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Gritti Partnership plc

Why national or brand advertisers have been
reluctant to use classified media as an
advertising medium to date?

Gritti Partnership

- Predominately a classified agency
- Clients span the classified sectors of property, travel, publishing, finance and fashion
- Full service marketing agency with departments specialising in production, PR, advertising, media, digital services, and branding

Why national or brand
advertisers have been reluctant
to use classified media as an
advertising medium to date?

So where does an agency start to
build brands/plan advertising

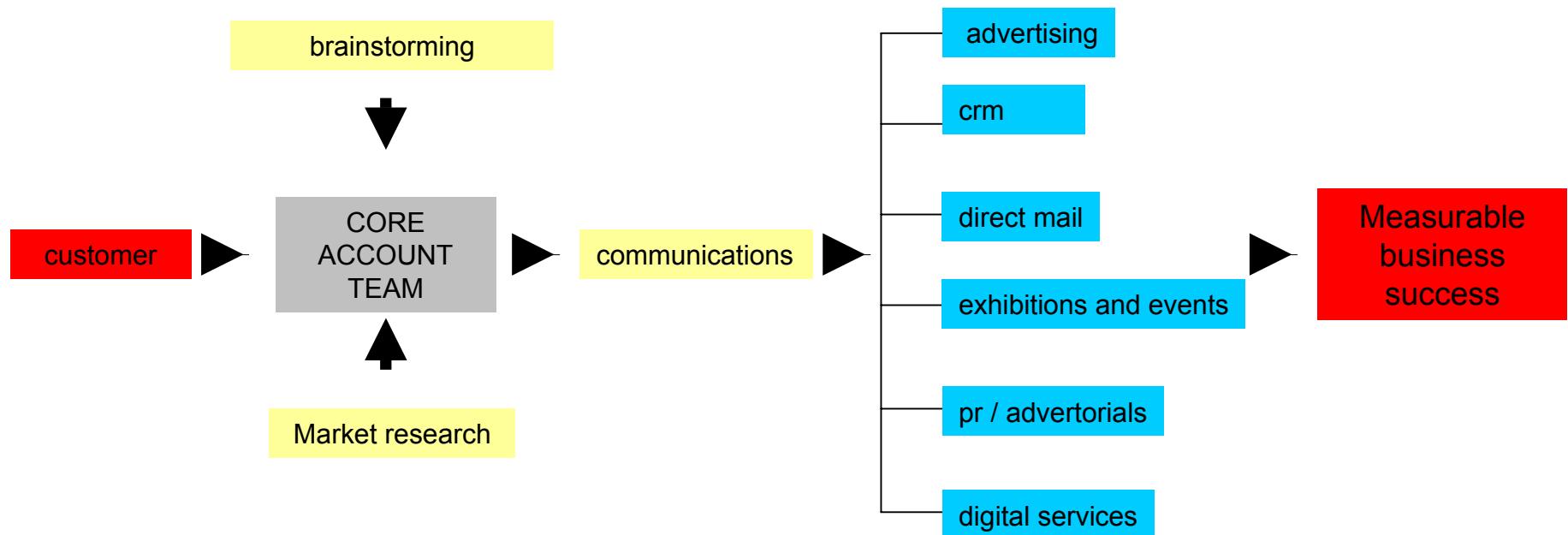
Mystery of the media agency

- **Who?**
 - ✓ What is the brand audience and how can we best define them?
 - ✓ Can media refine the definition?
 - ✓ Can media be the audience definition?
- **How, when and where?**
 - ✓ How should we reach our audience? Which media do they prefer and how do they consume it?
 - ✓ How does each medium interact or relate to another?
 - ✓ How many people do we need to reach and how often?
 - ✓ When, where and under what circumstances do they consume these media?

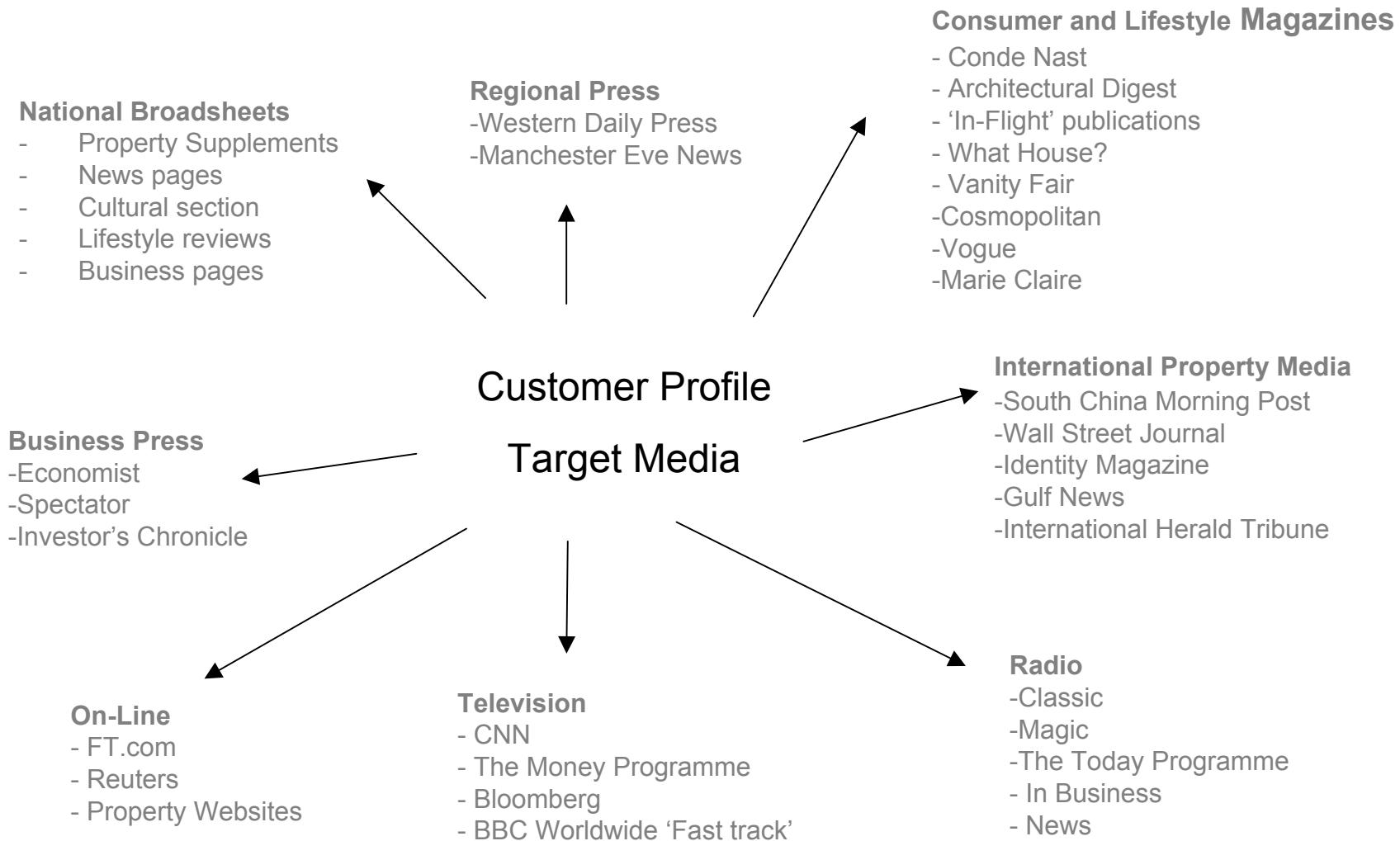
Changing media landscape

| | 1982 | 1999 |
|----------------------------------|-------|----------|
| Commercial TV stations | 1 | → 100+ |
| Commercial radio stations | 28 | → 200+ |
| Consumer magazines | 1,300 | → 2,600+ |
| Business magazines | 2,000 | → 5,400+ |
| National daily and Sunday papers | 21 | → 21 |

Our approach



Media Vehicles?



Problems you will encounter

- Lack of understanding from the agency of the classified sector.
- Some agencies just don't want to understand.
- You don't work off their common denominator for calculating audience reach.
- More often than not the person you sell to is not the person who makes the final decision.
- TV is the 'holy grail' of brand/national advertising.
- Time spent in planning such a strategy, usually lengthy title list.
- Lack of understanding your brand, its worth and how to utilise it.
- Creative.
- Research.
- Knowing how to communicate with the agency.

Can the classified market increase its share of brand/national advertising?

- If you encounter resistance from media agencies ignore it. Go to the client direct.
- If they have answered the question asked previously then you should have the information to go direct to the client.
- Do not be afraid of the agency. They should research all possible communication routes.
- Value *your* brand. It has real value and if you are convinced it can add value to the clients brand then go for it.
- Recommend that to build your section with national brands that you start with an agency that understands the classified marketplace

Preparation

- Think what can my brand do for your brand? Know what you have in your product.
- You have an established brand with real value.
- You must realise your brand values before you can successfully sell to another.
- Classified is an unknown quantity for most agencies/national advertisers.
- Can you prove that your brand can assist in increasing sales for my brand?
- You should already know and if not establish quickly who, how, where and when the client is advertising to.
- Remember classified is an established sales market.

What is a brand?

- A brand is a reflection in the way the company visually represents itself
- But a brand is also the way the company talks about itself
- The channels the company uses to talk to its audiences
- Philosophy and practice behind investment decisions
- Responsiveness to developments in the marketplace

Your brand

- Most clients and agencies should know of your brand but probably will not know it's value. It is not just about the circulation numbers any more.
- It is not just simply about selling advertising space. This is not your brand value. You have invested a lot of time and energy in building a relationship with your customer.
- You are one of the few mediums that can reach the consumer at the point of sale.
- You might have to invest in your brand to achieve the standout your are looking for with the client.
- If you are looking to launch or add to a classified section then look at where and what the competition has done.

A successful classified brand launch in the UK

Associated Newspapers
Homes & Property
Property extension to the London
Evening Standard

FREE WITH TODAY'S Evening Standard

Homes & Property

Wednesday, 12 November 2003

Sales 16-19, 24, 27, 30-49

Private Gallery 32

Service Directory 46

Lettings 50-51

New Homes 52-72

Overseas 56-57

Commercial 70-71

www.thisislondon.co.uk/homes

A clear view to success

Architects fall for
glass, pages 6-7



Homes and Property

- Evening Standard launched Homes and Property about 7 years ago. But didn't just lift the advertising out of the old classified section. They created a new environment.
- First stand alone property supplement launched to allow additional classified space in the main newspaper.
- Now copied by most national classified departments.
- Has established itself as a stand alone brand within Associated
- Allows brands and advertisers to talk to its readers in many different ways. Allowing brand extension.
- Investment has continued within the product.

Evening Standard Homes & Property Wednesday, 31 March 2004

EXCELLENT GERMAN CRAFTSMANSHIP

FREE MINI...
WITH EVERY PURCHASE THIS WEEKEND ONLY

10% SOLD
A HOUSES REMAINING
A HOUSES REMAINING
Free Stamp Duty

5% DEPOSIT PAID
10% Deposit Paid
10% Deposit Paid

exclusive gated development

ADMIRALS PLACE HORNSEY NW

3 bedroom houses from £250,000
4 bedroom houses from £300,000
5 bedroom houses from £350,000
4 bedroom townhouses from £250,000
3 bedroom flats from £180,000
2 bedroom flats from £150,000
1 bedroom flats from £120,000

WOODLANDS HOUSE HIGHGATE WOODS N10

4,000 sq.ft of unreserved luxury
A newly constructed 6 bay luxury 3 bedroom contemporary house arranged over four floors, two of which offer amazing entertaining and living spaces. The French craftsmen have created a new house of unique style and quality between Finsbury Park and Muswell Hill villages. £1,450,000.

SHOW HOMES open daily 10-6pm Paul Simon Homes 020 8347 4162

CAPITAL EAST | ROYAL VICTORIA DOCK | E16

Just Released!

The Ionian Apartments - the next phase in this landmark waterside development.

- Many of these brand new apartments enjoy stunning views of Canary Wharf and the City as well as the tranquil Royal Victoria Dock itself.
- This eleven storey building incorporates floor to ceiling windows down the west elevation, with large balconies.
- Private gymnasium, day/night concierge and business centre for residents use within development.
- Just 7 minutes from Canary Wharf and 25 minutes from Bank via nearby Royal Victoria DLR station.

With over a third of Capital East already reserved OFF PLAN, be amongst the first to invest in the Ionian Apartments, with the first occupancies available from Spring 2005.

1 bedroom water view apartments from **£274,995**
2 bedroom apartments from **£399,995**
Other apartments available from £200,000 to £500,000

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Please come along to our open days

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www.barrathomes.co.uk/capitaleast

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• Bulgaria has a strong economy
• Bulgaria is a leading European Energy Agency
• Bulgaria has a strong banking system
• Bulgaria is a member of the European Union
Or call 01992 584181 for more information

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Classified

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Homes & Property

PART EXCHANGE[®]

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- Sixteen, 3 and 4 bedroom townhouses with contemporary specification.
- Private, gated, courtyard development with secure parking.
- Superior multi media package with optional extras.
- Close to stylish shops, restaurants and bars of Bellevue Road.

Prices from £570,000

SHOW HOME
Open daily 11am to 5pm
020 8767 2503

50%
RESERVED



*Part exchange subject to certain conditions.

**Pavilion Square, Beechcroft Road,
Wandsworth SW17**

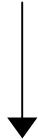


ANTLER HOMES
Strictly limited editions

www.pavilionsquare.co.uk

Better Response through exploiting media brands

The power of partnerships



credibility by association

Classifications

- Know what the brand/sales influences are.
- Brands are not the over-riding influence within the property market. Price and location is. Branding will help within the immediate marketing area.
- Brand investment in new motors is tremendous but how does this translate into the second hand car market.
- Travel can be.
- Recruitment should be.

Prepare now and you will be in a strong position

- We identified earlier the massive fragmentation of media. This will only get worse for agency and client alike.
- Agencies have identified that the new consumer has waning brand loyalty. This is due to the scarcities of time, trust and attention.
- The web will now allow you to compete better on creative terms with other mediums. Walking, talking colour.
- Customers will go to those sites that have brand identity, which you have already established.
- Don't be threatened by client owned websites. Allow them to advertise in your publication and website. This will help your relationship with your customer.
- On-line creative systems will only aid in the development of your site.

Better ways to work

- More direct client contact.
- Initiative routes to your publication – it doesn't always have to fit the usual advertising concept.
- Remember the client is trying to improve sales.
- Invest in strong sales staff who have commercial sense.
- Be more vocal about the merits of classified advertising.