

24 Hours from LAUNCH TO SALE



It's a marketer's dream to achieve success beyond their expectations. But this is a true story and it happened to Douglas Pharmaceuticals with the launch of its new SunSense Anti-Ageing Face Moisturiser - and the only medium used to launch it was newspapers.

In October 2006 the Newspaper Advertising Bureau began a special study that looked at the effectiveness of creative newspaper advertising. Specifically it chose categories that weren't traditional press users.

"We wanted to show that newspapers are a flexible, creative and dynamic medium that works," said Lexie Ribot, creative manager of NAB, who headed the project. "We worked with real clients, with real schedules to get real results."

The first newspaper ad was for SunSense Anti-Ageing Face moisturiser. The creative utilised the transparency of newspaper stock to demonstrate to female readers the effect of not

properly looking after their skin whilst in the sun.

By lifting the full-page newspaper ad up to the sun, the back lighting reveals the harm, wrinkles and premature aging caused by exposure to UV rays. The ads were placed in daily newspapers in the North Island and top of South Island, in major centres which got "warmer" first.

If seeing is believing then this ad demonstrates quickly the simple truth that the sun ages skin. The results of years of cumulative damage can strike fear into the core target audience of image-conscious and conscientious females who look

after themselves and are also responsible for protecting their families.

And strike fear into their hearts it did! In the worst summer since 1945, three months of stock sold out within a week and it took 18% brand share of the face market. This was entirely as a result of the award-winning newspaper ad, with the campaign receiving a bronze Axis earlier this year and being noted by competitors including the NZ Cancer Society.

Next was NZSki.com, the online gateway to three premier NZ ski areas - Coronet Peak, Mt Hutt and The Remarkables. The ad uses the unique fold in the newspaper to make it come to life - the snow boarder appeared to be jumping off the hump in the page. All the fun you could have with 2000 acres of snow ... for free! The ad drove people online to win a free ski pass so they too could enjoy skiing.

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There was a 72% increase in traffic to the website compared to the month prior to the campaign, while the competition page was the 11th most viewed page (URL) out of the 1876 pages viewed during the campaign period; 82% of hits were on the days advertising appeared in newspapers.

Sabato, the gourmet European foods importer, wanted to make people aware of its delicious fare. 'Once tried you'll be addicted' is what it stands by. Its range of Italian-made pasta sauce seemed the likely product to seduce even the fussiest Kiwi. And at \$11.95 a bottle it needed to identify why Sabato was a superior product and worth paying a premium price for, especially when other pasta sauces were significantly cheaper. The newspaper ad used a full broadsheet page as a napkin to show that it was a really saucy Italian pasta sauce.

Readers took notice, with a 40% increase in traffic to Sabato's Auckland store after the first ad appeared - and it was a horrible, rainy Auckland day! During the advertising period there was a 56% increase in average sales per day compared to the two weeks prior. Two weeks post-advertising all pasta sauce sales were up 38% on the pre-advertising period, showing that there is recall of the advertisement once customers were in the showroom which converts into sales.

A series of small space ads that utilised the newspaper as part of the product - you pack (using newspaper), you save - were used by Move It to drive people to its website. Move It is a web-based company that offers an affordable way to move domestic items to and from various locations around the country.

There was up to 31% increase in traffic on the days the ads appeared in newspapers compared to those days in the week prior to advertising. After one insertion in the *Herald on Sunday* there was a 31% increase in traffic to the website compared to the previous Sunday. Overall there was a 17% increase in new visitors to the website during the cam-

