

Also In This Issue

Page 7

Ads That Pop: Zappos.com
Transparent Paper Overlay

Page 8

Ad Rank: Redbook,
September 2011

Page 9

Starch's Most Wanted:
Top Action-Producing Ads

Call-to-Sniff: Scented Paper Ads that Appeal to the Senses

Here's something you can only find in print: scented paper advertisements. But how well do they perform?

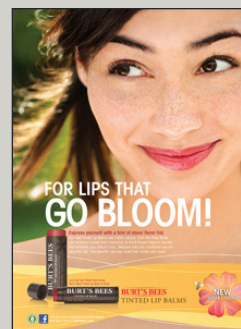


continued on page 2 >>

CAMPAIGN CLOSE-UP: Burt's Bees Tinted Lip Balm

*Julie Talbot, Global Brand Manager at Burt's Bees,
on a campaign that works.*

Read the Q&A on Page 5



79%

of Noters in
Canada and the U.S.
took Any Action
after seeing the ad

BURT'S BEES TINTED LIP BALM
20 Ads across Canada and U.S.



Call-to-Sniff:

Scented Paper Ads that Appeal to the Senses

Ads on Tablets & eReaders aren't the only ones becoming more interactive and attention-grabbing. Print magazine ads have also been finding creative, new ways to engage readers. One method that some print magazine advertisers have been using is what can be termed "call-to-sniff" ads, or scented paper ads. Much like scent strip ads, scented paper ads are an olfactory way to grab readers "by the nose," engage them for a longer period of time, and enhance the overall reader experience. It is a type of advertising that currently can only be found in print.

Using its Ad Traits database, Starch Advertising Research began its investigation of scented paper ads by analyzing all 6,514 magazine ads across five select product categories that ran between January – April 2011.

The five product categories we focused on:

- Cosmetics & Beauty Aids
- Household Soaps, Cleaners & Polishes
- Household Supplies
- Personal Hygiene & Health
- Medicines & Proprietary Remedies

The average Noting score for all 6,514 ads was 54%. We next drilled down and found that 49 of those ads used scented paper. The average Noting score of these 49 scented paper ads was 64%; 19% higher than the average magazine ad in these five categories. Similarly, we found that Read Any (88%) and Read Most (48%) scores, which are based on Noters, were also higher among ads in these categories that used scented paper compared to non-scented paper ads.

(Note: we excluded personal fragrance in order to focus on less traditional usage of scented paper).

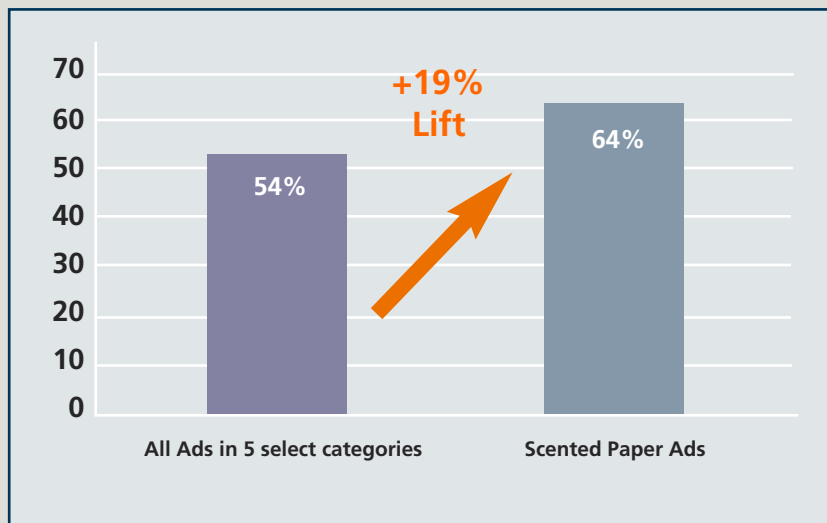
Scented Paper Ads

- Number of ads: 49
- Noted: 64%
- Read Any (Noters): 88%
- Read Most (Noters): 48%

Total Ads *(select five categories)*

- Number of Ads: 6,514
- Noted: 54%
- Read Any (Noters): 82%
- Read Most (Noters): 42%

Average Noting Score Comparison
All Ads vs. Scented Paper Ads

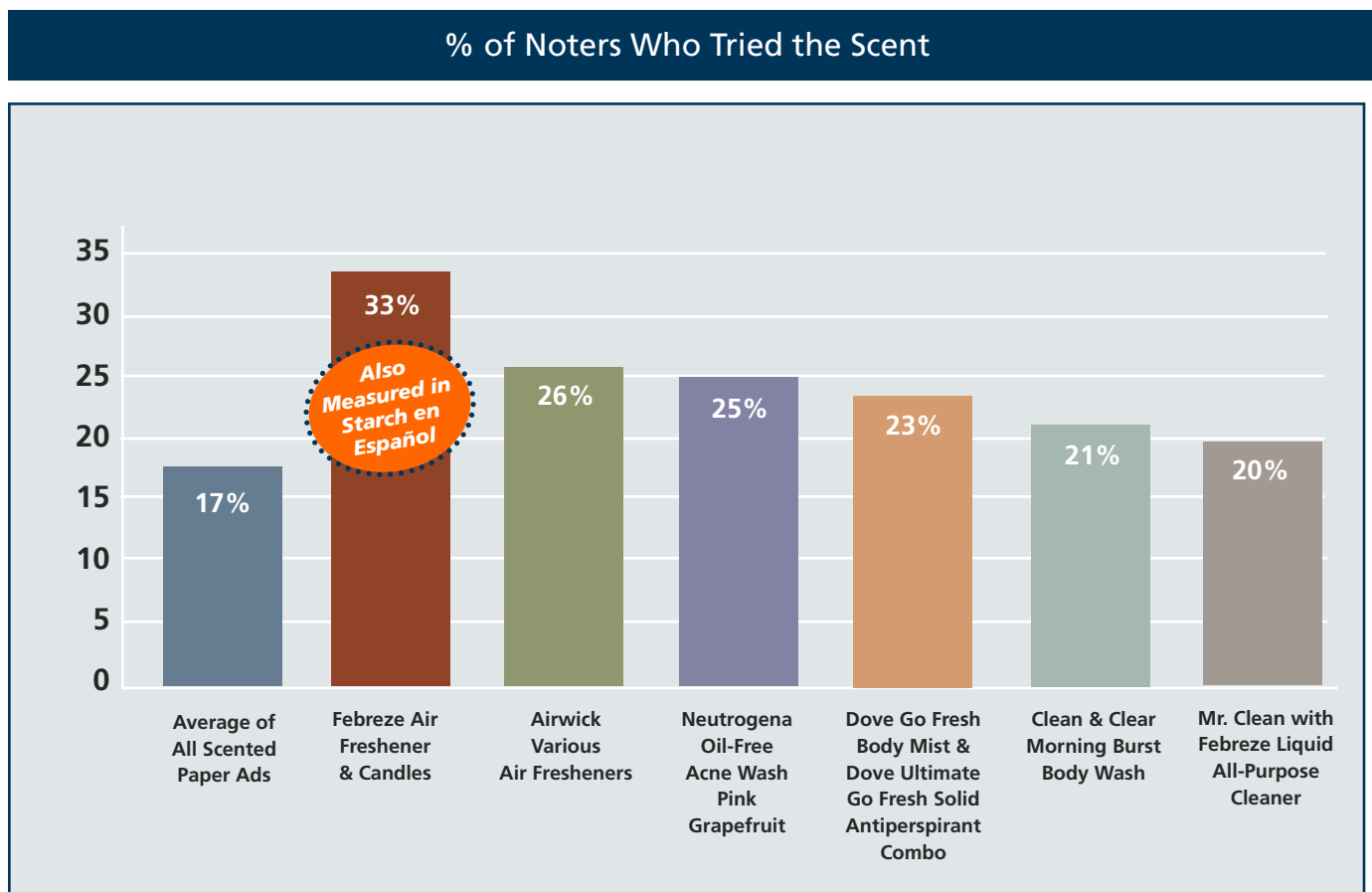




>> **Call-to-Sniff:** Scented Paper Ads that Appeal to the Senses (continued from page 2)

Experiencing the Scented Paper

The creative of scented paper ads typically includes a text blurb inviting the reader to “rub here” or “scratch & sniff here” to experience the scent of the product. As detailed in the chart below, on average, 1 in 6 (17%) readers who Noted a scented paper ad went a step further and engaged with the scent. Among them—and ranking #1 spot in terms of % of people who tried the scent—was the Febreze Air Freshener & Candles ad, which resulted in 1 in 3 noters actually scratching-and-sniffing the scent.



Source: GfK MRI Starch Advertising Research, Jan-Apr 2011

Although scented paper ads have been around for several years, since there haven't been that many of them, they still remain a novelty for advertisers and readers. When paired with the right creative, the scents can enhance the ad's messaging and interactivity. For more information on scented paper ads or other unique ad types measured by Starch Advertising Research, please email us at info@gfkmri.com.

>> continued

SCENTED PAPER ADS THAT ARE A NOSE ABOVE THE REST

Would these ads appeal to your senses?



FEBREZE AIR FRESHENER & CANDLES

Category: Household Supplies
 Publication: *Cosmopolitan*, April 2011
 Noted: 63%
 Tried Scented Paper: 33%



AIRWICK VARIOUS AIR FRESHENERS

Category: Household Supplies
 Publication: *Woman's Day*, March 2011
 Noted: 61%
 Tried Scented Paper: 26%



NEUTROGENA OIL-FREE ACNE WASH PINK GRAPEFRUIT ACNE TREATMENT

Category: Medicines and Proprietary Remedies: Acne Products
 Publication: *Teen Vogue*, April 2011
 Noted: 70%
 Tried Scented Paper: 25%



DOVE GO FRESH BODY MIST & DOVE ULTIMATE GO FRESH SOLID ANTIPERSPIRANT COMBO

Category: Cosmetics & Beauty Aids
 Publication: *Seventeen*, February 2011
 Noted: 63%
 Tried Scented Paper: 23%



CLEAN & CLEAR MORNING BURST BODY WASH

Category: Personal Hygiene & Health
 Publication: *Teen Vogue*, April 2011
 Noted: 68%
 Tried Scented Paper: 21%



MR. CLEAN WITH FEBREZE LIQUID ALL-PURPOSE CLEANER

Category: Household Soaps, Cleansers & Polishes
 Publication: *Parents*, April 2011
 Noted: 56%
 Tried Scented Paper: 20%