

Served Fresh Daily

More and more, agencies are coming under pressure to justify their clients communication strategies and advertising budgets. So there's interest in ensuring advertising is impactful, remembered and lasts. So why then would you put your money into something that's going to become tomorrow's fish and chip wrapper?

Because daily newspaper readers aren't reading their newspaper once, they pick it up several times a day, throughout a weekend, sometimes referring back to previous editions.

An interesting article or photo in a newspaper can be cut out, passed around, kept, framed, referred back to, even posted to the other side of the world. Such a 'keepable' commodity means the information is constantly accessible. Unlike electronic media, which is a transient flash of 30 or 60 secs, press advertising occupies space that can be referred back to.

There's also a high level of involvement when reading a newspaper. Readers of this high attention medium tend not to multi-task whilst absorbed in the paper. You do other things like converse when watching TV or drive your car when listening to the radio. So undivided attention whilst reading the paper provides a real opportunity for ensuring your advertising message is delivered and remembered.

More than any other medium, daily newspapers require the consumer to make an active choice. Choosing (and paying for) a newspaper inspires the most intense loyalty and repeat purchase is the ultimate in loyalty. Newspaper subscriptions, which on average make up about 40-50% of newspaper sales, allow for easy repeat purchase. It's a daily invitation into people's homes and a letterbox drop that is welcomed.

For some people, daily newspapers are a destination point for advertising. They specifically buy the newspaper for the advertising and actively use newspaper advertising as a source of information; it gives readers a sense of their world. Plus, it keeps them in touch with new brands, services and organisations.

And because newspapers are made from scratch everyday, press advertising can be changed at short notice to take advantage of market changes and promotional opportunities. Production costs for newspaper advertisements are amongst the lowest of any advertising medium, yet the effect can be dramatic.

Furthermore, newspapers provide a great opportunity to be topical, with ads relating to the latest news, hot topics and events. As newspapers are seen as a trusted, credible information source, and advertising benefits from these values, topical ads make an impact and have great cut-through. Some good examples include Pak N Save's current witty newspaper campaign (recently noted in NAB's Newspaper Ad of Month competition), Telecom's April Fool's Day ad which coincided with their T1G launch and Burger King in the UK whose ad piggybacked on the controversial stunt by David Blaine (44 days suspended above the River Thames in a glass container).

So whilst newspapers can be used as packing wrap, fish and chip wrapper or fire kindling, to readers (and your target market) it's a daily dose of valuable information often referred to, used and actioned long after that day is done.

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