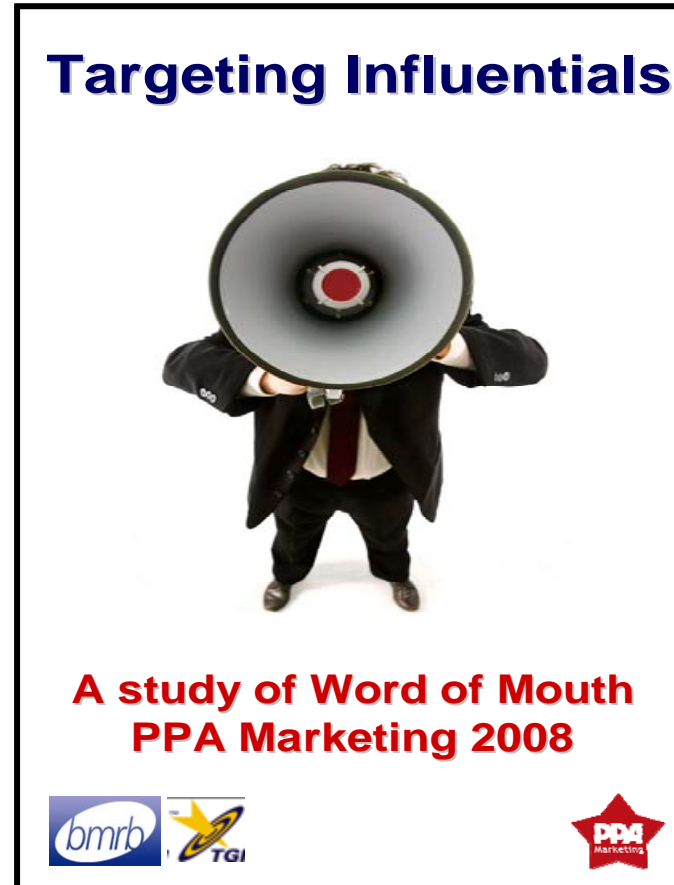


# New research from PPA Marketing

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# New research from PPA Marketing

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## Categories:

Clothes

Alcoholic Drinks

Cars

Food (for home)

Financial Services

Pharmaceutical/Chemist Products

Household Products

Healthy Living

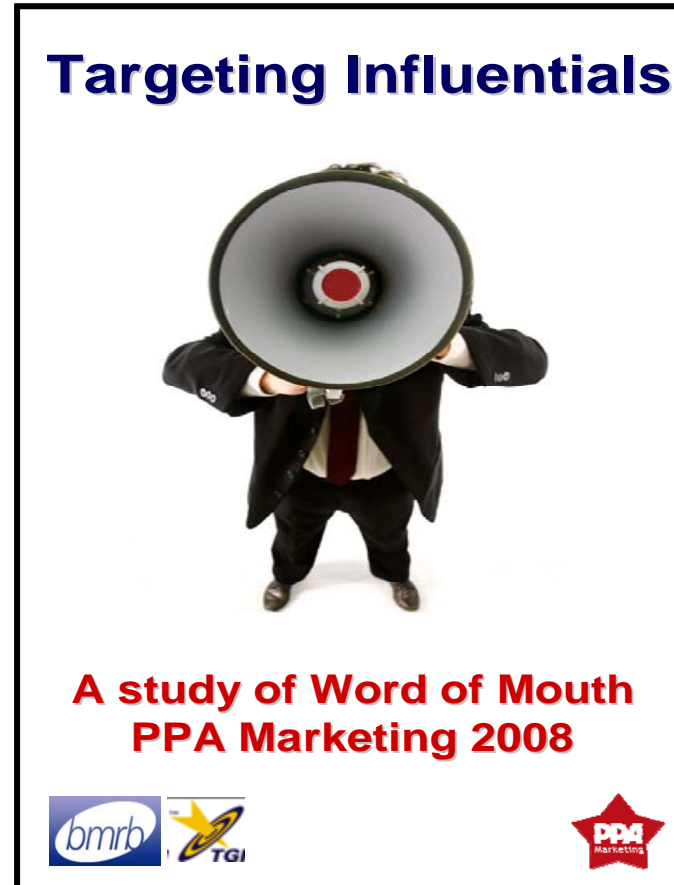
Mobile Phones

Toiletries

TV/Video/Audio Equipment

# Clothes category

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# The research

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1. The power of WOM by category
2. The Influentials in each category
3. The channels that reach these Influentials

# The research – part 1

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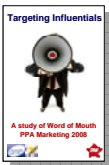
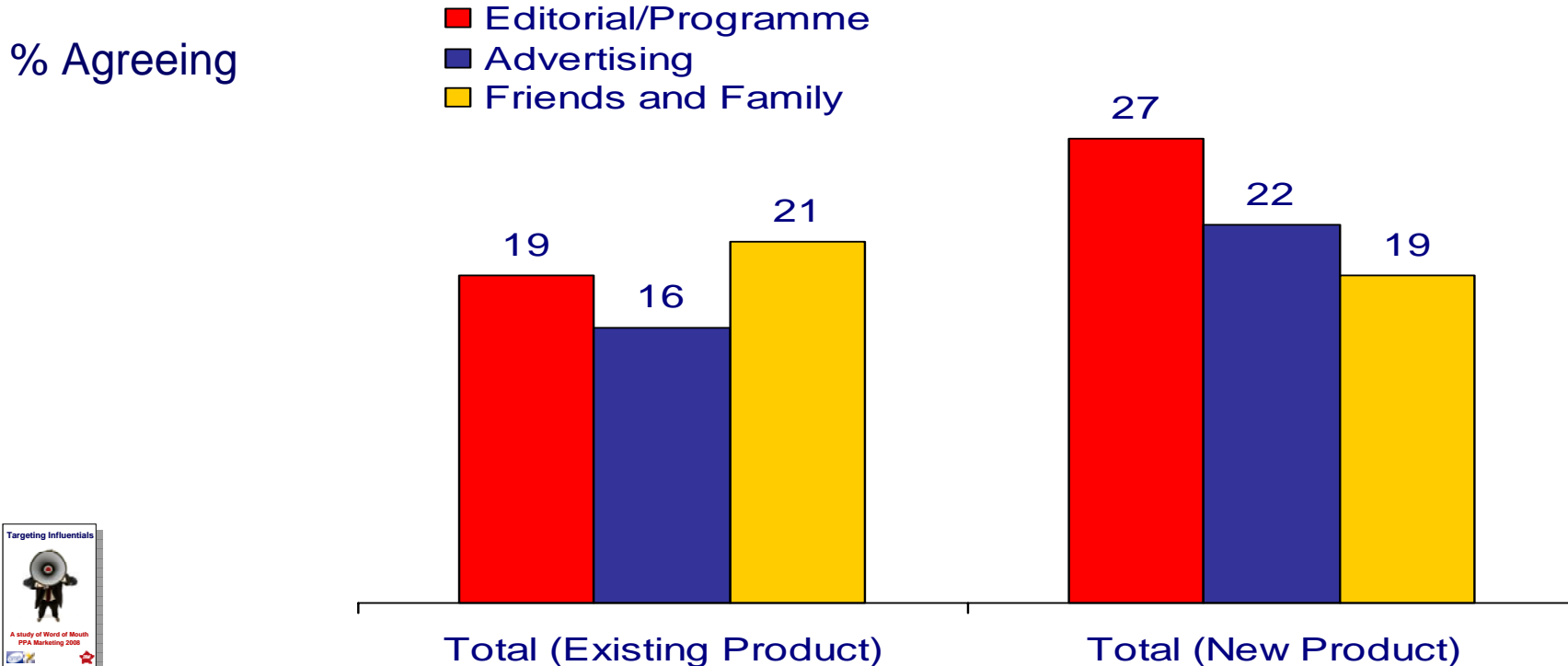


BMRB Omnibus survey of 1,000 online adults aged 16-64.  
Fieldwork done in 2 waves during February 2008

The importance of WOM in each of 11 categories.  
The relative importance of advertising, editorial and WOM.  
The consumers most receptive to WOM in each category.

# WOM in the Clothes category

Thinking about the following product area, where do you get **MOST** information about products and services?

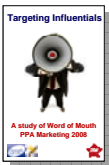
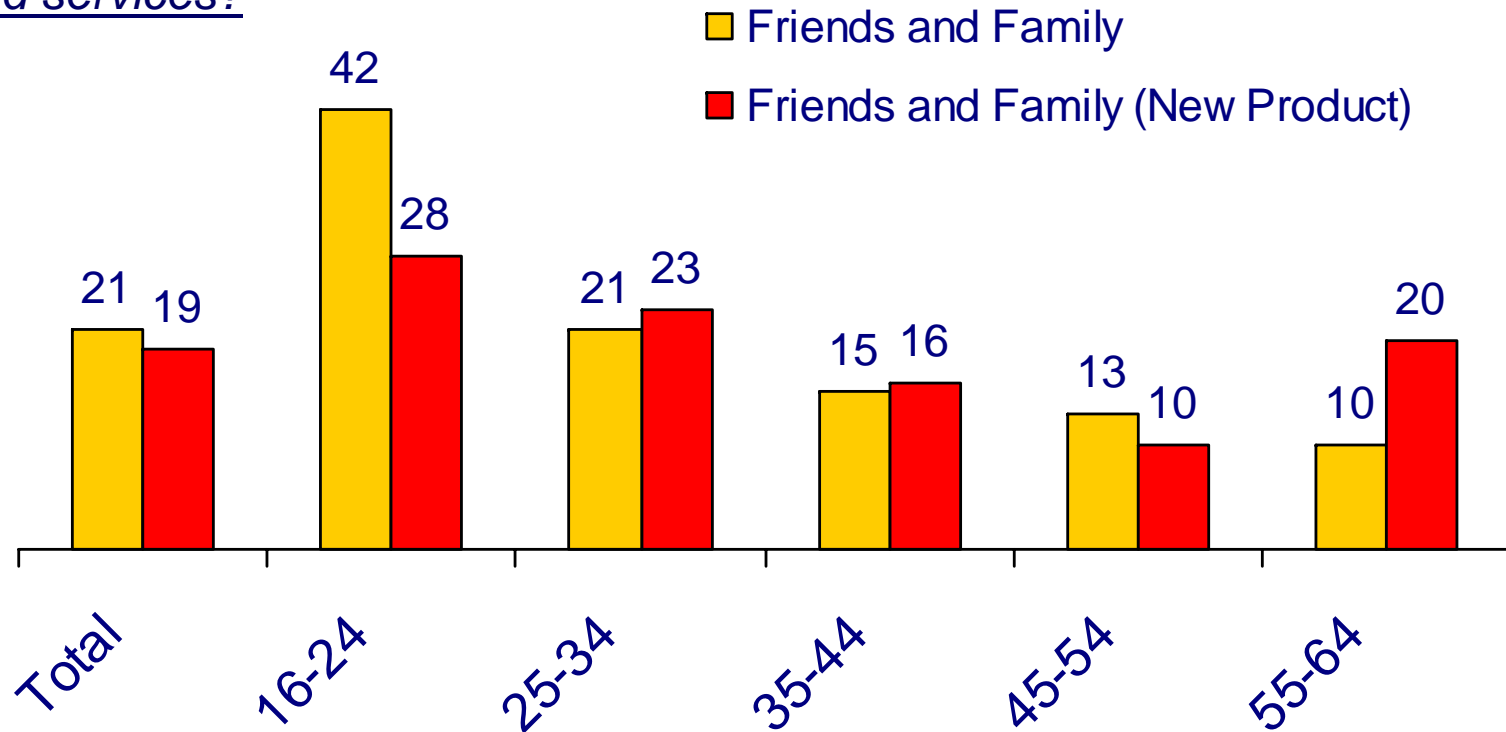


Source : BMRB Omnibus Sample : 1,000 adults

# WOM in the Clothes category

Thinking about the following product area, where do you get **MOST** information about products and services?

% Agreeing



Source : BMRB Omnibus Sample : 1,000 adults

# The research

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1. The power of WOM by category
2. The Influentials in each category
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# The research – part 2

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Do you talk to lots of people about a category? (Connectors)



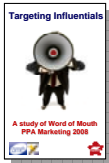
Do you know a lot about the category? (Mavens)



Is your opinion likely to convince others? (Sellers)



Key Influentials are Connectors, Mavens and Sellers



# Key Influentials in the clothes category

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## Who are they?

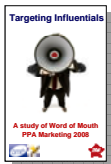
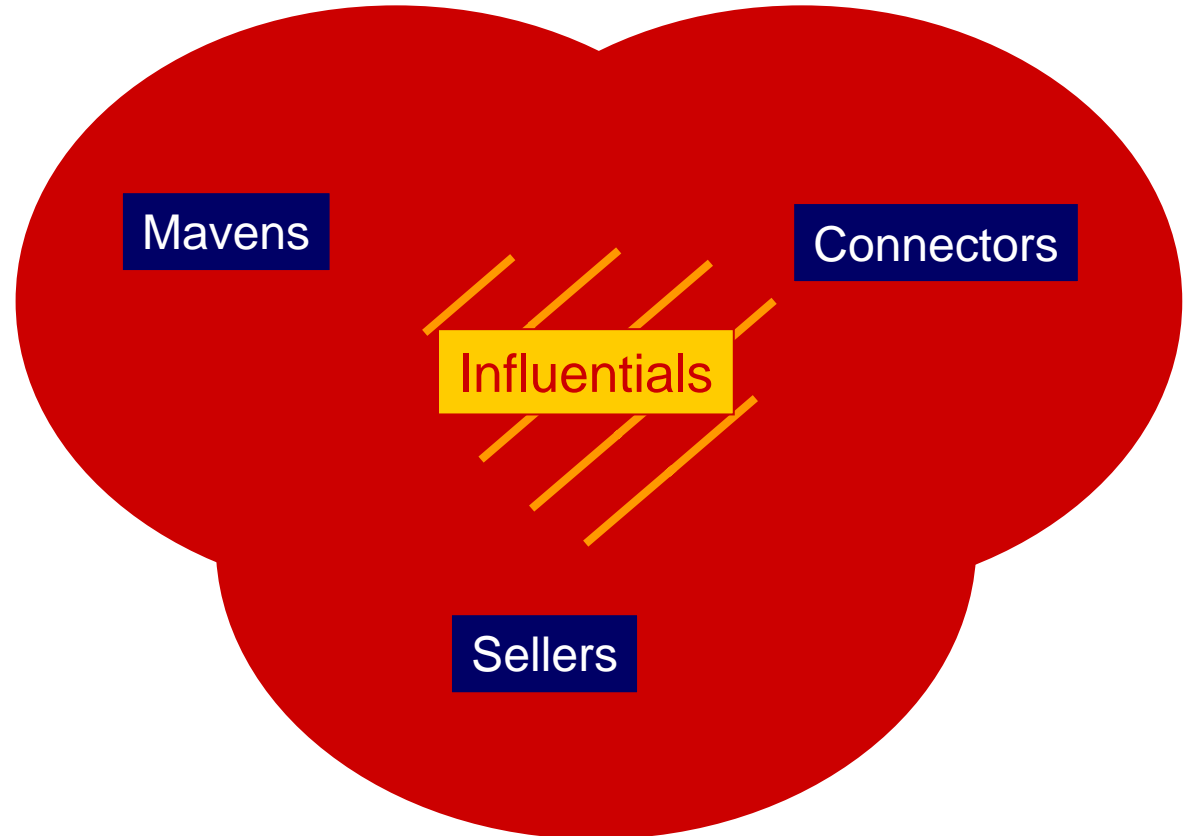
1,400,000 adults

65% female

15-34 bias (71%)

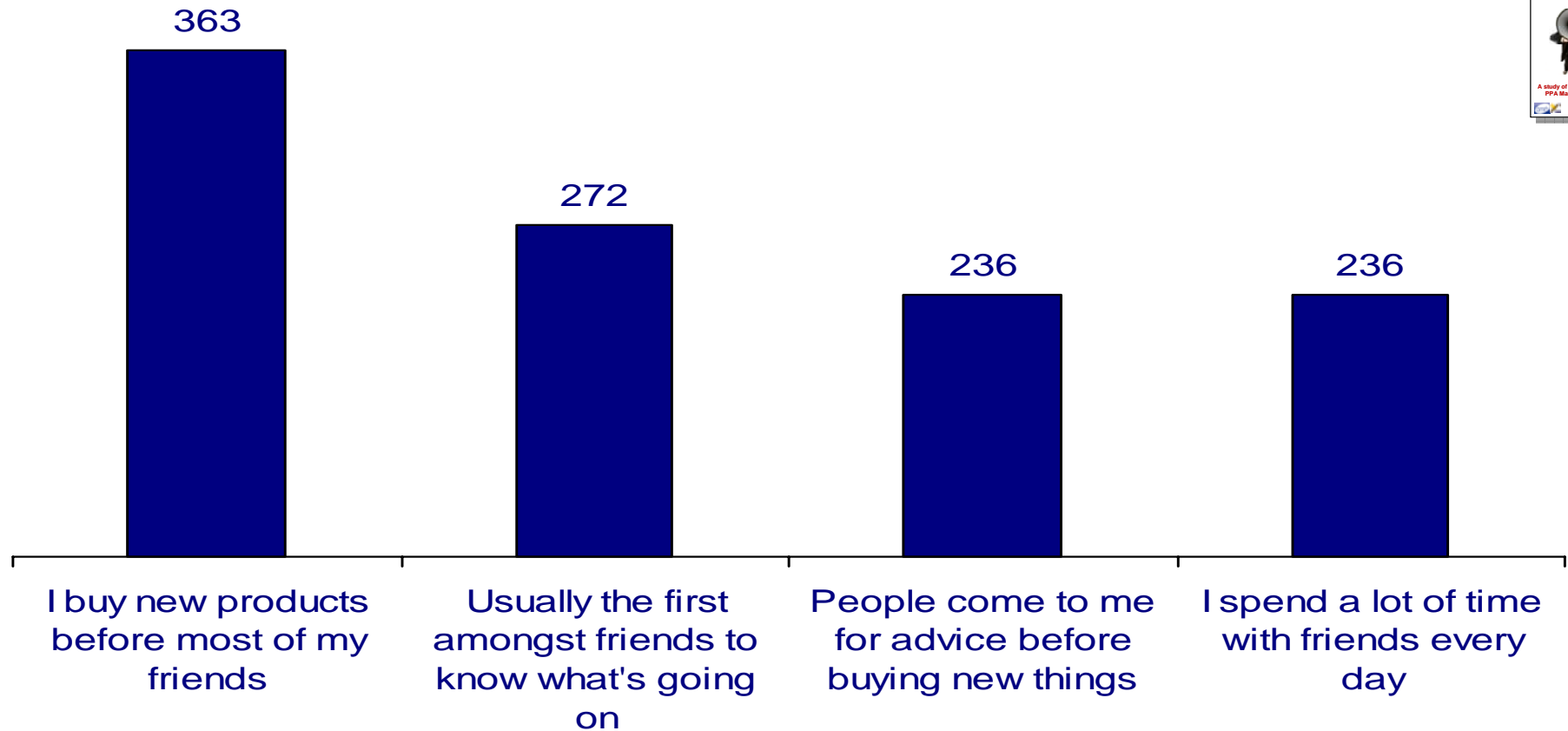
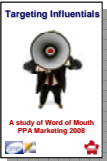
Single bias (51%)

No class bias



Source : TGI /WOM : Connectors, Mavens and Sellers.

# Influentials – attitudes to friends



Source : TGI/WOM : Key Influentials in clothes category - Lifestyle statements

# Identifying Influentials

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The key Influentials in the Clothes category are predominantly young women aged between 15 – 34.

They enjoy shopping and regularly spend significant money on clothes. As a consequence they often buy products before their friends and are asked for their opinion on clothes by their social network.

In addition, they are responsive to advertising that informs their buying decisions and tempts them to make more purchases.

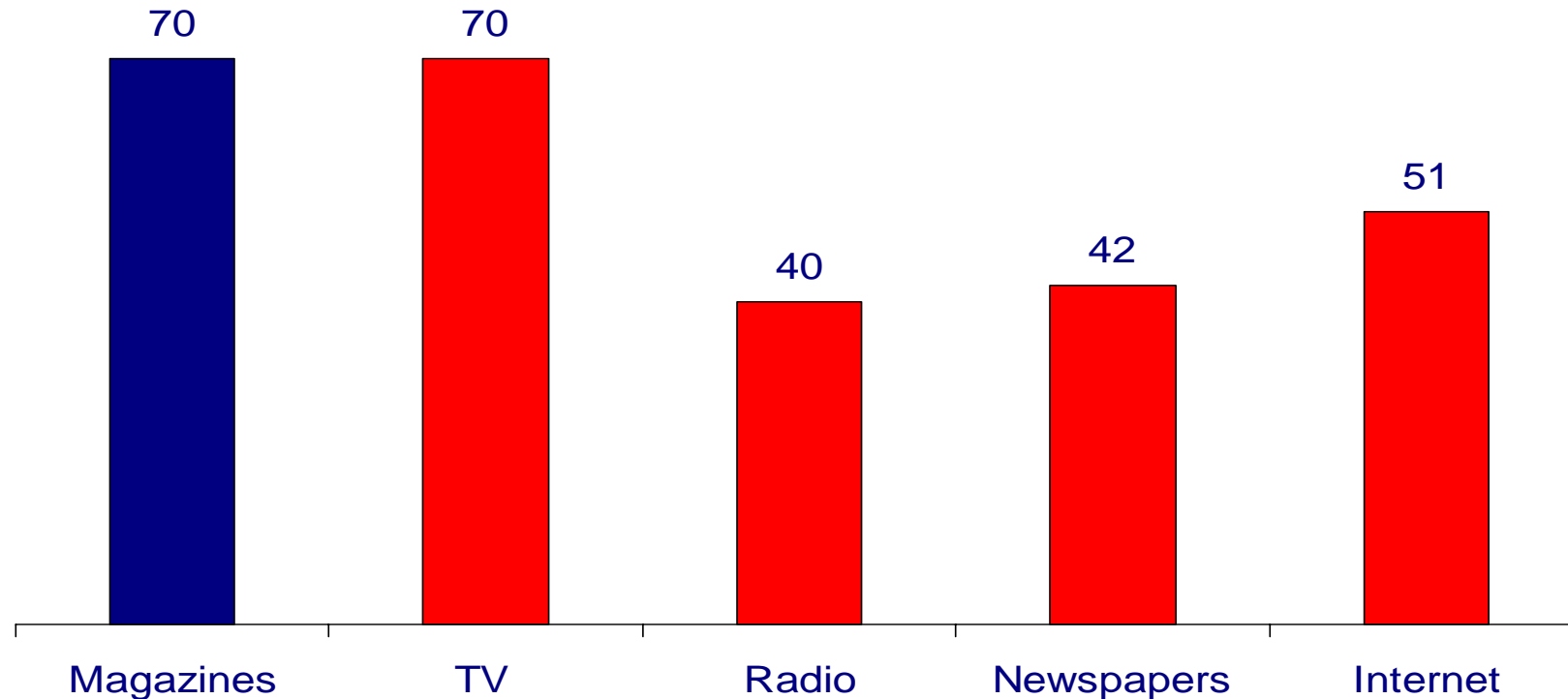
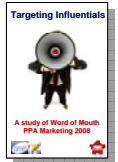
# The research – part 3

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1. The power of WOM by category
2. The Influentials in each category
3. The channels that reach these Influentials

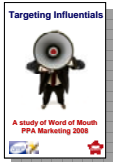
# Reaching Influentials

How likely are each of the following types of advertising to influence whether you would talk with others about **Clothes**?

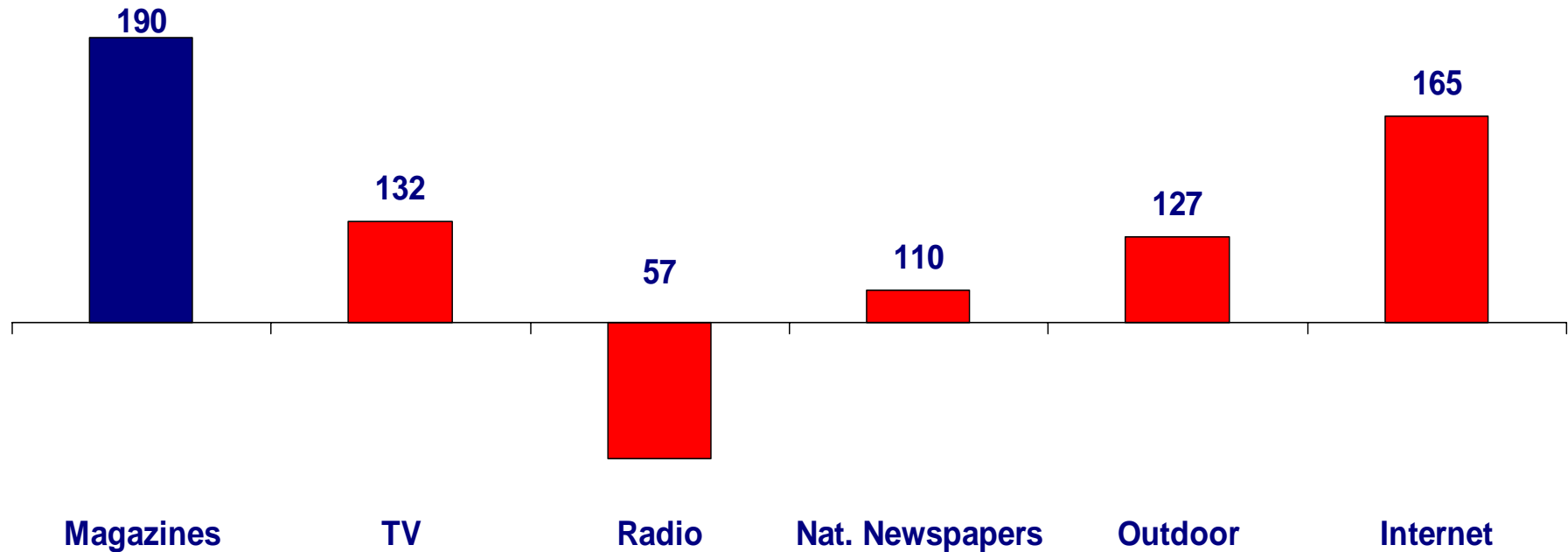


Source : BMRB Omnibus Sample : 1,000 adults

# Reaching Influentials

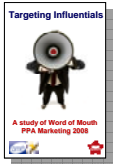


Which media do the Influentials in the Clothes category use?

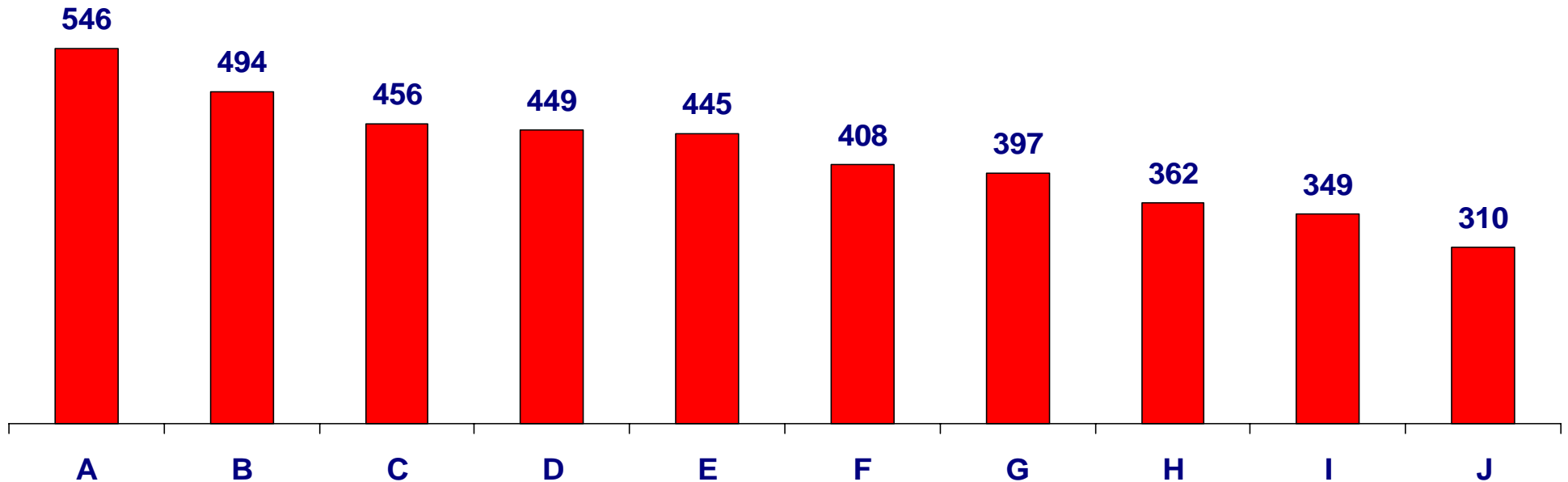


Source : TGI /WOM : Key Influentials and heavy users of medium

# Reaching Influentials

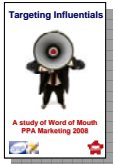


Which magazines do the Influentials in Clothes category read?

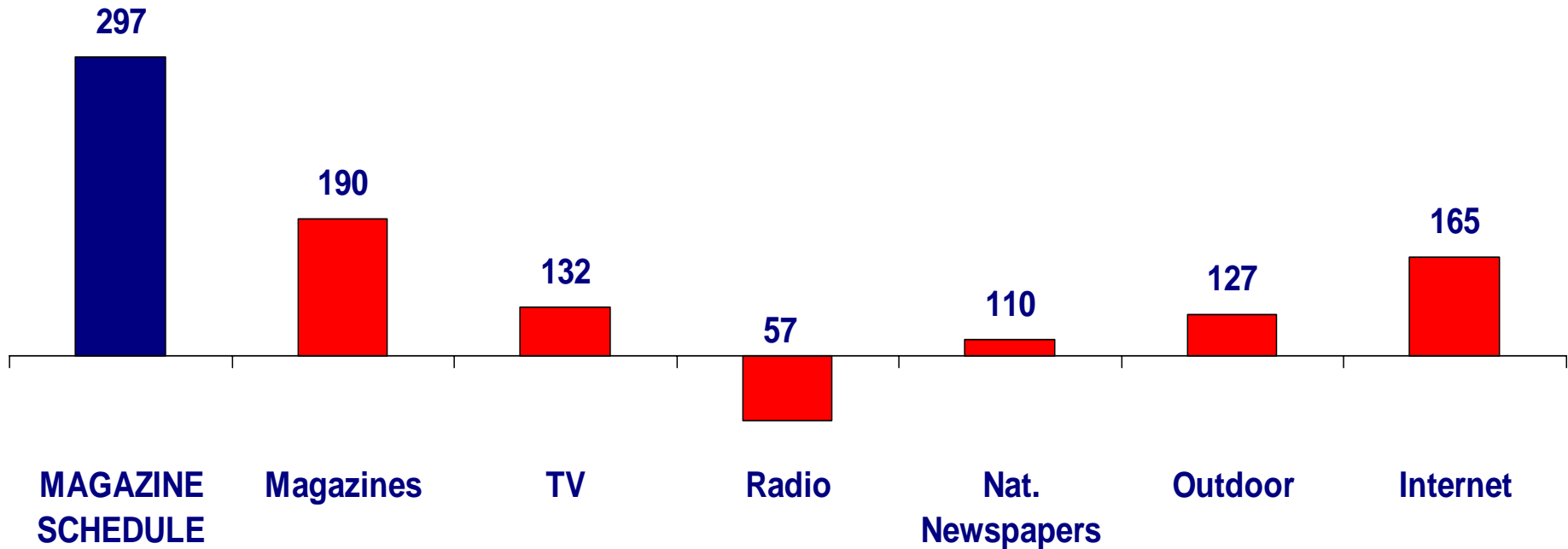


Source : TGI /WOM – Influentials in Clothes category and readers of listed titles. Index v all adults

# Reaching Influentials



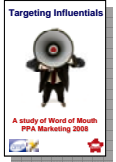
Favourite magazines vs. media usage in the Clothes category.



Source : TGI /WOM : Key Influentials and heavy users of medium : Key Influentials and readers of specific magazine schedule

# Reaching Influentials

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## Example Schedule

Magazines A – J	1 insertion in each
Schedule Index	297
Reach of Influentials	630,000*
% Reach of Influentials	45%

\* Source : TGI /WOM – Influentials in clothes category that read at least one of the scheduled titles.

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# Reaching Influentials

Consumers have huge diversity of interests and needs.



An equally diverse magazine market caters for these needs.

Targeting Influentials 2008



# Reaching Influentials

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As consumers form “communities of interest” magazine publishers create content that provides entertainment and information that feeds this community.



Those consumers that are most enthusiastic will form the core readership of magazines servicing this community

# Reaching Influentials

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These enthusiasts are often the most knowledgeable and vocal members of the community – the Key Influentials amongst their social networks.



As a consequence, magazines are the definitive means of establishing a regular dialogue with the Key Influentials in any marketplace.

# Conclusion

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WOM is an **important** source of information for new products in the clothes market.

WOM is a **key** source of information for existing products in the clothes market.

The Influentials that drive this WOM are young women who love their clothes, educate their social network and respond positively to advertising.

The preferred medium for these Influentials is magazines. They are over 5 times more likely to read some titles than the average consumer.

A selection of just 10 titles can reach 45% of these Influentials with a fraction of the wastage of other media channels.

# Conclusion

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Magazines sit at the heart of 'communities of interest'

Magazines deliver the Influentials in your market

Put magazines at the heart of your communication

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## Targeting Influentials



**A study of Word of Mouth  
PPA Marketing 2008**

