

Why do brand owners continue to opt for print advertising?

Newspaper advertisements are preferred above any other advertising according to 43% of South African consumers (*TGi 2012C*). The effectiveness of print advertising has been a hot topic of debate among brand and media owners. Despite the myth that consumers do not notice advertising anymore, research results show the contrary.

Dr Amelia Richards, Client Services Director at *Ask Afrika*, puts the most recent figures behind the facts, to prove print advertising's impact. *Ask Afrika* owns the local license for *TGi (Target Group Index)* research. These research results are based on 15,000 interviews conducted amongst consumers across the country and illustrate why brand owners continue to opt for print advertising. This sample is big enough to be representative of the entire South African population.

Community newspapers are key, when consumers do bargain hunting, 48% agreed that they use their local newspaper as tools to search for bargains. The same research trends were echoed in the annual *Compass24* survey (commissioned by *Ads24*) that focussed on *Media24* local newspaper titles. The 13,958 interviews represented the views of 5,530,457 South African consumers, of which 68% preferred to read advertising in their newspaper as opposed to receiving it in their post boxes.

"South Africans read and respond to advertising and brand owners should be aware that we are living in a world where personalisation is becoming increasingly important. Local newspapers are the perfect platform to speak to the consumer on this level, when designing advertising campaigns. Local papers are less generic and more approachable, thus imparting trust. We look at them differently. Advertising in local newspapers should ensure a very specific call to action. In this way, brand owners can capitalise on the embedded enthusiasm for advertising amongst South Africans. They provide the opportunity to publish those social investment stories, which brands never know where to share, but consumers expect to hear," said Richards.



“In building a convincing argument for the effectiveness of magazine advertising, 38% of consumers stated that they pay more attention to advertising in magazines than in other media (*TGi 2012C*). *Magazine Moments*, an *Ask Afrika* survey commissioned by *Media24* focusses on magazine readership trends and found that magazines have the unique ability to connect with the reader on a personal level. Despite the trend that many media channels and even laptops have been banned from bedrooms, magazines remain a companion during ‘me-times’ in personal spaces in consumers’ homes. Magazines therefore have the undivided attention of the reader and 42% stated during the *TGi* survey that they act on competitions in magazines and newspapers,” she continued.

Magazines play an educational role during the conversation between brand and consumers, 48% of South Africans stated that advertisements in magazines make them aware of new products and services, in an easy to understand manner (51%). The editor plays an important role in reader connection and engagement with a magazine title. Brand owners can capitalise on this unique relationship since 43% of South Africans trust the products that advertise in magazines.

The myth that print advertising is not effective continues, even though in South Africa print audiences continue to represent a large portion of society. Brand owners should invest where the research proves that there will be return on investment. Print offers advertisers the opportunity to inform consumers about products and brands in a personal and relevant manner.

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About TGI:

TGI research, for which Ask Afrika own the South African copyright, is a single source sample of 15 000, it has a global geographic coverage of 67 markets and measures services and products, media and brands. Ask Afrika's knowledge of brands is extensive and as owners of the local TGI license, they are the leaders in brand expertise in South Africa. TGI can provide a commercial alternative to industry media measurements and is the perfect vehicle for brand positioning. The TGI Icon Brand Awards have been published consecutively for 5 years and are setting a new benchmark in innovative brand thinking and assessment.

About Ask Afrika:

Over a period of almost two decades, Ask Afrika has grown to be the largest independent South African market research company. The company focuses on local relevance, benchmarked against the global context. Apart from its large South African footprint, Ask Africa also operates in a dozen African continental territories. Their exclusive product suite includes the Orange Index, Trust Barometer, Radio Moods, TGI Icon Brands and TGI (the Target Group Index).

www.askafrika.co.za

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