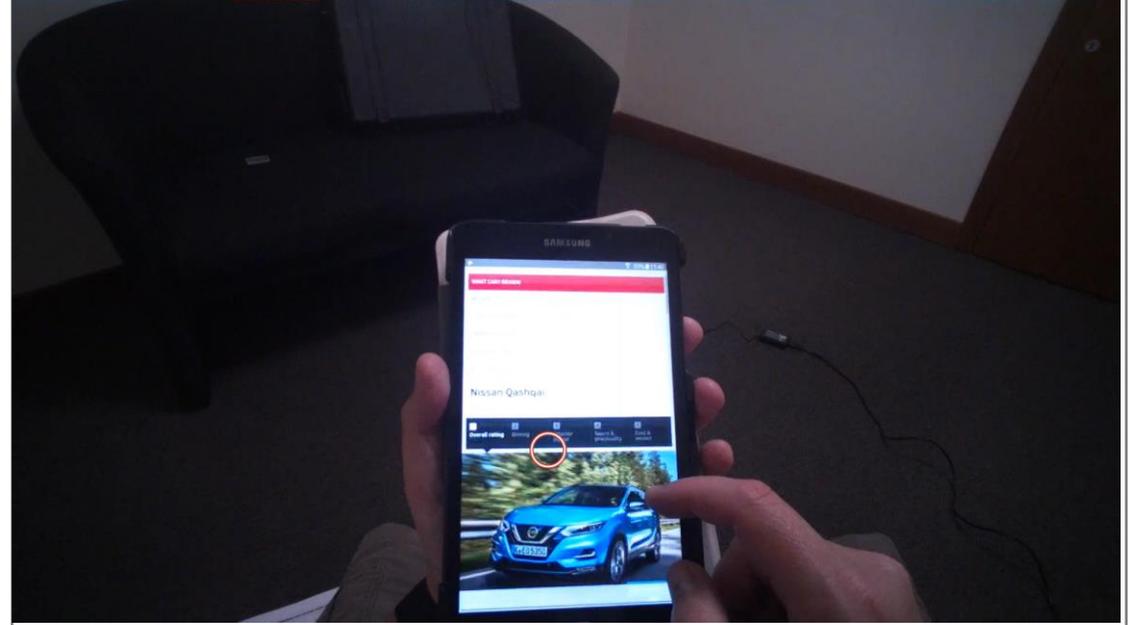
Advertising in print magazines is **consumed as part of the content** and not seen as 'intrusion':



Print Magazine



Online Search

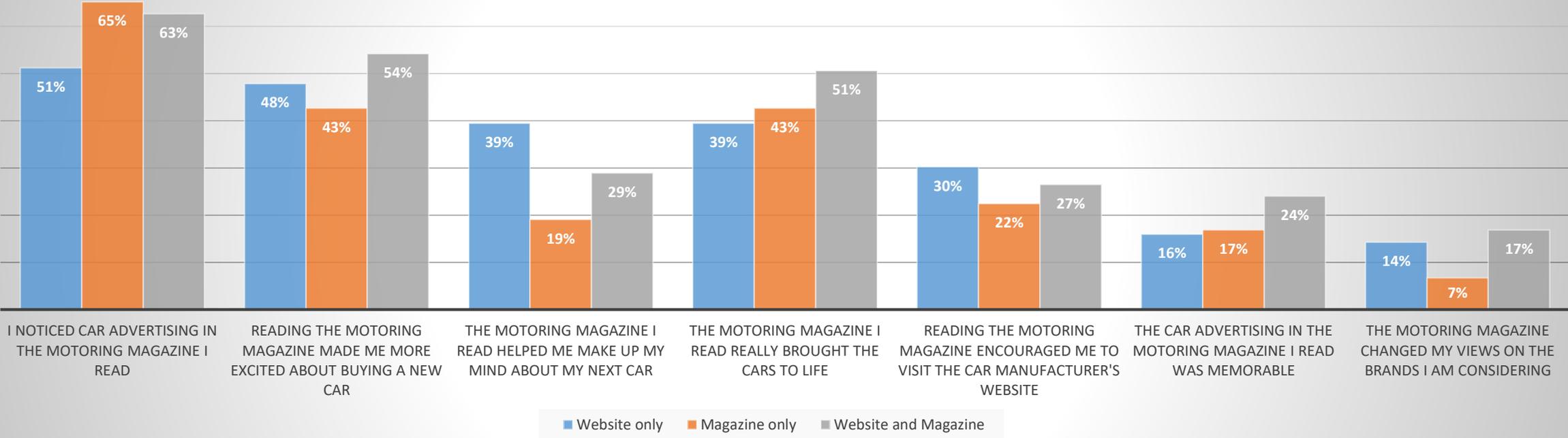


Combining magazine and online makes advertising more memorable and increases excitement about buying a car



Reading a print magazine in addition to browsing motor magazine websites increases the memorability of adverts, brings cars more to life and increases excitement about buying a car.

After viewing the stimulus material:



'How far do you agree or disagree with the following statements in relation to the motoring magazine you were sent??'

Combining motor magazine reading with browsing motor magazine websites increases purchase budget



Combining motor magazine reading with website browsing further increases the planned purchase budget (as buyers explore models in more detail). However, the increase is lower than that for TV.

Planned budget for next car purchase after reading the magazine:

Magazine with adverts:

57%

have changed their car budget

36%

have increased their car budget



Average increase:

Increases by £3,470 on average



Motor magazine website only:

58%

have changed their car budget

42%

have increased their car budget



Average increase :

Increases by £3,899 on average



Motor magazine and website:

66%

have changed their car budget

47%

have increased their car budget



Average increase :

Increases by £4,209 on average



*How much are you planning to spend on your next vehicle?'

Effects of advertisements in a motor magazine

Advertising



Advertising in motor magazine influences buyers:



Advertising is noticed by vast majority of readers



Adverts have an amplifying effect on car budget, brand score changes and shortening buying cycle



Advertised brands are more likely to remain on shortlist or chosen as favourite



Good adverts can dominate a page and get as much (or more) attention as editorial



Priming effect of adverts can rebalance power of editorial

The majority of adverts in a motor magazine is seen by 60% of all readers within the first reading



A car advert placed in a motor magazine will be seen by at least 60% of readers (on average) in the first reading. The share of exposure reduces significantly in the second half of the magazine.

Pages:	1-20	20-40	40-60	60-80	80+
Proportion of readers who notice advert:	75%	74%	64%	33%	21%

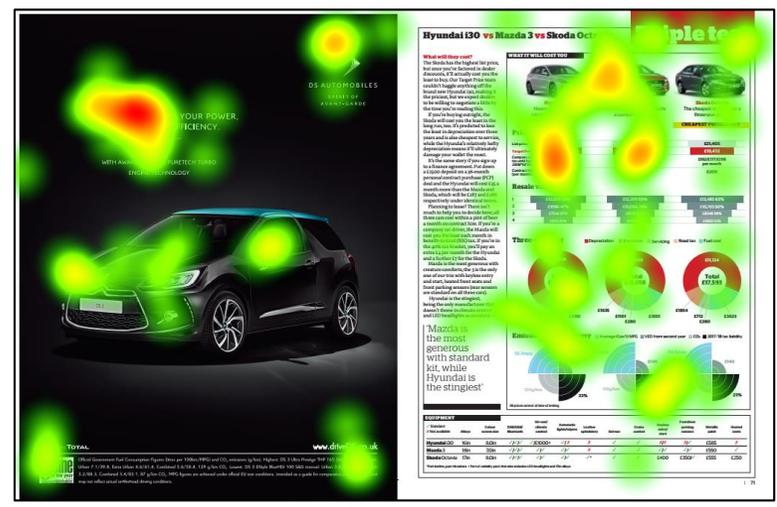
The advertising placement in the magazines was for research purposes and the majority of adverts were placed in the front half of the magazine.

Images catch attention – this can be editorial or advertising and depends on the context



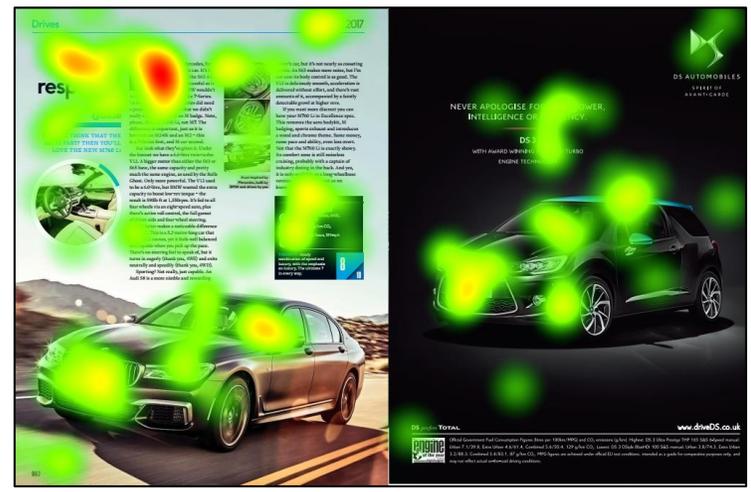
7 in 10 times the first item a viewer looks at on a page is an **image**. This can equally likely be an advert or editorial image. Standout colours work well and what attracts attention depends on context. The same image can perform well or badly depending on what it is placed next to.

WC – DS advert



Time to first fixation: 0.34
Share of attention: 37%

TG – DS advert



Time to first fixation: 3.11
Share of attention 26%

Magazines with adverts trigger a higher planned car purchase budget



Those who read magazines with adverts were more likely to increase their budget as a result of magazine exposure. Those who have been exposed to advertising for one of their shortlisted cars in the magazine are even more likely to increase their budget (38%). The amount by which the budget increases is 36% higher than in advert free magazines.

Planned budget for next car purchase after reading the magazine:

Without adverts:

49%

have changed their car budget

32%

have increased their car budget



Average increase:

Increases by £2,891 on average



With adverts:

57%

have changed their car budget

36%

have increased their car budget



Average increase :

Increases by £3,470 on average



With brand relevant adverts:

59%

have changed their car budget

38%

have increased their car budget



Average increase :

Increases by £3,932 on average



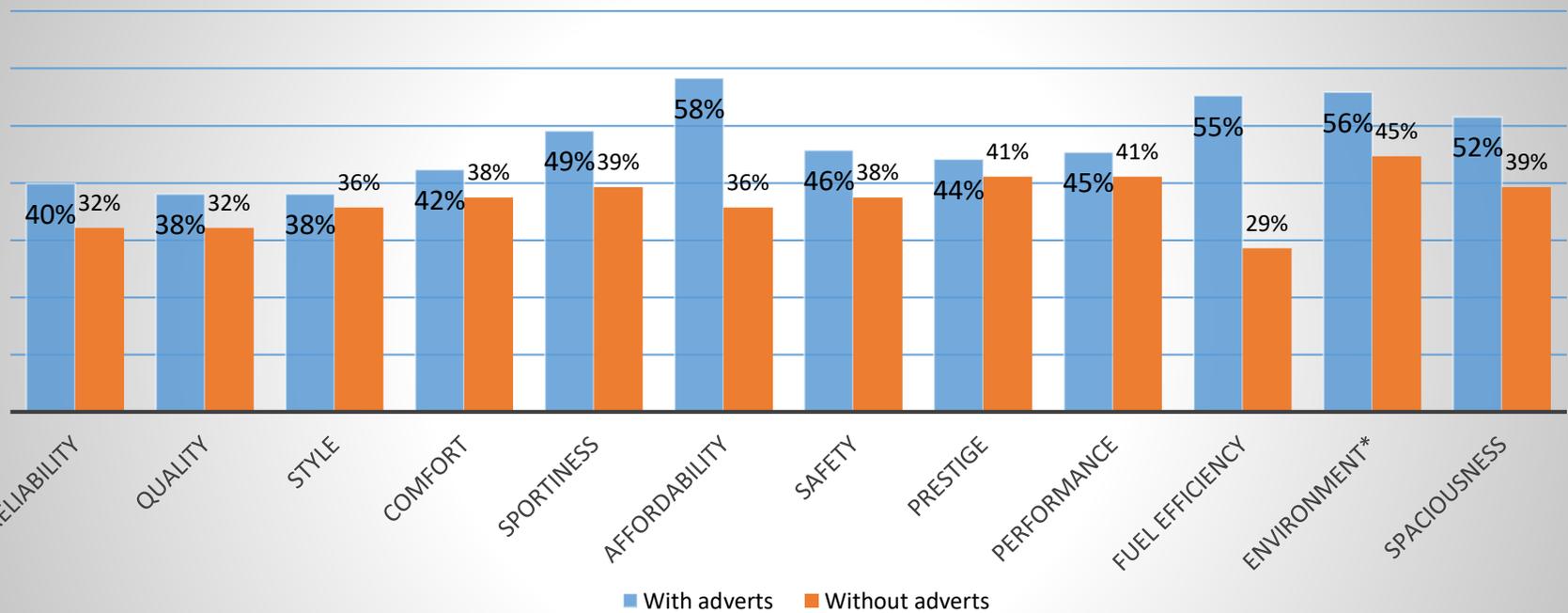
*How much are you planning to spend on your next vehicle?'

Magazines with adverts have a stronger impact on brand perceptions than magazines without adverts



Those who read a magazine with adverts are slightly more likely to confirm their favourite car after exposure to the magazine (64% vs 60%); however, they are also more likely to change their ratings on their favourite compared to those who read the magazines without adverts on all criteria, and particularly when it comes to affordability and fuel efficiency.

Proportion who change their rating after reading:



*How would you rate your favourite choice with regards to the following criteria? * Environmental credentials

“ Now I might consider the Mercedes SUV, that surprised me as the price was lower than I thought ”
 Non reader, Female, 40-50

“ It’s informative, they’ve done all the research...they don’t necessarily change my mind but they educate me. ”
 Regular reader, Female, 50+



Magazines with adverts shorten the purchase cycle

Reading a motor magazine slightly shortens the period buyers plan to use for the purchase of the car. However, magazine with adverts compound the effects as 28% who read a magazine now shorten their purchase timings resulting in the average buying cycle reducing by 5 months.

Effects on planned purchase timings:

Without adverts:

33%

have changed
their timings

16%

Bring purchase
forward



Shortens buying cycle by:

2 months

With adverts:

38%

have changed
their timings

28%

Bring purchase
forward



Shortens buying cycle by:

5 months

'When are you planning to buy your next car from new?'



Advertised brands have a better chance to stay on shortlist

Generally, magazine readership helps buyers reduce their shortlist (on average from 4 to 3 cars). However, the brands that advertised in the magazines were 12% less likely to be dropped from the shortlist than non advertised brands. Whilst after reading the magazine without adverts 51 cars of the featured brands were dropped from buyers shortlists, this reduced to 39 when advertising for those brands was present.

Number of advertised brands dropped from shortlist:

Without adverts:

51

per 100 buyers

With adverts:

39

per 100 buyers

12% 
less likely to be
dropped



“ There was nothing about BMW nor hybrids but looking at Volvo it has increased my interest in the SUV as a category, it has opened my eyes to alternatives ”

Regular reader, Male, 50+

Brands less likely to be dropped if advertised:



“ I remember seeing the Nissan advert, but that is because I like the car. Once you like a car you start seeing it everywhere.. ”

Non reader, Male, 50+

*At this moment in time which cars are on your shortlist for your next vehicle?

Magazines with adverts help more buyers choose a favourite



Most buyers already have a favourite for their next car. For those few who did not have a favourite yet reading a motor magazine without adverts had no impact. However, reading a magazine with advertising inspired almost half of those who did not have a favourite to choose one. As we know that over 60% of buyers end up buying their favourite this is an important feature. For a 200,000 readership magazine this would equate to 26,000 favourites being chosen.

Proportion of buyers who don't have a favourite:

	Before reading	After reading
Without adverts:	21%	22%
With adverts:	24%	11%

= 26,000 more cars favoured (on 200,000 readership)



“ I don't mind advertising. I enjoy it if its smart and beautiful and if it is targeted at me then it is spot on. **”**

Regular reader, Male, 40-50

*Out of the brands you are considering for your next car purchase which one is your favourite?'

Advertised brands have a better chance to become a favourite



There is a lot of fluctuation in terms of which brands are buyers favourites when reading motor magazine. However, in the magazines with advertising, 14% more favourites are chosen from the advertised brands.

Number of brands added/dropped as favourite:		
	Without adverts:	With adverts:
Featured brand <u>added</u> as favourite:	20%	31%
Featured brand <u>dropped</u> as favourite:	23%	17%
Net change:	-3% 	14% 
		<p> “ I would be disappointed if Top Gear no longer had any car adverts in it. I like to see the adverts to get inspiration – for the cars to buy in the future. ” Non reader, Male, 50+</p> <p> “ Evo is sporty, classy and stylish. If a brand advertises here those attributes are transferred onto the brand. It’s a great introduction for a brand to advertise here. ” Regular reader, Male , 40-50</p>

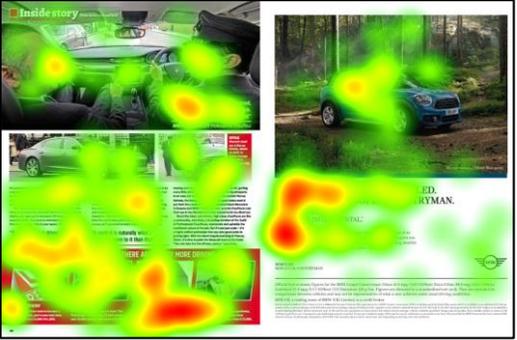
‘Out of the brands you are considering for your next car purchase which one is your favourite?’

Car advertising receives more attention



On average car adverts receive **twice the attention** (fixation time) that non car adverts in the same position. A car advert receives on average 29% of the attention on a page whilst a non car advert only manages 15%. On some pages car adverts receive 70% of the attention whilst none of the non car adverts received more than 40%. Proving that advertising is not just incidental but a good advert can actually become the main feature on a page.

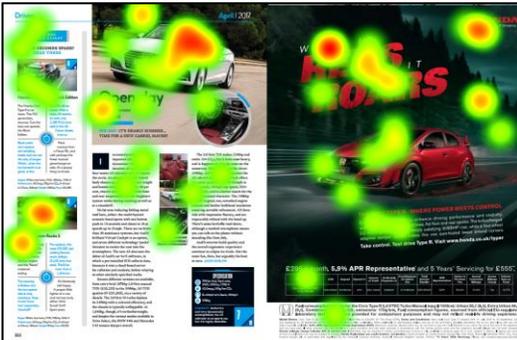
AE – Mini
Share of attention



68%

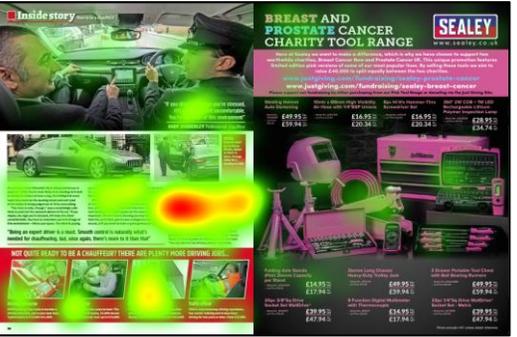
32%

TG – Honda
Share of attention



31%

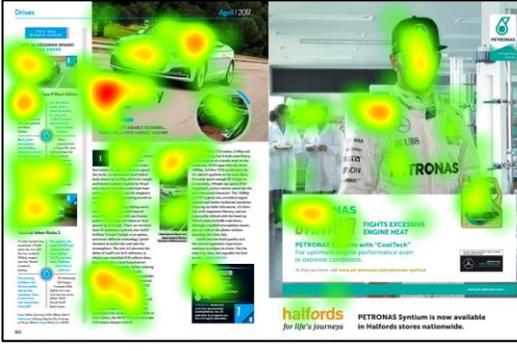
69%



83%

17%

87%



13%

“ As far as advertising goes car adverts are some that I actually do enjoy. There is a lot less enjoyable advertising than car adverts.. ”
Occasional reader, Male, 40-50

“ You are in that mindset. You are thinking ‘cars’ and that is what will stand out to you. ”
Non reader, Female, Under 40

Priming effect: Placing an advert before a competitive feature diverts attention to a brand

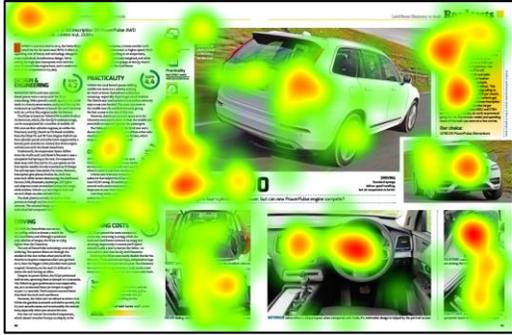


Placing an advert before a competitive feature **doubles the share of attention** viewers give to the brand. This means even if the brand was not the 'winner' of the test viewers may engage with it more than with the winning brand. In the two examples below, if we include the advert, the share of attention went to over 40%. The advert must be placed immediately before the feature for this effect to work.

AE – Volvo



Magazine without ads
Volvo share of attention
In feature 19%

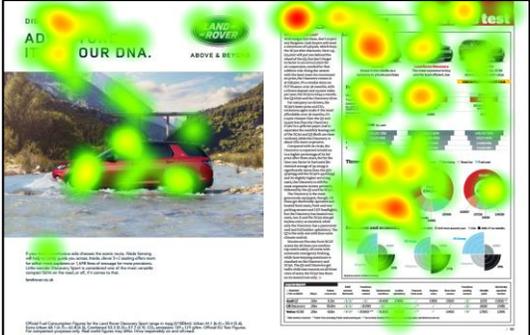


Magazine with ads
Volvo share of attention
In feature 39%
Incl. advert 42%

WC – Land Rover



Magazine without ads
Land Rover share of attention:
In feature 16%



Magazine with ads
LR share of attention:
In feature 27%
Incl. advert 46%

Magazine reading combined with TV ads



Magazines amplify the power of TV advertising:



Doubles the memorability of adverts



Doubles excitement



Retains the powerful effect TV has to encourage higher spend



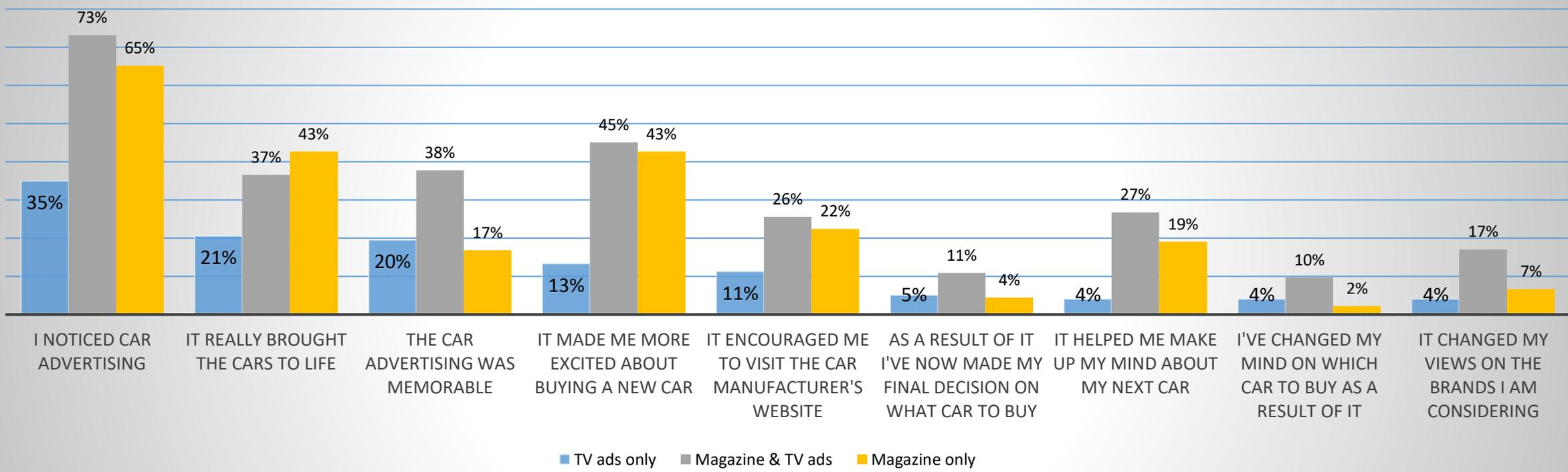
Makes buyers confirm their decisions

Magazines excite more than TV advertising, make ads more noticeable and help more buyers to make up their mind



The respondents who only watched TV adverts give the lowest scores across the board. Magazine readership – whether combined with TV advertising or on it’s own creates more excitement around the car purchase. The combination of TV and magazine reading makes advertising appear to be more memorable and helps more people to decide on their car.

After viewing the stimulus material:



'How far do you agree or disagree with the following statements in relation to the magazine/video you were sent?'

TV advertising has a bigger impact on planned budget than magazines



Those who read magazines with adverts have a higher average budget than those who read magazines without adverts. They are also more likely to increase their budget as a result of magazine exposure. Those who have been exposed to advertising for one of their shortlisted cars in the magazine are even more likely to increase their budget (45%).

Planned budget for next car purchase after reading the magazine:

Magazine with adverts:

57%

have changed their car budget

36%

have increased their car budget



Average increase:

Increases by £3,470 on average



TV ads only:

58%

have changed their car budget

44%

have increased their car budget



Average increase :

Increases by £7,881 on average



TV ads and magazine:

55%

have changed their car budget

42%

have increased their car budget



Average increase :

Increases by £7,782 on average



*How much are you planning to spend on your next vehicle?'

Adding a magazine to TV advertising helps close the sale



55% of those who read a magazine and watched the TV adverts stated they were 95% certain they would buy their favourite car. This is 16% more people than those who watched TV ads alone.

Proportion of people 95% sure they will buy their favourite car:

Magazine with adverts:

38%

TV ads only:

39%

TV ads and magazine:

55%

16% 



“ I always pay attention to car adverts. Its gets a car noticed. Then, if you are interested you do more research. ”

Regular reader, Male , 40-50



“ I often do both at the same time. When I watch TV my tablet is always next to me. When an interesting car advert comes up I look for reviews on the model online. ”

Regular reader, Male , 40-50

*Please indicate how likely you are to buy the following brands for your next car purchase:.

Why motor magazine readers are worth targeting



IMMEDIATE
MEDIA^{CO}



haymarket[®]



emotional logic 

Readers are more likely to increase their planned budget and reduce their shortlist after reading the magazine



Readers are more likely to increase their budget after exposure to the magazine (41% vs 36% of non readers). They are also more likely to narrow down their shortlist (45% vs 36% for non readers).

Planned budget for next car purchase after reading the magazine:

Readers:

41% 
have increased
their car budget

41%
remain
unchanged

18% 
have decreased
their car budget

45% 
have reduced their
shortlist after reading

Non readers:

36% 
have increased
their car budget

46%
remain
unchanged

18% 
have decreased
their car budget

36% 
have reduced their
shortlist after reading

'How much are you planning to spend on your next vehicle?'

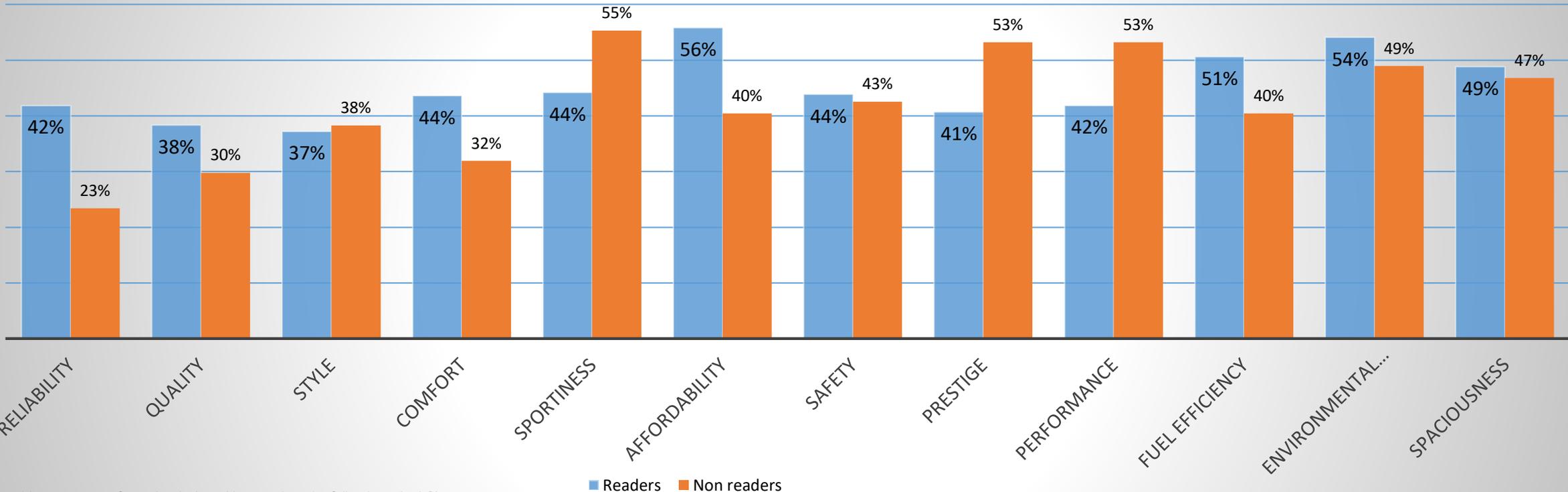
'At this moment in time which cars are on your shortlist for your next vehicle?'

Readers change their ratings on a wider range of criteria after exposure to the magazine



Readers are more likely to change their ratings on their favourite brand for most of the criteria, especially for reliability and affordability. However, non readers focus more on sportiness, prestige and performance.

After reading the magazine:



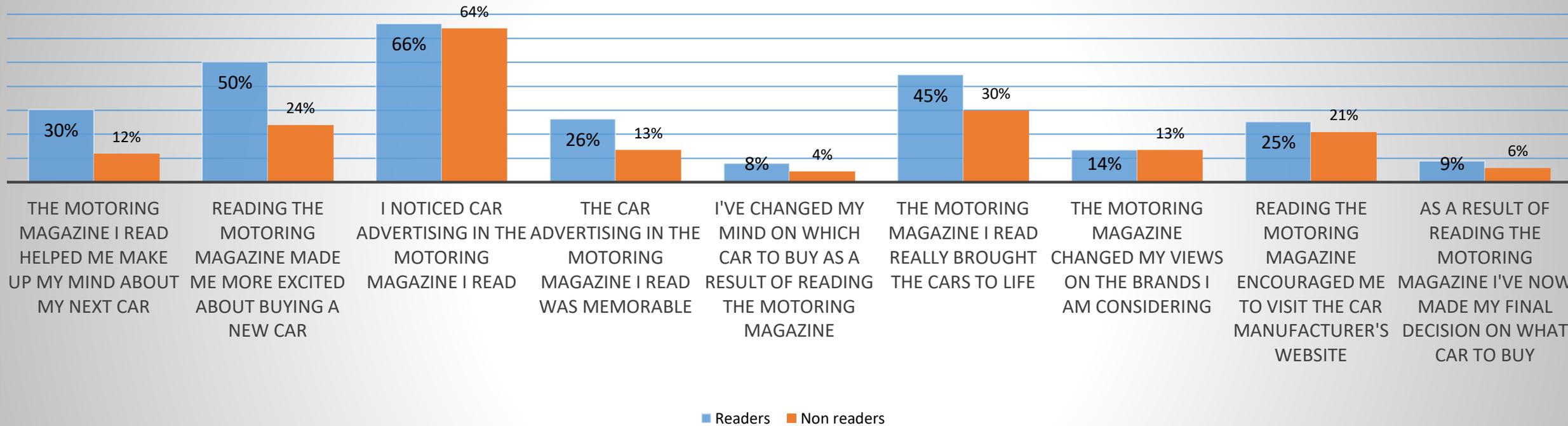
'How would you rate your favourite choice with regards to the following criteria?'

Readers are more enthusiastic about the magazine – but non readers may be catching up



Readers are overall more enthusiastic about the magazine compared to non readers, with half of them now feeling more excited about their purchase. However, non readers are equally as likely to notice car advertising and 49% of them have had more conversations since their exposure to the magazine (vs 40% of readers), which may indicate a new-found interest in the subject.

After reading the magazine:



How far do you agree or disagree with the following statements in relation to the magazine you were sent?

So, to conclude

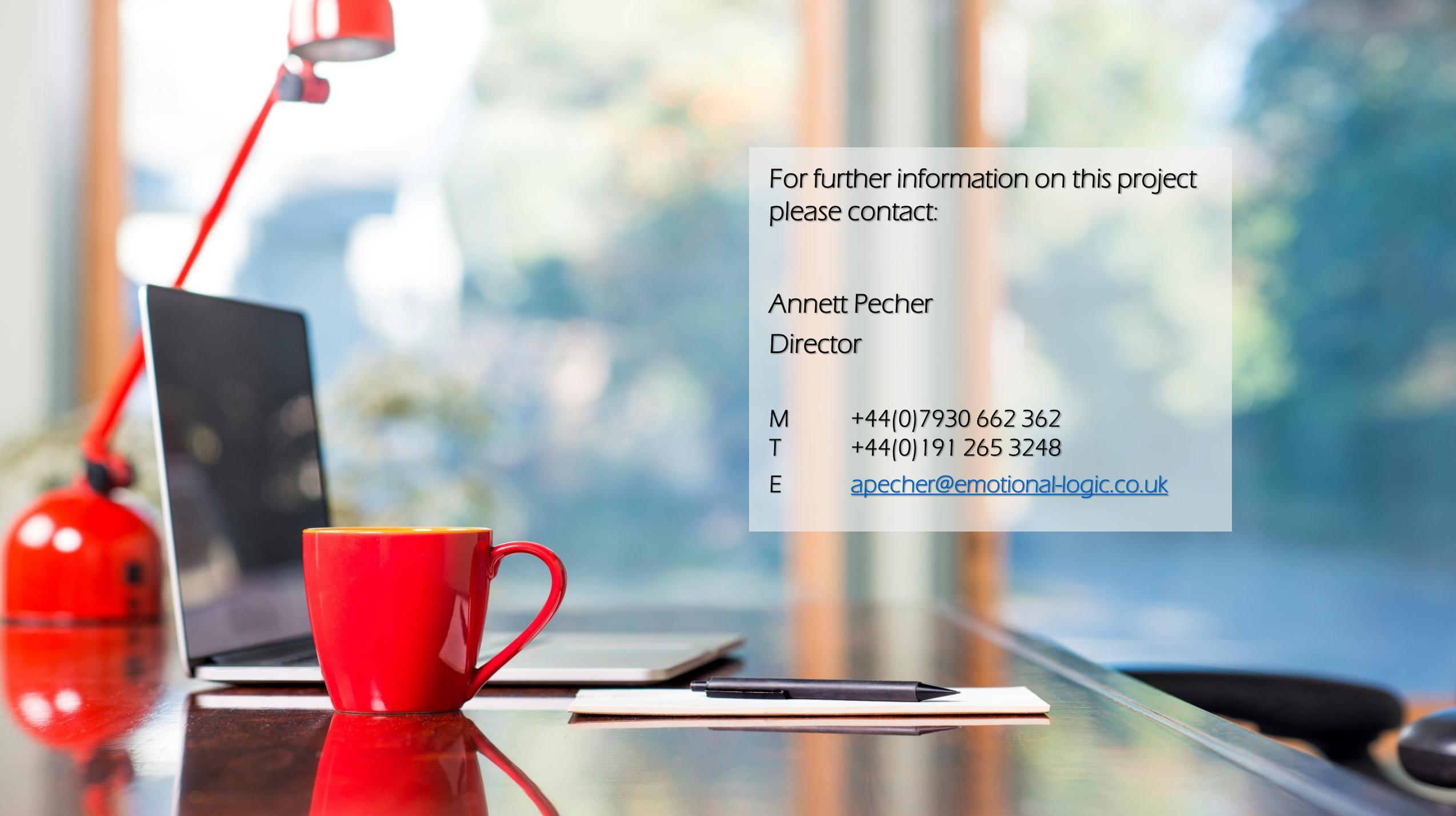
- Motor magazine readers are worth targeting
- Motor magazines make a significant contribution to the buying process
- Online is not a replacement for print magazines
- Advertising in motor magazines influences buyers
- Motor magazines amplify the effects of TV advertising



A final caveat

When asked, the majority state they may be more likely to see a car advert in a fashion or lifestyle magazine. Simply because it's the only car in there.





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