

# *the* **PROOF**

The business case for  
newspaper advertising  
as part of the media mix

**CORSODYL**

**NM**  
NEWSPAPER  
MARKETING  
AGENCY

Finance / Motors / Retail / Food / Drink / Pharmaceuticals / Cosmetics & Toiletries / Petcare / Household Stores



*“Tracking data demonstrates the long-term benefits of adding newspapers to Corsodyl’s multimedia plans. The addition of newspapers has enhanced the performance of TV by creating mass awareness of the issue of gum disease, helping to drive re-appraisal of the issue and the product solutions. It has also been successful in driving awareness of the launch of the Corsodyl Daily Defence Gum and Tooth Paste and at a total level has really contributed to driving sales across the whole brand”*

**Candice Vernon – Senior Brand Manager,  
Corsodyl**

*“The partnership with the NMA has provided us with valuable learning about the contribution of newspapers to short term sales and long term brand growth. Going forward, the research will provide us with strong insight to shape and inform future planning.”*

**Andy Niven – Director,  
Mediacom**



## Corsodyl

**Gareth Ruddock**, Corsodyl Group Brand Manager

**Candice Vernon**, Corsodyl Senior Brand Manager (pictured)

## Mediacom

**Andy Niven**, Director

**Guy Temperley**, Planning Manager

**Laura Street**, Planner (pictured)

## Grey

**Laura Smail**, Business Director

**Liz Boulter**, Planner

**Nick Hurst**, Planner

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# Corsodyl Headline Results

National newspapers, allied with TV, built brand equity and delivered a long-term sales boost for Corsodyl.

Attention-grabbing newspaper ads drove re-appraisal of the brand and supported the launch of Corsodyl Daily Gum and Tooth Paste.

## Why newspapers for Corsodyl?

Newspapers provide the ideal environment to highlight an issue and deliver new 'news'. National newspapers are the perfect partner for a TV-led advertising campaign as they cover hard-to-reach audiences. In addition, national newspaper readers are big spenders on mouthwash products, specifically Corsodyl.

## Newspapers drive sales and web traffic

- Among those exposed to newspapers Corsodyl's value share increased by 40% versus a 24% increase for TV solus<sup>1</sup>
- Newspapers + TV combination boosted penetration
- Print and online newspapers delivered 31% more unique web visitors than TV<sup>2</sup>.

Source: Kantar Worldpanel<sup>1</sup>, Sophus<sup>3</sup>, Millward Brown<sup>3</sup>



## *increase in value share<sup>1</sup>*

### Newspapers build long-term brand health<sup>3</sup>

Tracking data over three campaign bursts clearly demonstrates how adding newspapers drove the Corsodyl range forward.

Adding newspapers boosted claimed purchase, brand commitment, involvement and equity far more than solus TV for Corsodyl's mouthwash range.

TV + newspapers successfully established the newly launched Corsodyl Daily Gum and Tooth Paste, delivering double the increase in brand familiarity versus TV solus.

### Newspapers cost-effectively support a range of products

Multiple newspaper executions enabled Corsodyl to cost-effectively support both mouthwashes and Corsodyl Daily Gum and Tooth Paste.

### Newspapers make a successful TV campaign work far harder

Among those exposed to the newspaper campaign, TV ad engagement, message take-out and likelihood to buy was greatly enhanced.

For more information on the role of newspapers for 2009 read:  
'2010 IPA Effectiveness Bronze paper 'Corsodyl – starting a revolution in oral health'

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# Corsodyl: The Creative Work

Corsodyl Mint Mouthwash contains chlorhexidine digluconate to treat gum disease. Always read the label.



**Newspaper creative – summer 2009**  
**Corsodyl Mint Mouthwash**

In summer 2009 Corsodyl launched ‘the campaign for healthy gums’ in newspapers. Highly distinctive newspaper creative, which borrowed the straight forward, hard-hitting style of public service campaigns, highlighted the importance of gum health and Corsodyl’s expertise.

The newspaper activity supported Corsodyl’s successful ‘Gorgeous’ TV campaign. The campaign sought to challenge conventional consumer attitudes to oral care, and differentiate Corsodyl treatment mouthwashes from daily mouthwashes.

Three bursts of TV and newspaper advertising ran from May 2009 – Spring 2010.

Multiple newspaper executions supported both Corsodyl Mint Mouthwash and Corsodyl Daily Gum & Tooth Paste.

Qualitative groups and Millward Brown Link testing helped develop attention-grabbing newspaper ads.



Newspaper creative – summer 2009  
 Corsodyl Daily Gum & Tooth Paste



TV creative – summer 2009 & spring 2010  
 With Corsodyl Daily Gum & Tooth Paste tag



TV creative – summer 2009 & spring 2010  
 With Corsodyl Mint Mouthwash tag

During the test period the TV ad featured 10” tags for Corsodyl Daily Defence Mouthwash and Corsodyl Daily Gum & Tooth Paste.

# Corsodyl: The Creative Work

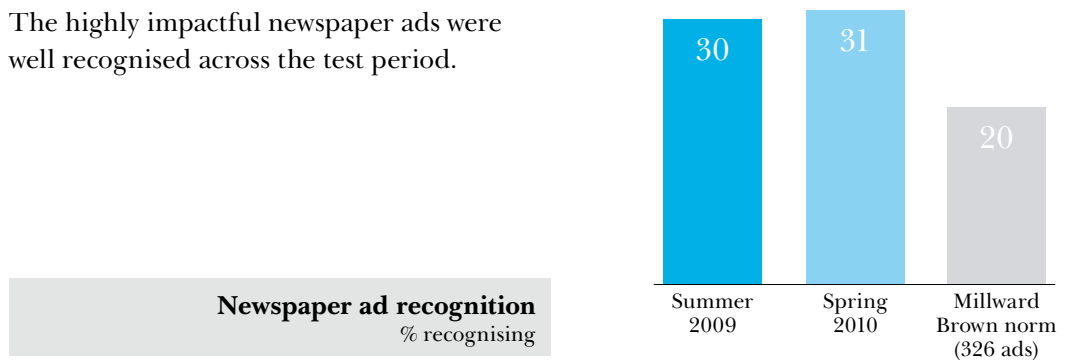


Newspaper creative – spring 2010  
Corsodyl Mint Mouthwash



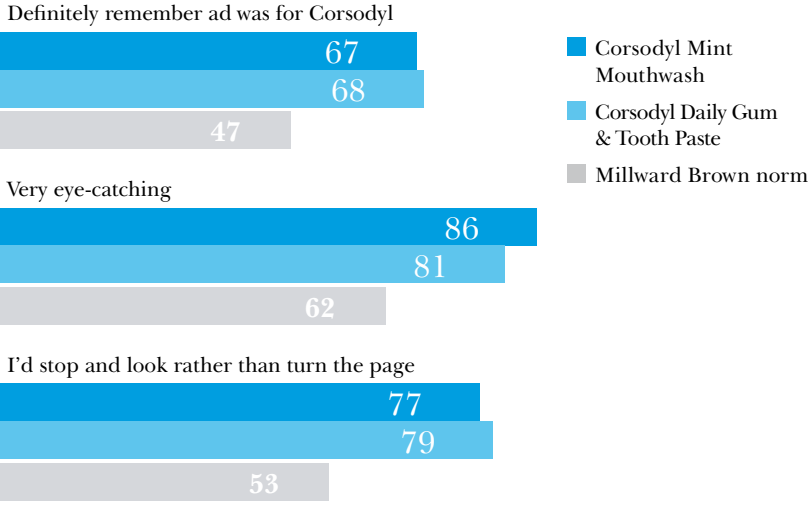
Newspaper creative – spring 2010  
Corsodyl Daily Gum & Tooth Paste

The highly impactful newspaper ads were well recognised across the test period.



Online creative

The ads for both Corsodyl Mint Mouthwash and Corsodyl Daily Gum & Tooth Paste were rated eye-catching and well-branded.



2010 newspaper advertising % agreeing

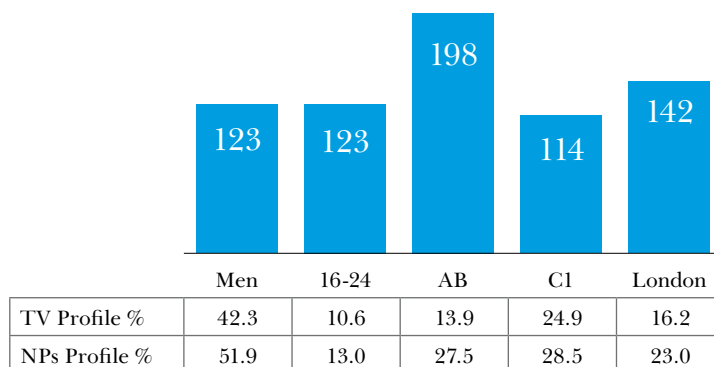
# Corsodyl: The Media

## Newspapers – the home of news and the perfect media partner to TV

Every day newspapers are full of the latest health news, developments, and opinion. Allied to this national newspapers are the perfect partner for a TV-led advertising campaign as they have a complementary media profile, helping to

reach key demographics where TV is weaker. Newspapers were consequently the ideal medium to support TV, to announce the launch of Corsodyl's new tooth paste in 2008 and to continue to highlight the issue of gum health.

**Newspaper audience delivery indexed against commercial TV**



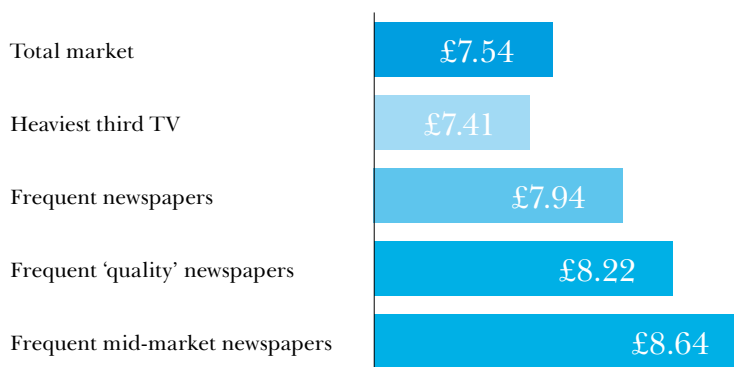
Source : BARB Jan – Jun 2010 / NRS Jan – Jun 2010

## Newspaper readers are biggest spenders in mouthwash category

2009 Kantar Worldpanel sales data shows that frequent newspaper readers outspend both the average household and heavy TV viewers. Spend is particular high among readers of 'quality' and mid-market newspaper titles.

For the Corsodyl range the pattern is even more marked. Regular readers of mid-market newspapers spend 62% more per household than heavy TV viewers. Performance is also strong among 'quality' titles too.

**Expenditure on mouthwash**  
£ per household 2009



# Corsodyl: Test Detail

## Test hypothesis

National newspapers are the perfect environment for delivering new 'news' and prompting re-appraisal. They're also the perfect media partner to TV, because they are both processed differently, are both

heavily consumed in the evenings, and have complementary media profiles. Whereas many newspaper campaigns are short-lived and tactical the belief was that multiple campaign bursts would build long term brand equity.

## Campaign objectives

Increase awareness and understanding of gum disease, then highlight the importance of gum care; drive awareness and trial of the Corsodyl mouthwash range and the 2009 launch of Corsodyl Daily Gum & Tooth Paste.

## Media plan

		May 09	Jun 09	July 09	Aug 09	Oct 09	Nov 09	Jan 10	Feb 10	Mar 10	Apr 10	£m
Media <i>Target Audience: Adults 35+</i>	Newspapers (Mouthwash)	135 GRPs				77 GRPs		267 GRPs				1.1
	Newspapers (Tooth paste)		161 GRPs			54 GRPs		113 GRPs				0.9
	TV Mouthwash & Tooth paste	554 TVRs				416 TVRs		395 TVRs				2.9
	Online (inc NP)											0.2
Research Dates <i>Millward Brown</i>	Tracking	Pre		Post				Pre		Post		

Sample:  
Tracking: Chief shoppers,  
Women - 70%; Men - 30%,  
excl. full dentures. Age 35  
-64. Burst 1: 656, Burst 2: 781.

Media Source:  
NMR/BARB/NRS

Millward Brown conducted two bursts of brand tracking – summer 2009 and spring 2010. Three Corsodyl products were measured: Corsodyl Mint Mouthwash; Corsodyl Daily Defence Mouthwash and Corsodyl Daily Gum & Tooth Paste.

### Analysis of the tracking data focuses on a comparison of:

- 1) Those who recognise the TV advertising only (TV solus)
- 2) Those who recognise both the TV and newspaper advertising (TV + NP)

Kantar Worldpanel campaign data compares spending of those exposed to the TV advertising alone to those exposed to both the TV + newspaper advertising. Results were measured across three bursts of TV and newspaper advertising between summer 2009 and spring 2010.

# Corsodyl: The Findings

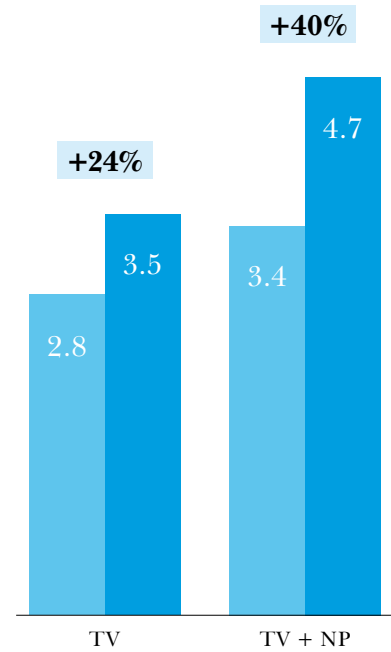
## Adding newspapers drives a 40% increase in value share

Kantar Worldpanel analysed Corsodyl sales across the three bursts of activity. For each advertising burst, sales were analysed for a 12 week period during and after, and compared to a 12-week pre-period. Results across the entire campaign period were then aggregated.

Prior to the advertising campaign, the Corsodyl range's weekly value share was 3.3%, by the end of the third burst value share was 4.5%. Among those exposed to TV & newspapers, weekly share increased by 40%, compared to a 24% increase among those only exposed to TV, indicating the additive effect of papers.

- Pre advertising burst 1
- During and post advertising burst 3

**Corsodyl weekly % value share of Dentifrice/Mouthwash market**



## Newspapers + TV boost penetration more than TV

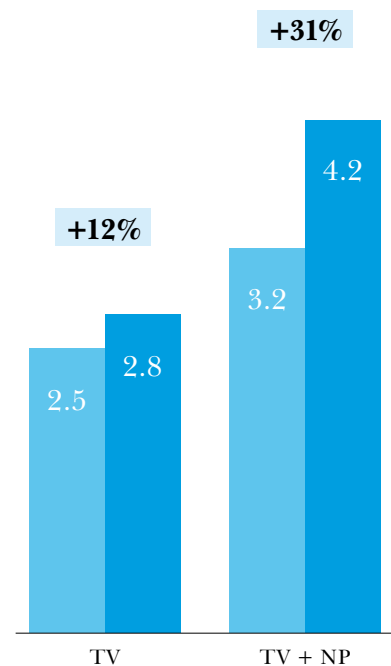
People reading newspapers are open to new ideas so it's no surprise that newspaper advertising can boost household penetration.

Across all three bursts, household penetration increased among those exposed to newspapers ads, a performance stronger than the TV solus group.

For example, in burst one, penetration increased by 31% among those exposed to both the TV and newspaper campaign which is 90,000 new buyers. Whereas for those who only saw the TV campaign penetration increased by 12% introducing 12,000 new buyers.

- Pre advertising burst 1
- During and post advertising burst 1

**Corsodyl range – 12 week penetration Burst 1 %**



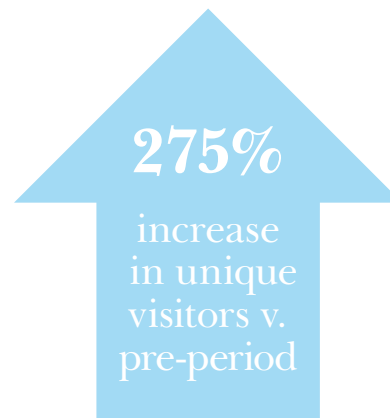
## TV + newspapers help steal value from market leader

Corsodyl is a low frequency purchase which charges a premium price. The analysis indicates a strong correlation between Corsodyl's mouthwash share gain and

Listerine's performance. Among those exposed to Corsodyl's TV and newspaper advertising, Listerine's weekly share falls as Corsodyl's rises, during and after each campaign burst.

## Campaign boosts web traffic

Newspapers don't just prompt sales, they also boost web traffic. Sophus3 measured web traffic to gumsmart.co.uk, Corsodyl's website, during the 2010 activity. The overall TV, newspaper and online display campaign boosted unique visitors by 275% versus the pre-campaign period.

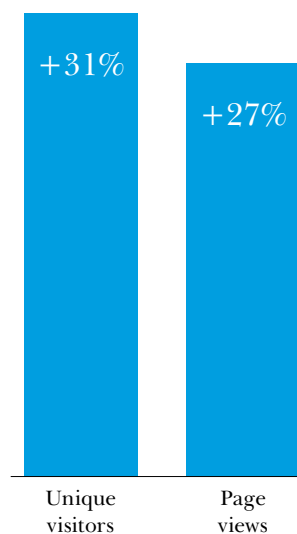


Source: Sophus3

## Print + online newspapers drive more web traffic than TV

During the test, there was a TV solus period and a national newspapers (print + online) solus period.

Print and online newspapers drove significantly more people to the website than TV – 31% more unique visitors and 27% more page views.



Source: Sophus3

**Comparison of web traffic**  
Newspapers (print & online) solus v. TV  
% difference

# Corsodyl: The Findings

## Corsodyl mouthwashes – Daily Defence & Mint

### Newspapers boost claimed purchase

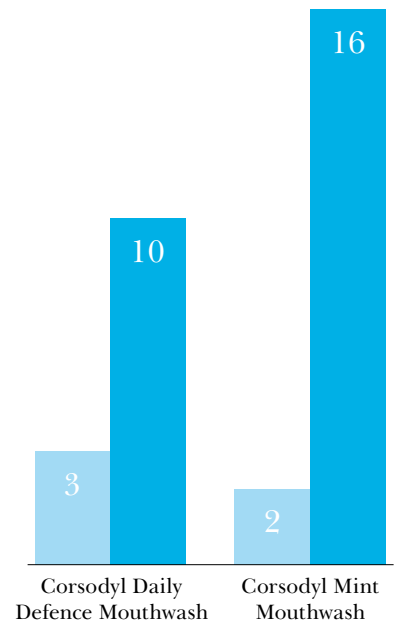
Tracking data over three campaign bursts clearly demonstrates how adding newspapers drove the Corsodyl range forward.

Among those exposed to TV advertising, claimed purchase increased. For example, Corsodyl Daily Defence increased by 3% points from May 2009 to April 2010. However among those exposed to TV and newspapers, claimed purchase of Corsodyl Daily Defence was boosted by 10% points.

■ TV solus  
■ TV + NP

A similar pattern occurred for Corsodyl Mint Mouthwash.

**Ever bought –  
Pre 2009 to post 2010**  
% points increase at Top 2 Box

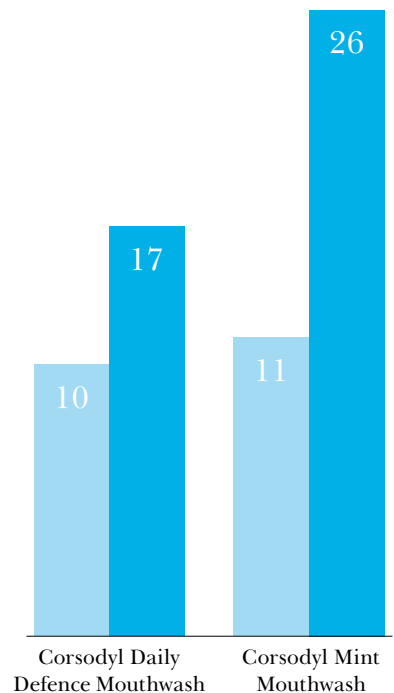


### ... and long-term purchase intent

Brand commitment, a measure of purchase intent, is a difficult measure to shift. The Corsodyl range proved very responsive to advertising, with encouraging uplifts among those exposed to just TV. However, the additive effect of newspapers is clear, with the biggest recorded shifts among those exposed to both TV and newspapers.

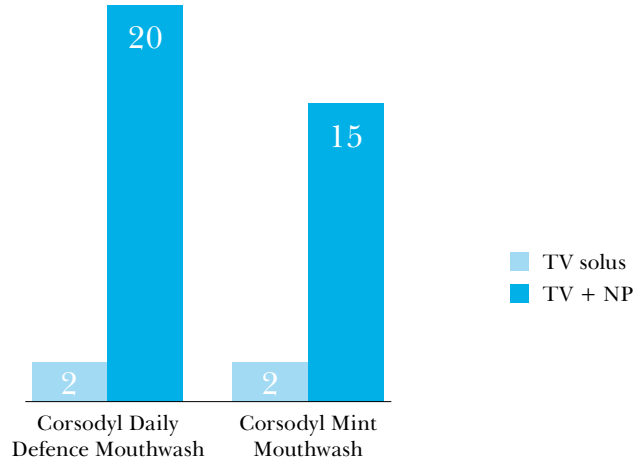
■ TV solus  
■ TV + NP

**Brand commitment –  
Pre 2009 to post 2010**  
% points increase at Top 2 Box



## Brand involvement soars

Brand involvement measures emotional engagement with a brand. Over ten months, the TV-newspaper combination boosted involvement with Corsodyl Daily Defence ten times more than TV alone. For Corsodyl Mint Mouthwash TV + newspapers provided a 15% point boost.



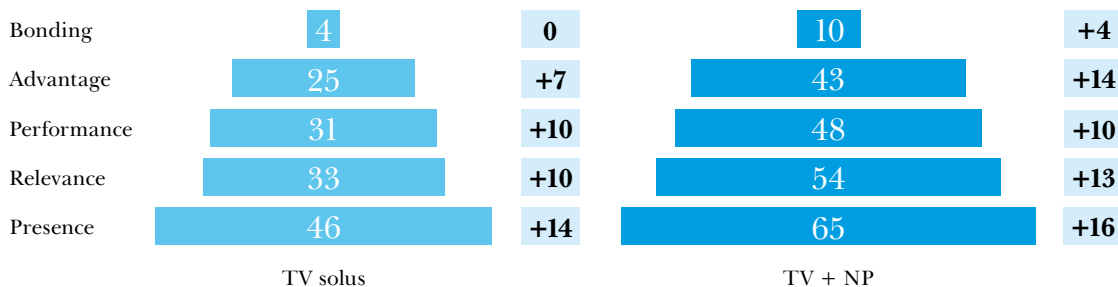
**Brand involvement –  
Pre 2009 to post 2010**  
% points increase at Top 2 Box

## Biggest brand equity shifts prompted by newspapers

Brand Dynamics, Millward Brown’s brand equity tool, describes the customer’s journey to loyalty. The strength of the relationship correlates with share of category expenditure, with bonding representing the strongest brand relationship and share. Brand equity analysis again demonstrates the benefits of Corsodyl’s multimedia campaign.

Corsodyl Daily Defence brand equity was strongest among those exposed to newspaper advertising. Newspapers critically prompted strong gains in advantage and bonding, encouraging signs for long term brand health. The same pattern was also true for Corsodyl Mint Mouthwash.\*

**Brand Dynamics equity analysis  
2010 post-wave – Corsodyl Daily Defence  
Mouthwash**  
% points change on pre-wave



\* To see further analysis download the full case history at [nmauk.co.uk](http://nmauk.co.uk)

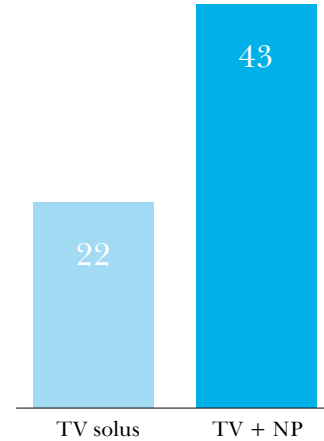
# Corsodyl: The Findings

## Corsodyl Daily Gum & Tooth Paste

### Adding newspapers doubles increase in familiarity

Boosting awareness is key for a new launch. Brand familiarity of Corsodyl Daily Gum & Tooth Paste increased by an impressive 22% points among the TV solus group, however among those exposed to TV and newspapers the familiarity increase was almost double at 43% points.

**Brand familiarity –  
Corsodyl Daily Gum & Tooth Paste  
Pre 2009 to post 2010**  
% points increase at Top 2 Box

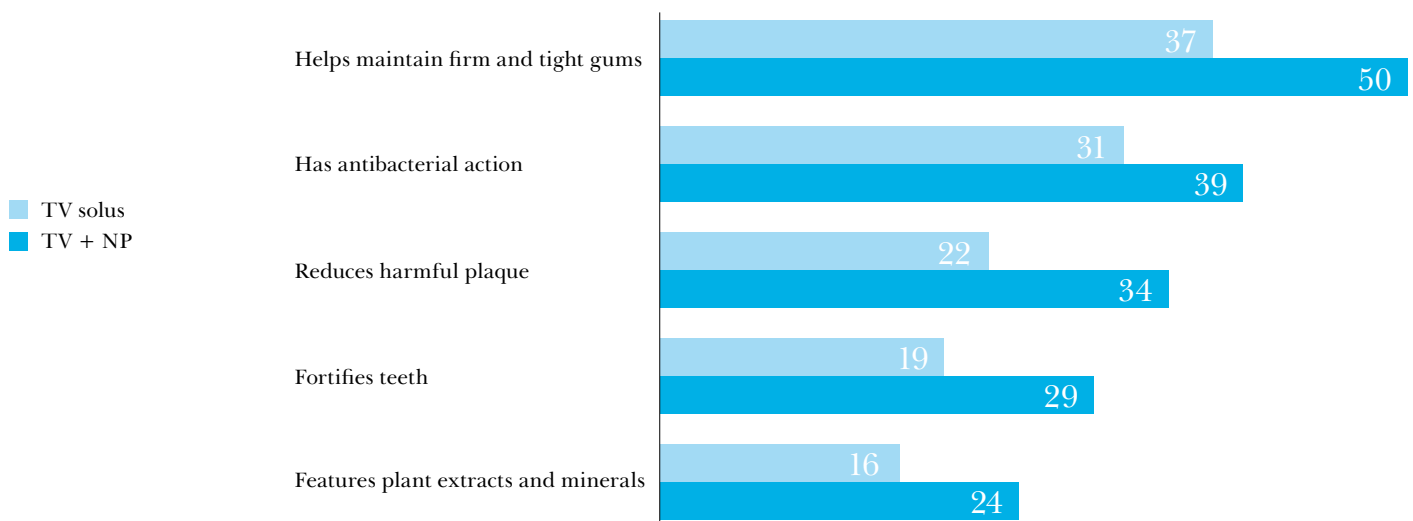


### Newspapers strengthen brand image

In a competitive market, establishing a distinct brand positioning for a new tooth paste is critical. On its own TV performed well, delivering strong shifts from the pre-campaign

dip at 2009 launch to the 2010 post dip. But results were even more impressive among those exposed to TV and newspapers, further evidence of the strong multimedia effect.

**Brand image –  
Corsodyl Daily Gum & Tooth Paste  
Pre 2009 to post 2010**  
% points increase



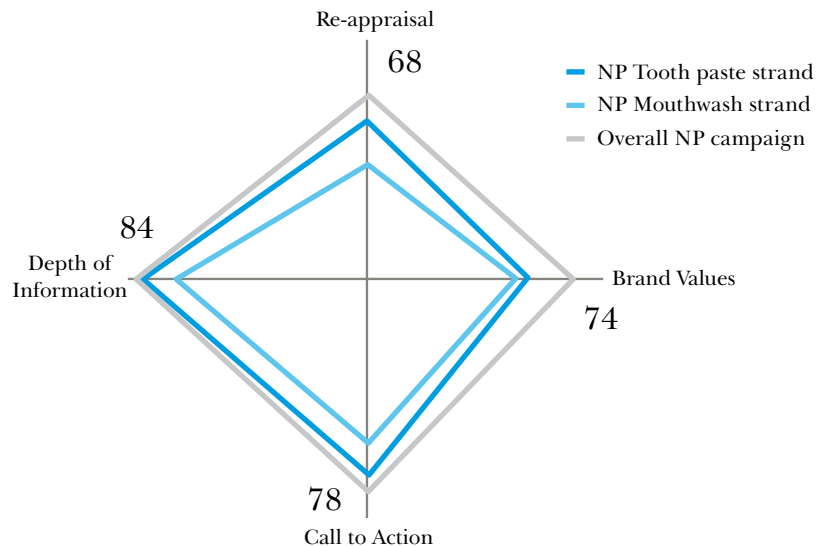
# Corsodyl: The Findings

## Ad diagnostics

### Brand benefits from running newspaper ads for both variants

Running newspaper copy for Corsodyl's established products alongside the NPD paid dividends. Link testing results reveal both emotional and rational measures were good among those exposed to just one campaign strand. But the strongest response was among those who saw both.

For example, re-appraisal increased by 62% for those exposed to both strands versus those who saw mouthwash only.



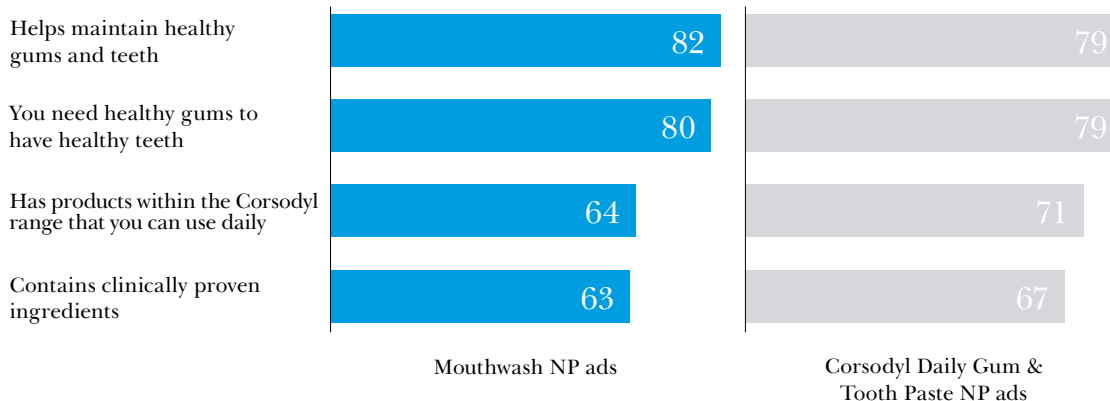
**Ad response by newspaper creative strand**  
% agreeing in Link test

### Strong newspaper ads communicate powerfully

Communication of both newspaper campaign strands was strong. Multiple executions, each with a single-minded claim,

enabled Corsodyl to successfully convey the importance of gum health.

**Response to newspaper ads**  
% agreeing



Millward Brown key message norm = 53%

## Adding newspapers makes TV work harder

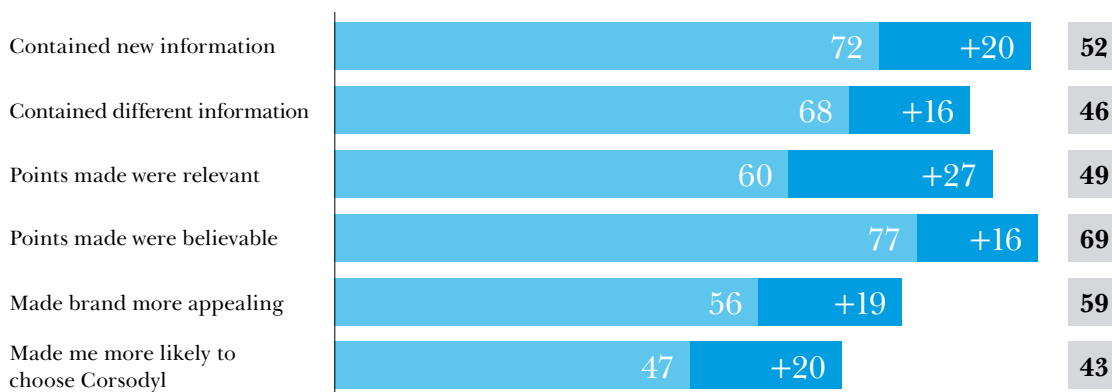
NMA Effectiveness research has consistently found that adding newspapers to a campaign enhances the performance of TV advertising. Seen solus, TV performance was above

norm, but among those also exposed to newspapers, TV performance was even higher, with large boosts in relevance and likelihood to buy.

### Response to TV ads

% agreeing

- TV solus
- Added effect of NP
- Millward Brown norm



## Newspapers enhance TV message takeout

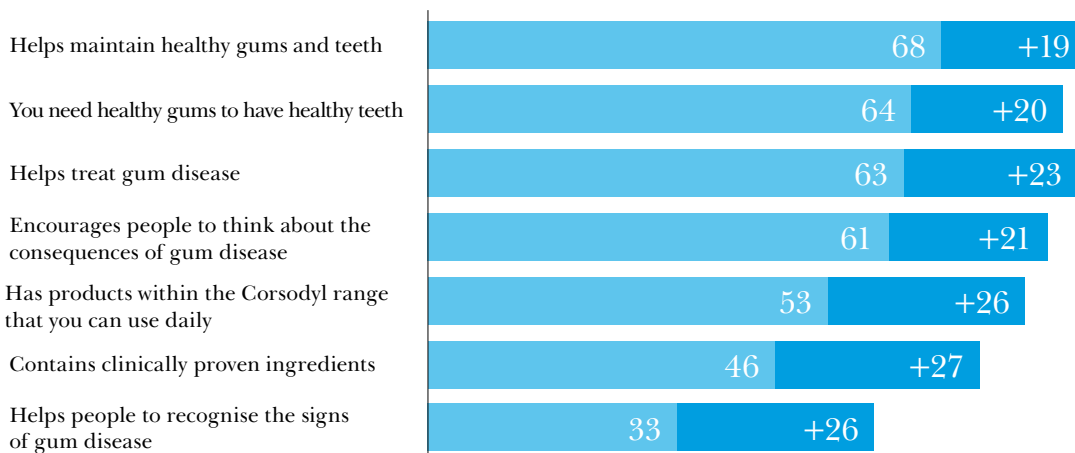
TV ad communication was also far stronger among those also exposed to the newspaper campaign.

### Response to TV ads

% agreeing

- TV solus
- Added effect of NP

Millward Brown key message norm = 53%



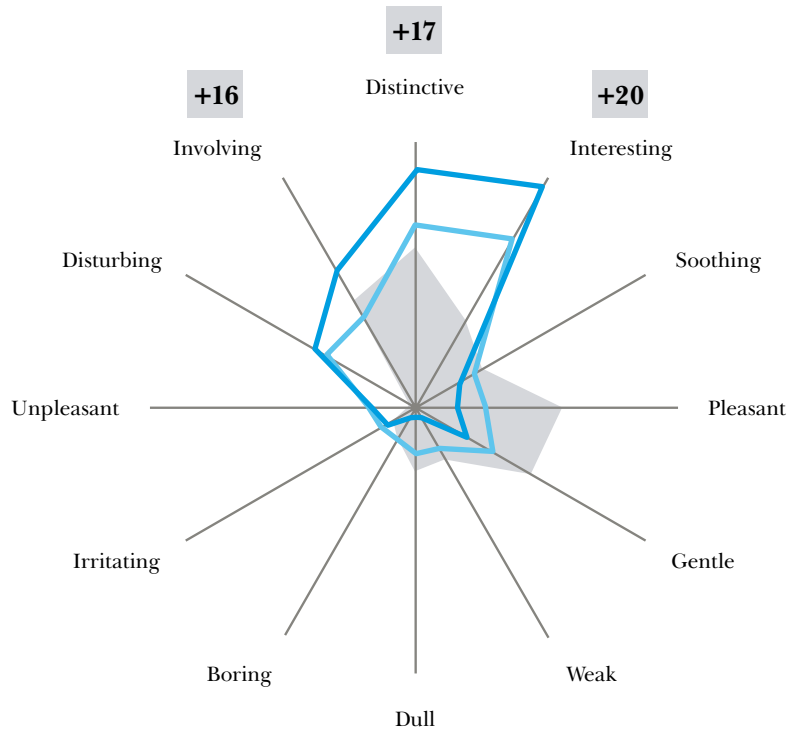
## Newspapers deepen TV ad engagement

Corsodyl's TV ad parodies beauty advertising to highlight the issue of premature decay. Consequently, the creative is regarded as engaging, and disturbing versus Millward Brown engagement norms, indicative of the TV ad's successful shock value.

Among those also exposed to the newspaper campaign, TV engagement is enhanced even further as involvement and interest is deepened. Tracking evidence also indicates that adding newspapers helped prevent TV wearout.

### TV involvement diagnostics

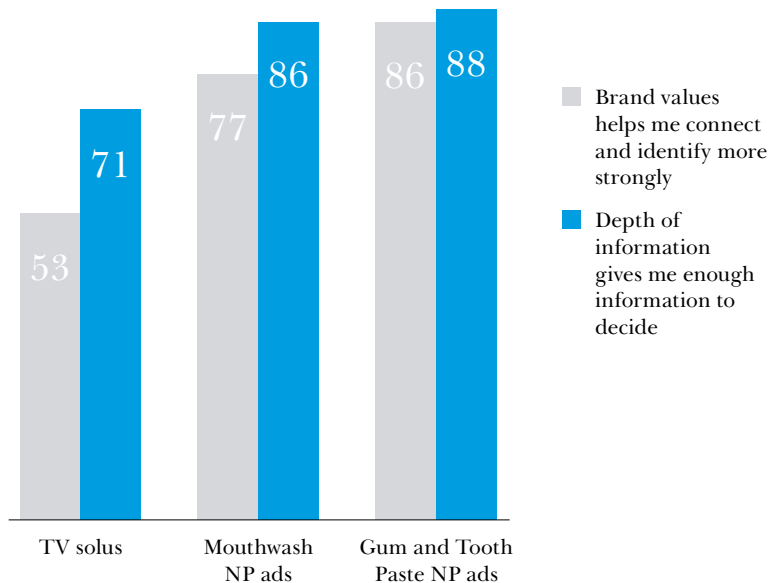
- Norm: 698 TV ads
- TV only
- TV + NP



## Newspaper ads deliver more information and emotion than TV

Traditional media thinking allocates newspaper advertising the role of delivering factual information, and TV as the medium for boosting brand values.

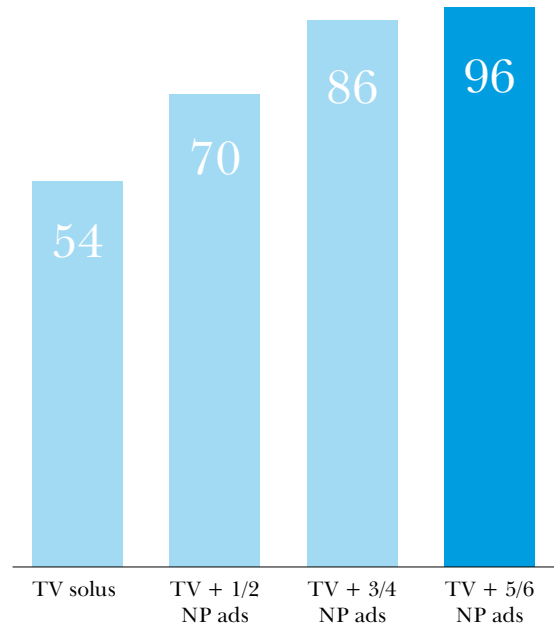
But newspaper editorial prompts an emotional response while delivering information and facts. The best newspaper ads do this too, delivering information in an emotionally engaging way. The Corsodyl newspaper ads successfully achieved this, outscoring TV on both information and emotion.



### Advertising measures Top 2 Box %

## Multiple executions almost double response

Adding multiple newspaper executions to TV enhances campaign performance even further. It also helps prevent ad wear-out. Seen on its own, TV led to 54% endorsement that the ad would prompt action. Among those also exposed to 1 or 2 newspaper ads this rose to 70%. However exposure to TV + 5 or 6 newspaper ads produced almost universal call to action.

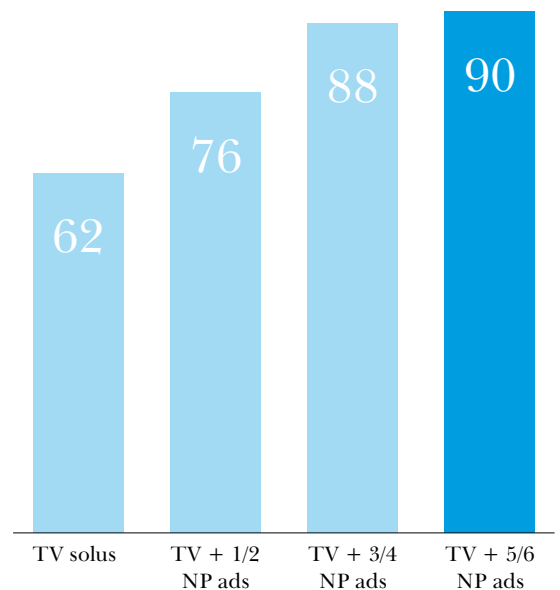


### Advertising measures – Call to action

Gives me a reason to go out and buy  
Top 2 Box %

## Re-appraisal increases by 45%

National newspapers, as the home of news, are the ideal medium to prompt re-appraisal of an issue. The newspaper ads, with their problem-resolution approach, successfully prompted re-evaluation. Once again performance was strongest among those exposed to the entire campaign.



### Advertising measures – Re-appraisal

Surprising and gets me to think differently  
Top 2 Box %







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