

GOOD NEWS FOR THE BAD TIMES

Sanitarium, Nutricia, Contact, GlaxoSmithKline and Mattel are the latest in a long history of companies turning to newspapers in times of trouble. Whether it's product recalls or combating negative media publicity, advertising in newspapers has been used to retain and strengthen customer confidence in their brands.

Newspapers ability to reach a large amount of people quickly is well proven. In New Zealand over 1.5million aged 15+ read a daily newspaper on an average day. Across a week daily newspapers will deliver 2.4 million different readers; that is 75% of all New Zealanders (aged 15+ years). And with half the population living outside the main metropolitan area, reaching the regional areas is made easy with regional daily newspapers.

As a trusted source of information, advertising can leverage not only off the credibility of editorial, but also off current events. In times of crisis, what happens to newspaper readership? It goes up! Everyone wants to make sense of what has happened. They want the depth and understanding. Newspapers help people connect with the world around them, giving them knowledge and empowerment to talk and discuss issues at the water cooler or lunchroom table. How often have you said "I read in the paper..."

If people read articles in newspapers, then they won't be surprised or opposed to read copy in an ad. You can put a lot of detail and information in a newspaper ad to engage with the reader and create a story about the brand. Couple this with high levels of reader attention (up to half an hour during the week and over an hour on the weekend) and you have the ability to convey a complex message and win consumer hearts.

Short material deadlines, in some cases 6 hours prior to printing, means information can be the very latest. Especially useful for when you need to recall your product!

Also important is how well readers absorb the ad messages. Research tells us that people use newspapers as their primary advertising source for a range of products. It's all very good and well telling consumers about product recalls, but they actually need to take action. And newspapers are proven to motivate consumers into action, ranking as the top media choice when making purchasing decisions on products and services.

So whilst there is concern for some products, there is at least one thing you can rely on - newspapers ability to get your advertising message to the marketplace quickly, get noticed and drive consumer response.

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