



5-14-1997

A Comparison of Print Advertisements to Corresponding Web Sites: Are Marketers on Target

Sarah Jo Sautter

Western Michigan University, sarahsautter@hotmail.com

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses



Part of the Advertising and Promotion Management Commons, E-Commerce Commons, and the Marketing Commons

Recommended Citation

Sautter, Sarah Jo, "A Comparison of Print Advertisements to Corresponding Web Sites: Are Marketers on Target" (1997). *Honors Theses*. 373.

https://scholarworks.wmich.edu/honors_theses/373

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.





THE CARL AND WINIFRED LEE HONORS COLLEGE

CERTIFICATE OF ORAL EXAMINATION

Sarah Jo Sautter, having been admitted to the Carl and Winifred Lee Honors College in 1995, successfully presented the Lee Honors College Thesis on May 14, 1997.

The title of the paper is:

"A Comparison of Print Advertisements to Corresponding Web Sites: Are Marketers on Target?"

Dr. Jay D. Lindquist
Marketing

Dr. Edward Mayo
Marketing

A COMPARISON OF PRINT ADVERTISEMENTS
TO CORRESPONDING WEB SITES:
ARE MARKETERS ON TARGET?

Sarah Sautter
Honors Thesis
May 1997

Advisor: Dr. Lindquist

TABLE OF CONTENTS

| | |
|---|--------|
| INTRODUCTION | page 1 |
| Definitions | 1 |
| Background | 2 |
| Guidelines for Effective Web Sites | 9 |
| Objectives | 11 |
| | |
| METHODOLOGY | 12 |
| Product Classes | 12 |
| Analysis Methods | 14 |
| | |
| RESULTS | 15 |
| Automobiles | 15 |
| Magazine Analysis | 15 |
| Web Analysis and Match | 15 |
| Offers and Match | 16 |
| Visitor Information | 17 |
| Overall Match | 17 |
| Interactive Video Games | 19 |
| Magazine Analysis | 19 |
| Web Analysis and Match | 19 |
| Offers and Match | 20 |
| Visitor Information | 20 |
| Overall Match | 21 |
| Cosmetics | 22 |
| Magazine Analysis | 22 |
| Web Analysis and Match | 22 |
| Offers and Match | 23 |
| Visitor Information | 23 |
| Overall Match | 23 |
| | |
| MANAGERIAL IMPLICATIONS | 24 |
| The Future | 26 |
| | |
| CONCLUSIONS | 28 |
| | |
| ENDNOTES | |
| ADDITIONAL REFERENCES | |
| APPENDIX | |

A COMPARISON OF PRINT ADVERTISEMENTS TO CORRESPONDING WEB SITES: ARE MARKETERS ON TARGET?

INTRODUCTION

John F. Kennedy told the nation that , “Change is the law of life. And those who look only to the past or the present are certain to miss the future.” Technological advances constantly make lives easier and information more accessible. Marketers seek the best ways to communicate with their prospects. That means keeping pace with technology, and even being a pioneer in their industry. The Internet is one communication medium growing in popularity among marketers. As a new advertising medium, companies rush to beat their competitors, and many others follow. As a result, Web addresses are found in traditional media like television, radio and especially print.

Definitions

“The Web is a full-color, mulitmedia database of information on the Internet .”¹ It is composed of standard formats for graphics, text, sound and video. These formats can be easily cataloged and searched by all networked search engines. Search engines such as Yahoo and Lycos allow users to type in a word or phrase. The engine then pulls a list of Web sites from cyberspace that matches the users request.

A browser is needed to obtain access to the World Wide Web. This software allows users to see all the images and hear all the sounds. Examples of browsers are Netscape, America Online and CompuServe. Each site on the Web has an address termed a uniform resource locator (URL). Every URL begins with *http://www*. This stands for “hypertext transfer protocol on the World Wide Web.” This is how information is

transmitted over the Internet. A common language in which Web pages are written and linked is called HTML.

Background

There were many discoveries that led to the invention of what we now know today as the World Wide Web. Therefore, it is difficult to determine a historical starting point.

The military emphasis on communications advancement played a major role in the synergy of the Internet. Advanced Research Projects Agency (ARPA) of the U.S. Department of Defense, formed by President Dwight D. Eisenhower around 1957, sought to improve the military's use of computers. In 1962, research leader Dr. J.C.R. Licklider promoted more interactive government computer usage. He realized the need to migrate ARPA's contracts to universities, laying the groundwork for the ARPANET.² In 1969, four computers were linked via modulator-devices, or modems. This allowed the computers to transfer information to each other by means of a telephone line. By 1972, Dr. Licklider's vision was realized, and universities were granted access to the Internet.³

Most experts agree that the Web was a "side effect of the Centre European pour la Recherche Nucleaire's (CERN) scientific agenda." After World War II the most talented scientists were invited to research and experiment at the CERN's Labs. This potent concentration of intellect brought about "synergy, serendipity and coincidence."⁴

The ARPA *IP* model was an inspiration for experiments to follow. During the STELLA Satellite Communication Project from 1981-83, remote parts of two primitive local area networks were connected by a satellite channel. This was the first time any "Internet Protocol" was used at CERN. In August 1984, TCP/IP protocols were installed

on prominent non-Unix machines at CERN. These machines included the central IBM-VM mainframe and a VAX VMS system. In that same year, fiction novelist William Gibson fabricated a term to describe this virtual database of information. He called it *cyberspace* in his work *Neuromancer*.⁵

By 1989, CERN's "Internet facility" was a working medium and by 1990, it had grown to be the largest Internet site in Europe. In November of that same year, CERN built the first Web server and client machines.⁶

Meanwhile in 1989, former Apple employee Steven Jobs created a company called NextStep. He intended to create the next generation of personal computers and overtake Apple. NeXT machines made their way into the hands of Information Technology professionals, creating a "new level" of computer culture. After 8 years and \$250 million, NextStep realized its hardware division could not compete in the market. Thus, the company turned its focus to the software side of the computer industry. During that time, Tim Berners-Lee used his NeXT machine to revolutionize the World Wide Web. He created URL, HTTP and HTML standards with model servers and browsers that were Unix-based. From then on access spread globally and still continues to grow.

In January 1993, Marc Andreessen released a new user-friendly version of a browser designed to run on Unix machines. This graphical "point-and-click" browser called NCSA Mosaic was named after the organization at the University of Illinois. Eight months later, he and co-worker Eric Bina released free versions for Windows and Macintosh. At the close of 1993, Andreessen and Bina left NCSA to found Netscape.

The project to build a World Wide Web was originally formed to provide a “distributed hypermedia system.” This system would allow one to access information from around the world easily.⁷

Although there is currently no way to measure the exact number of Internet users, as of July 1996, Network Wizards, an Internet research company, reported 12,881,000 hosts on the Internet. These hosts are “uniquely reachable Internet connected computers.”⁸ A total of 488,000 domains were registered. Of those, 419,360 were commercial domains, 28,839 organizations and 2,686 educational. Network Wizards also projects that there will be over 100,000,000 hosts on the Internet by the year 2000.⁹

The demographics of those who use Internet tools are somewhat sketchy. Again, there is no standardized way to determine these statistics. Many research companies have developed their own methods. The public has been surveyed. In addition, companies that have their own domain request visitor information. Graphics, Visualization and Usability Center (GVU), a private research firm at the Georgia Institute of Technology, has executed six different surveys to find profiles of Web users. Their most recent study was done in October 1996.¹⁰

The average age of all respondents is 34.9 years old. Past data shows that the age of users is consistently rising. Women users tend to be slightly younger than men. The majority fall between 26 and 50 years of age.

Household income averages \$60,800. Those with an occupation in computers constitute the highest number of users at 27.34%. Education, which includes students, follows with 25.20%. Professionals at 22.06% and other occupations at 14.27% rank

third and fourth, respectively. Lastly, management occupations capture 11.13% of respondents. More than half, 51.46%, of those in the 19-25 age group are in the Education field. These are most likely students.

Approximately 45.92% of all respondents access the Web 1 to 4 times per day. Those aged 19-25 are the heaviest users, ranging from 5 to 8 times a day. Female and male usage varies only slightly. However, males are more likely to be heavy daily users.

Respondents state that product information was a major reason for going on-line. On a weekly basis, 33.42% of males gather product information. In comparison, only 23.02% of females seek out product data.¹¹ According to the *Advertising Age/Market Facts* survey, 53.2% of the 1,000 consumers surveyed said they use the Internet to research products before making a purchase. Findings show that most consumers go on-line for news, information and communication, not entertainment. More than half of these respondents have visited a marketing company's home page. Shopping applications are not as popular.¹²

Sixty-seven percent said they "surf" on-line and visit pages randomly.¹³ If over half of consumers make their way to home pages unintentionally, they are not using Web addresses displayed on print advertisements or collateral pieces. This important finding tells companies they need to be connected to a search engine.

The number of adult Internet users has doubled in the past year. It is estimated that 37.8 million adults in the U.S. have Internet access.¹⁴ Web users cannot be entirely defined as one market. According to the quarterly PC-Meter Sweeps, 68% of users were

men as of June 1996.¹⁵ Researchers predict that the number of females on the Internet will continue to grow as the medium grows.

The World Wide Web is rapidly evolving into multiple audiences. What used to be a predominately male, computer guru audience, is growing to a multitude of users from various cultures, lifestyles and professions. The wide variety of different user groups is becoming more like that of television. Each page has its own target audience as specific TV shows do. The major difference lies in organization. The Web currently has no configuration that will direct users to a group of sites targeted specifically at their demographics or psychographics. Search engines are the only tools that help users identify sites using specific words or categories. The problem for manufacturers is that consumers must seek specific information to be linked to their site.

Awareness of the new media is increasing, with 93.5% of consumers having heard of the Internet. Eighty-two percent also are aware of the World Wide Web. These numbers have almost doubled in the past year.¹⁶

Home pages can be effective tools for business to business marketing. An advertising study done by Cahners Corporate Research Department shows that 71% of manufacturing professionals use the Web to obtain product information and evaluation. Thirty-four percent go on-line for competitive information.¹⁷

The marketplace is slowly adapting to the new Internet technology. With this in mind, advertisers need to create Web sites that appeal to the majority of their target market. Even if companies feel their target may not yet be on the Web, eventually their

prospects will have access to their site. When that occurs, companies must be ready to advertise products or services in a manner appealing to their target audience.

The Internet has become an important medium for businesses. While most larger companies continue to access the enormous database, smaller companies are steadily increasing their usage. The number of small businesses users has grown from 19% to 45% in the last year.¹⁸

Companies have five major reasons for pursuing the Internet. First, it will help them broaden their customer base. Users will be able to identify sales prospects, sources of products and services and trading partners. Within five years, 135 million people in the U.S. will communicate regularly via e-mail. That is about 50% of the population. Secondly, it can be used as a marketing tool for products and services. By *gaining access to purchasing influences that were previously unknown*, companies market their benefits deliverable to match the benefits sought by the target market. Thus, product information can be provided and a favorable corporate image can be displayed. In addition, companies can use the Web as an electronic couponing device. They can *display discounts and special offers*. Thirdly, it can *increase productivity*. Companies can identify competitors and industry trends. Fourth, it can be *an effective communication tool to transmit and receive information*. The Internet is more efficient and less expensive than traditional means of business communication such as postal mail, faxes and phone. Finally, businesses can *improve customer service via e-mail feedback*. Company web sites should provide a way for visitors to respond with complaints, suggestions or questions. This gives the marketer an easier and faster way to identify and solve common problems.

The World Wide Web is an interactive medium, simplifying two-way communication. A Web site is unlike any other existing media. Though, it can be thought of as a combination of advertising and direct selling. Pages can be designed to generate awareness, explain or demonstrate products and provide information just as an advertisement would do. At the same time, they can also involve the viewer in a dialogue. To industrial marketers, it enhances direct selling. On the other hand, it is supplementary to advertising from a consumer marketer's point of view. Thus, the Internet is "like one-on-one advertising," says Mike Lotito of Advertising Age.¹⁹

Statistical Research Inc. claims 34% of American households own a personal computer. However, less than 5% of those respondents said they used on-line services to find product information.²⁰ Chilton Manufacturing Group conducted a survey in June of 1996. They found that 33% of consumers use the Internet for business purposes. On the other hand, marketers only use it 6.7% of the time as a marketing tool, claiming magazine advertisements elicit more sales leads.²¹ *Advertising Age* and Mediamark Research Inc. surveyed 301 marketing executives in January and February of 1997 on the purpose of their interactive communications. Respondents could choose more than one answer. They found that 72.1% of the companies that do use the Internet, have information based home pages. Promotions were the purpose of 48.2% of the Web sites. Public relations and one-to-one marketing followed with 45.8% and 37.2%, respectively. Only 17.6% of the executives used the Internet for electronic commerce.²² Most companies appear to be using the Internet as a new medium to deliver the same message. They are not using it to its full extent -- a two-way communications medium.

A.C. Nielsen Research declares a number of products most suitable for Web marketing. The majority of these items are packaged goods. The list includes: records/tapes, diapers, shaving products, yogurt, wines, electronics, charcoal and logs, photo supplies, breakfast foods and ethnic beauty supplies.²³

Guidelines for Effective Sites

Marketing experts have composed guidelines for an effective Web page. Some agree on certain specifications and others vary. No one has devised a fool-proof plan. However, most home page designers agree that the following guidelines when used will lead to a good Web site.

To begin with, *clarify objectives*. Decide exactly why the Internet would be an effective marketing tool for your company and products and/or services. As is the case with any other media, your audience should be narrowly defined

The *home page*, or “front page”, refers to the first page encountered at a company’s Web site. It is the most important page. It determines whether the viewer will continue to other pages in the site. This first page acts as the “hook” that attracts visitors to stay on the site and obtain more information. It also helps visitors decide whether they will return to the site again in the future. Like a book cover, the “front page” *must be enticing to viewers*. It is the primary way a company can deliver its message, image and look.

Keep images simple but interesting. Instead of complex, high-intensity graphics, focus on meaningful copy. People want information quickly. Most visitors do not have the top-of-the-line systems necessary to download detailed photographs quickly. Graphics

that take too long to load will deter visitors from returning to your site in the future. The graphic look should portray the company's intended image. It should be consistent throughout the site. For example, use the same colors, company logo or tagline on every page. Make sure the brand and/or company image displayed on other forms of advertising is recognizable to visitors.

It is important to *update information regularly*. When planning a new site, think about how the content could be consistent, but periodically changed. For example, choose categories that can continually be updated with new information. This is similar to how magazines use standard columns in every issue to communicate new findings and information and answer questions. If you want visitors to return, they need a reason to do so. Most consumers visit sites more than once to seek more information. However, change data only. Remember to keep the image consistent.

Be sure to *include standard company information*. However, do not present only content that is readily available elsewhere. Consumers will be likely to perceive your site as a brochure. Instead, write articles about your industry and how your company matches up against competitors. Be creative and entertaining, but always include valuable information. The content should be a good mix directed at your target audience.

Links to other Web pages are ways to connect to your product's target audience. *Be cautious of too many hot links*. You do not want to give people too many reasons to leave your site. In addition, keep information in a logical structure and give visitors many chances to return to the home page. When visitors get lost or frustrated, they are likely to leave.

Companies should use home pages to *gather information on customers and prospective customers*. Allow visitors to sign up for e-mail reminders after the site has been updated. Provide a form for consumers to fill out in exchange for product information or other valuable data. On the other hand, visitors should have an opportunity to voice complaints or suggestions. Provide an e-mail address for customer feedback.

It is important to remember that “the Internet is a self-selecting medium.”²⁴ Pull strategy must be used to attract visitors to company home pages. If the site is not interesting on a consumer’s first visit, they probably will not stay long or return.

Once your site has been designed properly and is ready to go on-line, the promotions begin. *Register your site with all the Internet search engines. Include your Web site address on print advertisements and all collateral materials* such as letterheads, business cards and promotional packages. Cahners Research Department conducted a study in the spring of 1996, proving that print advertising helps build Web site activity.²⁵ The company monitored the number of hits on Daily Variety’s Showbiz Expo site for a month and a half. The average number of hits on days when a print advertisement ran was almost double of that when the advertisement was absent from the publication. Foremost, when the URL address was displayed in the advertisement, the average number of hits increased by 50%. So, to increase the number of visitors to a Web site, prominently display the URL address in a print advertisement for the company or product.

Objectives

The general objectives of the current research project were to determine *how many companies are targeting the same audience with both print and interactive media*.

Secondly, *evaluate how marketers are using Web sites to gather consumer data*. Finally, *determine whether companies are using sites to promote special offers to visitors*.

In this paper the author will compare print advertisements to corresponding Web pages and seek to determine why manufacturers have Web addresses displayed in their print advertisements. Does the content of the Web site match the content of the print advertisement? Next, is the company and/or product image consistent in both media? Finally, this paper will explore whether Web sites cited in print advertisements are relevant to the target market and the product and/or service being advertised.

METHODOLOGY

Product Classes

Three different product classes were chosen as the bases for the study: automobiles, computer video games and facial cosmetics. *Automobiles* are heterogeneous, durable goods. They are typically high-involvement products which are infrequently purchased. The high price usually results in significant product research and the use of more evaluative criteria by buyers. In addition, consumers are quality sensitive to this class. At the other end of the scale, *facial cosmetics* have high product involvement and low purchase involvement. Buyers feel the need to make the “right” choice, because it affects how others see them. This product has psychological implications because, like an automobile, it says something about the buyer. Though the price is much lower, product involvement tends to be medium to high. Because cosmetics are used to enhance or hide certain facial features, consumers sometimes carefully consider more than one brand before purchasing. These health and beauty aids are non-durable. They are

homogeneous in character and frequently purchased. Consumers spend less time comparing prices at different stores, making the purchase involvement low. Consumers typically purchase these products on the basis of brand image in conjunction with product attributes and sometimes price. Somewhere in between fall *computer video games*. They are often low-involvement items. Buyers take only a small amount of time to choose a game compared to a car or cosmetic purchase. They are moderately priced, falling between the automobile and the cosmetics classes, but much closer to cosmetics. Video game titles could be viewed as new unsought goods. Some consumers do not seek specific new games to buy. Instead, they are pushed to buy a certain game when awareness is heightened. For instance, video game players want to purchase a new game occasionally. However, they may not have a specific title in mind. So, they go to a computer or electronic store or pick up a game magazine to browse the titles. Purchasing a video game requires visual awareness of the game. Less information is needed and problem-solving is limited.

Another reason for choosing these product classes was based upon a combination of print and interactive media. All of three of these classes have Web addresses frequently displayed on their print advertisements.

Twelve print advertisements each were selected from both the automobile and video game categories. Six print advertisements were used in the facial cosmetics class since it was more difficult to find advertisements with Web addresses cited. All these advertisements displayed a Web address somewhere on the page.

Analysis Methods

The next step involved analyzing the print advertisements. The product, brand and manufacturer were identified. Second, the magazine, issue date and page number were recorded to help define the target market. Third, the target audience was described on the basis of the researcher's perceptions of the demographics, lifestyle, reference groups and household decision maker as portrayed by the elements of the ad. Fourth, if any offers were listed in the print advertisement, they were documented. Lastly, the Web site address displayed in the advertisement was recorded.

The third major step of the research involved analyzing the Web sites. Again, the product, brand and manufacturer was recorded. Next, the target audience was described as portrayed on the first Web page. The same approach as that followed for the print ad was used. This allowed for determination as to whether the target audience for the site matched that of the magazine ad. The system used was *no, yes on first Web page, yes on later Web page, partially on first Web page, partially on later web page* as guidelines. If offers were found, the type and location were recorded. Type included sweepstakes, free brochures, free product video and others. The offer data was then compared to the print advertisement record to verify a match. Next, the Web site was checked to see if visitor information was requested. Then, the copy platform of the entire site was compared to the copy platform of the print advertisement. Mood, key promise, benefits and "great idea" or theme were factors used to base this decision. Finally, both promotional tools were compared and contrasted in general to find how well they matched.

RESULTS

Automobiles

Magazine Analysis

Refer to Table 1 in the appendix for this discussion. Out of the twelve brands selected in the automobile category, seven different manufacturers were represented. These included: General Motors, Chrysler, Mitsubishi, Honda, Toyota, Ford and Subaru. Cosmopolitan, Self, Good Housekeeping and Detroit's Hour were the sources for the print advertisements. The demographics varied. Both males and females were targeted. The average age ranged from 21 to 35, though a couple advertisements were lower or higher. All were targeted towards middle-class consumers. The target markets' lifestyles ranged from watching sports on television, enjoying the outdoors and exercising at a gym to going to the movies, rock concerts and dining out often. Some reference groups observed were business professionals, college graduates, full-time employees, single or married with no children, married with children. Males and fathers tended to be the household decision makers, although single females were in some advertisements. Offers like free brochures, a full-line CD-ROM, a free video and toll-free numbers to call for more information appeared on eleven print advertisements. Ford Escort was the only advertisement analyzed that did not have an offer.

Web Analysis and Match

Two sites, Ford and General Motor's Chevrolet, were the only sites whose target audience did not match that of the magazine advertisement. Half, or six, sites matched the target audience on the first Web page, or "front page." These sites were brand specific

which made targeting more direct. They were Eagle, Jeep, Buick, Mitsubishi, Saturn and Subaru. Three sites partially matched their audience in the print advertisement. The Toyota site was broader because it included all models it manufactures. The Plymouth and Dodge sites also showed all of their models. In addition, the image displayed was quite different from print, targeting a somewhat varied lifestyle and broader age and reference groups. Honda's site was the only one whose target matched partially on a later Web page. The Accord page matched its print target somewhat. The page was bland, portraying only a corporate image. No lifestyle or reference groups could be determined. All the other pages on the site were very general and not very focused.

Offers and Match

Seven sites allowed visitors to order free model year catalogs on-line. Five of those matched the offer in print. Two sites, Saturn and Chevrolet, offered branded merchandise for sale. Neither advertised this merchandise in print. Special incentives, leases or prices were advertised on three sites. None matched with the magazine advertisement. These were found on pages labeled "Incentives", "Monthly Values" and "The Deals". Subaru was the only site that gave a toll-free number for consumers to call for more information. This matched the telephone number on the magazine advertisement. Other offers included a free CD-ROM of automobiles by that manufacturer and free gas for one year. Plymouth was the only site with a sweepstakes giveaway. Out of all the sites with offers, seven matched the offer in the print advertisement and seven did not.

Visitor Information

Almost all sites had dealer locators that allowed visitors to find the dealer nearest to them. This was done by entering a zip code or state. Three of these sites asked for additional visitor information. Half the sites analyzed, six, asked for visitor data if ordering a catalog or merchandise. One-fourth did not request any visitor information and none had optional surveys. Honda's site questionnaire was personalized depending on the respondents answer. The survey asks the respondent what brand their current vehicle is. Then, the questions following ask more specific information about your vehicle referring to the specific brand you own. For instance, when Pontiac was typed in. The questionnaire continues by asking, "What kind of PONTIAC do you have?" On the other hand, the Toyota site is concerned about how often consumers visit their site and why and how their site influenced them if they were car shopping.

Overall Match

Table 4 in the appendix refers to the following copy platform matches. Overall, two sites were poor at matching the magazine advertisement. Two were fair. Three were good and five were great. Honda and Ford were poor matches for their print advertisements. Honda's image was completely different in each medium. Ford communicated mostly corporate information. There were no offers and no visitor information was asked for. Consumers expecting to see something similar to the print advertisement would be disappointed and probably not return. Dodge used the same tagline in both media. However, the Web site was masculine, showing all Dodge cars and trucks in bold red. The look was more vibrant than the print advertisement. Three brands

had good Web sites. Plymouth displayed a similar mood to that of its print advertisement. Colors and copy were upbeat, fun and trendy. The only difference was its “Plymouth Place” theme. This was not communicated in the print ad. Subaru’s site matched the target audience of the magazine advertisement on the front page. The site opened with an outdoorsy Australian theme. However, no specific automobiles were listed or shown on the front page. Instead, visitors have to access the “Showroom” page. In addition, the Australian theme was lost after the front page. The colors change to dark blue, red and yellow. To be consistent, Subaru should use an outdoor background and neutral colors throughout the site. Toyota communicated the same offers and car information as in print. The mood was bland and colorless. The graphics and text were difficult to view. The tagline “I love what you do for me.” in the print advertisement was not conveyed at all on the Web pages.

The matches of the five Web sites with the magazine ads were rated as “great.” Saturn’s “A different kind of company. A different kind of car.” was found in both media. The target market matched perfectly throughout the site. The mood was friendly and down-to-earth. Secondly, Eagle’s “The Eagle Test Drive” theme was prominent in both media. The target market and offers were also consistent. The site was simple, but demonstrated the Eagle image effectively. Thirdly, Buick’s gold color behind its brand symbol was distinguished and classy. The target market generally matched the print advertisement because all Buick models were featured on the home page. Information was easy to find and access on this site. Next, Mitsubishi’s copy platform was quite similar to the magazine advertisement. The “Built For Living” tagline was found in both

media as well as a free brochure offer. Lastly, Jeep's "unpaved" site was truly on track with its magazine target audience. The mood in both media was masculine and rugged. A special page gave visitors information on off-road trails and other unique places to drive a Jeep. This was a terrific addition to the technical information found in the magazine and on the specific Jeep model pages. All five of these sites matched their magazine target adequately. In addition, they were simple, yet distinguished and informative.

Interactive Video Games

Magazine Analysis

Twelve interactive video game manufacturers' Web pages were viewed to find a target match with the magazine advertisements. The magazine source for all video game advertising was Game Pro. See Table 2 for these magazine and Web site comparisons. Males aged ten and up were the primary target group. Females and younger children were also targeted in some advertisements. Lifestyles included, but were not limited to, reading comic books and computer and gaming magazines, watching cartoons and watching adventure programs on television. The primary reference group was students of all ages. Though the young video game users influenced the purchasing decision, parents were the final decision makers in most cases.

Web Analysis and Match

Only one site, Inngames, did not match the target audience of the print advertisement. The magazine advertisement encouraged consumers to "play online", but the game could not be found on the Web site. The home page targeted older children. The copy platform was also completely different from print. Five out of twelve sites

matched the target market on the front page. Four sites only partially matched the target group on the first page and two partially on a later page.

Offers and Match

No offers were made in the magazine advertisements. The only Web site with no offers was Tecmo, Inc. All other sites had at least one offer. Half had more than one. One-third of the sites allowed viewers to order games on-line. One-fourth allowed visitors to download game demos and/or gave technical support. Only two offered a contest. At least one site each offered free codes, hints and tips, company information and job opportunities, a toll-free number to call for game rating or buy two games, get one free.

Visitor Information

No visitor information was asked for on five sites. Four Web sites included optional visitor surveys. Three sites requested data in return for something. For example, Capcom's site required that visitors register in order to obtain access to on-line promotions and special features. The company was likely asking for information to assist them in future marketing decisions. Questions such as age, magazines read, gender, comic books read, favorite types of games, what they look for in game ads, aspect sought most in a new game, major source of game reviews besides the Internet and others were asked. This site had the most in-depth consumer research survey. As another example, Tecmo, Inc. gave visitors the "secret URL of Tecmo Secret Wall Paper Club" when they answered a survey. Other surveys asked for similar information and hardware owned.

Overall Match

Refer to Table 5 for the following copy platform matches. Two Web pages were considered poor. Inngames did not match its target audience at all. In addition, the mood was dark, unlike the colorful print advertisement. Virgin Interactive Entertainment matched its print target market partially on the first page. However, the mood was fun and colorful with plenty of white space, dissimilar to the magazine advertisement. Over half, seven, of the sites were fair. Activision's mood was completely different, but the information enhanced the print advertisement. No theme was conveyed and each page had its own identity. Secondly, Westwood Studios' site struggled to fit two different target markets. It contained much corporate information and employment opportunities. A "Command and Conquer" theme with the Westwood logo was positioned at the top of every page. This gave the site some consistency. Next, ASC Games, Acclaim Entertainment, Sega and Tecmo, Inc. all had a general home page that featured more than one game on which visitors could click. Only Acclaim's site used cartoon characters named "Ramm" and "Twitch", as a theme on the front page. The three others lacked any consistent theme. Lastly, no target audience could be easily identified on Playmates' home page. However, the video games page portrayed a dark mood like the print advertisement. Two sites were ranked good at matching their magazine advertisement. First, Capcom communicated a similar fighting and combat theme in both media. No video games were listed on the front page. Visitors had to access games on the page labeled "Gear Up". Secondly, Lucas Arts Entertainment's site contained no graphics, but only a black background with plain copy. Simple graphics would have made the site more

interesting to view. Namco's site matched the magazine advertisement best. Tekken 2's own page, the game in print, was displayed on the front page. The colorful, futuristic mood was carried throughout the site. Information was easy to find and obtain.

Cosmetics

Magazine Analysis

Six print advertisements with different cosmetic brands and Web addresses were analyzed. Table 3 in the appendix outlines these magazine and Web site comparisons. Cosmopolitan, Glamour and Mademoiselle were the sources for these advertisements. Products displayed in the advertisements were lipstick, foundation, nail polish, eye shadow and mascara. The female target audience ranged from 16 to 35. The majority of the target group probably reads beauty, health and fashion magazines and shops in malls and major department stores. Reference groups included, but were not limited to, young professionals, high school or college graduates and retail store employees. Two of the six advertisements contained offers. Revlon's mini-brochure included two coupons for savings and a free magazine subscription. Cover Girl's advertisement listed a toll-free number to call for more information.

Web Analysis and Match

The products, brands and manufacturers were very similar on the Web sites for cosmetics. The target audience was the same with an addition of males as a secondary market. Five of the six Web sites matched their print target audience on the first page. Clinique was the only site that did not. However, Clinique did match its target on the second page.

Offers and Match

No offers on the sites matched the those in print. Two sites, Bonne Bell and Lancome, contained no offers. Two sites gave a toll-free number to call for more product information or to order products. One site had free make-up how to's, free gift when customers attended workshops, free coupons or free e-mail updates on new products and promotions. Sweepstakes were found on two sites.

Visitor Information

Only one site, Bonne Bell, did not ask for any visitor information. Five sites requested information in exchange for special offers. Revlon , Loreal and Clinique asked its visitors which products of their brand they use most often. Also, they inquired about where consumers go to buy their make-up. Loreal also asked for the respondent's age and how they heard about the Web site.

Overall Match

Refer to Table 6 for the cosmetics' copy platform matches. Loreal's site poorly matched the magazine advertisement overall. The mood was different in each medium. Also, a "Paris" theme on the Web pages did not look anything like the print advertisement. Clinique's was a poor match. The first page had four links to other sites on the bottom and an unrecognizable Clinique model. Visitors had to click on the model to gain access to the second page that contained all links to other pages in the site. Bonne Bell's image on the Web was slightly different than in print, but overall fairly similar. It took a long time to load each page and there were no links on any pages to take visitors back to the home page. The bold and fun mood was consistent throughout the site and it matched the

magazine advertisement good. Three sites matched the print advertisements great. First Cover Girl's site used famous spokesmodels throughout their site. They displayed a fresh clean look using pastels on a white background on every page. Secondly, Lancome used the same colors in both media along with its rose icon. Revlon also used the same colors, models and copy in both media. Their "Very Currant" theme was prominent in both. Information was easy to find on these three sites and the layouts were simple, yet unique to the brand image.

MANAGERIAL IMPLICATIONS

After analysis, there remains the question of whether Web sites should match the corresponding print advertisements. It appears that they should to a certain extent. It could be argued that most marketing experts agree companies should portray a consistent image in all advertising so as to not confuse the public. Often when marketers roll out a new campaign, they present a similar, if not identical, theme in each vehicle. Web sites can also be considered a form of advertising. A message is broadcast, awareness is created and marketers attempt to facilitate a purchase. The differences are that the Internet is invitational and allows for two-way interaction. Consumers may choose which information they want to obtain and to which they wish to respond.

There are many ways advertisers could assure that the content of both media match. One is to have a separate site for each product or line they offer. This would appear on all print, collateral and television advertisements. A second solution would be to place an icon of each product or each brand on the manufacturer's home page. This way the company's image and a recognizable product depiction could be communicated at

the same time. A third idea would be to list the URL of the page on which the product appears in the print advertisement. That way if consumers go on-line for more information, they will be directly linked to the product in print. The company's home page and other brands or product lines would still be linked to that page. Lastly, have a separate site for each brand sold by one manufacturer. This would allow for a separate and distinct brand image to be conveyed. This solution is used by some automobile manufacturers like Chrysler and General Motors. Both have separate corporate sites and sites for specific brands like Jeep, Eagle, Buick and Saturn. Again, the company's home page could be linked to this site.

There appeared to be Web site patterns within each product category reviewed. Most sites from the automobile class communicated the same information. Every site contained a dealer locator. In addition, the sites had pages that featured each car make, its standard equipment, options and sometimes price. Except for the few brand specific sites, most were set-up similarly. Following pages were titled "Dealer Locator", "Showroom", "Company Information" and other appropriate labels. Likewise, sites within the interactive video game category had a similar look. Many allowed visitors the opportunity to download game clips. Few listed all their games on the first page. Instead, they used an icon labeled "Games" or something comparable to point visitors to the separate page. Most video game home pages took quite a long time to load. Advertisers should list the actual game addresses on the print advertisements instead of the manufacture's URL. They could still have links to the other games they sell and the manufacturer's home page. A link titled "More Games" would attract the audience to search the site for more

entertaining games after the game featured in print was viewed. In addition, they could have a specific page for ordering on-line, a number to order by telephone or stores where the game is sold. Otherwise, visitors may get frustrated by the slow, high-intensity graphics on each page that they have to access in order to find the game page for which they are searching. Within the cosmetics category, sites also showed some resemblance. Most had a “make-up tips” page and a page featuring their newest products. Clinique’s site would have been much more effective if the front page was eliminated. The second page matched the print advertisement wonderfully. The links on the front page were bad ideas. Visitors could opt to view those sites instead of continuing. The links to other sites would have been more effective on another page. Overall, the Web sites within each of the three product classes had comparable layouts.

While it is a good idea for companies to communicate similar forms of information via the Internet, they should try to differentiate themselves through a unique site set-up and image. Just as importantly, marketers should stay focused on their target audience. If a company displays their URL in a print advertisement, they should make sure that site matches the target market for the print advertisement.

The Future

According to Joe Gallagher of Gallagher Design, corporate sites are becoming smaller and more streamlined.²⁶ Further, sponsorships and “branding modules” are two ways companies are beginning to use the Internet. Sponsored sites work to the marketer’s and consumer’s advantage. Advertisers become involved with site content by offering special incentives to people who visit the site. For example, a news page sponsored by

Buick would provide consumers with current news while advertising Buick cars. The company creates a site that matches their target audience without containing solely brand content. This gives people a reason to return to the site and creates effective branding at the same time. In addition, branding modules enhance consumers' site experience. The site allows visitors to enter their own data and, in turn, gives them an output based on those variables. For example, an automobile site could allow visitors to build their ultimate vehicle by choosing desired features. When all selections have been made, the site tallies the options and tells the consumer the price of their constructed vehicle. This is a benefit to the visitor and the marketer. Consumers are obtaining customized, valuable information and the company is gaining prospects.

The Internet currently functions as a pull medium. It is archival, allowing users to obtain information from cataloged data. In early 1997, Microsoft plans to release Active Desktop, their new push interface in beta format. The content of a PC screen launches itself from the level of the operating system. It changes the screen into a game, 3-D space or any media form the user prefers. This will transform the World Wide Web into both a push and pull medium. Information will come to the user automatically in many forms. These forms will have both TV's high production values and the interactive "communal experience" of target stories.²⁷

In today's busy lifestyle, it is debated whether people prefer "ready-made"²⁸ information from credible gatekeepers. Consumers seek the easiest ways to obtain information. They still want the power to choose the nature of the data they receive. However, they want it on a convenient, timely basis. With this new push technology

evolving, the information will be directly in front of consumers. New interfaces will be active, push-pull media. So, marketers must still use effective attention-getting devices to pull in prospects.

CONCLUSIONS

Marketers appear to be learning about this new medium. They are testing what configurations work best for their target audience. For instance, Ford's site changed somewhat after a couple months. They added a "Red Carpet Lease Internet Promotion" and a free copy of Leasing Made Easy in exchange for visitor information. They asked questions such as how interested respondents were in applying for a loan on the Internet, their top three reasons for using the Internet and how secure they feel the Internet is compared to providing credit card and billing information through other means like telephone or facsimile. They also asked age, household income and time spent on the Internet by the respondent. Ford realized its ability to gather concrete consumer information in an efficient manner. It is using its Web site to find out what prospects want. They can then use that information to re-build their Web site and better position their products in other advertising media.

Toyota is using its site to turn inquiries into sales. They offer visitors a free interactive CD-ROM of Toyota Models. When a visitor requests this CD-ROM, their data is captured. A local dealer then calls the prospect to invite them in for a test drive. "The Web is part of the mainstream at Toyota," says James T. Pisz, national direct-response manager at Toyota Motor Sales USA Inc.²⁹ Not many big companies have

reached this point. Most automobile Web sites are still gathering in-depth consumer data, trying to figure out how to apply that research.

“The Web won’t replace any previous medium, it will just continue to expand communication possibilities and add more complexity to our already complex lives,” says Patrick Coyne, editor of Communication Arts.³⁰ In many ways the Web is better than print. Information can be updated faster. Secondly, the audience can view data at their convenience and receive more information if they choose. Thirdly, companies can interact with their database. However, it still has not made its way in the ring with big players television, radio and magazines. People are just beginning to realize that the World Wide Web has many other capabilities than what is utilized today. However, a Web site cannot solve all marketing solutions. And it probably cannot replace a company’s current media mix. If customers are used to obtaining product information in person at stores, the Web will act as a support, giving customers another source for information.

Some companies will direct a large share of their budget towards Web site construction and maintenance. Others will allocate none or very little. It must compete with all other media. Companies will continue to opt for the media that best reaches their target audience and displays their product or services’ benefits.

¹ Forsyth, Sondra. “Isn’t it Time You Got Cybersmart.” Cosmopolitan. Feb 1997, 164.

² Gromov, Gregory R. “The Roads and Crossroads of Internet’s History.” *View From Internet Valley*. Internet WWW page, at URL: <<http://www.internetvalley.com>> (last updated 9 Sep 1996).

³ Forsyth, 164.

⁴ Gromov.

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

⁸ Rutkowski, Tony. “Internet Hosts.” *View From Internet Valley*. Internet WWW page, at URL: <<http://www.internetvalley.com>> (last updated 9 Sep 1996).

⁹ Gromov.

-
- ¹⁰ *GVU'S WWW User Surveys*. Internet WWW page, at URL: <<http://www.cc.gatech.edu/gvu/user-surveys/>> (version current at 9 Apr 1997).
- ¹¹ *Ibid.*
- ¹² Fawcett, Adrienne W. "Online Users Go For Facts Over Fun." *Advertising Age*. 14 Oct 1996, 46.
- ¹³ *Ibid.*, 51.
- ¹⁴ "Nation's Business Magazine Reports on Internet in March Issue." Internet WWW page, at URL: <<http://www.newspage.com/NEWSPAGE/info/d5/d1/d9/public/4.v0220142.900.vtx00000.ht>> (version current at 21 Feb 1997).
- ¹⁵ Snider, Mike. "More Women Join Web-surfing Ranks." *USA Today*. 28 Jun 1996, 4D.
- ¹⁶ Fawcett, Adrienne W. "Internet Awareness Nearly Universal." *Advertising Age*. 14 Oct 1996, 46.
- ¹⁷ Cahners Publishing Co. *Cahners Advertising Research Report*. Internet WWW page, at URL: <<http://www.cahners.com/research/8240.htm>> (version current at 9 Apr 1997).
- ¹⁸ "Nation's Business Magazine Reports on Internet in March Issue."
- ¹⁹ Petrecca, Laura. "Media 'Natural' Controls \$1B in Billings, Eyes Booming Internet." *Advertising Age*. 16 Sep 1996, s8.
- ²⁰ Dolliver, Mark. "They're Everywhere." *Adweek*. 2 Sep 1996, 16.
- ²¹ Reilly, Brian. "Studies: Trade Book Ads Helped By Media Options." *Advertising Age*. 9 Sep 1996, 60.
- ²² Williamson, Debra Aho. "When It Comes To Interactive Work, Agencies Lose Out." *Advertising Age*. 10 Mar 1997, s4.
- ²³ *Advertising Age*. 29 Jul 1996, 14.
- ²⁴ Baer, Jason. "How To Kill Your Own Web Site." *American Advertising*. Fall 1996, 26.
- ²⁵ Cahners Publishing Co.
- ²⁶ Gallagher, Joe. "Advertising on the Internet." Address. Biggs/Gilmore Communications. Kalamazoo, 27 Jan 1997.
- ²⁷ Kelly, Kevin and Gary Wolf. "We Interrupt This Magazine for a Special Bulletin—Push!" *Wired*. March 1997, 8.
- ²⁸ *Ibid.*, 12.
- ²⁹ Rebello, Kathy and Larry Armstrong & Amy Cortese. "Making Money on the Net." *Business Week*. 23 Sep 1996, 110.
- ³⁰ Coyne, Patrick. *Communication Arts*. May/June 1996, 10.

ADDITIONAL REFERENCES

- Berthon, Pierre and Leyland Pitt and Richard Watson. "The World Wide Web As An Advertising Medium: Toward an Understanding of Conversion Efficiency." Journal of Advertising Research. (Jan/Feb 1996): 43-54.
- Chase, Larry. "Don't Go There: 10 Net Marketing Mistakes." Netguide. Dec 1996, 94-102.
- "Designing For The World Wide Web." Communication Arts. Jan/Feb 1997, 150-2.
- Heath, Jim and Mary Heath. *Pointers on How to Create Business Websites That Work*. Internet page, at URL: <<http://www.iinet.net.au/~heath/>> (last updated 1 Jan 1997).
- Lieberman, David. "Old Guard Tactic Is Old Brand Names." USA Today. 18 Jul 1996, 1B-2B.
- Pharmacy Answers. American Drug Stores. Fall 1996, 18.
- Schrage, Michael. "Holy Webmaster— Not." Adweek. 14 Oct 1996, 42.

APPENDIX

Magazine and Web Site Analysis Tables

| | |
|----------------------------------|--------|
| Table 1: Automobiles | page 1 |
| Table 2: Interactive Video Games | 2 |
| Table 3: Cosmetics | 3 |

Web Site Copy Platform Analysis Tables

| | |
|----------------------------------|---|
| Table 4: Automobiles | 4 |
| Table 5: Interactive Video Games | 5 |
| Table 6: Cosmetics | 6 |

Significant Web Pages:

| | |
|-----------------------------------|----|
| Toyota Feedback Survey | 7 |
| Tecmo Club Internet Questionnaire | 11 |
| Clinique Registration | 14 |
| Revlon The Color of Fashion '97 | 16 |

MAGAZINE ADVERTISEMENTS AND WEB SITE ANALYSIS TABLES

Table 1: AUTOMOBILES

| MAGA ZINE | | AD | | WEB SITE | | | |
|------------------------|----------------|-------------------------------------|-------------------------|---------------------|--|---|--------------|
| BRAND | MFR | TARGET DESCRIPTION | OFFERS | BRAND/ MFR | TARGET MATCH | OFFERS | VISITOR INFO |
| Eclipse | Mitsubishi | M/F, 21-34, \$25,000+ | free brochure, 800 # | all Mitsubishi cars | yes on first page | brochure | yes |
| Buick LeSabre | General Motors | M/F, 35-65, family w/ kids | 800 # | Buick/ GM | yes on first page | free gas for 1 year, brochures | yes |
| Outback Sport | Subaru | M/F, 21-34, likes outdoors | 800 # | Subaru | yes on first page | 800 # | yes |
| Plymouth Neon | Chrysler | M/F, 16-24, students & recent grads | 800 # | Plymouth/ Chrysler | partially on first page, ages 16-50 | sweepstakes, incentives, college grad discounts | no |
| Tercel CE | Toyota | M/F, 21-34 | brochure, CD-ROM, 800 # | Toyota | partially on first page | free CD-ROM, brochure | yes |
| Eagle Talon TSi AWD | Chrysler | M/F, 21-34, \$25,000+ | 800 #, video | Eagle/ Chrysler | yes on first page | brochure | yes |
| Saturn SL | General Motors | F, 18-34, single | 800 # | Saturn/ GM | yes on first page | brochure, Saturn merchandise | no |
| Jeep Wrangler | Chrysler | M, 21-34, single, likes outdoors | 800 # | Jeep/ Chrysler | yes on first page | brochure | yes |
| Accord Special Edition | Honda | M/F, 21-44 | 800 # | Honda | partially on later page, no autos on first page, Accord had own page | brochure, special values for leases | yes |
| Escort | Ford | F, 18-34, college grad | N/A | Escort/Ford | no, M 18-65, car fanatics, investors | N/A | no |
| Dodge Stratus ES | Chrysler | M/F, 25-44 | 800 # | Dodge/ Chrysler | partially on first page, own page for Stratus | brochure, college grad program, cash allowance | no |
| Chevrolet Cavalier | General Motors | M/F, 21-34, likes outdoors | 800 # | Chevrolet, Geo/ GM | no | software, merchandise | yes |

Table 2: INTERACTIVE VIDEO GAMES

| BRAND | MAGA ZINE | | AD | WEB SITE | | | |
|--------------------------------|----------------------------------|--|--|---|---|--|--------------|
| | MFR | TARGET DESCRIPTION | OFFERS | BRAND/MFR | TARGET MATCH | OFFERS | VISITOR INFO |
| Tekken 2 | Namco Ltd. | M, 13-24, reads comic books | N/A | Tekken 2, Ridge Racer Revolution/ Namco | yes on first page | company info & job opportunities | no |
| Dark Forces & Rebel Assault II | Lucas Arts | M/F, 7-24, watches Star Trek & Star Wars | N/A | Lucas Arts | yes on first page | technical support | yes |
| Star Gladiator | Capcom Co., Ltd. | M, 13+, reads comic books | N/A | Capcom | yes on first page | order products on-line | yes |
| MDK | Shiny Entertainment | M, 10-24 | N/A | Playmates Interactive Entertainment | partially on later page- 1st page target undefined | free codes, hints, tips, technical support | no |
| NBA Jam Extreme | Acclaim Entertainment, Inc. | M, 7-24, athletic, watches sports on TV | N/A | Turok, Magic, Psychic Force/ Acclaim Entertainment | partially on first page, game page fit magazine ad well | download games | no |
| Perfect Weapon | ASC games | M, 10-24, reads comic books | N/A | Perfect Weapon, Ten Pin Alley, STORM, Hardcore 4x4 | yes on first page | contest, links, information on ratings | yes |
| Virtua Cop 2 | Sega | M, 7-18, reads comic books | N/A | Sega Saturn | partially on first page | free bonus sampler, buy 2, get 1 free | no |
| Tecmo's Deception | Tecmo | M/F, 10-18, reads comic books | reserve copy of game by sending in deposit w/ form | Dead or Alive, Tecmo Super Bowl, Tecmo's Deception/ Tecmo | yes on first page | N/A | yes |
| Command & Conquer | Westwood Studios, Inc. | M, 13-24 | N/A | Command & Conquer/ Westwood Studios | partially on first page, included corp. info | order merchandise on-line, contest | yes |
| Mechwarrior 2 | Activision | M, 8-18, watches combat cartoons | N/A | Activision | yes on later page (game page) | customer support, order or download games, 800 # | yes |
| Baldies | Panasonic | M/F, 5-13, elementary students | N/A | Cyberpark | no, the game could not be found and target was 7-18 | mailing list | no |
| Grid Runner | Virgin Interactive Entertainment | M/F, 7+, likes sports | N/A | Virgin Interactive Entertainment | partially on later web page | order online, 800 #, fax #, download games | yes |

Table 3: COSMETICS

| MAGA | | ZINE | AD | WEB | | SITE | |
|--|------------------|-----------------------------------|-------------------------------------|------------|-----------------------|--|--------------|
| BRAND | MFR | TARGET DESCRIPTION | OFFERS | BRAND/MFR | TARGET MATCH | OFFERS | VISITOR INFO |
| Revlon Very Currant Make-Up Collection | Revlon | F, 18-34, reads fashion magazines | coupons, free magazine subscription | Revlon | yes on first page | 800 #, free coffee bar report, coupon, sweepstakes | yes |
| Loreal Feel Perfecte foundation | Cosmair, Inc. | F, 18-34 | N/A | Loreal | yes on first page | sweepstakes | yes |
| Clinique Chubby Stick | Clinique | F, 18-34 | N/A | Clinique | yes on later web page | 800 #, free email for new products, 2-piece gift for attending workshops | yes |
| Lancome Rouge Idole Lipcolour | Lancome | F, 21-34 | N/A | Lancome | yes on first page | N/A | yes |
| Cover Girl Marathon Lipcolor | Proctor & Gamble | F, 16-24 | 800 # | Cover Girl | yes on first page | free make-up how to's | yes |
| Bonne Bell Lip Gear | Bonne Bell | F, 16-24, reads fashion magazines | N/A | Bonne Bell | yes on first page | N/A | no |

WEB SITE COPY PLATFORM TABLES

**Table 4: AUTOMOBILES
Web Site Copy Platform**

| BRAND/ MFR. | MOOD | KEY PROMISE | GREAT IDEA/THEME | OVERALL MATCH |
|-----------------------------------|--|----------------------------------|---|---|
| Mitsubishi Eclipse/ Mitsubishi | grey, red, sporty, fast | “Built For Living.” | N/A | great, similar mood and theme |
| Buick LeSabre/ GM | gold w/ Buick symbol, classy | “Premium American Motor Cars” | N/A | very good |
| Subaru Outback Sport/ Subaru | fun | All-wheel drive | Australian on first Web page | good, outdoorsy theme |
| Plymouth Neon/ Chrysler | upbeat, fun, trendy | N/A | Plymouth Place (Web) | good, similar mood |
| Toyota Tercel/ Toyota | colorless, text and graphics difficult to view | safety, best buy and value | N/A | good, same offers |
| Eagle Talon/ Chrysler | fast, racing | “feeling of exhilaration” | “The Eagle Test Drive” | great, same theme |
| Saturn SL/ GM | femine, friendly | N/A | “A different kind of company. A different kind of car.” | great, same theme and mood |
| Jeep Wrangler/ Chrysler | grey and red, masculine | “There’s Only One.” | “Unpaved” journeys | great, same theme |
| Honda Accord/ Honda | sleek, modern, simple | optimize viewing experience | white background with grey eclipse and Honda symbol | poor, image didn’t match at all |
| Ford Escort/ Ford | white background with many colors, unidentifiable | N/A | N/A | poor, too much corporate information |
| Dodge Stratus/ Chrysler | red, masculine | world-class treatment | “The New Dodge.” | fair, same tagline |
| Chevrolet Cavalier/ GM | cool blue background | N/A | 5th generation of cars and trucks; “The Chevy Spot” | fair, different themes |

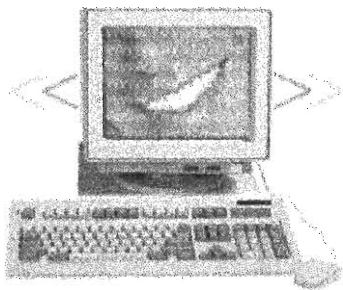
**Table 5: INTERACTIVE VIDEO GAMES
Web Site Copy Platform**

| BRAND/ MFR. | MOOD | KEY PROMISE | GREAT IDEA/THEME | OVERALL MATCH |
|--|--|---|--|---|
| Tekken 2/ Namco | colorful futuristic | state-of-the art arcade and consumer games | N/A | great |
| Dark Forces & Rebel Assault II/ Lucas Arts Entertainment | black, technology based | adventure | N/A | good |
| Star Gladiator/ Cpcom | dark, dungeons, hi-tech | N/A | fighting, combat | good |
| NBA Jam Extreme/Acclaim Entertainment | black, technology | N/A | Ramm & Twitch characters on first page | fair |
| Perfect Weapon/ ASC Games | dark, technology | “Unprecedented five 3-D figures fight at once,” | N/A | fair |
| MDK/ Playmates | cool and playful; dark video games page | N/A | “It thinks therefore it kills.” | fair, first page is misleading |
| Virtua Cop 2/ Sega | upbeat and fun | Sega is ultimate | N/A | fair |
| Tecmo’s Deception/ Tecmo | colorful, new and action | new game concept for Playstation | N/A | fair, colors didn’t match ad |
| Command & Conquer/ Westwood Studios | green and black | | Command & Conquer icon with company logo on most pages | fair, lots of corporate information, trying to target 2 different audiences |
| MechWarrior 2/ Activision | plain, different mood for each game page | N/A | N/A | fair, different mood |
| Baldies/ Inngames | creative, cyber-tech | adventure, be someone else | Imagination Network | poor |
| Grid Runner/ Virgin Interactive Entertainment | fun, colorful | leading worldwide game developer and publisher | company logo at top of every page | poor |

**Table 6: COSMETICS
Web Site Copy Platform**

| BRAND | MOOD | KEY PROMISE | GREAT IDEA/THEME | OVERALL MATCH |
|------------|---|---|------------------|--------------------------------------|
| Revlon | burgundy, high fashion, supermodels | N/A | “Very Currant” | great, same models and mood |
| Loreal | dark, but glamorous | N/A | Paris | poor, different mood and information |
| Clinique | pastels, springy, clean | N/A | pastels | good, after first page |
| Cover Girl | carefree, pastels | guaranteed quality and lood | spokesmodels | great, same models and mood |
| Lancome | greys and muted reds and burgundies, rich | revolutionary skincare and make-up | rose | great, same mood and theme |
| Bonne Bell | white and black with bold colors, fun, trendy | very latest in fun, innovative beauty and skincare products | N/A | good, slightly different look |

SIGNIFICANT WEB PAGES



Please help us improve this Web site by filling out the form below.

Note: We're interested in your thoughts about the site, but are unable to respond to every submission. We're working to fix that, so stay tuned. **In the meantime, if you have questions or comments about Toyota or our vehicles, please call our toll-free customer service line 1-800-331-4331.**

If you have questions or comments about our CD-ROMs, please call 1-800-GO TOYOTA (1-800-468-6968).

Name:

E-mail Address:

City:

State:

Country:

Browser:

- Netscape -
- Internet Explorer -
- America Online -
- CompuServe
- Other

Connection Speed:

- Less than 14.4 K
- 14.4 K
- 28.8 K

33.6 K
56 K
Cable
ISDN
T1
T3
Not Sure

Platform:

Windows
OS/2
Mac
Unix
Other

How often do you visit the Web site @Toyota?

This is my first visit
Two or more times per year
Every month or so
Weekly
More than once per week

Why did you visit the Web site @Toyota?

Shopping for a car
Just curious
Want more information about the car I currently own
Other

What do you think of the quantity and size of the graphics?

Too many/too large -- they take too long to download.
Too few/too small -- I want to see more.
Just right.

If you're shopping for a car, how did this influence you?

It made me more likely to buy a Toyota.
It made me less likely to buy a Toyota.
No difference.

Please rate the following features and sections of this site.

Overall Design/Navigation:

Excellent Good Average Fair Poor

Vehicles section:

Excellent Good Average Fair Poor

Inside Toyota:

Excellent Good Average Fair Poor

What's @Toyota/Feedback:

Excellent Good Average Fair Poor

Motorsports:

Excellent Good Average Fair Poor

Dealer Services section:

Excellent Good Average Fair Poor

Car Culture:

Excellent Good Average Fair Poor

owners@Toyota:

Excellent Good Average Fair Poor

What do you like best about the site?

What do you like least?

Is there anything you'd like to see on the site?

Did you encounter any problems or errors while surfing this site? If so, where?

What are your three favorite automotive Web sites, and why?

What are your three favorite non-automotive sites, and why?

Other comments about this Web site:

Personal Information (optional)

What is your age?

under 18

18-25

26-35

36-45

46-55

56-64

65+

What is your gender?

Male
Female

What is your highest educational level completed?

Less than high school
High school
Some college
4-year college
Graduate school

What is your household income?

under \$15,000
\$15,000 - \$19,999
\$20,000 - \$29,999
\$30,000 - \$39,999
\$40,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$124,999
over \$125,000

How did you hear about this site? (check all that apply)

Ad banners
Link from another site
Friend
Print advertisement
TV advertisement
Brochure
Toyota CD-ROM
Other

Where are you visiting us from?

Home
School
Work
Other

[What's @Toyota](#) | [Getting Around](#) | [Free 'Ware](#) | [Feedback](#)



WHAT'S
@TOYOTA/
FEEDBACK



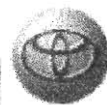
VEHICLES



DEALER
SERVICES



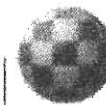
OWNERS
@TOYOTA



INSIDE
TOYOTA/
NEWSWIRE



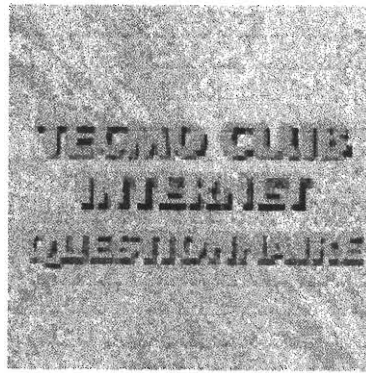
BROCHURES
& CD-ROMS



TOYOTA
MOTORSPORTS



CAR CULTURE



Please answer the following questions
to receive E-mail to access SECRET WALLPAPER CLUB !!

Notice I I

This page is designed for NetScape 2.0 or later.
If you use other browser, then please mail your answer to [HERE](#) about following questions .

*Answer via E-mail
E-mail to tecmodev@mx.meshnet.or.jp*

,p1 Name

@ @

,p2 Sex

@ @ Male Female

,p3 Age

@ @ Years old

,p4 E-mail Address

@ @

,p5 Street Address

@ @

,p6 City

@ @

,p7 State

@@

,p8 Zip-code

@@

,p9 Country

@@

,p10 Where do you usually buy your games ?

@@

,p11 Whitch systems do you own?

@@ Sega Saturn Sega Genesis Sega CD
@@ Nintendo 64 Super NES NES
@@ Virtual Boy Playstation 3DO
@@ M2 IBM PC Macintosh
 Game Boy Game Gear

,p12 What is your favorite system ?

@@

,p13 Favorite Types of Games

@@ 1: 2: 3:

,p14 Favorite Game Titles

@@ 1: 2: 3:

,p15 Your Game Request:

@@@What kind of Game would you like TECMO to make ?

,p16 Do you use Multi-Tap?

Sega Saturn @ YesNo
Sega Genesis @ YesNo
Super NEC @ YesNo
Playstatino @ YesNo

,p17 How do you usually choose your software purchases?

(Name of Magazine:)

Other:

,p18 How did you hear about TECMO'S Web Site ?

@@

Other :

,p19 Magazines or Periodicals you read:

Other :

,p20 Favorite Non-Game Magazine or Periodical:

,p21 Favorite TV show:

@@@None

,p22 Comments and Game requests:

Submit to access SECRET WALLPAPER CLUB, you`ll know secret URL by E-mail !!

[BACK TO HOMEPAGE](#)-English-

[E-mail to tecmodev@mx.meshnet.or.jp](mailto:tecmodev@mx.meshnet.or.jp)

TECMO,LTD.1996. All right reserved



Clinique registration

In order for us to remember your skin type and skin tone information, we need you to register with us. Then each time you visit this site, we can custom fit products, tips and other information for you. Only your name, user name, gender and password are necessary -- all other questions are optional.

about your skin

You are a Skin Type IV.

You have Medium Skin.

about you

Answering all questions will enable us to tell you of new products, promotions, and free samples available at your local Clinique counter.

1. First Name

2. Last Name

3. Email

Your user name can be your nickname, or any other name that you wish to use. Whenever you visit our site, type in your user name and password and your skin type and other information will be remembered for you.

4. User Name

Please choose and type in a password. It can be from one to eight letters or numbers long and should be easy to remember. You may want to write it down next to your computer.

5. Enter password

6. Verify your password

7. Sex Female
 Male

8. Would you like to receive email about product promotions, free sample offers, etc.? Yes No

9. Address (optional)

10. City (optional)

If you are in the U.S. or Canada, please use 2 letter postal abbreviations for your state/province.

11. State/Province (optional)

12. Country (optional)

13. Zip/Postal Code (optional)

14. Phone (optional)

15. Age (optional)

about products

16. Are you a Clinique product user? yes no

If Yes, continue. If No, please skip to [Question 19](#).

17. Which Clinique products do you use? (optional)

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> |

18. Where do you go most often to buy Clinique products? (optional)

City

Store name

Mall name (if applicable)

about your computer

19. What is the speed of your modem?

20. Which Web browser do you use most often?

21. Who is your Internet/World Wide Web service provider?



World of
Clinique



Expert
Tips



Issue of the
Month



Guide
to the Net

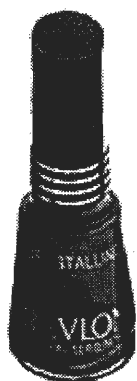


for
Men only

REVLON THE COLOR OF FASHION '97

FREE OFFER
Coffee Bar Revlon Report - \$1.00 Coupon
Enter to Win \$75 Worth of Revlon Products (of your choice)
One entry per person or household.

Please answer these questions before requesting the free Revlon items.



1. Age: 12-17 18-24 25-34 35-44 45-54 55+

2. Which products do you use at least twice a week (check primary brand):

| | Revlon | Department Store Brand | L'Oreal | Cover Girl | Maybelline | Other Brand: |
|------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Lipstick | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Eye Shadow/Liner | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mascara | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Foundation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nail Enamel | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. Where do you primarily buy cosmetics?

- Drug store
- Discount Cosmetic store
- Department store
- Door-to-door
- Supermarket
- Internet
- Other



4. Have you ever bought cosmetics on the Internet?

- Yes No

5. Would you buy cosmetics on the Internet?

- Yes No

6. Do you plan on going to the store to look at/ buy any of the featured Revlon Products?

- Yes Maybe No

7. From where do you surf the Internet?

- Home Office School Friend's home Other

8. Have you ever visited the Revlon site before? Yes No

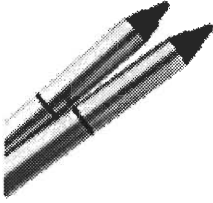
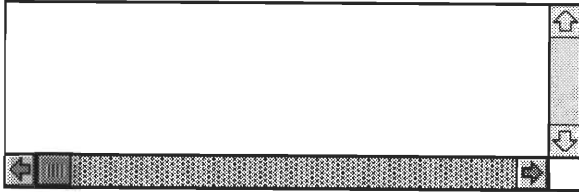
9. Will you visit the Revlon site again? Yes No

10. Does your PC have CD-ROM capability? Yes No

11. What would you like to see on a Revlon site (check all that apply):

- Makeup tips/"How to"
- Upcoming color trends
- Product information
- New product launches
- Behind the scenes events
- Fashion related news/links
- Ability to purchase
- Women's health related news/links
- Other (describe in box below)





For a Free Coffee Bar Revlon Report, \$1.00 Coupon and the chance to win \$75 worth of free Revlon product (of your choice), please enter the following information.

**Offer good in USA and Canada only.
One entry per person or household.
Please allow 2 weeks for delivery.**



First Name

Last Name

Street

City

State/Province Postal Code

Country

E-Mail Address

Chance to win \$75 worth of free Revlon product (of your choice). Random drawing will be held once a week. Odds of winning depend on number of eligible entries received each week. Void where prohibited. Winners will be notified by e-mail.

Only one entry per person, household, family, address or e-mail per week. No substitution or transfer of prize permitted. Drawing open only to US and Canadian residents except employees of Revlon Consumer Products Corporation and their affiliates and immediate families of each.

For comments or questions about Revlon products call us at 1-800-4 REVLON.
Hours are M-F 8:30 AM - 4:30 PM EST. (USA and Canada only)

Submit

Clear