



Market Evolution Case Study

The Daily Telegraph

Assignment: Marketing Effectiveness Appraisal

The Client

Telegraph Media Group, publisher of The Daily Telegraph and The Sunday Telegraph.

The Challenge

“Half the money I spend on advertising is wasted, and the problem is I do not know which half”

100 years after Lord Leverhulme’s famous quote, the same question faces today’s marketers. So how can modern research tools solve the dilemma?

In recent years, newspaper marketing activity has been predominately driven by free giveaways, particularly CD’s and DVD’s. This is an expensive but potentially high gain strategy, and Telegraph Media Group asked us to help them understand the true effectiveness of such promotions.

What We Thought

Rather than starting from the ground up and incurring unnecessary cost, we knew it was possible to build on the Telegraph Reader Panel (which had already been developed and managed by ME) to provide the required additional insight. Leveraging existing research in this way would provide the required information most cost effectively and quickly.

What We Did

We designed an online research solution specifically to track the impact of short term promotional spend. Combining sample sources and interviewing representative samples on a daily basis across weekdays and weekends, we were able to track the short term movements within the market at a level not achieved before. This allowed a measurement of the type of people who were reacting to concentrated marketing spend across a 48 hour period, to dovetail into existing brand tracking work. We provided the tools to enable Telegraph management to make considered appraisals of promotional activity beyond the headline daily circulation figure – information which has been used in all future promotional planning.

Want To Know More?

Contact Toby Constantine to learn more about Market Evolution and our approach to helping businesses grow through the appliance of consumer and market insight.

e: toby@marketevolution.co.uk

m: 07774 703757

visit our blog: www.marketevolution.blogspot.com