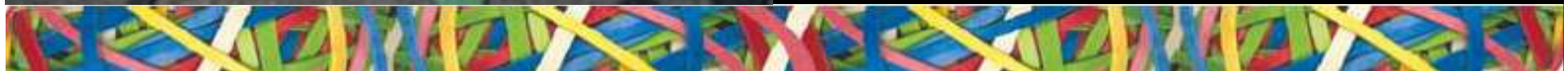




The Six Strategic Roles
in the
Alcohol Category



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.

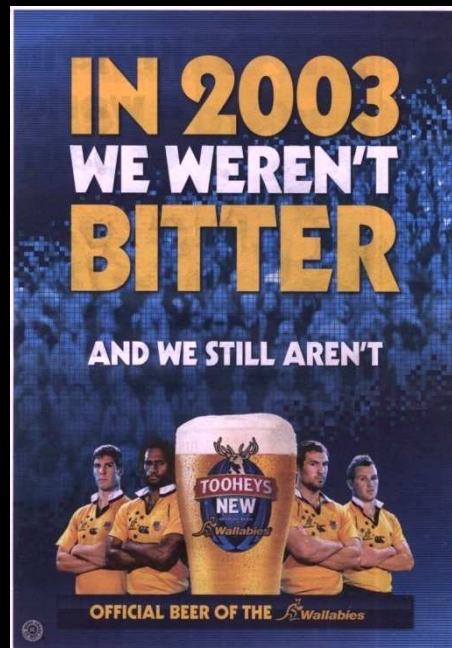
Research has also identified a range of distinct, but not mutually exclusive, strategic roles that newspapers can play to create connections.

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

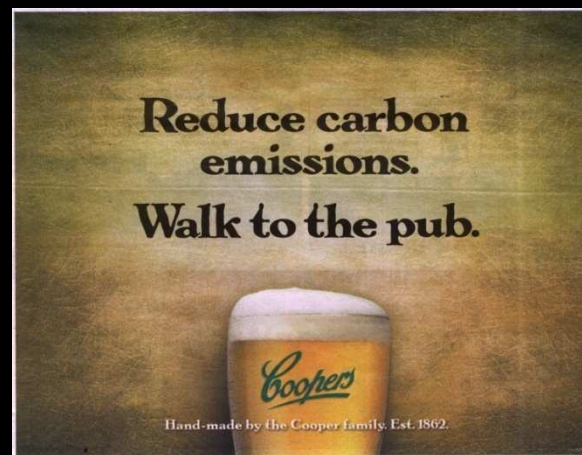


1. Public Agenda

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.



The day after the Wallabies' shock loss in the Rugby World Cup from its sponsors, Tooheys New.



Coopers' take on environmental responsibility.

Consumer Outcome

Sparks readers feelings, provokes reactions, thoughts & stimulates debate

What Consumers Say

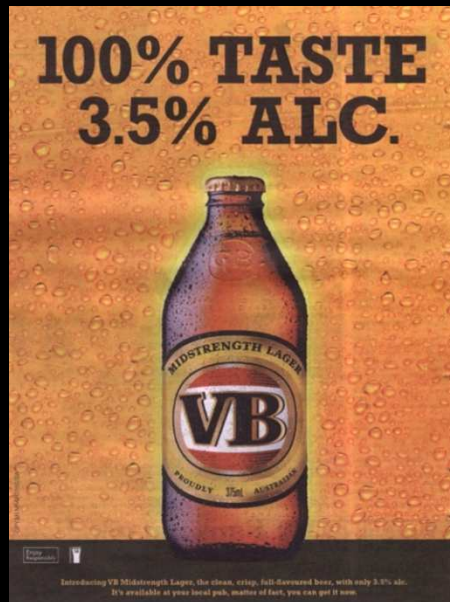
"They get you talking and thinking"

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.



Addressing perception that midstrength beer compromises on taste.



Overcoming preconceived notions that all European beer is expensive.

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.

Consumer Outcome

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

What Consumers Say

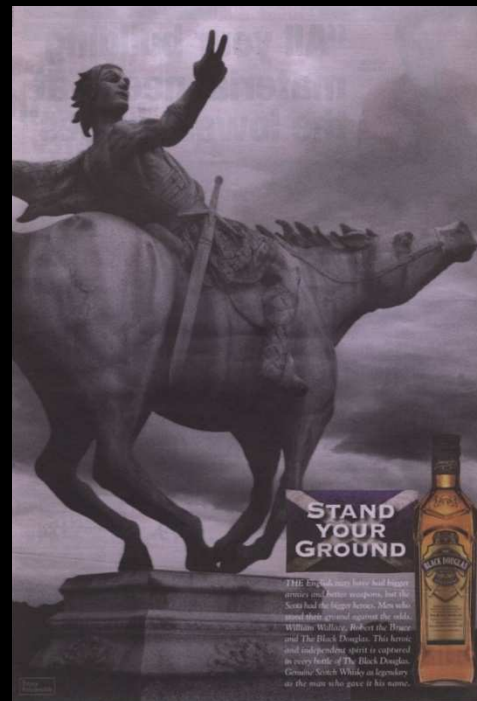
“They give you a feeling about a product.”

Why Newspapers?*

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



42 Below's humorous take on its premium positioning.

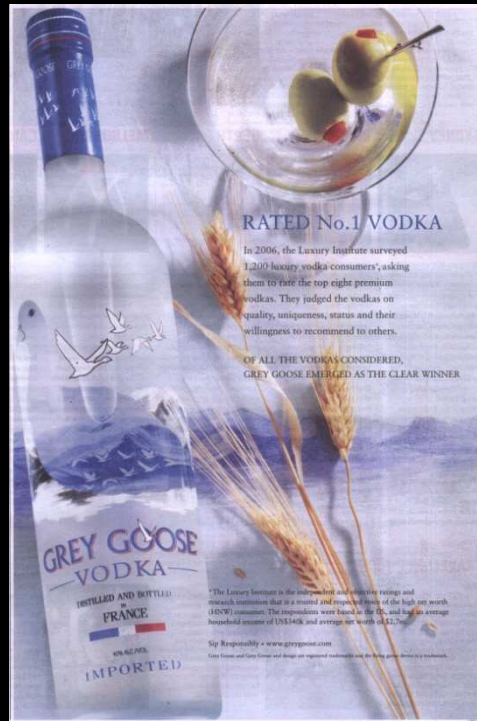


'Two fingers of scotch' takes on a whole new meaning.



4. Conveying Information

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



Grey Goose's winning ways in the Luxury Institute survey



Johnnie Walker – now in cans

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

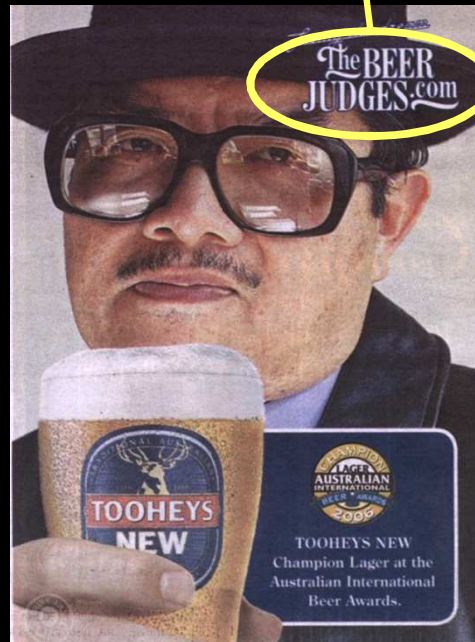


5. Call to Action

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.



Byron Bay beer promotion, driving SMS entries



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.



6. Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television. Brand icons, repetition of familiar imagery, mnemonics, spokespeople, characters, icons or creative style can be used to reinforce recall.



Using Barry Dawson, 'The Cougar' and Cougar Rum's brand identity, as established in TV.

Consumer Outcome

Extends the life of an existing campaign theme.

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.



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.*

