

**Index Information**

**Category:** Online Travel Agency  
**Type of Ad:** Print

**Mapes and Ross Effectiveness Case Study**

**Expedia.com ‘Calendar’**  
Ad ROI<sup>1</sup>: 100

**Expedia.com ‘Vacancy’**  
Ad ROI: 455

Essentially this means that if the ‘Calendar’ ad on the right was backed by \$100,000 in media cost it would have returned \$100,000 in terms of creating a lasting impression of the brand. The ‘Expedia’ ad on the right would have returned \$455,000 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 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 Expedia.com ad on the left below, the visual confusingly juxtaposes two prices on two adjacent dates, but fails to provide a clear explanation on how to avoid paying the higher fee when using Expedia. By contrast, the visual on the right provides a simple and appealing depiction of the benefit.

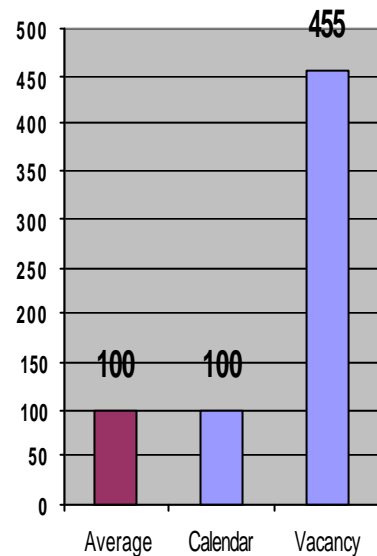
**Expedia.com ‘Calendar’**



**Expedia.com ‘Vacancy’**



**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 to an all print advertising average Ad ROI of 100