



nielsen

# NEW MODEL MEDIA ENGAGEMENT

HOW TO MAKE THE MOST OF THE NEW INSIGHTS  
**MAY 2013**

Nielsen Consumer & Media Insights  
Q2 2012 – Q1 2013 Database Release



# ABOUT MEDIA ENGAGEMENT

The new metrics go beyond media usage to understand consumer engagement with all media (on 24 engagement statements) and where they look to when making key purchase decisions in key categories. Planners and media strategists are able to analyse engagement for different media for any Nielsen CMI targets.

This builds our 2010 model, developed in New Zealand, where our research identified experience factors and differences that were able to be applied across media types. Respondents are asked core television, newspaper, magazine, radio, online, direct mail, cinema and out of home media questions.

Available in CMI, the module is based on a separate specialised survey conducted with 3,000 respondents. The results are fused with into CMI databases using granular data matching with 'Fusion Media Questions', bringing together like-respondents.

# WHAT'S NEW?

- Recency; Media Involvement & Usage
- NEW! Media Engagement Dimensions

Used to compare how consumers engage with media, to go beyond reach and inform campaigns more simply than the previously released engagement statements on which these are based

- \* Educates
- \* Entertains
- \* Absorbs
- \* Accompanies
- \* Alters Thoughts and Feelings
- \* Pastime
- \* Inspires

- Media Engagement Statements
- Media and Purchase Decision-making (category level data)

Simpler to use and to better reflect the mission of 'above-the-line' advertising campaigns in terms of:

- \* When consumers are seeing information , new ideas or advice
- \* When consumers are seeking best deals
- \* When consumers are deciding where to shop

# WHAT'S NEW?

Newspaper and Magazine Engagement sections have been refined:

- Magazine Engagement
  - Areas where magazines inspire
  - you and magazines
  - magazine occasions
  - topic reading
  - consumer action
- Newspaper Engagement
  - Areas where newspapers inspire
  - you and newspapers
  - newspaper occasions
  - topic reading
  - consumer action

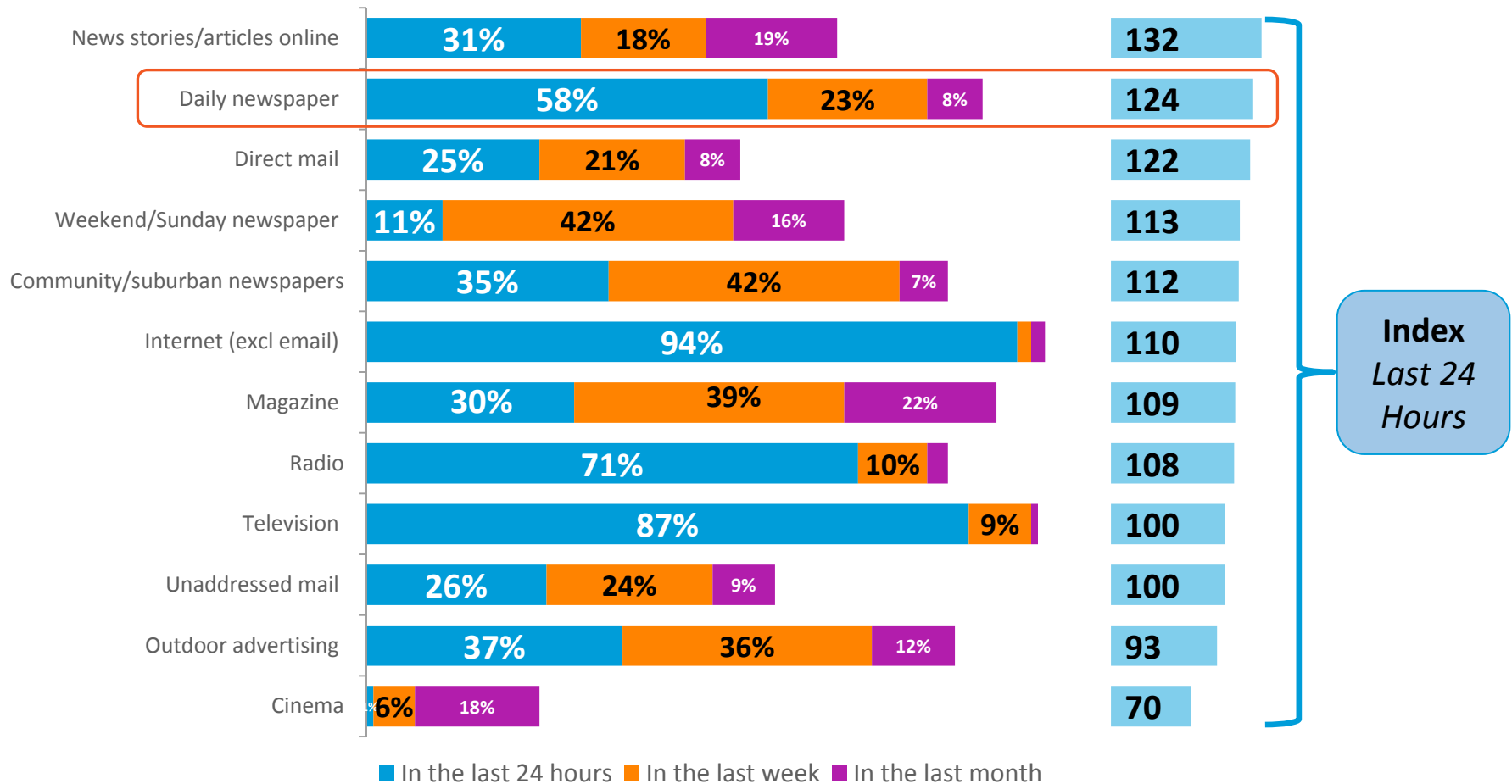
An abstract graphic on the left side of the slide. It features a series of concentric, curved lines that form a partial sphere or dome shape. The lines are colored in a spectrum including yellow, green, cyan, blue, and magenta. Several small, solid-colored dots (yellow, magenta, red) are placed at various points along these lines, with thin lines extending from them towards the center of the sphere.

# REGENCY; MEDIA INVOLVEMENT & USAGE

# REGENCY OF USE

## TARGET: NEW ZEALANDERS WITH INVESTMENT PROPERTIES

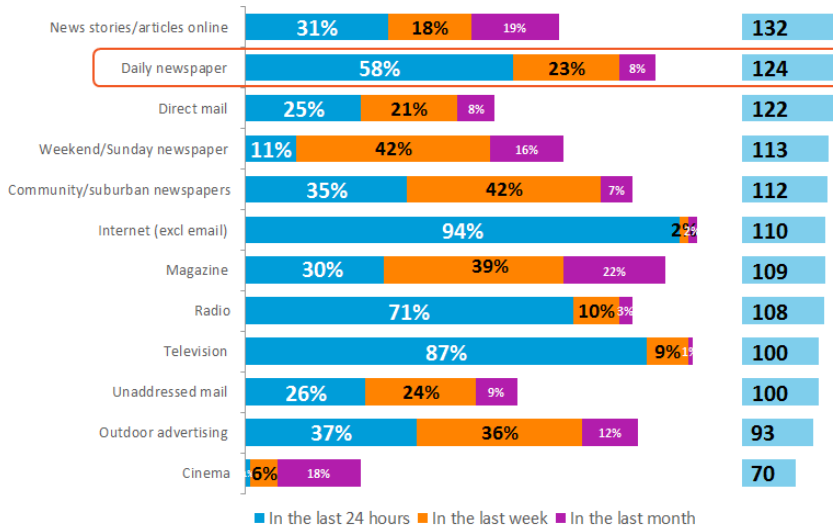
58% of people with investment properties have read a daily newspaper in the last 24 hours and they are *24% more likely* to do so compared to all New Zealanders 15+



# BUILDING REGENCY OF USE

## TARGET: NEW ZEALANDERS WITH INVESTMENT PROPERTIES

58% of people with investment properties have read a daily newspaper in the last 24 hours and they are *24% more likely* to do so compared to all New Zealanders 15+



Index Last 24 Hours

Base

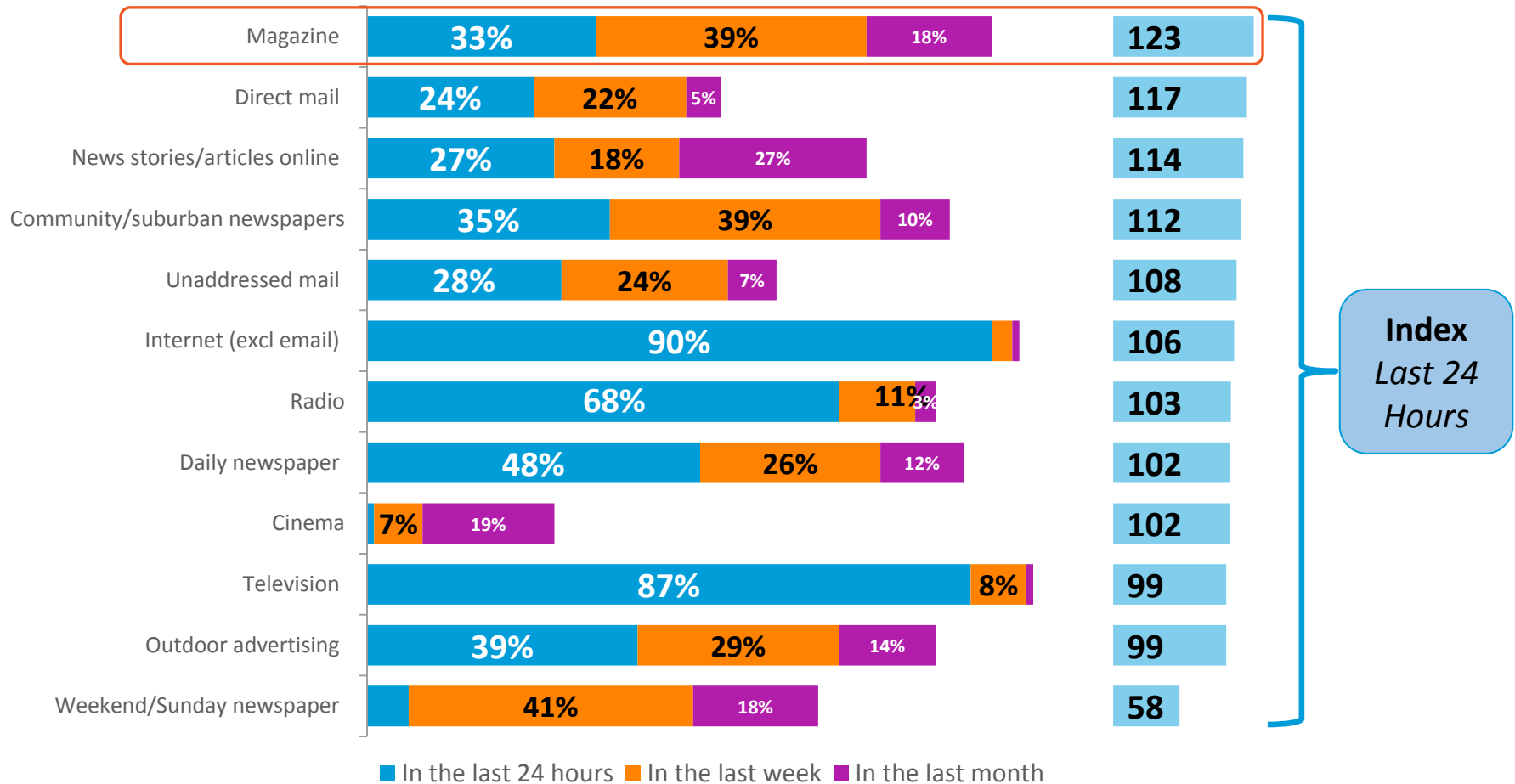
Target

15+ Years			Title			
72 Rows	2 Cols	2 Bases	Totals		Investment property	
			Vert%	Index	Vert%	Index
Totals			100	100	100	100
How recently have you read or looked into a daily newspaper [In the last 24 hours]			47	100	58	124
How recently have you read or looked into a daily newspaper [In the last week]			25	100	23	92
How recently have you read or looked into a daily newspaper [In the last month]			11	100	8	73

# REGENCY OF USE

## TARGET: MAKE-UP WEARERS

33% of make-up wearers have read a magazine in the last 24 hours and they are *most likely* to engage with magazines across 24 hours than any other medium

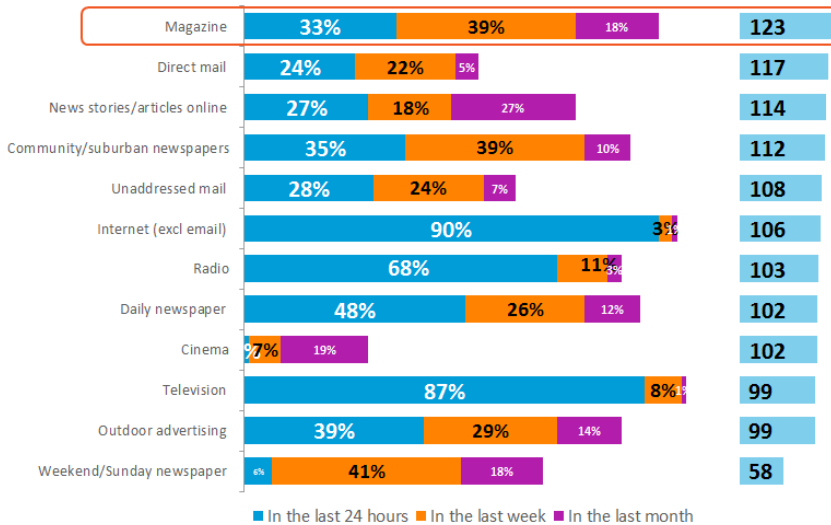




# BUILDING REGENCY OF USE

## TARGET: MAKE-UP WEARERS

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Index  
Last 24  
Hours

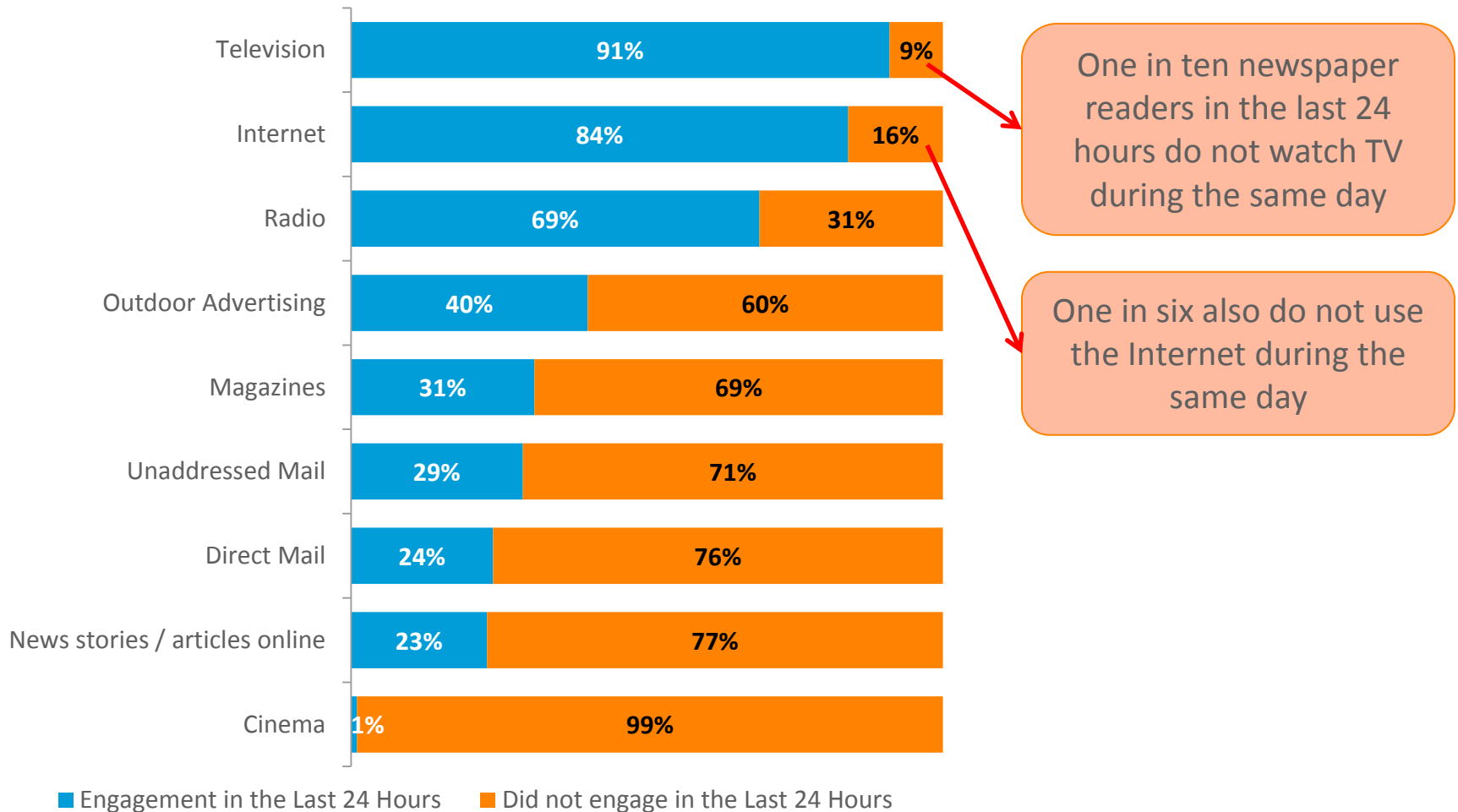
Base

Target

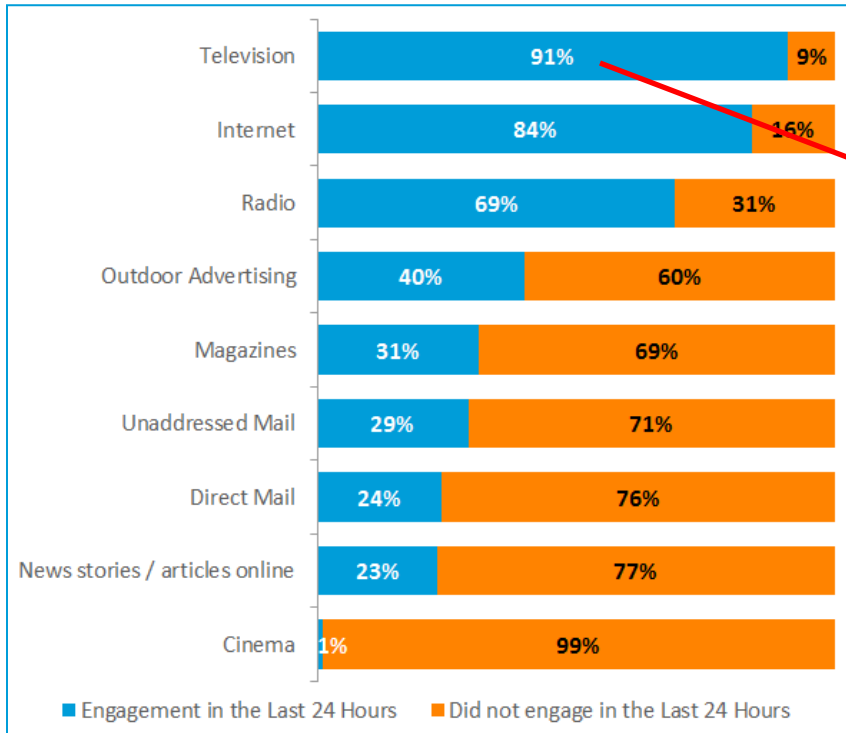
15+ Years		Title	Totals		I wear makeup every day	
54 Rows	1 Col	2 Bases	Vert%	Index	Vert%	Index
Totals			100	100	100	100
How recently have you read or looked into a magazine [In the last 24 hours]			27	100	33	123
How recently have you read or looked into a magazine [In the last week]			38	100	39	103
How recently have you read or looked into a magazine [In the last month]			21	100	18	89

# REGENCY OF USE

## NEWSPAPER READERS IN THE LAST 24 HOURS



# BUILDING REGENCY OF USE NEWSPAPER READERS IN THE LAST 24 HOURS



**Base** (points to 15+ Years)

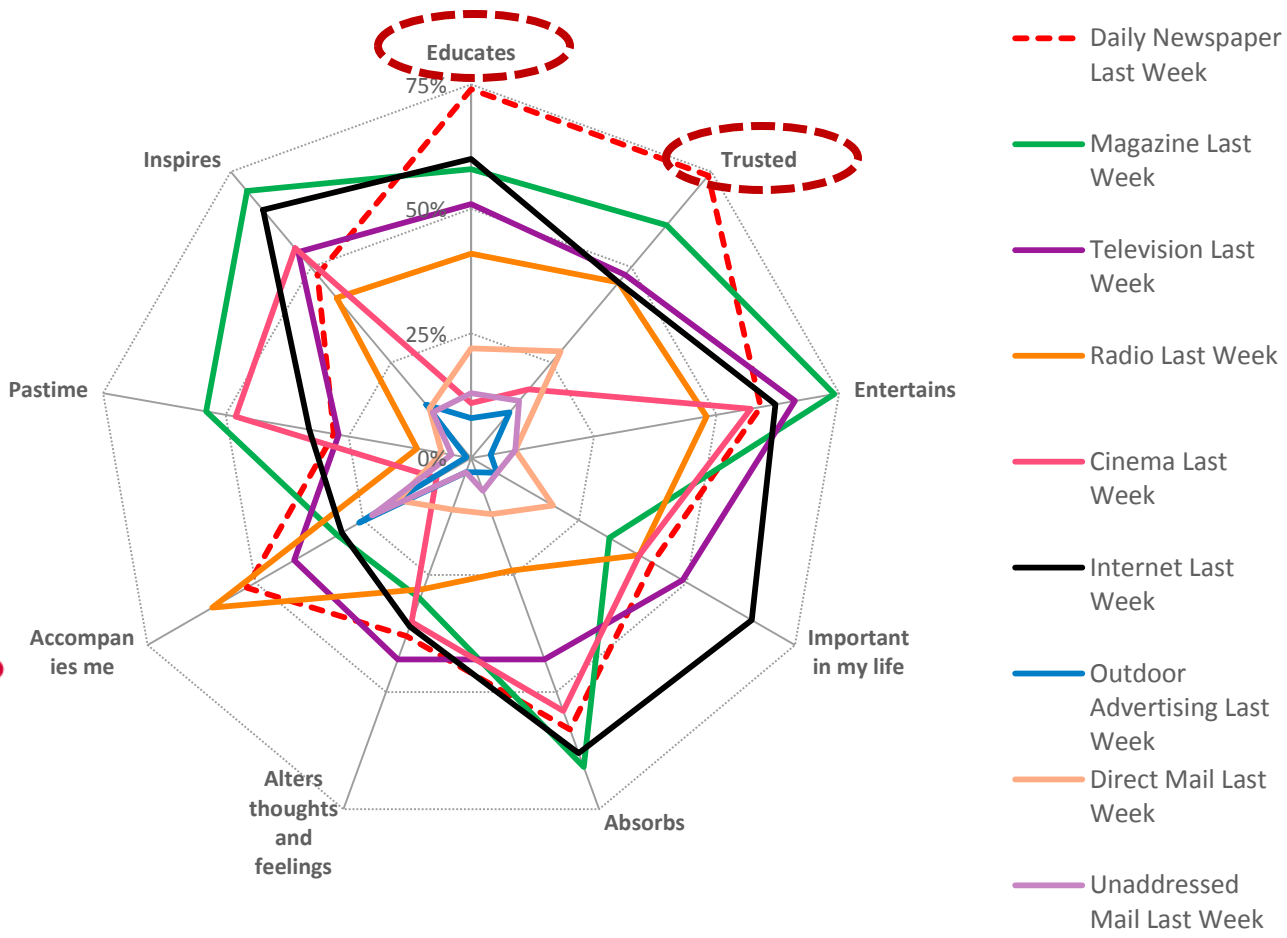
**Target** (points to How recently have you read or looked into a daily newspaper [L...])

15+ Years			Title			*****		
9	1	2	Totals			How recently have you read or looked into a daily newspaper [L...		
Rows	Col	Bases	(000s)	Vert%	Index	(000s)	Vert%	Index
Totals			3540	100	100	2182	100	100
How recently have you watched television [In the last 24 hours]			3108	88	100	1981	91	103
How recently have you used the internet (excl email) [In the last 24 hours]			3015	85	100	1832	84	99
How recently have you listened to the radio [In the last 24 hours]			2322	66	100	1506	69	105
How recently have you noticed outdoor advertising [In the last 24 hours]			1387	39	100	879	40	103
How recently have you read or looked into a magazine [In the last 24 hours]			962	27	100	678	31	114
How recently have you read or skimmed an unaddressed mail [In the last 24 hours]			914	26	100	642	29	114
How recently have you read or skimmed piece of direct mail [In the last 24 hours]			725	20	100	521	24	117
How recently have you read news stories/articles online [In the last 24 hours]			845	24	100	495	23	95
How recently have you been to the cinema [In the last 24 hours]			49	1	100	25	1	81

An abstract graphic on the left side of the slide. It features a series of curved, overlapping lines in various colors (red, green, blue, yellow) that form a spherical or hemispherical shape. Several colored dots (yellow, pink, red) are placed on these lines, with thin lines extending from them towards the right, suggesting data points or connections.

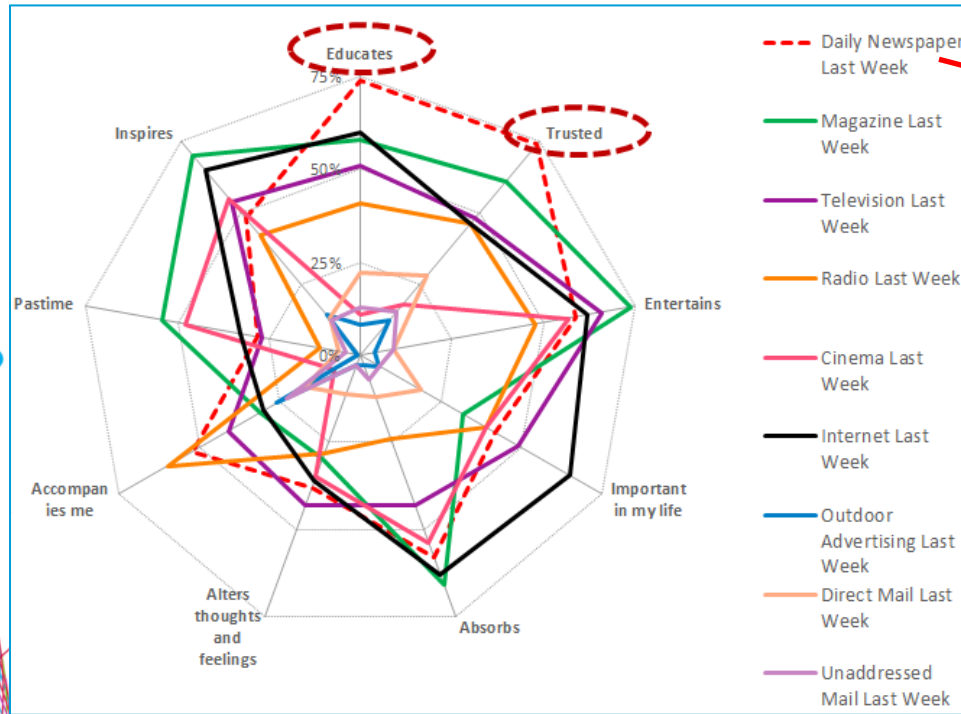
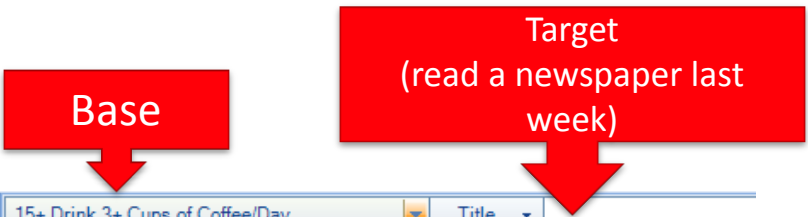
# NEW MEDIA ENGAGEMENT DIMENSIONS

# DID YOU KNOW THAT MOST **COFFEE ADDICTS** AGREE NEWSPAPERS EDUCATE AND ARE TRUSTED?



Source: Nielsen CMI Q2 2012 – Q1 2013; Base: People 15+ That Drink at Least 3 Cups of Coffee a day (988,000)

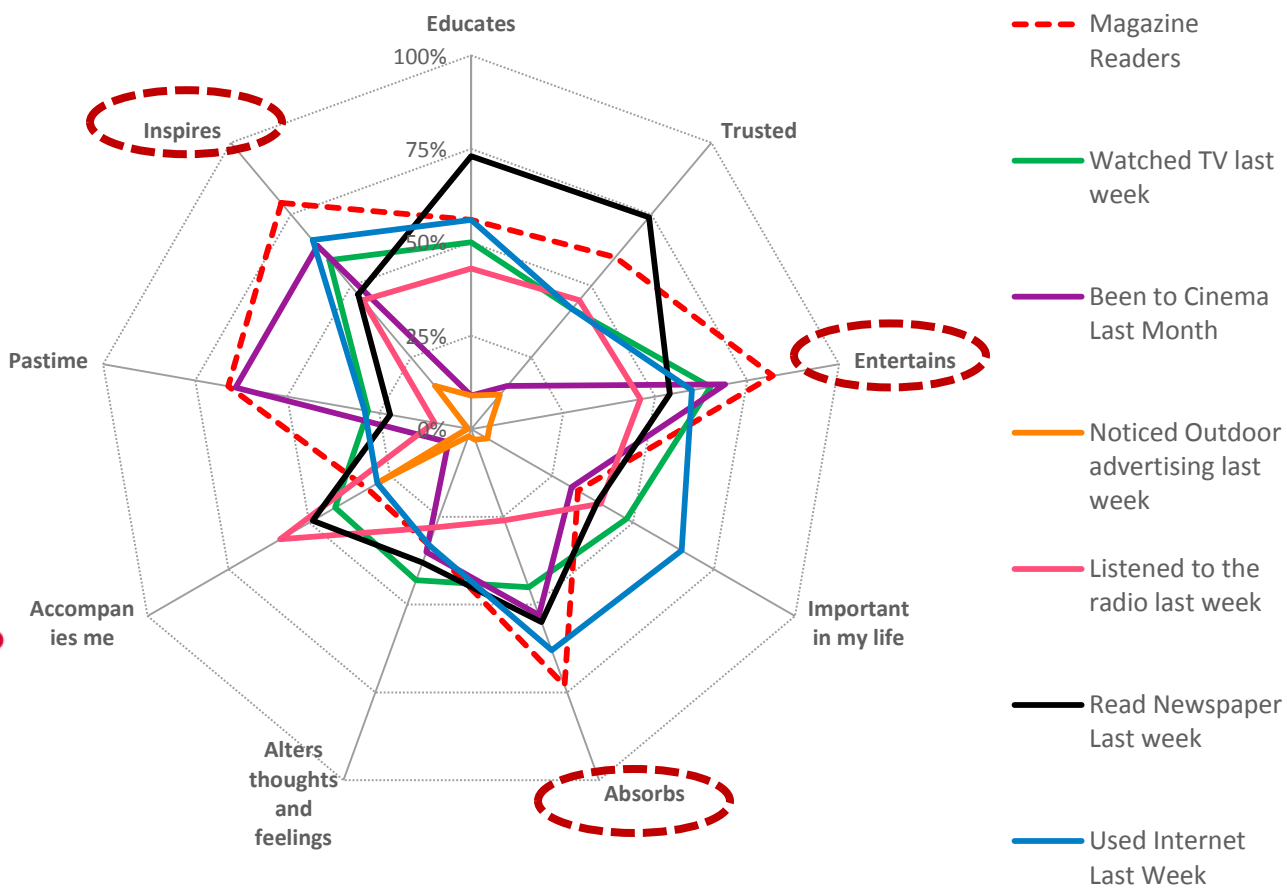
# DID YOU KNOW THAT MOST **COFFEE ADDICTS** AGREE NEWSPAPERS EDUCATE AND ARE TRUSTED?



15+ Drink 3+ Cups of Coffee/Day			Title		
1	2	Totals	How recently have you read or looked into		
9	1	(000s)	Vert%	(000s)	Vert%
Totals		988	100	709	100
All Newspapers engagement dimensions [Educates]		650	66	527	74
All Newspapers engagement dimensions [Trusted]		653	66	522	74
All Newspapers engagement dimensions [Entertains]		497	50	416	59
All Newspapers engagement dimensions [Important in my life]		357	36	299	42
All Newspapers engagement dimensions [Absorbs]		494	50	409	58
All Newspapers engagement dimensions [Alters thoughts and feelings]		317	32	270	38
All Newspapers engagement dimensions [Accompanies me]		457	46	369	52
All Newspapers engagement dimensions [Pastime]		225	23	198	28
All Newspapers engagement dimensions [Inspires]		411	42	342	48

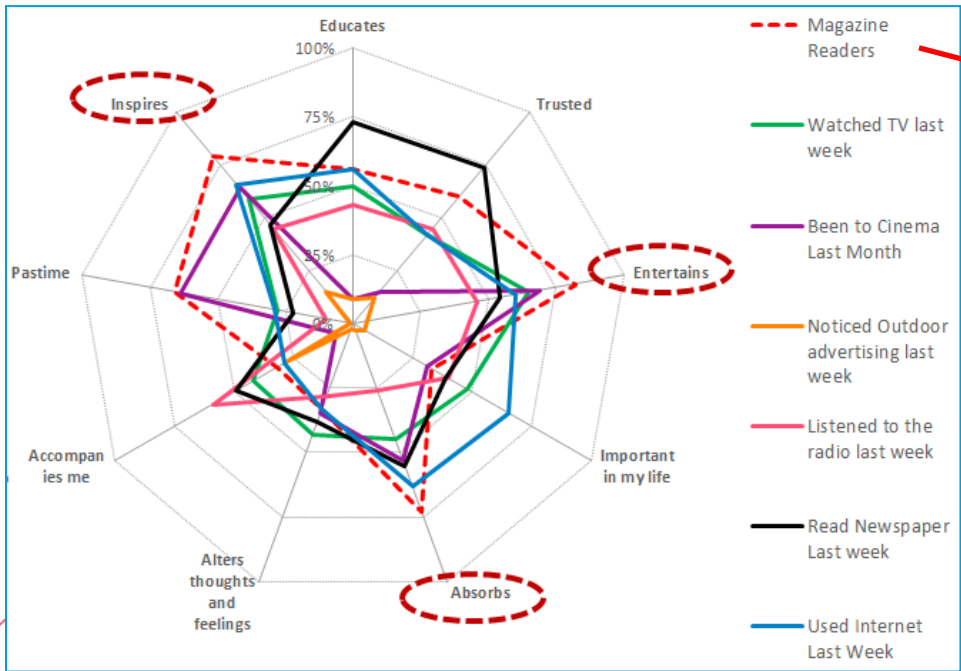
Source: Nielsen CMI Q2 2012 – Q1 2013; Base: People 15+ That Drink at Least 3 Cups of Coffee a day (988,000)

# DID YOU KNOW THAT MOST **MAKEUP WEARERS** FIND MAGAZINES ENTERTAINING, ABSORBING AND INSPIRING?



Source: Nielsen CMI Q2 2012 – Q1 2013; Base: People 15+ That Wear Make-Up Every Day (524,000)

# DID YOU KNOW THAT MOST **MAKEUP WEARERS** FIND MAGAZINES ENTERTAINING, ABSORBING AND INSPIRING?



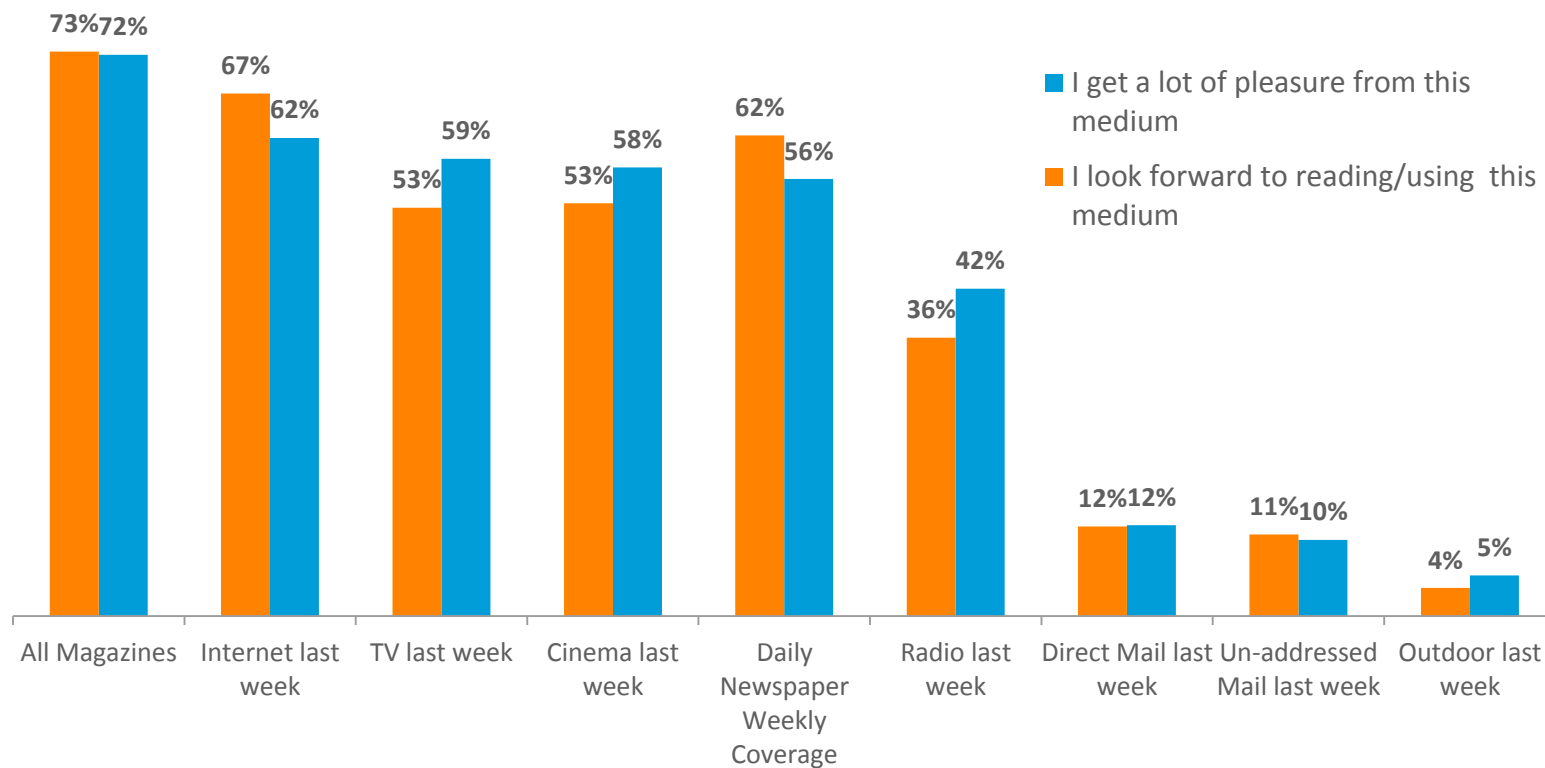
15+ Years and I wear makeup every day			Title			
9 Rows	1 Col	2 Bases	Totals (000s)	Vert%	AllAll Magazines (000s)	Vert%
Totals			524	100	488	100
Educates			274	52	274	56
Trusted			291	56	291	60
Entertains			399	76	399	82
Important in my life			163	31	163	33
Absorbs			355	68	355	73
Alters thoughts and feelings			161	31	161	33
Accompanies me			156	30	156	32
Pastime			321	61	321	66
Inspires			387	74	387	79



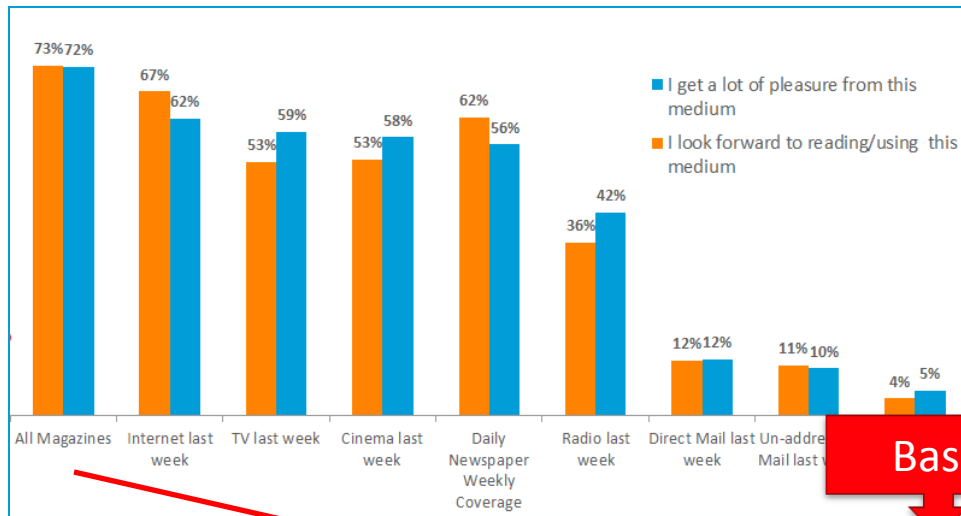
An abstract graphic on the left side of the slide. It features a series of concentric, overlapping lines in various colors (red, yellow, green, blue, purple) that form a curved, funnel-like shape. Several colored dots (yellow, purple, red) are placed at different points along these lines, with thin lines extending from them towards the right. The background is black.

# MEDIA ENGAGEMENT STATEMENTS

# MAGAZINES RANK TOP FOR NEW ZEALANDERS 15+ FOR PLEASURE AND ANTICIPATION



# MAGAZINES RANK TOP FOR NEW ZEALANDERS 15+ FOR PLEASURE AND ANTICIPATION

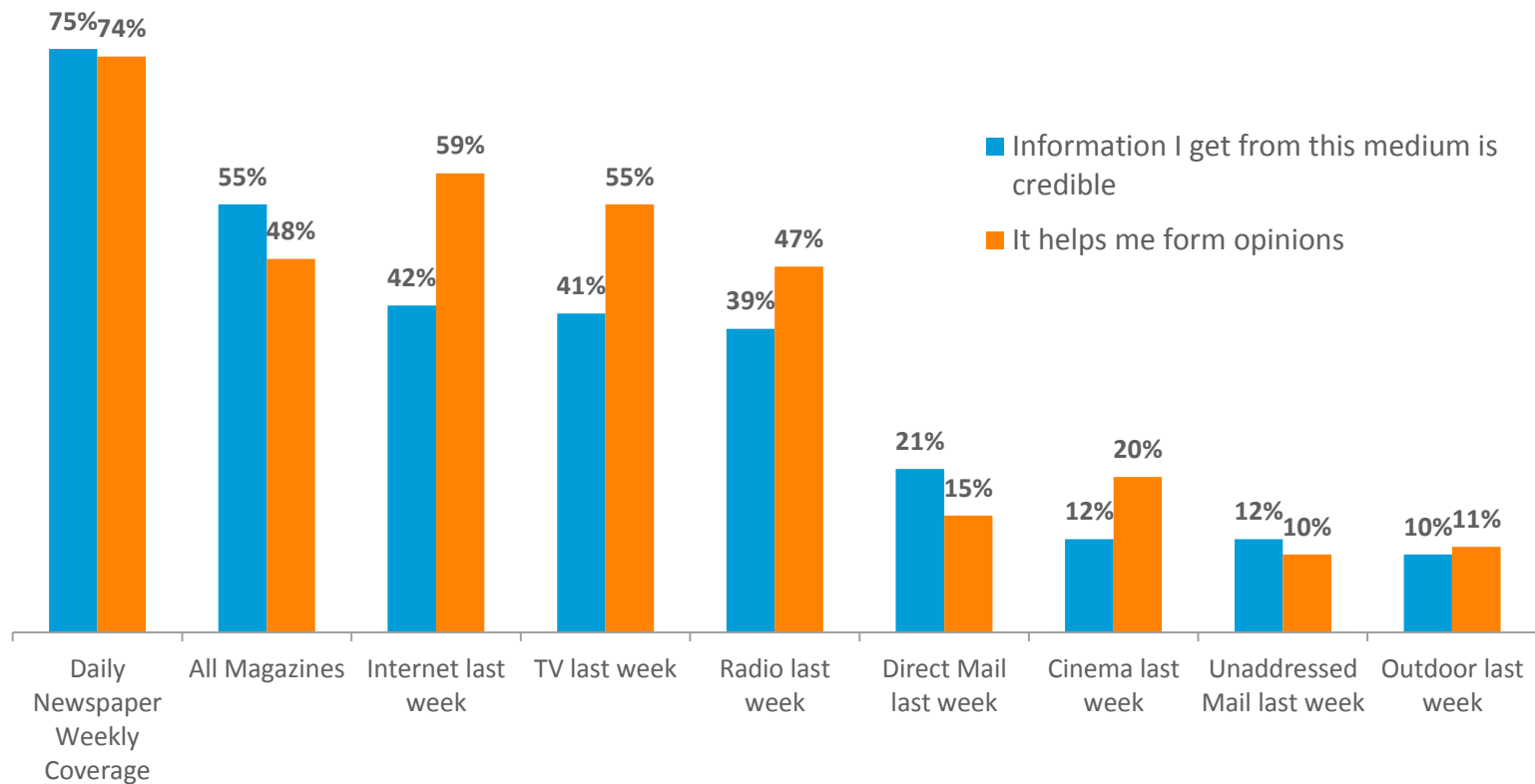


Base

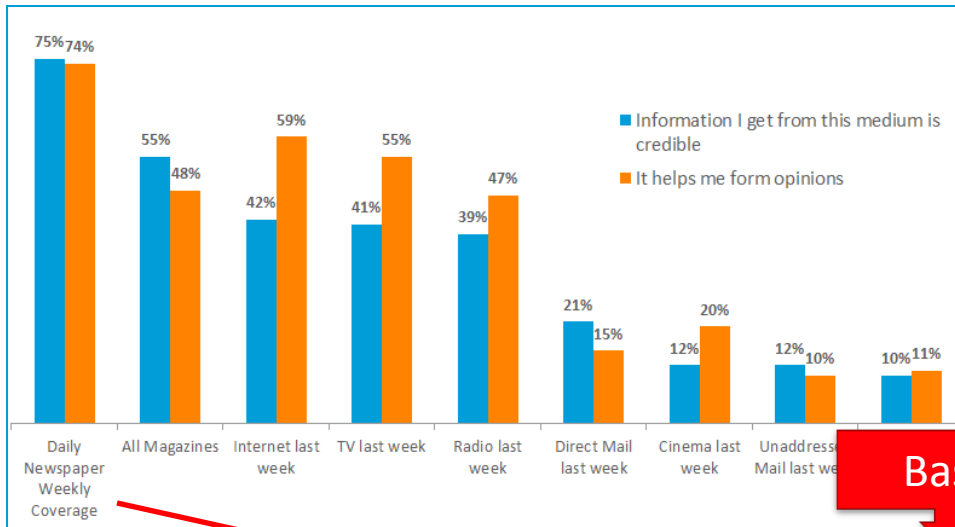
Target (magazine readers)

15+ Years		Title	Totals		All Magazines	
2 Rows	1 Col	2 Bases	(000s)	Vert%	(000s)	Vert%
Totals			3540	100	3051	100
My favourite magazine engagement statements [I get a lot of pleasure from this magazine]			2208	62	2204	72
My favourite magazine engagement statements [I look forward to reading this magazine]			2227	63	2224	73

# NEWSPAPERS RANK TOP FOR NEW ZEALANDERS 15+ FOR CREDIBILITY AND FORMING OPINIONS



# NEWSPAPERS RANK TOP FOR NEW ZEALANDERS 15+ FOR CREDIBILITY AND FORMING OPINIONS



Target  
(daily newspaper readers)

Base

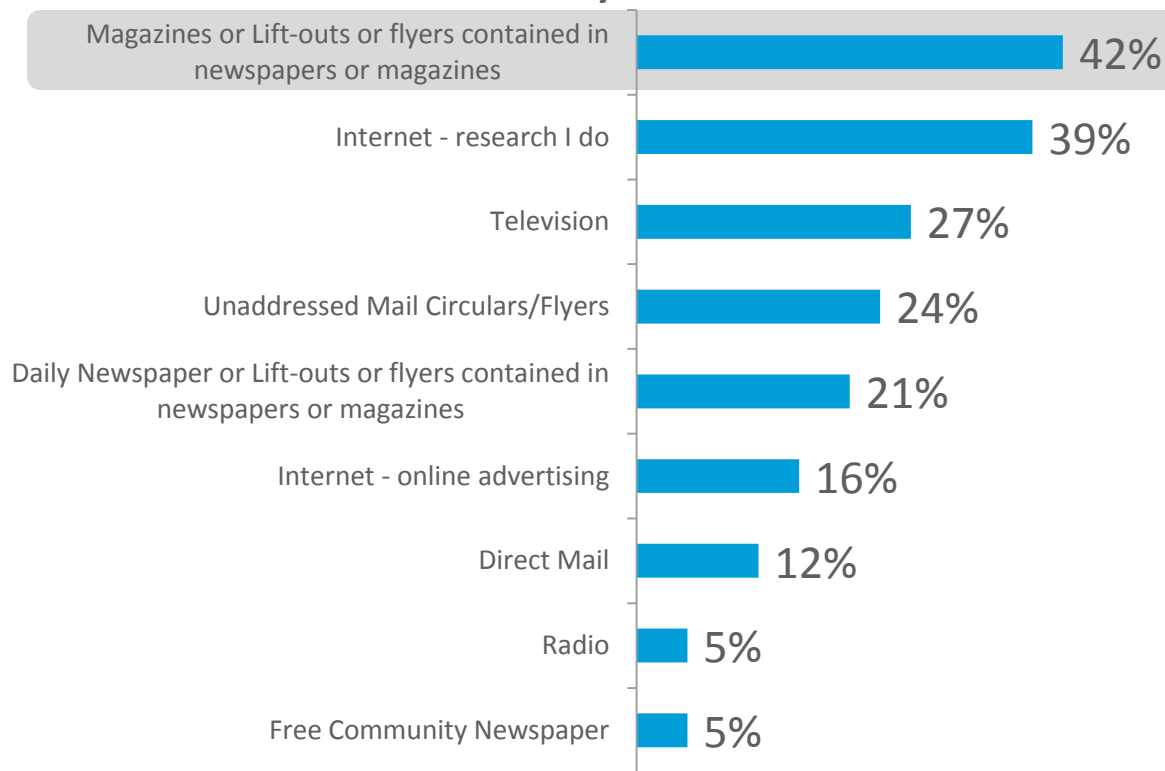
15+ Years			Totals		All Weekly Coverage Every Daily	
Rows	Cols	Bases	(000s)	Vert%	(000s)	Vert%
Totals			3540	100	2336	100
All Newspapers engagement statements [Information I get from this newspaper is credible]			2155	61	1762	75
All Newspapers engagement statements [it helps me form opinions]			2083	59	1729	74

An abstract graphic on the left side of the slide. It features a series of concentric, curved lines that form a cone-like shape, tapering towards the top left. The lines are colored in a spectrum of colors including red, orange, yellow, green, and blue. Several points are marked on these lines with small circles in yellow, green, purple, and red. Lines extend from these points towards the right, crossing the grid.

# MEDIA & PURCHASE DECISIONS

# DID YOU KNOW THAT MOST MAKEUP WEARERS USE MAGAZINES AND FLYERS FOR INFO/ADVICE/NEW IDEAS ON COSMETICS/BEAUTY PRODUCTS?

## Seeking Info / Advice / New Ideas on Cosmetics and Beauty Products



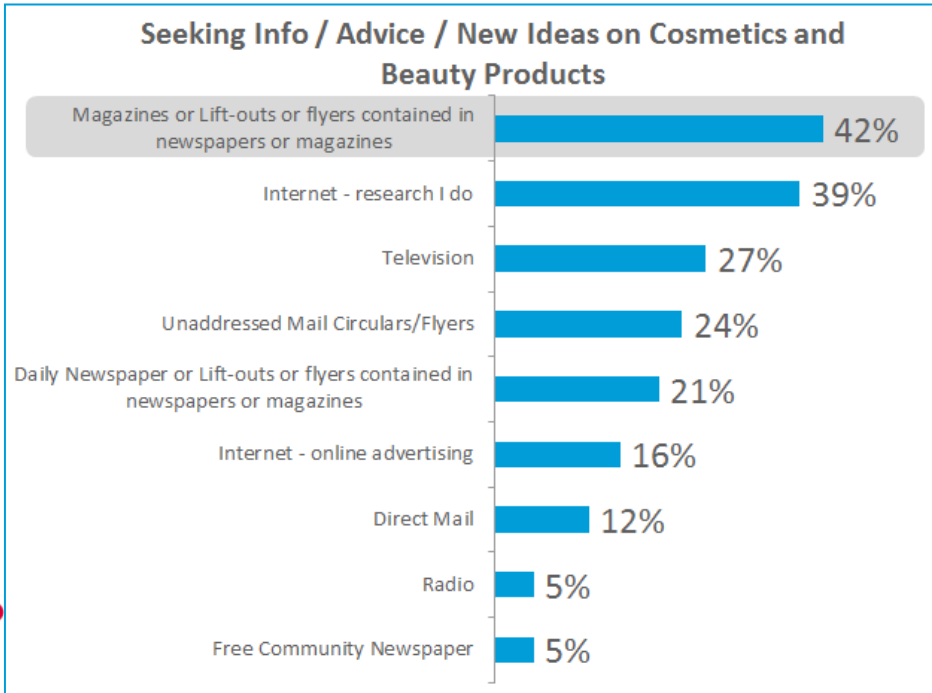
Source: Nielsen CMI Q2 2012 – Q1 2013; Base: People 15+ That Wear Make-Up Every Day & Seeking Info / New Ideas / Advice on Cosmetics and Beauty Products (355,000)



# DID YOU KNOW THAT MOST MAKEUP WEARERS USE MAGAZINES AND FLYERS FOR INFO/ADVICE/NEW IDEAS ON COSMETICS/BEAUTY PRODUCTS?

Target  
(people involved in purchasing cosmetics/beauty products)

Base



15+ Years and I wear makeup every day			title	
11 Rows	1 Col	2 Bases	Cosmetics and beauty products (ext filter)	
			(000s)	Vert%
Totals			355	100
Magazines or Lift-outs or flyers contained in newspapers or magazines			149	42
Internet - research I do			139	39
Television			96	27
Unaddressed Mail Circulars/Flyers			85	24
Daily Newspaper or Lift-outs or flyers contained in newspapers or magazines			76	21
Internet - online advertising			56	16
Direct Mail			42	12
Radio			16	5
Free Community Newspaper			16	5

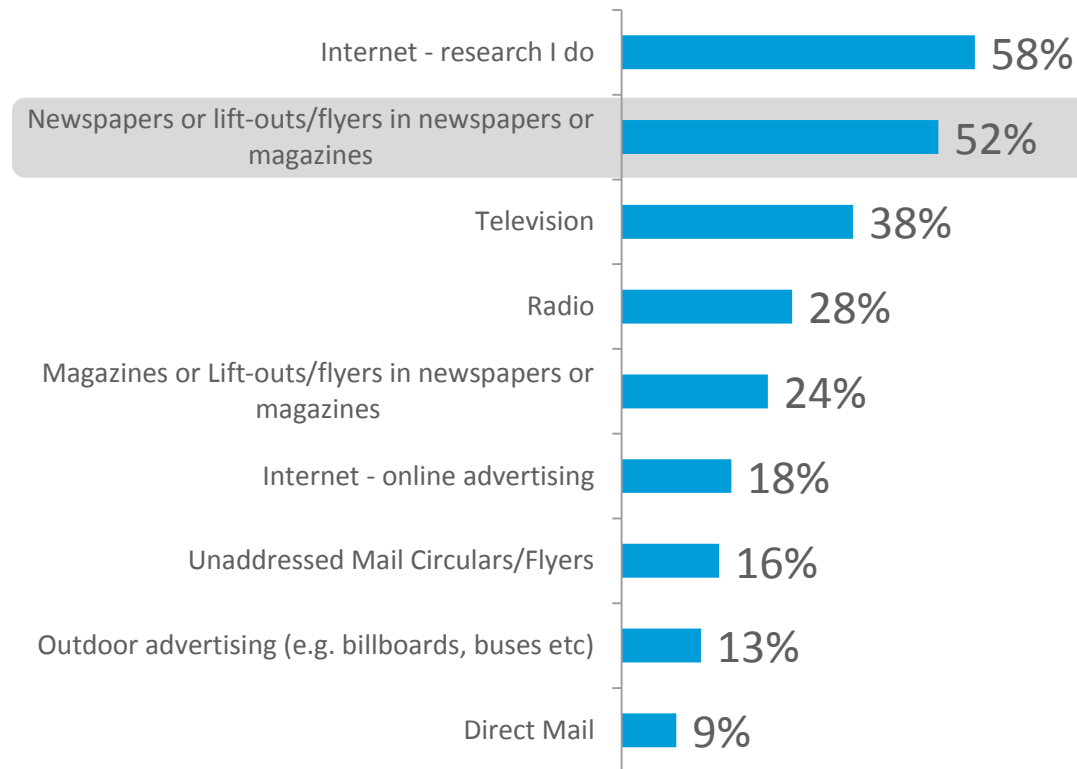
Source: Nielsen CMI Q2 2012 – Q1 2013; Base: People 15+ That Wear Make-Up Every Day & Seeking Info / New Ideas / Advice on Cosmetics and Beauty Products (355,000)

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# DID YOU KNOW THAT 52% OF COFFEE ADDICTS USE NEWSPAPERS AND FLYERS FOR INFO/ADVICE/NEW IDEAS ON LEISURE/ENTERTAINMENT?

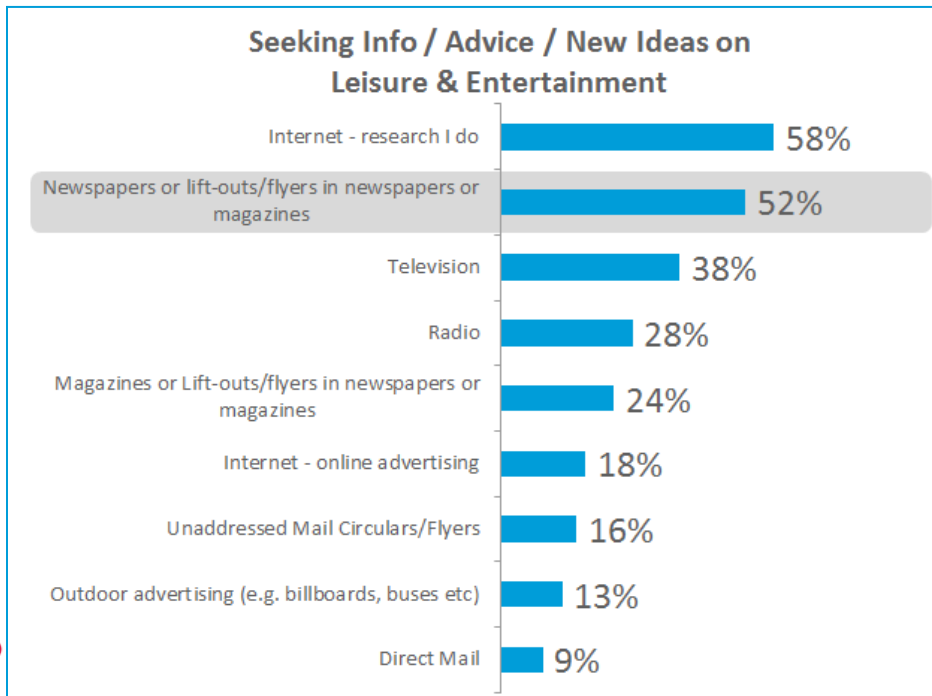
## Seeking Info / Advice / New Ideas on Leisure & Entertainment



# DID YOU KNOW THAT 52% OF COFFEE ADDICTS USE NEWSPAPERS AND FLYERS FOR INFO/ADVICE/NEW IDEAS ON LEISURE/ENTERTAINMENT?

Target  
(people involved in purchasing leisure & entertainment)

Base



15+ Years Drink 3+ Cups of Coffee/Day			Leisure and entertainment (ext)	
9	2	3	(000s)	Vert%
Totals			606	100
Internet - research I do			354	58
Daily Newspaper or Free Community Newspaper or Sunday Newspaper or Lift-outs or flyers contained in			314	52
Television			229	38
Radio			172	28
Magazines or Lift-outs or flyers contained in newspapers or magazines			146	24
Internet - online advertising			109	18
Unaddressed Mail Circulars/Flyers			96	16
Outdoor advertising (e.g. billboards, buses etc)			80	13
Direct Mail			52	9

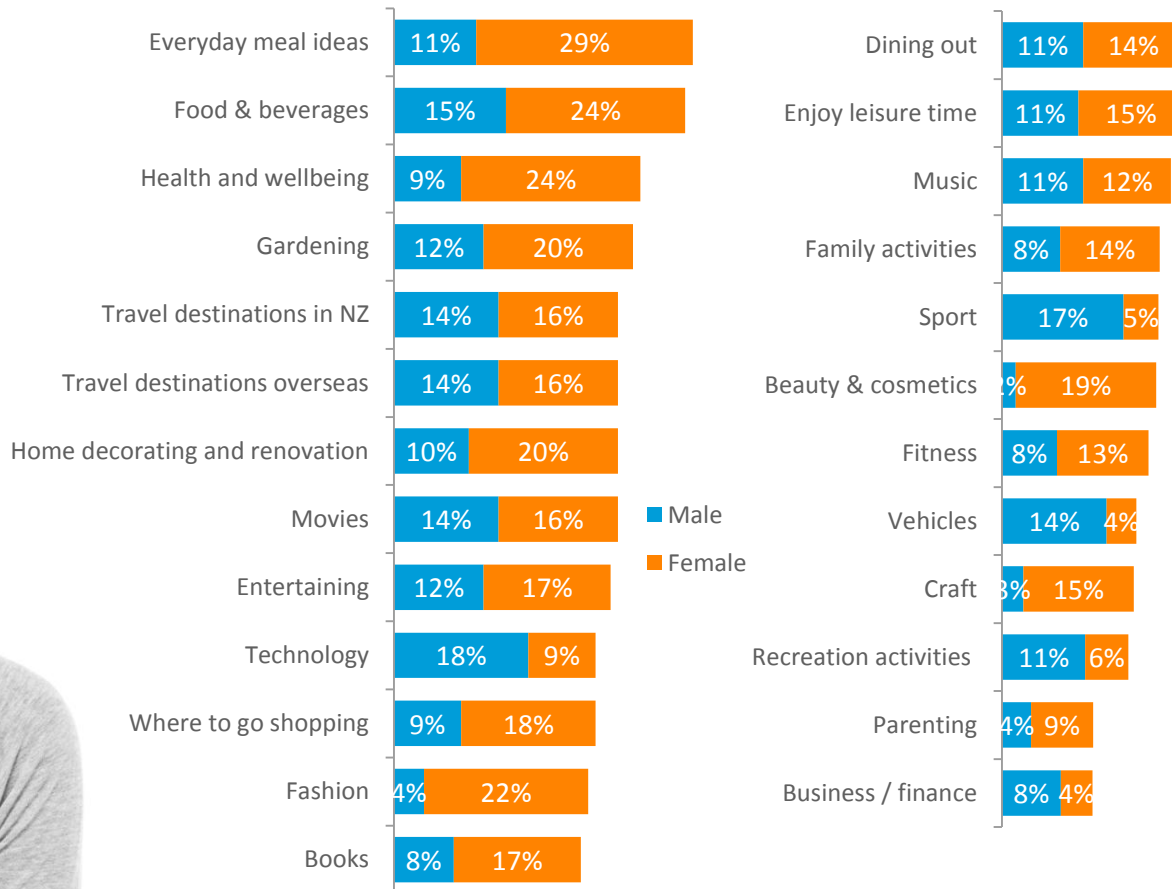
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# MAGAZINE ENGAGEMENT

# MAGAZINES ARE TARGETED!

## MEN AND WOMEN LOOKING FOR MAGAZINE CONTENT THAT SUITS THEM

Areas where magazines inspire and give you ideas



### Top for women:

Everyday meal ideas  
Health and wellbeing  
Food & beverages

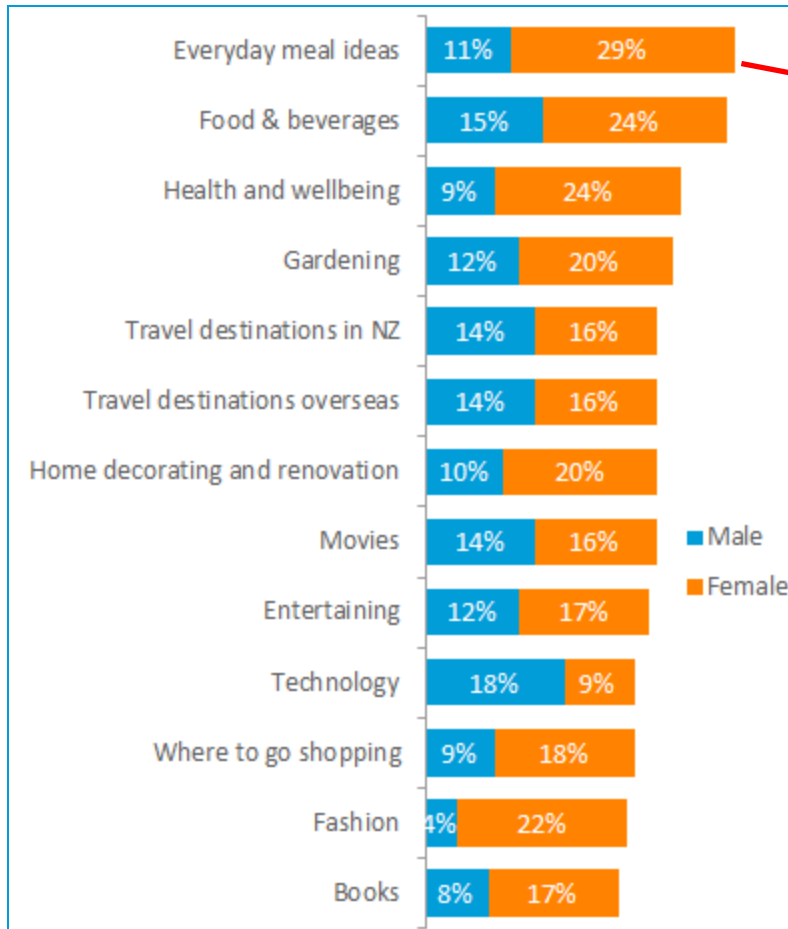
### Top for men:

Technology  
Sport  
Food & beverages

# MAGAZINES ARE TARGETED!

## MEN AND WOMEN LOOKING FOR MAGAZINE CONTENT THAT SUITS THEM

Areas where magazines inspire and give you ideas

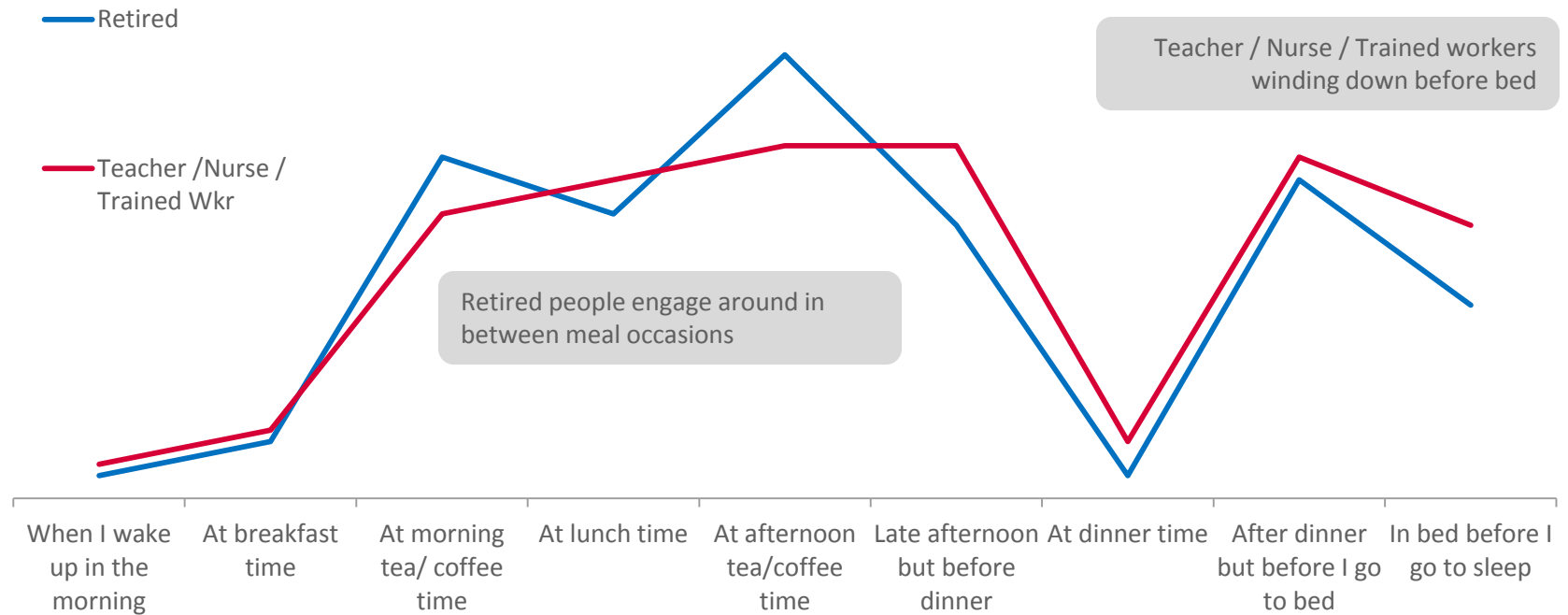


Base

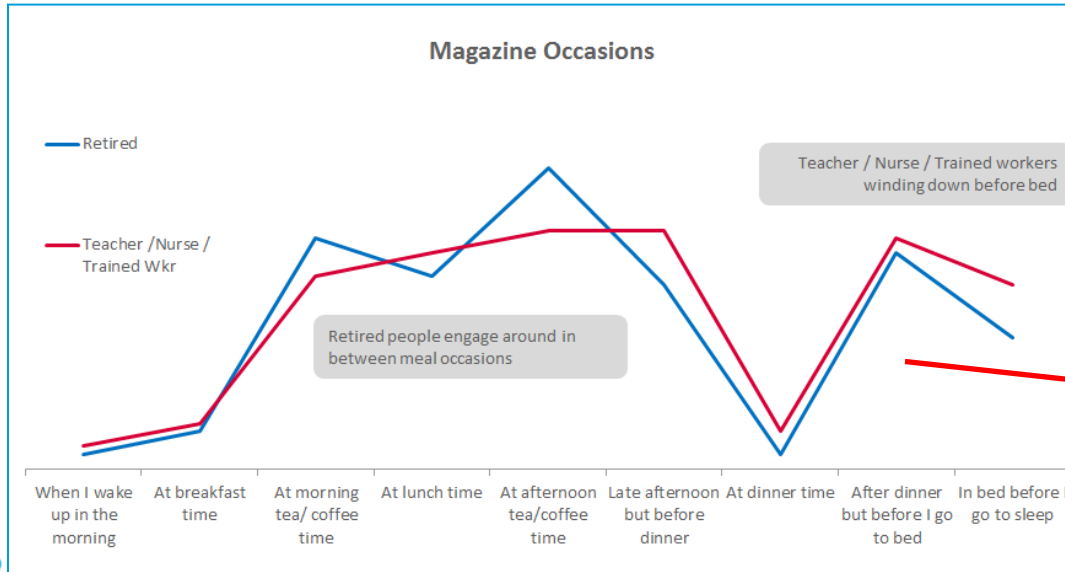
15+ Years		Title			
26 Rows	2 Cols	2 Bases	Totals	Male	Female
			GrTo%	GrTo%	GrTo%
Totals			100	49	51
Everyday meal ideas			41	11	29
Food & beverages			39	15	24
Health and wellbeing			33	9	24
Gardening			32	12	20
Travel destinations in NZ			30	14	16
Travel destinations overseas			30	14	16
Home decorating and renovation			30	10	20
Movies			29	14	16
Entertaining			29	12	17
Technology			27	18	9
Where to go shopping			27	9	18
Fashion			26	4	22
Books			26	8	17

# 'ME' TIME IS DIFFERENT FOR DIFFERENT PEOPLE

## Magazine Occasions



# 'ME' TIME IS DIFFERENT FOR DIFFERENT PEOPLE

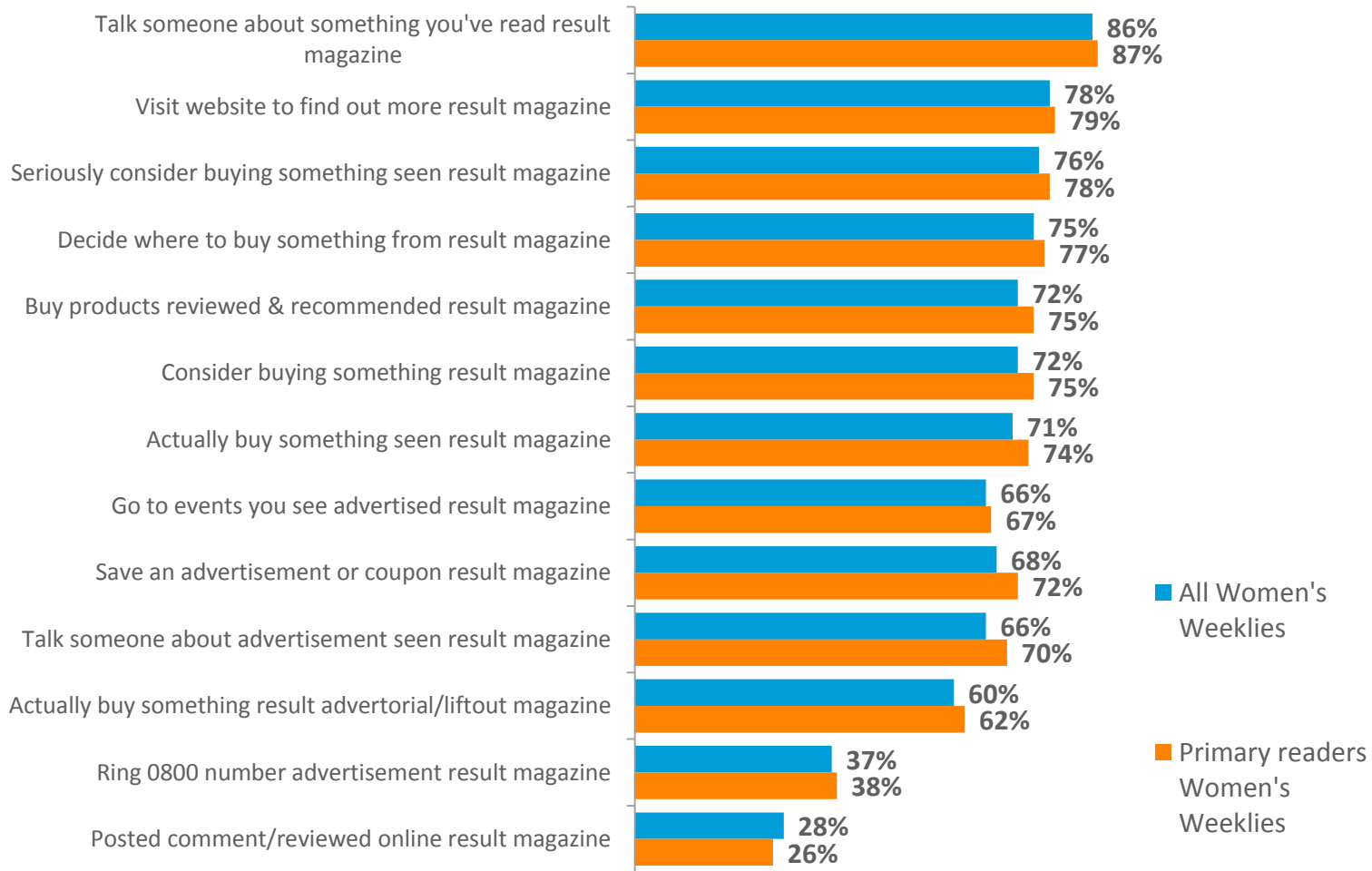


**Base**

15+ Years		Title	Totals	Retired /Superann	Teacher /Nurse
9	2	2	Vert%	Vert%	Vert%
Totals			100	100	100
When I wake up in the morning			4	2	3
At breakfast time			7	5	6
At morning tea/ coffee time			24	30	25
At lunch time			26	25	28
At afternoon tea/coffee time			31	39	31
Late afternoon but before dinner			30	24	31
At dinner time			5	2	5
After dinner but before I go to bed			30	28	30
In bed before I go to sleep			17	17	24

# ADVERTISING IN ACTION

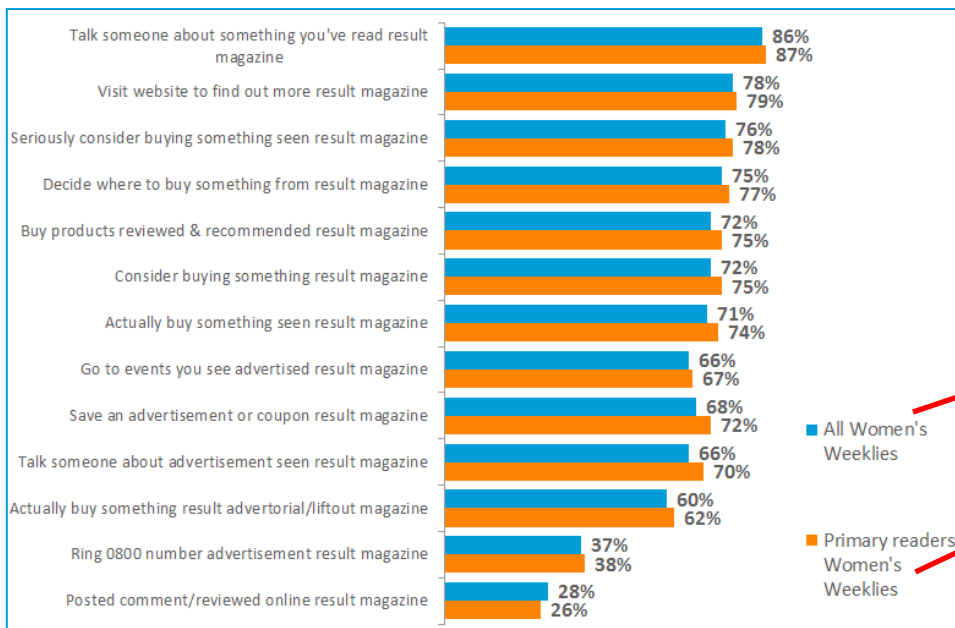
All readers as likely as primary readers to act as a result of seeing advertising in magazines





# ADVERTISING IN ACTION

Total readers as likely as primary readers to act as a result of seeing advertising in magazines



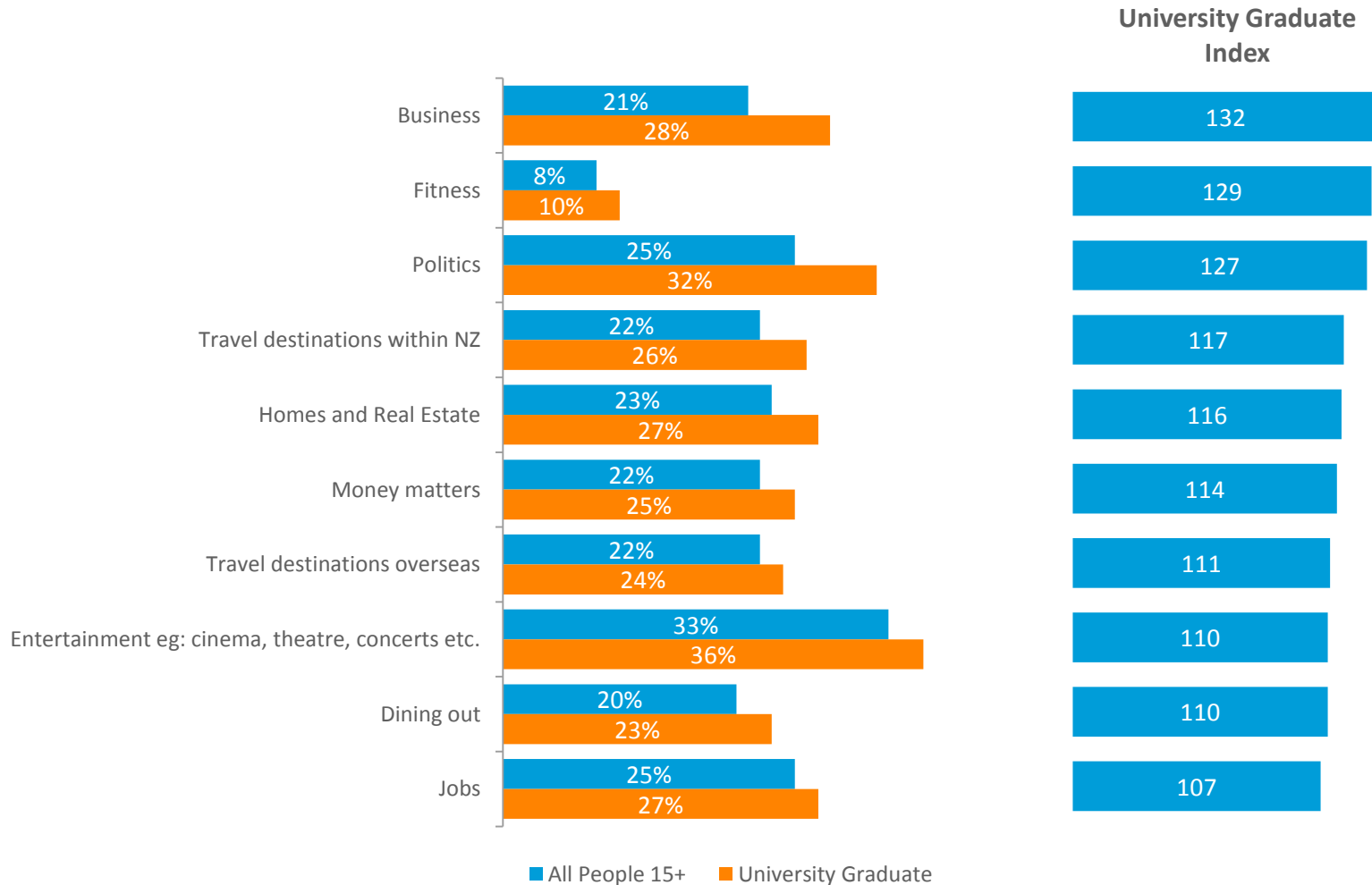
15+ Years			Totals		All Women's Weeklies Readers		Primary Women's Weeklies Readers	
13 Rows	2 Cols	2 Bases	(000s)	Vert%	(000s)	Vert%	(000s)	Vert%
Totals			3540	100	1183	100	394	100
Talk someone about something you've read result magazine			2563	72	1014	86	344	87
Visit website to find out more result magazine			2332	66	922	78	311	79
Seriously consider buying something seen result magazine			2298	65	904	76	308	78
Decide where to buy something from result magazine			2242	63	886	75	302	77
Buy products reviewed & recommended result magazine			2148	61	851	72	294	75
Consider buying something result magazine			2111	60	847	72	295	75
Actually buy something seen result magazine			2095	59	836	71	290	74
Go to events you see advertised result magazine			1984	56	785	66	263	67
Save an advertisement or coupon result magazine			1952	55	810	68	284	72
Talk someone about advertisement seen result magazine			1915	54	787	66	274	70
Actually buy something result advertorial/liftout magazine			1795	51	715	60	244	62
Ring 0800 number advertisement result magazine			1048	30	440	37	151	38
Posted comment/reviewed online result magazine			815	23	327	28	103	26

An abstract graphic on the left side of the page features a series of concentric, overlapping lines in various colors (red, yellow, green, blue, purple) that form a curved, funnel-like shape. Several colored dots (yellow, purple, red) are placed at various points along these lines, with thin lines extending from them towards the right side of the page.

# NEWSPAPER ENGAGEMENT

# PEOPLE WITH A TERTIARY DEGREE ARE MORE LIKELY TO LOOK FOR IDEAS ON BUSINESS/POLITICS

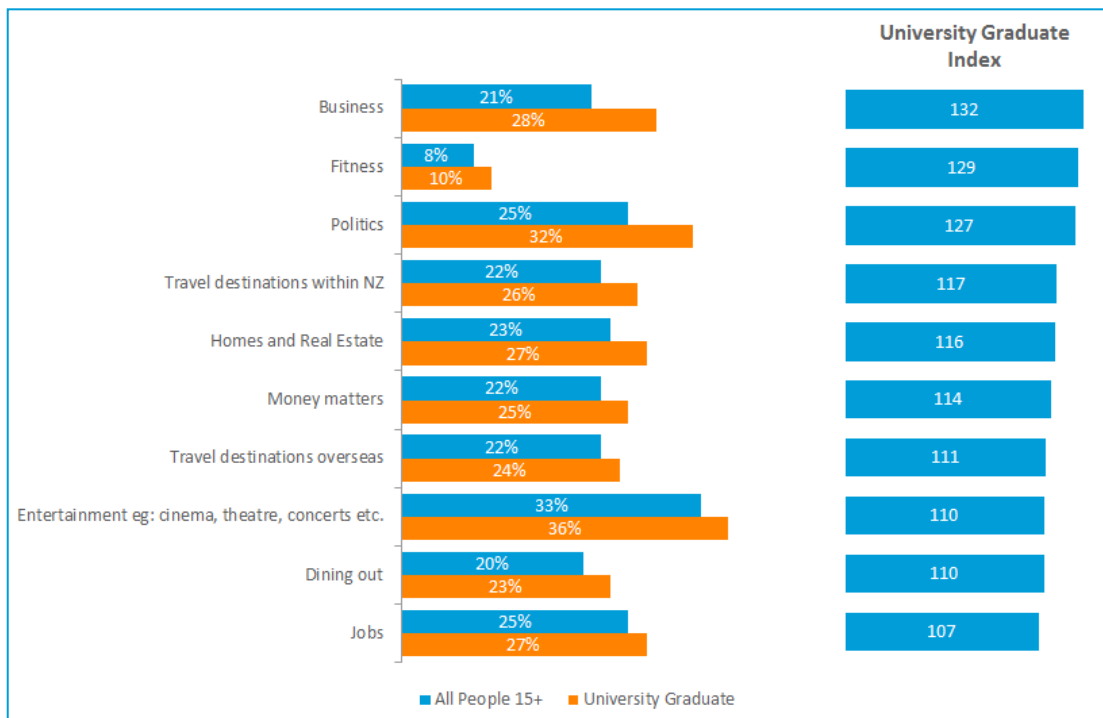
Areas where newspapers inspire and give you ideas



# PEOPLE WITH A TERTIARY DEGREE ARE MORE LIKELY TO LOOK FOR IDEAS ON BUSINESS/POLITICS

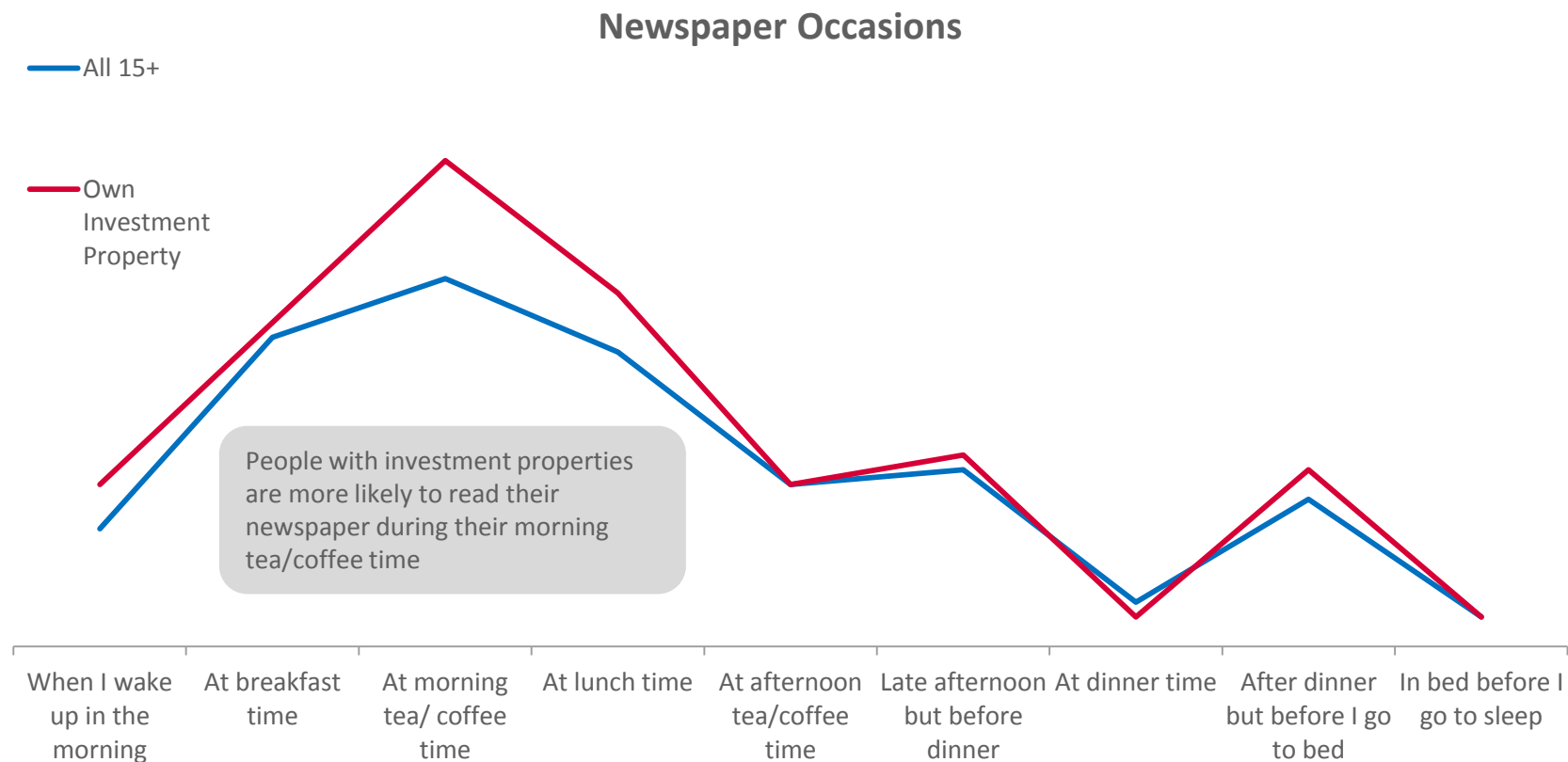
Areas where magazines inspire and give you ideas

Base

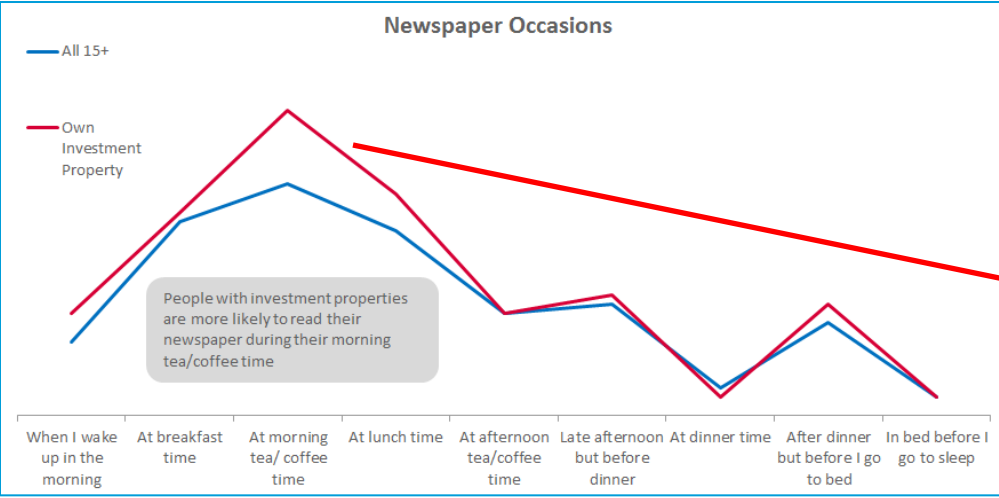


15+ Years		Title		Totals		University Graduate or Post Graduate Stud...	
25 Rows	1 Col	2 Bases	Vert%	Index	Vert%	Index	
Totals			100	100	100	100	
Business			21	100	28	132	
Fitness			8	100	10	129	
Politics			25	100	32	127	
Travel destinations within NZ			22	100	26	117	
Homes and Real Estate			23	100	27	116	
Money matters			22	100	25	114	
Travel destinations overseas			22	100	24	111	
Entertainment eg: cinema, theatre, concerts etc.			33	100	36	110	
Dining out			20	100	23	110	
Jobs			25	100	27	107	
Making the most of your leisure time			13	100	13	105	

# NEWSPAPER OCCASIONS ARE DIFFERENT FOR PEOPLE WITH INVESTMENT PROPERTIES



# NEWSPAPER OCCASIONS ARE DIFFERENT FOR PEOPLE WITH INVESTMENT PROPERTIES

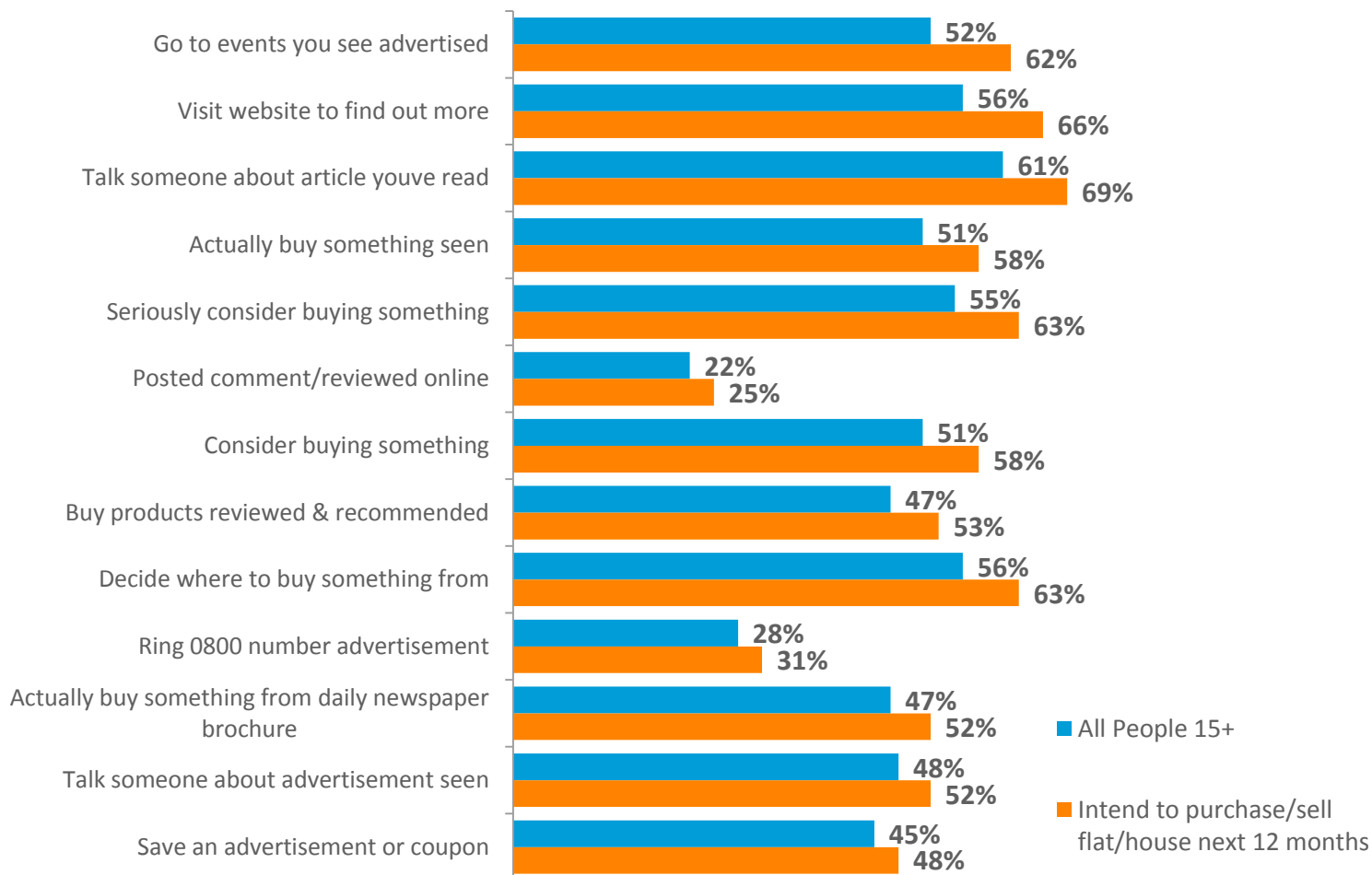


**Base**

15+ Years		Title	*****			
9 Rows	1 Col	2 Bases	Totals		Investment property	
			Vert%	Index	Vert%	Index
Totals			100	100	100	100
When I wake up in the morning			8	100	11	127
At breakfast time			21	100	22	108
At morning tea/ coffee time			25	100	33	134
At lunch time			20	100	24	123
At afternoon tea/coffee time			11	100	11	100
Late afternoon but before dinner			12	100	13	104
At dinner time			3	100	2	61
After dinner but before I go to bed			10	100	12	125
In bed before I go to sleep			2	100	2	118

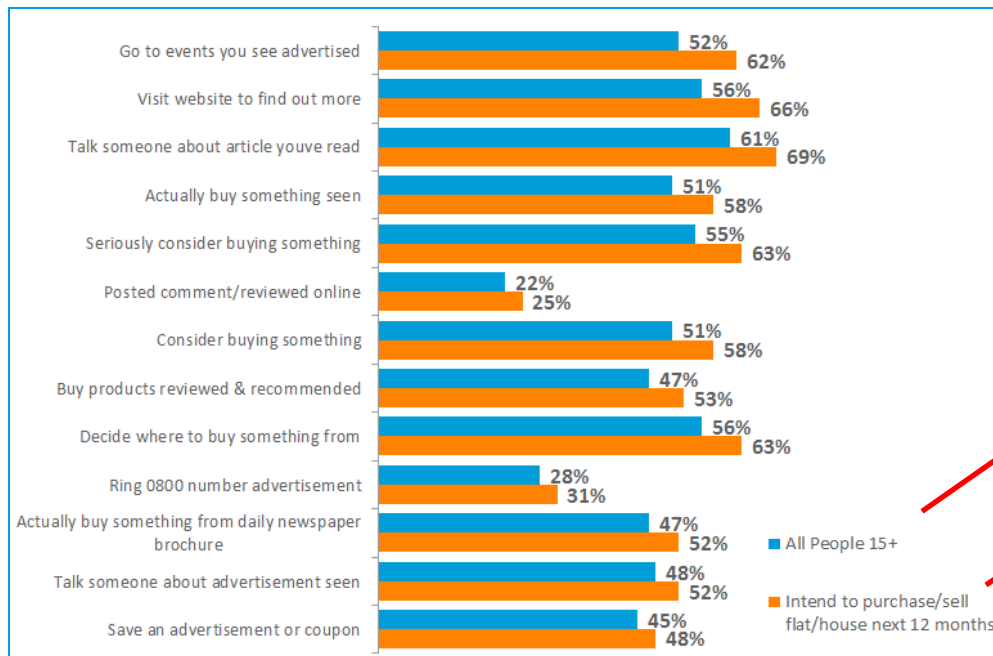
# ADVERTISING IN ACTION

People intending to purchase or sell a house/flat are more likely to do the following actions as a result of reading their daily newspaper:



# ADVERTISING IN ACTION

People intending to purchase or sell a house/flat are more likely to do the following actions as a result of reading their daily newspaper:



15+ Years			Title			
13 Rows	1 Col	2 Bases	Totals		Purchase or sell house/flat	
			Vert%	Index	Vert%	Index
Totals			100	100	100	100
Go to events you see advertised result daily newspaper			52	100	62	119
Visit website to find out more result daily newspaper			56	100	66	118
Talk someone about article you've read result daily newspaper			61	100	69	114
Actually buy something seen result daily newspaper			51	100	58	114
Seriously consider buying something result daily newspaper			55	100	63	114
Posted comment/reviewed online result daily newspaper			22	100	25	114
Consider buying something result daily newspaper			51	100	58	113
Buy products reviewed & recommended result daily newspaper			47	100	53	113
Decide where to buy something from result daily newspaper			56	100	63	113
Ring 0800 number advertisement result daily newspaper			28	100	31	113
Actually buy something result brochure daily newspaper			47	100	52	113
Talk someone about advertisement seen result daily newspaper			48	100	52	110
Save an advertisement or coupon result daily newspaper			45	100	48	106



# Want to know more?

Nielsen are running training sessions on New Model Media Engagement just ask your Account Manager for details

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