

**Mapes and Ross Effectiveness Case Study**

**Ford Escort**  
Ad ROI<sup>1</sup>: 309

**Buick**  
Ad ROI: 55

Essentially this means that if the Ford ad on the left was backed by \$100,000 in media cost, it would have returned \$309,000 in terms of creating a lasting impression of the brand. However the Buick ad on the right would have returned \$55,000 by the same criteria.

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 working 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 Ford Escort example on the left below, a visually arresting main illustration depicts a problem which the headline works well to explain and dramatise. The headline and illustration support one another to convey important reliability and low cost maintenance benefits.

The Buick ad uses a stereotypical auto beauty shot and a non-specific headline that succeeds in positioning the car against imports but is unclear about what points of differentiation are making imports nervous. Instead, the ad attempts to utilise an unconventional layout to create interest in the absence of a differentiating product message which only succeeds in making the ad more difficult to read and view.

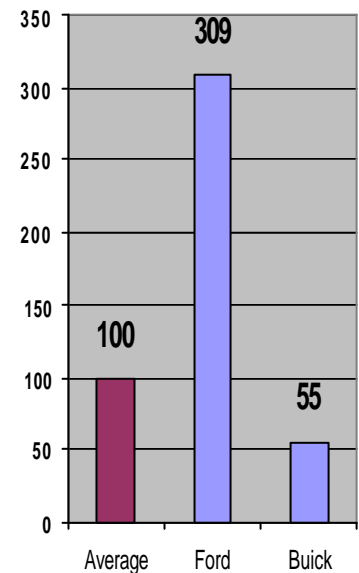
**Ford Escort**



**Buick**



**Ad ROI**



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.

<sup>1</sup> Compared with an all print advertising Ad ROI of 100