

NEWSPAPERS WORK

FOR RESTAURANTS



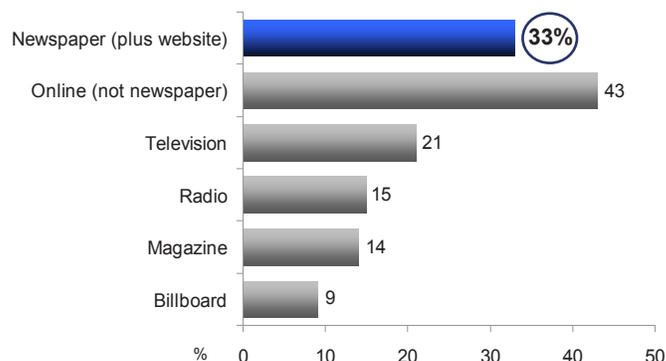
Canadians look to newspapers

Newspapers Canada enlisted Totum Research to undertake a study with Canadians to understand their media habits. In particular, the research investigated which media were referenced for information when shopping key categories.

Canadians consult newspapers and their sites for information on restaurants more than television, radio, magazine and billboard advertising. This demonstrates the power of newspapers and their sites to engage Canadians with restaurant advertising.

Newspapers effectively drive consumers to online. And restaurant sites are used to source information on menus, location, a map, business hours and more.

Media referred to for information about: Restaurants



Return on Investment

A separate retail study, undertaken by Microsoft, investigated the return on advertising investment for various media. This British study found newspapers delivered the greatest return on advertising investment and it was considerable – providing 5 times the original spend. This was much higher than the other media tested.

Amount Spent	Media	Sales increase
For every £1	Newspaper	£5.00
For every £1	Online	£3.44
For every £1	TV	£2.15



Picture 1

Case Study: La Korrigane microbrewery and brewpub, Quebec City

La Korrigane micropub and brewery wanted to draw in customers and connect with the local neighborhood in a unique way. This restaurant's point of difference is that they offer their own hand-made beer.

To promote themselves, Las Korrigane linked up with the local newspaper and Cossette to come up with an appropriate strategy. Cossette created a charming newspaper ad for the restaurant but in 1,000 copies of the newspaper, where the ad would have been, a blank space was left (see **Picture 1**.) The idea was to fill this space with a "handmade ad for hand-made beer" (and this was the required headline for the ad). Artists, illustrators, artistic directors, cartoonists and graphics students were invited to the bar to draw ads by hand in these blank spaces (see **Picture 2**.)

The 1,000 copies, with hand-drawn ads (see **Picture 3** for example), were distributed in the bar's neighbourhood – a key area from which it would draw patrons. Those receiving hand-drawn ads would definitely notice them within the paper!



Picture 2



Picture 3

Source: Totum Research on behalf of Newspapers Canada, National (balanced by population) online panel, English and French, 1,000 Canadian adults 18+, November 2010

For further industry information, go to www.newspaperscanada.ca



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