

Brand affinity flying high for newspaper advertisers

Showing how an industry can advertise in newspapers to target different markets and different objectives, LANCE CLATWORTHY examines how ads for Jetstar flights and Qantas Club membership have compared with benchmarks.

The verdict: Jetstar's price led ad was particularly successful in driving people to the website but also succeeded in growing brand equity. Qantas offered a price discount, and performed well on some call to action metrics but the bigger success was in growing brand affiliation.

ADvance

the effectiveness of newspaper creative



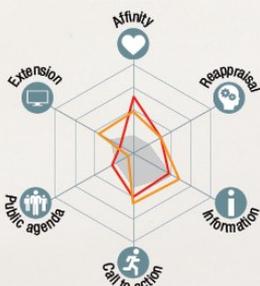
OPINIONS

"Easily identifiable as Jetstar, offering great value for money"
 "Makes me feel as though Jetstar is an affordable airline"
 "It appeals to the young people – nice, bright, youthful and adventurous"
 "Everything you need to know is on there without over cluttering"
 "We will definitely visit the site because we think that is in our budget"

"Promotion for Australia's premier airline is loud and clear"
 "Catches the attention as it's a genuine discount for a premium service"
 "Simple and to the point - it's very clear what is on offer"
 "It didn't mention how much it cost - that suggests it is very expensive"
 "It would encourage me to look it up or tear out for later"
 "It is definitely something I would look into depending on the price"

COMPARISONS

ROLE MAP



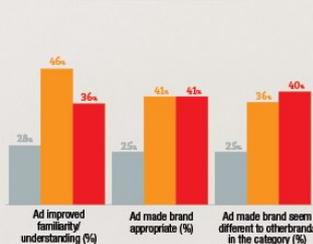
ACTION MAP



DIAGNOSTICS MAP



BRAND EQUITY IMPACT



KEY All newspaper norm Jetstar Qantas

RESULTS

JETSTAR \$189 BALI

A price led ad that also built the brand - The advertisement had a strong call to action that delivered especially well on prompting readers to find out more at the website, also encouraging people to share the information more than the average for all newspaper ads. But a good value offer coupled with young, bright and adventurous imagery also delivered well on all three brand equity metrics for Jetstar.

QANTAS CLUB 40% OFF

A successful advertisement, performing especially well on brand related metrics including "good feeling about the brand". The creative also scored well on communicating the offer. In terms of call to action, the target market may have been smaller than that for the Jetstar ad, but even more readers said they would tear out and keep the ad. It also performed above benchmark on sharing the information.

Research conducted online by Ipsos Media CT. Fieldwork conducted May 2017. Sample aged 18+, based in Sydney, n = 103 for Qantas; based in Melbourne n = 102 for Jetstar. Significance tests conducted at 90% confidence level. Full details of methodology, Role Map and Action Map available on www.newsmediaworks.com.au. Ads sourced from Savvy Media Monitoring (www.savvymm.com).

Brought to you by



While some airlines compete primarily on price, the other more established airlines pay special attention to the quality of service as a way of differentiating themselves. This is illustrated by the two adverts we have benchmarked - although each of them did have a price related component.

Jetstar \$189 Bali

Start writing your 'out of office' email.

Available now at jetstar.com

Fly overseas

BALI (Denpasar)

from **\$189**[^]

PHUKET via Sydney from **\$283**^{*}

HONOLULU via Sydney from **\$323**^{*}

*Offer ends 11:59pm AEST Monday 8 May 2015, unless sold out first.

Jetstar
All day, every day, low fares

^Things you need to know: prices based on destination of optional excess, the baggage, and no payment by P.O. order voucher, Jetstar Gift Card, Jetstar MasterCard or Jetstar Platinum MasterCard through jetstar.com. For other payment options, a Payment Fee applies. See jetstar.com/fees. Flight depart Brisbane airport. Fares are one-way and non-refundable. Limited changes are permitted, charges apply. Availability is limited and available on all flights or days. Limited availability on school and public holiday weekends. Travel dates: Bali (Denpasar) from 3 October to 13 December 2014 and 20 January to 10 March 2015. Phuket via Sydney: from 18 July to 8 September, 10 October to 8 December 2014 and 11 January to 20 February 2015. Honolulu via Sydney: from 10 October to 8 December 2014 and 20 January to 20 February 2015. Checked baggage not included. Carefully check the carry-on baggage limits, including size restrictions, as they will be strictly applied. Passengers with more than the applicable carry-on baggage dimensions will need to check in baggage, and charges will apply. All travel is subject to the Jetstar Conditions of Carriage. See jetstar.com for more details. Before you book your international flight, and before you travel, check current Australian Government travel advice at smartsafe.gov.au Jetstar Airways Pty Ltd - ABN 52 508 120 043. JET150217 6/14

Jetstar's ad has bright imagery that takes up a generous amount of the space. Depicting three young people in the back of an open vehicle and set against a background of a palm lined beach, the imagery is primarily made up of vibrant blues.

The ad leads with "Start writing your 'out of office' email". However, on a bright orange background, the larger stand out font is \$189 (Bali), \$283 (Phuket) and \$323 (Honolulu). "Jetstar" is also prominent in the bottom right hand side.

Featuring the date that the offer ends, the ad has a cursor pointing to jetstar.com where the offers are available.

Qantas Club 40% off

**40% off
Qantas Club
membership.[^]
90 hour sale!**

Ends 12 May 2017

You'll start every journey relaxed, refreshed and welcomed in some of the best lounges in Australia and around the world.

Now your world of Qantas Club membership[®] can take off for 40% less. Simply take out a new 1, 2 or 4-year Qantas Club individual membership between 9 and 12 May 2017.

Visit qantas.com/qantasclubjoin

QANTAS CLUB

[^]Qantas Club membership and access is subject to the Terms and Conditions of the Qantas Club. Qantas Club members may access a Qantas Club when their next flight the same day is a Qantas or Jetstar-marketed flight (with a QF, JQ, 3U, 80, or 8K flight number on their ticket). Qantas Club members may access Qantas operated International Business Lounges during lounge operating hours when their next onward flight that day has a QF code and the Emirates Business Lounge in Dubai when their next onward flight that day is with a Qantas-marketed flight and an American Airlines Admirals Club[®] in London (discontinued) when their next onward flight that day is on a Qantas operated and marketed flight. *The 40% discount is available to customers who purchase a new 1, 2 and 4 Year Qantas Club Individual Membership at qantas.com or via the Qantas Club Service Centre between 12.00am AEST 9 May and 11.59pm AEST 12 May 2017. Individual membership does not include any new memberships in the name of organisations, corporations or business. Members renewing their Qantas Club membership, Qantas Club Corporate or Partner membership, members purchasing an Annual Guest Card, joining under a Qantas Business Rewards offer are not eligible for this offer.

Announcing a 90 hour sale of Qantas Club membership at a 40 per cent discount, the main imagery features two people chatting while sitting in an uncluttered environment.

The text tells us that members can enjoy being relaxed, refreshed and welcomed at the start of any journey and that the 3 day discount is available on 1, 2 and 4 year memberships.

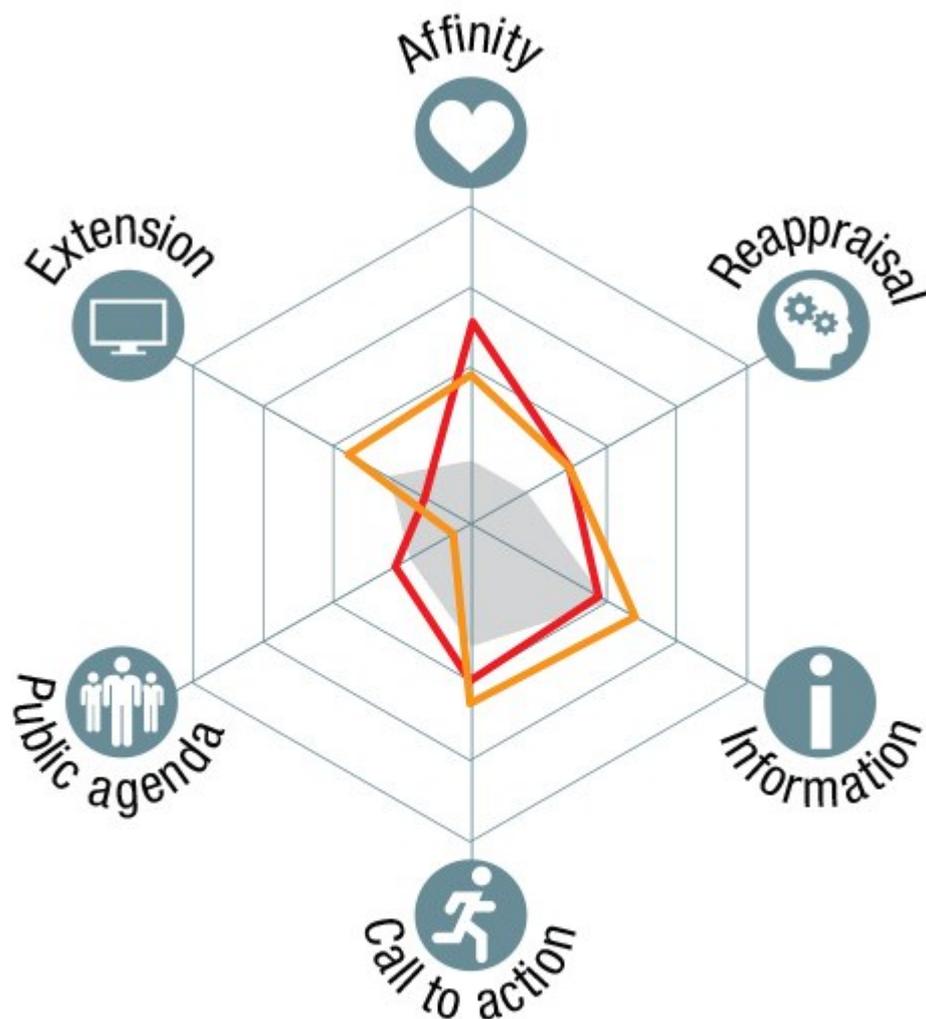
In terms of branding, the advert heavily features the “Qantas red” while the brand name is mentioned 3 times including the Qantas Club logo. The imagery also features a Qantas brochure sitting on a table.

The ad’s call to action is to visit qantas.com/qantasclubjoin during the promotion period.

The small print informs us that the offer is not available for company related membership or for existing members. It is also noted that there is no mention of the price or of the discounted price of membership.

Strategic RoleMap

Six strategic advertising roles of newspapers have been validated both qualitatively and quantitatively by NewsMediaWorks, resulting in the creation of RoleMap.



KEY All newspaper norm Jetstar Qantas

On the affinity metric, both ads performed significantly better than the average for all newspaper ads (9%). Jetstar doubled the norm with 18 per cent agreeing that the ad gives me a good feeling about the brand. But at three times the norm, this was the strongest metric for the Qantas Club ad (27%).

“Jetstar is a fairly new airline that is a fun and young type of airline,” commented one respondent.

“Promotion for Australia’s premier airline is loud and clear,” said a respondent who was shown the Qantas ad.

“Catches the attention as it’s a genuine discount for a premium service,” said another.

Both ads performed largely to norm on other strategic metrics.

ActionMap

Newspapers are recognised as an effective medium for delivering a Call to Action. ActionMap, another proprietary newspaper metric, expands on this strategic role to provide an understanding of the types of action a newspaper ad inspires.



Both ads recorded some strong performances on the action metrics, but Jetstar was the most effective with an impressive 1 in 3 (29%) saying they would search online for more information. This compares with an average of 10 per cent for all newspaper ads and the 16 per cent achieved by Qantas.

“We will definitely visit the site because we think that is in our budget,” said a Jetstar respondent.

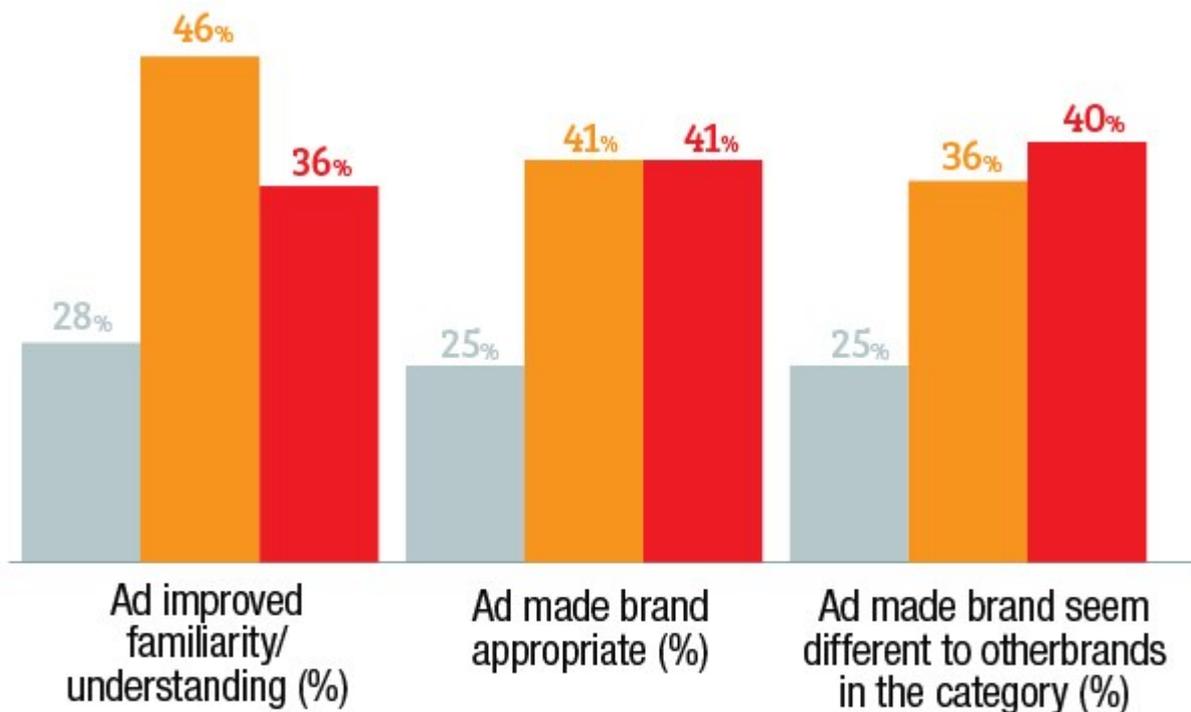
“It is definitely something I would look into depending on the price,” was said of the Qantas ad.

Furthermore, although relating to less than 10 per cent of respondents, both ads significantly outperformed the benchmark average for making a phone call, sharing the information online and tearing out the ad to keep.

“It stands out and makes me want to go on holidays,” mentioned one respondent upon seeing the Jetstar ad.

“It encourages me to look it up or tear it out for later,” said a Qantas respondent.

Brand Perceptions



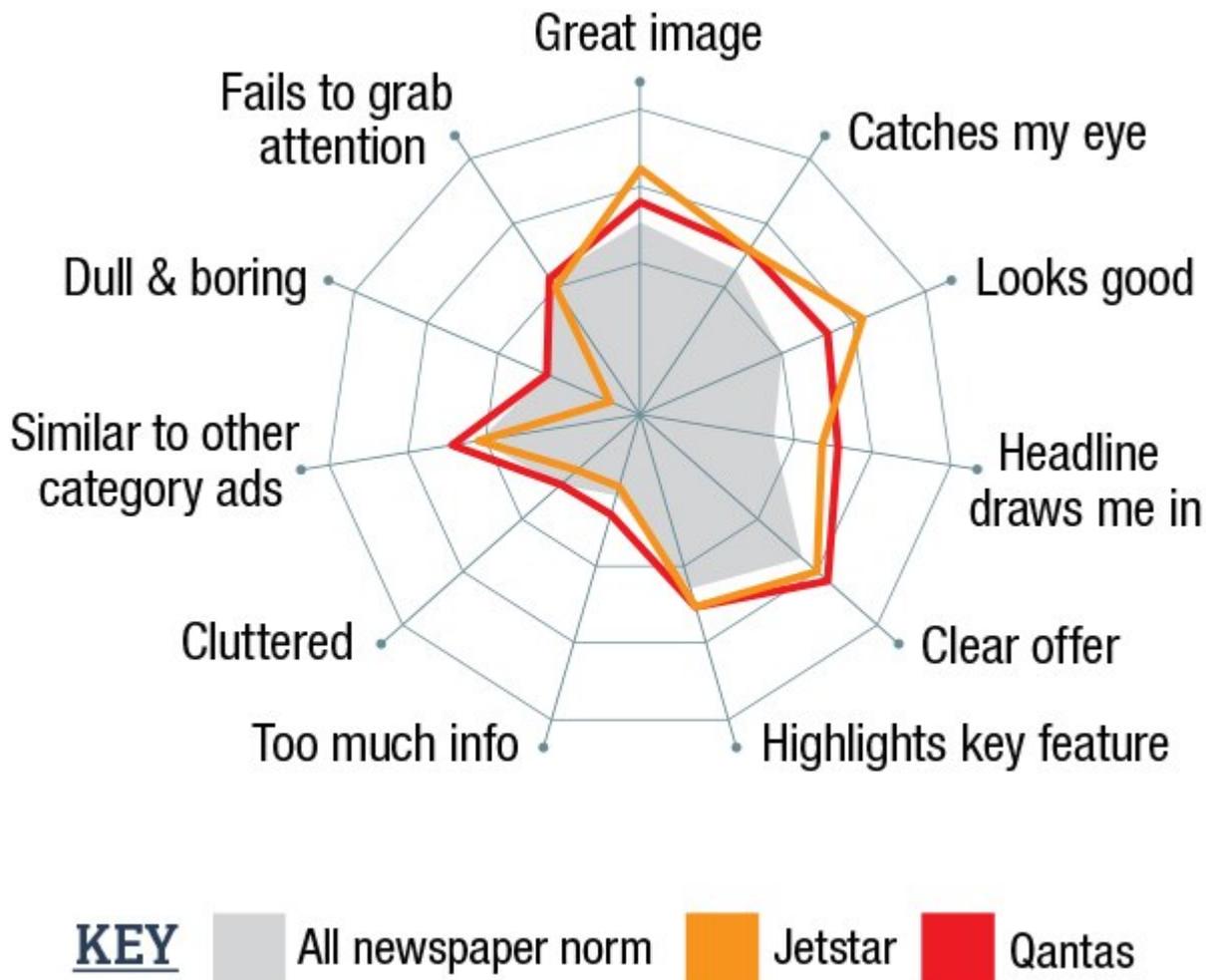
KEY All newspaper norm Jetstar Qantas

Both ads performed strongly on the three metrics for brand equity. The chart above shows how they performed similarly well on the metrics of brand appropriate and seems different. However, for improved familiarity/understanding, only Jetstar (46%) was *significantly* above the norm.

“Makes me feel as though Jetstar is an affordable airline,” said one respondent suggesting he had an understanding of the Jetstar brand.

Creative Diagnostics

This NewsMediaWorks’ proprietary newspaper metric, provides a set of creative diagnostics unique to the attributes of newspaper advertising. They’ve been developed to help identify areas for improvement where results across other brand and advertising measures may require further analysis and interrogation.



Looking at the creative diagnostics, both ads performed significantly above

benchmark on grabbing attention, while Jetstar had strong imagery and Qantas made it easy to see what was on offer.

Compared with an all newspaper average of 20 per cent, Jetstar (40%) and Qantas (34%) performed strongly on "Looks good". Similarly, against a benchmark of 17 per cent, Jetstar (30%) and Qantas (33%) also performed well on "Made me stop and want to read more".

"Very informative, pleasing and very appealing," commented a Jetstar respondent.

In terms of significantly outperforming the benchmark, Jetstar also scored strongly on "Great photo/image" (44%) and "Catches my eye" (35%). While Qantas also performed strongly on "Easy to see what's on offer" (45%).

"It sells a life style with imagery," was said of Jetstar.

"Sunlight, laughter, bright colours, sense of adventure," commented another.

"The colour and the picture were very eye catching," was also said of Jetstar.

"Simple and to the point - it's very clear what is on offer," commented a Qantas respondent.

"Eye-catching and the red makes it stand out against other ads," said another.

Both ads performed largely to benchmark on other creative diagnostics, but at 6 per cent, Jetstar was significantly lower than the average for "Looks dull and boring" - they liked the creative.

Qantas did not score significantly below norm on any of the ADvance metrics, but it should be noted that a number of people did comment on the fact that neither the full price nor the discounted membership prices were displayed; they didn't appear in the small print either.

"It didn't mention how much it cost - that suggests it is very expensive," said one Qantas respondent.

"It doesn't inform you as to what you may receive for Qantas Club membership and at what cost," said another.

“It’s interesting but I would like to understand what it would cost.”

Summary

Jetstar \$189 Bali

A price led ad that also built the brand - The advertisement had a strong call to action that delivered especially well on prompting readers to find out more at the website, also encouraging people to share the information more than the average for all newspaper ads. But a good value offer coupled with young, bright and adventurous imagery also delivered well on all three brand equity metrics for Jetstar.

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