

Case study: Condé Nast

This case study details how Toluna's PanelPortal™ solution has helped Condé Nast embrace the speed and cost advantages of online market research. The case study details how the use of an online panel community can instantly improve brand-consumer relationships, competitor understanding, business profitability and speed product development.

About Condé Nast

Condé Nast is one of the world's leading publishers of consumer print and online titles with over 150 million readers across 23 countries, 84 websites and 127 print titles, such as Vogue, Glamour, GQ, Vanity Fair and Wired. Condé Nast is renowned for being one of the most innovative publishers, embracing a mutually supportive and synchronised portfolio of online and offline publications.

As part of the strategy the marketing team realised that this could only be achieved by gaining a deep and immersive understanding of its consumer audience. Only by being able to quickly, and cost effectively, engage in frequent, and varied, consumer research studies would the core publications increase their attractiveness to both consumers and advertisers.



Market conditions

The explosion of the Internet as a media channel in the past decade has presented publishers of consumer titles with several key challenges the most critical of which has been the movement of significant proportions of marketing communications budgets to the web.

Faced with such a competitive landscape Condé Nast France understood the need to ensure that its print titles (Vogue, Glamour, GQ, AD, and Men's Vogue), engaged with readers on a deeper, more personal, and relevant level than ever before; this would help drive editorial satisfaction and brand relationship strength, which in turn would increase reader retention, unit sales and advertising revenue.

The Toluna Difference

The insight team at Condé Nast France began its consumer immersion journey by firstly embracing the speed, and cost efficiencies, of online market research. Further, Condé Nast realised that, with huge volumes of web traffic to its brand sites, existing subscriber lists and the ability to use its print publications as a recruitment channel, it could utilise existing assets to convert individuals into a branded panel community.

Selection criteria

The PanelPortal solution was selected based upon five key performance criteria, namely ease of use, speed to implement, support services & expertise, multi lingual support and scalability to integrate into future web community projects.

With the PanelPortal platform Condé Nast was now equipped with an easy to use solution which would enable rapid, and highly effective, gathering of consumer insight. From the beginning Condé Nast embraced the potential of PanelPortal and conducted research studies to solve a wide variety of business problems.

Uses

Editorial satisfaction

Core to the success of Condé Nast's marketing strategy was the ability to reach out to the consumer on a more personal, and relevant, basis. Fostering deeper brand relationships between each title and its reader

“we now have a platform where our readers are helping to shape the magazines direction”

Virginie Mary: Direttore marketing, Condé Nast France

required more relevant content, but also the ability for the reader to have direct input into the development of the magazine. Using PanelPortal Condé Nast was able to deploy the initial structure of a co-creation platform between its readers and the magazine brands. Condé Nast is now able to test readership satisfaction with editorial before, or after, circulation. Article placement and headlines can now be refined to the needs of the readership base.

Intimate reader connection

Condé Nast is also able to conduct 'social readership studies' where open 'qualitative' responses from readers are collected across a range of personal experiences, attitudes and intimate feelings. Condé Nast can now publish these opinions and experiences to connect, on a more intimate level, with its readers.

Published survey results

As part of its efforts to increase editorial satisfaction Condé Nast is able to publish the results of reader surveys month by month. Users are encouraged to participate in these surveys via print articles. Further Condé Nast can now use such findings for public relations purposes.

Cover and advertising testing

Key to a magazine's success is, of course, its cover; how well this cover grabs the eye, and cuts through the clutter of competitive titles on the average retailer's shelf, massively impacts upon the sales of the title. Condé Nast is now able to select specific members of its panel, matching the required profiling characteristics needed for such a study, and invite the members to rate cover options before the final is chosen to print. Using PanelPortal's questionnaire creation tool, questions can be laid out next to the images of covers for any one of its titles.

Advertising testing

Part of Condé Nast's marketing strategy was to add a greater degree of audience insight to advertisers in order to drive revenue. Using PanelPortal, Condé Nast is now also able to provide post test effectiveness services to its advertisers. Aided and un-aided recall of specific ads or brands, attitude to ad / brand and other such tests can now be provided to advertisers.

“we can test covers, literally, a few days before print. We know what will work and what will not. The cost is virtually zero compared to the alternatives”

Virginie Mary: Direttore marketing, Condé Nast France

Competitor benchmarking

Toluna provides research professionals with access to the world's most engaged panellists via its global panel communities. Using Toluna **Media**™, one of Toluna's specialist panels, Condé Nast is able to immediately access readers of its competitor's titles, in order to conduct competitive benchmarking research studies via the use of online surveys.

Summary

Using the PanelPortal solution, Condé Nast is now able to immerse itself into the mind of its readers, quickly and at an exponentially lower cost than alternative methods of data collection such as postal surveys and telephone interviewing.

The successful deployment of the PanelPortal solution has enabled Condé Nast to reach out to its readers with more relevant editorial, foster deeper brand relationships and support advertising revenue with value added insight on advertising effectiveness.