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Color printing has been available in newspapers since the 1900s; however, it wasn't until the end of the century that technology made large-scale color printing feasible, giving the newspaper industry better color quality and increased speed for tighter deadlines.

Once the scales were tipped, USA Today set the stage for other newspapers to follow by using color heavily in pictures, maps, graphs, and ads. Color has pervaded all publishing establishments, such that today, most local newspapers feature color to some degree or another.

Color can add to the pleasure of reading and the performance of s' advertisements. In other media, including magazines or television, color has been shown to have a positive effect on the recall of advertisements. Time and time again, magazine readers will mention the color in the ad, or how the ad caught the eye because it was so colorful. Naturally, the growing use of color in newspaper advertisements has not escaped many advertisers and agencies that suspect its potential for communications.

For such issues, G&R's in-market testing systems are the ideal choice because they allow companies to understand the real-world performance of their advertising. By testing otherwise identical ads in both black & white and color formats, in actual newspaper and under natural reading conditions, we are able to uniquely assess the

Newspaper Ads Show Their True Colors

What do **you** want the Internet to be?"

"A POWERFUL ALLY IN THE GLOBAL BATTLE AGAINST AIDS."

Elton John, Founder, Elton John AIDS Foundation

*In lieu of a promotional fee paid to Elton John, Nortel Networks has made a donation to the Elton John AIDS Foundation.

Optical Internet

Never before has the Internet been more uniquely poised to make a difference. That's why Nortel Networks™ is building the new, high-performance Optical Internet with 99.999% reliability and a design that offers a higher level of quality and speed. As a result, the Internet's ability to raise awareness, educate, and share experiences and scientific data is unprecedented. Our optical solutions will enable people to collaborate, giving them even more power to exchange information in record time – a valuable commodity in the race to save lives. So come together, right now with Nortel Networks. And make the Internet whatever you want it to be. nortelnetworks.com

NORTEL NETWORKS™
How the world shares ideas.

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TABLE 1

**COLOR AND NON COLOR VERSIONS
OF THE SAME AD/ SAME SIZE OF AD**

<u>Main Measures</u>	<u>1P4C (%)</u>	<u>1PB&W</u>
Recall	21*	6
Ad Liking (Top 2)	71*	53
Brand Rating (Top 2)	36	29
Purchase Intent (Top 2)	45	50
(Base)	113	(112)

* Statistically higher at the 90% level of confidence.

incremental value of color in attracting readers and increasing interest in the brand.

Using G&R's Newspaper Impact Research System, NIMS, qualified readers are asked to read their newspaper as they would normally, and then are re-contacted by phone for a follow-up interview on the same day. NIMS is a real-world, at-home testing system where the respondent is naïve to the true purpose of the study, and ad recall must be proven by memory—the most stringent test of stopping power.

A well-known consumer brand ran three versions of the same ad—each ad running a week apart—in the same two newspapers. Two of

three ads were exactly the same size—each one-page—except that one ran in color and the other ran in black & white. The two versions ran a week apart on the same day of the week in comparable sections in the Chicago Tribune and the Boston Globe.

The data showed that recall was 3 1/2 times higher for the color version than for the same ad in black & white. In addition, we found that readers liked the color version about 50% more than the black & white. Other measures taken after re-exposure to the test ad, such as brand rating and purchase intent showed no statistical differences between the color and black & white versions. (See Table 1)

As this study showed, color is able to offer an undeniable advantage to an ad in stopping more readers and giving these additional readers a more compelling reason to like the ad. While the magnitude of this advantage may vary depending on the actual execution and diminish as color becomes a regular component of newspaper ads, it seems clear that currently the advantages outweigh the usually modest additional costs in running color advertisements. Indeed, the advantages of color newspaper advertising may justify reconsidering its value in the media plan. 