



Does any other financial investment deliver such a handsome dividend?

The effectiveness consultancy Benchmarking have analysed what happens when companies include press advertising in their media mix.

They looked at 500 econometric models, across a five-year period and discovered that adding newspapers dramatically increases the return on investment of other media.

In the financial sector they reviewed companies ranging from high street banks to insurance providers.

And they found that adding newspapers dramatically increases the overall effectiveness of the entire campaign, by up to 5.7 times.

That is getting on for a six-fold increase in ROI.

Clearly, if you are in the financial industry, you ought to be in the newspapers.

But as the table here shows, the uplift in other categories also proves uplifting.

Increased effectiveness using newspapers

Retail	Automotive	Finance
2.8x	1.7x	5.7x

So, whatever business you are in, the research is worth a read: newsworks.org.uk/effectiveness