



How to improve a car's performance by 70%

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

They looked at more than 500 econometric models, covering a five-year period and, as the table here shows, they found that adding newspapers dramatically increases the effectiveness of other media.

In the automotive sector they reviewed companies that ranged from the big spending German goliaths of the industry to medium sized independent carmakers.

And they discovered that by adding newspaper advertising to their campaigns, they cranked up their effectiveness by over 70%.

Increased effectiveness using newspapers

Retail	Automotive	Finance
2.8x	1.7x	5.7x

So, whatever the size your business or budget, get motoring into newspapers.

For the full story and more details: newsworks.org.uk/effectiveness