

# MRI Fusion Initiatives

## Addressing the Need for More Information

## Supporting More Effective Targeting and

## Audience Delivery

# Why Fusion?

- John Houston's *Key Largo*

Frank McCloud: He wants more, don't you, Rocco?

Johnny Rocco: Yeah. That's it. More. That's right! I want more!

# Why More?

- Our clients are themselves facing increasing challenges
  - Advertisers
    - ♦ Fragmenting and elusive consumer targets
      - Need a variety of means to deliver potentially a variety of messages
  - Media
    - ♦ Magazines primarily, but television
      - Cross/Multi Channel Brands
  - Advertising Agencies
    - ♦ Address needs of advertiser clients
    - ♦ More informed
      - Media Selection
      - Message Development

# Why More? Advertisers

- Advertisers
  - Greater need to understand consumer
    - ◆ Where to find the most likely targets
    - ◆ What messages to deliver
      - Needs of the Target
      - Context of the message
    - ◆ What products and features most likely to resonate with consumers

# Why More? Media

- Remain vital by continuing to meet Advertisers' needs
  - Media are increasingly conceiving of themselves as brands available through multiple channels the better to deliver Advertisers' targets wherever they may be

# Why More? Advertising Agencies

- Understand, guide, develop and implement Advertisers' strategies
  - Target identification
  - Media channel and vehicle selection
  - Message development

# Fusion – Offering More!

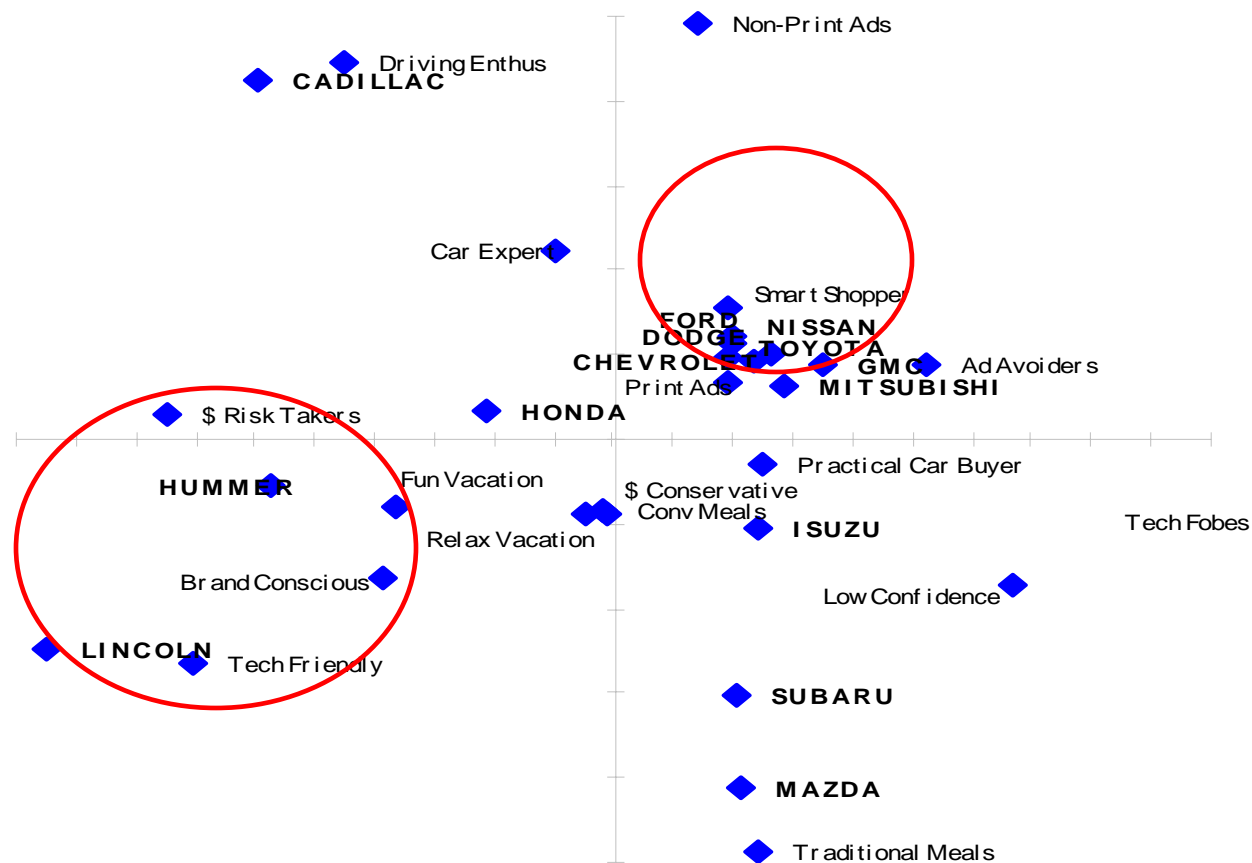
- MRI & J.D.Power
  - Offline / Magazine Study
  - Online Study
  - Exploring fusions of MRI data with non-media, industry specific J.D.Power studies
- MRI & Nielsen Online's NetView
  - Adults
  - Teen

# Why More? Advertisers & Agencies

- MRI / J.D.Power
  - Incorporation of MRI Attitudes/Opinions, Travel and Related measures J.D.Power media studies
    - ◆ J.D.Power
      - Media usage, automotive related measures
  - Broader constellation of attitude/opinions to enhance message development

# Perceptual Map Showing Differences Between Brands

Pickup Perceptual Map



# Need for Distinct Advertising Messages for Buyers and New Targets Based on Different Values

	<b>Malibu Buyers</b>	<b>New Targets</b>	<b>Delta</b>
Being creative, imaginative	50.0%	82.0%	-32.0%
Fitting into nature	58.1%	75.8%	-17.7%
Wanting to explore and learn about new things	71.6%	89.2%	-17.6%
Seeking adventure and risk	24.3%	41.5%	-17.2%

# Why More? Media & Agencies

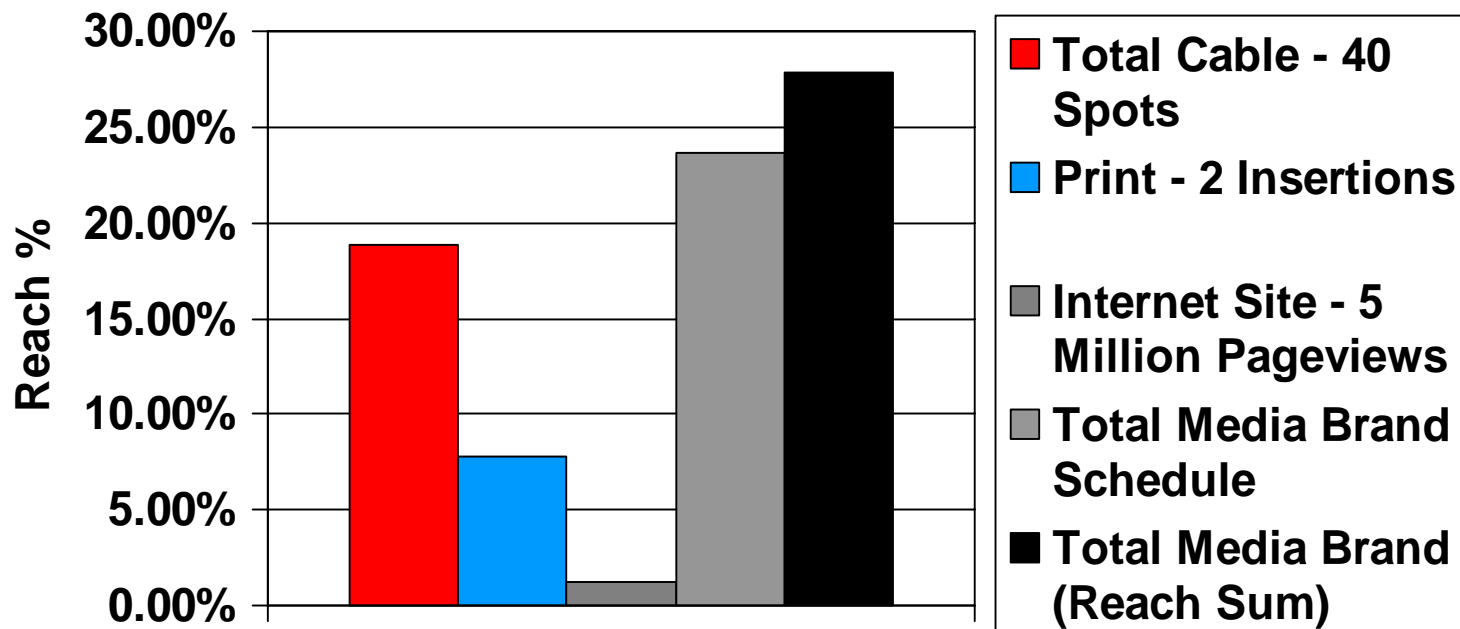
- Understanding how media brands behave across channels
  - More effective placement
    - ♦ Synergies among channels
    - ♦ Unique channel strengths

# Print / Internet – Toward Total Audience

Media	Print (MRI)	Internet (NetView)	Duplicated	Net
National Newspaper #1	4,473,160	12,338,746	2,143,059	14,668,847
News Weekly #1	22,157,780	3,902,364	824,121	25,236,023
Financial Magazine #1	3,482,420	2,044,195	102,471	5,424,144
National Newspaper #2	3,109,220	3,334,054	285,974	6,157,300
Financial Magazine #2	4,216,620	6,132,630	358,790	9,990,460
Computer Magazine #1	5,100,680	1,924,161	138,497	6,886,344
Epicurean Magazine #1	5,408,640	2,181,850	104,838	7,485,652
Epicurean Magazine #2	5,080,440	2,181,850	78,327	7,183,963
Travel Magazine #1	31,272,541	2,420,944	558,064	33,135,421
Woman's Service #1	38,236,561	4,283,320	1,038,915	41,480,966

# Single Multi-Channel Media Brand

## Media Brand's Reach %



# Why More? How to get it.

- Challenges media, advertisers and agencies are encountering
  - First time multiple currencies have been available for common analysis
    - ♦ Different nomenclature
      - Average Issue Audience / Page View
  - Different people
    - ♦ Traditional media / Digital
  - Software analysis tools
    - ♦ “Killer App’s!”

# Why More? How to Make It

- Common linking variables
  - Sufficient number and strength
  - Consistency of distributions
- Validation
- Delivery
  - Schedule
    - ♦ MRI
      - Twice Yearly
    - ♦ Nielsen Online NetView
      - Monthly
  - Application Development
    - ♦ MRI Internet / Hardcopy Reach/Frequency
    - ♦ MRI Issue-Specific / Internet Site Reach/Frequency Flighting
- Sales and Licensing

# Fusions in the Future

- J.D.Power Industry studies
- Nielsen's NPM/NTI / MRI

# Comments & Discussion