

Consumer-Centric Cross-Media Context Planning:

*Early Insights from
CIMM's Pilot Test of
MBI's USA TouchPoints*



June 14, 2011

Presented at The ARF's AM 6.0 Conference

USA TouchPoints

CIMM Proof of Concept Pilot Study



Test MBI's eDiary cross-media measurement system and currency database fusion

Methodologically

Logistically

Demonstrate how TouchPoints can add new insights for media planning and buying

What USA TouchPoints Is All About

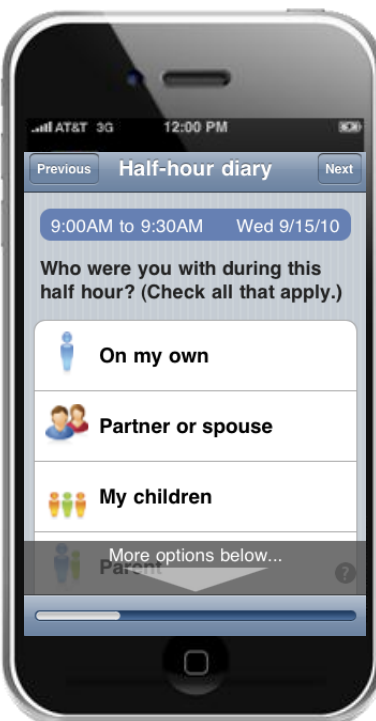
- Creating value through greatly enhanced advertising ROI
 - By enabling advertisers, agencies and the media to deliver messages when and where consumers are most receptive
 - With contemporary cross-platform, life-context, measurement
- Delivering ads when and where consumers are most receptive will potentially increase advertising ROI by at least 20%
 - Creating \$25B in value for buyers and sellers of media

USA TouchPoints & Life Context

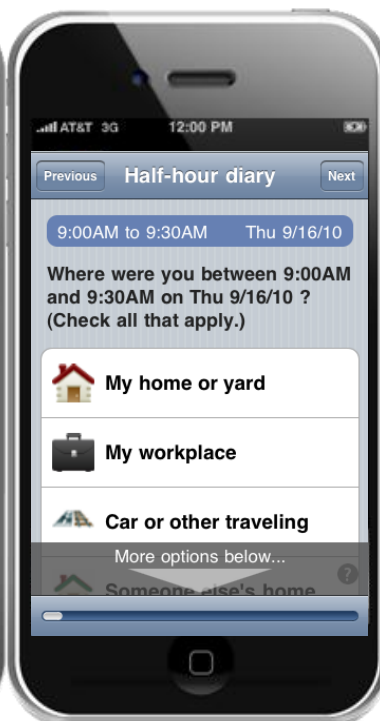
Life context data can make a difference to the advertising industry

- Finally, we can understand the situation and mindset consumers are experience while they're encountering ads.
- The ability to look at activities across by day, by day of week, by season will shed new light on changes in behavior we've never been able to see before.

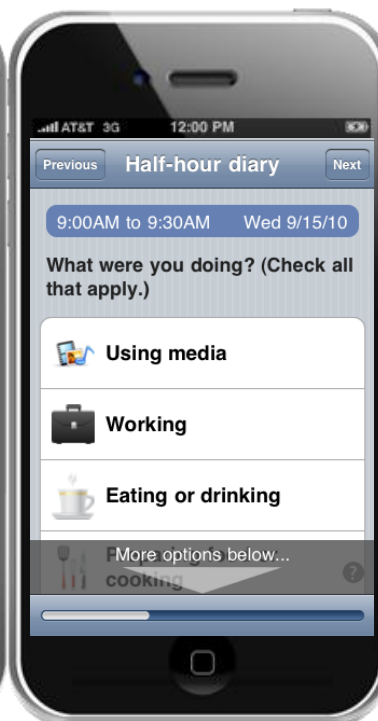
USA TouchPoints 10-Day eDiary



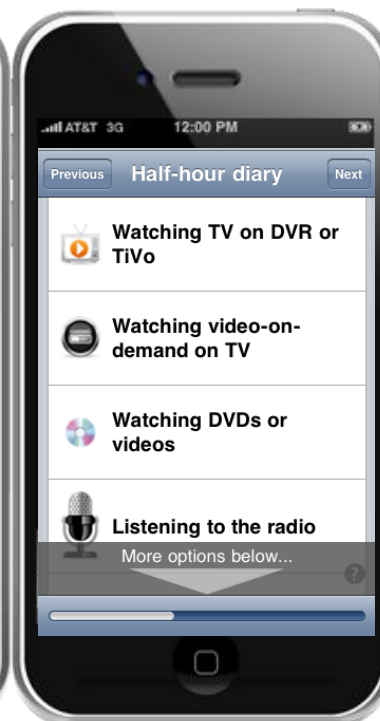
Where



With
Whom



Activities



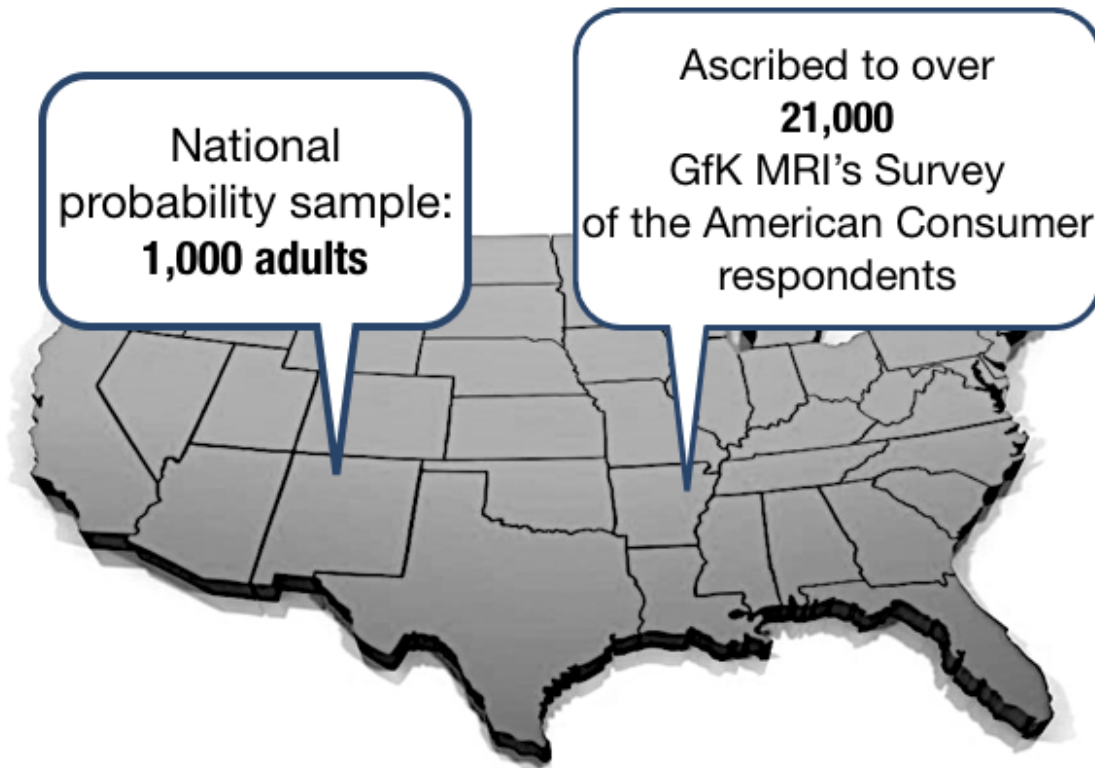
Media



Emotions

iPhone App is now being adapted for other smartphones

CIMM Proof of Concept Study



Timeline

In Field

October 1, 2010 - March 1, 2011

April

Data at third party processors

May

Proof of concept analysis

June

Fusion

How Can USA TouchPoints Deliver New Insights For Media?



Introducing Life Context

Who they're with



Where they are



Media



What they're doing



How they feel



When they are doing it

What
they buy,
own, use



What kind
of people
they are

Daily Lives Of Moms

Millennials

Age 18-32



Gen X

Age 33-46



**Baby
Boomers**

Age 47-64



The Day in the Life of Mom

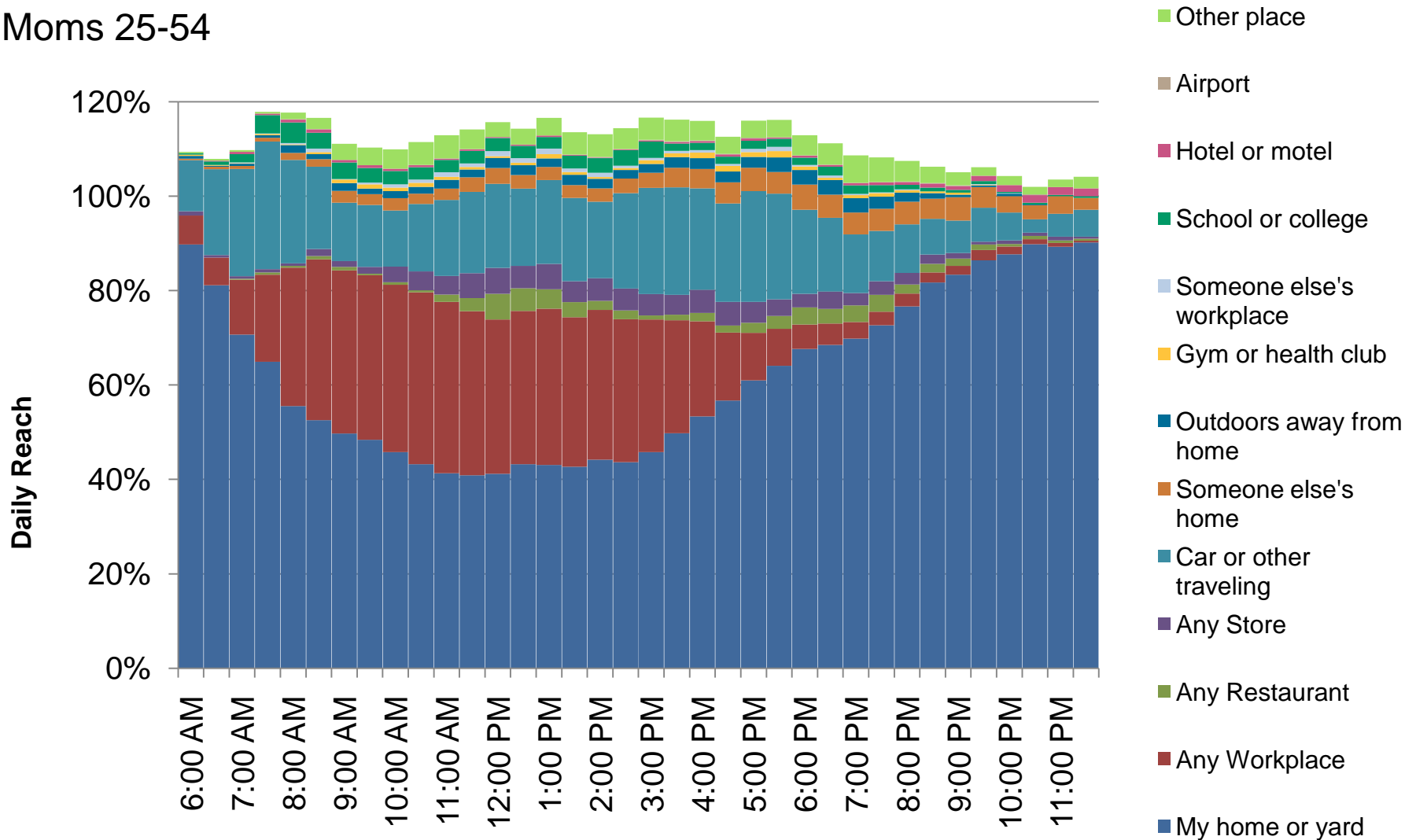


Activities That Make Her Mom

- Basic Duty
- Care-giving
- Making A Living
- Connecting
- Exploring Her Own Interests
- Down Time

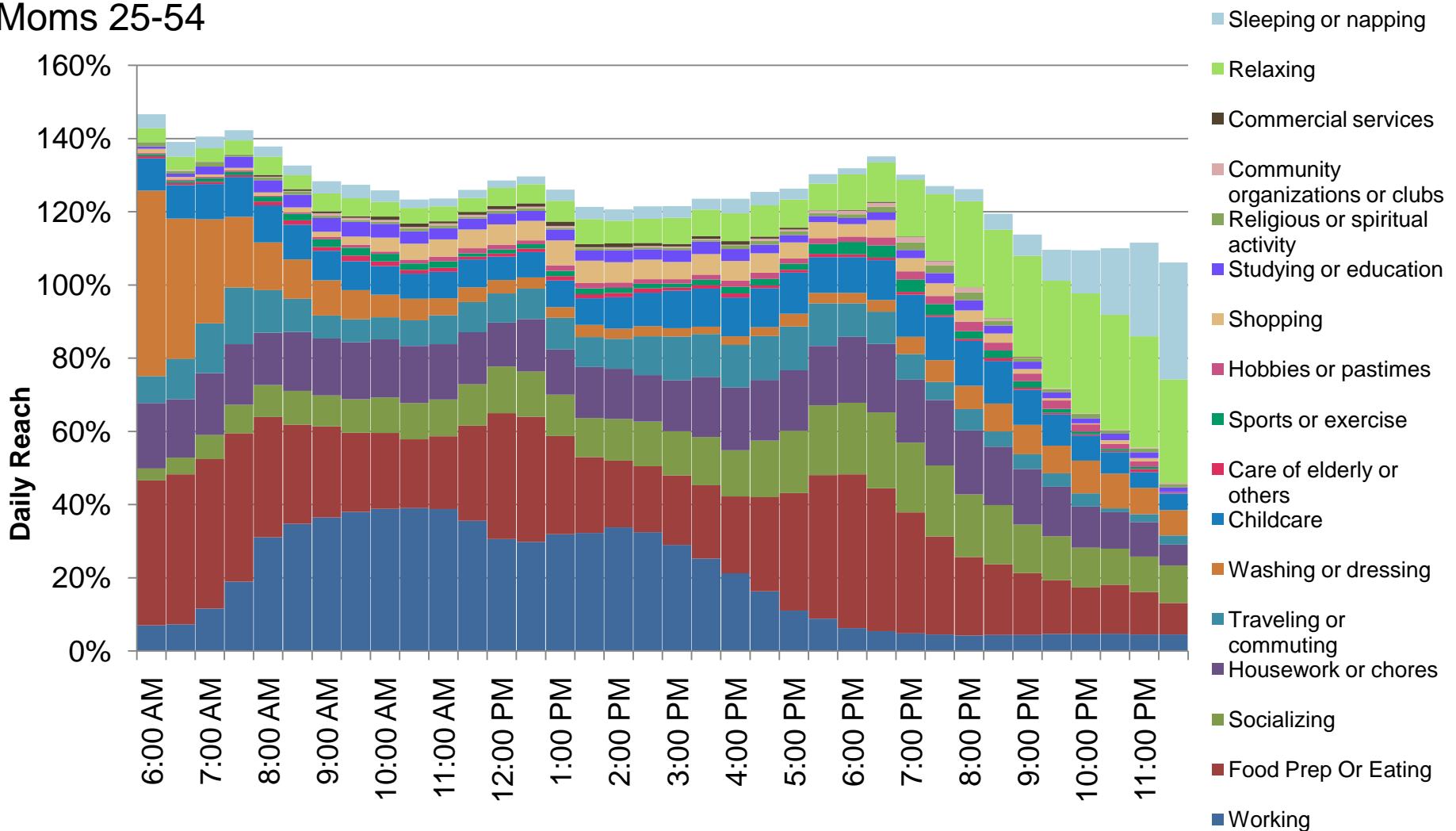
Mom's Weekday Locations

Moms 25-54



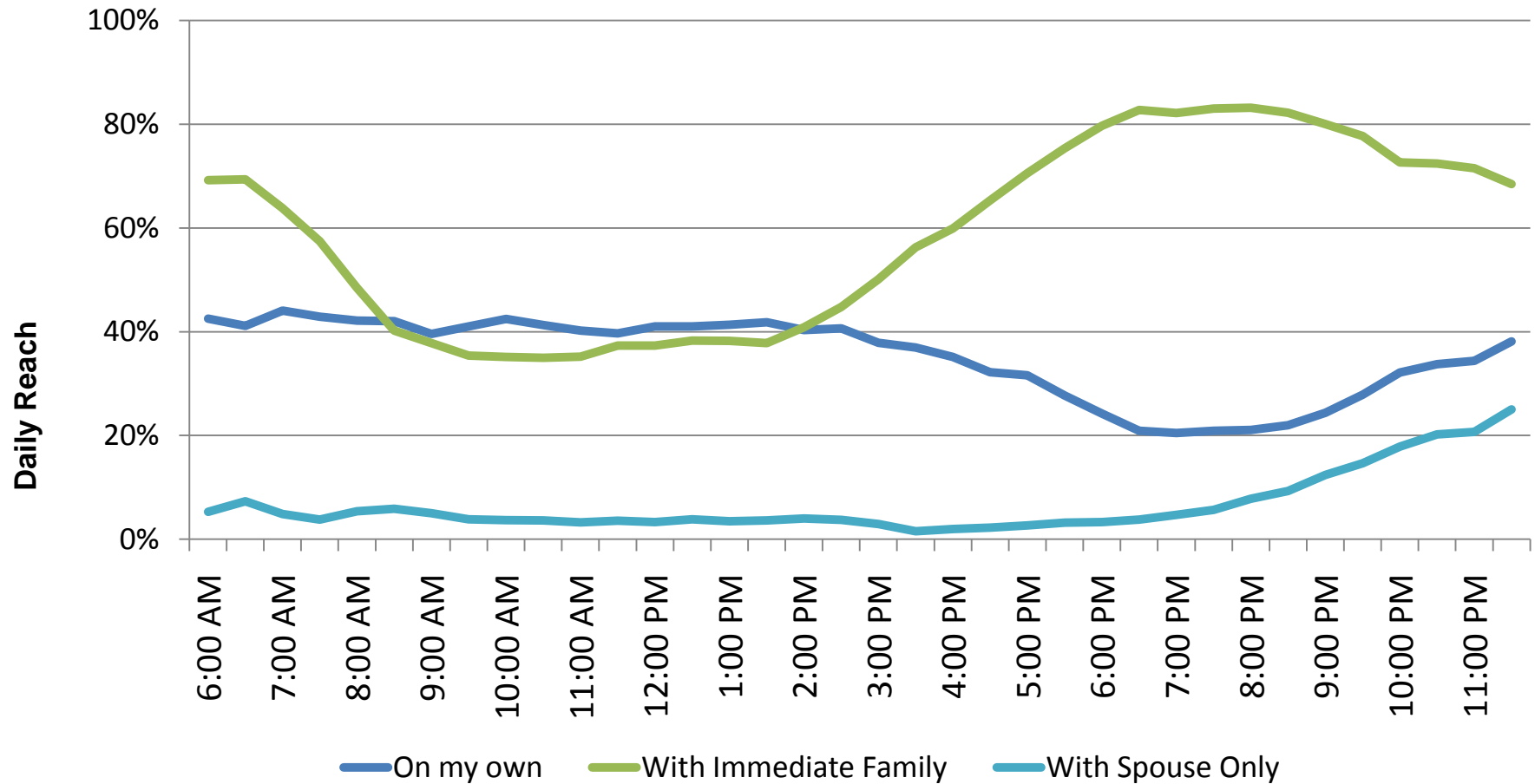
Mom's Weekday Activities

Moms 25-54



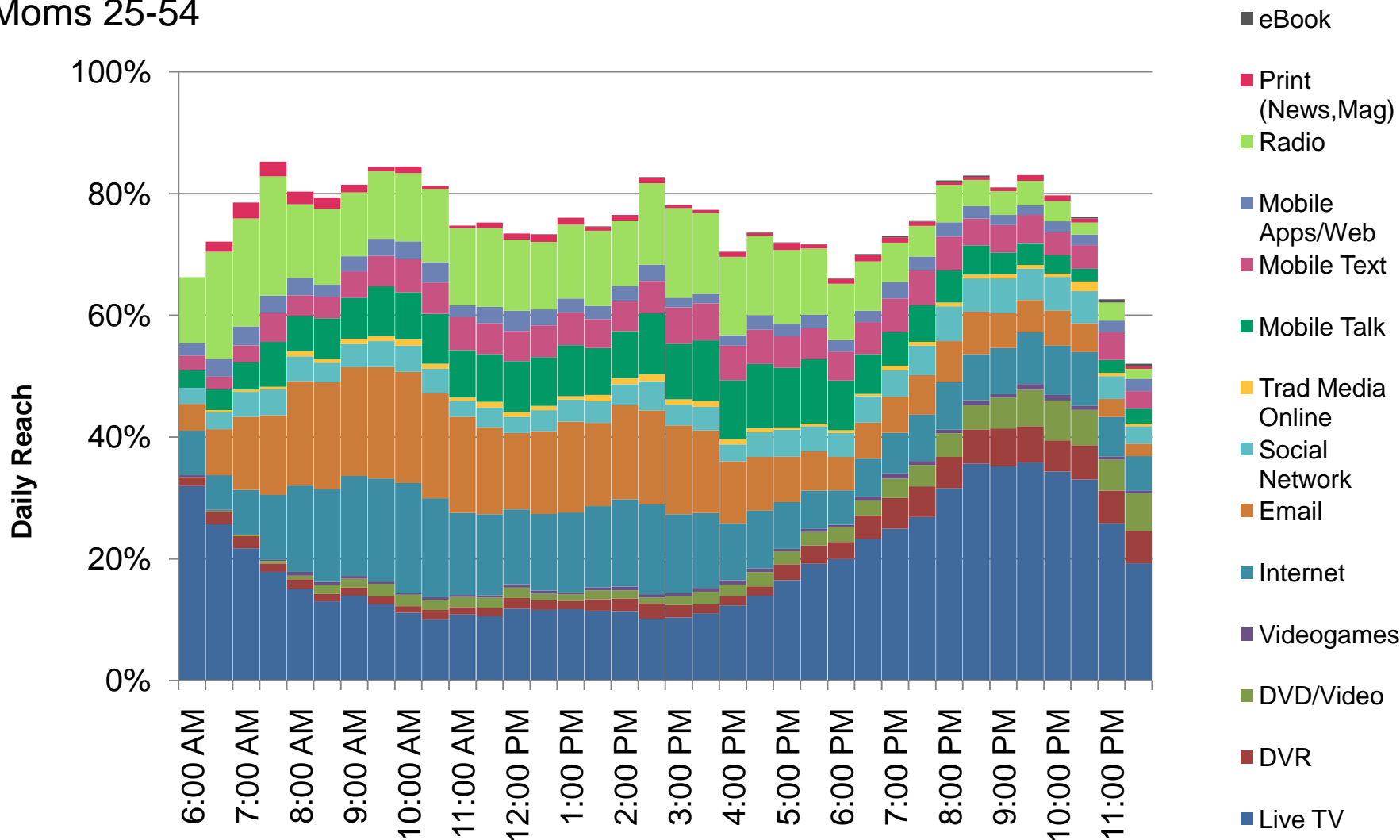
Mom's Weekday Social Context

Moms 25-54



Mom's Weekday Media Landscape

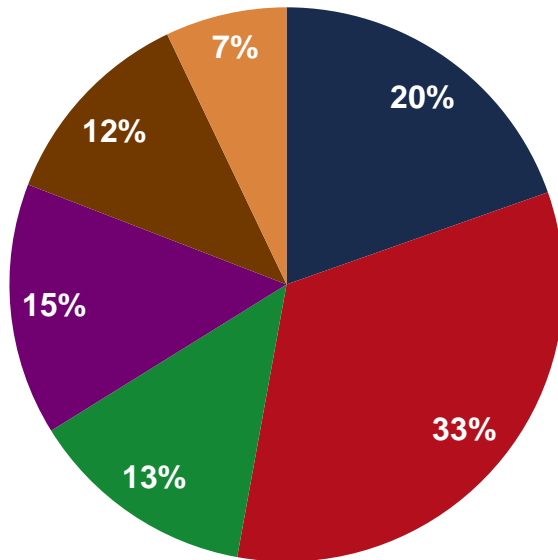
Moms 25-54



The Evolution of Mom's Daily Life

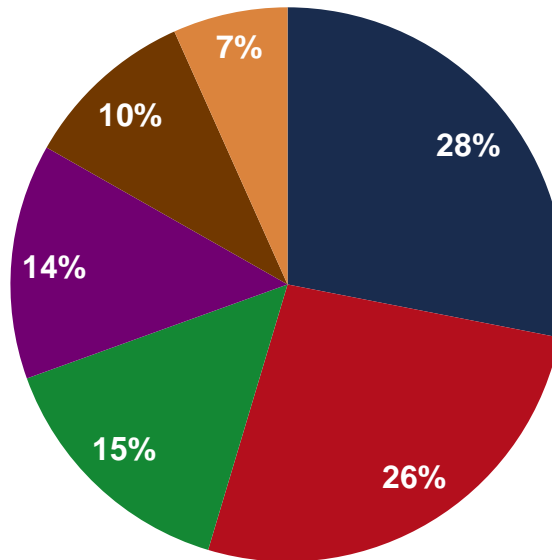
“Millennials”

Age 18-32



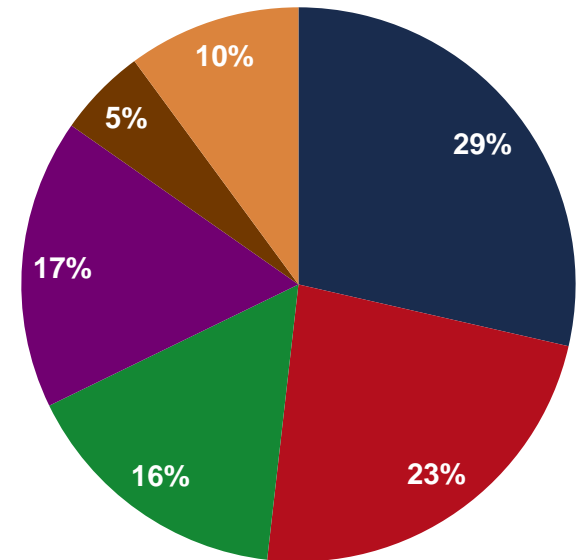
“GenX”

Age 33-46



“Boomers”

Age 47-64



■ Basic duty

■ Down time

■ Connecting

■ Care-giving

■ Make a living

■ Outside interests

Digging Deeper into 2 Aspects of Moms' Lives

- Weekday Basic Duty
- Connecting

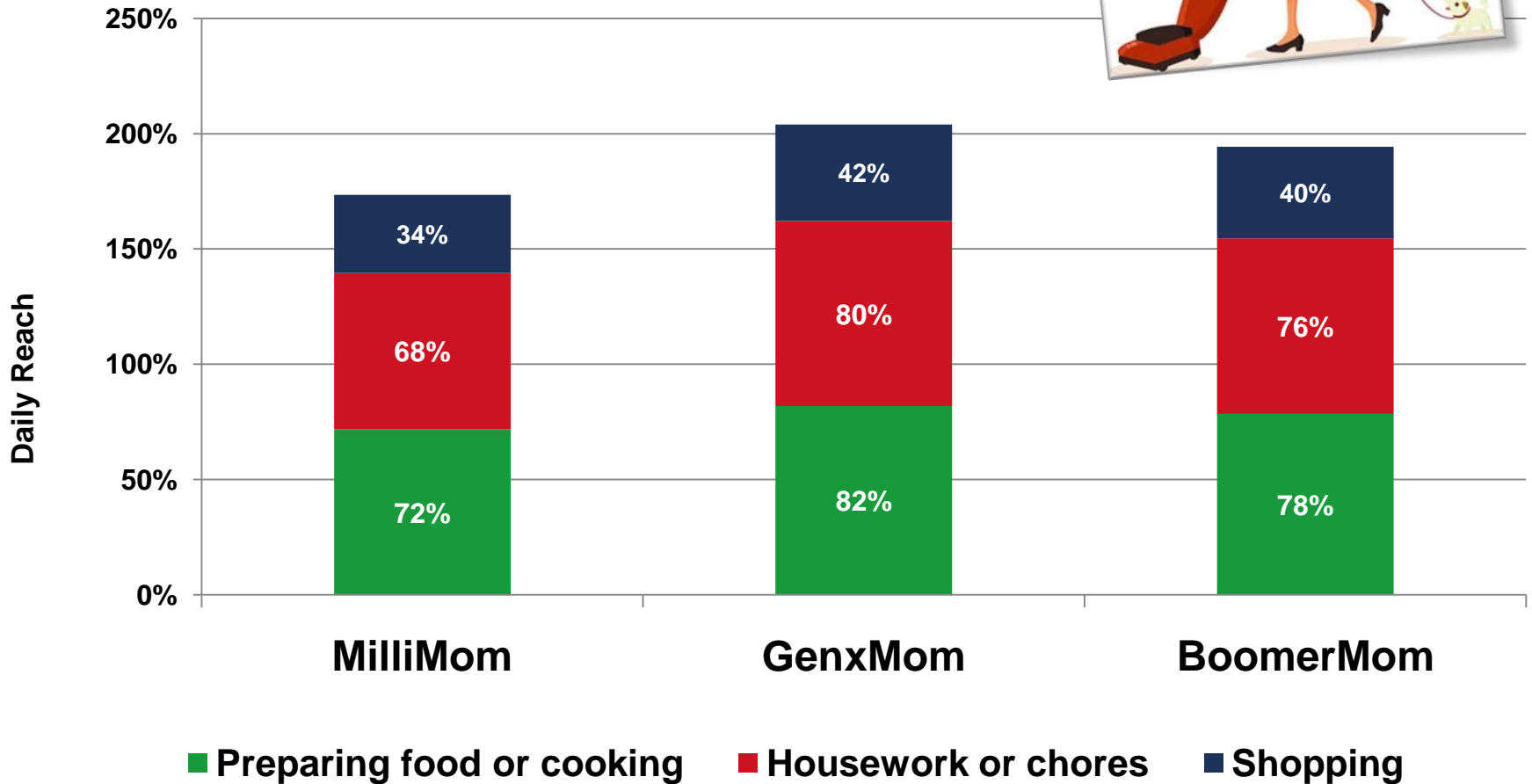


Weekday Basic Duty

Millennials Have Lightest Load



Weekday Activities

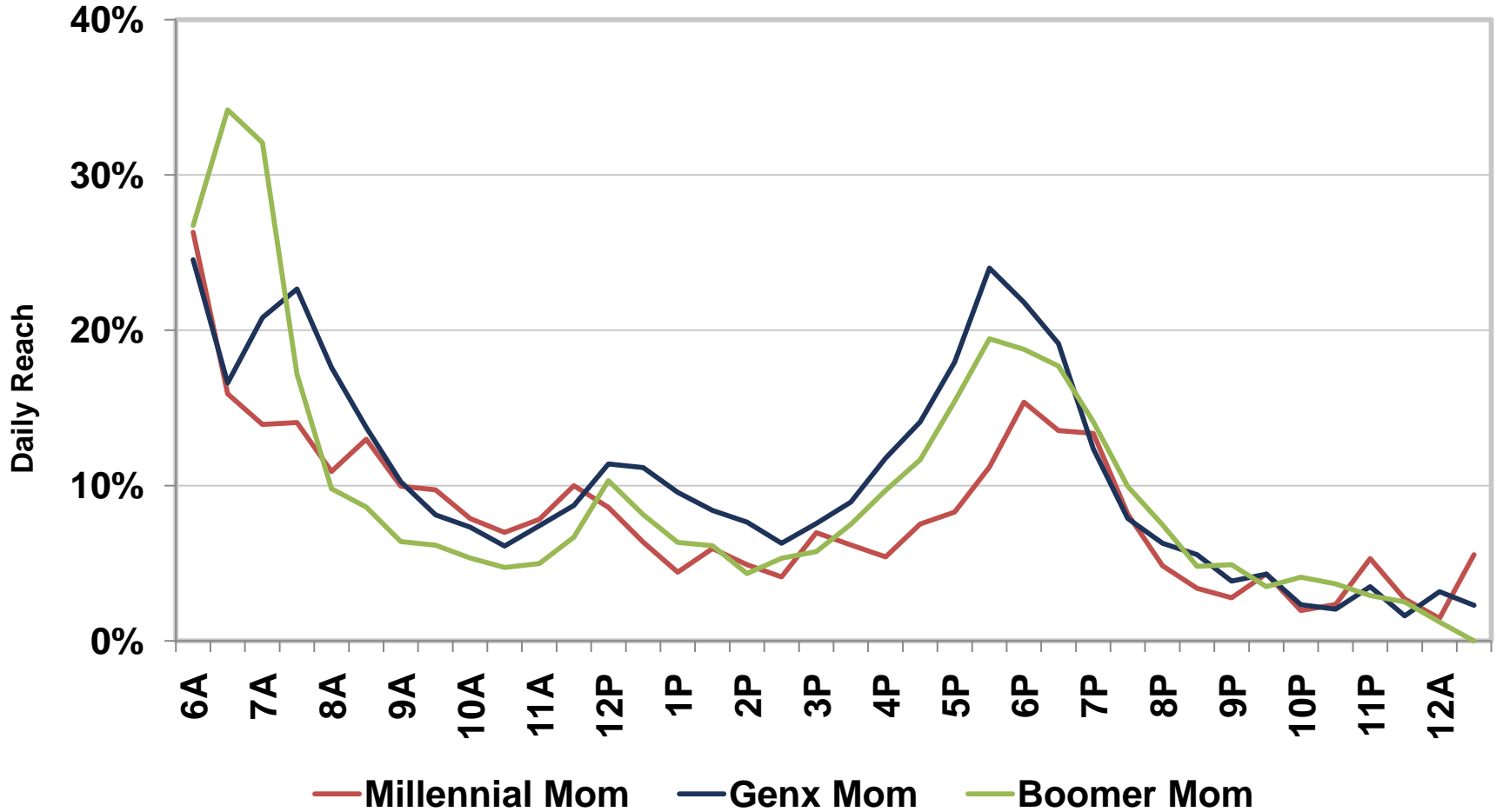


Weekday Meal Prep

Boomers Do Breakfast, Gen Xers Do Dinner



% of Moms Preparing Food/Cooking in Any Given Half-Hour

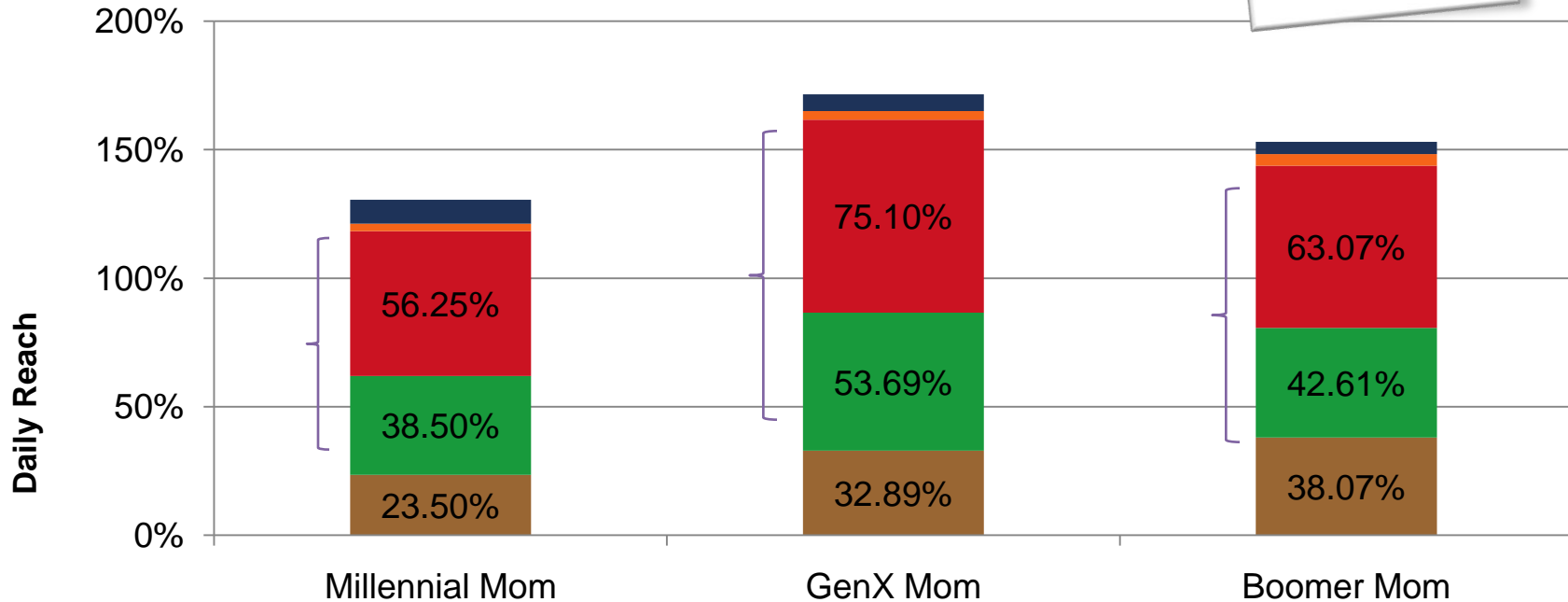


Weekday Meal Prep

Family's Typically Around



Social Setting During Meal Prep



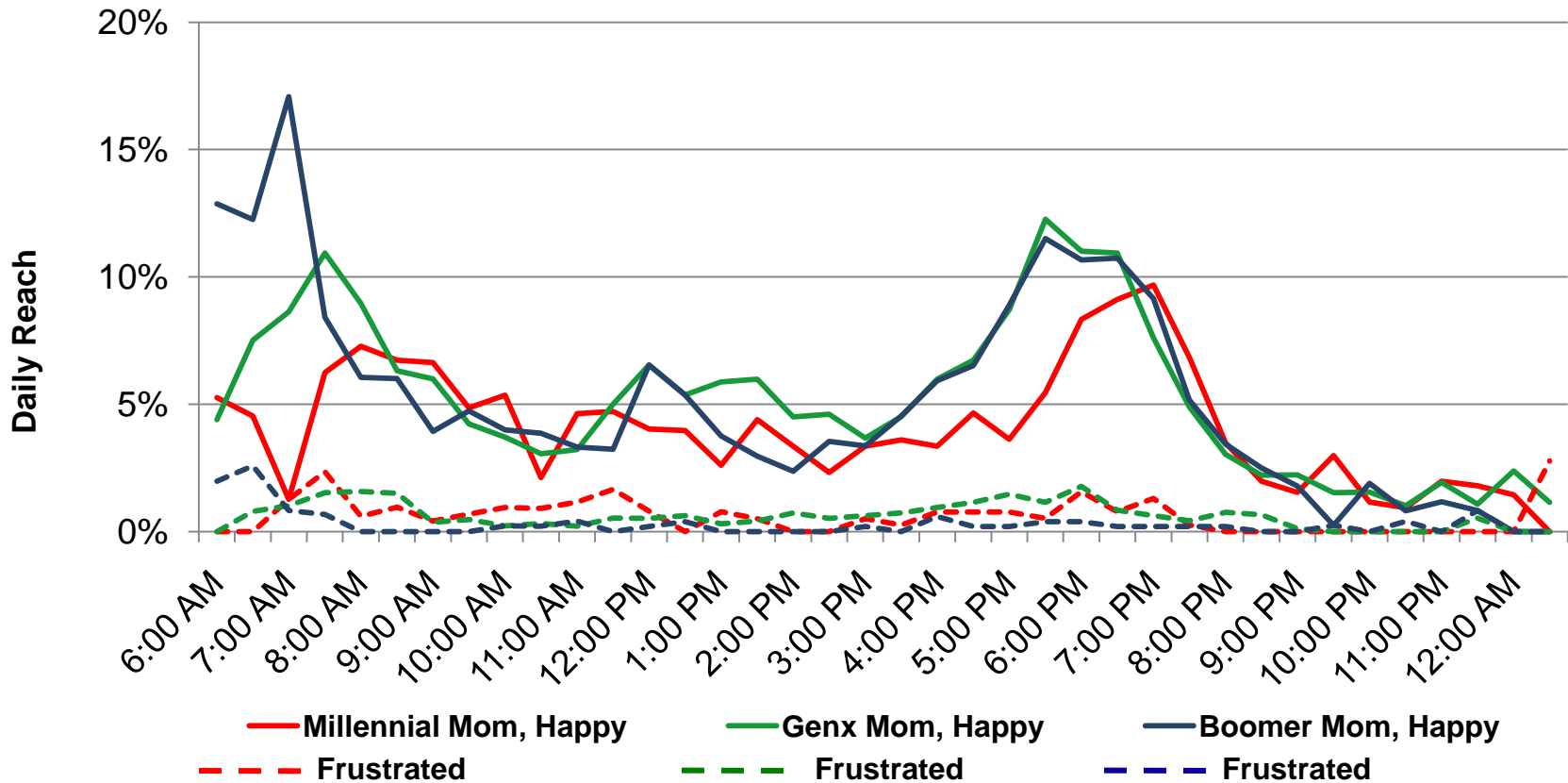
- On my own + Preparing food or cooking
- My children + Preparing food or cooking
- Friends + Preparing food or cooking

- Partner or spouse + Preparing food or cooking
- Co-workers + Preparing food or cooking

Weekday Meal Prep

Moms Aren't In A Happy Mindset

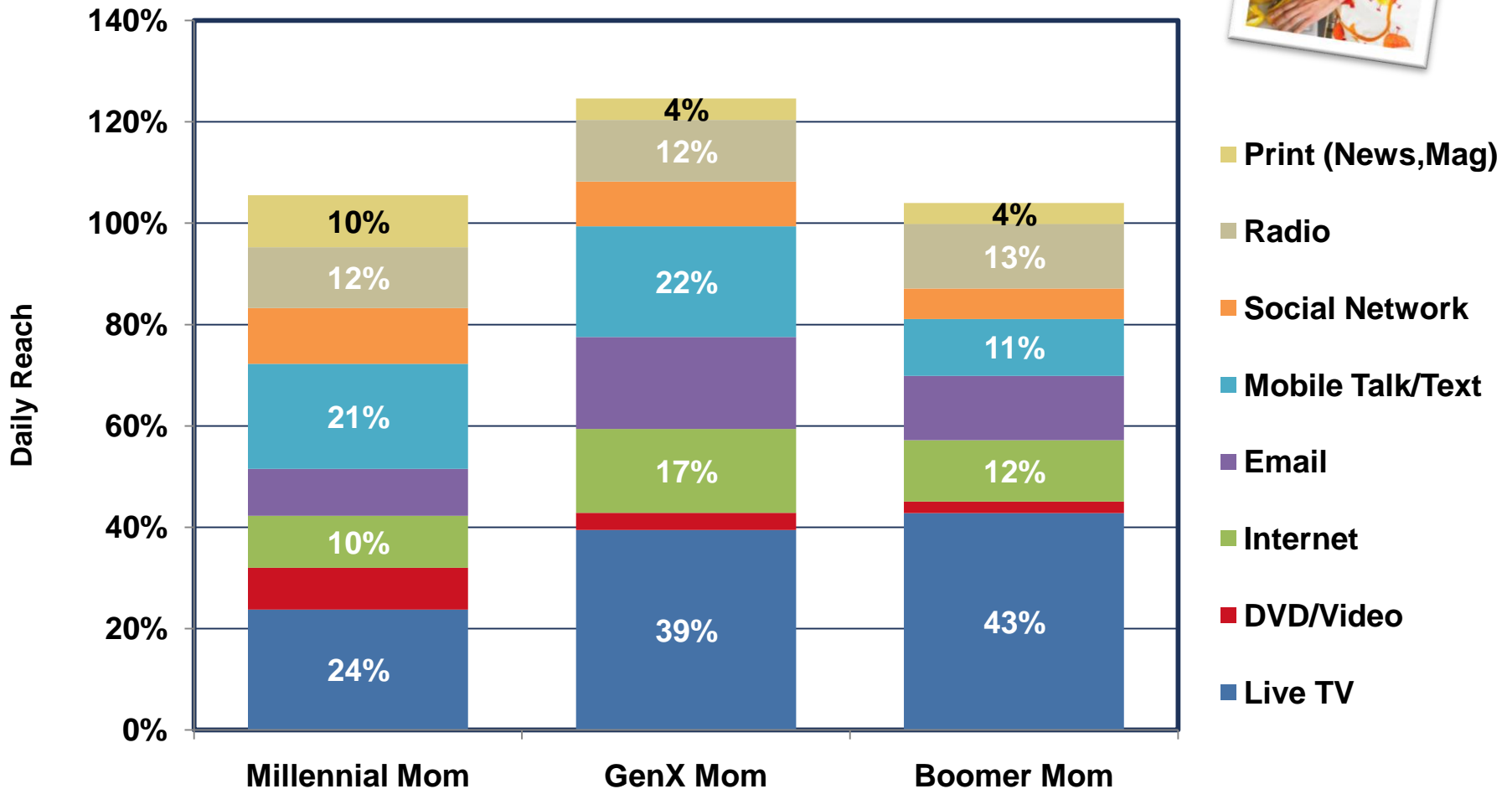
% Of Moms Who Are Happy or Frustrated While Preparing Meals



Weekday Media & Meal Prep

TV Strong but So Are Mobile and Radio

Daily Reach of Media Using During Meal Prep

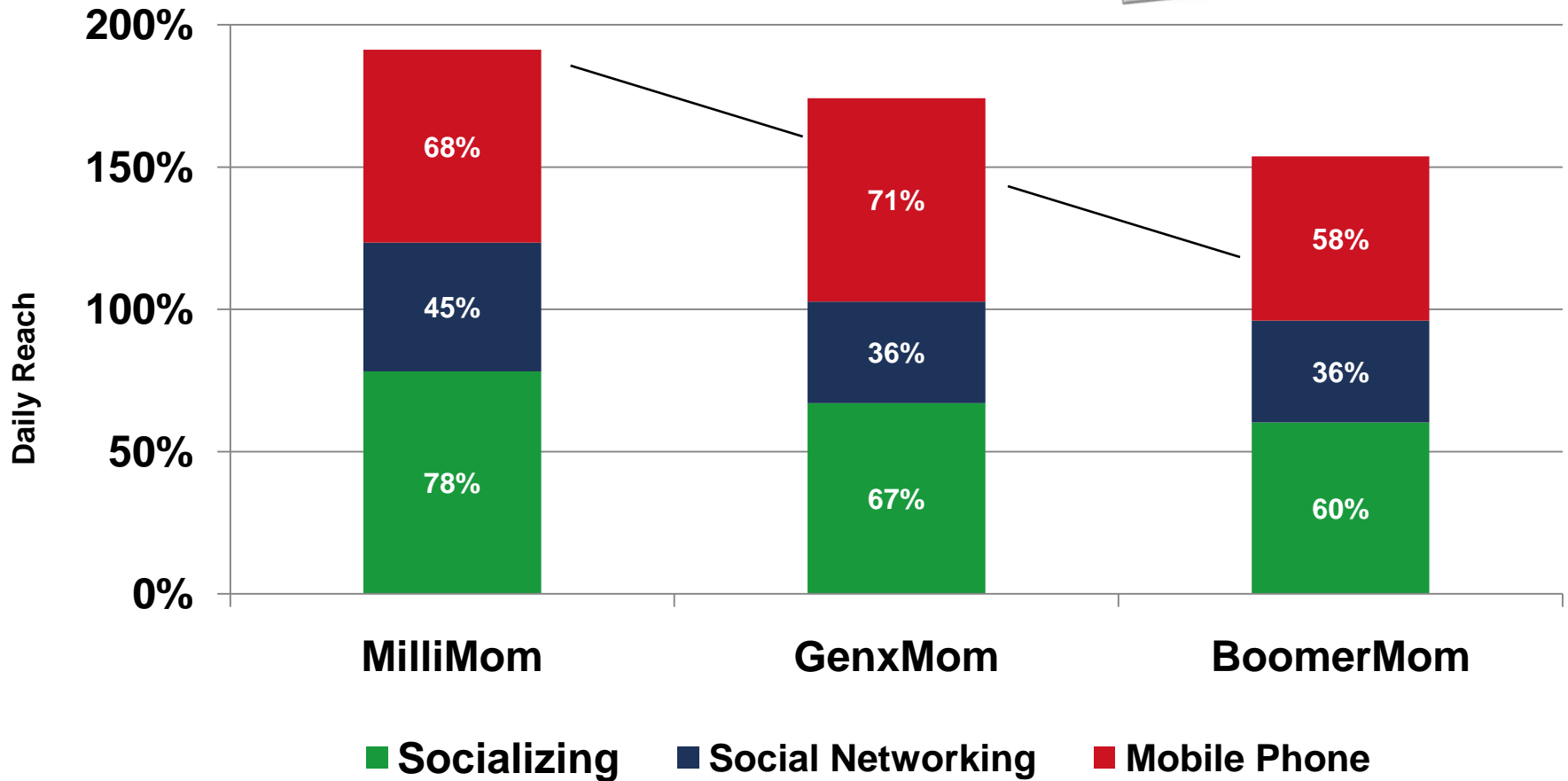


Weekday Connecting

Millennials Are Heaviest Connectors



Weekday Activities

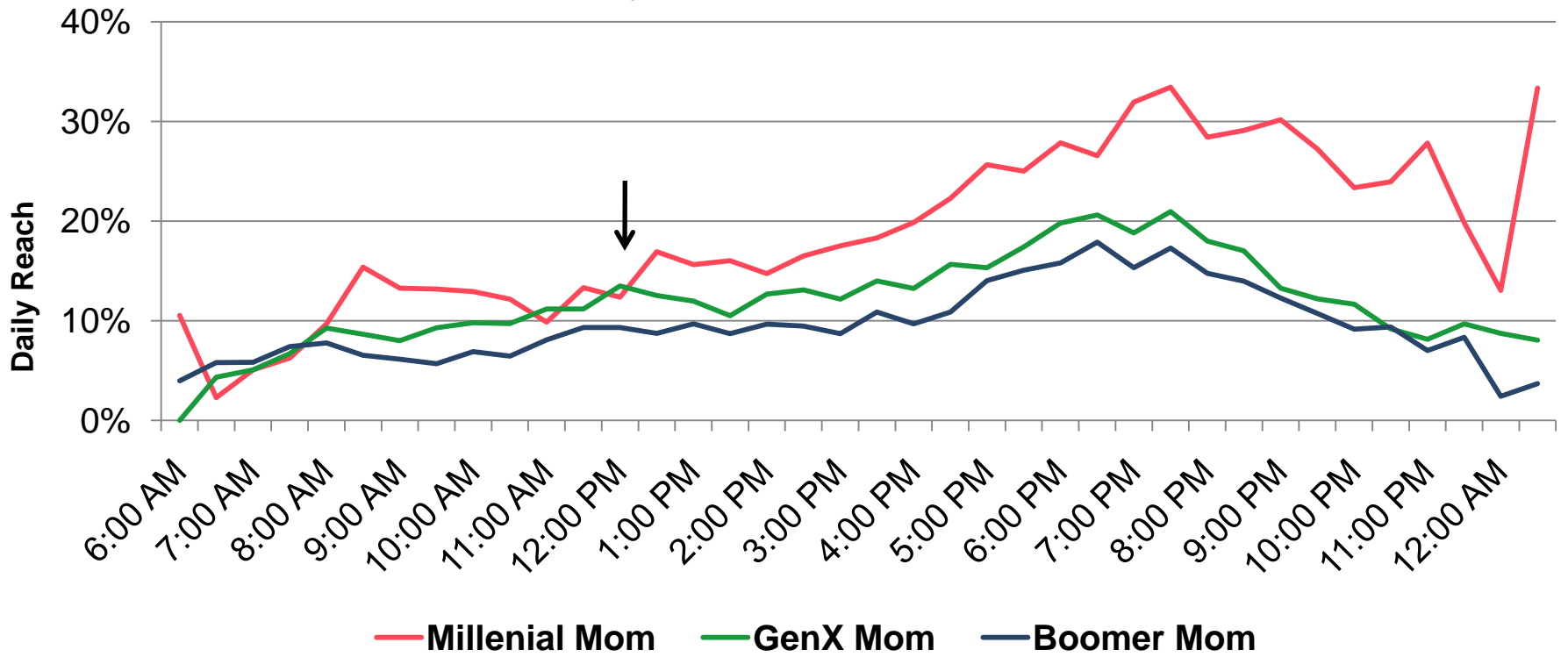


Weekday Connecting

Socializing Builds Throughout The Day



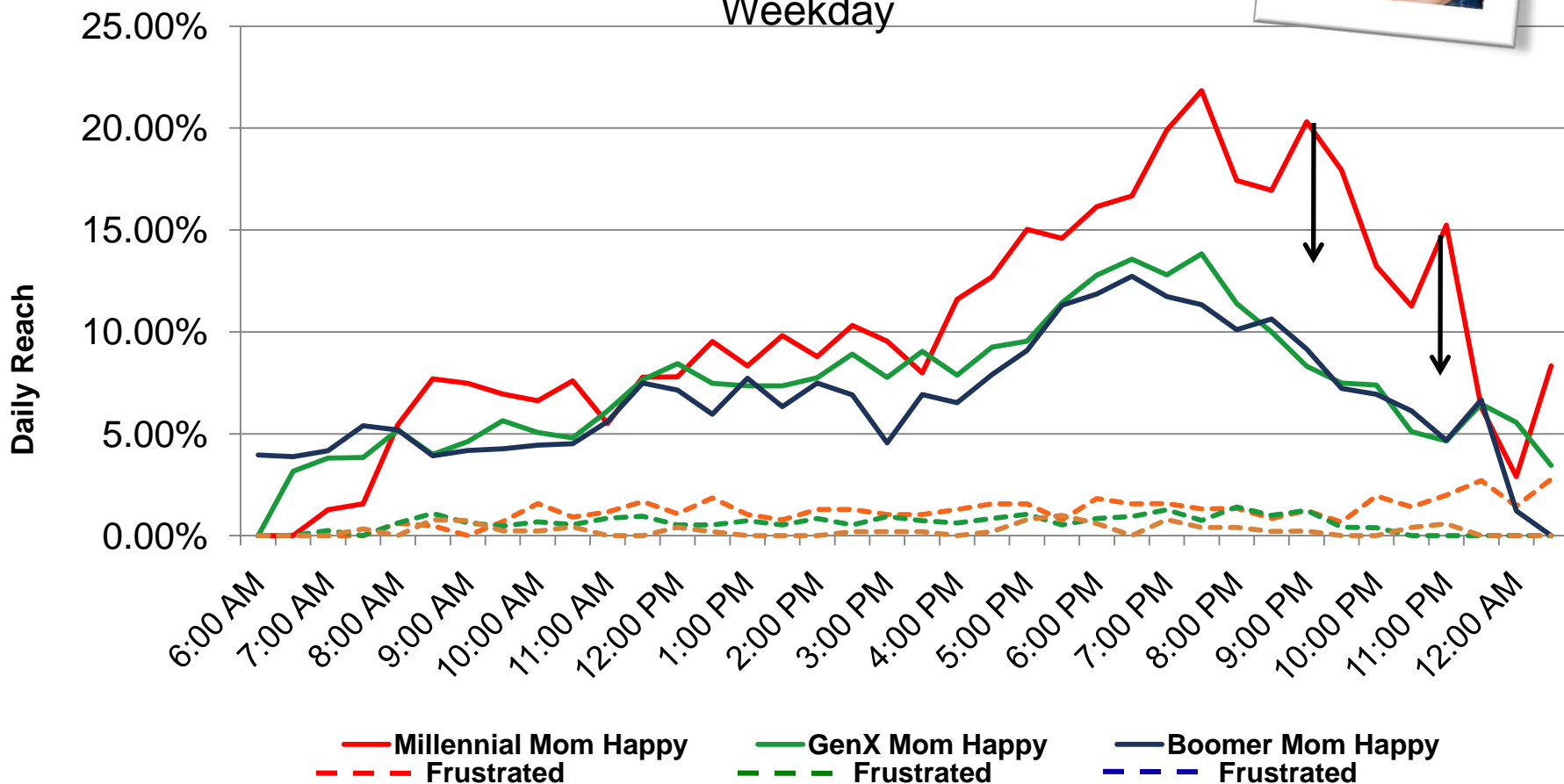
% of Moms Socializing
In Any Given Half Hour



Socializing At Night

Makes Moms Happiest

% Of Moms Who Are Happy or Frustrated While Socializing
Weekday

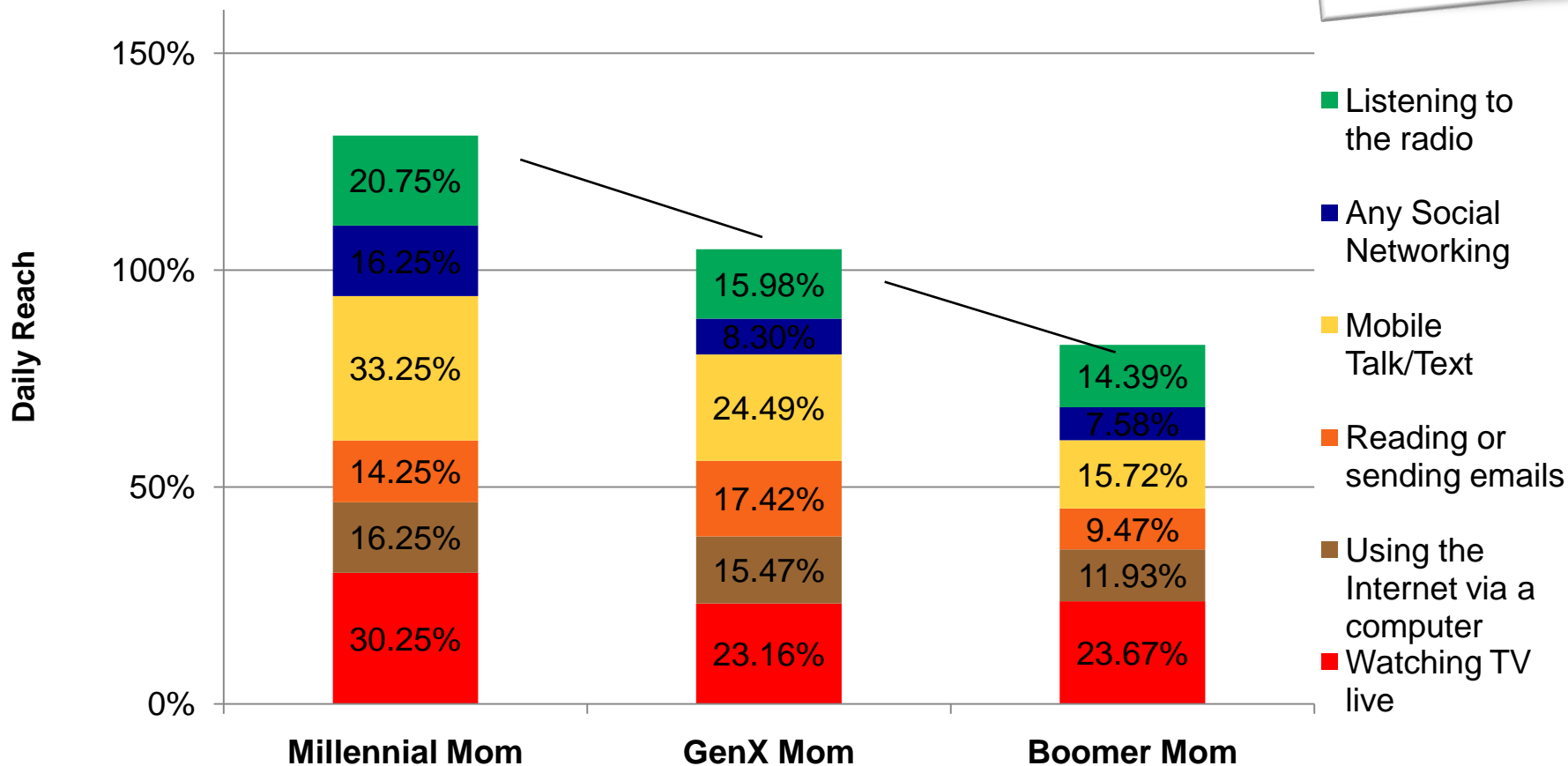


Weekday Connecting & Media

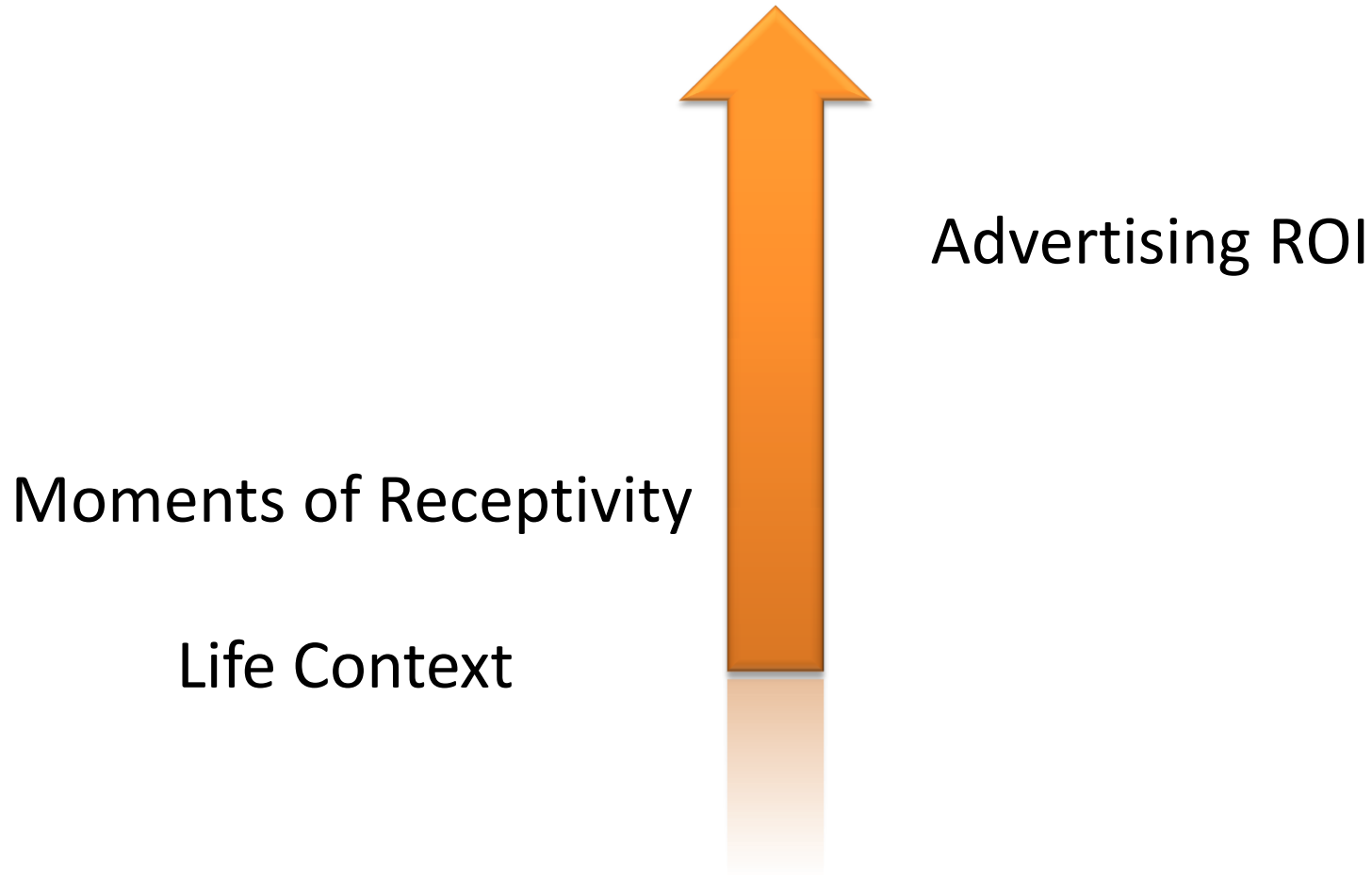
Mobile Phone and TV Part Of the Scene



Daily Reach of Media Using During Socializing in Weekdays



The Value of USA TouchPoints



One Example of What the Study Revealed

- While near infinite data dissection is possible, “Moms” are one of the most important target segments for advertisers.
- TouchPoints gave valuable insight into “Moms” such as:
 - GenX moms (ages 33-46) have the least *down time* of any moms and the most time spent *care-giving*.
 - Millennials (ages 18-32) spend 43% more of their day *connecting* to others than do Boomers (ages 47-64) and 31% less on *basic duties*.
 - When preparing weekday meals, *TV is the most prevalent* media activity for all moms but radio and mobile and internet use are also strong.
 - Boomers *prepare meals* alone most often and watch TV while doing so most often (43% of their meal prep time).
 - All groups show that meal prep is *not generally a happy time*.
 - Boomer moms prepare *breakfast*; GenX moms prepare *dinner*; Millennial moms *diffuse meal prep time* throughout the day.