



Advertising Research Foundation

Engagement Council

A Discussion of

Accountability, Engagement, Activation

November 19, 2008, NYC



Advertising Research Foundation

Engagement Council

A Discussion of

Accountability, Engagement, Activation

November 19, 2008, NYC

1. Accountability drives a change in advertiser expectations
2. Perspectives on the shifting media landscape
- the role of customer databases and analytics are readily available
3. A discussion of Accountability, Engagement and Activation

Major Shifts in the Consumer and Media Marketplace

Major Consumer Trends	Major Client Trends	Valassis Service Delivery
Consumers go multi-channel	Targeting goes local	Full Portfolio of local media products
Consumers configure channels to purchase decision	Behavioral data rules	Best in Class application of behavioral data to media planning
Comparative shopping for everything	Rocket science goes routine	Automate integrate media planning at the local level

Consumer Perspective

Major Shifts in the Marketplace

Major Consumer Trends	Major Client Trends	Valassis Service Delivery
Consumers go multi-channel	Targeting goes local	Full Portfolio of local media products
Consumers configure channels to purchase decision	Behavioral data rules	Best in Class application of behavioral data to media planning
Comparative shopping for everything	Rocket science goes routine	Automate integrate media planning at the local level

Advertiser Perspective

Major Shifts in the Marketplace

Major Consumer Trends	Major Client Trends	Valassis Service Delivery
Consumers go multi-channel	Targeting goes local	Full Portfolio of local media products
Consumers configure channels to purchase decision	Behavioral data rules	Best in Class application of behavioral data to media planning
Comparative shopping for everything	Rocket science goes routine	Automate integrate media planning at the local level

Advertising Accountability Has Changed Everything And Created a Compelling Need for New Local Media Planning Models

The **NEW - 21st Century** Media Planning Model
Focus on Consumer **Activation**

Targeting → Engagement → Context → Relationship

GeoTargeting
from or to the
Household Level

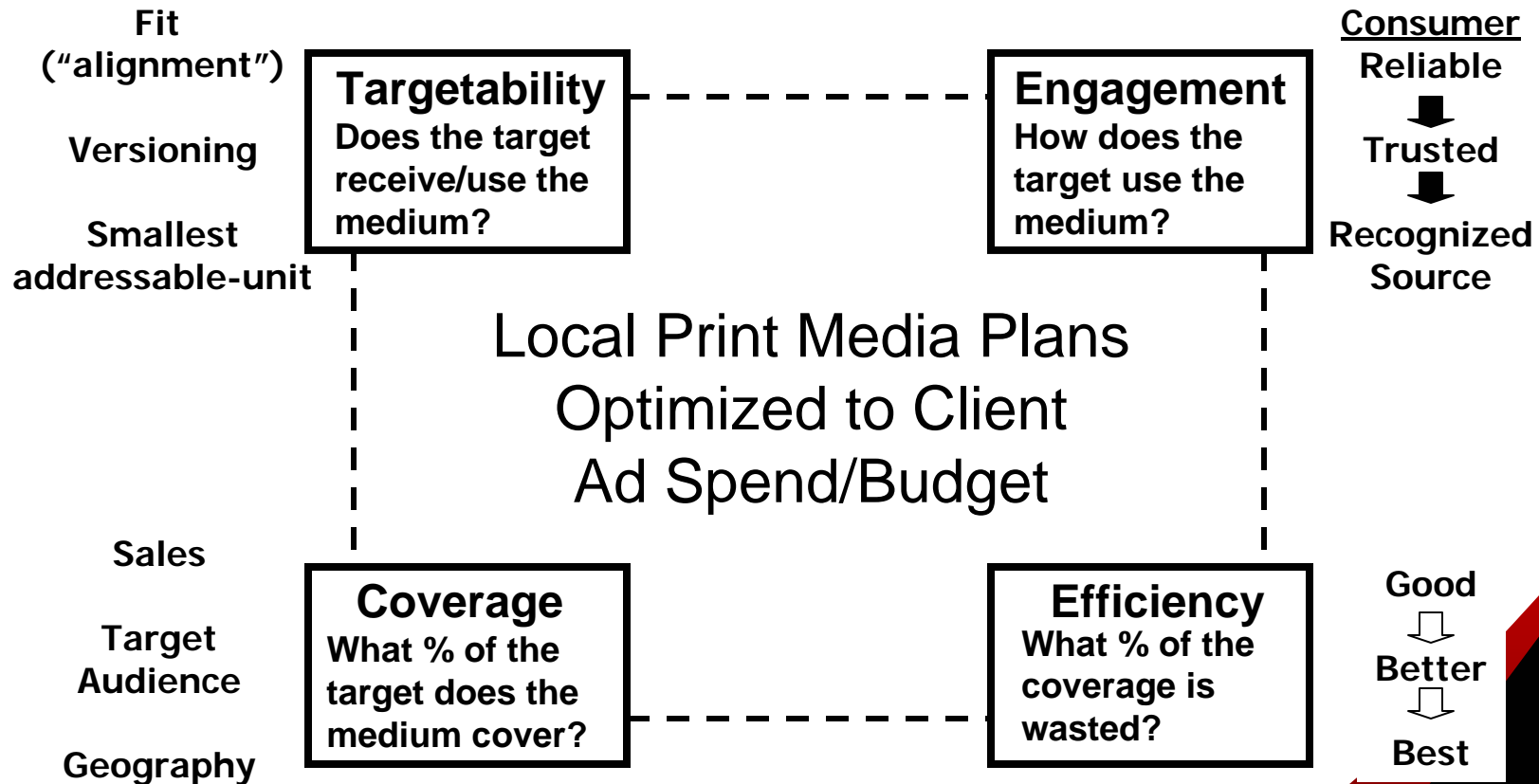
Understanding
Consumer Use
of Local media

Local Media
Availability &
Alignment

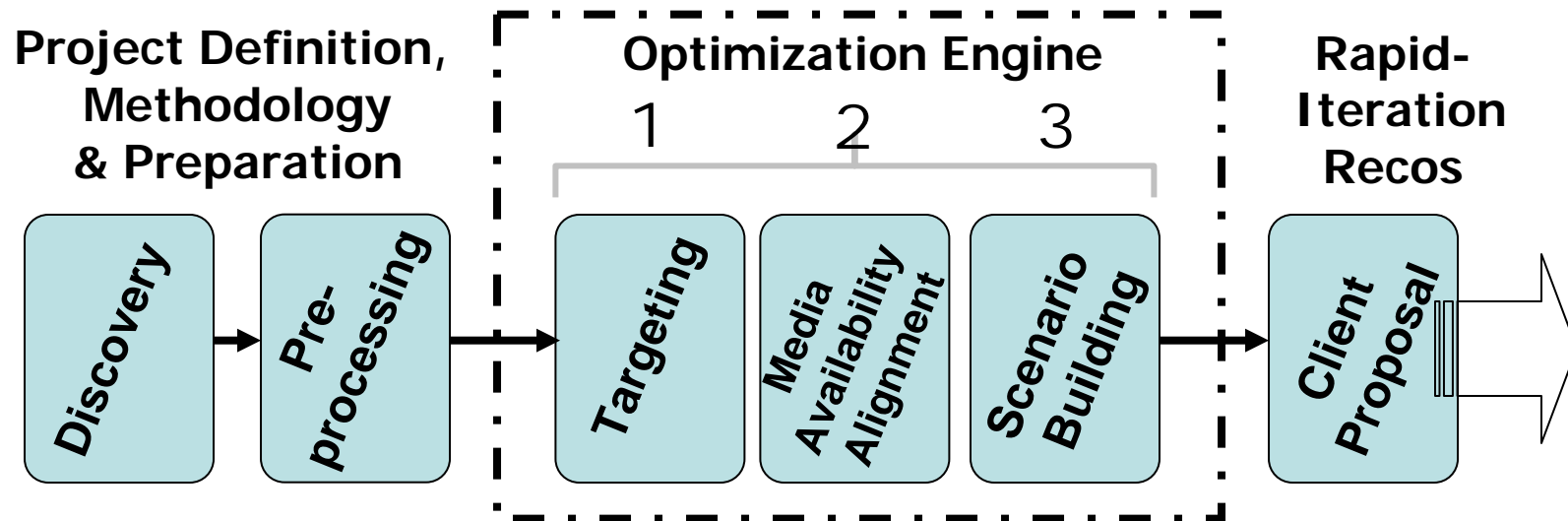
Response
Analysis and
ROMO

Today Client's Expect:
More for the Same or Less

Cornerstones of the Optimization Process



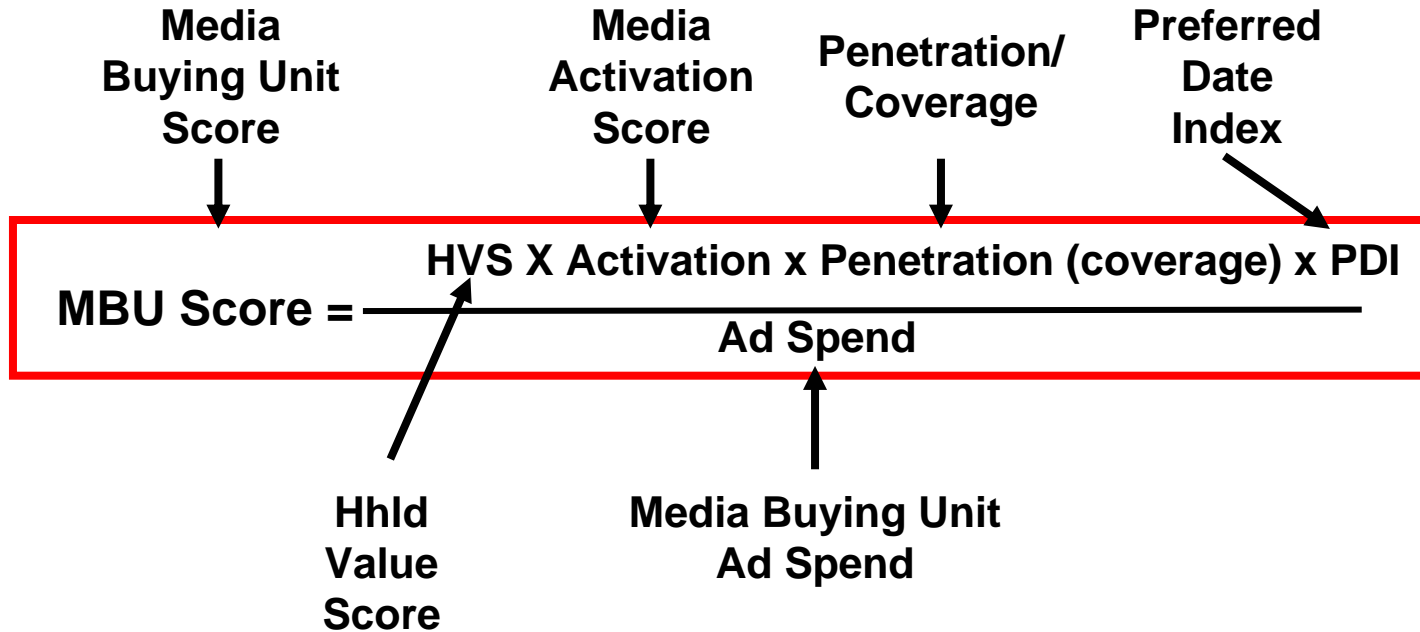
Local Activation Media Optimization Service Delivery Process



- 1 Value score every geounit of interest to the client
- 2 Consider every local activation media that touches each geounit
- 3 Look at every combination of media and pick the best

Local Print Media Optimization

Looks at potential media and picks the best combination for each of the alternative plans



Local Consumer Targeting is Changing with the Increased Availability of Customer Data

Generation 1 GeoDemographic

- A – GeoCoverage** – all households within a defined distance or drivetime of specific locations
- B – GeoDemographic** – demographic selection of households within a defined distance or drivetime of specific locations

Next Generation Customer – Frequent Shopper

- C – Sales** – sales per household
- D – Customer Behavior** – specific buying behavior, including customer penetration, lapsed customers, buying frequency

Future Generation Response

- F – Response** – consumer behavior based on known response



Advertising Research Foundation

Engagement Council

A Discussion of

Accountability, Engagement, Activation

November 19, 2008, NYC

1. Accountability drives a change in advertiser expectations
2. Perspectives on the shifting media landscape
- the role of customer databases and analytics are readily available
3. A discussion of Accountability, Engagement and Activation