



USA TouchPoints : An Agency's Perspective

BRC, Toronto
9/20/2011

Roadmap for Today

- The need for vastly improved cross-media measurement
- Why USA TouchPoints is so valuable
- TouchPoints in action
 - Ways we are looking at the data
 - Some insights
 - Case study from abroad



Our world has changed



Choice

More choices than ever before & consumers choose how they interact

Control

Consumers taking control over their experiences

Content

Increasing amount of content accessible across multiple platforms

Connection

Increasing desire and opportunity to connect

Convergence

Devices are converging

Convenience

Consumers crave & respond accordingly

Conventional thinking has been challenged

Media is far more complex

Consumer behavior follows many paths



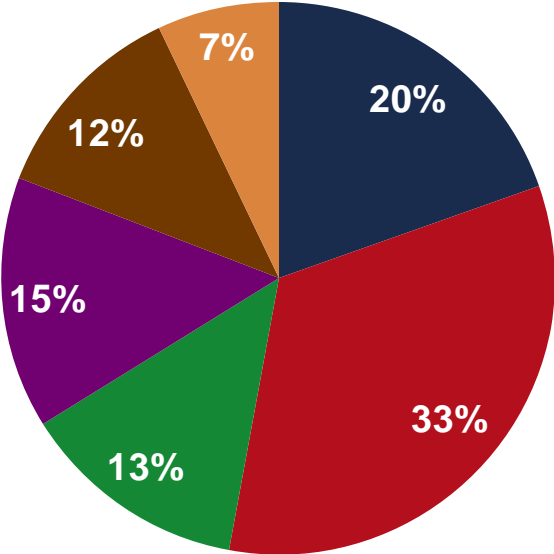
A View of Mom



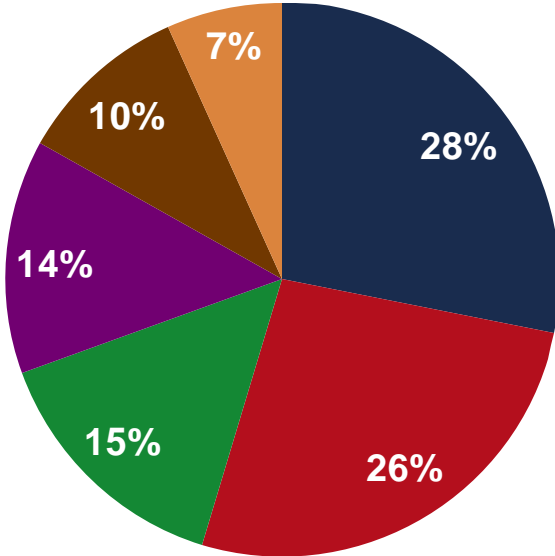
The Evolution of Mom's Daily Life

Weekday Activities - Share of Time Spent

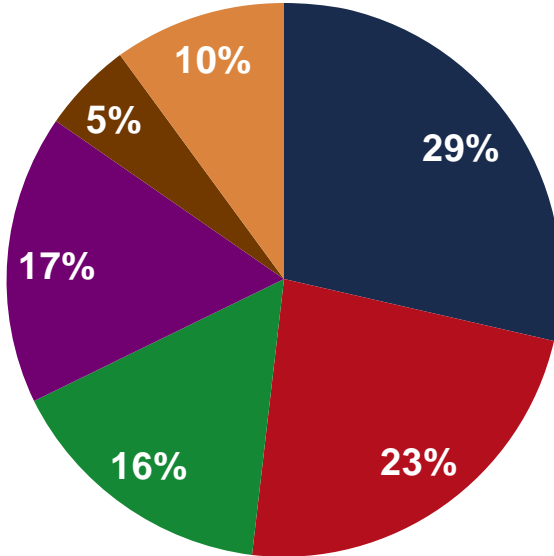
Millennial Moms



Gen X Moms



Boomer Moms



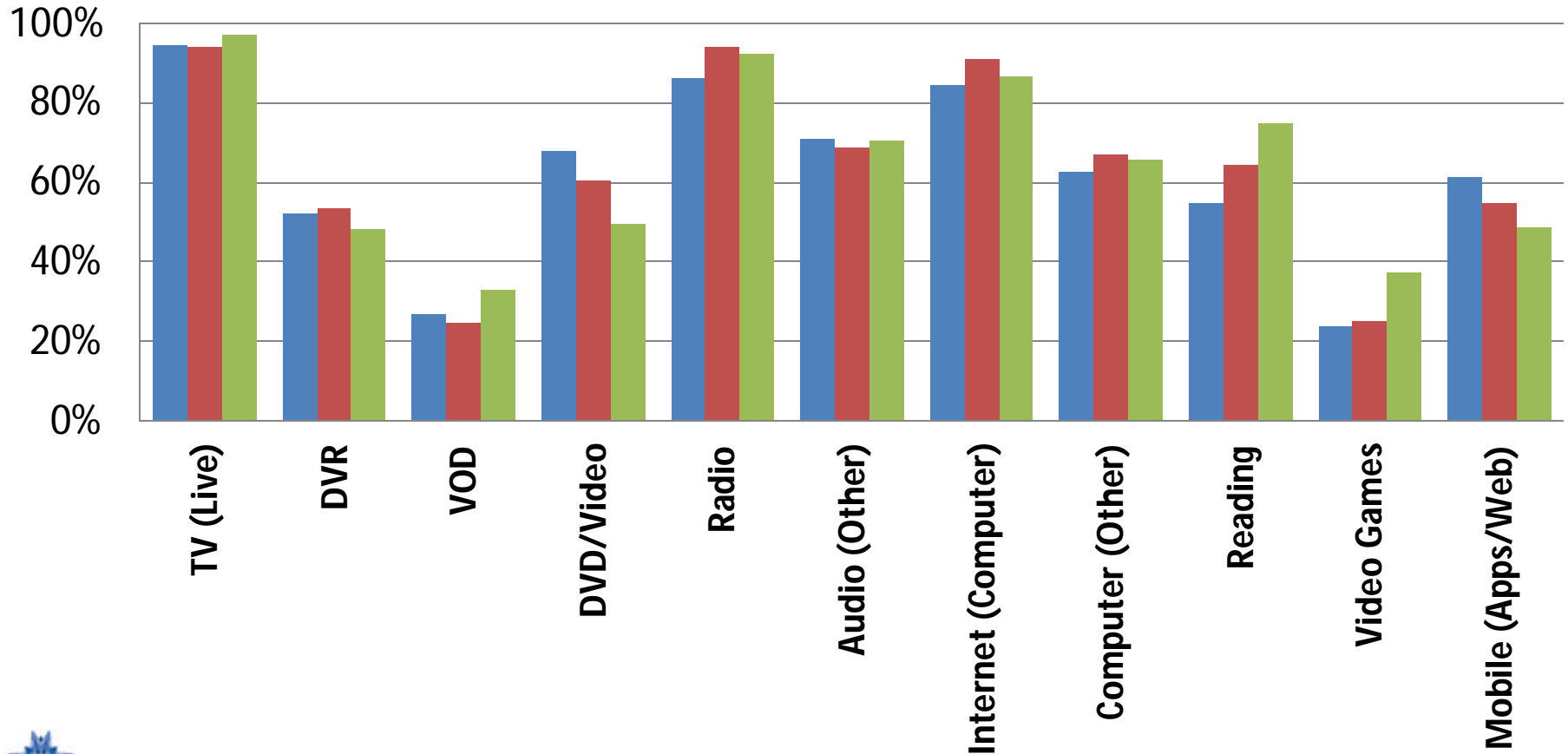
- Basic duty
- Connecting
- Make a living
- Down time
- Care-giving
- Outside interests



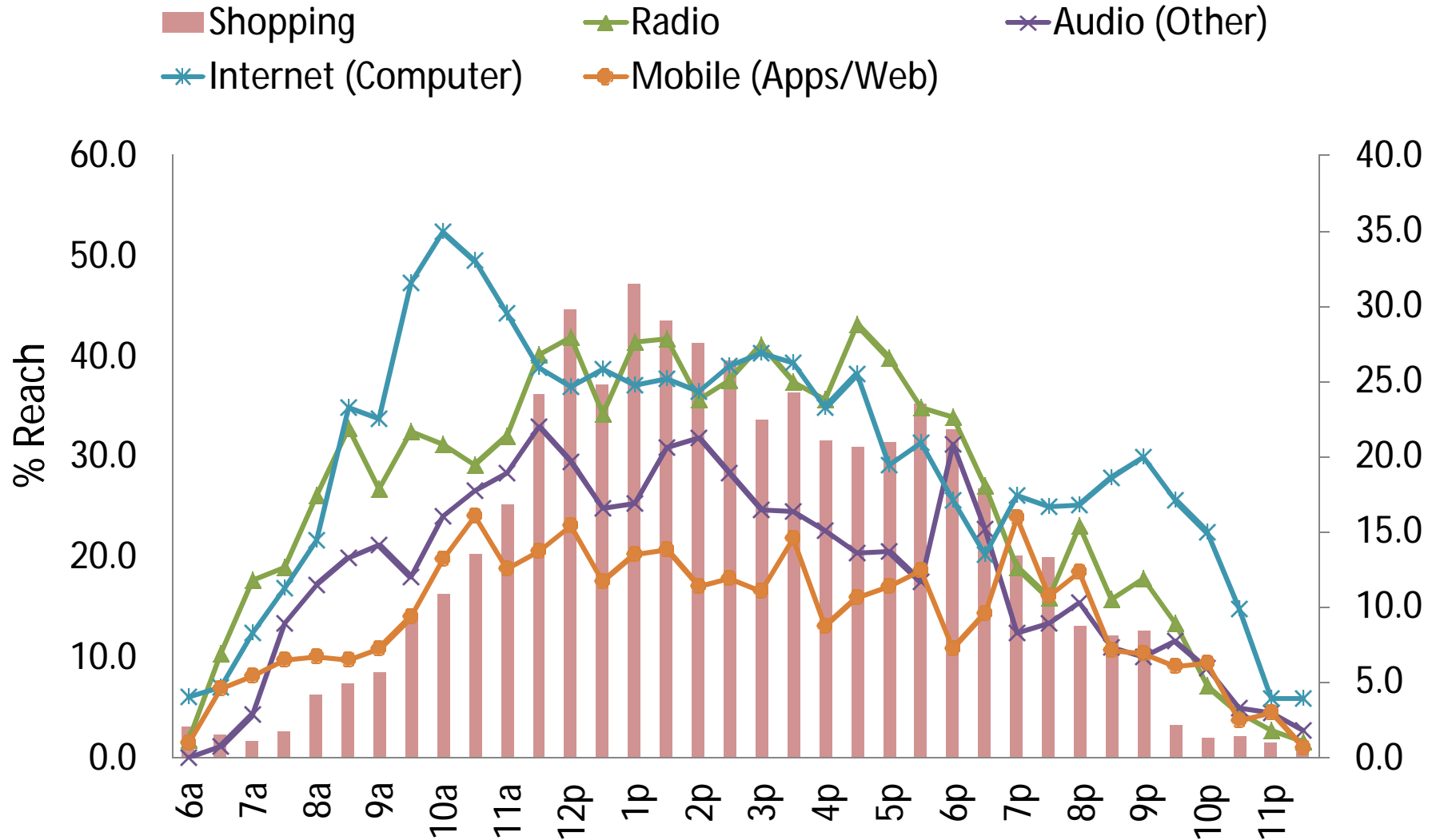
While TV, Radio & Internet dominate across generations, notable differences in daily use exist across channels

Mom Media By Generation – Daily Reach

■ Millennial ■ Gen X ■ Boomer

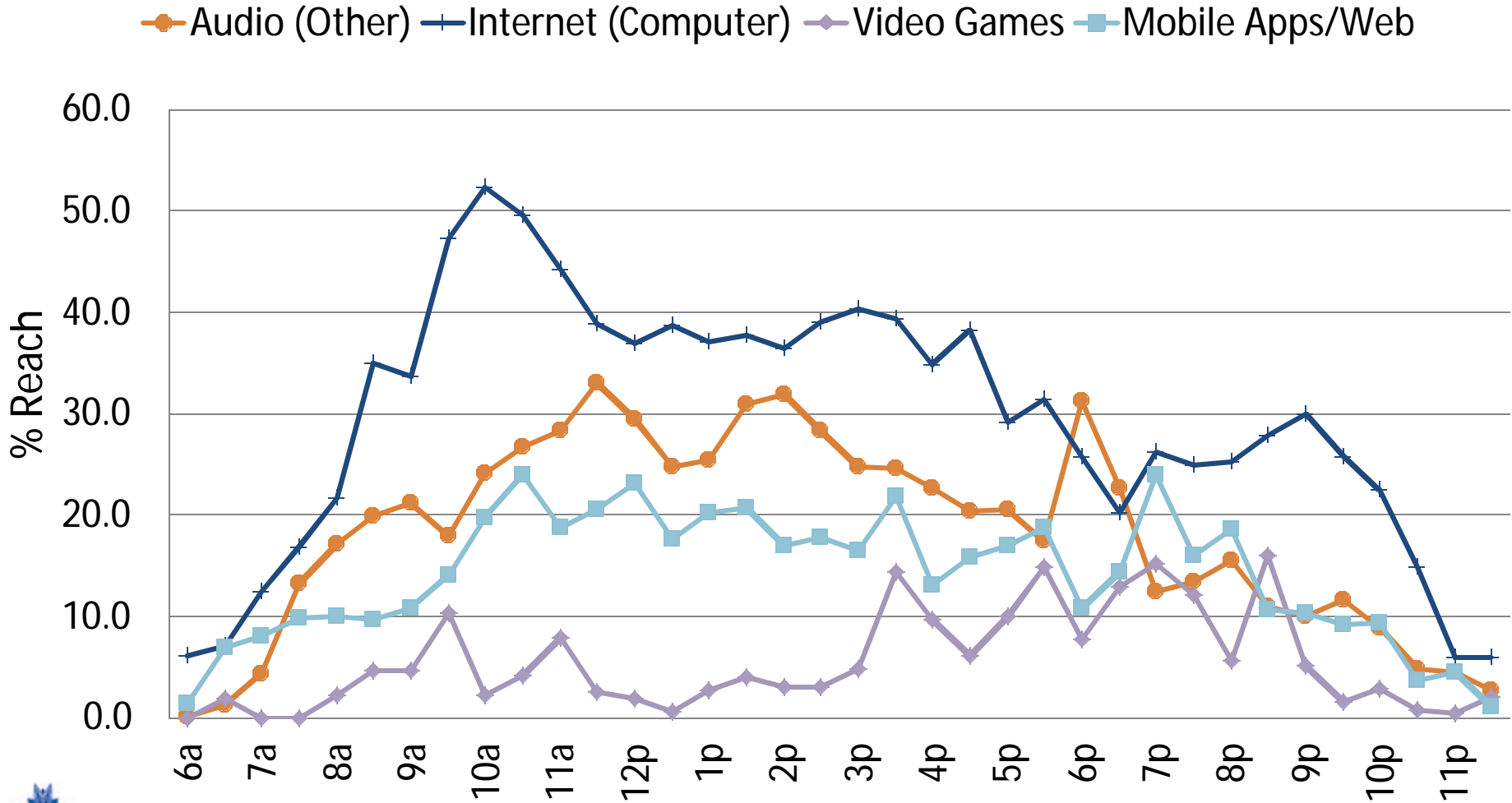


For Gen X Mom, Internet and Radio offer opportunities to connect before the hit the store



Internet is a constant for Gen X Moms and Audio (non-radio) is ever-present with several peaks

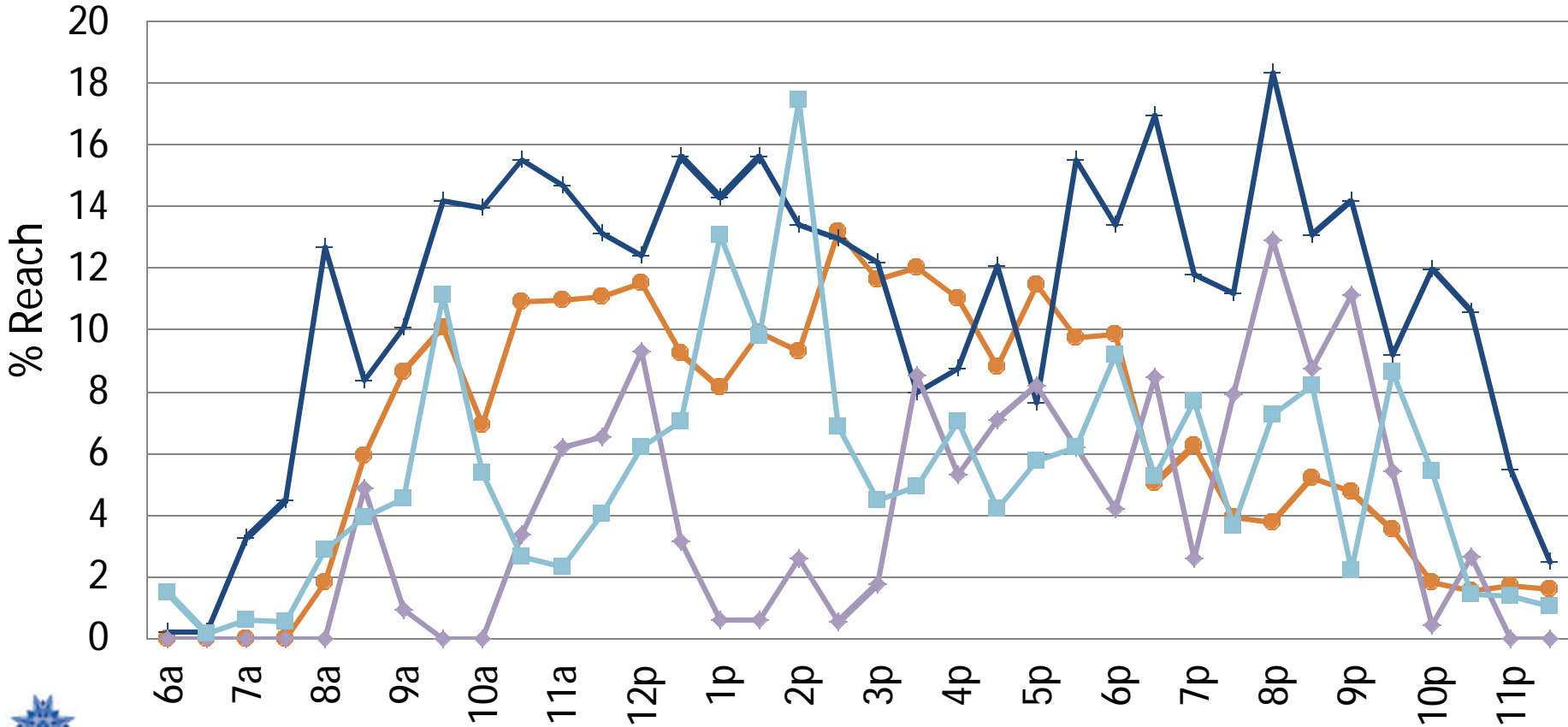
Gen X Moms – Digital Media - Weekday



The centrality of Mobile is clear in Gen X Moms' weekend behaviors

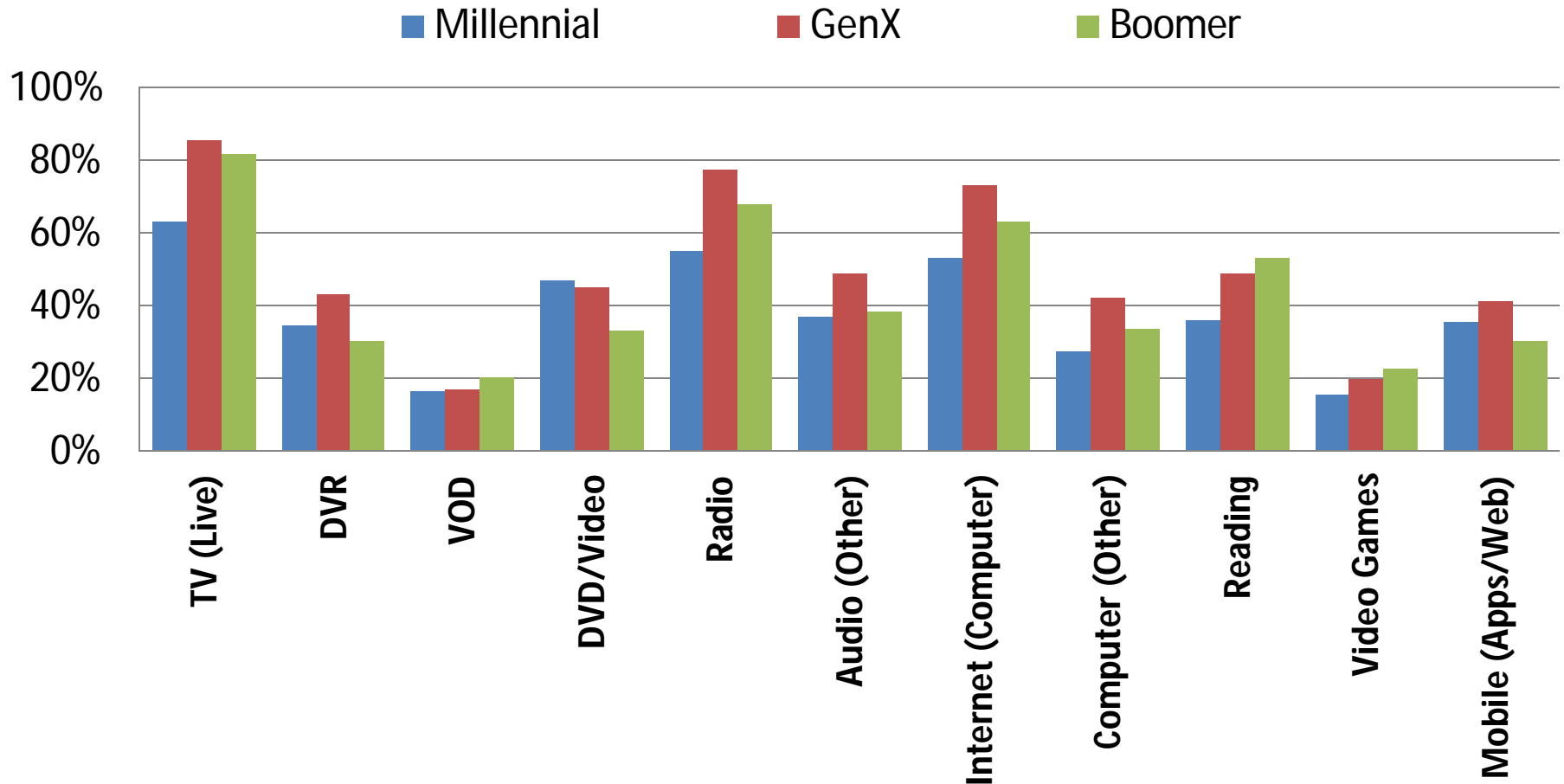
Gen X Moms – Digital Media - Weekend

● Audio (Other) ● Internet (Computer) ● Video Games ● Mobile Apps/Web

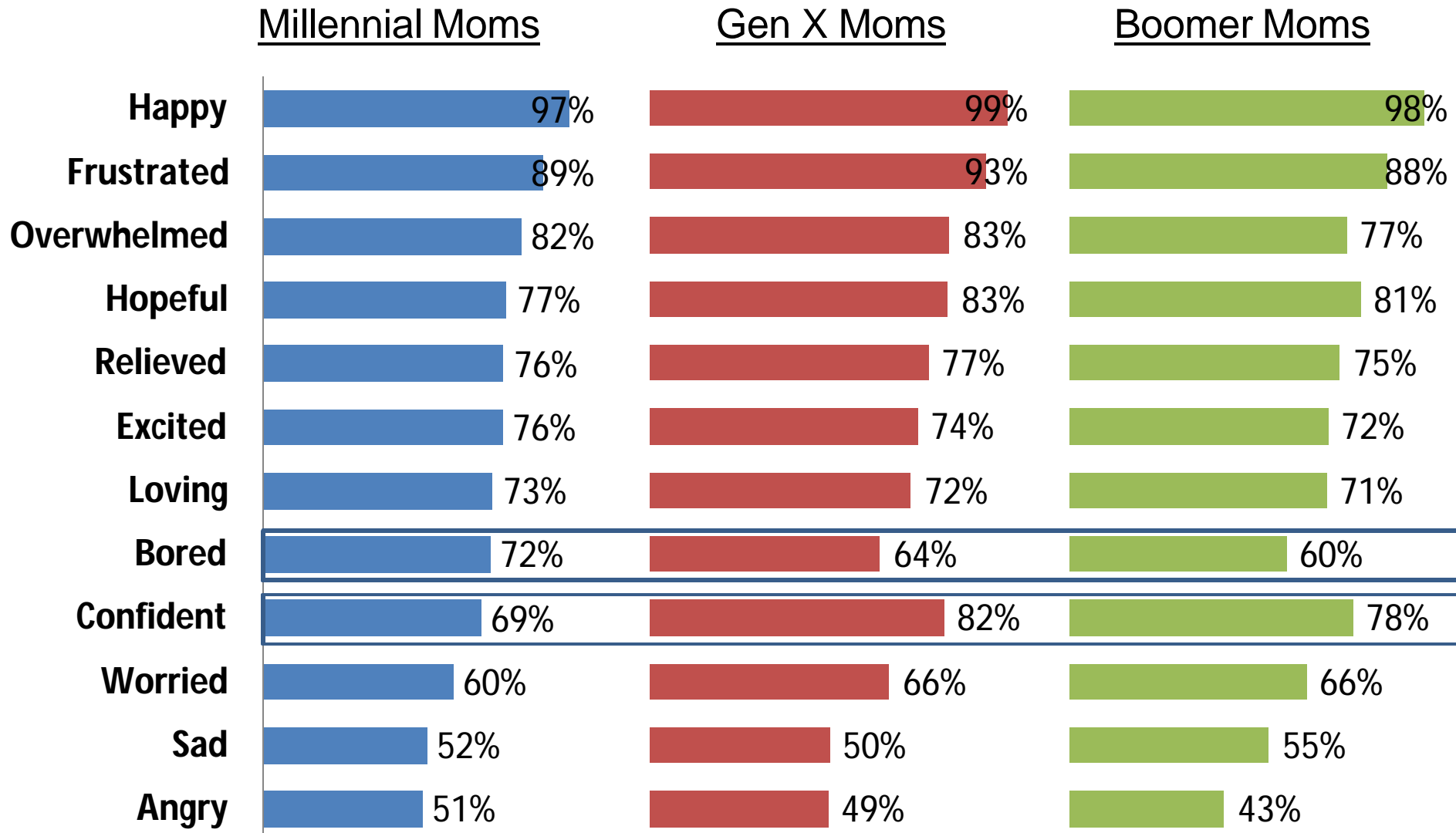


Mom still spends time using media with her kids, lead by Gen X Moms

Mom Media with Kids - By Generation – Daily Reach



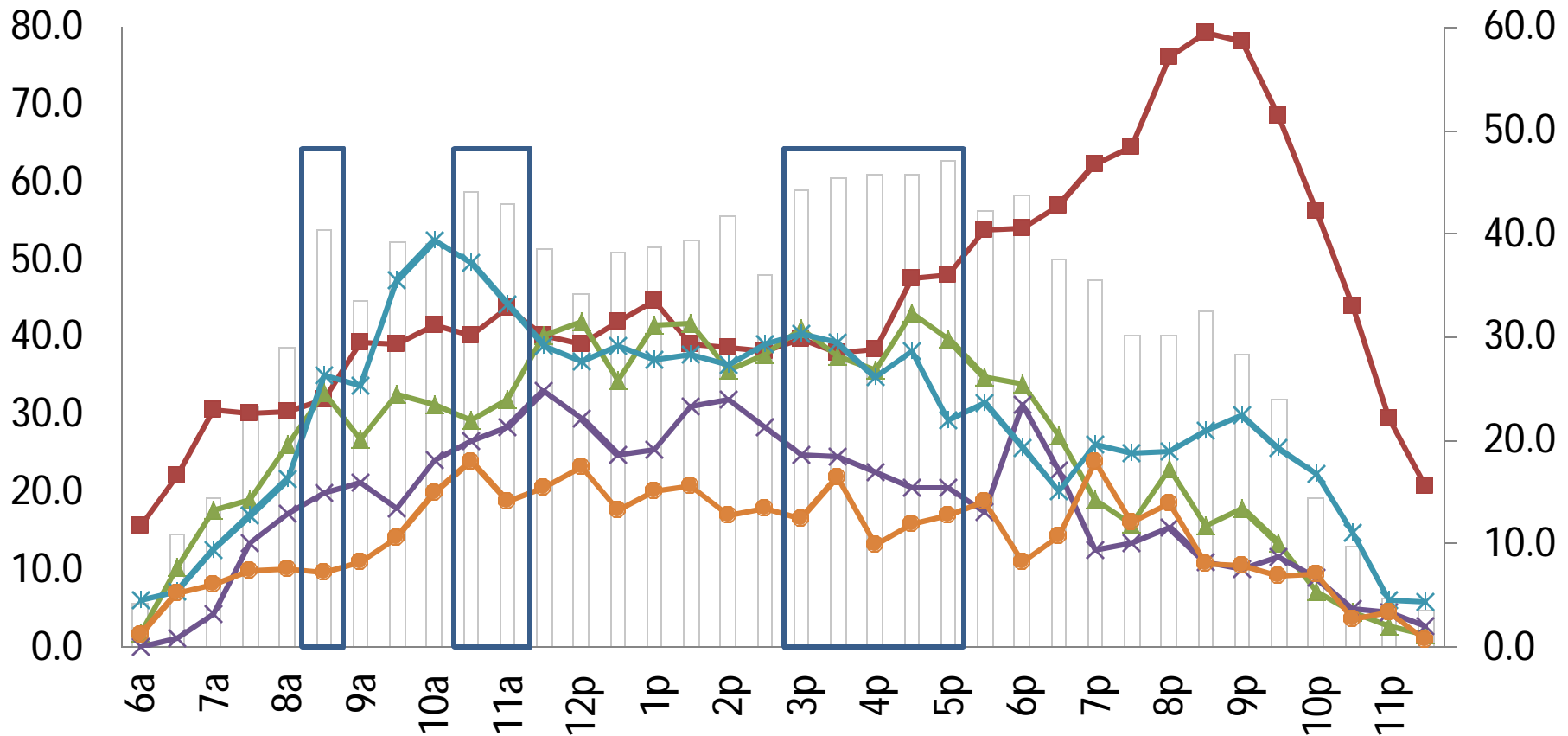
Today's Moms are a Happy yet Frustrated bunch



Many media opportunities to provide Gen X Mom with a moment of calm amidst her hectic day

Overwhelmed or Frustrated
 Radio
 Internet (Computer)

TV (Live)
 Audio (Other)
 Mobile (Apps/Web)



A Case Study



Brand Strategy: Be a “Creative Idea Amplifier”

Creative Ideas Centered
On Indulgence



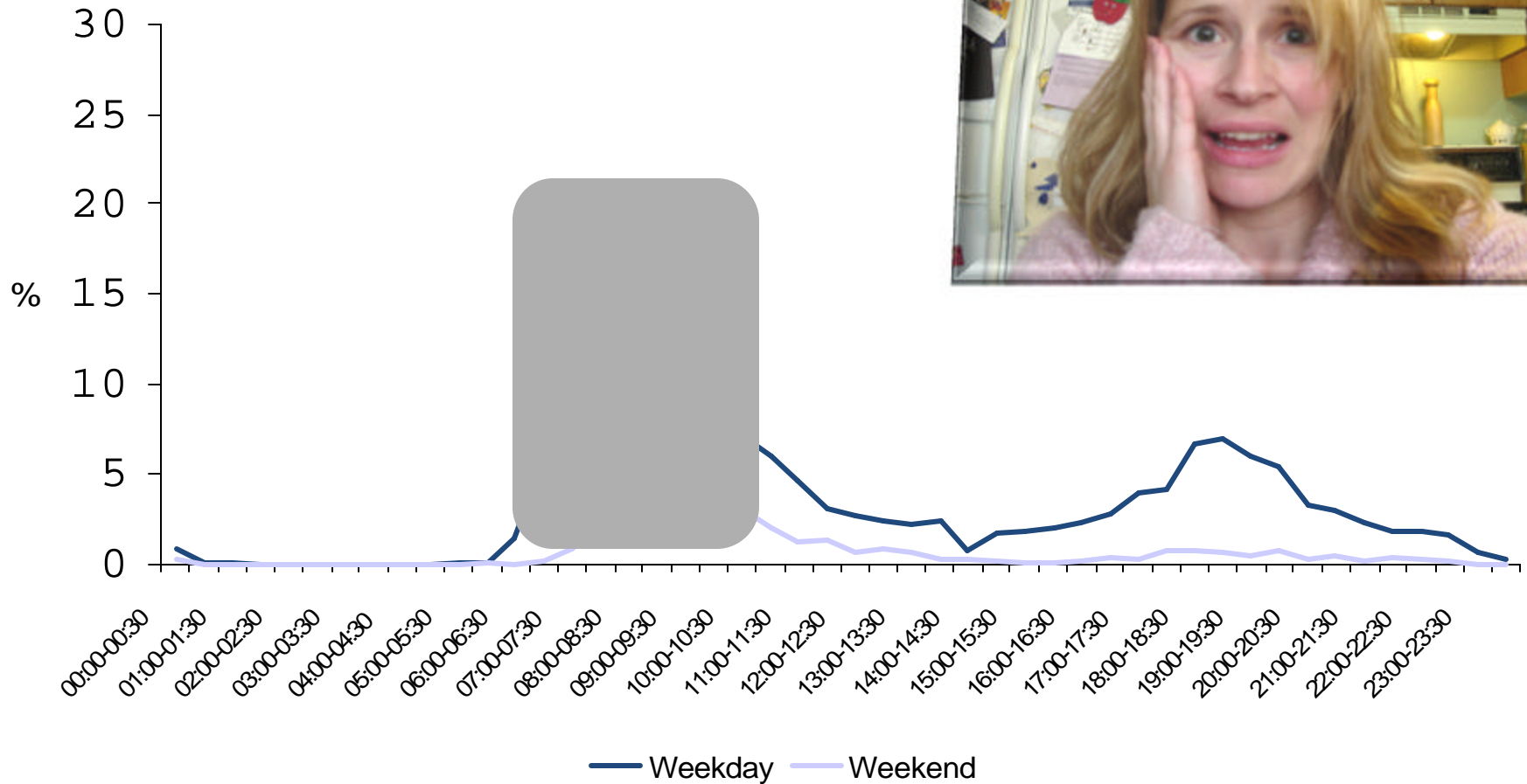
Give her ‘ *Me
Time*’ when life
is hectic & she
needs it most



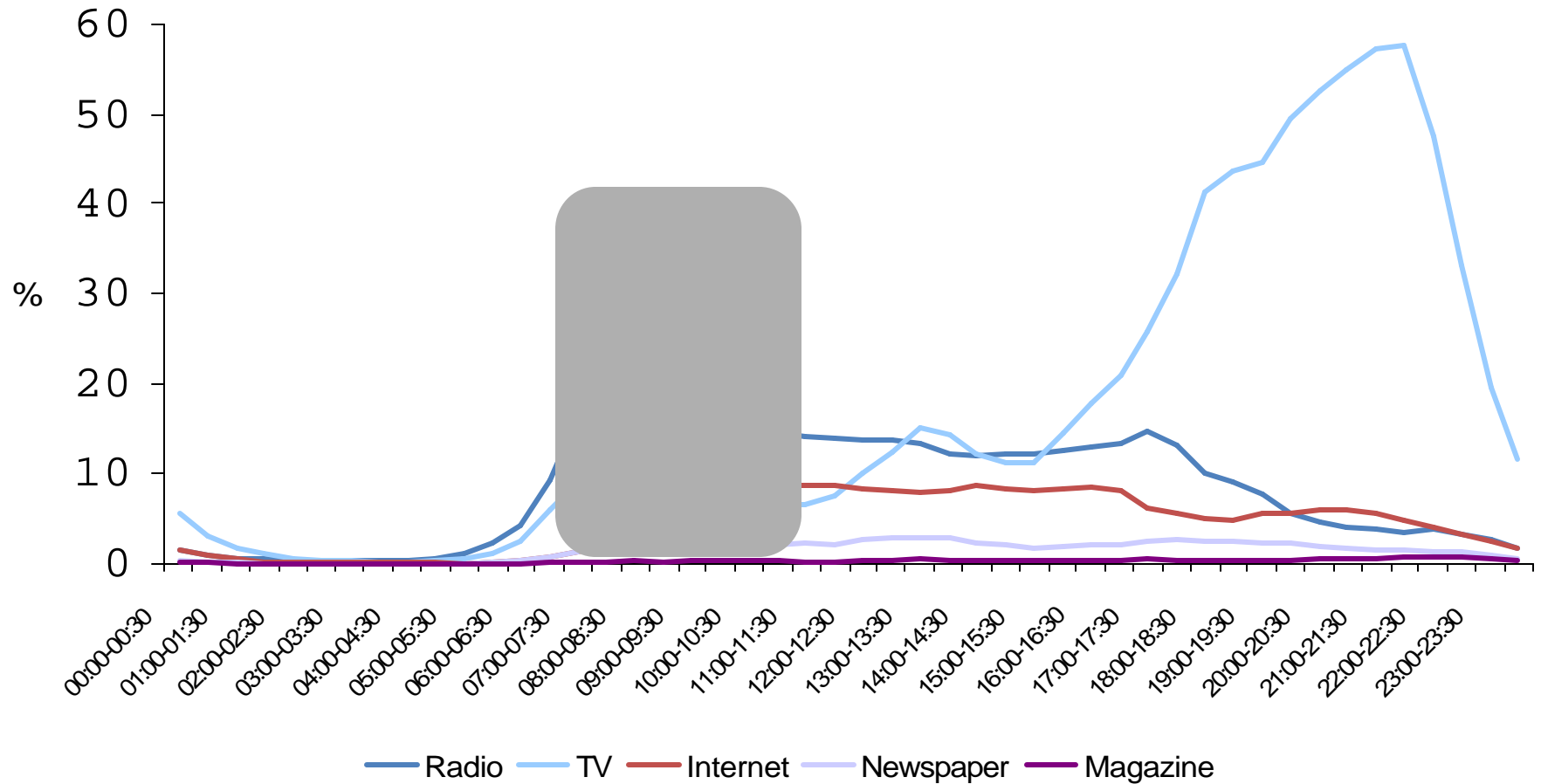
Get close to the
moment of use &
greatest
relevancy



Weekday mornings are hectic – it is when women are juggling the most tasks



Radio is the channel that best connects on weekday mornings



TouchPoints helped Brand X sign up to their biggest radio campaign to date rather than default to TV

Creative Ideas Centered On Indulgence

Give her some '*Me Time*' when life is hectic & she needs it most

Get close to the moment of use & greatest relevancy

- Weekdays/mornings only
- Custom creative to marry **idea & moment**



TouchPoints had a direct impact on our plan and drove positive brand results

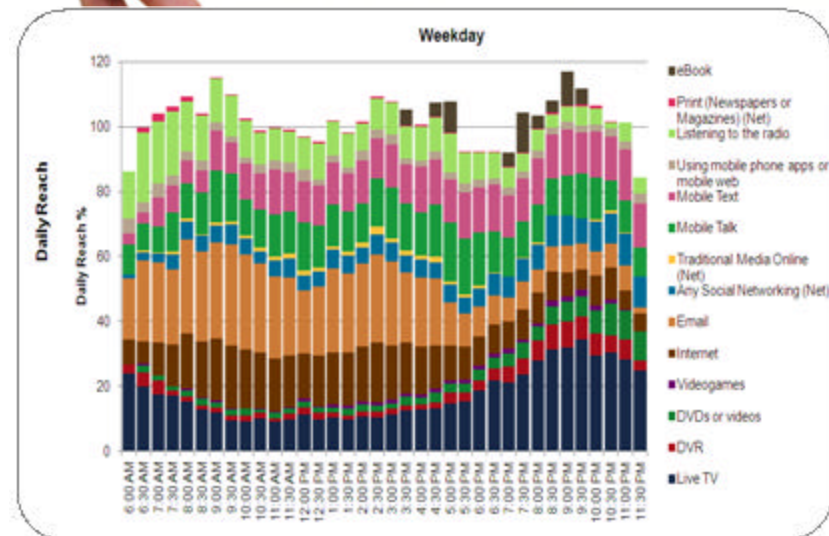
- Uplift on almost all key measures pre vs. post ...
attributable to the radio activity
 - Awareness, consideration, claimed purchase & brand equity increased
- Significant improvements in product knowledge
- Prompted brand awareness, consideration and purchase intent significantly higher for Radio than TV
 - Demonstrates that channel choice made to amplify the creative was justified
- Sales spikes observed when radio was tagged with in-store promos



USA TouchPoints: A Planner's Endorsement

“TouchPoints is a welcome addition to our insights building repertoire to help us better understand our consumers, to reach them more effectively and to uncover new opportunities”

- Incidence of mobile text/talk together is roughly equal to TV
- Radio consumption is greater than expected
- Social networking is a fundamental building block to any day; week & weekend
- Spike in afternoon grocery shopping creates opportunity to deliver a time-specific message before the store
- Many opportunities to drive messaging when she is with people that influence her



What difference does it make?

- Understand the context of the consumer experience
 - Activities, mood, mindset throughout their day
 - While using media
 - While encountering our advertising
- Shed new light on current behavior & changes in behavior
- Identify new opportunities to connect – in meaningful & relevant ways
- Inform improved marketing programs that yield measureable brand results





MediaVest™

Thank you...Questions?