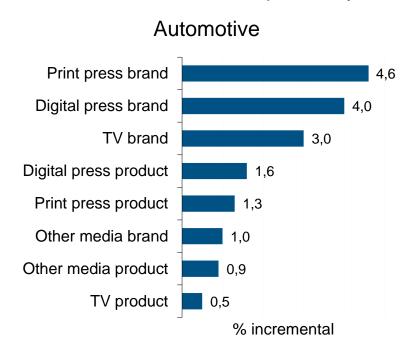
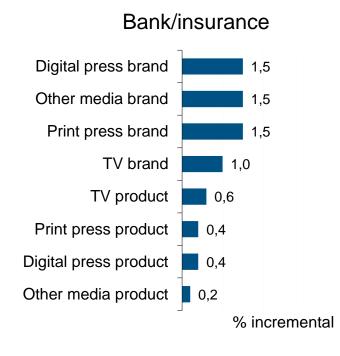
Print media ads increase brand search queries

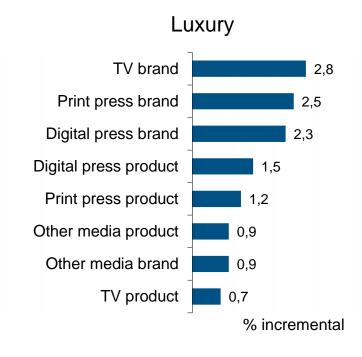
With large variations in categories & types of campaigns



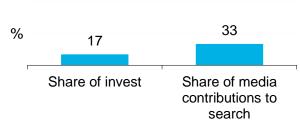
% increase in search queries by channel/type of campaign for every 10% increase in spend



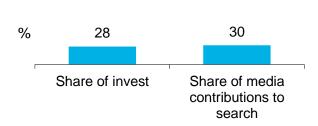




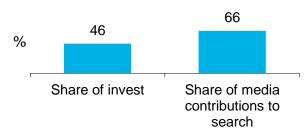








Press & luxury brands





Source: ACPM-Ekimetrics-Kantar 1st study of media effectiveness on search Other media = Radio, OOH, cinema, digital display. 7 brands studied in each category