



Touchpoints Case Studies 2009

Helping to prove the case for a Sunday sell



Background

- Recent Mail campaign activity for Morrisons has featured almost entirely in the daily title with TMoS historically not considered relevant or timely.
- Perception that the Sunday newspaper is often purchased at the Supermarket when it's too late to influence the shopping decision.

Objective:

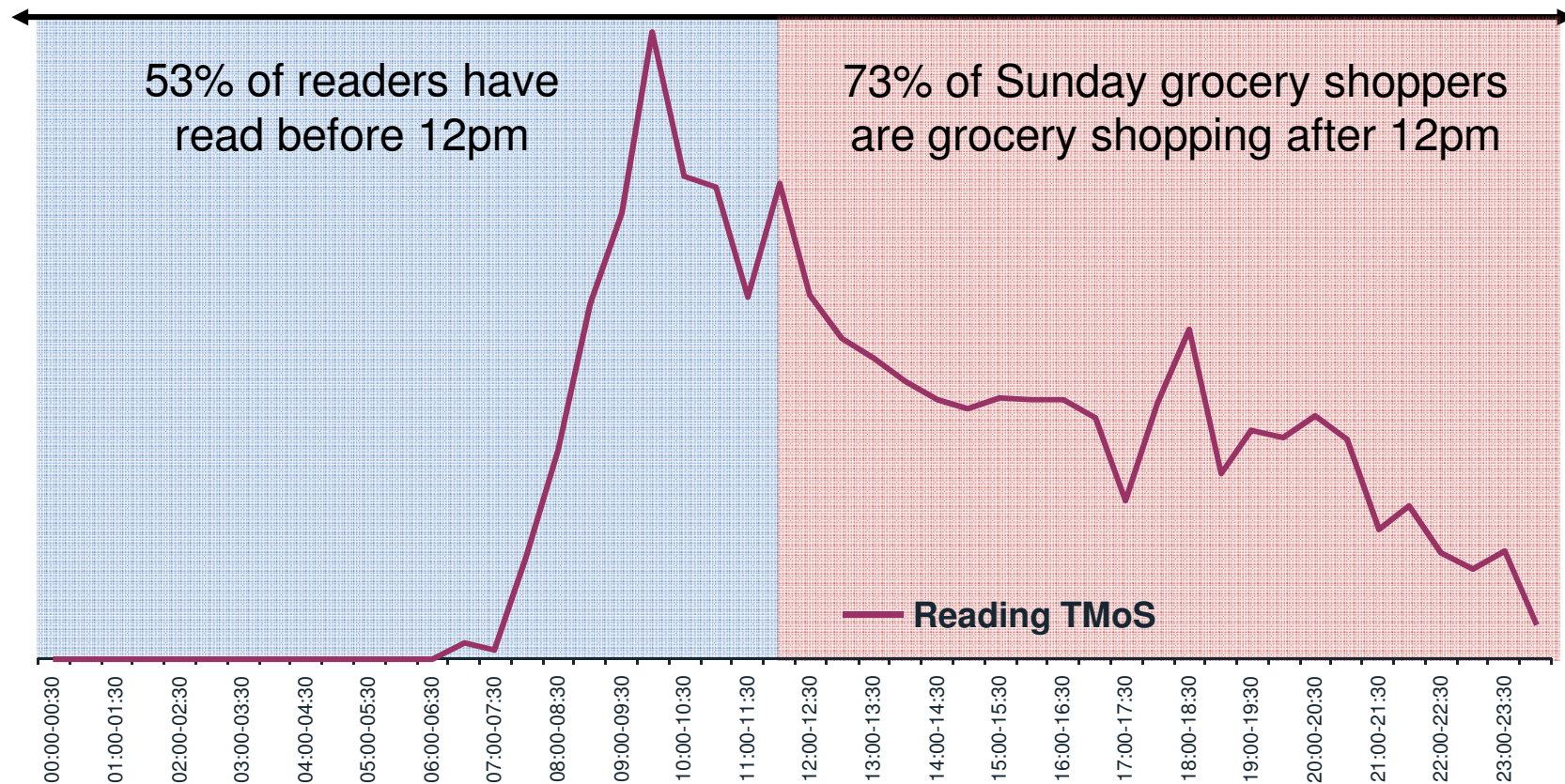
- To prove that TMoS is primarily read prior to the grocery shopping trip on a Sunday, offering Morrison's a timely opportunity to influence Mail readers grocery shopping decisions.
- To highlight the potential branding and call to action opportunity for Morrison's on Sunday.



Immediate and timely messages

The Low Down:

TMoS readership on a Sunday peaks between 9.00 and 9.30 in the morning with 53% of readers having read the paper before 12pm. The majority (73%) of Mail reading Sunday grocery shoppers are grocery shopping after 12pm, offering Morrison's an **opportunity to get the last word in and influence shopping decisions.**





Newspaper & TV drive additional coverage

Background:

- Baileys are traditionally heavy users of TV but spend relatively little or nothing in Press.
- Baileys target audience of ABC1 females index strongly as light commercial TV viewers. Mail brands deliver a strong ABC1 female profile and are therefore a potentially lucrative media proposition for Baileys.

Objective:

- To demonstrate the increased reach of Bailey's ABC1 Female target audience achieved by adding the Daily Mail and The Mail On Sunday to the traditional TV only schedule at no extra cost to Baileys.

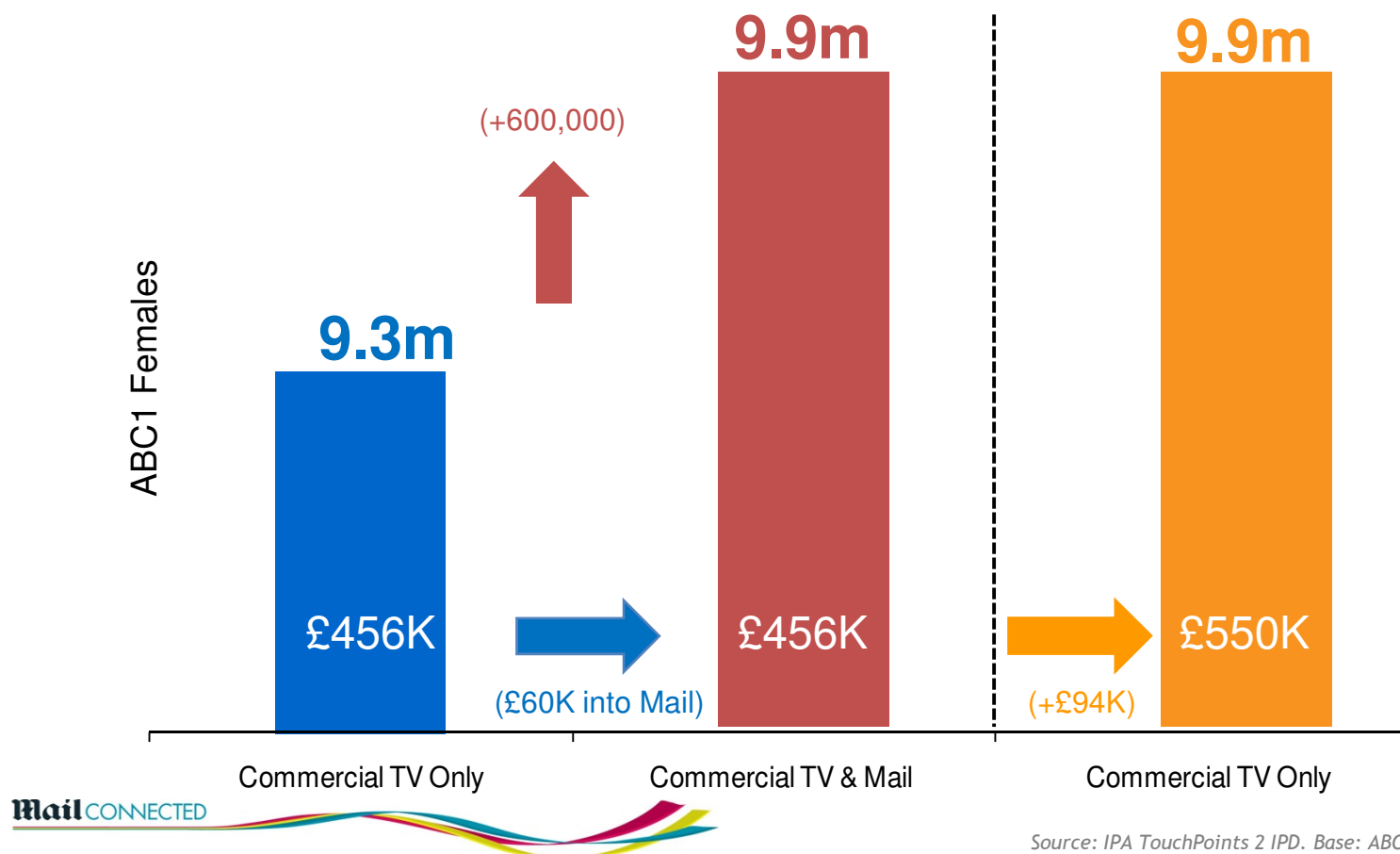




Cost effective extended ABC1 females reach

The Low Down:

The 4 week solus commercial TV campaign was recreated on TouchPoints using NMR spend data and TV CPTs from Starcom. Baileys spent £456K and reached 9.3m ABC1 adults across the month. Taking £60K of that TV money and inserting one full page add into The Daily Mail and TMOS would increase coverage by 600,000 ABC1 females to 9.9m – that's a **6.5% incremental increase for the same price**. It would cost **£550K (or a further £94K)** for the commercial TV only campaign to deliver the same reach.



Simultaneous media use and receptivity

Background:

- Coral have historically considered the Mail audience to be less interested in sports betting compared to other newspaper titles. Popular titles are often planned in to drive footfall to the betting shops, whilst quality titles are traditionally used to drive online traffic.

Objective:

- To prove that TMoS delivers a suitable audience for the Coral brand and it's in-game betting offering in particular. Demonstrating that more TMoS readers are reading the paper whilst also watching sport on TV on Sunday compared to any Quality title - making readers extremely relevant and highly receptive to Coral's targeted message.



Reading paper and watching sports on TV

The Low Down:

TouchPoints was used to help prove that more TMoS readers are **reading the paper whilst also watching sport on TV** on Sunday compared to any Quality title. This makes TMoS readers **extremely relevant and highly receptive to Coral's targeted message.**

