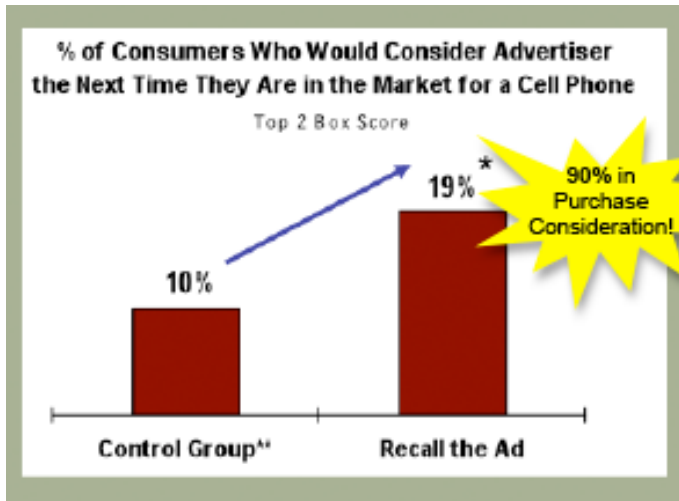


# Solution Story – ROP Drives Consideration and Activation, Especially Among Younger Consumers



## INSIGHTS

- The ROP ads significantly increased consideration of the advertiser for future telecom purchases.\*
- 34% of consumers in the market for a new cell phone recalled the ad (vs. 23% not in the market).
- As a result of the ad, the number of people who would consider the advertiser for future cell phone purchases increased by 90%!

\*Significant at the 95% confidence interval; \*\*Control Group = no exposure to ROP ad.

<sup>1</sup>Vs. the category median among consumers who recalled the ad

Source: Research & Analysis of Media, 2009

**Category:** Telecommunications

## Challenge

A telecom client had a limited time to implement a quick turn media solution to reach younger consumers with a new phone promotion during the Back-to-School time period.

## Solution

Valassis was able to quickly facilitate page dominant, full color ROP ad placement during the weeks leading up to Labor Day. A mix of major dailies placing Sunday advertising and alternative / commuter publications utilizing weekday ads were used.

## Results

- The 16-34 year old consumer showed the highest recall of the ads (48%).
- This consumer segment also showed significantly higher response to the ads:<sup>1</sup>
  - o 23% had visited or planned to visit the advertiser
  - o 24% had bought or will buy the products advertised.

## Takeaway

- Front cover response nearly **60% greater than QSR industry average**, other page positions also performed above average
- Combining an inside page with a front cover billboard got excellent response rates, 2<sup>nd</sup> only to the front cover page position

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