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The explosive market adoption of Tablets and eReaders has increased interest in digital print measurement. Many say these devices are the beginning of a new era for print. But do consumers engage with advertising on digital reading devices? New data from Starch Digital reveals 4 insights that publishers and marketers can use. *continued on page 2 >>*



## HOW EFFECTIVE ARE QR CODES?

*Today's sophisticated mobile phones have allowed print advertisers to make use of a new technology to make their advertisements more actionable: Quick Response (or "QR") codes and snap tags.*

*Continued on page 4*

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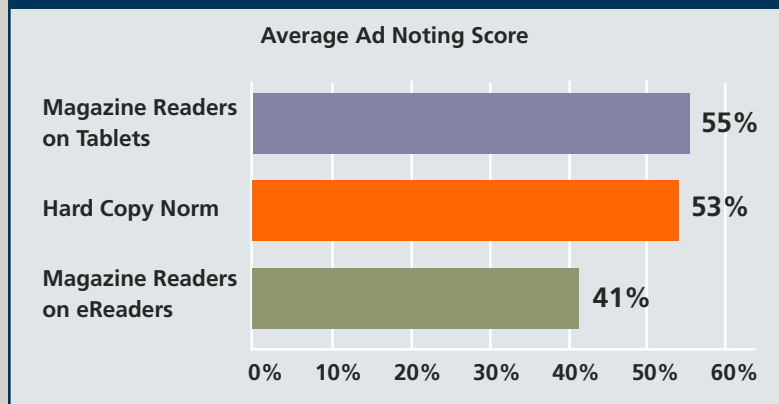
SEE GfK MRI STARCH'S QR CODE RESEARCH IN

**Ad Age** **MEDIAWORKS**

# Four Insights from Starch Digital

Starch Digital is a new digital initiative from Starch that delivers advertising effectiveness data for digital reading devices. Designed with GfK MRI's trademark commitment to quality and accuracy, Starch Digital measures the Starch-measured titles that have digital editions. Below are four insights from a survey of 7,000 users of magazine apps on Tablets and eReaders between May and July of 2011.

## Ads on Tablets Attract More Attention Than Ads on eReaders



1

69%

Of Noters of an ad on a Tablet took any action after seeing the ad (vs 62% of Noters of an ad on an eReader)



2

# 4

## >> Four Insights from Starch Digital (continued from page 2)

**26%**  
of Noters of an ad on a Tablet had a more favorable opinion of the advertiser after viewing the ad (vs 19% of Noters of an ad on an eReader)



3

Nearly 1 in 4 Noters said that an ad on an eReader or Tablet drove them to consider purchasing the product/service\*



4

\* Keep in mind that more people Noted an ad on a Tablet.

### LEARN MORE TODAY!

Click the image below to view a video of Dr. Galin discussing research from Starch Digital.



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# SNAP TO IT:

## How effective are QR codes?

Starch is the only print advertising effectiveness study to measure the propensity of readers to take a picture of a QR code or snap tag with their mobile device. According to new Starch data, QR code/snap tag advertising has tripled from 1.4% of all magazine ads that ran Second Half 2010 to 4.0% of all magazine ads during First Half 2011. Below is a recent Advertising Age story that used at Starch's QR code research.

### DECODED: HOW MANY READERS REALLY USE MAGAZINE ADS' 2-D BARCODES?

By: Nat Ives

Published: August 15, 2011

As seen in  
Advertising Age!

As quickly as interactive 2-D barcodes and symbols have spread through magazines—check out *Glamour's* September issue, where you can scan Social SnapTags to “like” an advertiser on Facebook and get special offers—it’s been hard to tell how many readers actually use the things.

It’s fairly easy to find success stories, of course, such as *Allure's* “Free Stuff” issue, whose readers recently scanned Microsoft Tags more than 200,000 times in just three days. But what about the tech in general? Do readers get it? Do they want it? New research is finally offering a better view of magazines and 2-D barcodes.

Four percent of magazine readers who noted ads with 2-D barcodes in the first half of this year actually took out their phones and snapped a picture at least once, according to GfK MRI Starch Advertising Research.

Many ads did better, of course: a Porsche ad in *Men's Journal*, a Microsoft Office ad in *Working Mother* and a bedding ad in *Hemispheres*, the in-flight magazine, all made GfK MRI

Starch's list of the best-performing ads with 2-D barcodes. Among the people who saw the Porsche ad in *Men's Journal*, for example, 17% took a picture of its code.

continued >>



#### MICROSOFT OFFICE 2010 SOFTWARE

*Working Mother*, February 2011

Size/Color: R2P4

Product Category: Computers, Software, Internet

Ad Noting: 71%

Took Action: 16% took picture of QR code with their phones



## >> **SNAP TO IT:** How effective are QR codes? *(continued from page 4)*

Advertisers hardly need to use a code to get people engaged. By comparison, 14% of people who noticed any magazine ad in the first half of the year responded by visiting the advertiser's website, presumably primarily through traditional routes such as search engines or the address bar.

2-D barcodes got a better response among men than women: 6% of men who noticed ads with codes photographed at least one in the first half of the year, while 4% of women did the same, GfK MRI Starch found.

And younger people were more likely to activate the codes than older people: 6% of readers between 18 to 34 years old who noted ads with the codes took a picture, according to GfK MRI Starch, compared with 3% of people age 35 and up. Getting 4% of magazine readers who spot a code to actually activate it is pretty impressive, said Garrick Schmitt, managing director for experience and platforms at Razorfish. "I think that's a lot, considering it's an emerging technology," he said.

Marketers should keep exploring the codes, especially considering their low cost to use, Mr. Schmitt said.

The findings are a welcome reference and a starting point for further analysis, said Nicole Skogg, CEO of SpyderLink, the company behind SnapTags. They'll help advertisers understand what to expect, for example, and see what works.

Further research is necessary, Ms. Skogg added. The gender difference, for example, may well reflect more about the ads themselves or their offers than a big difference between men and women. "I'd want to look at how many were targeted toward men more than women, whether the offers were more

valuable to men than women," she said. "We've probably done more female-focused work, at least for magazines, and we've definitely seen some very high response rates."

The findings closely follow a study released Friday on code activation across all venues, including product packaging, posters, storefronts, brochures, TV, the internet, magazines and newspapers. ComScore found that 6.2% of mobile users in the U.S. activated a code in June. People were most likely to scan codes in print and on product packaging, ComScore said.

GfK MRI Starch conducts syndicated online surveys throughout the year, interviewing more than 720,000 respondents to measure all national magazine ads at least one-third of a page or larger in every issue of 193 titles.



### **MOTHERS CAR CARE PRODUCTS**

**Super Chevy, June 2011**

**Size/Color: V2/3P4**

**Product Category: Automotive,  
Automotive Access & Equip**

**Ad Noting: 66%**

**Took Action: 15% took picture of QR code with  
their phones**

# Print Ads Make Sense for Tablet and eReader Brand Campaigns

Digital reading is a growing industry and print magazine ads for Tablet and eReader brands have grown steadily. According to a new analysis by Starch Advertising Research, print magazine ads for Tablet and eReader brands are performing particularly well when compared to print ads overall.

## Ad Recall Scores

Starch examined more than 118,000 print ads appearing in consumer magazines from July 1, 2010 through June 30, 2011. Of them, more than 205 print ads were for Tablets or eReaders such as iPad or Kindle (less than 1% of all ads). We first looked at the Noted scores, or the percentage of readers who remember having seen the ad in an issue. The results? The average Noted score for Tablet and eReader print ads was 65%, or 20% higher than the average print ad Noted score of 54%.

## Actions Taken Scores

Our analysis next looked at a key ROI metric, Actions Taken, which is based on Noters. In addition to Bought/Considered to Purchase, GfK MRI Starch measures other key reader actions taken after seeing an ad, such as "Looked for more information" or "Visited the Advertiser's Website."

*continued* >>



## Some Top-Performing Magazine Ads for Tablet and eReader Brands



### APPLE IPAD TABLET COMPUTER

**Time, 5/9/11**  
**Size/Color: 4C1P4**  
**Ad Noting: 93%**



### NOOK eBOOK READER

**Newsweek, 6/27/11**  
**Size/Color: 2C1P**  
**Ad Noting: 81%**

>> **Print Ads Make Sense for Tablet and eReader Brand Campaigns** (continued from page 6)

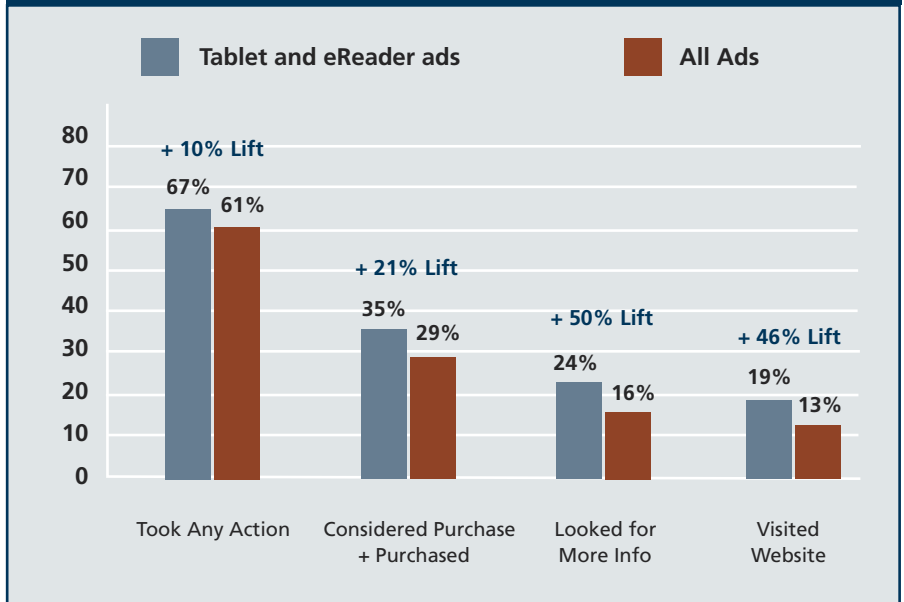
As seen in Exhibit 1, ads for Tablets and eReaders, on average, score higher than the average for all ads. For example, 67% of ad Noters say they Took Any Action after seeing a Tablet or eReader ad. More than 1 in 3 Noters of Tablet and eReader ads considered purchasing or purchased the advertised product (35%); 24% looked for more information and nearly 1 in 5 visited a website after seeing the ad (19%).

**Magazine Genre**

We next explored ad recall by magazine genre. In this instance, we narrowed the field to those magazine genres with at least five (5) Tablet and eReader ads running between July 1, 2010 and June 30, 2011. As seen in Exhibit 2, all nine (9) of the analyzed magazine genres deliver Tablet and eReader Noted scores above the average for that genre. The top two genres are News magazines and Business/Finance titles, which delivered average Noting scores of 73% and 72%, respectively.

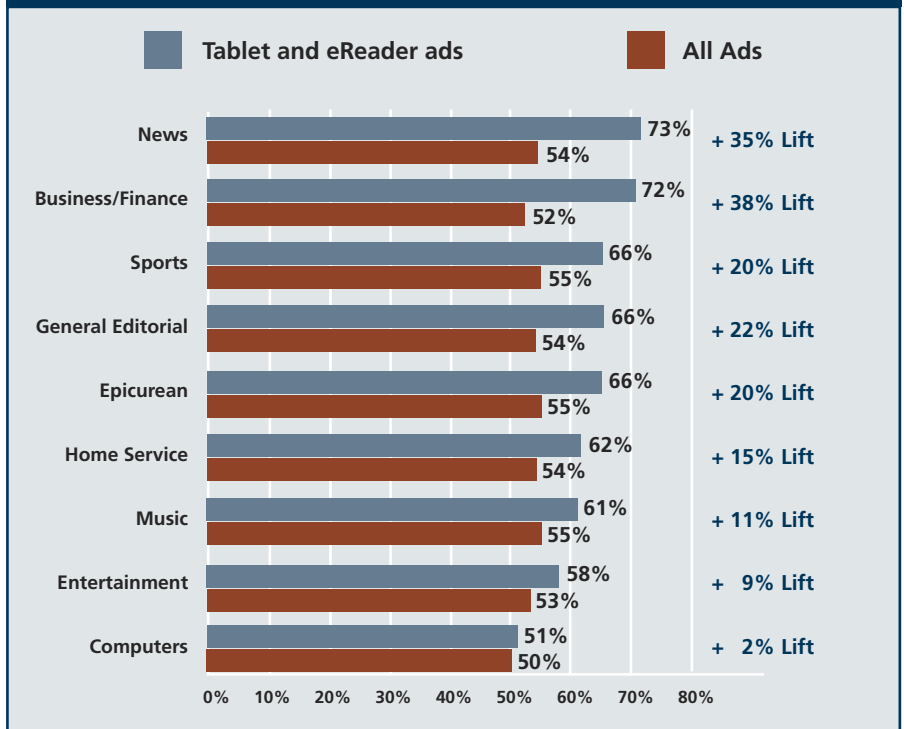
*continued >>*

**Exhibit 1: Actions Taken Tablet and eReader Ads Compared to All Ads**



Source: Starch Advertising Research, 7/1/10—6/30/11. All Size/Color Base: Noters

**Exhibit 2: Noting Scores**  
Top Magazine Genres\* for Tablet and eReader Ad Noters Compared to All Ads



\* Based on magazine genres with 5+ Tablet and eReader ads

>> **Print Ads Make Sense for Tablet and eReader Brand Campaigns** *(continued from page 7)*

**Factors Influencing Performance**

It should come as no surprise that Tablet and eReader ads perform so well in print titles. The profile of the average magazine reader is that of a person who is a heavy internet user and a heavy consumer of print titles.

**As a recent GfK MRI press release explains:**

*“Tablet owners are 66% more likely than the average U.S. adult to be heavy users of printed versions of magazines, while owners of eReaders are 23% more likely to be heavy magazine users. Owners of these digital devices are also more likely than the average adult to be heavy newspaper readers; Tablet and eReader owners are 54% and 63% more likely than the average U.S. adult, respectively, to be heavy newspaper readers. Not surprisingly, given the connectivity of eReaders and especially Tablets, their owners index high for Internet usage. Tablet owners are 79% more likely than the average adult to be a heavy Internet user, while eReader owners are 36% more likely to be a heavy Internet user.”*

INDEX Traditional Media Consumption of Tablet and eReader Owners					
Personally Own...	Heavy Magazine User	Heavy Newspaper User	Heavy Radio User	Heavy TV User	Heavy Internet User
Any Tablet	<b>166</b>	<b>154</b>	92	63	<b>179</b>
Any eReader	<b>123</b>	<b>163</b>	96	65	<b>136</b>
iPad	<b>160</b>	<b>156</b>	88	63	<b>171</b>
Kindle	<b>125</b>	<b>166</b>	166	58	<b>143</b>

Source: GfK MRI Survey of the American Consumer, Wave 64. Interview dates: September 2010 through April 2011. Definitions: Heavy Magazine Users Read 13+ magazines, on average, in a month; Heavy Newspaper Users read 25+ newspapers, on average, in a month; Heavy Internet Users spend 22.5+ hours on the Internet in an average week.

Also, we shouldn't discount the influence of the ad creative on the ad's performance. Tablet and eReader ads follow many of the fundamental creative guidelines laid out in Starch's 10 Principles of Effective Advertising, which are based on more than 80 years of analysis. For example, one of Starch's Principles is that, as a general rule, cluttered advertisements are less effective at gaining reader interest than ads that demonstrate simplicity in their appearance. Tablet and eReader ads are notable for their crisp design and minimalistic approach.

Magazines are a trusted medium for readers who rely on the content as well as the ads to provide valuable information. For advertisers, this means an opportunity to reach a highly targeted audience of engaged consumers. For Tablet and eReader brands, the data show magazines to be a viable option for Tablet and eReader advertisers.

*“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”*

*—David Ogilvy*



# Campaign Closeup: Sony 3D HDTV

Capitalizing on its ground-breaking lineup of 3D entertainment products, Sony launched a campaign to promote their 3D HDTVs across numerous magazine publications. The campaign took the form of P4 and several consecutive right-hand page ad units that ran during the period we analyzed: 6/1/2010—6/31/2011.

- **359,206,000 gross Noted audience**
- **Host Titles:** *Details, Entertainment Weekly, ESPN The Magazine, Esquire, Glamour, GQ, InStyle, Lucky, Men's Health, Men's Journal, People, Rolling Stone, Self, Shape, Spin, Sports Illustrated, Us Weekly, Vanity Fair, Vogue, W, Wired*
- **Noted Ad Average: 61%. Of Noters:**
  - 3 in 5 people took an action after seeing the ad (61%)
  - 1 in 4 considered purchasing the product (26%)








**Rank #1 Out of 42 Sony 3D HDTV Ads**  
**ESPN The Magazine, 8/9/10, R4P4**  
**Ad Noting: 85%**



# Ad Rank: *US Weekly*, June 6, 2011

Starch SmartSystem lets you rank ads according to performance within a title. Here are the Top 5 Noted ads in *US Weekly*, June 6, 2011. The special double issue on celebrity hot bodies featured Kourtney Kardashian and Carrie Underwood on the cover.

Rank	Advertiser Name	Noted Ad Rating %*	Noted Audience	Noted	Ad Norm Index Noted
1.	 (2C1S4) Dolce & Gabbana The One Men's Fragrance	5.23	11,997,000	82%	103
2.	 (1P4) Skyy Infusions Flavored Vodka	4.34	9,948,000	68%	115
3.	 (1/3 and P4) DiGiorno Pizza & cookies Frozen Pizza Combo	4.21	9,656,000	66%	110
4.	 (1P4) Sally Hansen Salon Effects Nail Color Strips	4.02	9,217,000	63%	103
5.	 (1P4) Old Navy Clothing Store Women	3.89	8,924,000	61%	117

\* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population. This issue has been composition targeted and reported using the GfK MRI National Study average issue audience. Ad Norm Indexes compare ads to the norm, or average, of similar ads of the same size, color, and product category from the same publication genre. For further information, please contact your GfK MRI Sales Representative.

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

Top scoring ads appearing Second Quarter 2011 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.



Exclusive to Starch

Visited/joined a company's social network: 18%

#1 Out of More Than 533 Ads Featuring a Social Network Ad Trait

**SUSAN G. KOMEN 3-DAY FOR THE CURE SPONSORED EVENT**

Publication: *Fitness*, 4/1/11

Size/Color: 1P4



Purchased product/service: 61%

#1 Out of More Than 31,764 Ads NATIONAL FLUID MILK PROCESSOR

Publication: *Family Circle*, 4/1/11

Size/Color: 1P4



Data from Starch en Español

Use/plan to use coupon/promotion: 29%\*

#1 Out of More Than 258 Ads in Hispanic Titles with Coupon/Promotion

**NEW YORK COLOR MULTI COSMETICS**

Publication: *People en Español*, 4/1/11

Size/Color: 1P4

\* Starch en Español data not composition targeted