

# PRESSING THE HOT BUTTON FOR PRESS

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## Introduction

The share of Print advertising in India has been eroding rapidly in the recent past - from over 65% of advertising spends in the early nineties, to just around 57% in the last 2 years. This decline is mainly due to the lower share of FMCG advertising spends on Press. In recent years, for most FMCG products/ brands, advertisers treat TV as their primary medium and use Print only at the launch phase or to announce consumer promotions or to provide information about prices / dealer listings. Most media planners prefer spending their advertising budgets on TV, as the introduction of Regional Language channels has led a major increase in TV audiences (especially amongst the rural masses), thus, making TV an extremely Cost Efficient medium in India. This problem is accentuated with the absence of a pan India Print brands catering to the needs of the vast Indian subcontinent. Thus, obtaining the same level of Reach through Print is extremely difficult and expensive.

In the current scenario, the big question that arises is 'How can the efficiency of advertising in Print be demonstrated to a TV swayed Media Planner?'

As a first step in this direction, an experimental study was conducted by Indian Market Research Bureau in 1997, to demonstrate the Multiplier Effect of Press + TV advertising. The findings from this study, presented at the World Readership Research Symposium held at Vancouver in 1997, demonstrated the synergistic effect of Print and TV vis-a-vis only TV or only Print for a total of three test ads of the following FMCG product categories. (Thadani & Merchant, 1997)

- A leading shampoo brand with a new variant
  - A leading brand of toilet soap
  - A leading brand of a talcum powder
- on the three following parameters
- Competitive Imagery Shift
  - Brand Preference
  - Brand Recall

An opportunity therefore exists for Print, if this 'Multiplier Effect' can be verified across various situations and circumstances, diverse targets and different categories / brands over time.

## Our Hypothesis:

We believe that there exist sub groups of consumers within a product/ brand buyer set : such as loyal / flirts, light / medium / heavy users, etc. Some initial work undertaken by us demonstrates that these consumer segments, could have different media consumption habits. Therefore, opportunities exist for advertisers to use different communication platforms and media to specifically target these sub segments. In this context, Print as a medium of communication, could play a significant role in reaching specific sub segments.

Therefore, if advertisers are able to define their target audience incorporating dynamic product / brand usage parameters, they could maximise the efficiency of their media schedules.

## Our Approach

Currently, in India, advertisers and their media planners, base their media decisions using syndicated industry databases like the National Readership Survey and the continuous Television Audience Measurement System. These syndicated databases capture one off product consumption information, thereby restricting the users in their ability to incorporate dynamic product consumption parameters in the Target Audience definition. Thus, most often, the target audience definition is based purely on demographic parameters such as age, SEC and so on. This, macro definition of Target Audiences, based purely on demographics, we believe, conceals the effectiveness of Print advertising amongst the niche print skewed segments.

In India, one syndicated database which provides a wealth of information on dynamic purchase behaviour is MarketPulse – IMRB's Household Purchase Panel. Some of the variables which could potentially be used to fine-tune the target audience (such as current usership, depth of consumption, frequency of purchase / purchase cycle etc) are offered by this tracking system. However, this database does not provide any media consumption information, on a continuous basis.

Thus, the options available to the industry to be able to graduate to a sophisticated, composite target audience definition, are:

- A single source database or
- A Fused data set combining the media consumption with product/ brand purchase dynamics

The first option is, however, ruled out for the obvious practical considerations:

- the level of burden on the respondent in terms of data recording
- the cost of establishing and maintaining a single source database

In the absence of any single source / quasi single source database, the only recourse available, is to develop a composite fused database, which would provide the media planners the opportunity to define their target audiences more precisely, by including dynamic purchase behaviour with demographics.

This would, we believe, also demonstrate :

- The Multiplier Effect of Using Print in conjunction with TV
- The role and efficacy of Print advertising for certain consumer segments

### **The Experiment**

The research methodology that we adopted in our experiment to answer the above issues was to fuse the data from the three different syndicated research sources viz.,

- National Readership Survey (NRS) which provides extensive information on reading habits and demographics. This database also offers user profiles and other broadcast media habits .
- Television Audience Measurement (TAM) System , and,
- Household Purchase Panel (MarketPlus) which provides purchase dynamics.

Thus, our experimental design, consisted of two dynamic databases ( TAM and MarketPulse) being married to one static database ( NRS) .

### **Centres**

The Indian media environment is unique in many respects : low literacy levels, multiplicity of languages understood, spoken, read or viewed, pronounced regional variation in broadcast programmes / publications, geographical location and various social cultural differences.

The three centres - Mumbai, Delhi and Hyderabad which were covered in the experiment were selected keeping in mind the parameters which affect media consumption. Another important factor influencing this selection was the varying profile of the three cities

- Mumbai, a relatively affluent market, is characterised by the wide heterogeneity in its ethnic composition, and therefore represents a multicultural and multilingual market.
- Delhi, being the capital of India, is the political centre and hence has that flavour of bureaucracy. The main language is Hindi (national language) though it has a significant English speaking/ understanding audience.
- Hyderabad, a relatively conservative and homogenous market represents South India where regional languages (Telugu / Urdu, in this case) dominate.

### **The Respondent**

The target respondent for this fusion exercise was the 'Housewife' i.e. the person who decides on the purchase of major FMCG products. This is mainly due to the fact that advertising for most household products (FMCGs) in India are targeted at this individual. Thus, in this experiment, we married the viewership, readership and purchase behaviour of the housewife so as to create a single database for the three selected metros.

### **The Marriage**

Fusion is the technique, in which the individuals from different surveys are matched on various criteria and the information obtained from the two individual is deemed to come from the same individual i.e. the data from one respondent (donor) is transferred to the second individual (recipient).

As the sample sizes of the three databases were different in each city ( NRS has the largest sample whereas TAM has the smallest), there were basically two techniques which potentially could have been employed :

- Respondents from the smaller database (donor) being fused with respondents from the larger database (recipient). In this scenario, some of the donor respondents would get matched with multiple recipient respondents.
- Respondents from the larger database (donor) being selected and fused with respondents from the smaller database (recipient). In this case, certain respondents from the donor database are selected (best fit) and matched with respondents from the recipient database. Thus, in this case respondents from the two databases are uniquely matched.

We adopted the second approach, as , we noticed, a couple of limitations related with the first approach viz.;

- the multiple marriages of some respondents data could artificially raise the estimates for some information areas
- the fused sample may have statistically unacceptable response levels as the statistical results would be based on the smaller sample whereas the tabulated data would be on the larger survey. (Hendrickson & Acott).

A review of the existing literature on the subject also suggested that the repeated use of the same donor is not desirable (Scheler and Wiegand, 1985; Thadani and Sinha 1991).

Thus, in our study, the recipient sample was the Television Audience Measurement System (TAM) database – the smallest survey sample amongst the three databases and the donor samples were from the larger Household Panel database (MarketPulse) and the National Readership Survey (NRS).

The next step in the fusion process involved sub dividing each sample into cells within which the fusion was carried out. The common parameters on which the fusion of respondents (within the same cell from the three databases) was carried out were :

- Mandatory Variables where the exact match between the donor and the recipient samples was a must. These parameters were: mode of reception of TV programmes (cable and satellite vs Non cable and satellite), level of literacy, socio economic classification, mother tongue and age of housewife
- Non mandatory parameters where the matching could differ by one level. These parameters were : household size working status and presence of children in the house

The above variables and their hierarchy were identified on the basis of their impact on media usage / product consumption using the CHAID segmentation technique.

In most fusion exercises, the 'Distance Measurement' technique is employed to select the pairs of respondents that need to be matched between the two samples. The Distance Measurement provides an indication of how close the 'fit' between the two respondents actually is. In this study, we have not used this measure in the strictest sense, as respondents with the minimum distance scores may not exactly match on each of the mandatory parameters. Our experience in media research in India indicates that media estimates may be skewed if the "Mandatory" variables are not perfectly matched.

### **The Validation**

In order to test the validity of the Fusion exercise, the Readership estimates and the Household Purchase estimates obtained from the fused database were compared to the estimates from the original databases. A comparison of the viewership was also conducted. However, in this paper, we have not presented this part of the validation exercise as the TAM database was used as the recipient database in this fusion exercise. In other words, the sample of respondents from the TAM database are the same set of respondents in the Fused database. Hence, the viewership estimates obtained from both databases were similar.

### Validation of Readership estimates

In order to validate the Readership levels obtained from the fused database, we computed the Average Issue Readership (A.I.R.) estimates for the leading publications in each of the three test markets. The findings have been presented at the 'All Housewives, Aged 15+ years'

As can be seen from the tables below, the A.I.R. estimates for the leading publications from the two databases are extremely close.

#### Mumbai

Base All Housewives Aged 15+ Publications	NRS %	Fused %
MAR Loksatta	10	10
ENG The Times Of India	9	7
MAR Navakal	9	9
GUJ Gujrat Samachar	6	6
GUJ Gujrat Samachar (Mumbai)	6	6
MAR Grihshobika (Mar)	6	5
MAR Maharashtra Times	5	6
GUJ Chitralekha (Guj)	4	4

#### Delhi

Base All Housewives Aged 15+ Publications	NRS %	Fused %
HIN Grihashobha (Hin)	18	17
ENG The Hindustan Times	13	11
HIN Navbharat Times	11	13
ENG The Times Of India	10	9
HIN Grihalakshmi (Hin)	8	7
HIN Punjab Kesari	7	7
HIN Sarita	7	7
HIN Meri Saheli	7	6

#### Hyderabad

Base All Housewives Aged 15+ Publications	NRS %	Fused %
TEL Eenadu	18	19
ENG Deccan Chronicle	11	11
TEL Andhra Bhoomi Sachitra Vara Patrika	5	6
ENG India Today (Eng)	4	5
ENG Women's Era	4	4
TEL India Today (Tel)	4	3
TEL Andhra Jyoti Sachitra Vara Patrika	3	4
ENG Reader's Digest	3	3

### Validation of Household Purchase Parameters

To validate the findings for the Purchase parameters, a comparison of the Incidence of Purchase and Volumes Purchased was conducted for a wide range of FMCG categories such as Dentifrices, Shampoos, Toilet Soaps, Washing Powders, Tea, Coffee, Pasta products, Ketchups, etc. A mix of “household” use and “semi personal” use products ( such as Shampoos, Talcum Powders, etc) were covered in the validation exercise. While one would expect robust validation of the “household” products, we also got a good fit in case of “semi personal” products. We are therefore presenting the comparison of the estimates for Shampoos in the three cities.

Once again, the estimates on both these parameters are fairly similar, at the category level as well as the brand level.

	MarketPulse	DATA FUSION	MarketPulse	DATA FUSION
Mumbai	HHs	HHs	Vol	Vol
	Incidence of Purchase		Estd. Off take	
	%	%	Litres in (000s)	Litres in (000s)
ANY ANTIDANDRUFF	8.5	6.6	17.4	18.4
ANY BOTTLES	15.7	14.8	60.9	64.3
ANY SATCHETS	27.8	22.4	36.8	34.0
ANY CLINIC	9.3	6.1	13.8	9.8
ANY HEAD & SHOULDER	4.6	2.7	9.0	5.4
ANY NYLE	1.5	1.1	7.9	6.7
HEAD & SHOULDERS	4.4	2.6	8.5	4.8
SUNSILK	20.0	19.8	33.9	39.4

	MarketPulse	DATA FUSION	MarketPulse	DATA FUSION
Delhi	HHs	HHs	Vol	Vol
	Incidence of Purchase		Estd. Off take	
	%	%	Litres in (000s)	Litres in (000s)
ANY ANTIDANDRUFF	6.2	5.6	9.5	9.9
ANY BOTTLES	19.8	17.8	68.3	69.4
ANY CLINIC	13.8	12.6	18.4	20.0
ANY HEAD & SHOULDER	3.8	3.9	6.0	6.9
ANY NYLE	0.9	0.6	5.2	2.9
HEAD & SHOULDERS	3.0	2.9	4.6	5.4
SUNSILK	21.6	19.0	27.3	24.7

	MarketPulse	DATA FUSION	MarketPulse	DATA FUSION
Hyderabad	HHs	HHs	Vol	Vol
	Incidence of Purchase		Estd. Off take	
	%	%	Litres in (000s)	Litres in (000s)
ANY ANTIDANDRUFF	9.1	5.8	13.5	8.8
ANY BOTTLES	11.5	10.5	30.7	33.3
ANY CLINIC	35.7	33.6	44.6	39.1
ANY HEAD & SHOULDER	3.7	1.7	4.9	2.8
ANY NYLE	0.4	0.1	2.1	0.2
HEAD & SHOULDERS	3.2	1.4	3.9	1.4
SUNSILK	16.6	13.1	23.8	22.8

## The Findings

To reiterate, our key focus areas in this study were:

- Assess the variations in the media habits of different sub segments of buyers
- Demonstrate the Multiplier Effect of Using Print in conjunction with TV
- Highlight the role and efficacy of Print advertising for certain consumer segments

To validate the hypothesis that different segments of buyers have different media consumption portfolios, we analysed the media behaviour for various buyer segments for certain FMCG categories in terms of

- Top programmes
- Top publications

To demonstrate the validity of the above hypothesis, we have considered one of the FMCG categories whose primary vehicle of communication is TV. The selected brand is 'X', a talcum powder, which was launched in the month of May 2001. The pre launch media activity for this new entrant was extremely heavy during the month of April. The launch campaign for this product was targeted at the current buyers of the 'Talcum Powders' category.

We have compared the list of top 10 programmes and publications for different user segments amongst the fused target audiences, viz,

- All Housewives
- Housewives who are current buyers of Talcum Powder category
- Housewives who are non buyers of the category
- Heavy buyers of the Talcum Powder category
- Light buyers of the Talcum Powder category

Firstly, when comparing the list of top 10 publications at the total level vs the buyers and the non buyers we see that there is a difference in the bouquet of publications both in terms of mix as well as Readership. For e.g. Filmfare, a movie magazine, which is at number 7 amongst the buyer segment does not figure in the top 10 in the other two segments. Another case is Navakal, a leading Marathi daily, has a much higher AIR amongst the buyer segment as compared to the other two groups.

Base : All Housewives		Base: All Non Buyers		Base: All buyers	
Publications	%	Publications	%	Publications	%
MAR Loksatta	10	MAR Loksatta	10	MAR Navakal	14
MAR Navakal	9	MAR Navakal	7	MAR Loksatta	11
ENG The Times Of India	7	GUJ Gujarat Samachar	6	ENG The Times Of India	8
GUJ Gujarat Samachar	6	MAR Maharashtra Times	6	MAR Grihshobika (Mar)	7
MAR Maharashtra Times	6	HIN Navbharat Times	6	MAR Maharashtra Times	5
MAR Grihshobika (Mar)	5	ENG The Times Of India	5	ENG Mid Day (Eng)	4
HIN Navbharat Times	5	GUJ Chitralekha (Guj)	5	ENG Filmfare	4
GUJ Chitralekha (Guj)	4	MAR Grihshobika (Mar)	4	HIN Navbharat Times	4
ENG Mid Day (Eng)	4	GUJ Bombay Samachar	4	ENG Reader's Digest	3
HIN Meri Saheli	3	HIN Meri Saheli	4	ENG India Today (Eng)	3

When analysing the data amongst different buyer segments – Light versus Heavy, we once again see major differences in the bouquet of publications read. Infact half the publications appearing in the top10 are different for the two user groups.

Base : Buyer		Base: Heavy buyers		Base : Light buyers	
Publications	%	Publications	%	Publications	%
MAR Navakal	14	MAR Loksatta	13	MAR Navakal	22
MAR Loksatta	11	MAR Navakal	12	ENG Mid Day (Eng)	14
ENG The Times Of India	8	ENG The Times Of India	7	ENG The Times Of India	11
MAR Grihshobika (Mar)	7	MAR Grihshobika (Mar)	7	ENG Filmfare	10
MAR Maharashtra Times	5	MAR Maharashtra Times	4	ENG Reader's Digest	9
ENG Mid Day (Eng)	4	HIN Navbharat Times	4	MAR Maharashtra Times	7
ENG Filmfare	4	MAR Chitra Lekha (Mar)	3	MAR Grihshobika (Mar)	7
HIN Navbharat Times	4	MAL Kala Kaumudi	3	ENG India Today (Eng)	7
ENG Reader's Digest	3	ENG Femina	2	HIN Satya Katha	6
ENG India Today (Eng)	3	URD Inquilab	2	ENG Showtime	5

Similarly, when comparing the Reach and TVRs of the top ten TV programmes amongst the buyers and non buyer segments, the spread of programmes is once again very different. Only three programmes are common across the two sets.

The same picture emerges when a similar comparison is conducted amongst the heavy and light user segments

Base : All Housewives			Base : All Buyers			Base Non Buyers		
Programme	TVRs	Reach	Programme	TVRs	Reach	Programme	TVRs	Reach
KYUNKI SAANS BHI	23	26	KYUNKI SAANS BHI	27	30	KYUNKI SAANS BHI	22	25
KAHAANI GHAR	19	24	KAHAANI GHAR	23	28	KAHAANI GHAR	19	23
KBC	11	24	MEHNDI TERE	11	17	KBC	12	24
HEENA	10	15	AMANAT	11	14	HEENA	10	14
AMANAT	9	11	HEENA	10	16	SUSPENSE	9	10
MEHNDI TERE	9	13	KBC	10	25	NEWS	9	9
KOSHISH	9	11	KOSHISH	10	13	DE DANA DAN	9	13
HASEENA	8	25	HFF VAASTAV	8	28	SURAAG	9	12
KABHII SOUTAN	7	8	BOOGIE WOOGIE	8	15	HASEENA	8	23
SUSPENSE	7	8	ANTAKSHARI	7	15	KABHII SOUTAN	8	10

Base : All Buyer Housewives			Base : All Heavy Buyers			Base Non Buyers Talc		
Programme	TVRs	Reach	Programme	TVRs	Reach	Programme	TVRs	Reach
KYUNKI SAANS BHI	27	30	KYUNKI SAANS BHI	25	29	KYUNKI SAANS BHI	35	40
KAHAANI GHAR	23	29	KAHAANI GHAR	22	27	KAHAANI GHAR	28	31
HFF VAASTAV	8	28	HEENA	10	16	KOSHISH	21	25
HFF HASEENA	6	27	KBC	10	20	MEHNDI	20	28
KBC	10	25	AMANAT	9	12	AMANAT	17	21
HFF HOGI PYAR	6	22	MEHNDI	9	11	BASERA	17	22
SHOWMAN	1	21	KABHII SOUTAN	9	9	BOOGIE WOOGIE	14	27
HUM EK HAIN	4	20	HFF VAASTAV	8	24	AAJ KI BAAT	13	13
ZEE CINE AWARD	3	19	ANTAKSHARI	8	15	KBC	13	29
HFF BANDHAN	3	19	KOSHISH	8	13	HFF HOGI PYAR	12	13

Thus, we can see that the hypothesis that different buyer segments do have different media consumption portfolios is validated for the Talcum Powder category. As stated earlier, we have conducted the above exercise for a host of brands across different FMCG categories and the trends observed are extremely similar.

One hypothesis for these differences in media consumption amongst different user segments could be variations in their demographic profiles. We, therefore, then drew up the profiles of these consumer segments. Interestingly, when we compared the profiles of a Talcum Powder buyer with that of a non buyer, we found no significant difference in their socio - economic profile. However, there were noticeable differences in Age, Literacy and Working Status of the Housewives- the Talcum Powder buyers were relatively older ( 35/+ years), more educated and had a higher incidence of women at work.

<b>Profiles</b>			
	<b>All Housewives</b>	<b>Buyers of Talcum Powder</b>	<b>Non Buyers of Talcum Powders</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Age of HW</b>			
<b>Below 34 years</b>	42	28	37
<b>35 Years &amp; above</b>	58	72	63
<b>Education of HW</b>			
<b>Literate</b>	85	93	81
<b>Illiterate</b>	15	7	19
<b>Working Status of HW</b>			
<b>Working</b>	12	16	10
<b>At Home</b>	88	84	90

We then went on to see if these variations in their demographic profiles, especially, the Age parameter, were driving the differing media consumption patterns. Again, the comparison threw up more or less identical media vehicle preferences. The table overleaf shows the top 15 viewed TV programmes amongst the two Age segments. You will notice that 12 out of 15 top shows are common across the two segments.

<b>Programme</b>	<b>Younger Housewives ( below 35 years)</b>	<b>Programme</b>	<b>Older Housewives ( 35/+ years)</b>
	TVR		TVR
MEHNDI TERE NAAM KI	8.7	MEHNDI TERE NAAM KI	9.5
AMANAT	8.7	KOSHISH EK AASHAA	8.4
CLOSE-UP ANTAKSHARI	7.7	AMANAT	8.4
KOSHISH EK AASHAA	7.7	AASHIRWAD*	7
HAMARE TUMHARE*	7.6	BASERA	6.8
BASERA	7.3	BABUL KI DUAYEIN LETI JA	5.6
JHALAK*	6.6	VISHNU PURAN	5.2
CHANDAN KA PALNA RESHAM	6.3	JAI GANESHA	4.9
HASRATEIN*	6.1	CLOSE-UP ANTAKSHARI	4.8
DARPAN-SAATH SAATH	5.8	DARPAN-SAATH SAATH	4.8
DASTAAN	5.5	VISHNU PURAN	4.7
HUM EK HAIN	4.9	BABUL KI DUAYEIN LETI JA	4.1
VISHNU PURAN	4.9	CHANDAN KA PALNA RESHAM	3.9
JAI GANESHA	4.4	DEVrani JETHANI*	3.4
BABUL KI DUAYEIN LETI JA	4.3	KAISE KAHOUN...*	3.3



This clearly demonstrates that the differences in media consumption habits are a function of factors beyond the basic demographic parameters. It also highlights the fact that in the absence of additional parameters (beyond the basic demographics) being incorporated in the target audience definition, like in this case, product usership, the planner would end up creating a standard 'template' schedule to reach different buyer sub segments.

Thus, the availability of a data source which provides a media planner the option of incorporating dynamic buying behaviour into the target audience definition would provide a set of media options which would optimise delivery for those campaigns, targeted at niche segments. In other words, the media schedules targeted at various user segments would need to be different to optimise efficiency- both in terms of delivery and cost.

We have demonstrated this by evaluating the 'Live' media schedule that was actually aired for this brand for the month of April 2001. As the media vehicle selected for this campaign was primarily TV, we have compared the delivery levels (Reach and GRPs) for the following target groups –

All Housewives  
Category Non buyers  
Current Buyers  
Heavy Buyers  
Light Buyers

As one can be seen from the table below, the delivery of the schedule in terms of both Reach and OTS is different for different target groups. Thus, the media schedule compiled based solely on a demographic target audience definition would have led to under delivery if targeted at the non buyers and over delivery if targeted at the other buying target audience. This over delivery / under delivery would lead to "budget" inefficiencies. This is especially true if the ad campaign was targeted at 'Light Buyers'

<b><u>Base</u></b>	<b>No of spots</b>	<b>Pop (000s)</b>	<b>Reach (000s)</b>	<b>Reach %</b>	<b>Avg OTS</b>	<b>Gross OTS</b>
<b>All Housewives</b>	<b>197</b>	2466	1198	49	4.7	5651
<b>Category Non buyers</b>	<b>197</b>	1550	713	46	4.9	3307
<b>Current Buyers</b>	<b>197</b>	916	485	53	4.8	2344
<b>Heavy Buyers</b>	<b>197</b>	235	148	63	4.8	703
<b><u>Light Buyers</u></b>	<b><u>197</u></b>	675	337	50	4.9	1641

The next question which needed to be addressed was 'Does Print have any role in the media planning process?'

We assessed the efficiencies of using Print in conjunction with TV by formulating a media schedule using both Print as well as TV. By adding single insertion each in just 5 leading dailies, we were able to increase the Reach of the plan for the All Housewives target segment to approximately 60%. To obtain the same increase through TV alone, the number of additional spots required was 19. The costs of increasing the Reach through the 'TV+ Press' plan was significantly lower than that of Solus TV.

<b>Pop</b>	<b>Reach</b>	<b>Reach</b>	<b>Avg OTS</b>	<b>Gross OTS</b>
(000's)	(000's)	%		(000's)
2466	1482	60.09	4.6	6816

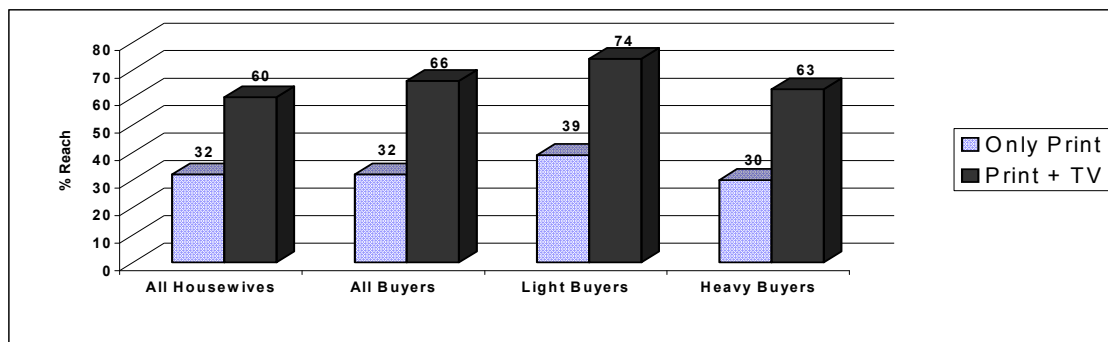
Another manner in which we validated the above observed Multiplier effect of Print and TV was by attaining the same delivery levels by reducing the number of TV spots on the earlier plan and substituting these TV exposure opportunities with Print insertions.

Once again, for the All Housewives target group, it was observed that the replacement of 105 spots (across both high and low rated programmes) on TV by a mere five insertions released in the 5 leading dailies, attained the same Reach and Exposure levels as the original plan. In other words, the Reach and OTS levels, delivered by just 5 insertions in Print equaled to that of deliveries from 25% of the TV spots included in the schedule. This approach led to a significant reduction in the overall cost of the campaign. An analysis of similar campaigns in other categories further validates the findings presented above.

The third hypothesis that we had set forth pertained to assessing the role of Print amongst different user segments. Continuing with the case of Talcum Powders, when we evaluate the deliveries by Solus Print v/s Print + TV, we clearly find that :

- Print performs better amongst Light Buyers as compared to that amongst Heavy Buyers
- Print delivers 53% of the total coverage delivered by the schedule amongst Light Buyers as compared to 48% amongst Heavy buyers

If the objective of the campaign was to convert the Light Users of the category to the new launch, then ideally Print should be the primary vehicle rather than TV.



**In Conclusion**

This experiment thus, confirms the following hypotheses :

- The media consumption habits vary across different user sub segments. Therefore, inclusion of dynamic product purchase characteristics along with the normal demographic descriptors would lead to more effective and cost efficient media planning
- Using Print in conjunction with Television has a distinct ‘multiplier’ effect in terms of deliveries
- Print has a distinct role in reaching certain consumer segments.
- There are several potential utilities which this approach offers:
  - Holistically defining the target audiences incorporating purchase behaviour parameters along with the standard demographic descriptors which can enhance the efficiency of media spends
  - A fused data set incorporating two dynamic databases could help in setting norms for the media objectives. For instance, a planner could assess the relative “weight” of the campaign i.e. the deliveries needed to convert a non buyer. Or , for instance, scheduling the campaign timing with the purchase cycle.
  - A Planner can also model the responses to media activity, promotions and price changes to the brand off-take
  - Through the Gain & Loss Analysis, a planner can assess the “halo” effect of advertising on consumer off-take

**Next Steps:**

Currently, this experiment has been conducted for three select markets. This needs to be further expanded to encompass additional markets which are covered by the three databases.

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