



Broadcast Research Council of Canada

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THE MANY-HEADED BEAST OF MODERN MEDIA





Media Behavior Institute History

Ball State & Sequent Partners observation research timeline



• MBI's Ball State relationship



• MBI's exclusive agreement with IPA

Establishing the company

New Multi-Method Opportunities

MBI's GfK MRI partnership



IPA TouchPoints timeline

Our Mission

Create value for advertisers, agencies and the media through greatly enhanced advertising ROI

- By enabling them to deliver messages when and where consumers are most receptive
- With contemporary cross-platform measurement:
 - All media
 - Centered on consumers' daily lives
 - Linking consumer insight to planning and buying

Introducing Life Context

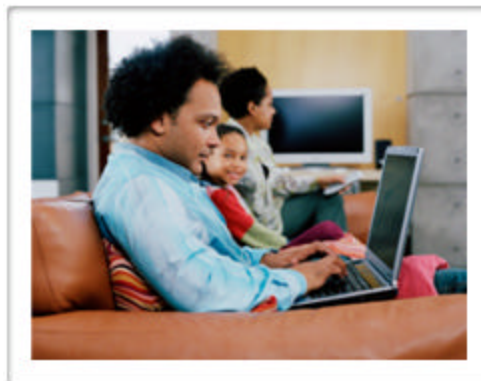
Who they're with



Where they are



Media



How they feel



What they're doing



When they are doing it

What they
buy, own,
use



What kind of
people they
are

Unique Benefits

For Advertisers And

USA TouchPoints will increase the effectiveness of advertising spend and messaging

Targeting their consumers at **moments of greatest receptivity**, when the advertising is most likely to have the greatest impact

For Media

USA TouchPoints will increase the effectiveness of programming, scheduling and marketing across their own platforms

With insights about how, **when and why audiences** seek their brand across media

USA TouchPoints Methodology & Sample

USA TouchPoints combines the GfK MRI sample and an MBI eDiary

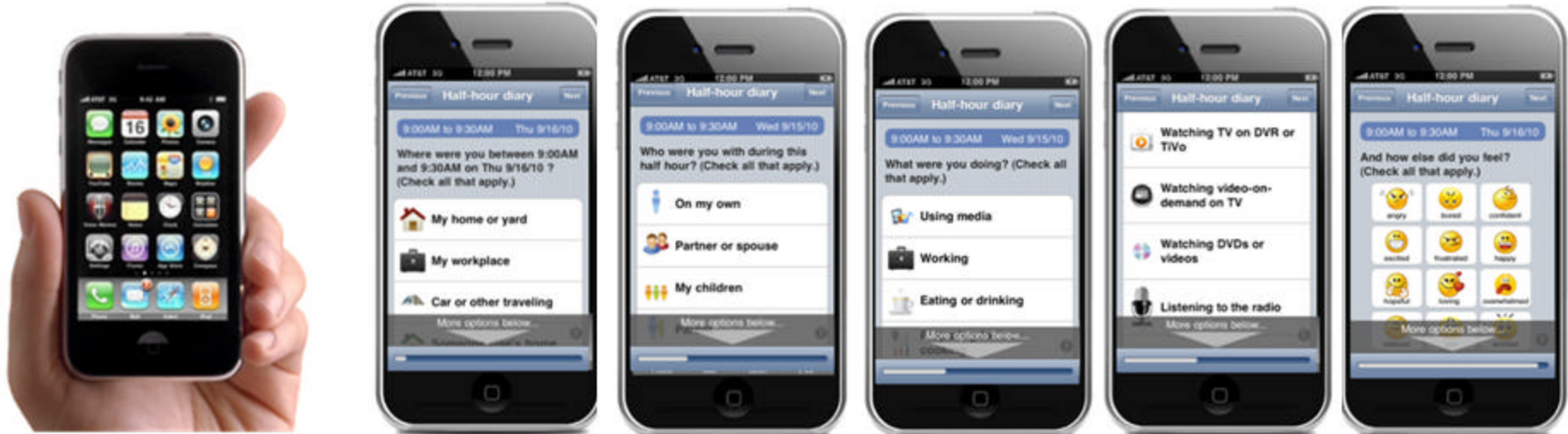


How does it work?

A portion of MRI's *Survey of the American Consumers* sample completes USA TouchPoints 10-day electronic diary

USA TouchPoints 10-Day eDiary

USA TouchPoints eDiary



Where

With Whom

Activities

Media

Emotions

When: by each and every half-hour throughout the day

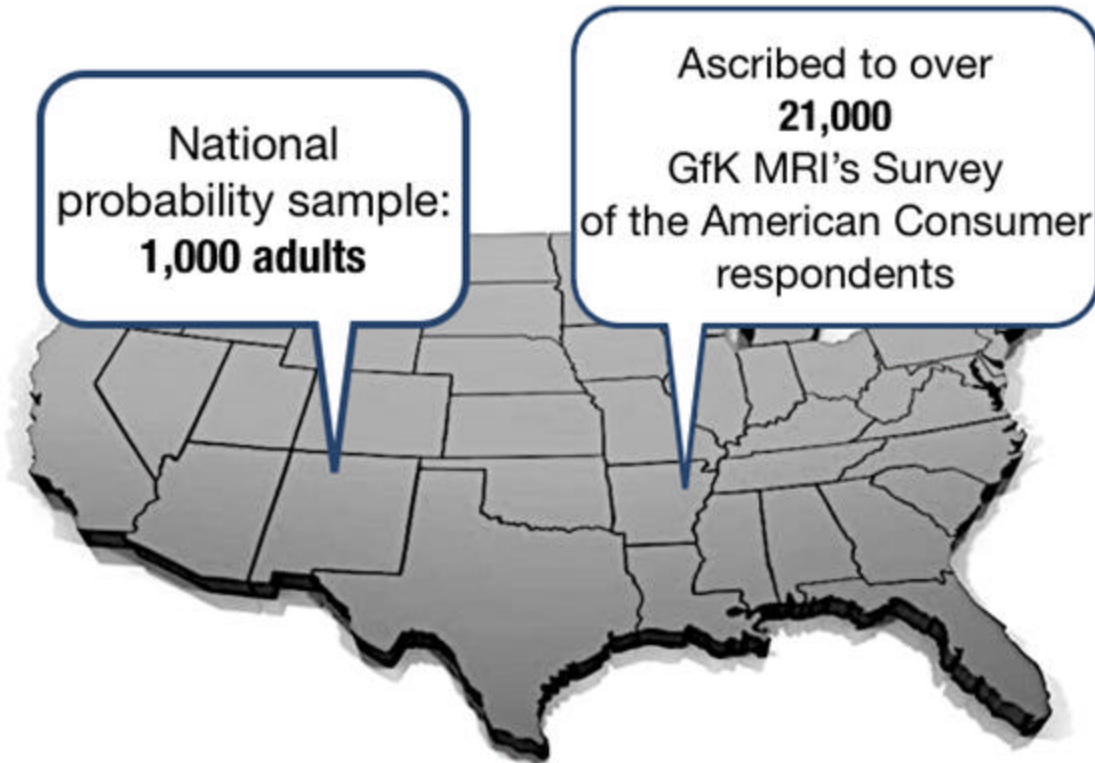
USA TouchPoints

CIMM Proof of Concept Study

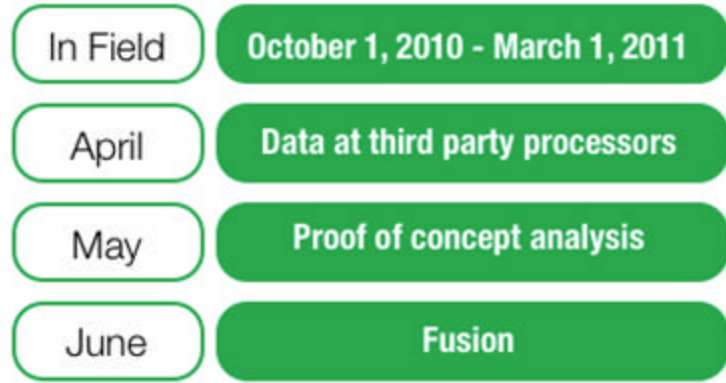


- Test our eDiary cross-media measurement system and currency database fusion
 - Methodologically
 - Logistically
- Demonstrate how USA TouchPoints can add new insights for media planning and buying

Study Logistics & Compliance



Timeline



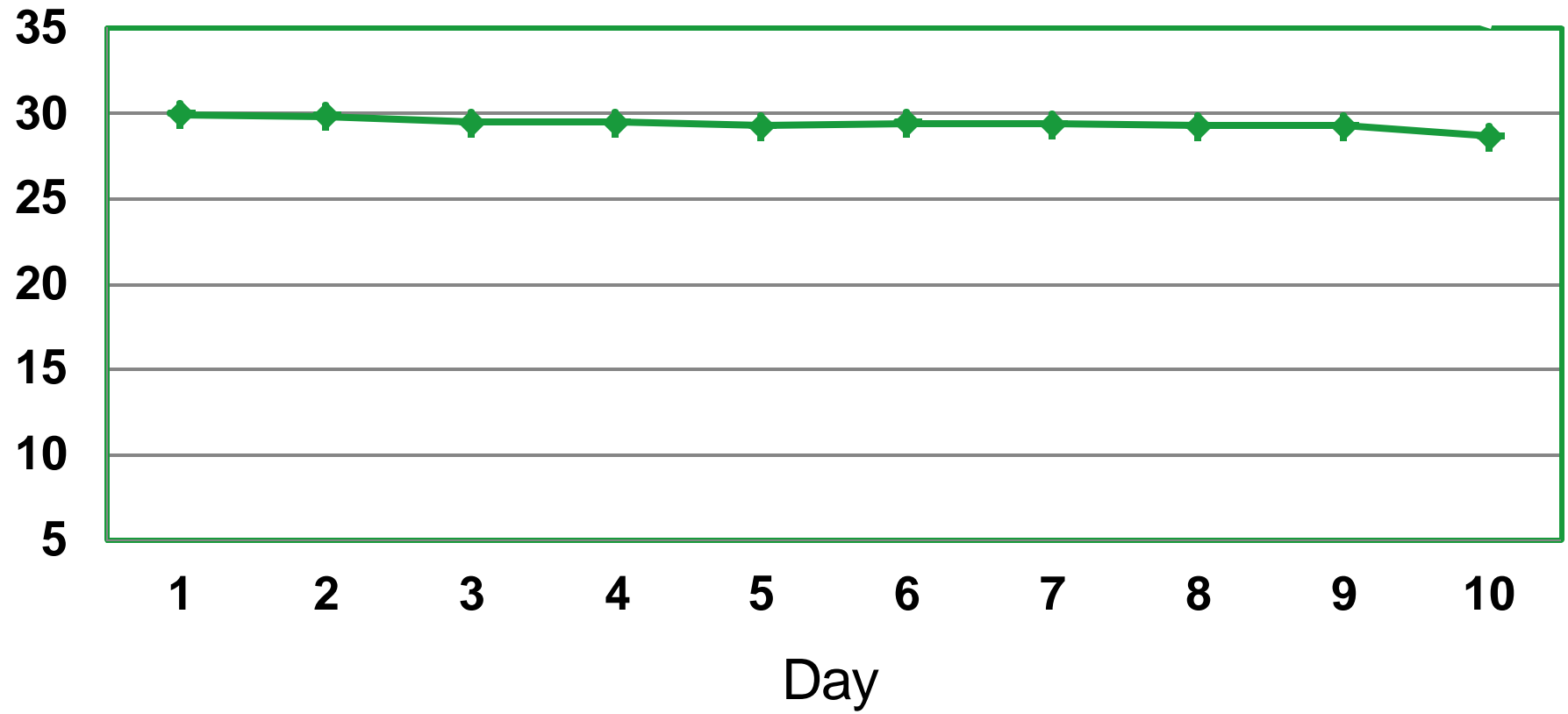
22.7% Response Rate

Respondents Reported Same Number of Half Hours Over 10 Days



Average Number of Half Hours Recorded Per Day

Half-Hours

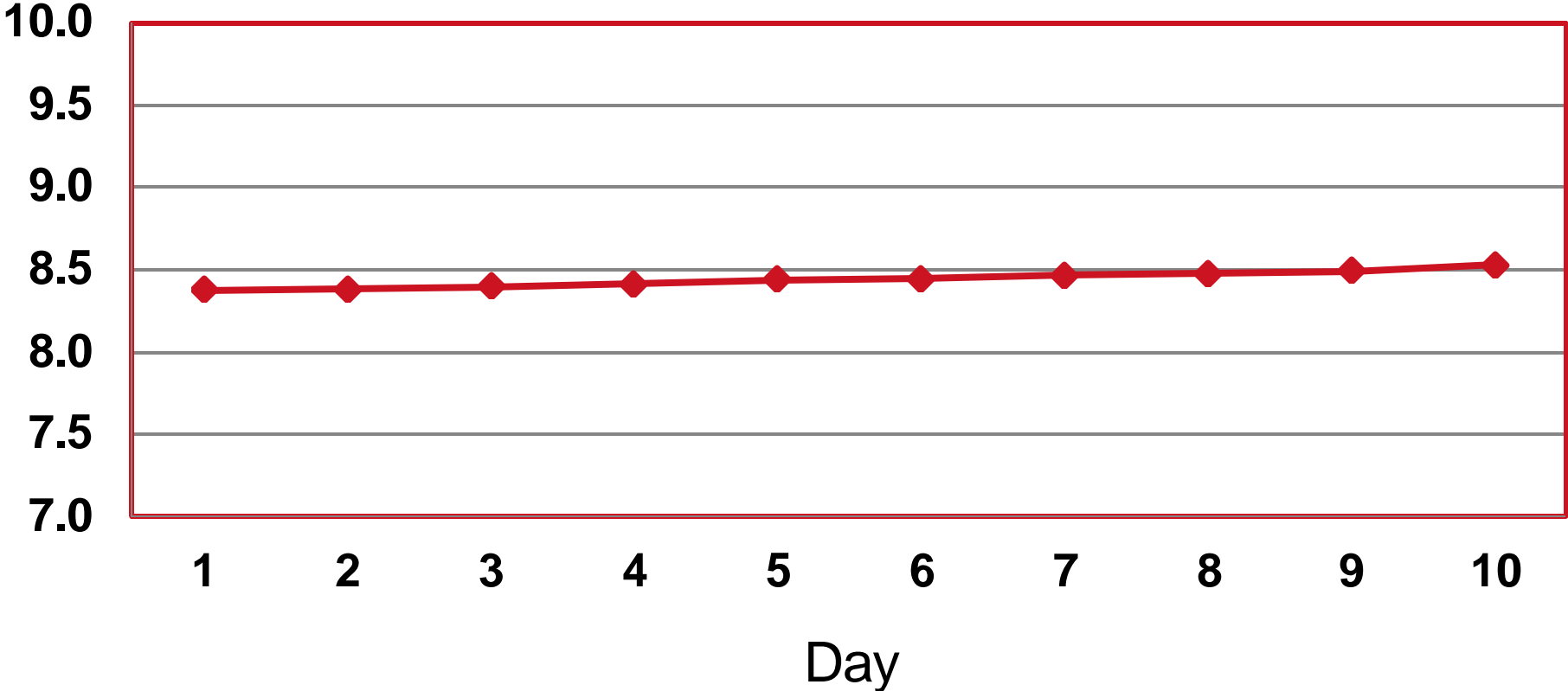


Respondents Answered Same Number of Questions Per Day



Average Number of Questions Per Day

of Questions

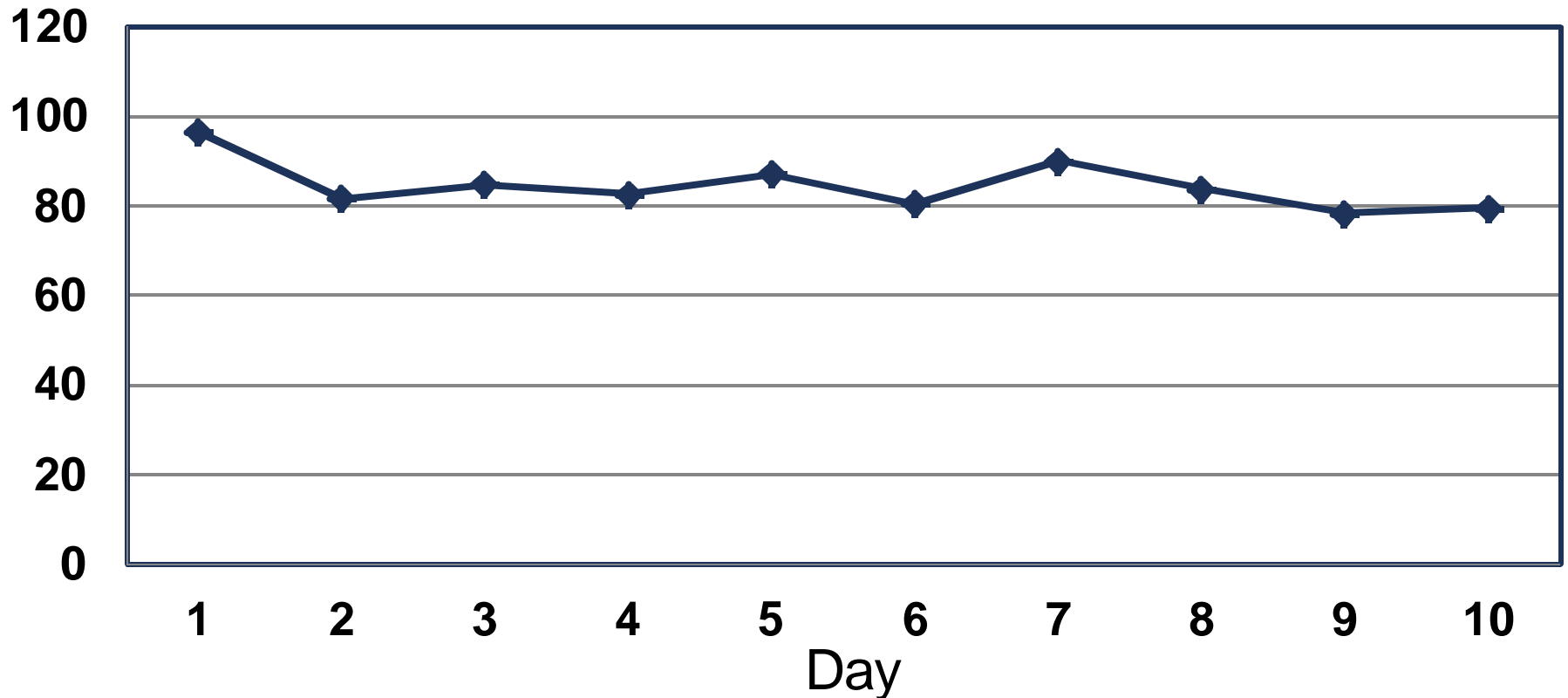


90 Seconds To Enter The Diary, Consistent Across 10 Days

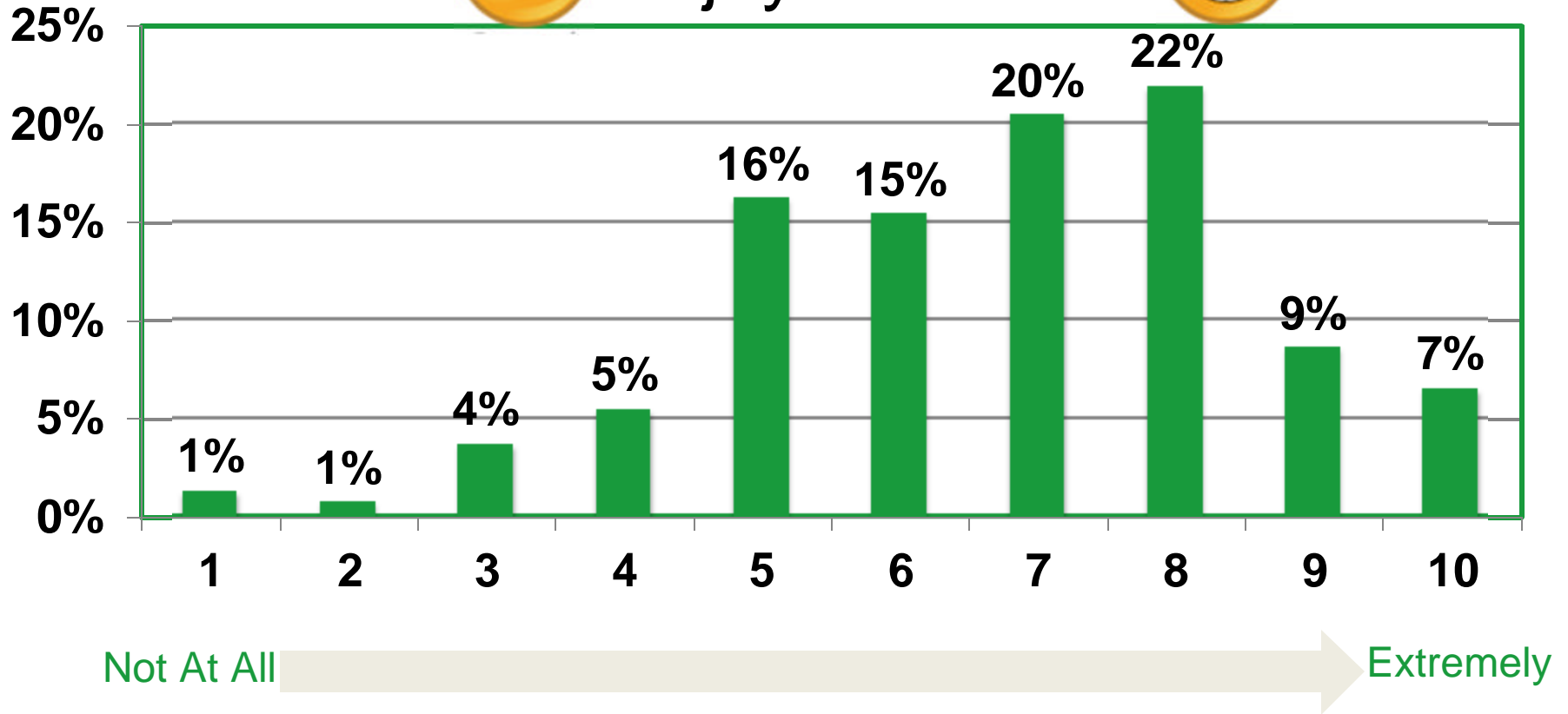


Average Number of Seconds Per Entry
By Day

Seconds



Most Participants Found The Task Enjoyable



Agency Adoption

- Agencies are using USA TouchPoints with a variety of brands, targets and marketing situations
 - Winning new business pitches
 - Already incorporating it into next year's planning
- We're hearing that it's helping with
 - Flighting/Timing
 - Media Selection
 - Message Development
 - Ad Spend
 - Budget Management

What We're Hearing

- *“Reaching husbands and wives together (and in a happy state) is helping us drive brand strategies for joint decision-making products.”* CIMM Member, Agency
- *“Distinct differences in the target’s mood and outlook by days of week also have implications for creative – craft messages specific to the mindset and deliver them at the right time.”* CIMM Member, Agency
- *“We like exploring who consumers are with during important activities throughout the day and week. In our particular case study, we were looking at moms, so knowing when they are with their children is vital.”* CIMM Member, Agency
- *“The insights behind multi-tasking with media will help us justify having plans that maximize multi-media reach. When faced with budget cuts we would be less likely to cut by medium alone but rather by entire vertical initiatives.”* CIMM Member, Agency

2012 Syndicated Subscription Terms

- USA TouchPoints 2012 Study – Cross Media and Life Context
 - 2,000 person annual sample
 - Nationally projectable sample (A18-64) drawn From GfK MRI *Survey of the American Consumer™*
 - 1,000 eDiary respondents
 - October 2010 – February 2011
 - 1,000 eDiary respondents
 - August - December 2011
 - 1,000 eDiary respondents
 - January – June 2012
 - Released January and July 2012
 - Available through Third Party Processors
 - GfK MRI, Nielsen IMS, Pointlogic, Telmar
 - *Separate license required*

Pricing

Major agency* = \$100K
Major Media Company = \$200K

** Defined as an operating company under a holding company*

THANK
YOU!

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