

# Index Information

Category: Automotive Accessories  
Type of Ad: Print

## Mapes and Ross Effectiveness Case Study

**Pennzoil ‘Race Car’**  
Ad ROI<sup>1</sup>: 278

**Pennzoil ‘Giveaway’**  
Ad ROI: 0

Essentially this means that if the ‘Race Car’ ad on the left was backed by \$100,000 in media cost, it would have returned \$278,000 in terms of creating a lasting impression of the brand . However the ‘Jeep Giveaway’ ad on the right would have returned zero 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 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 motor oil examples below, a comparatively specific benefit in the headline of the ad on the left builds upon the high quality image in the main illustration to present a persuasive image to readers. The promotional orientation of the ad on the right fails to present a product-related reason to buy Pennzoil in either the visual or the headline. As a consequence the ad features the Jeep identity almost as strongly as Pennzoil.



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 average Ad ROI of 100