



Personal Advertising With Tickets

How Q-Flow[®] personalized printed advertising optimizes in-store campaigns.

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Branch offices today are the realm of Digital Signage Systems. The case for Integrating Queue Management and Digital Signage Systems is clear, as multimedia systems advertise products and services, and convey the brand image to the audience in the waiting area, in an impressive and effective way.

However, printed advertising also has highly important merits, which must be considered. The following article describes the effect printed communication has when combined with video contents. It further describes how Q-Flow® helps optimize this combination.

Mixing Printed Ads and TV Commercials

Multimedia obviously has the potential to create a stronger impression than anything put in print. However, the impact of advertising is measured not by how impressive it is, but by objectively testing its effect on viewers, using such parameters as Aided or Unaided Recall (ability to recall the brand or product name, some time after seeing the ad) and Competitive Imagery (perception of the brand or product strengths, relative to competitive brands, some time after seeing the ad).

Of course, the ultimate objective would be sales, but these could be influenced by many different factors that cannot be controlled by advertising managers, such as product availability, price, reviews and so on.

Many studies have been carried out in the 1980's and 90's, in an attempt to discover the optimal blend of TV and printed advertising. These studies concluded that despite its simple and subtle nature, printed ads contributed tremendously to TV commercials.

The main conclusion of most studies was this: Print alone was more effective than TV alone on most message-related criteria, and print advertising contributes considerably to making the combination of media more powerful. The use of print with television versus television alone yields communications benefits. Print can add new information, and it can also make television work better. Most importantly, competitive imagery, the key measure in many respects, was higher for TV plus print, when compared to TV alone.

One explanation for this result was found in a study of brain activity, which confirmed that magazine ads generated more brain activity than TV commercials. Evidently, this greater involvement of the brain assists viewers to store and later recall the contents and message of the ad, and this is eventually reflected in the buying process.

Adding Print to the Branch Multimedia Campaign

Based on these studies, we may naturally conclude that printed materials should enhance the effect of multimedia advertising in branch offices. The immediate association would be product brochures, which can very often be found scattered on shelf stands around stores – but that would be very much missing the point. Suppose a business has just invested millions of dollars in digital signage and content management systems, which allow total control over contents and immediate response to the market demands. Using preprinted brochures, which may be obsolete by the time they get to the branch, and cannot be coordinated with currently displayed content, seems like going back in time to the days of fixed posters on the walls.

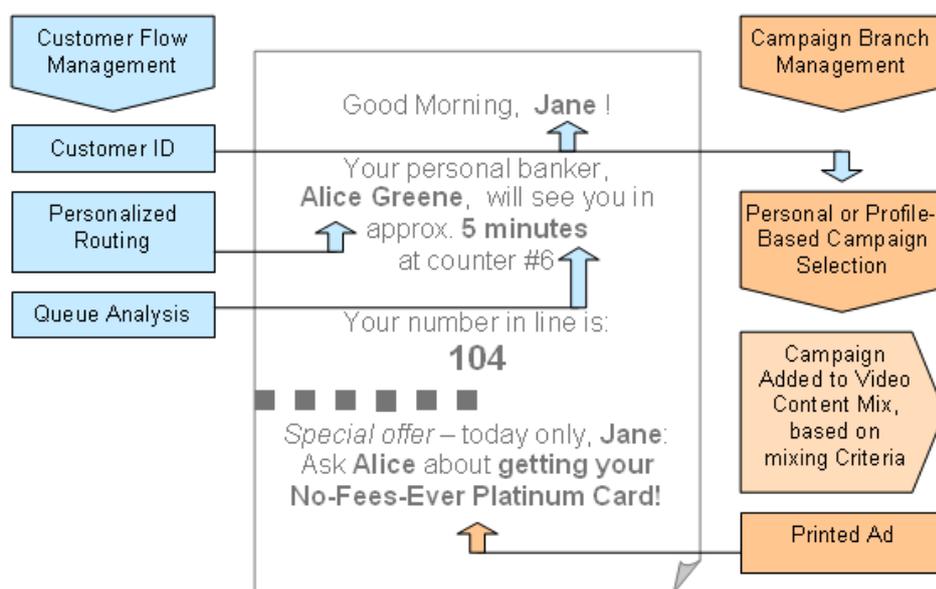
The main value of printed ads, as reflected in the research, is in complementing TV commercials. Therefore, providing customers with handouts that do not relate to onscreen content is highly ineffective.

The Holy Grail of combining printed and multimedia ads into one seamless campaign would be a content management system that controls printed ads in real-time, thus ensuring customers are handed just the right printouts that fit the multimedia content that is currently broadcasted.

Personalized Printed Ads

While full-color Electronic Ink, which might allow us to control printed media contents in real time, is still far from commercial readiness, Q-Flow today offers what is probably the next best thing.

By integrating its campaign management and queuing modules, Q-Flow can print personalized ads as described in the following illustrated example:



After being handed a ticket like this, the customer goes to the branch office waiting area, where digital signage is showing matching commercials. The printed message, which can be edited to appear highly “personal” as seen in the illustration, complements the waiting area commercials optimally.

There are different ways in which printed and video ads can be coordinated:

- **Personal Campaign** – Q-Flow will choose a printed message tailored to the customer, based on the customer history, current portfolio and financial status, and the service which the customer is currently waiting for. Q-Flow will also choose a video from its content library, which is closest to the personal message, and add it to the Waiting Area mix.
- **Profile Campaign** – Q-Flow will choose a message and video based on the customer profile. While less focused than personal campaigns, this approach is easier to manage.
- **Fixed Campaign** – Q-Flow will choose a message and video sequence that have been selected for the current branch office and scheduled for the present time. While less focused than personal or profile-based campaigns, this approach is very easy to manage, allows simple control over enterprise-wide marketing, and does ensure the coordination of multimedia and printed ads at any given moment.

Of course, in all cases, Waiting Area mix considers additional criteria before generating an actual video sequence. For instance, there may be too many different types of customers currently in the branch, so the sequence will only include those ads pertaining to more valuable customers, or ads that match at least three customers. Such criteria can be customized to match the bank’s business logic.

Q-Flow can also provide agents with sales-assist information. The agent can get an indication of the marketing messages, which the customer has been exposed to, even before the customer gets to the counter. This helps the agent prepare for the interaction, and plan the conversation to maximize the sale opportunity.

In addition to its online content management functions, Q-Flow also provides useful statistics that enable marketing managers to analyze campaign success. Q-Flow’s Customer Flow Management module allows us to measure the customer’s waiting time, which can be translated to the exposure of the printed ad.

Q-Flow’s Branch Campaign records also let us retrieve the precise advertising each customer has been exposed to, compare it with sales statistics, and analyze how effective each ad was, as well as learning how effective each agent was in transforming the opportunities into sales.

Summary

It's easy to see that the addition of printed communication to video contents has significantly positive effects. Q-Flow helps businesses maximize this effect by identifying customers that come to the branch office, personalizing the printed ads, and keeping them coordinated with multimedia ads in the waiting area.

Businesses that have implemented Q-Flow Branch Campaign Management report impressive results. One business, a cellular company, reported a near 400% (!) increase in sales of phone accessories following a printed ad campaign. This incredible figure is clearly the effect of Q-Flow, as no other parameter has changed in the retail environment.

For example, please visit [Store Campaign Management](#)

References

[1] 1980 - Sidney Weinstein, Neurocommunication Research Labs, Valentine Appel, Smrb And Curt Weinstein - Brain Activity Responses To Magazine And Television Advertising - Jar, June 1980

Report of experiment concerning the amount of brain activity generated by magazine vs. television advertising, and the location of brain activity in the left and right hemispheres. Conducted with a sample of 30 women. Study used eight print ads and eight television commercials. Results confirmed that magazine ads generated more brain activity than TV commercials.

[2] 1983 - Gfk Testmarket Panel for Horzu (West German Magazine) - Plus Print

Study comparing effectiveness of television only vs. television + print media schedules for three test brands. Measured by supermarket scanner data. Study concluded that addition of print advertising in Horzu increased market share for the three test brands through reaching new target individuals.

[3] 1984 - Business Decisions Inc. For Newsweek - Comparison of Television and Print Advertising: The Effects of Single Exposure

Study to evaluate relative effects of a single exposure to advertising in print vs. single exposure in television. Also includes comparison with combined effect of print + television exposure. For four test ads. Concluded that print alone was more effective than TV alone on most message-related criteria, and that print advertising contributes considerably to making the combination of media more powerful.

[4] 1988 - The Pretesting Company for Sports Illustrated - Television and Print Study

Test comparing television plus print versus television only for eight brands. For each brand, the test compared: (1) no advertising; (2) two TV exposures; (3) one TV plus one print exposure. Commercials were shown in sports program context; print ads, in a special issue of Sports Illustrated covering the same sports events. Results: Two TV exposures yielded higher brand name recall and content playback; however, competitive imagery, the key measure, was higher for TV plus print.

[5] 1990 - Communications Research Ltd. and the Research Business for The Press Research Council, London - the media multiplier

British study concerning the interaction of print and television advertising for 12 brands. Print included newspaper, supplement and magazine ads, depending on the brand. Measures included: thoughts/feelings while viewing ads, description of ad content, playback of ad message, brand recall, brand perceptions. Conclusion: the use of print with television versus television alone yields communications benefits.

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