

The background features a decorative pattern of small, multi-colored dots (including red, yellow, blue, and grey) arranged in a wave-like shape that flows from the top left towards the bottom right. The text is centered within this pattern.

Magazines bring power to
advertising!

Aikakausmedia's Powercases - Maximize Your Mix!

Magazine advertizing effectiveness proven in studies

tripod research researches campaigns with different media mixes for Aikakausmedia/FIPP in M3 Research's high quality panel.

The goal is to find out, what is the magazines role in delivering the message.

8 convincing cases from years 2011-2013, more to come!

Themes: Beauty & Cosmetics, Banks & Insurances, Food & Beverages, Home & Interior Design, Cars & Vehicles

Latest case:
Lumene
Time Freeze



Theme: Beauty & Cosmetics

Case Lumene Time Freeze







Case Lumene Time Freeze

Case Lumene Time Freeze

Campaign goal

To tell that Lumene Time Freeze has been renewed

Media agency **Dagmar**
Advertising agency **Grow**

tripod research oy carried out the study in M3 panel

Ad hoc 17.-26.5.2013

Target group women 35+

Number of respondents N=299



UUTTA ENTISTÄKIN TEHOKKAAMPI VÄLITÖN LIFTING-VAIKUTUS*

TIME FREEZE PYSÄYTÄ AIKA IHOLLASI

86%lla naisista mitattiin merkittävä lifting-vaikutus iholla välittömästi**

100% naisista tunsi ihonsa kiinteytyneen***

LUMENE FINLAND
TIME FREEZE INSTANT LIFT SERUM
INTENSIVE LIFTING FIRMING
Kiinteyttävä Pikakaunistaja
WILD ARCTIC LINGONBERRY
MAGIC DROPS
30 ml e 1.0 FL.OZ.

*Klininen vertailu, 22 naista
**Klininen tutkimus, 22 naista
***In vivo testi, 22 naista

Suomalaisen puolukan voimaa

ULUSI Lumene Time Freeze Kiinteyttävä Pikakaunistaja antaa ihollesi välittömästi kohottavan vaikutuksen ja säännöllisesti käytettynä kiinteyttää ihosi pikakestävällä samalla parantaen sen kimmoisuutta. Antioksidantitrikkaan puokkakaunisteen*

sisältämä keratini yhdessä Skin Messenger Molecules™ -tekniikan kanssa on tehnyt näistä suosituista "uhkimonipolista" sekä muista Time Freeze-sarjan tuotteista entistäkin tehokkaampia. Nyt on sinun aikasi huolehtia ihosi ruonokkuudesta.

*puokkakaunus vitelli

LUMENE FINLAND

www.lumene.fi
Suomen maan Facebookissa

Case Lumene Time Freeze | Media mix

Magazines

Evita
Kodin Kuvaletti
Kauneus & Terveys
Me Naiset
Kotivinkki
Gloria
Anna

TV

MTV3
Ava
Katsomo.fi

Websites

Lumene.fi
MTV3.fi
AVAtv.fi
Katsomo.fi

Finnkino movie theaters

Advertising in stores

Case Lumene Time Freeze

Media reach in campaigns
(women 35+, uses skincare products, N=299)

Finnkino
movie theaters
reached

11%

Magazines
reached

56%

Websites
reached

72%

Television
reached

96%

Case Lumene Time Freeze

61 % noted having seen at least one of the ads

(women 35+, uses skincare products, N=299)

+28%

improvement
in noting for those
who both watched TV
AND read magazines
compared to those who
only watched TV

+15%

improvement
in noting
for those who both
visited the websites
AND read magazines
compared to those who
only visited the
websites

Case Lumene Time Freeze

57 % of all said their notion improved
(women 35+, uses skincare products, N=299)

+23%

more those that now
have a better notion
for those who both
watched TV AND read
magazines compared
to those who only
watched TV.

+23%

more those that now
have a better notion
for those who both
visited the websites
AND read magazines
compared to those who
only visited websites.

Case Lumene Time Freeze

40 % are likely to purchase after having seen advertising

(women 35+, uses skincare products, N=299)

+56%

more purchase intent
for those who both
watched TV AND read
magazines compared
to those who only
watched TV.

+48%

more purchase intent
for those who both
visited the websites
AND read magazines
compared to those who
only visited websites.

Theme: Banks & Insurances

Case If





The background features a decorative pattern of small, semi-transparent dots in various colors (red, yellow, teal, grey, black) arranged in a wave-like shape that flows from the top left towards the bottom right. The dots are more densely packed at the peaks and troughs of the wave.

Case If

Case If

Campaign goal

To tell about the inexpensive insurances

tripod research oy carried out the study
in M3 panel

Ad hoc 22.-25.2. and 28.2.-4.3.2013

Target group women & men 25-54

Response rate 50

Number of respondents N=300
(women 200, men 100)



**Suomen edullisin
henkivakuutus.**

€ /kk

Varaudu suurin riskeihin pikkurahalla.
Esimerkkihinta on laskettu 50 000 euron
turvalla 39-vuotiaalle henkilölle, joka
on Veromaksajain Keskusliiton jäsen.
Nuoremmille hinta on vielä edullisempi!
Ota nyt Suomen edullisin henkivakuutus*
lähimmästä Ifistä tai osoitteesta

henkivakuutuskuntoon.fi

if.fi
010 19 19 19

if..

*Tietojen perustustutkimus ETK:n Internet-tutkimus 2011.
Tietojenkeräysraportti: Henkilöiden Tietokäytön Käytännöt.

Ole huoletta. Me autamme.

Case If | Media mix

Magazines | consumer magazines

Meidän Perhe
Kodin Kuvalehti
HS kuukausiliite
Kotivinkki

Magazines | Professional magazines & association magazines

Fair Play
Proviisori
TEK
Jahti
Tradenomi
Suun terveydeksi
YTY
Ahjo
Liikunnanopettaja-lehti
Ekonomi
Pro
Ura
Reitti
Päällystölehti
Elintae
Veturimies

Newspapers & tabloids

Helsingin Sanomat
Iltalehti
Ilta-Sanomat
Metro

TV

MTV3
Ava
Sub
TV5 & online-tv

Radio

Radio Aalto
Radio Suomipop
Radio Rock
GrooveFM
MetroFM
Radio Nova
Iskelmä
The Voice
Radio City

Websites

Iltalehti.fi
Iltasanomat.fi
HS.fi
Vauva.fi
Perhe.fi
Menaiset.fi
Kiloklubbi.fi
nettiET.fi
Hyvaterveys.fi
Cosmopolitan.fi
tohtori.fi
vertaa.fi
Mtv3.fi
telkku.com

Case If

6 Suomen edullisin henkivakuutus.
€ /kk

Tuottava ja turvallinen vakuutus, jolla voit suojautua elämäntilanteiden muuttuessa. Edullisempaa kuin tavallinen henkivakuutus, josta ei ole mahdollista saada takaisin rahaa. Henkivakuutus on vakuutus, joka korvaa vakuutuksen ostaneen elämänsä aikana. Vakuutus on voimassa, kun vakuutusmaksu on maksettu. Vakuutus on voimassa, kun vakuutusmaksu on maksettu. Vakuutus on voimassa, kun vakuutusmaksu on maksettu.

henkivakuutuskuntoon.fi

if...
Ole kaikkien. Me olemme.

6 58 % kyselymme vastaajista arvelee, ettei pystyisi huolehtimaan perheen menoista yksin.
Kuinka sinä pärjäisit?
€ /kk

58 % kyselymme vastaajista arvelee, ettei pystyisi huolehtimaan perheen menoista yksin. Kuinka sinä pärjäisit? Henkivakuutus on vakuutus, joka korvaa vakuutuksen ostaneen elämänsä aikana. Vakuutus on voimassa, kun vakuutusmaksu on maksettu. Vakuutus on voimassa, kun vakuutusmaksu on maksettu.

6 Tee päätös joka rauhoittaa.
€ /kk

Tee päätös joka rauhoittaa. Henkivakuutus on vakuutus, joka korvaa vakuutuksen ostaneen elämänsä aikana. Vakuutus on voimassa, kun vakuutusmaksu on maksettu. Vakuutus on voimassa, kun vakuutusmaksu on maksettu.



6 58 % kyselymme vastaajista arvelee, ettei pystyisi huolehtimaan perheen menoista yksin.
Kuinka sinä pärjäisit?
€ /kk

if...

6 Tutustu Suomen edullisimpaan henkivakuutukseen »
€ /kk

if...

Case If

Media reach in campaigns
(25-54 women & men, N=300)

Consumer magazines
reached

27%

Professional & association
magazines reached

14%

Magazines in total
reached

35%

Case If

39 % of all said their notion improved
(25-54 men & women, N=300)

+32%

more those that now
have a better notion
for those who
read both newspapers
AND magazines
compared to those who
only read newspapers

+15%

more those that now
have a better notion
for those who
both watched TV
AND read magazines
compared to those who
only watched TV.

Case If

39 % of all said their notion improved
(25-54 men & women, N=300)

+28%

more those that now
have a better notion
for those who
both visited the websites
AND read magazines
compared to those who
only visited the websites

+28%

more those that now
have a better notion
for those who
both listened to radio
AND read magazines
compared to those who
only listened the radio

Case If

12 % are likely to purchase after having seen advertising
(25-54 men & women, N=300)

ALMOST 2 TIMES MORE PURCHASE INTENT

for those who read magazines
compared to those who didn't.

Reading magazines increased
the purchase intent:

- +98 % for those who watched TV
- +85 % for those who read newspapers
- +75 % for those who listened to radio
- +96 % for those who visited the websites

Theme: Food & Beverages

Case Nestlé | Case Fanta
Case Danone | Case Elovena





A decorative background consisting of a dense, wavy pattern of small, multi-colored dots in shades of red, yellow, blue, and grey, arranged in a horizontal, undulating line across the page.

Case Fanta

Case Fanta

Campaign goal

To tell, that Fanta includes no preservatives

Media agency PMI

Advertising agency Skandaali

tripod research oy carried out the study in M3 panel

Ad hoc 26.-31.5.2011

Response rate 55

Target group: 15-24 all,
25-49 grocery buyers

Number of respondents N=300



The advertisement features a central image of a condensation-covered plastic bottle of Fanta orange juice. The bottle is set against a vibrant orange background with radiating lines emanating from behind it. To the right of the bottle, the text 'Mitä sitä hyvää säilömaan?' is written in a large, white, rounded font. Below this, two green leaf-like shapes contain the text 'EI LISÄTTYJÄ SÄILÖNTÄ-AINEITA*' and 'MEHU APPELSIINI-NISTA'. At the bottom right, the text 'Luonnollisesti Fanta. Ei mikään tavallinen jaffa.' is displayed. The Fanta logo and 'APPELSIINI' are visible on the bottle's label. A small vertical text on the left edge of the ad reads 'Fanta and the Fanta logo are registered trademarks of The Coca-Cola Company. © 2011 The Coca-Cola Company'. A small asterisk at the bottom right corner of the ad reads '* Sastavilla pulloissa ja tölkeissä'.

Case Fanta | Media mix

Magazines

Seura
Anna
Kotiliesi
Kaksplus
KG
Deko



Outdoor advertising



TV

Nelonen
Sub
Liv
Jim
TV5

Websites

Mtv3.fi
Katsomo
Riemurasia
Irc galleria
Aku Ankka
Demi
Peliplaneetta
Motot
Habbo
Mesta
Petsie
Kavereita.net



Case Fanta

Media reach in campaigns

(all respondents, N=300)

Magazines
reached

23%

Websites
reached

72%

TV reached

92%

Case Fanta

60 % noted having seen at least one of the ads
(all respondents, N=300)

+32%

improvement in
noting for those that
both watched TV
AND read magazines
compared to those who
only watched TV

+33%

improvement in
noting for those who
both visited the
websites AND read
magazines compared
to those who only
visited the websites

Case Fanta

56% of all said their notion improved
(all respondents, N=300)

+25%

more those that now
have a better notion
for those that
both watched TV
AND read magazines
compared to those who
only watched TV

+31%

more those that now
have a better notion
for those who both
visited the websites
AND read magazines
compared to those who
only visited the
websites

Case Fanta

45 % are likely to buy after having seen the advertising
(all respondents, N=300)

+41%

more purchase intent
for those that
both watched TV
AND read magazines
compared to those who
only watched TV

+53%

more purchase intent
for those who both
visited the websites
AND read magazines
compared to those who
only visited the
websites

The background of the slide is a decorative pattern of small, semi-transparent dots in various colors including teal, yellow, pink, light blue, and grey. These dots are arranged in a wave-like pattern that flows from the top left towards the bottom right, framing the central text.

Case Danone

Case Danone

Campaign goal

To tell that Danone supports Mannerheim League for Child Welfare

Media agency **Happi Mindshare**
Advertising agency **Wunderman**

tripod research oy carried out
the study in M3 panel

Ad hoc 18.-19.8.2011

Response rate 52 %

Target group women age 18-50,
with children, grocery buyer

Number of respondents N=219



danone.fi

1 snt
= 1 MLL
Kiitos!

**Kiitos tuestasi
lastensuojelutyölle**

Avaamalla täyteläisen pehmeän Danone-hedelmäjuogurtin, tuet samalla lastensuojelutyötä. Lähjoitamme jokaisesta 200 gramman Danone-hedelmäjuogurtista sentin Mannerheimin Lastensuojeluliiton toiminnalle.

Danone tukee MLL:n työtä lasten hyvinvoinnin edistämiseksi ja vanhemmuuden tukemiseksi jo kolmatta vuotta. Danone on mukana mm. MLL:n Hyvä alku koulutielle -kampanjassa.

DANONE
Anna lapselle hymy

Danone tukee MLL:n työtä
MLL
MANNERHEIMIN
LASTENSUOJELULIITTO

Case Danone | Media mix

Magazines

Kodin Kuvalehti
Me Naiset
Meidän Perhe
Helsingin Sanomien
Kuukausiliite

TV

MTV3
Sub
Nelonen
Liv
Subjuniori
Ava



danone.fi

1 snt MLL
Kiitos!

Kiitos tuestasi lastensuojelutyölle

Avustamalla työttömien perheiden Danone-hedelmiäogurtti, tuet samalla lastensuojelutyötä. Lähijätämme jokaisesta 200 grammassa Danone-hedelmiäogurttia antaa Maa- ja metsätieteiden tutkimuskeskukselle.

Danone tukee MLL:n työtä lasten hyvinvoinnin edistämiseksi ja vanhemmuuden tukemiseksi jo kolmatta vuotta. Danone on mukana mm. MLL:n Hyvä elämä koulutelle -kampanjassa.

DANONE
Anna lapselle hymy

© 2014 Danone Waters of Finland

MLL
LASTENSUOJELUKESKUS



1 snt MLL
Kiitos!

Anna lapselle hymy

Case Danone

Media reach in campaign

(18-50 y women, with children, grocery buyer, N=219)

Magazines
reached

48%

TV reached

96%

Case Danone

66 % noted having seen at least one of the ads

(18-50 y women, with children, grocery buyer, N=219)

Magazines did not
improve noting

Case Danone

43% of all said their notion improved

(18-50 y women, with children, grocery buyer, N=219)

+58 %

more those that now
have a better notion
for those who
both watched TV AND
read magazines
compared to those who
only watched TV

Case Danone

32 % are likely to buy after having seen the advertising

(18-50 y women, with children, grocery buyer, N=219)

+17 %

more purchase intent
for those who
both watched TV
AND read magazines
compared to those who
only watched TV

The background features a decorative pattern of small, multi-colored dots (including shades of red, yellow, blue, and grey) arranged in a wave-like shape that flows from the top left towards the bottom right. The text 'Case Nestlé' is centered within this wave.

Case Nestlé

Case Nestlé

Campaign goal

To introduce the new package of Nestlé Fitness -cerals

Media agency **Mediacom**

Advertising agency **McCann**

tripod research oy carried out the study in M3 panel

Ad hoc 20.-25.6.2012

Response rate 45 %

Target group 25+ women

Number of respondents N=200



TEE HYVÄÄ ITSELLESI JA MUILLE!

Liikunta sekä FITNESS täysivähituleiden kuidut ja monipuoliset vitamiinit tekevät sinulle hyvää. Sinä taas voit tehdä hyvää muille, ryhtymällä Roosa nauha-kuukausilahjoittajaksi osoitteessa roosanauha.fi.

Nestlé FITNESS on tänä vuonna Roosan nauhan pääyhteistyökumppani.



Aidan ja alkuperäisen Nestlé-täysivähituleiden tunnistat kätä merkistä. Lue lisää tietoa FITNESS tuotteista ja täysivähituleiden eduista tuokuvallissa: www.nestle-fitness.fi

Nestlé FITNESS Hyvä olo näkyy ja tuntuu.

Case Nestlé | Media mix

Magazines

- KG
- Cosmopolitan
- Eeva
- Elle
- ET-lehti
- Evita
- liris
- Kodin Kuvalehti
- Kotiliesi
- Olivia
- Trendi
- Yhteishyvä

TV

- MTV3
- Nelonen
- Liv
- Jim
- Fox



TEE HYVÄÄ ITSELLESI JA MUILLE!

Ilkasta sekä FITNESS täydyttävään laadun ja monipuolisen vitamiinien sisältöön sinulle hyvää. Sinä taas voit tehdä hyvää muille, ryhtymällä Ruosaa nauttien kuka tahansa ruokailuun.



Nestlé FITNESS Hyvä alo näkyy ja tuntuu.

TEE HYVÄÄ ITSELLESI JA MUILLE!

Ilkasta sekä FITNESS täydyttävään laadun ja monipuolisen vitamiinien sisältöön sinulle hyvää. Sinä taas voit tehdä hyvää muille, ryhtymällä Ruosaa nauttien kuka tahansa ruokailuun.



Nestlé FITNESS Hyvä alo näkyy ja tuntuu.

TEE HYVÄÄ ITSELLESI JA MUILLE!

Ilkasta sekä FITNESS täydyttävään laadun ja monipuolisen vitamiinien sisältöön sinulle hyvää. Sinä taas voit tehdä hyvää muille, ryhtymällä Ruosaa nauttien kuka tahansa ruokailuun.



Nestlé FITNESS Hyvä alo näkyy ja tuntuu.

Case Nestlé

Media reach in campaign

(women 25+, n=200)

Magazines
reached

76%

TV reached

96%

Case Nestlé

33 % noted having seen at least one of the ads
(women 25+, n=200)

+28%

improvement in noting for
those who both watched TV
AND read magazines
compared to those who only
watched TV

Case Nestlé

41 % of all said their notion improved

(women 25+, n=200)

+31%

more those who now
have a better notion
for those who both watched
TV AND read magazines
compared to those who only
watched TV

Case Nestlé

31 % are likely to buy after having seen the advertising
(women 25+, n=200)

+6%

more purchase intent
for those who both watched
TV AND read magazines
compared to those who only
watched TV

The background features a decorative pattern of small, multi-colored dots (including shades of red, yellow, blue, and grey) arranged in a wave-like shape that flows from the top left towards the bottom right. The dots are semi-transparent and vary in opacity, creating a sense of depth and movement.

Case Elovena

Case Elovena

Campaign goal

- To launch Elovena snack
- To launch Elovena toast
- To tell that Elovena is not just oatmeal

Media agency **Toinen**

Advertising agency **Family**

tripod research oy carried out the study in
M3 panel

Ad hoc 1.-15.12.2010

Response rate 48 %

Target group: women 25-54, interested in health

Number of respondents N=300



Case Elovena | Media mix

Magazines

Hyvä Terveys
Meidän Perhe
Kodin Kuvalehti
Kotivinkki
Avotakka
Evita
Eeva
Kauneus & Terveys
Me Naiset
Vauva

Radio

Iskelmä
Voice
Radio Nova
Radio Aalto

Shopping carts



Shopper abribus



Case Elovena

Media reach in campaign
(women 25-54, interested in health, n=300)

Magazines
reached

82%

Radio
reached

72%

Case Elovena

47 % noted having seen at least one of the ads
(women 25-54, interested in health, n=300)

+54%

improvement in noting
for those who both listened
to radio AND read
magazines compared to
those who only listened
to radio

Case Elovena

71 % of all said their notion improved

(women 25-54, interested in health, n=300)

+32%

more those that now
have a better notion
for those who
both listened to radio AND
read magazines compared
to those who only listened
to radio

Case Elovena

55-58 % are likely to buy after having seen the advertising
(women 25-54, interested in health, n=300)

+19%

more purchase intent for *Elovena Lusikoitava* for those who both listened to radio AND read magazines than for those who only listened to radio

+16%

more purchase intent for *Elovena Paahtopalat* for those who both listened to radio AND read magazines than for those who only listened to radio



A decorative background consisting of a large number of small, semi-transparent dots in various colors (red, yellow, blue, green, grey, black) arranged in a wave-like pattern that flows from the top left towards the bottom right. The dots are more densely packed at the peaks and troughs of the waves.

Case Eurokangas

Case Eurokangas

Campaign goal

To tell that Eurokangas offers not only textiles but also planning and sewing services

Media agency **Voitto**

Advertising agency **Folk!**

tripod research oy carried out the study in M3 panel

Ad hoc 20.-27.4.2012

Response rate 45 %

Target group women 25-54

Number of respondents N=200



Kun inspiraatio iskee!

Tuhausien kankaiden valikoimistamme saattaa olla haastavaa valita juuri se oikea kangas kodin sisustamiseen, mutta meidän avulla sekin onnistuu. Sitten kaikki onkin helppoa. Ompelupalvelustamme saat verhot, päiväpeitteet, sisustustyöt, pöytäliinat ja monet muut kodin tekstiilit valmiiksi ommetuiluna mittojen mukaan.

Ammattitaitoinen henkilökuntamme palvelee kaikissa kodin tekstiiliasioissa. Myös sinua, joka et koskaan ole ompelukonetta nähnytäkään. Kun inspiraatio iskee, Eurokangas toteuttaa!

www.eurokangas.fi

Eurokangas

Ideita kaupan päälle.

Case Eurokangas | Media mix

Magazines

- Anna
- Kotivinkki
- Koti ja keittiö
- Divaani
- Avotakka
- Deko
- Me Naiset
- Talo & Koti

TV

- MTV3
- Nelonen
- Liv

Newspapers

- Kärkimedia



Kun inspiraatio iskee!

Tekemään kauniita vaatteita onnistuu ensin olla inspiraatio. Sitten on aika kangas kädessä, materiaalia, värejä, kankaita. Näin kauniitakin vaatteita voi tehdä kotonaan, jos on vain vähän aikaa ja halu. Eurokangas on kauniiden kangasvalikoimien lähde, josta löydät kaikki tarvitsemasi materiaalit. Näin ollen, jaksat ja haluat ottaa inspiraation ideoitteesi.

Eurokangas
Ideoitse kangas pääle.

www.eurokangas.fi



Kun inspiraatio iskee!

Tekemään kauniita vaatteita onnistuu ensin olla inspiraatio. Sitten on aika kangas kädessä, materiaalia, värejä, kankaita. Näin kauniitakin vaatteita voi tehdä kotonaan, jos on vain vähän aikaa ja halu. Eurokangas on kauniiden kangasvalikoimien lähde, josta löydät kaikki tarvitsemasi materiaalit. Näin ollen, jaksat ja haluat ottaa inspiraation ideoitteesi.

Eurokangas
Ideoitse kangas pääle.

www.eurokangas.fi



Kun inspiraatio iskee!

Tekemään kauniita vaatteita onnistuu ensin olla inspiraatio. Sitten on aika kangas kädessä, materiaalia, värejä, kankaita. Näin kauniitakin vaatteita voi tehdä kotonaan, jos on vain vähän aikaa ja halu. Eurokangas on kauniiden kangasvalikoimien lähde, josta löydät kaikki tarvitsemasi materiaalit. Näin ollen, jaksat ja haluat ottaa inspiraation ideoitteesi.

Eurokangas
Ideoitse kangas pääle.

www.eurokangas.fi

Case Eurokangas

Media reach
(women 25-54, n=200)

Magazines
reached

53%

Newspapers
reached

73%

TV reached

95%

Case Eurokangas

48 % noted having seen at least one of the ads
(women 25-54, n=200)

+73%

improvement in
noting for those who
read both newspapers
AND magazines
compared to those
who only read
newspapers

+51%

improvement in
noting for those that
both watched TV
AND read magazines
compared to those who
only watched TV

Case Eurokangas

50 % of all said their notion improved
(women 25-54, n=200)

+63%

more those who now
have a better notion
for those who
read both newspapers
AND magazines
compared to those who
only read newspapers

+28%

more those who now
have a better notion
for those who both
watched TV AND read
magazines
compared to those who
only watched TV

Case Eurokangas

42 % are likely to buy after having seen the advertising
(women 25-54, n=200)

+61%

more purchase intent
for those who
read both newspapers
AND magazines
compared to those who
only read newspapers

+46%

more purchase intent
for those who both
watched TV AND read
magazines
compared to those who
only watched TV

Theme: Cars & Vehicles

Case Skoda





The background features a decorative pattern of small, semi-transparent dots in various colors (red, yellow, teal, grey, black) arranged in a wave-like shape that flows from the top left towards the bottom right. The dots are more densely packed at the peaks and troughs of the wave.

Case Skoda

Case Skoda | Media mix

Magazines

Tekniikan Maailma
Tuulilasi
Moottori
Me Naiset
Anna
Kotiliesi
Kodin Kuvalehti
Kaksplus
Seura
Suomen Kuvalehti



Newspapers & tabloids

Iltta-Sanomat
Iltalehti
Helsingin Sanomat
Turun Sanomat
Aamulehti



Websites

Iltasanomat.fi
Mtv3.fi
Iltasanomat.fi/autot



TV

MTV3
Nelonen
Sub
Liv

Case Skoda

Media reach in campaign

(men & women, considering to purchase a new car within the next 2 years, n=449)

Aikakauslehdet
tavoittivat

54%

Nettisivut
tavoittivat

83%

Sanoma- ja
iltapäivälehdet
tavoittivat

85%

Televisiokanavat
tavoittivat

96%

Case Skoda

60 % noted having seen at least one of the ads

(men & women, considering to purchase a new car within the next 2 years, n=449)

+21%

improvement in noting
for those who read BOTH
newspapers and tabloids
AND magazines
compared to those who
only read newspapers
and tabloids

+23%

improvement in noting
niilläfor those who BOTH watched
TV AND read magazines
compared to those who
only watched TV

+28%

improvement in noting
for those who BOTH
visited the websites
AND read magazines
compared to those who
only visited the websites

Case Skoda

50 % of all said their notion improved

(men & women, considering to purchase a new car within the next 2 years, n=449)

+19%

more those that now
have a better notion
for those who read BOTH
newspapers and tabloids
AND magazines
compared to those who
only read newspapers
and tabloids

+28%

more those that now
have a better notion
for those who BOTH watched
TV AND read magazines
compared to those who
only watched TV

+30%

more those that now
have a better notion
for those who BOTH
visited the websites
AND read magazines
compared to those who
only visited the websites

Case Skoda

15 % are likely to buy after having seen the advertising

(men & women, considering to purchase a new car within the next 2 years, n=449)

+35%

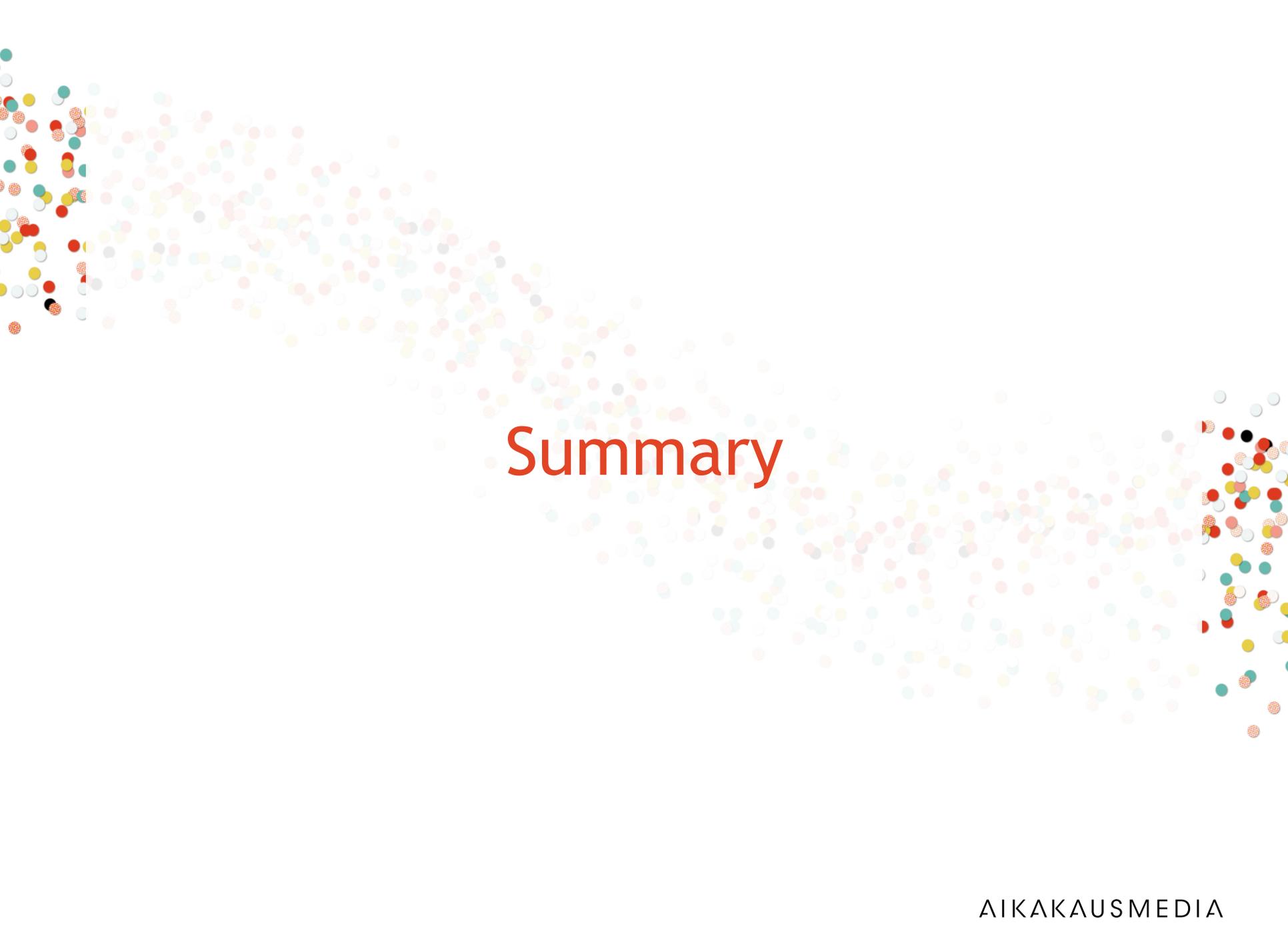
more purchase intent
for those who read BOTH
newspapers and tabloids
AND magazines
compared to those who
only read newspapers
and tabloids

+35%

more purchase intent
for those who BOTH watched
TV AND read magazines
compared to those who
only watched TV

+41%

more purchase intent
for those who BOTH
visited the websites
AND read magazines
compared to those who
only visited the websites

A decorative background consisting of a dense field of small, semi-transparent dots in various colors (red, yellow, blue, green, grey, black) arranged in a wave-like pattern that flows from the top left towards the bottom right. The word "Summary" is centered in the middle of this pattern.

Summary

Magazines give boost to your campaign, intensify the effects and increase sales!



Purchase intent
+48-56 %



Purchase intent
+75-98 %



Brand notion
+31 %



Noting
+32-33 %



Purchase intent
+31-33 %



Purchase intent
+46-61 %



Brand notion
+32 %



Brand notion
+58 %