

IMPRESS WITH PRESS

If you want a flexible, creative advertising environment you'd traditionally head straight to television, magazine, outdoor or radio...not press. But as seen with overseas newspapers, high impact ideas combined with new technologies are enabling press to become an even more powerful medium.

As discussed at the recent Caxton weekend the many innovations in the newspaper medium, such as new shapes, placement and editorial environment have escaped the attention of many creatives. A disconnect with media or complacency by creatives? Either way it's evident that we're not making the most of creative opportunities within newspapers.

High impact ideas, as the name suggests, make an impression on readers. They include opportunities beyond traditional ad placement, which cut-through busy surroundings and engage with the reader. And when used in conjunction with traditional column centimetre ads, they reinforce branding and add value to the advertising investment.

Research shows that when people read the newspaper they are actively involved with the medium and spend time doing so (over half hour on a weekday and up to an hour on a weekend*). So a high impact idea could mean a higher propensity of awareness and potentially more time spent with the ad. This allows a stronger bond or relationship to be built between audience and brand....and ultimately more effective advertising.

Looking at new and innovative ways with newspaper is also about respecting the world's oldest medium as a product – editorial integrity, , distribution deadlines, reader relationships and advertising. How long has it been since you've been on a tour of a printing plant? Have you ever seen how this unique medium is constructed fresh everyday? Capacity within production, colour and page management has continued to evolve over the years as new technologies emerge. The major newspaper players have invested in multi million dollar colour presses – evidence of their commitment to product development.

One of the latest initiatives from daily newspapers is the introduction of sticky notes posted onto the newspaper. Available nationally in The New Zealand Herald, The Dominion Post, The Press, Waikato Times and Manawatu Standard, advertisers can now secure the premium front-page position to display their advertising message.

Sticky notes can be used to promote products and services, direct readers to an advertisement inside the paper, or drive direct response, as was the case with Lotto's "1000th Draw". The creative reminder note designed by Lowe was subtle in branding, making it realistic and highly engaging and was the NAB's August Newspaper Ad of the Month winner.

"The strong cut through and resulting consumer engagement assisted in driving a successful sales result for Lotto's 1,000th draw promotion," says Wendy Rayner, Marketing Manager, New Zealand Lotteries.

This high impact idea is an example of maximum exposure and superior cut-through. Other innovations being explored within newspapers include gate-folds and spadias, coloured newspaper, new product sampling, solus island ads and fragranced paper (Otago Daily Times made their paper smell like chocolate for a significant Cadbury anniversary).

In the words of Oscar Wilde, "An idea that does not involve risk, does not deserve to be an idea". We'd love to tailor an idea to meet your specific press needs. To discuss any creative opportunities further please contact Lexie Ribot, Creative Manager of the NAB, or your NAB Account Manager.

Lexie Ribot is the Creative Manager of the Newspaper Advertising Bureau.

** Nielsen Media Research*

