

READEX REVIEW

Spring 2009

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Visit:
www.readexresearch.com/news/
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Breaking Down an Effective Ad: John Deere

When their eyes hit the ad below, not only do people familiar with agriculture immediately identify John Deere as the advertiser, but many who don't know a hay baler from a lawn mower do as well.

John Deere's signature green illustrates the value of repeating a successful ad element over time. Frequency reinforces basic selling propositions and builds upon awareness.

This repetition technique most likely contributed to the success of the ad shown below. It received one of the highest Saw scores (98%) in 2008, and a Read score more than twice the annual average (48% vs. 23%).

By reviewing the ad and keeping the tips for creating effective advertising in mind, advertisers can see how those tips translate into an ad that really resonates with readers.

The headline identifies the **one central proposition** of the ad, "Tough Enough to do it all," and the **other elements support** it with detailed copy and photos that show the products in action.

The ad has been **designed for easy reading** with large copy, ample space between lines, and a light background.

The bolded guarantee **appeals to the readers' self-interest**, while copy specifics, such as "built to last, even against your toughest crops," **describe the merits of the product** line.



TOUGH ENOUGH

to do it all

Cutting, Conditioning, Baling. No matter what you need to make quality hay, you can count on a full line of hay tools from John Deere. These hay tools are built to last, even against your toughest crops. Take the new 600 and 800 Series Mower-Conditioners (McC's). They're so tough, we guarantee the cutterbar for three years.* And when it comes to balers, there aren't any tougher than an 8 Series Round Baler. With a wide pick-up and strong belts, they pack crop into tight, consistent bales. Add rakes, tedders, and bale handling equipment, and you've got a line of hay tools that can do it all. Tough crops need tough equipment. Tough crops need John Deere. Visit your local dealership today to find out more.

JOHN DEERE
Nothing Works Like It Does®
www.JohnDeere.com/hay

The photos **show the product in use** against the realistic backdrop of a field instead of static positioning in front of a sterile, white background.

Tips for creating effective ads...

- Utilize Ad Readership Study Scores
- Present one central proposition
- Support the basic proposition with all elements of the ad
- Show the product in use
- Appeal to the readers' needs and self-interests
- Sell the merits of the product/service
- Emphasize benefits, not facts
- Design the ad for easy reading
- Use humor carefully
- Repeat a successful ad and drop a low scoring ad

Our thanks to Hay & Forage Grower and John Deere for their permission to feature this ad.

Average Ad Readership Scores

Articles & Case Histories Added to Revamped Web site

Check out our newly redesigned Web site for ideas on how to use research to sell, articles about research topics, and case histories of how publications have used their survey results.

www.readexresearch.com

How has your publication maximized survey results?

If you're willing to share your great idea with others in the publishing community, contact us. Your best practice might be featured in our Web site's case history section.

Email: cbrennan@readexresearch.com to share your story.

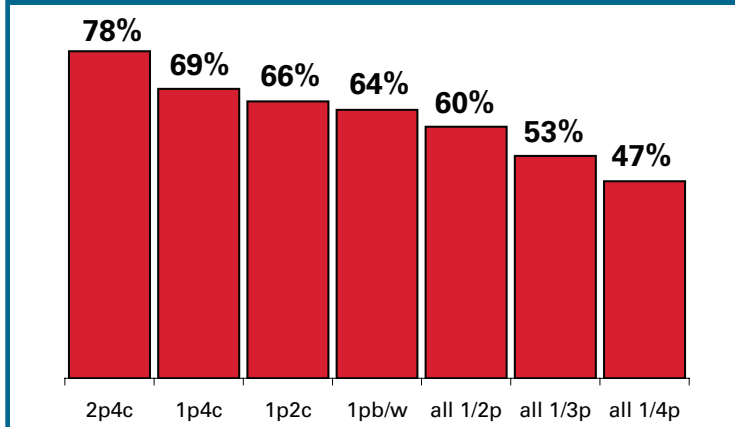
We're often asked for the "average ad readership score." People ask this question for a number of reasons: some want to compare their scores to some sort of benchmark, others are interested in seeing what an average ad will generate, and others like to compare the differences between sizes.

Because Readex offers four standard Ad Readership Studies that ask a variety of questions, we can provide averages on a number of measures.

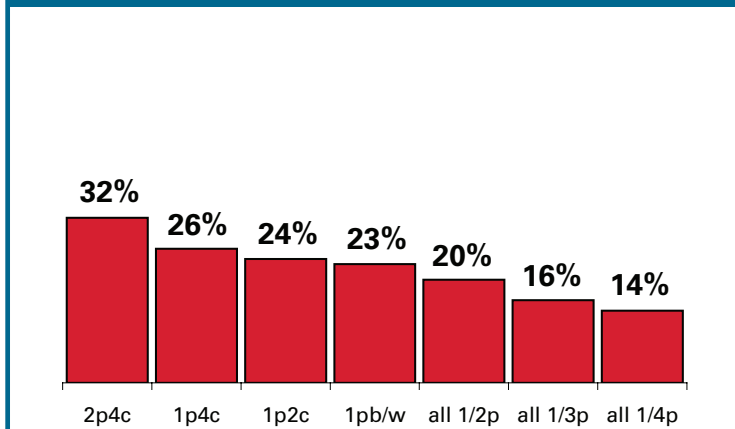
The averages on these pages come from our standard Ad Perception and Red Sticker Studies. The data from these studies are reported as straight percentages, and averages are easily determined.

On the other hand, results from the Message Impact and On Target Studies aren't so straightforward. The results from these studies are indexed, and cannot be averaged in a meaningful manner.

Average Saw Scores

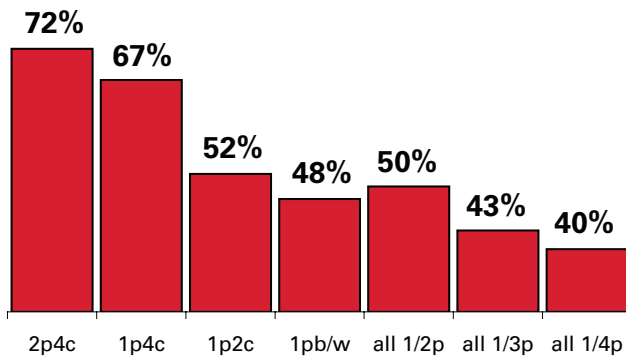


Average Read Scores



The Saw and Read averages include scores from ads measured in Readex Red Sticker Studies conducted from 1992-2008.

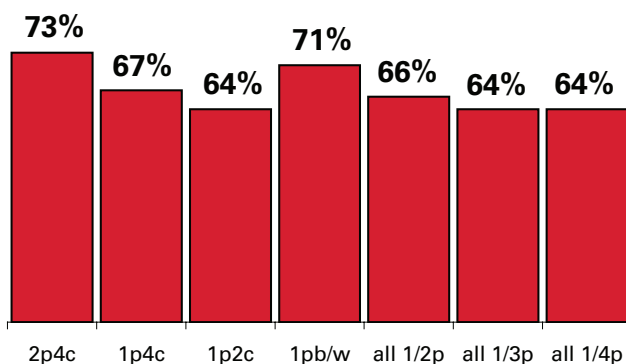
Average Attention-Getting Scores



Average Believable Scores



Average Informative Scores



The Attention-Getting, Believable, and Informative averages include scores from ads measured in Ad Perception Studies conducted from 1992-2008.

Staffing Changes?

We're always on the lookout for contact information updates.

Help us reduce waste by letting us know:

If you've moved, or if you notice us sending mailings to associates no longer with your publication

If there are any colleagues at your publication that would like to receive the *Readex Review*

If you'd prefer to get this newsletter in PDF format

Email us at:
distribution@readexresearch.com

For more information about Ad Readership Studies, the Red Sticker, or the Ad Perception Study, visit:
www.readexresearch.com/news/

Are there any surveys that can build revenues?

Profile Studies, Brand Awareness Studies, and Ad Readership Studies are all designed to bring in additional ads which can help build revenues.

Surveys with the objective to prove the value of advertising to the market you deliver have the potential to bring in additional ads and increase your bottom line. The results from Profile Studies and Brand Awareness Studies enable you to put together a compelling sales story that advertisers cannot refuse. These studies can be used to attract print and online advertisers, as well as sponsors of online and live events.

Profile Studies

Despite the gloomy economy, companies still need to make purchases in order to survive. Profile studies can help illustrate the *current* purchasing power of your audience, and offer undeniable proof that your audience needs to be reached. Furthermore, due to the sudden changes in market conditions even data collected early last year may be considered out of date in the eyes of advertisers.

An online Reader Profile can gather the latest information about your audience and be incorporated into your selling story within a few months.

Brand Awareness Studies

A Brand Awareness Study can help your advertisers piece together the return on their advertising and sponsorship investments with you. The results from this survey usually

illustrate that companies with the most aggressive exposure to the audience will have the highest awareness, while companies that aren't as visible suffer when it comes to awareness. By showing successful advertisers this relationship, you can confirm that their efforts are paying off and reinforce the importance of maintaining an aggressive schedule. Lackluster companies can be motivated to increase their exposure to move the needle of awareness to the next level.

The size and scope of Brand Awareness Studies vary depending on specific objectives and budgets. Small Brand Awareness Studies can measure awareness within a few product categories, while more ambitious surveys can gauge a variety of market indicators across all of an industry's product categories.

Ad Readership Studies

Unlike the Profile and Brand Awareness Studies, Ad Readership Studies assist with the selling process before the survey even begins. These studies can be used as a promotional tool to bring additional ads into an issue, while strengthening the marketing relationship you have with current advertisers. An Ad Readership Study provides reader feedback on the ads run in a specific issue. Because this type of feedback isn't usually available to advertisers, they're eager to participate in the survey, and will run an ad in the studied issue. Readex offers a variety of Ad Readership Studies that should be able to fit almost any budget.

Visit:
www.readexresearch.com/news/
for more information about many
of the subjects in this newsletter.



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