

Newspapers, TV most efficient media for fuel advertising

According to the Ads24's New Path to Persuasion research, conducted by Freshly Ground Insights (FGI), the ideal media mix for the petroleum category advertising is newspapers and television.

Advertising petrol brands is different from many other product categories, as the products are ostensibly the same - although there may be variations in additives and filtration - vicinity and brand power play a large part in consumer choice when filling up with fuel. Customer loyalty is however not as strong as in other categories.

Most popular mediums

"When asked where they would look for information about what differentiates one petroleum brand from another, respondents told us television and newspapers," commented Brad Aigner, CEO of FGI.

"Usually, a good advertising media mix includes media formats that play differentiating information delivery roles across the Path to Persuasion. So, the combination of an electronic medium like television and a print medium like newspapers tends to amplify the brand message to consumers. And if you can add 'word of mouth' into the mix, then you have something really powerful.

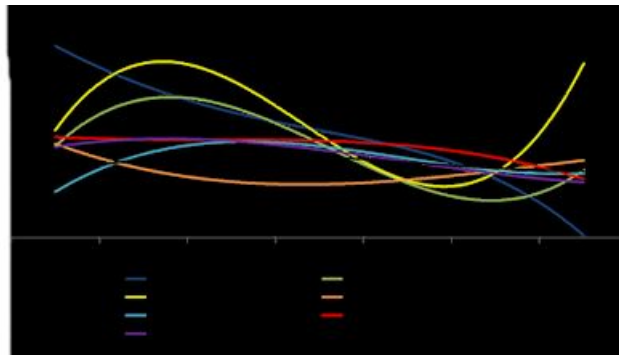
"Different consumers have different information type preferences. Some like to be entertained and persuaded, whilst others like to understand the details, benefits and specifications. Different media types are more or less effective at delivering different types of information. This is why a print and broadcast media mix is often a very good 'go-to' option for advertisers. This is certainly the case in the Petroleum category," said Vimla Frank, head of marketing and business strategy at Ads24.

Demographics

R45,887,594 was spent on advertising petroleum in March 2013 within the top 5 brands. The P2P (2013) research was media neutral. Wave 4 comprised of a sample of males (55%) and females (45%) across all ethnic groups, 46% Black and 54% WCI. In addition, the sample consisted of respondents with an average household income of R13,901 and personal income of R5,426.

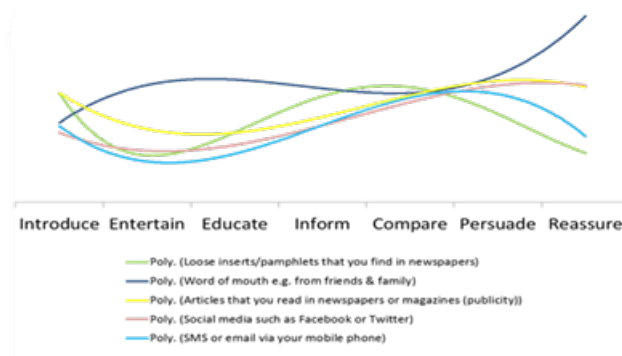
"The Path to Persuasion is a media format measurement tool that identifies what role different media formats play in delivering products and brands to different consumer markets. The different media types enable planners to engage with consumers in the right place at the right time with the correct message. Similar to the factors influencing consumer behaviour, the FGI research has revealed that different media types are more or less effective in 'persuading' consumers at different stages of the path to purchase cycle," clarified Aigner.

The media path to persuasion takes consumers through seven stages, namely, Introduction, Entertainment, Education, Information, Comparison, Persuasion and Retention. The best media strategy is one where the media mix is integrated optimally to drive consumers through every stage of the media path to persuasion. Ultimately, the goal of the media planner should be to utilise a media mix where each channel in the mix optimises its brand information delivery role.



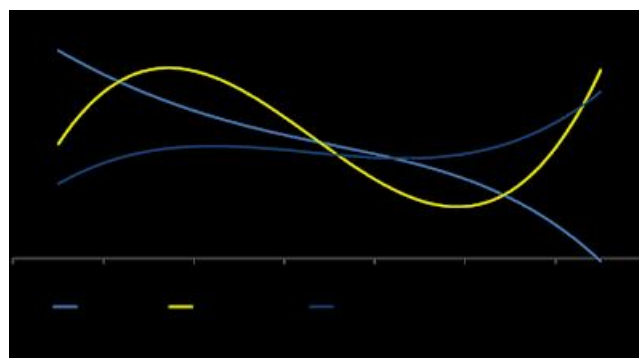
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The above the line media in the Petroleum category play very different roles in the Path to Persuasion, with the exception of Newspapers, OOH and the Internet. These three media types play a similar role in this category. In addition, Magazines and Television play a similar role to each other.



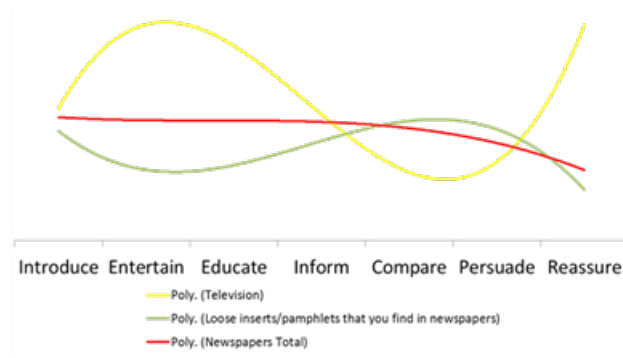
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Below the line media play very different roles in the Path to Persuasion, with the exception of Articles in Newspapers (Publicity) and Social Media that play a similar role. A combination of below the line media deliver a good media mix that carries the consumer down the media path to persuasion effectively.



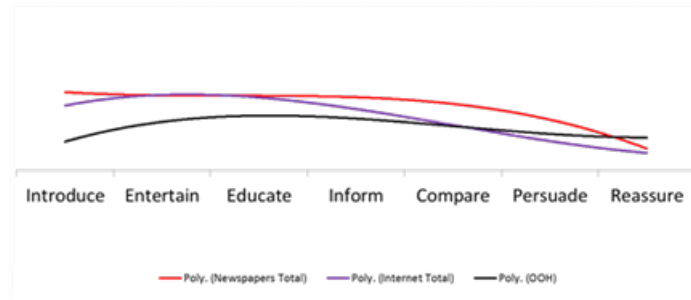
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A good media mix for the petroleum category combines electronic media and word of mouth.



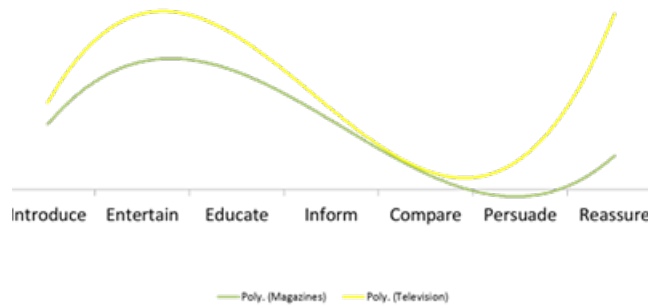
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Another good media mix combines print and electronic media.



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Newspapers, OOH and the internet play a very similar role for petroleum



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Magazines and television play a very similar role for petroleum

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