

ATLANTIC BUSINESS

Atlantic Canada's Leading Business Magazine

Results announced for The Great Ad Experiment

(January 6, 2011, St. John's, NL) When Atlantic Business Magazine launched The Great Ad Experiment a year ago, it was with the intention of proving that powerful print advertising is a worthy investment.

The Experiment involved six different and award-winning agencies, who each participated – free of charge – in a contest to see which could design the “best” campaign for the winning client (Lawtons Drugs).

Based on a combination of client and public polling as well as focus group opinion, the winning campaign was the one designed by Spectacle Group. Along with the print campaign, Spectacle Group created a companion website (lifemadesimpler.ca). The website url was only published in the pages of Atlantic Business Magazine and through online advertising on the Atlantic Business Magazine website.

Speaking with Janane Chater, Lawtons' inhouse creative champion, she revealed that the website experienced 544 distinct visitors, 80 per cent of whom were direct traffic.

“The results show that print works,” Chater said. “It just has to be the right creative, in the right publication. That's what we have here. We are very pleased with the results of this experiment.”

About Atlantic Business Magazine: Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces. As the region's highest circulation business magazine, we publish a minimum of 37,000 copies per issue.

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