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Ad Trait
Exclusive
to Starch

Is There Gold Beyond the Glitter of Celebrity Ads?

Although the downside of using celebrity endorsers has been in stark relief in the past few years—think of Brett Favre, Charlie Sheen or Tiger Woods—they provide significant lift to print advertising readership, according to a new analysis from Starch Advertising Research. *continued on page 3 >>*



ROLEX WATCHES

Celebrity: Roger Federer

Ad Agency: JWT USA
The Week, 3/12/2010

Ad Noting: 63%*
(Average for non-celebrity ads: 53%)

Ask a Marketer:

Patricia Singer, brand manager for Shell Oil Co., speaks to an ad unit that worked.

Read the Q&A on Page 2



SHELL OIL CO.

Ad Agency: J. Walter Thompson
Popular Science, July 2010

+26% lift in Noters vs. the
average of July 2010 ads.

Popular Science Average

Ad Noting:

67%

Noted Ad Rating:

1.9

Have a More Favorable
Opinion of Advertiser
(Noters):

37%

>> continued from page 1

Ask a Marketer

Patricia Singer, brand manager for Shell Oil Co., on an ad unit that worked.

In the midst of the BP oil spill, Shell Oil Co. unveiled an extensive new ad campaign. Included in the print, online, TV and Outdoor campaign was a stand-alone, six-page advertorial booklet tucked into a pocket in the cover of *Popular Science's* July 2010 issue. This booklet, titled "Meeting the Energy Challenge," boldly presents Shell's message that the world will soon be on the road to sustainable mobility. Our Q&A with Patricia Singer, brand manager for Shell Oil Co., explores this ad unit and why it worked.



SHELL OIL CO.

Ad Agency: J. Walter Thompson
Popular Science, July 2010

+26% lift in Noters vs. the average of all July 2010 ads.

GfK MRI Starch Q: *Ms. Singer, what was the idea behind this unit?*

A: We were reaching a new, broader target that only understood Shell to be an Oil Company, and had no brand loyalty. In fact, this group tends to be skeptical of oil companies in general. The objective was to grow favorability for Shell. The primary way to do that was to help educate this energy-concerned target on the bold, innovative initiatives Shell was undertaking in order to build a better energy future. The six-page advertorial booklet highlighted key energy issues and the initiatives Shell is undertaking to help meet demand with alternative energy sources, such as natural gas, wind energy and biofuels, etc.

GfK MRI Starch Q: *How do you think print complements Shell Oil Co.'s message?*

A: Print is a key medium to help increase understanding of Shell as an energy company of the future. We maximize the power of print either through custom advertorial units, such as the *Popular Science* unit, or positioning our ads in key environments such as energy and innovation editorial.

GfK MRI Starch Q: *67% of readers noted this ad unit and nearly one-in-four had a more favorable opinion about Shell after seeing this ad unit—a score that is above the average for all July 2010 ads. Based on these ROI metrics, what is your take on the level of success this ad unit had in raising awareness about Shell's role in the new energy future?*

A: *Popular Science* was a high-affinity publication for our target. Because the *Popular Science* reader is a science and tech enthusiast, this audience has the ability to be more critical of Shell positioning ourselves as a leader in the energy space. We were pleased that the custom unit helped drive more than one third of the readership towards our end goal of favorability.

Six-page Cover Pocket Advertorial Unit in *Popular Science*

Ad Noting:

67%

Noted Ad Rating:

1.9

Have a More Favorable Opinion
of Advertiser (Noters):

37%



Starch's ad trait database measures celebrity ads and breaks out entertainment and sports celebrities.

Starch analyzed more than 81,000 print ads that appeared in consumer magazines between December 2009 and September 2010. Our analysis found that while employing a celebrity spokesperson, in general, delivered a 9.4% readership lift, print ads containing an entertainment celebrity performed particularly well, garnering 15.1% more readership, on average, than ads without a celebrity. The use of sports celebrities raised consumer readership by 7.5% on average.

Any Celebrity vs. Non-Celebrity			
	No. of Ads	Average Noting Score	% Lift
Ads with celebrities**	5,076	58%	+ 9.4
Ads without celebrities	76,524	53%	

Entertainment Celebrity vs. Non-Celebrity			
	No. of Ads	Average Noting Score	% Lift
All ads with celebrities-entertainment	3,076	61%	+ 15.1
Ads without celebrities	76,524	53%	

Sports Celebrity vs. Non-Celebrity			
	No. of Ads	Average Noting Score	% Lift
All ads with celebrities-sports	988	57%	+ 7.5
Ads without celebrities	76,524	53%	

While few consumers will admit that a celebrity endorsement influences their decision to buy a product, in terms of helping with the first task in filling up the purchase funnel—getting consumers to read your ad—these data show that the star power of a celebrity endorsement moves the readership needle in magazines.



Top Scoring Entertainment Celebrity Ad
COVERGIRL & OLAY SIMPLY AGELESS FOUNDATION
 Ad Agency: Grey Worldwide
 House Beautiful, March 2010
 Ad Noting: 91%

* Composition targeted based on audience data not released in GfK MRI's National or Issue Specific studies.

** Includes Entertainment, Sports, and Other celebrities.

SNAPSHOT

CELEBRITIES LIFT BEAUTY AD NOTING SCORES

Beauty companies are at the forefront of celebrity endorsements—nearly 30% of print ads featuring celebrities are tied to a beauty product. How do these ads perform? A Starch analysis that isolated over 6,000 beauty ads shows that beauty ads with a celebrity in them scored significantly better than non-celebrity beauty ads in terms of Noting: 63% Noting vs. 56% Noting, respectively.

Beauty Category Ads		
	No. of Ads	Ad Noting
Beauty ads with celebrities	1,465	63%
Beauty ads without celebrities	4,924	56%

Ads that outperformed the beauty category ad average:



COVERGIRL LIQUILINE BLAST EYE LINER & SMOKY SHADOWBLAST EYE SHADOW COMBO PENCIL

Celebrity: Drew Barrymore
Agency: Grey Advertising
Cosmopolitan, July 2010
Ad Noting: 87%



AVON ETERNAL MAGIC WOMEN'S FRAGRANCE LIQUID

Celebrity: Zoe Saldana
Agency: WPP Group's SoHo Square
Allure, April 2010
Ad Noting: 66%

For additional information, such as a break out by gender or age group, please contact your GfK MRI representative or email info@gfkmri.com

NEW! Starch en Español

Measuring approximately a dozen Hispanic consumer titles in 2011.






Contact your GfK MRI representative for more information or email info@gfkmri.com.





Ad Rank: Vogue, September 2010

Starch SmartSystem lets you rank ads according to performance within a title. Here are the Top 5 Noted ads in Vogue, September 2010, which contained 195 ads.

Rank	Advertiser Name	Noted Ad Rating %*	Noted Audience	AdNorm Index Noted	Noted
1.	 (2CG4P) Ralph Lauren Romance Women's Fragrance	5.64	12,802,000	**	90%
2.	 (4P4) Ralph Lauren Apparel	5.58	12,659,000	139	89%
3.	 (Advertorial 8P4) L'Oréal Paris Multi Beauty Aids & Hair Care Products	5.45	12,375,000	119	87%
4.	 (4P4) Versace Dresses Women	5.20	11,806,000	120	83%
5.	 (+G10P4) Gap Premium Black Pants Women	5.14	11,664,000	**	83%

* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population according to 2010 Spring Survey of the American Consumer.

** Not enough of this type of unit to calculate an AdNorm Index Noted.

Contact your GfK MRI Salesperson for information on your title's ad rankings.

Starch's Most Wanted: 3 Top Action-Producing Ads

Top scoring ads appearing Fourth Quarter 2010 based on specific actions taken by Noters.

Note that Issue Specific audience measurement is exclusive to Starch. Issue Specific audiences as reported in the Issue Specific Readership Report.



Ad Trait Exclusive to Starch

Tried/plan to try the recipe: 54%

#1 Out of More Than 550 Ads
OCEAN SPRAY CRANBERRY JUICE

Agency: Arnold Worldwide

Publication: *Every Day with Rachael Ray*, 12/1/10

Size/Color: 1P4

Issue Specific Audience: 6,283,000



Ad Trait Exclusive to Starch

Tried scent strip: 50%

#1 Out of More Than 250 Scent Strip Ads
GIORGIO ARMANI ACQUA DI GIOIA
WOMEN'S FRAGRANCE

Agency: McCann Erickson

Publication: *Elle*, 11/1/10

Size/Color: 2C154

Issue Specific Audience: 5,929,000



Net Purchased Actions (Considered Purchase, Purchased): 85%

#1 Out of More Than 33,510 4Q'10 Ads
LIBBY'S CANNED PUMPKIN & CARNATION EVAPORATED MILK COMBO

Agency: Publicis USA

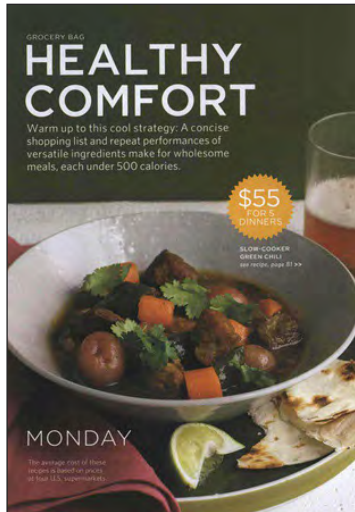
Publication: *Family Circle*, 11/1/10

Size/Color: 1P4

Issue Specific Audience: 18,829,000

Starch's Most Wanted: 3 Top Action-Producing Editorial Pieces

Top Scoring Editorial Fourth Quarter 2010 that generated reader action among Noters.



Took any action: 91%
#1: GROCERY BAG — HEALTHY COMFORT
Everyday Food, 10/1/10

Bought/ordered product/service featured in article: Nearly 1 in 3 (29%)
#1: TASTE TEST — TWO OJS GET THE OKs
Cooking Light, 10/1/10



Save for future reference: 1 in 2 Noters (57%)
#1: MENU PLANNER
Every Day with Rachael Ray, 12/1/10

Base: Noters. Database of edit self-selected by clients and/or Starch. Starch measures 3 editorials per 25 ads that appear in each issue.

Starch AdNorms: 12/1/2009—12/31/2010

The industry standard.

Starch AdNorms now include Actions Taken data and reflects 12/1/09—12/31/10 data.



	No. of Ads	Noted (%)	Assoc. Noters %	Any Action Taken Noters %
All Ads	117,242	53	85	60
Size/Color & Cover Position				
Spread Four Color	9,087	58	85	58
One Page Four Color	70,092	53	85	59
One-Third & One Page Four Color	2,732	53	88	62
Vertical One-Third Page Four Color	6,710	43	83	63
Horizontal One-Half Page Four Color	5,633	45	82	62
2nd Cover Spread Four Color	1,783	76	88	58
3rd Cover One Page Four Color	2,498	60	84	59
4th Cover One Page Four Color	2,810	64	88	59
Product Categories—Top 50 in Terms of # of Ads				
Amusements & Events	1,503	53	81	64
Apparel Retailers	2,228	56	82	59
Apparel—Direct Response	1,307	47	72	53
Automotive & Travel—Direct Response	747	51	83	64
Bakery Goods (Fresh, Frozen, Refrigerated, etc.)	899	61	92	72
Bath Soaps & Toiletries	856	61	93	69
Beauty, Health & Medical Services	1,442	45	75	57
Boats, Boat Motors & Accessories	1,089	51	83	66
Building Equipment, Fixtures & Systems	863	50	81	58
Business Propositions & Employment Recruitment	694	45	79	60
Business—Direct Response	673	50	81	59
Candy & Mints	692	65	94	72
Cars & Light Trucks, Factory: Sales & Leasing	4,790	58	92	52
Cat & Dog Food	877	47	87	49
Computer Software	804	46	77	56
Credit Cards & Travelers Checks	1,076	53	93	49
Dairy Products & Substitutes	1,633	61	90	68
Dresses, Suits, Formalwear & Bridalwear	1,574	57	79	66
Drug & Toiletry—Direct Response	1,507	44	73	46
Eye Makeup	781	66	95	70

continued >>

	No. of Ads	Noted (%)	Assoc. Noters %	Any Action Taken Noters %
Face Makeup	783	61	95	63
Feminine Hygiene Products	723	50	90	59
Financial Products & Services	2,440	46	83	50
Furniture & Mattresses	673	52	78	59
General—Direct Response	1,599	46	72	50
Home & Building Retailers	1,752	55	84	63
Home & Building—Direct Response	1,273	56	86	59
Hunting Equipment	749	57	87	68
Jewelry	1,110	54	77	57
Laundry Soaps & Preparations	738	57	94	70
Medicated Products & Remedies-Non-RX	863	50	87	64
Organizations	1,682	50	75	57
Other Alcoholic Beverages	836	61	88	65
Prescription Medications	3,201	39	78	38
Print Media (Except Books)	675	51	70	54
Property & Casualty	1,098	54	90	47
Public Transportation	1,234	55	86	60
Resorts & Travel Accommodations	3,843	51	81	63
Retailers NEC	820	53	82	63
Scents, Fragrances & Perfumes	1,627	58	89	58
Shampoos, Conditioners & Rinses	909	55	89	63
Skin Care Products	3,128	56	91	65
Sport Shoes	791	61	89	63
Sportswear & Jeans	1,076	59	86	62
Telecommunications Providers/Services	1,392	53	90	53
Television & Cable Television	2,618	57	86	61
Vehicle Accessories & Equipment	4,811	52	86	69
Vitamins, Nutrition Supps, Reducing Aids	3,394	47	79	56
Watches	1,349	56	87	57
Wine & Wine Coolers	802	50	79	65

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit Starch Advertising Research's SmartSystem for more extensive data. The data in this report have been composition targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the GfK MRI *Survey of the American Consumer* and the GfK MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all Starch Syndicated studies from October 2008 onward. For more information on this composition targeting approach, please contact your GfK MRI sales representative.

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