

# Fusion of OMD Prime Prospects ARF Media Effectiveness Council

Irina Fadeyeva  
Mike Hess

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# Client Actionable Implications

**OMD**

## Clients



How can we grow our business?

## OMD

### Strategists



### Research

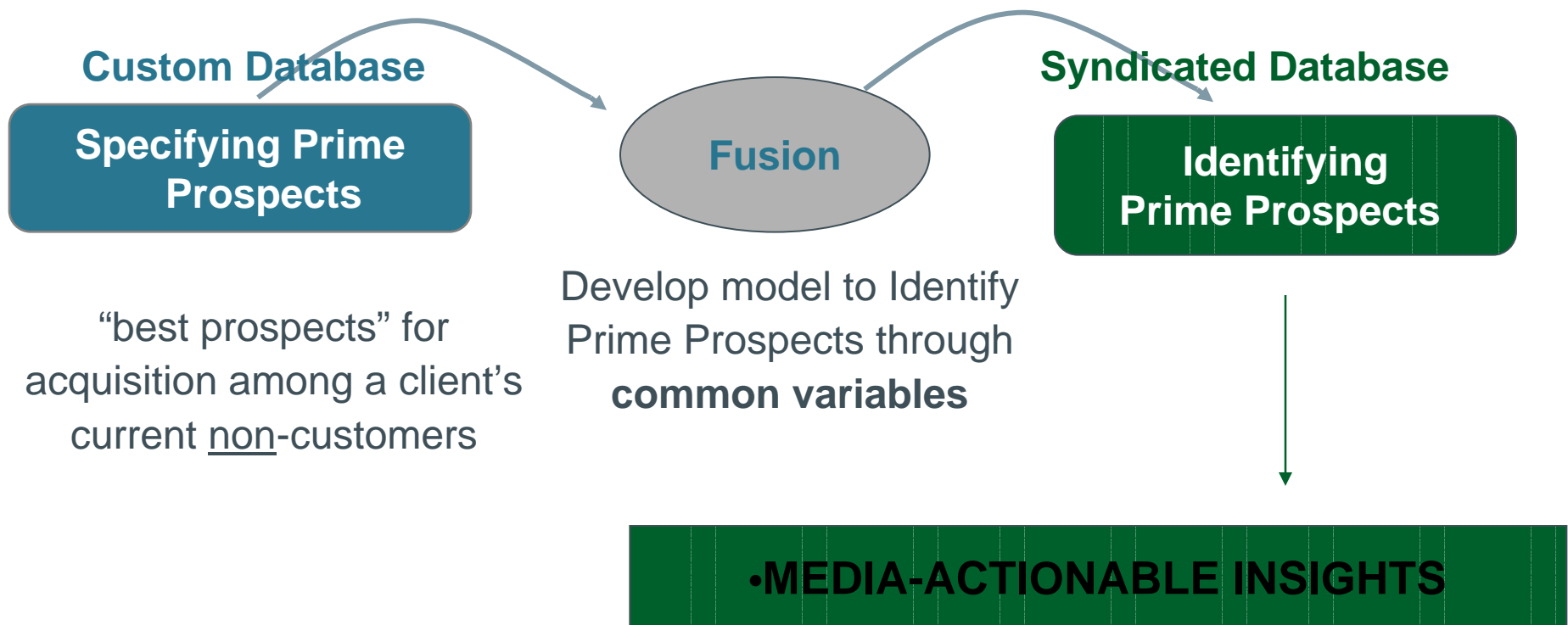


Effective targeting

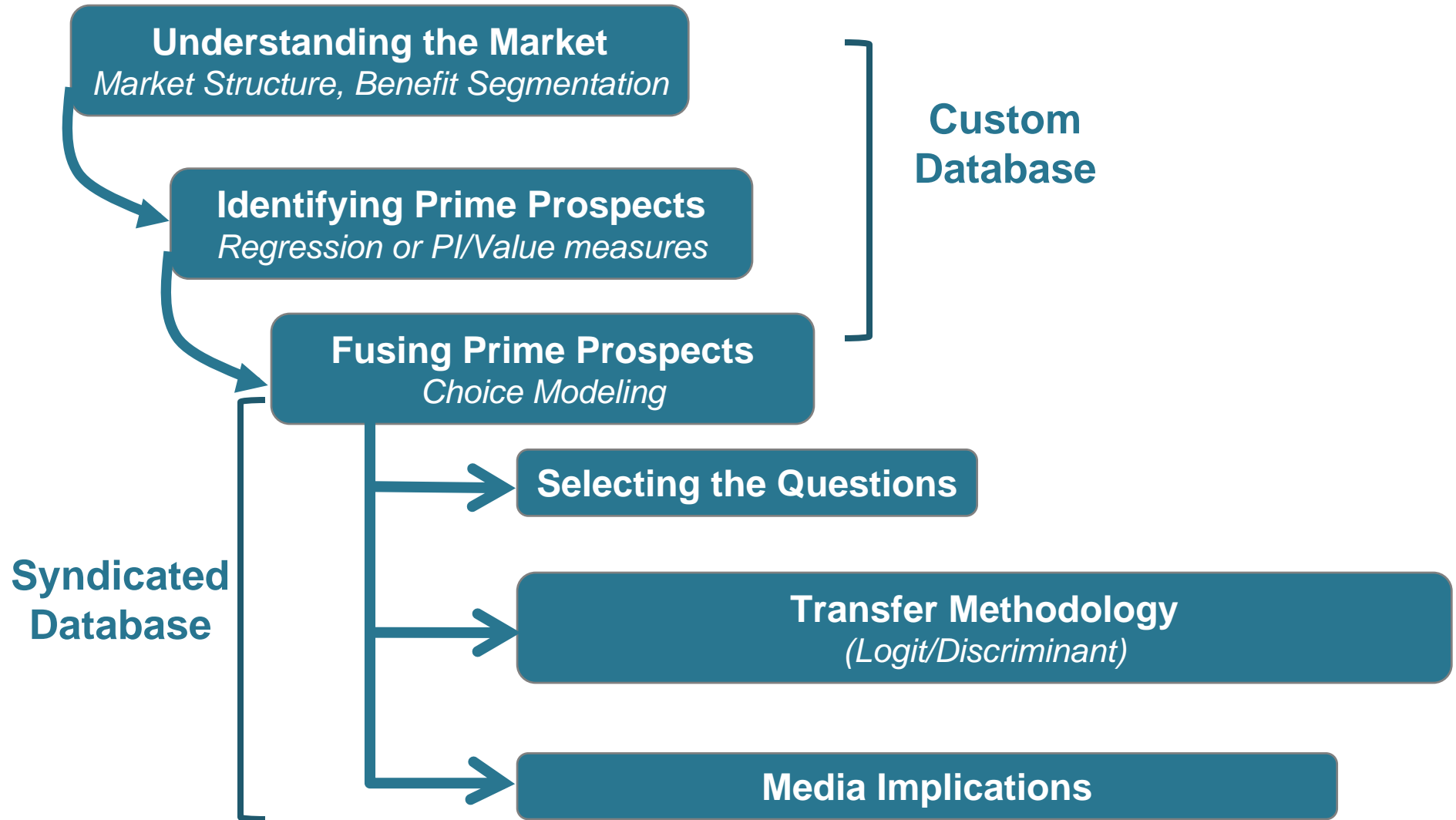
Advanced Analytics  
Prospector Bridge

## What is OMD Bridge Prospector?

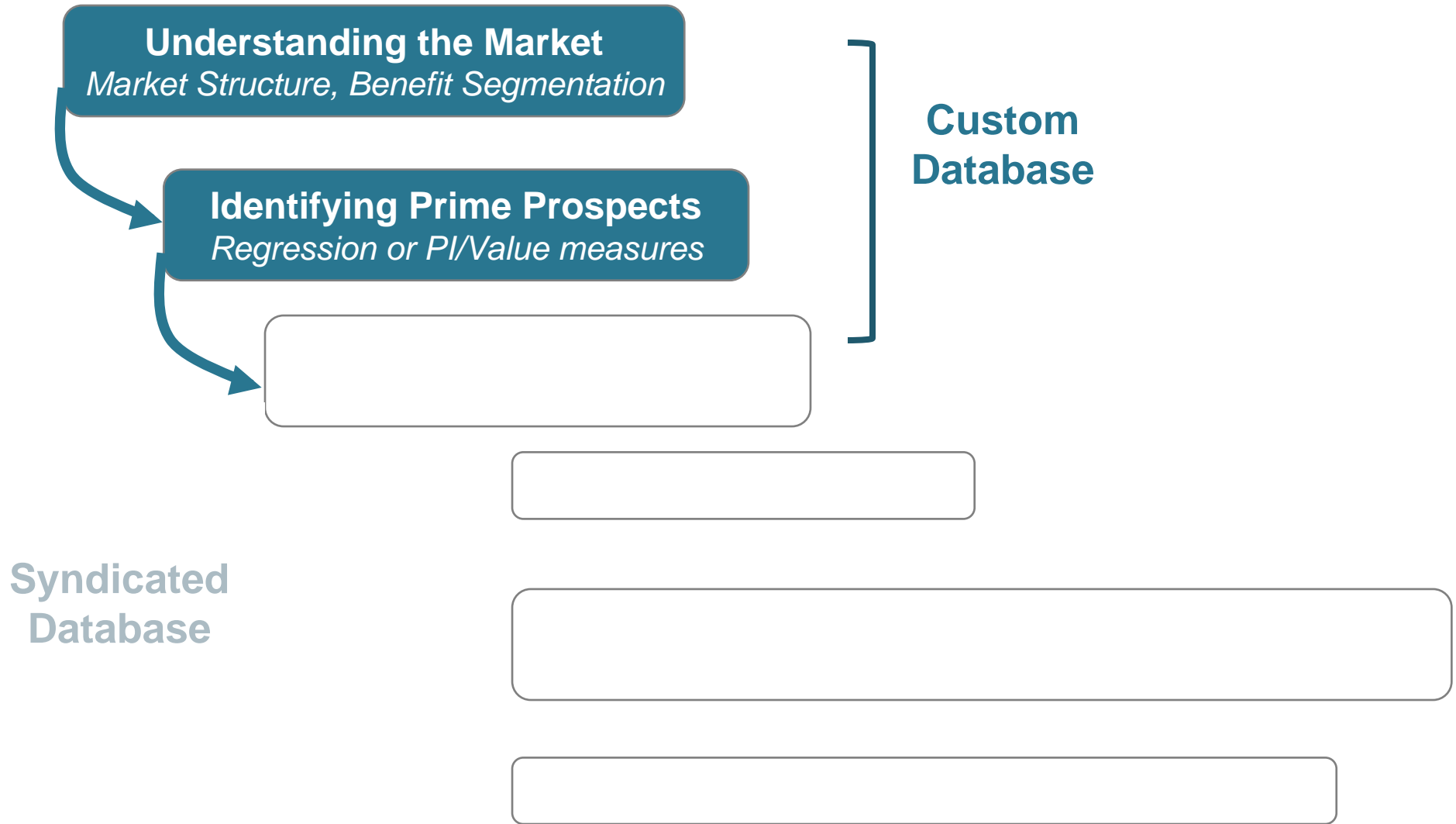
OMD Prospector is an analytical approach to find Prime Prospects (best prospects) through custom research and then identify/transfer them into syndicated database to allow wide variety of media insights



# OMD Prospector Bridge - Overview



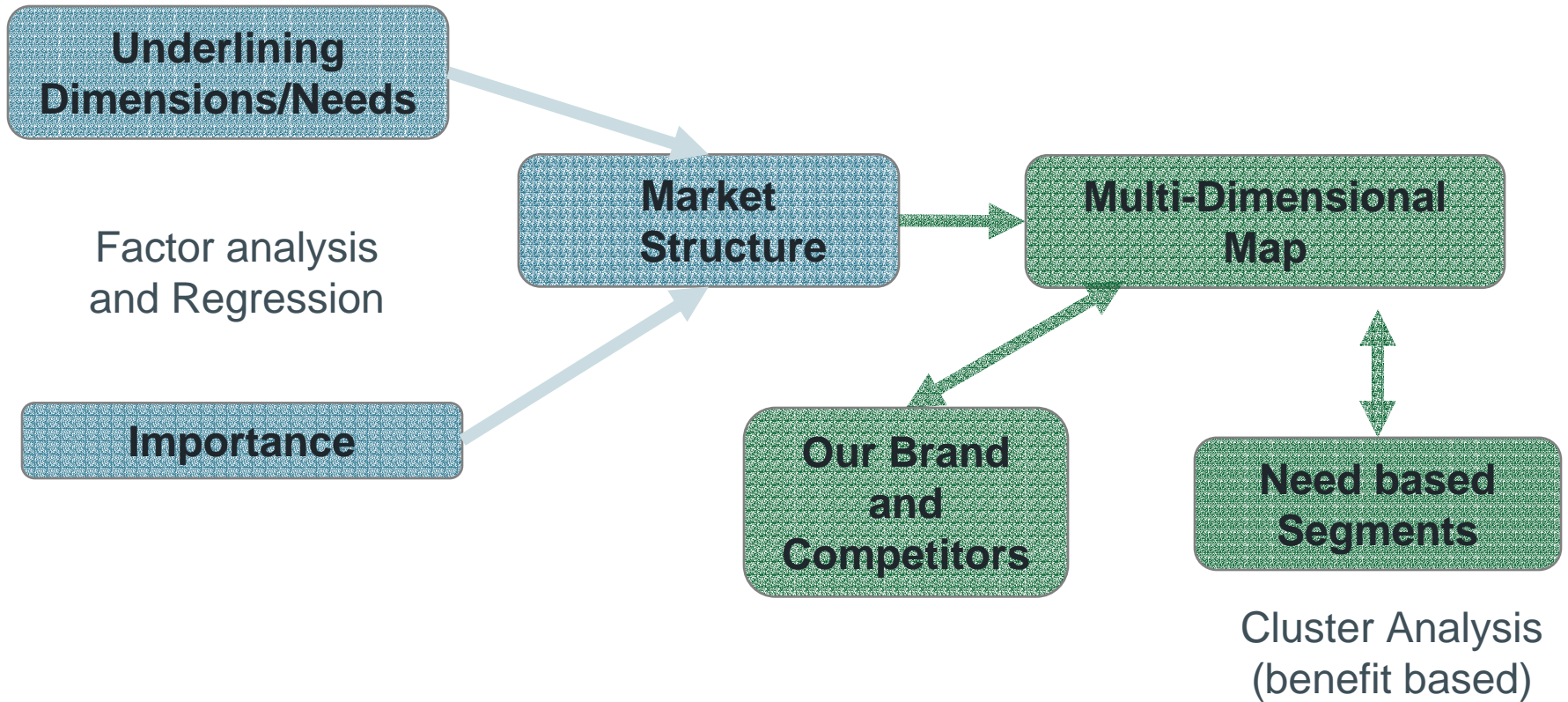
# OMD Prospector Bridge – Custom Database



# Understanding the Market Custom Database



We collect and analyze category specific custom database



# Market Structure Example Technology Market

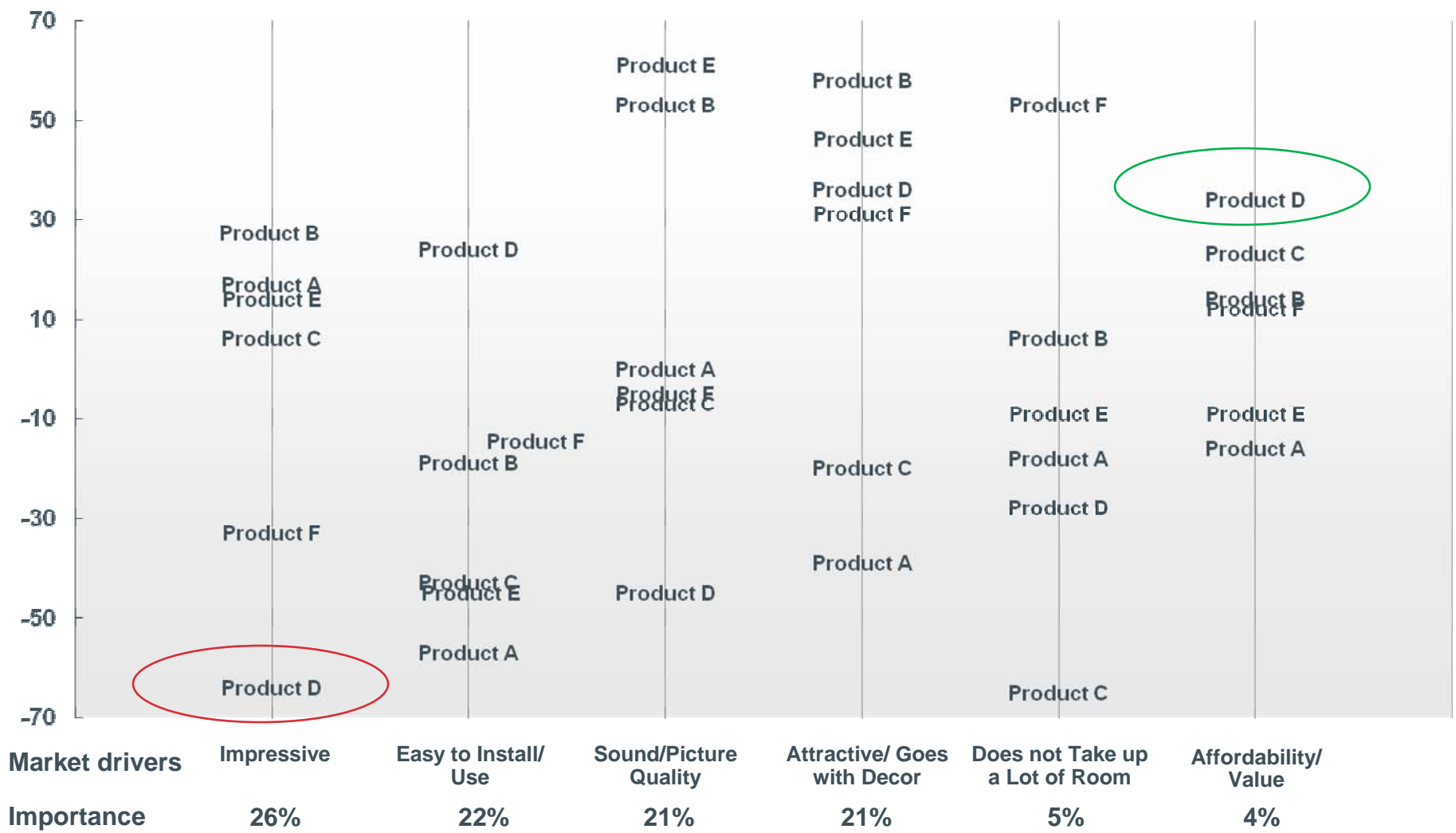


Attributes are listed according to their contribution to the factor

<b>Impressive (26%)</b>	<b>Easy to Install/Use (22%)</b>	<b>Sound/Picture Quality (21%)</b>
<ul style="list-style-type: none"><li>Tells my friends that entertainment is important to me</li><li>Would impress my friends and family</li><li>Makes me seem like a technology expert</li><li>Allows me to indulge myself and others</li><li>Is good for entertaining</li><li>Has a large picture size</li></ul>	<ul style="list-style-type: none"><li>Is easy to install or set up</li><li>Is easy to use or operate</li><li>Is easy to connect to a variety of devices</li></ul>	<ul style="list-style-type: none"><li>Has the best sound quality</li><li>Has the best picture quality</li><li>Creates a high-quality entertainment experience</li><li>Has the most advanced technology</li><li>Is worth paying more for</li><li>Has a large picture size</li></ul>
<b>Attractive/Goes with Décor (21%)</b>	<b>Does not take up a lot of room (5%)</b>	<b>Affordability/Value (4%)</b>
<ul style="list-style-type: none"><li>Goes with my home decor</li><li>Fits into my home entertainment area</li><li>Is attractive looking</li><li>Is a well-know entertainment brand</li></ul>	<ul style="list-style-type: none"><li>Does not take up a lot of room</li></ul>	<ul style="list-style-type: none"><li>Is an affordable purchase</li><li>Is worth paying more for</li></ul>



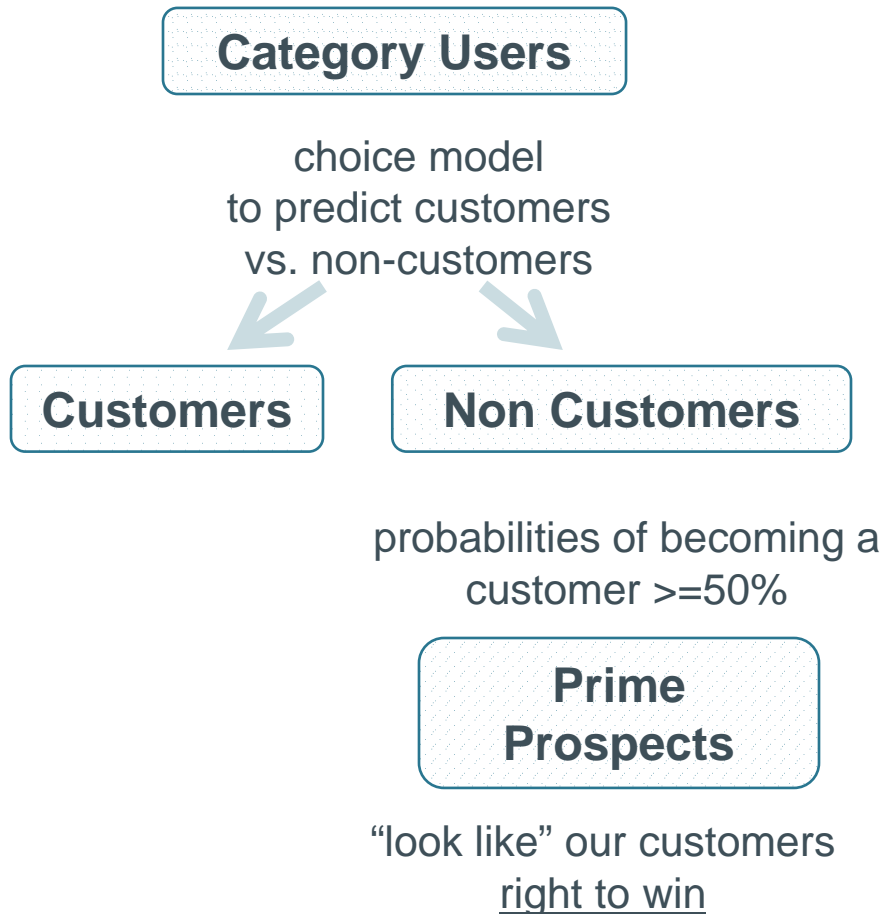
# Market brands are displayed on multi-dimensional map



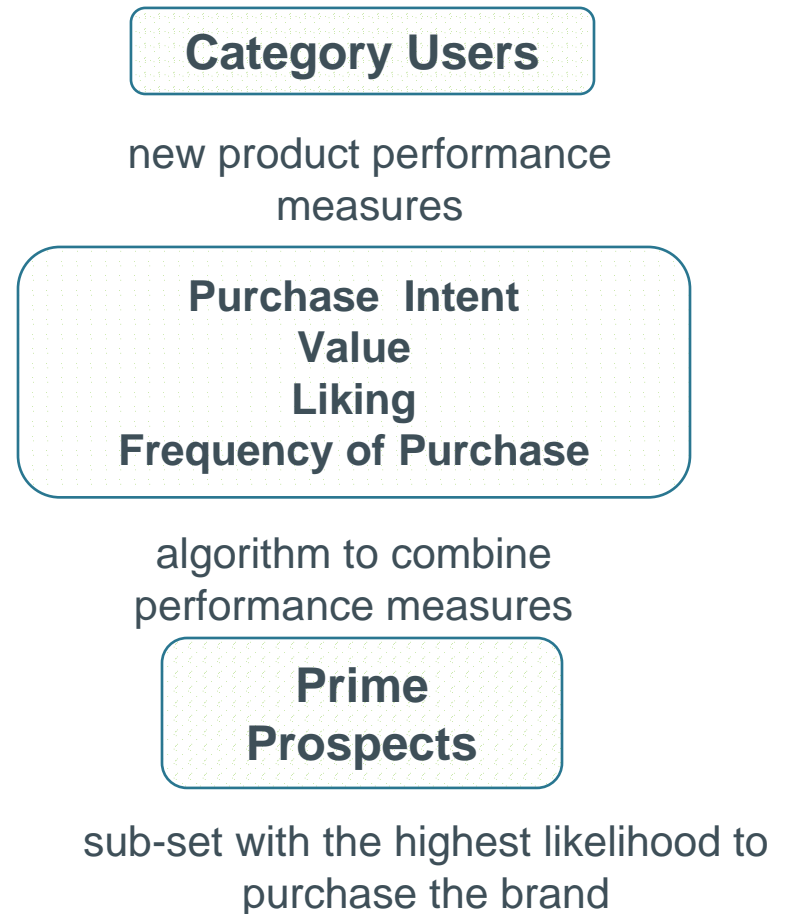
# Identification of Prime Prospects Custom Database



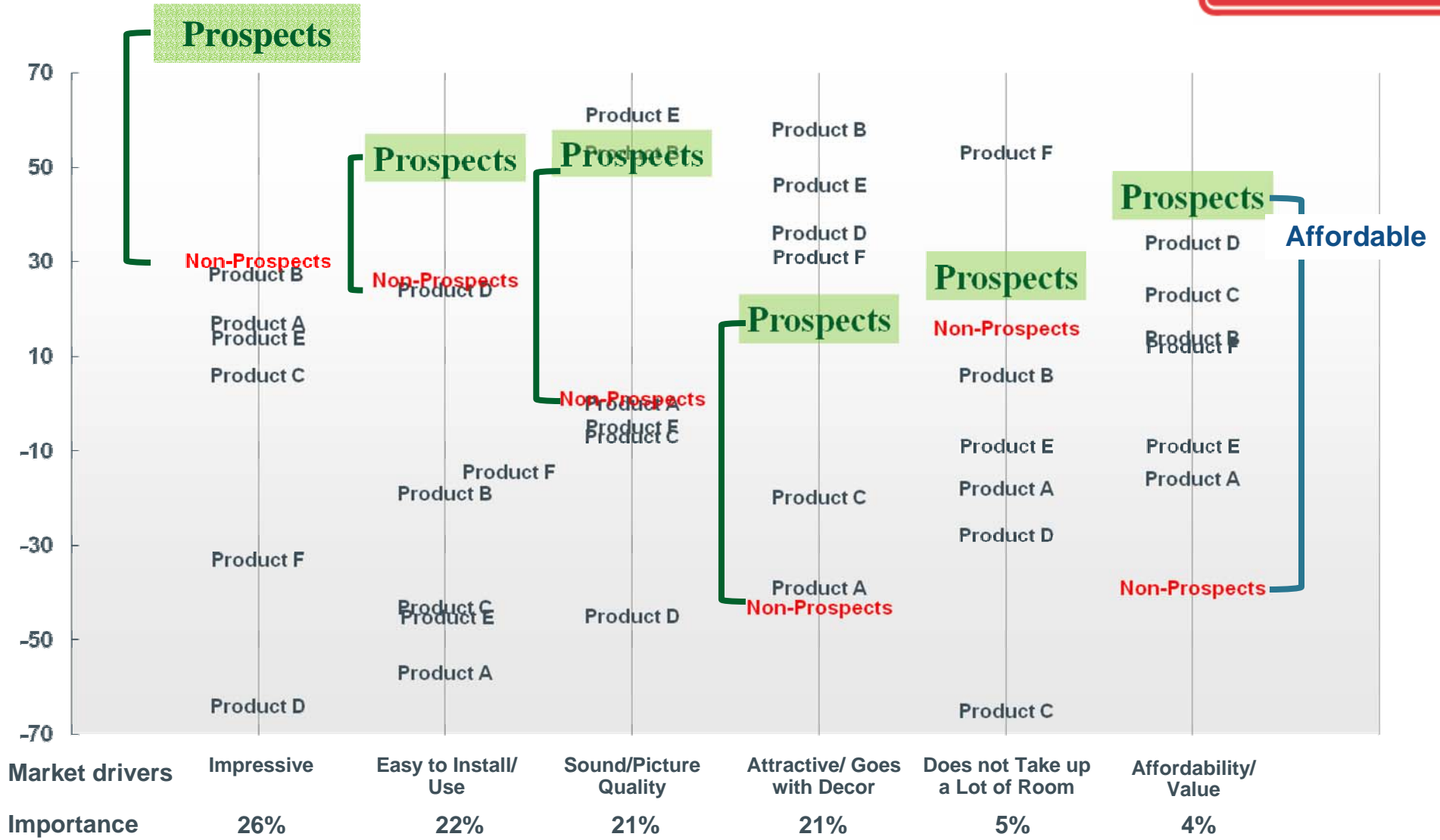
## Existing Product



## New Product



# Prime Prospects perceive our product to be significantly better than competition on the key dimensions



# OMD Prospecter Bridge Fusing Prime Prospects

**OMD**

Custom  
Database

Syndicated  
Database

**Fusing Prime Prospects**  
*Choice Modeling*

**Selecting the Questions**

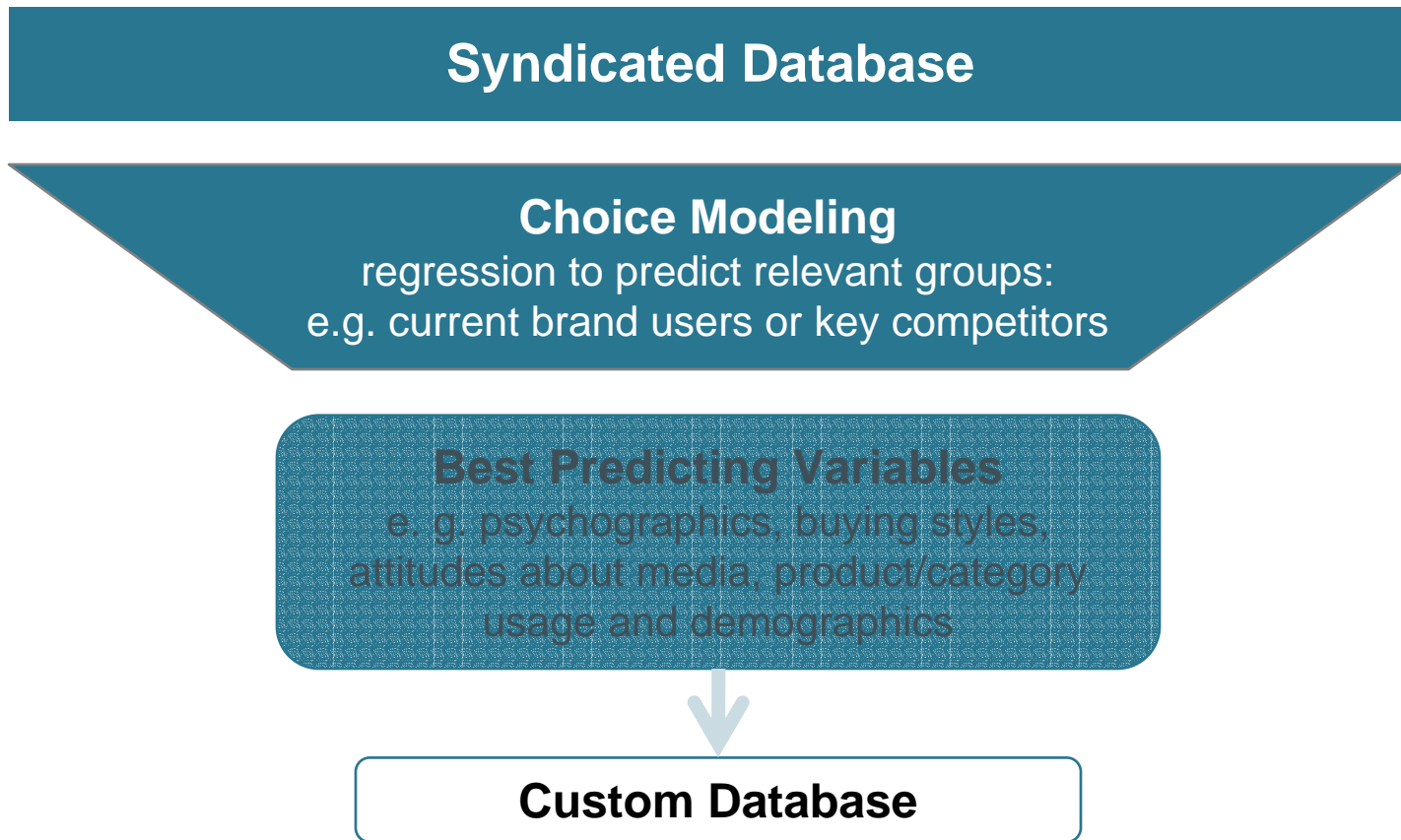
**Transfer Methodology**  
*(Logit/Discriminant)*

**Media Implications**

# Selecting Bridging Questions



Before fielding custom research, we need to identify the **common variables** between custom and syndicated datasets which will be used in modelling



# Transfer Methodology



**Step 1.  
Custom  
Database**

**Develop Choice Model  
Differentiate Prime Prospects**

Use common discriminating variables  
Estimates “probability” for being a Prime Prospect  
Model fit around 80%



**Step 2.  
Syndicated  
Database**

**Apply Choice Model**

Classify respondents with the highest probabilities as Prime Prospects

**Identify Prime Prospects**  
*“look like” our Prime Prospects from custom study*



## Results indicate that fusion of Prime Prospects and MRI database was very strong

**OMD**

To confirm that we have in fact identified the “right” people among MRI respondents, we can look at some common data to ensure that the segments have been properly reconstructed

	Custom Database Prime Prospects	Syndicated Database (MRI) Prime Prospects
Female	69% (115)*	66% (128)**
Male	31% (77)	34% (70)
Media age	42 years	44 years
Media Income	\$47,500 (86)	\$49,400 (94)
Marital Status		
Single	18% (80)	17% (67)
Married	64% (109)	64% (114)
Kids in HH		
3-5 years old	18% (128)	16% (132)
6-11 years old	26% (126)	26% (138)
12-17 years old	22% (121)	25% (127)
No kids in the HH	45% (85)	49% (85)
Key Sub-Category Users	39% (134)	44% (110)

\* Index vs. total custom database

\*\* Index vs. MRI total US sample

# Client Actionable Implications

