



The Six Strategic Roles  
in the  
Food Category



# Roles for newspaper advertising

There are many ways to create powerful connections with readers when you advertise in newspapers; whether the story you're telling is intended to inform, entertain, inspire, stimulate thinking, generate feelings or even change behaviour.

Research conducted internationally and in Australia concludes that advertising campaigns that include newspapers can be twice as effective as those that don't.

Research has also identified a range of distinct, but not mutually exclusive, strategic roles that newspapers can play to create connections.

1. Public Agenda
2. (Re)Appraisal
3. Affinity
4. Conveying Information
5. Call to Action
6. Extension



# 1. Public Agenda

Public Agenda advertising is designed to raise the profile of a brand, issue or cause or to leverage a topic that's already being publicly discussed.



*Continental as the cure-all for memory loss, as demonstrated by world leaders and widely reported in press.*

## Consumer Outcome

Sparks readers feelings, provokes reactions, thoughts & stimulates debate

## What Consumers Say

"They get you talking and thinking"

## Why Newspapers?

They set the agenda for the day & thus advertisements are in a context that's most meaningful to readers



## 2. (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.

When are you  
going to twig  
to the benefits  
of L-theanine?

See things in the clear light of Lipton.  
Each cup of Lipton Quality Tea naturally  
contains L-theanine. 50mg of L-theanine is proven  
to stimulate alpha brain waves which are  
associated with a relaxed yet alert mental state.  
Makes you think doesn't it?

**Lipton TEA CAN DO THAT**  
For more information go to [www.lipton.com.au](http://www.lipton.com.au)

*Educating people about the mental health  
& wellbeing properties tea has.*

### Consumer Outcome

Increase in brand salience by forcing them to consider brands in a new light. Drives talkability.

### What Consumers Say

“It’s telling me what the brand is about in a different way.”

### Why Newspapers?

They are the news medium so it follows they are in the right place to create news around their brand.

**Lipton MIND BENDERS**

**SUDOKU PUZZLE**

5	7						4
9			8		4	2	5
	9	8	4	3			1
		9					
4		2	1	6		8	
6	7	1					
				5			6
1					5		9

For this week's solution and more  
mind bending puzzles check out...  
[WWW.BRAINTRAIN.COM.AU](http://WWW.BRAINTRAIN.COM.AU)

**HINT:**  
Why not grab a cup of  
tea before you begin?

Tea is a natural source of L-theanine.  
L-theanine stimulates alpha waves  
that are associated with a relaxed  
and alert mental state.

**Lipton TEA CAN DO THAT**

## 2. (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.

**Some things get  
sugar coated.**

Product	Nut Content	Sugar Content
nuts spread (Chocolate Hazelnut)	13% HAZELNUTS	53% SUGAR
KRAFT peanut butter	85% PEANUTS	-

Unlike the leading Hazelnut Spread, Kraft Peanut Butter is full of nuts not sugar.

*Dispelling some of the myths associated with how healthy Kraft Peanut Butter. Is compared with other spreads.*

### Consumer Outcome

Increase in brand salience by forcing them to consider brands in a new light. Drives talkability.

### What Consumers Say

“It’s telling me what the brand is about in a different way.”

### Why Newspapers?

They are the news medium so it follows they are in the right place to create news around their brand.



### 3. Affinity

Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.

**YOUR SWEETEST STORIES**

**The Queen of Sweetness**  
My precious niece Phoebe is the Queen of Random Acts of Sweetness, of which I have been privileged to be on the receiving end on many occasions. She has an uncanny knack of knowing the perfect sweet accompaniment for so many situations!  
Her's right treat... Chocolate marshmallow bars. When I had my first baby... A laboratory chocolate mud cake. When I had a baby, a comforting sticky date pudding. Another beautiful happy baby... Delicious coconut spring cake. My dad died... Back forest cake.  
"She never needs to be asked, she just arrives with a beautiful offering of sweetness."  
And sometimes... amongst all that sugar goodness, she manages to make me feel ecstatic in happy times and better in sad! I cannot take, so I cannot pretend to be the Queen of Sweetness... but I can tell you of the super sweet treats of Phoebe and, how as the arbiter upon her own journey of motherhood, hope that she's rewarded for her acts of sweet kindness, both to me and many others!  
-Georgia, Esplanade VIC

**Just What the Doctor Ordered**  
In late 2004 a dear friend was diagnosed with melanoma cells on the brain and when I went to visit her, all her family were there. The children were hiding behind the curtain, obviously distressed by the situation. The adults were trying to keep the conversation going and cheer someone up. My friend's sister in law came bringing a container full of sweet home made cup cakes - an obvious attempt to sit in the room... children and adults.  
"The comfort of sweet, home baked cakes."  
It was amazing to see everyone's spirit lift and the warmth of the gesture almost like a random act of sweetness works a treat! As I drove home heavy with sadness about the friend I smiled and was brought by the thought of the cupcakes and how the simple act represented acts of love and care for all involved.  
-Debra, Rock Point NSW

**Mystery Cupcakes**  
One of my husband's work colleagues, a lady I had never seen met, made me 10 gingerbread cupcakes, which she had delivered to the hospital just after I gave birth to my baby boy. She had written a lovely note that said:  
"Here are ten, cupcakes one for every month that you created and reminded your little baby each one just for him!"  
It was very well thought on, we had not eaten for hours, Robert that such a lovely little surprise... and from someone I had never even met!  
-Elaine, Stanmore NSW

Bake and make a difference now at [www.chocolate.recipes.com.au](http://www.chocolate.recipes.com.au)

*Bringing the love of chocolate, and the joy of baking, to life in involving and personal ways.*

**A TOAST.**

TO DEDICATED VEGEMITE EATERS AROUND AUSTRALIA:

TO YOU THE DABBER, THE SOLDIER CUTTER,

THE SHATTERING SHEARER, THE SOFT BOILED EGG

DUNKER, TO THE TRIANGLE TRIMMER, TO THE

SCRAPER, THE SQUARE LOAFER, THE CRUSTY

GRUMPETER, THE MUFFIN MAKER, YOU, THE

HALF SLIDE RECTANGLE WRANGLER, THE

MIDNIGHT SNAGGER, THE EARLY BIRD,

THE WORM SQUEEZER, THOSE WHO JOIN THE

DOTS, THOSE WHO TOUCH THE EDGES, AND

THOSE THAT LIKE A TINY SMUDGE ON THE CORNER.

THANKS FOR THE MORNING MASTERPIECES YOU CREATE

EVERY DAY. HAPPY AUSTRALIA DAY.

THIS VEGEMITE TOAST IS FOR YOU.

**VEGEMITE**  
THE ORIGINAL  
HEALTHY

*Saluting all Vegemite lovers, however they may express themselves, on Australia Day.*

### Consumer Outcome

Brings consumers closer to brands by eliciting instinctive reactions that create personal identification or a sense of belonging

### What Consumers Say

“They give you a feeling about a product.”

### Why Newspapers?

Can communicate messages in more personal ways eg sections when actively searching



## 4. Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.



### Consumer Outcome

Increases people's knowledge about a brand, taking them further down the consideration funnel.

### What Consumers Say

"It's about variety and choice."

### Why Newspapers?

Newspapers provide space, trust & a credible environment to deliver brand information

*Announcing the Helga brand's expansion into the spreadable butter category*

## 4. Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.



Is smarter choice.  
Is half as thick.

Deliciously thin rashers that cook without oil for less mess.

*New thinner, healthier, less messy bacon rashers from Don.*

### Consumer Outcome

Increases peoples knowledge about a brand, taking them further down the consideration funnel.

### What Consumers Say

“It’s about variety and choice.”

### Why Newspapers?

Newspapers provide space, trust & a credible environment to deliver brand information



## 5. Call to Action

Call to Action advertising promises an unequivocal benefit the consumer can act on, whether for sales, deals or direct-response based communication. It can also direct readers to another platform, such as the internet.

The advertisement features the Uncle Tobys logo at the top. Below it, the word "VOTE" is written in large, bold, black letters with a white outline, and a single Oatbrit is shown to the right. In the center, there is a box of Uncle Tobys Oatbrits and a bowl of cereal. To the right of the box, the text "HELP LOWER CHOLESTEROL RE-ABSORPTION!" is written in large, bold, blue letters. At the bottom, there is a blue banner with white text that reads: "Australia, it's time to cast your vote in support of the newest candidate in cereal, UNCLE TOBYS OATBRITS. Crispy and delicious, they're made with 100% UNCLE TOBYS wholegrain oats. Oats, like those in OATBRITS contain beta-glucan, a natural soluble fibre, that can help lower cholesterol re-absorption." Below this text, the website "www.VoteOatBrits.com.au" is circled in orange.

### Consumer Outcome

Triggers readers into action. Whether its for sales, deals or direct response-based communication.

### What Consumers Say

“Don’t miss out. Do something!”

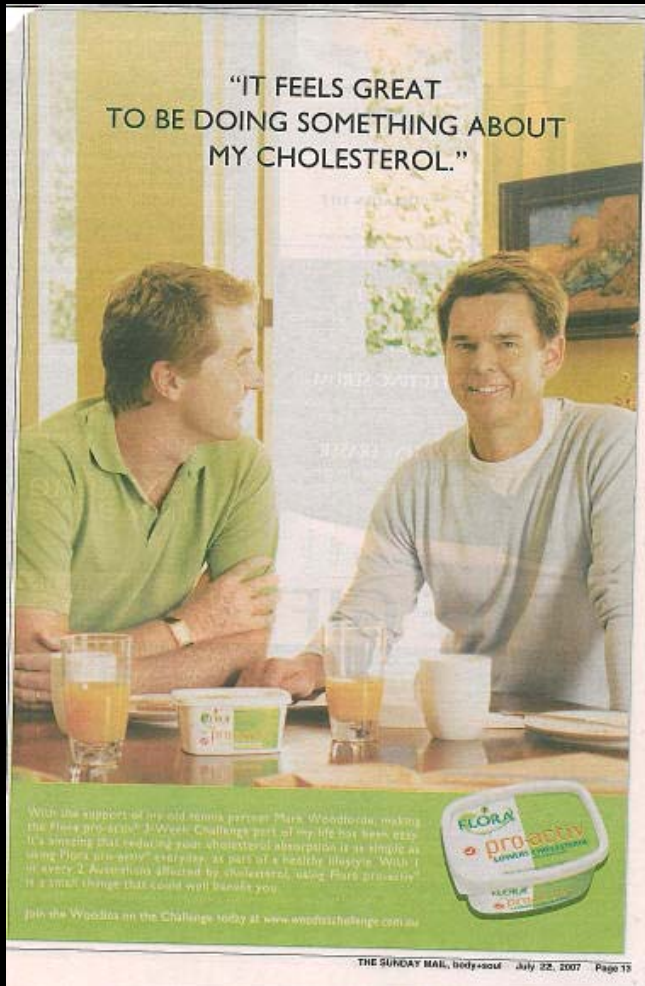
### Why Newspapers?

No other medium says ‘today’ like newspapers and it has cut & keep capabilities.

*Driving people online to vote for Uncle Tobys Oatbrits.*

## 6. Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television.



### Consumer Outcome

Extends the life of an existing campaign

### What Consumers Say

“It makes you replay the TV ad in your head.”

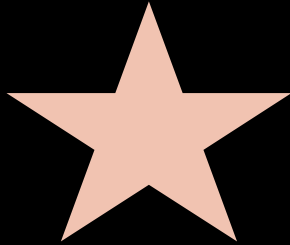
### Why Newspapers?

They can freeze frame or detail the key point or outtake.

*Reinforcing the TVC and Pro-activ's celebrity endorsers, the Woodies.*



Consumers welcome newspaper advertising more than any other medium.



Consumers consider newspaper advertising the most believable of all.



Consumers are more likely to act on newspaper advertising than any other source.



*Newspapers provide the platform and environment  
for advertising messages to:*

*provoke reactions,  
stimulate debate,  
challenge conventional thinking,  
establish strong emotional connections,  
convey complex messages,  
deliver the essence of a campaign and  
change consumer behaviour.*

