



One return every retailer will welcome

We recently commissioned the effectiveness consultancy Benchmarking to analyse what happens when a company includes press advertising in their media mix.

They examined over 500 econometric models, covering a five-year period.

In the retail sector they analysed results from supermarkets, department stores and high street chains.

And they found that adding newspapers dramatically boosts other media, increasing the overall effectiveness of the entire campaign, by up to 2.8 times.

In an industry where a few percentage points are often seized on as a signal of runaway success or imminent disaster, this is a truly remarkable return on investment.

And as the table here shows, retail is far from the only category where newspapers deliver outstanding results.

Increased effectiveness using newspapers

Retail	Automotive	Finance
2.8x	1.7x	5.7x

For the full story visit: newsworks.org.uk/effectiveness