

# Ideal ad mix for new cars - TV, newspapers

The release of Ads24's most recent Path to Persuasion (P2P) Wave 4: Automotive (passenger cars) category reveals the ideal media mix for marketing a new car is a combination of TV and newspaper advertising.

## Power of persuasion

Consumers have been 'conditioned' by advertisers to know where to look for the brand information that they need when purchasing products and services.

"Some media traditions remain unchanged and one of these is launching a new automotive advertising campaign with a TV commercial on a Friday night to introduce consumers to the new car, to capture their attention through entertainment and then to follow this up with more in-depth information, education and a means for comparison through print advertising in the Sunday newspapers. The on-going observance of this marketing strategy, backed by our P2P research, illustrates the effectiveness of these two media formats in delivering an automotive brand to the public," said Vimla Frank, head of marketing and business strategy at Ads24.

The Path to Persuasion (P2P) is a media format measurement tool that identifies what role different media formats play in delivering product and brand information to different consumer markets.

"The need for measurability and 'empirical proof' that media deliver positive returns on investment is critical to the media investment decision and formed the basis for the decision to commission research that tracked individual media against consumer decision-making needs. To date, more than 4400 respondents were recruited over four waves of P2P fieldwork and interviewed throughout SA."

## Engage with consumers

The passenger car category formed part of Wave 4 of P2P (2013) and comprised of a sample of motor vehicle owners across all ethnic groups.

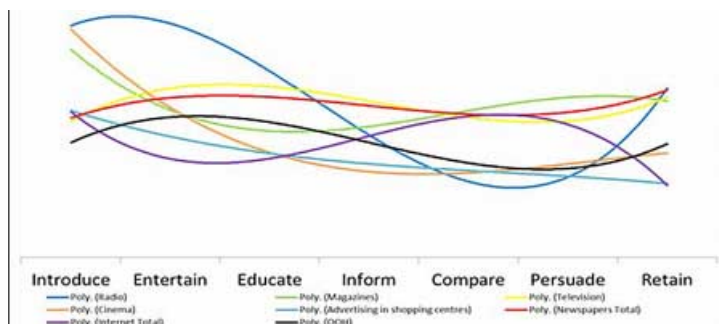
The intrinsic nature of different media types enable planners to engage with consumers in the right place, at the right time, with the correct message in order to persuade them to take a step closer to the end of the path to purchase. Similar to the factors influencing consumer behaviour, FGI research has learned that different media types are more or less effective in delivering relevant brand information at each stage of the path to purchase cycle.

"The 'media path to persuasion' takes consumers through seven stages, namely introduction, entertainment, education, information, comparison, persuasion and retention," explains Brad Aigner CEO of FGI.

The best media strategy is one where the media mix is integrated optimally to deliver relevant and appropriate brand information through every stage of the media path of persuasion.

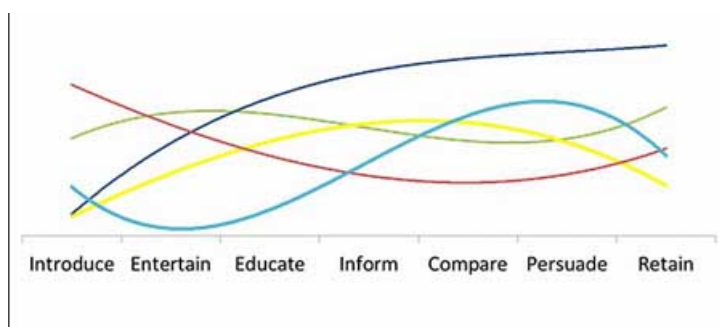
## Media mixes

"We have found that consumers have their own individual information type preferences when looking to buy something in the market. Some prefer detailed and explanatory information, whilst others require comparative and persuasive information in order to make a brand decision. It is important that marketers use media mixes that amplify the types of information that consumers seek. Usually, the most effective media mixes include media formats that play differentiated roles across the Path to Persuasion," concludes Aigner.



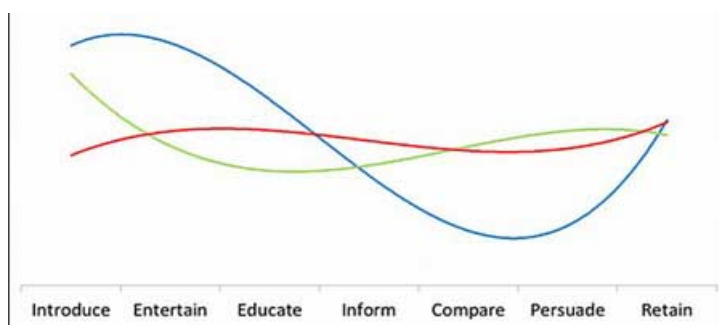
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The above the line media in the passenger category play very different roles in the path to persuasion, with the exception of television, newspapers and OOH. These three media types play a similar role in this category.



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Below the line media plays very different roles in the path to persuasion. The combination of below the line media deliver a good media mix that carries the consumer down the media path to persuasion effectively.



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A good media mix for the passenger car category combines electronic and print media. Internet plays a vital role in the comparison stage of the P2P.

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