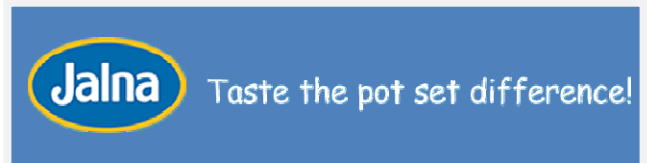


The brand power of Newspapers

How newspapers contributed to Jalna's brand power

BRAND: **Jalna Yoghourt**
CATEGORY: **FMCG**
MEDIA: **Newspapers & TV**
CAMPAIGN DATES: **Aug – Nov 2008**



MARKETING OBJECTIVE: **To provide a rational message around the product benefits that differentiate Jalna; and to provide an emotionally reassuring message about taste to combat the perceived trade-off and increase attraction to the brand**

ROLE OF NEWSPAPERS

Newspapers helped build brand power for Jalna yoghurt, playing a key role in driving sales and differentiating the product in this highly competitive category.

Conducted jointly with Jalna Dairy Foods, owner of the Jalna Yoghourt brand, the *Brand Power of Newspapers* report is the latest case study in The Newspaper Works' (www.thenewspaperworks.com.au) advertising effectiveness programme designed to show the impact of newspapers when added to a TV ad campaign.

The Jalna report clearly demonstrates how newspaper advertising helped the brand build greater emotional connection with consumers, improve engagement with its TV ad campaign and drive intent to trial the brand more effectively than TV alone could have achieved.

The press ads engaged with the insight of the 'debits and credits' lifestyle women often wrestle with, and how Jalna's pot-set purity and great creamy taste was one of the few compromises they didn't need to make.



RESULTS

- Newspapers helped improve brand equity, on measures of quality, familiarity and uniqueness, by up to 24% when added to TV
- The addition of newspapers helped deliver a more positive emotional reaction to TV by 65%
- Commitment and intent to trial increases by an average of 56% when newspapers were added to TV
- Actual sales grew by 8%, reversing a negative growth trend.

WHAT THE CLIENT SAID

"A great example of how newspapers can help build a brand as well as drive sales hard."

Costa Tsaconas,
National Sales Manager,
Jalna Dairy Foods.

HOW CAN YOU FIND OUT MORE?

Log onto www.thenewspaperworks.com.au for a full, detailed report.

Source: *The Newspaper Works*