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Category: Food
Type of Ad: Print

Mapes and Ross Effectiveness Case Study

Frusen Gladje
Ad ROI¹: 29

Haagen-Dazs
Ad ROI: 818

Essentially this means that if the Frusen Gladje ad was backed by \$100,000 in media cost, it would have returned \$29,000 in terms of creating a lasting impression on behalf of the brand. The Haagen-Dazs ad would have returned \$818,000 by the same criteria.

Our research shows that the 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 it?

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”.

By looking at the illustration of each of the ads separately, how well could you answer what product is being advertised in each case, and what the advertiser is trying to tell customers about the product?

The Frusen Gladje visual is indirect and non-specific, while the Haagen-Dazs ad focuses attention on the product category and creatively visualises the key selling message.

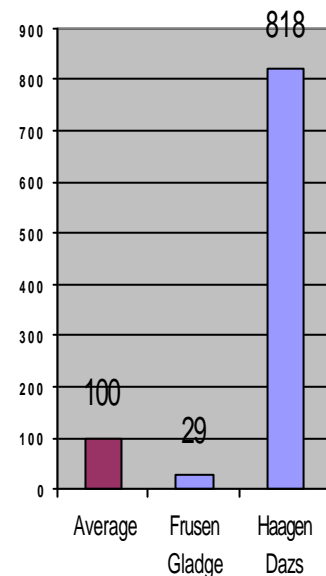
Frusen Gladje



Haagen-Dazs



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.

¹ compared with an all print advertising average Ad ROI of 100.