

Index Information

Category: Baby Care
Type of Ad: Print

Mapes and Ross Effectiveness Case Study

Baby Fresh 'Special'
Ad ROI¹: 100

Baby Fresh 'One Hand'
Ad ROI: 470

Essentially this means that if the 'Special' ad on the left returned \$100,000 in terms of creating a lasting impression of the brand, the 'One Hand' ad on the right would have returned \$470,000 from the same investment.

Our research shows that the main ad visual is the single most important element of a print ad. Visuals which "tell the story" are more effective than ads where the visual is misleading or indirect. Advertisers can often determine if a print ad will be effective if, in the development stage, they look at the main visual, ignoring other ad elements such as the detailed copy, and ask two questions:

- What is the advertised category?
- What is the advertiser trying to tell me about?

Many print ads derive strength from having the visual and headline work together. Ads are more effective when the headline interprets and reinforces the story told by the visual. Additionally, headlines are more effective when they are specific and direct, state a benefit and do not engage in complicated 'wordplay'.

In the ad on the left below for Baby Fresh, "Special" and "Very Special" do little to differentiate the product from other baby wipes brands. The more specific headline on the right highlights the brand's convenient dispensing feature while also giving greater emphasis to news and the brand name.



The importance of the *Natural Exposure* service to advertising decision-makers derives from the fact that it determines the impact advertising has upon target consumers in a real world environment.

The underlying philosophy for *Natural Exposure* is that it relates to the real world. As people go through each day, they receive thousands of stimuli. Advertising messages are a part of this influx. Instantaneous decisions are made regarding what should be retained and what can be ignored. The 'day-after' method of *Natural Exposure* enables you to determine the extent to which your message has been successful in getting through to people, creating a lasting impression, delivering your message, influencing people's thoughts and impressions, and in persuading people to your brand. Our research consistently reveals that huge differences in effectiveness exist between advertisements.

¹ Compared with an all print advertising average of 100