

USA TouchPoints : An Agency's Perspective

Cross-Platform Video Measurement Summit

02/15/2012



Our world has become a lot more challenging



USA TouchPoints creates unique benefits for advertisers, agencies and the media

Advertisers & Agencies

Identify moments of greatest receptivity

To increase advertising effectiveness

Media Companies

Insights about how, when and why audiences seek their brand across platforms

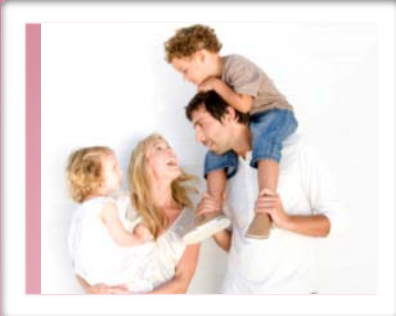
To increase effectiveness of programming, scheduling & marketing

USA TouchPoints



Understanding Life Context

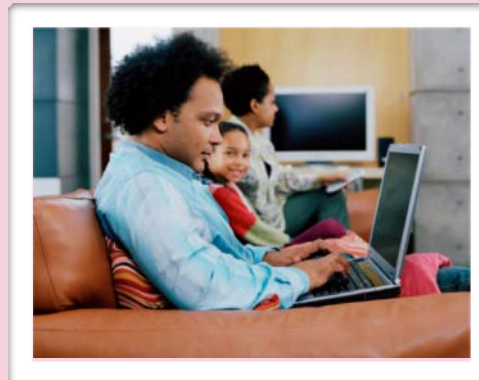
Who they're with



Where they are



When they are doing it



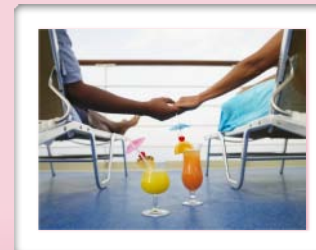
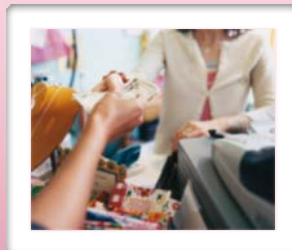
What they're doing



How they feel



What they buy, own, use



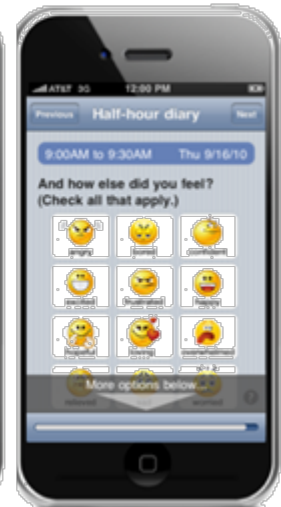
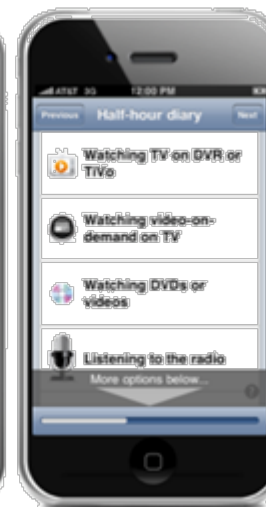
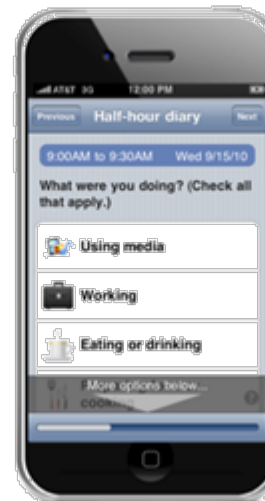
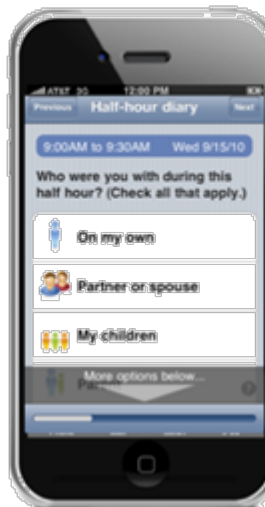
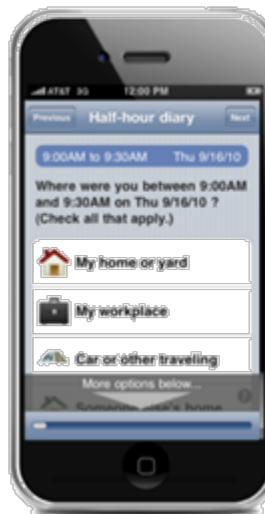
What kind of people they are



TouchPoints offers contemporary , person-centric, cross-platform measurement for all media

Combines the GfK MRI sample and an MBI eDiary

USA TouchPoints – 10-Day eDiary



Where

With Whom

Activities

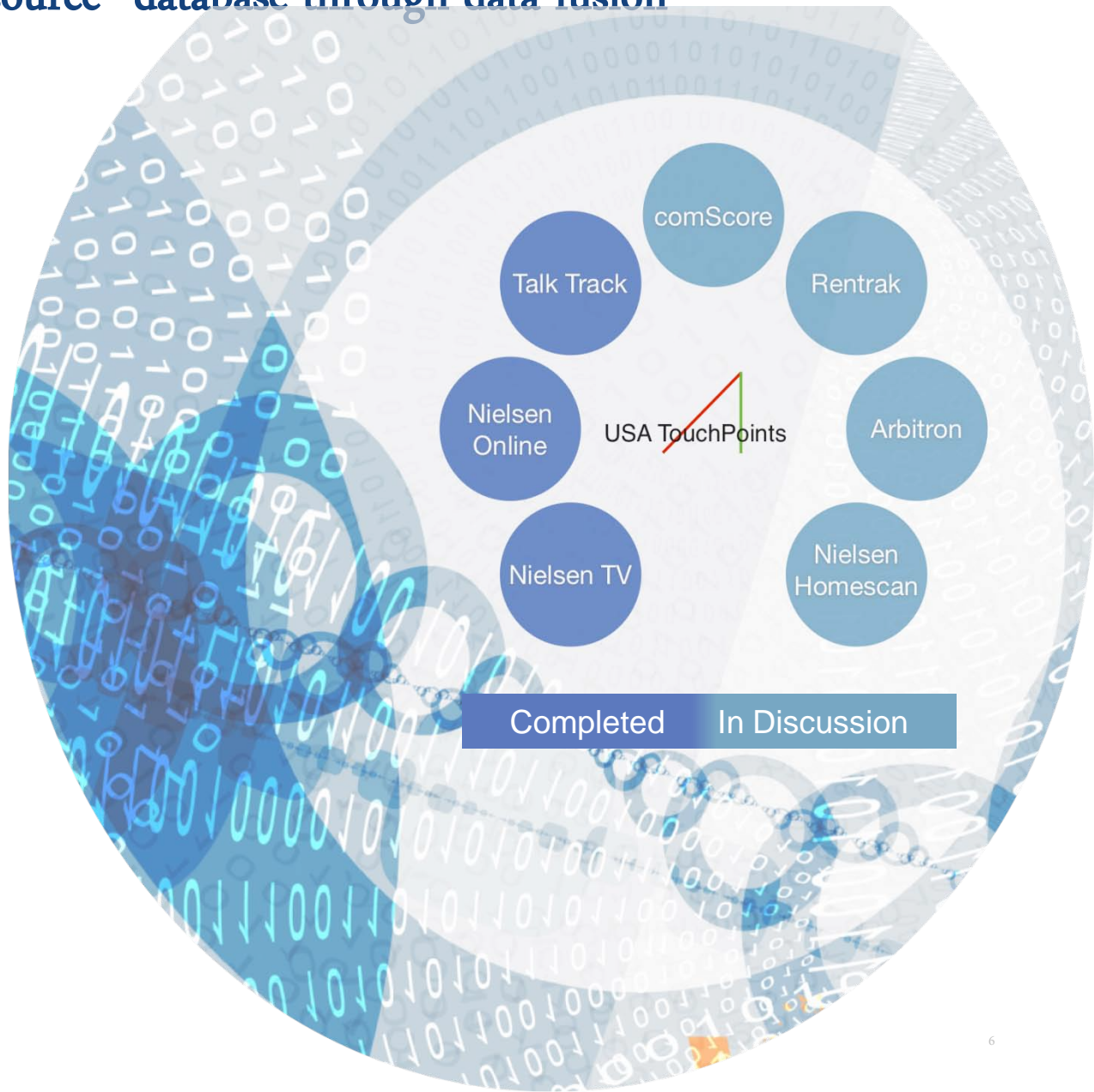
Media

Emotions

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

It also creates a “single source” database through data fusion

- Syndicated Fusions
 - 3 completed
 - More in discussion
- Proprietary Fusions
 - Advertiser CRM databases
 - Proprietary fusions in cooperation with advertiser / agency clients

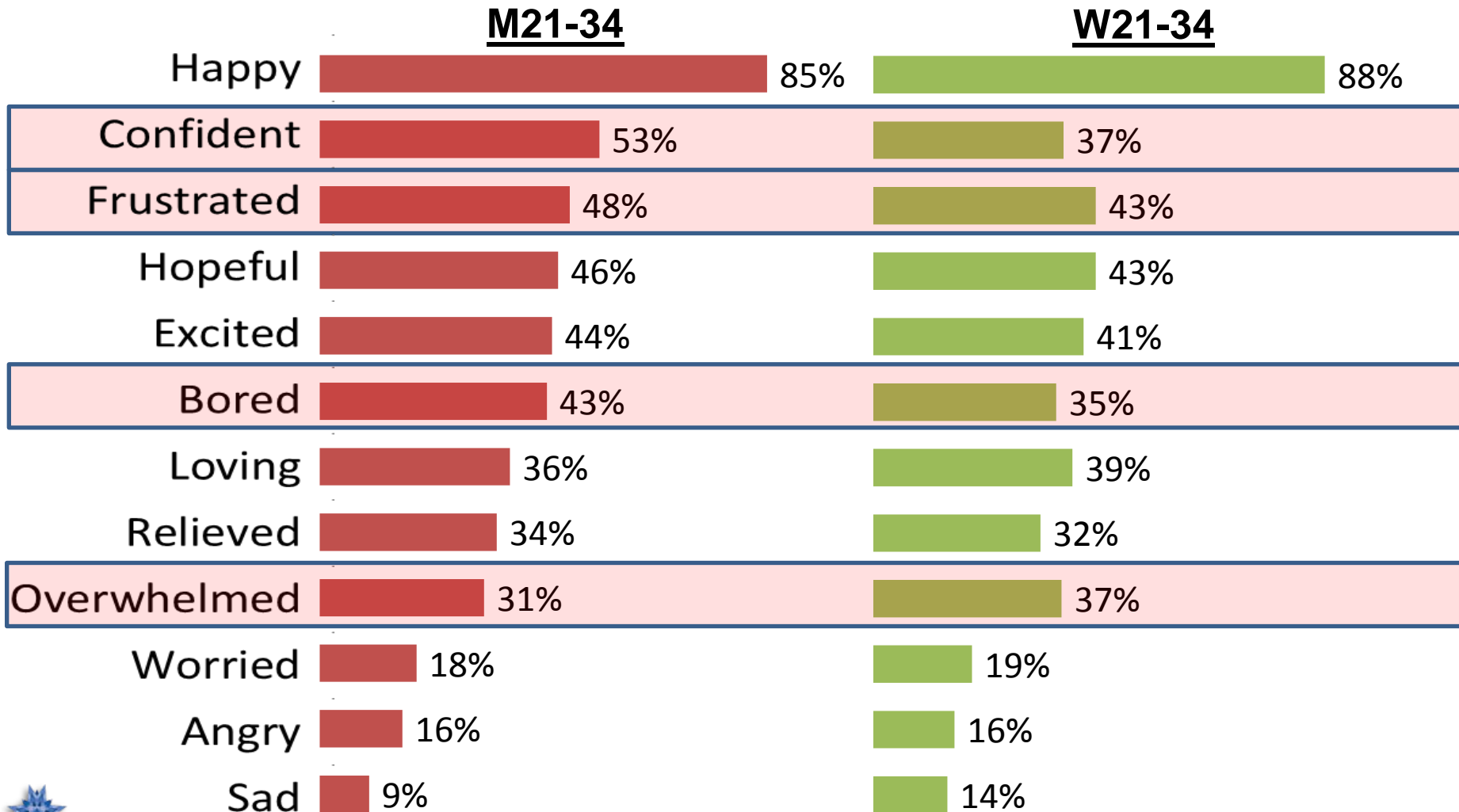


Understanding Adults 21-34



Their moods & mindsets ... explain the Venus & Mars thing?

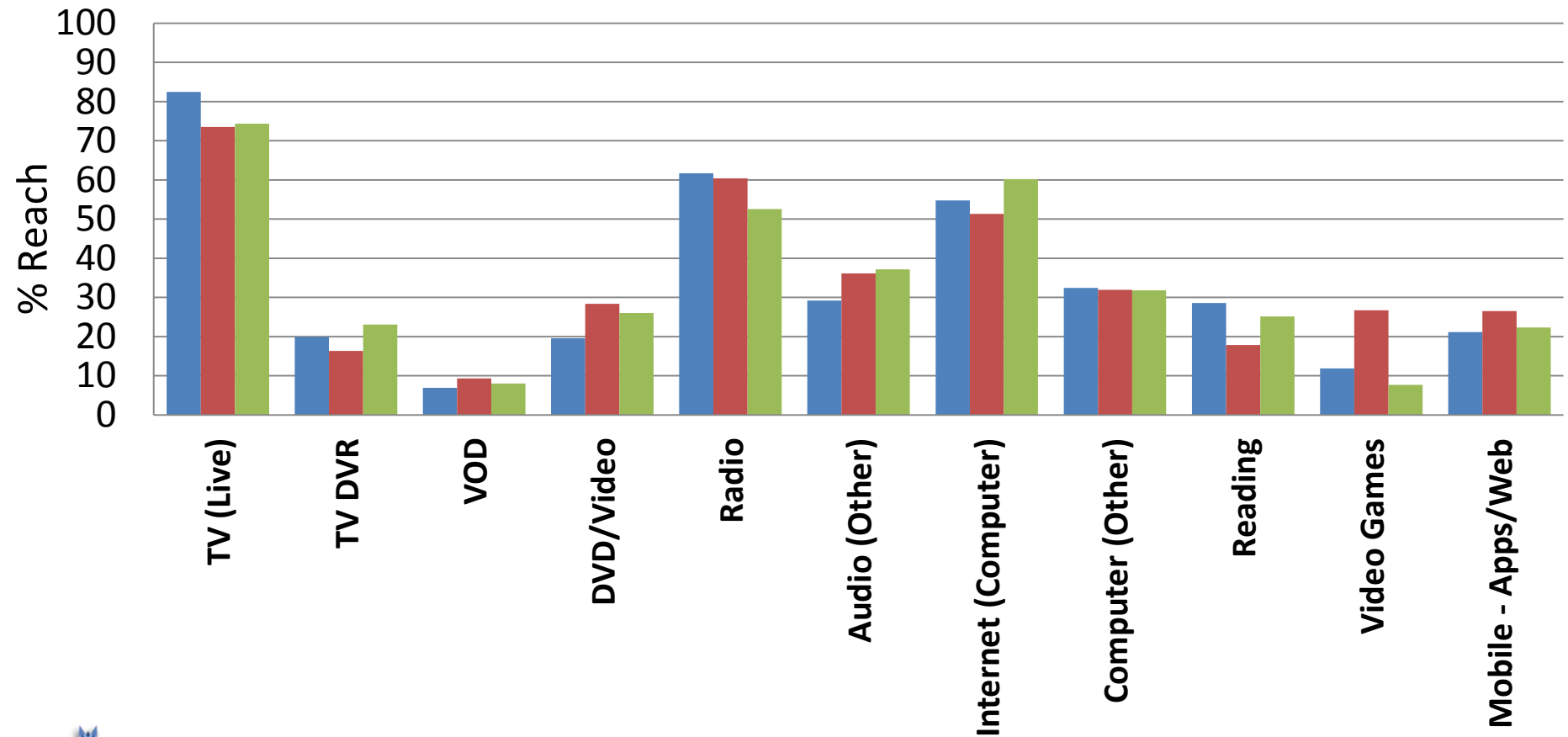
Moods & Mindset – Daily – Male/Female 21-34



Their media profile is more digital, more “controlled” & more active

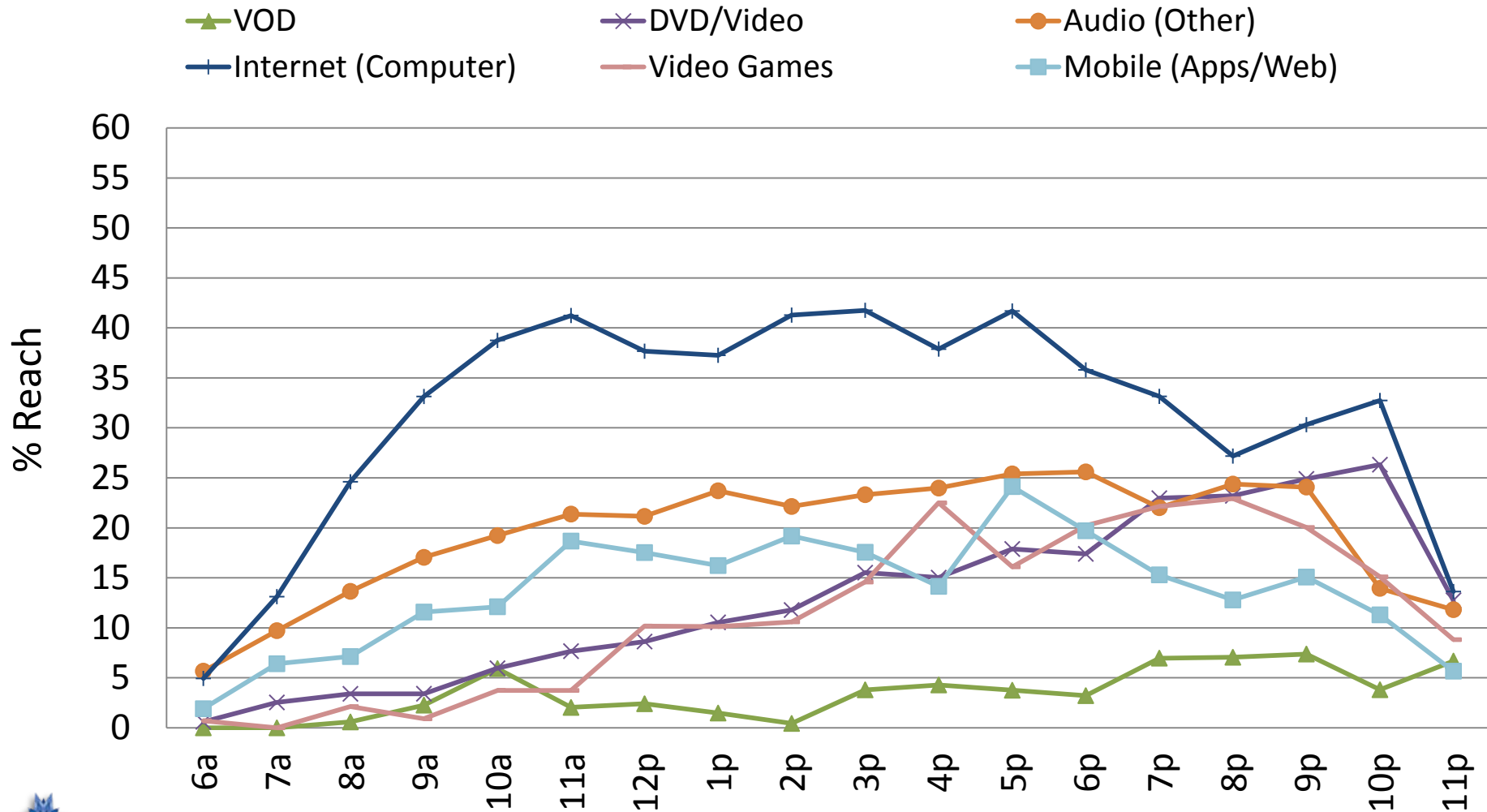
Media Use All Adults vs. Male/Female 21-34
Average Daily Reach

■ All Adults ■ M21-34 ■ F21-34



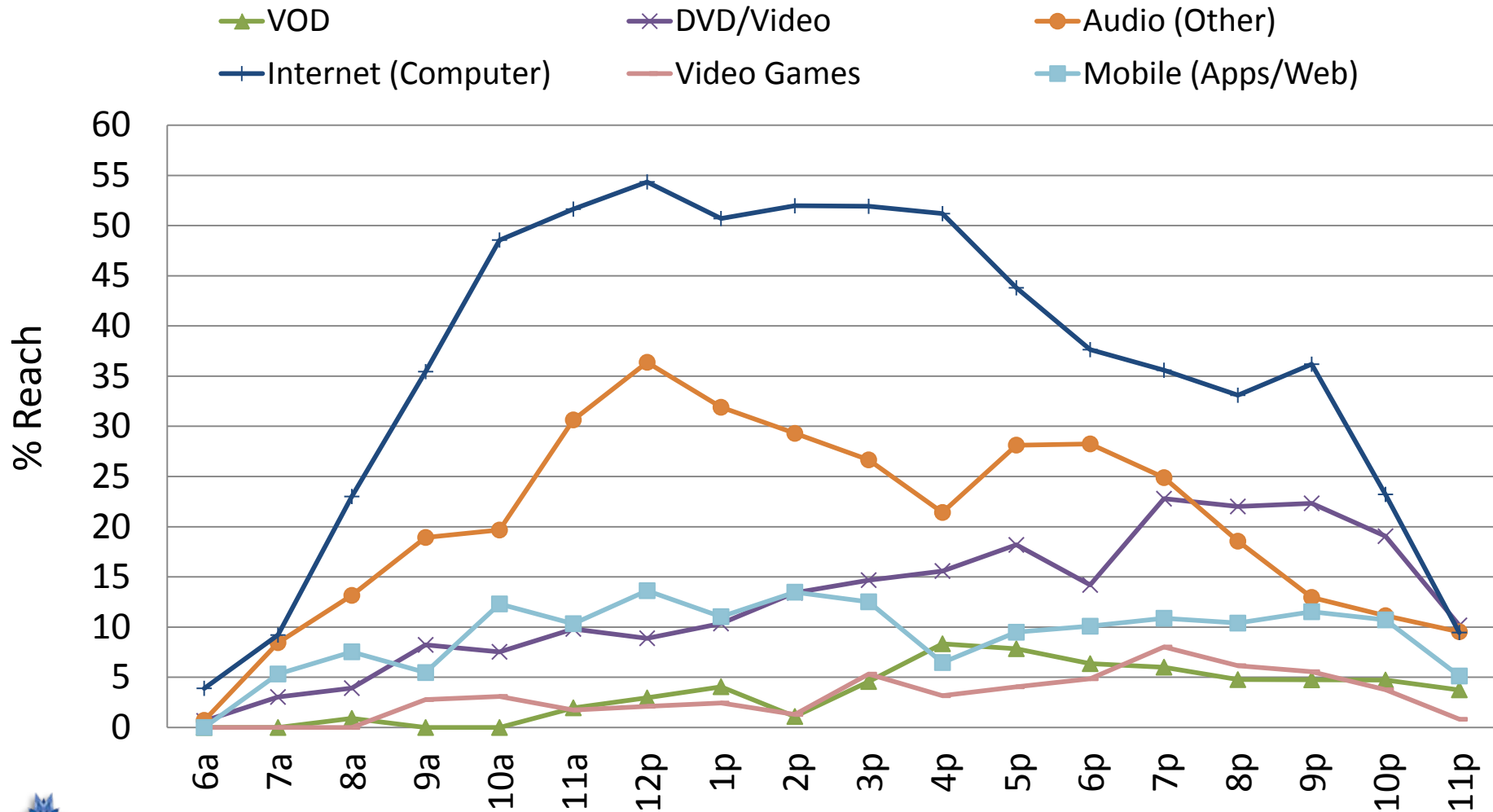
The Internet , Audio (non-radio) and Mobile are a core part of every day, throughout the day

Men 21–34 Digital Media – Weekday – By Hour



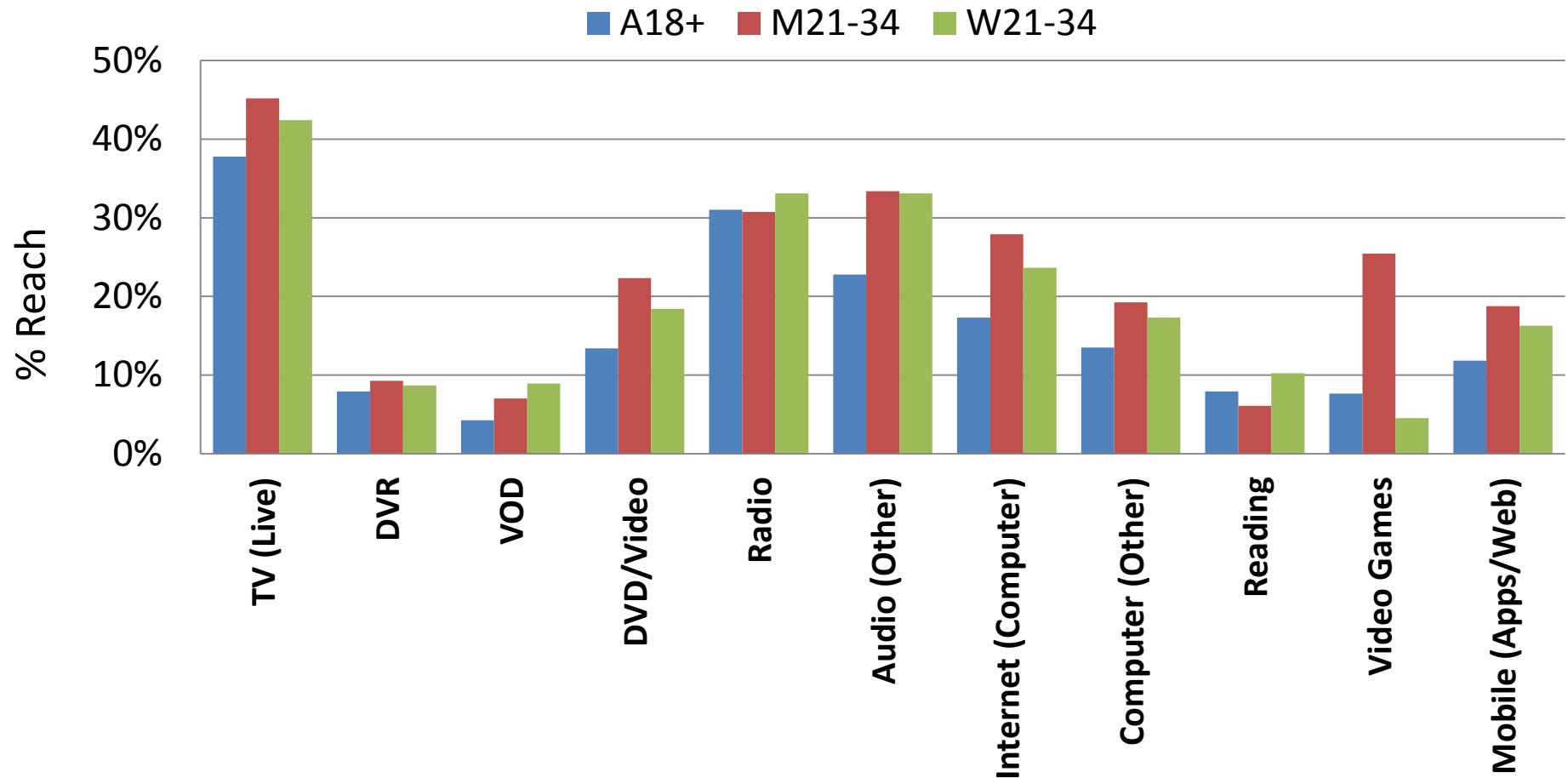
That trend is even more pronounced for Women 21-34

Women 21-34 Digital Media – Weekday - By Hour



Their media time is surrounded by social interaction

Media Use & With Friends – Total Adults & Males/Females 21-34
Avg. Weekly Reach



They are shaping our Digital/Mobile world

Activities - Weekly Reach	Internet Activities			Mobile Activities		
	A18+ %	M21-34 Index*	W21-34 Index*	A18+ %	M21-34 Index*	W21-34 Index*
Email	71.5	87	105	25.6	103	👉 110
Search	64.2	97	👉 113	17.5	👆 146	103
Social networking	41.4	104	👆 145	17.5	👆 132	👆 164
Info on products/services	35.9	👇 76	106	8.1	👉 114	👆 131
Watch/read news	32.9	93	👇 63	7.7	80	👇 62
Banking/paying bills	30.2	👇 77	👆 125	4.4	👆 140	👉 118
Info on weather	24.8	106	👇 61	12.5	👆 163	👉 116
Info on my interests/activities	24.3	👆 120	👆 129	5.8	104	108
Watch short video clips	19.4	👆 144	97	4.1	👆 148	👆 145
Buying products/services	18.9	👇 61	👉 115	2.6	👆 137	👆 157
Instant messaging	15.8	👆 134	👆 133	12.5	👆 122	109
Gaming	15.4	106	👇 65	8.5	👆 219	97
Listen to radio/music/podcasts	14.0	👆 126	👆 150	7.7	108	86
Read newspaper/magazines	12.7	98	👇 73	3.3	89	👇 74
Download music/video/content	10.9	👆 132	👆 127	3.2	👆 168	👇 31
Watch TV episodes or movies	7.9	👆 197	👆 186	1.6	👆 232	👇 26



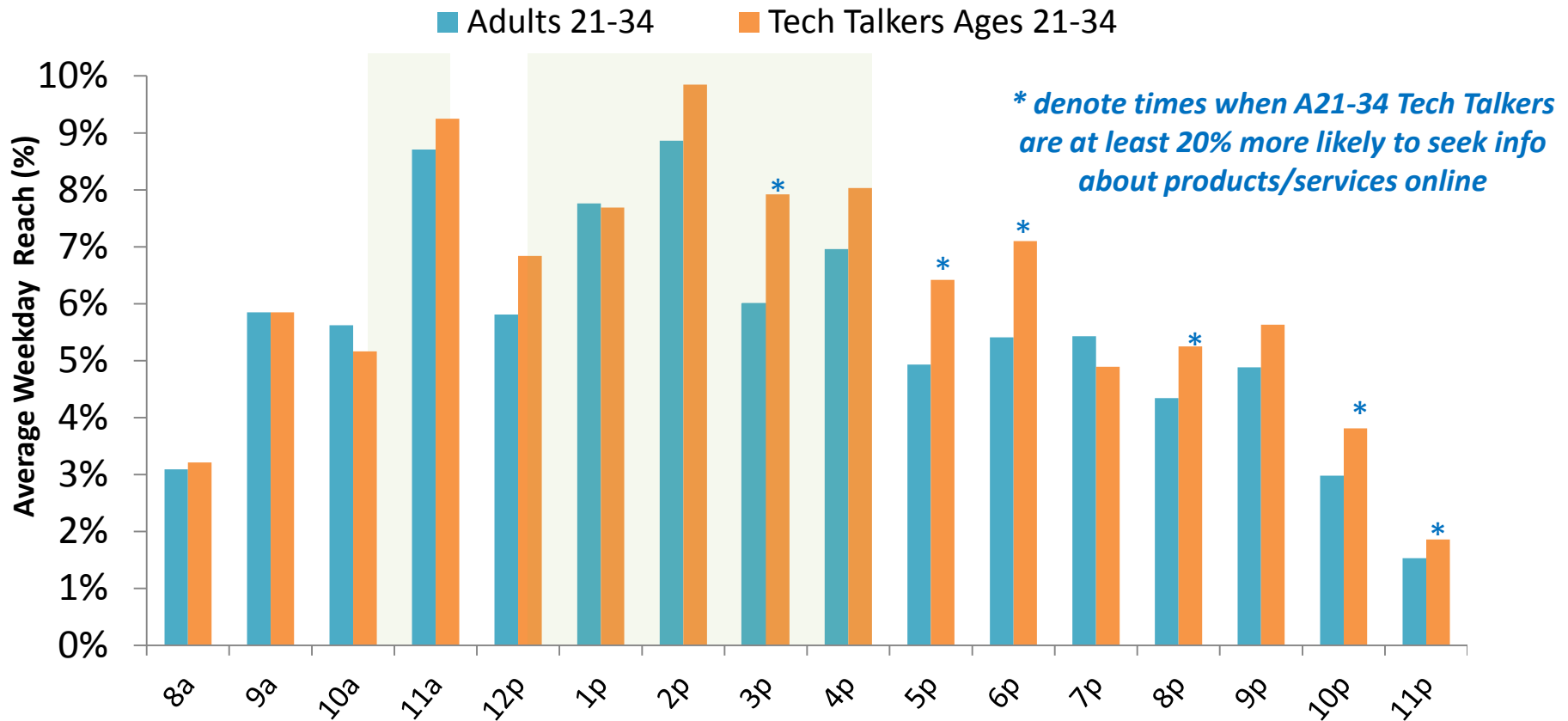
Ranked By Wkly Reach % A18+

* Index vs. A18+

A21-34 Tech Talkers are most likely to seek product information online during late morning & mid-afternoon

% of Tech Talkers Ages 21-34 Seeking Info About Products/Services on Internet/Mobile Web

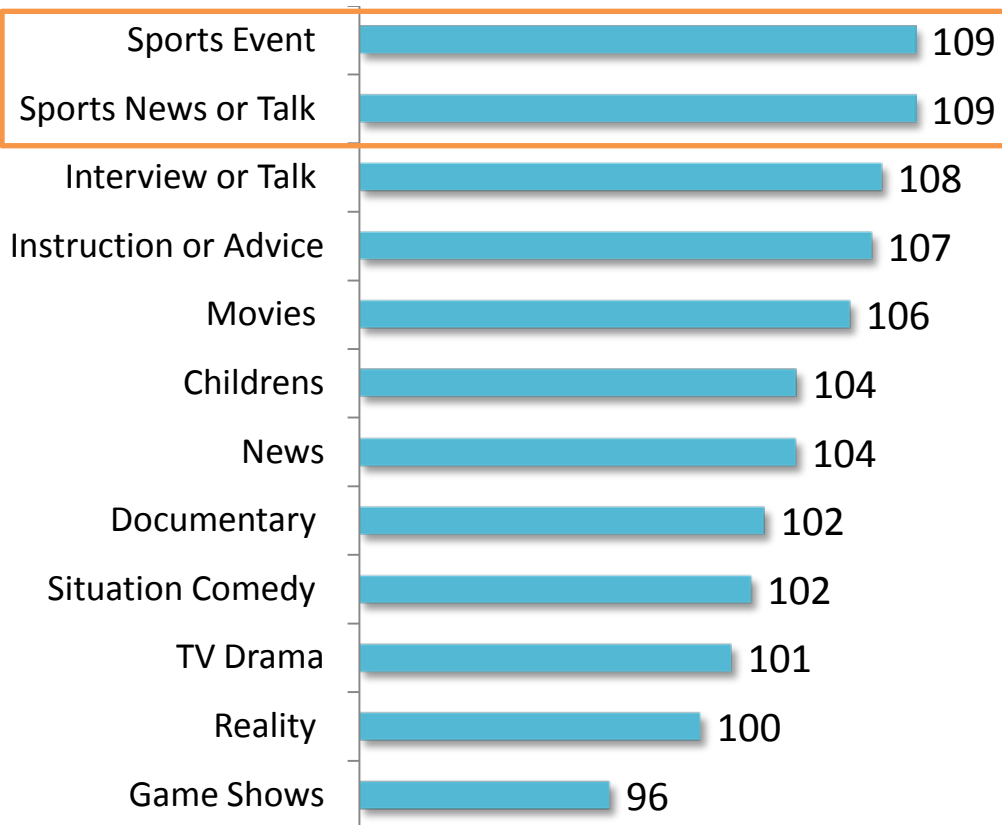
(Hourly Results on Weekdays; Highest Indexing Times Depicted with Boxes)



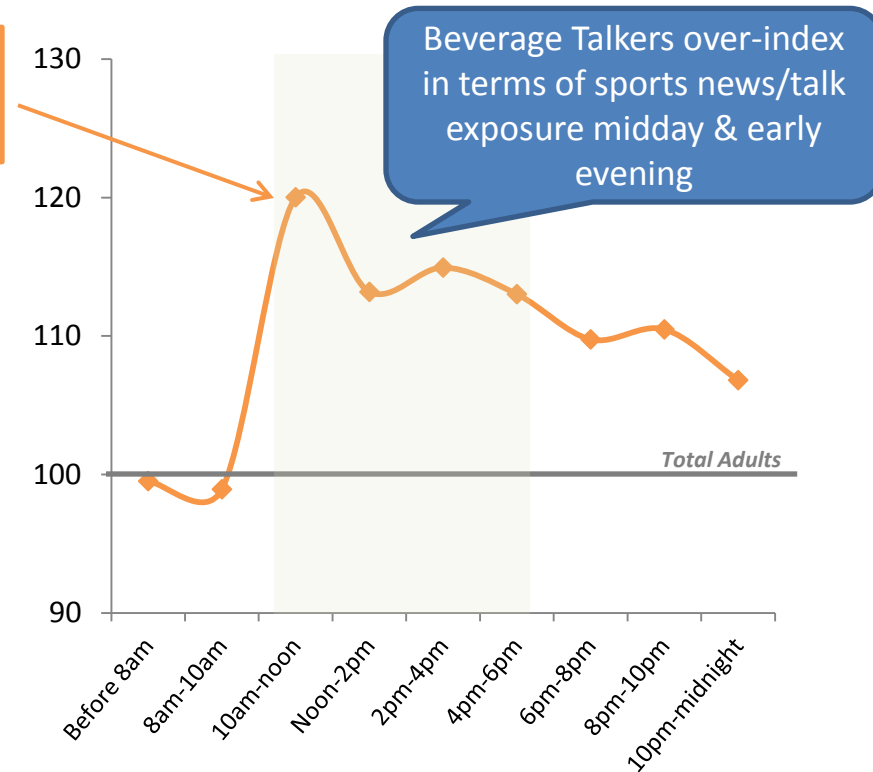
Note: Stable bases/incidence in this analysis
Source: 2011 USA TouchPoints & TalkTrack®

A21-34 Beverage Talkers are more likely than average to watch sports-related programming

Program Type Viewed
A21-34 Beverage Talkers - Weekdays
 (INDEXED to Total Adults 21-34)



Sports /Sports News/Talk Exposure
A21-34 Beverage Talkers - Weekdays
 (INDEXED to Total Adults 21-34)



Note: Stable bases/incidence in this analysis
 Source: 2011 USA TouchPoints & TalkTrack®

A Case Study



Brand Strategy: Be a “Creative Idea Amplifier”

Creative Ideas Centered On Indulgence

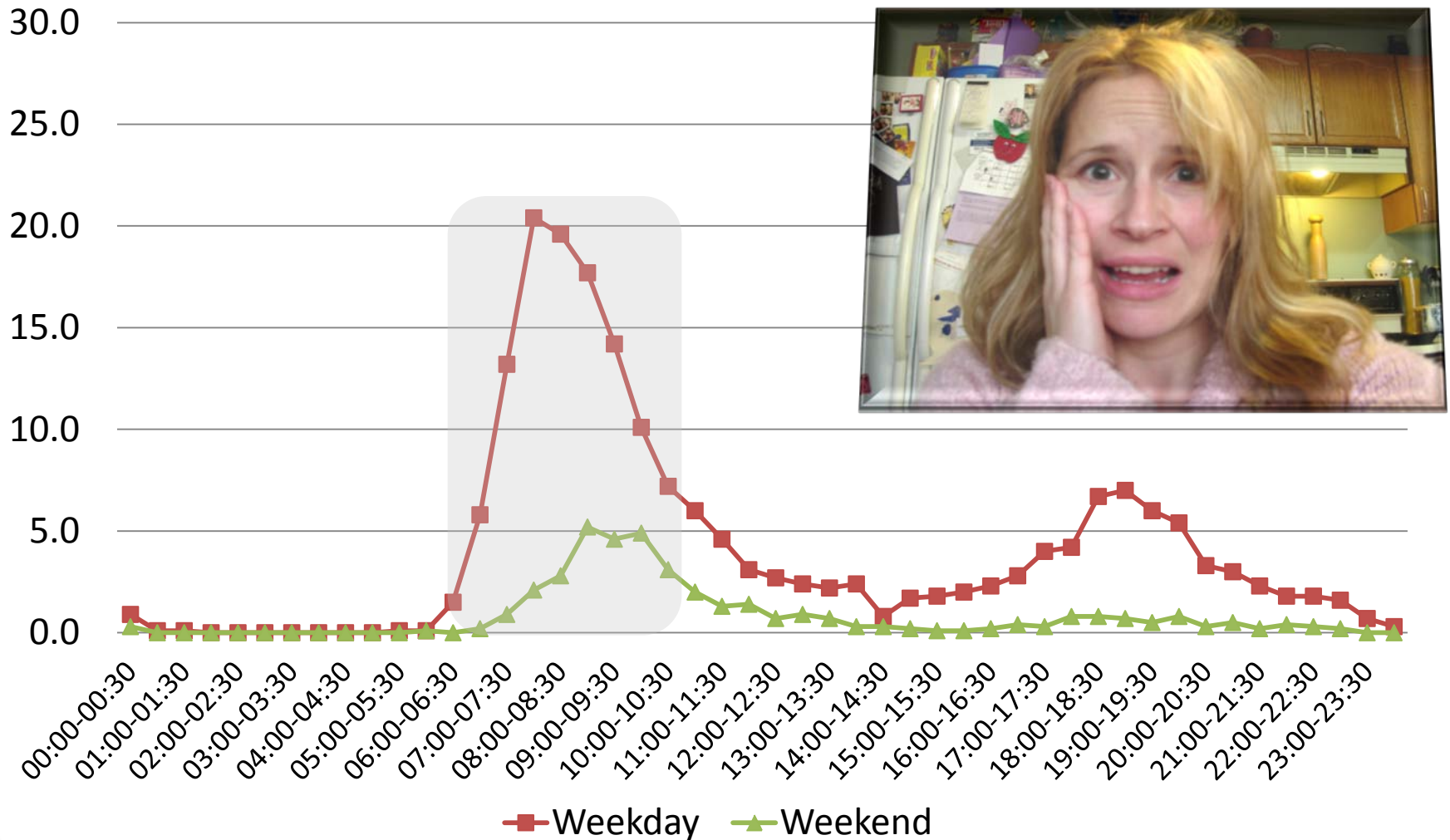


Give her ***Me Time*** when life is
hectic & she needs it most

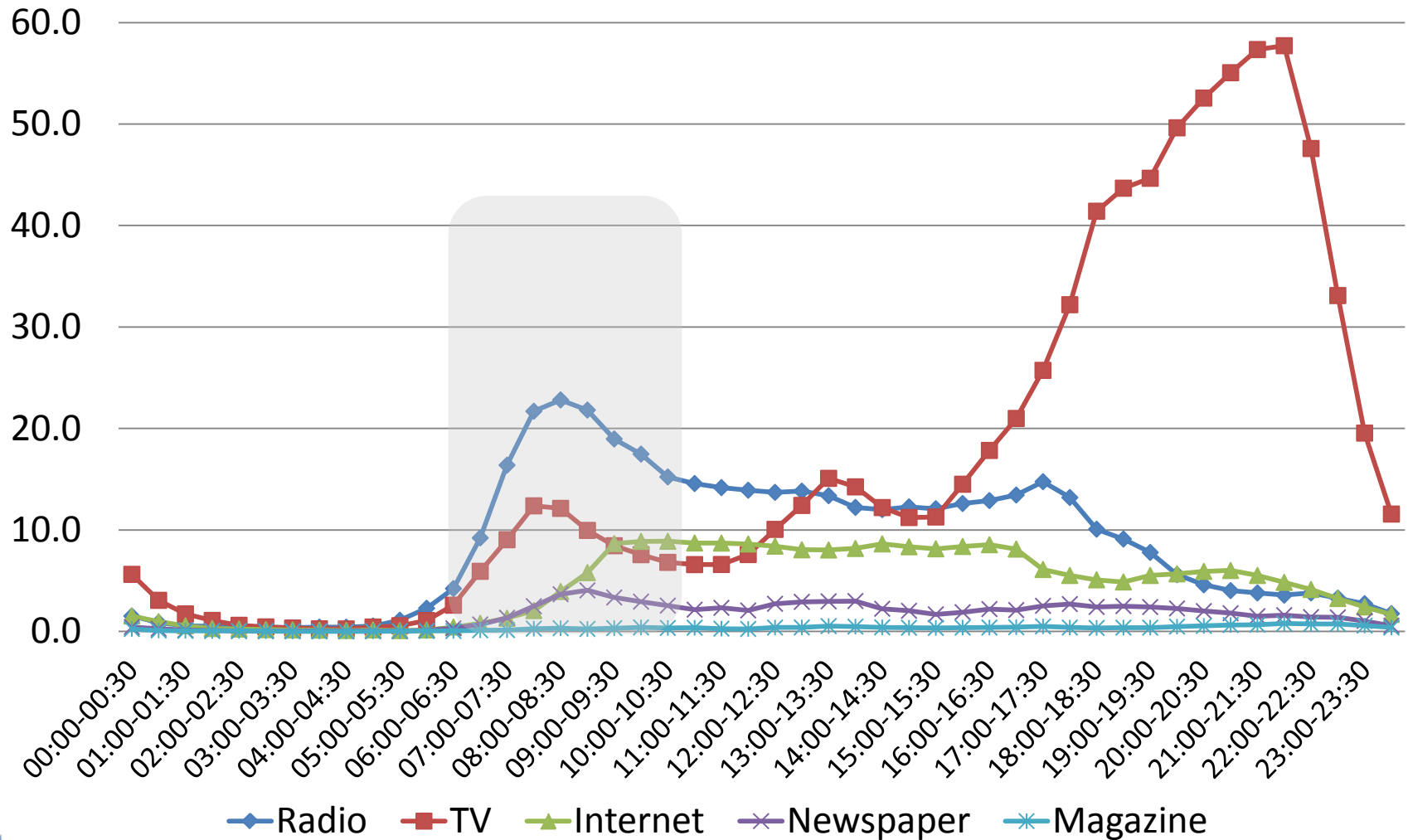
Get close to the moment of
use & greatest relevancy



Weekday mornings are hectic – and it is when she is juggling a host of household chores



Radio is the channel that can best connect on weekday mornings



TouchPoints helped our client embrace their biggest radio campaign to date,
instead of defaulting to TV

Creative Ideas Centered On Indulgence

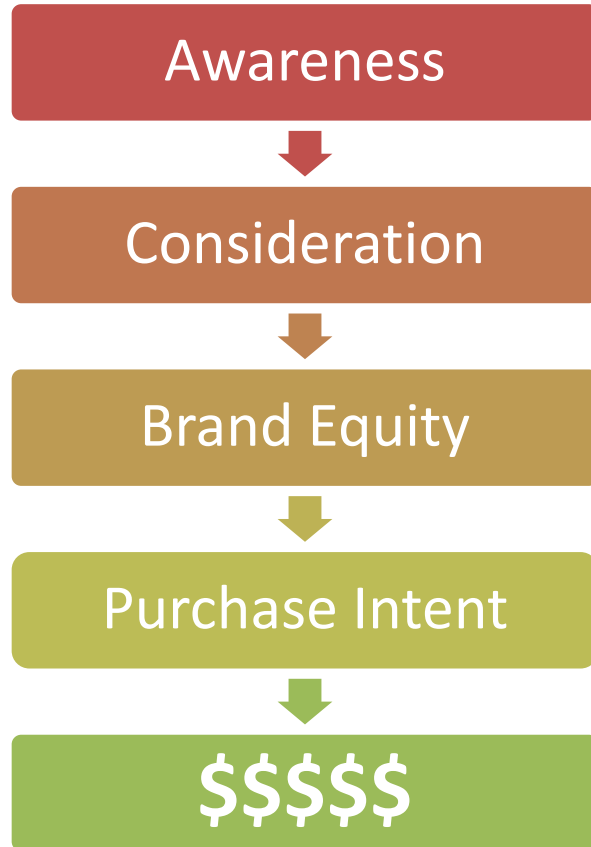
Give her ***Me Time*** when life is
hectic & she needs it most

Get close to the moment of use
& greatest relevancy

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



TouchPoints had a direct impact on brand results



1. Significant increases attributable to the brand's radio investment
2. Radio beat TV on measurable contributions
3. Sales spikes observed when radio was tagged with in-store promos



A Planner's Delight



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

What difference can this make?

- Understand the context of the consumer experience
 - Throughout their day
 - While using media & encountering advertising
- New insight on real-world behavior/changes in behavior
- Identify new opportunities – that are both meaningful & contextually relevant



**Improve marketing programs to yield
measurable results**



Thank You

