

Greece's 3rd Print Media Conference, Athens

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Text from FIPP website

Greece's 3rd Print Media Conference was held in Athens, a stimulating one-day event with the theme 'Print advertising works'. Speakers discussed recent evidence on research and best practice in magazines and newspapers, and showed that current developments provide reasons for optimism. FIPP made a significant contribution to the day, in that the papers concerning magazines were given by three members of FIPP's Research Committee.

The principal sponsor of the conference was Marketing Week magazine, published by Boussias Communications, Athens.

Guy Consterdine

Guy Consterdine, founder of Guy Consterdine Associates, UK – and FIPP's Research Consultant – outlined why magazine advertising is effective. He quoted research evidence that readers develop a personal relationship with their magazines; that readers are receptive to the advertising; that the ads are helpful as a buying guide; and that magazine ads lead to purchases. Cross-media studies show that magazines, in the context of campaigns also using TV and online, play a very significant role in increasing ad awareness, brand awareness, message association, and purchase intent. Finally he went on to give examples of market-place proof of magazine advertising creating sales – whether magazines were used on their own, or in combination with other media. Thus magazines are a vital part of multi-channel communication strategies.

Nicolas Cour

Nicolas Cour, Head of Advertising & Editorial Research at Prisma Presse, France – and Chairman of FIPP's Research Committee – declared that in spite of an important downturn for all traditional media, there are grounds for optimism. Magazines are still a major medium which provides value and effectiveness for advertisers' brands. A joint industry approach makes magazines stronger. Recent work by APPM, the French magazine marketing organisation, is a good example of an industry approach. Magazine brands can provide greater value to advertisers by marketing a print-plus-digital strategy. Fresh research will be

able to add weight to demonstrating the effectiveness of a multi-platform offering from 'magazine' brands. The Brand Power Score was cited as an example of a suitable method.

Adrian Weser

Dr. Adrian Weser, Head of Marketing at Bauer Media, Germany – and member of FIPP's Research Committee – argued that magazines need some fresh initiatives on advertising efficacy. The common perception that magazine advertising works slowly needs to be modified to an awareness that magazines provide sustained action. Any remaining attitudes that magazines are only for awareness and image, and that they do not create sales, need to be replaced by the knowledge that print develops brand values, and leads to sales. Dr. Weser described current initiatives in Germany by VDZ, the magazine publishers' association, and his own company. These include readership studies about page exposures and multiple readings of pages; copy testing to demonstrate the ability of magazine ads to create awareness and branding, and that they lead to action being taken; campaign tracking studies; and econometric modelling of sales effects.

More

Other speakers included Xenia Kourtoglou of Focus Bari, Greece; Jim Chisholm of iMedia, France; David Emin of Mirror Group Newspapers, UK; Elisabeth Cialdella of Groupe Figaro, France; and Nicola Speroni of Gazzetta dello Sport, Italy.

For more information about the conference, the programme, and speakers' details, visit the Conference website:

http://www.print-media.gr/pages/en/the_conference.asp

The speakers' presentations are available to download.