



Media Effectiveness Council
Wednesday, February 27, 2008
2:30 – 4:30PM

Chair
Mike Hess, OMD
Leslie Wood, LWR, Inc.

Fusion: What is the Current State of the Art? What do we know? What have we learned?

Introduction

Leslie Wood: Where are we on various subjects and is the industry standard right now

Data Fusion

Peter Doe, Vice President Analytics and Modeling, Nielsen

- Basic rule of data fusion: People want more than what we give them
- Know what products people buy and what services and media they use
- Research facts of life

Problems with Data Fusion:

- Low response – people are reluctant to give up information
- Less Detail – when they give information it is vague
- Non-currency
- Additional expense – costly

Errors in Research

- No research is perfect
- Incompleteness
- Sampling error
- Measurement error
- Model error

Data Fusion can minimize error and can use the best surveys with the least errors.

Data Fusion vs. Single Source- “A good data fusion is better than a bad single source”

Why use data fusion?

- Cost effective
- Gives respondent level of flexibility allowing a sense of reach & frequency analysis
- Statistically precise
- Improves planning

Who uses Fusion?

It has been used mostly in Europe since the 1980's but has recently been integrated into the US and Canada

Questions about Fusion

Q) How can you predict what someone does by fusion?

A) Fusion does not predict what someone does; it tracks behaviors, patterns and brand users

Preserving original results with data fusion

- Recipient survey results are unchanged by data fusion
- Exact preservations are most important for currency data
- Having a wide variety of data integration techniques
- Complete consistency across all interlaced characteristics can be obtained, but at the expense of internal consistency
- When not preserved significant differences between fused & donor survey results are indicative of differences in two survey's sample structure

Fusion – helps understand data better and provides a more homogenous view of the world. Different Fusions use different models.

Nielsen philosophy

- Integrate
- Keep it simple
- Be open
- Be transparent about fusion methods
- Supply validation data

Fusion Result Validation

Ideal Validation – comparison with a perfect single source

Fusion/Segmentation Catch 22 – differences may reflect survey bias rather than fusion bias

Split Sample Technique

- Split survey into two parts A1 and A2
- Fuse A2 into A1
- Compare real A1 results with fuse from A2

Predictability: How do brands target audiences in period A relate to period B?

- Predictability diminishes as target penetration diminishes and time periods increase
- Data fusion may give more predictability results than directly measured data modeling process can smooth out sampling error
- Currently researching homescan/fusion data

Outdoor Fusion linking variables

- Standard demographics
- Geographic's
- Time spent outdoors

Conclusion

- All research contains errors & bias
- Data fusion can be applied to surveys where errors and biases have been minimized
- A fused data base using the best measurement data available should provide an accurate, flexible and actionable data-set to optimize decision making and planning efficiency
- Open attitude is required for data fusion

Addressing the Need for More Information Supporting More Effective Targeting and Audience Delivery

James Collins, SVP Research, MRI

Why Fusion?

- Clients are ambitious and want more
- Fusion allows diversity

Challenges Faced by Clients

- Advertisers – have elusive consumer targets and the clients needs vary
- Media – magazines are primary but TV crosses barriers and promote multi channel brands
- Advertising Agencies – how to address the needs of clients and become more informed

Advertisers

- Have a greater need to understand consumer
- Need to know where to find the most likely targets
- What messages to deliver
- What the needs of the target are
- How to speak to them
- Context of the message
- What products and features are most likely to resonate with the consumer

Media

- Must remain vital by continuing to meet advertisers needs
- Are increasingly conceiving of themselves as brands available through multiple channels, which are better to deliver to Advertisers targets wherever they may be
- MRI + Nephew Data Set is better

Advertising Agencies

Understand, guide, develop and implement Ad's

Fusion – Offers More

- MRI & JD Power and Associates studies
- Offline/ Magazine studies
- Online studies
- Exploratory data

Fusion for Advertising & Ad Agencies

- Incorporates MRI attitudes and opinions
- Broadens constellation of attitudes and opinions
- Increases media usage and automotive related measures
- Asses need for distinct advertising message for buyer & new targets based on different values

Fusion for Media & Agencies

- Helps understand how media behaves across channels
- Incorporates more effective placement synergies among channels
- Has unique channels strengths
- Drives consumer of one channel to consumer of another channel
- Different media brands and advertising agencies can use data to reach consumers

How to get?

Challenges: Media, Advertisers and Agencies for the 1st time are encountering multiple currencies which are available for a common analysis

- Different nomenclatures – average issues audience per page views
- Different people – traditional medias such as digital
- Software analysis tools – Killer App's

How to make it Fuse (link together)

Common linking variable:

- Sufficient number and strength
- Consistency of distribution
- Validation
- Delivery
- Schedule
- MRI- Invoice Yearly
- Use Nielsen Online Net View monthly
- Application development
 - MRI Internet, hardy copy reach, frequency
 - MRI Issue-specific, internet site reach, frequency
- Flighting – sales and licensing

Fusion of OMD Prime Prospects

Irina Fadeyeva, Senior Research Analyst, OMD

Clients

Want to know “how we can grow”

OMD

Provides effective targeting
Advanced Prospector Bridge

What is OMD Bridge Prospector?

OMD prospector is an analytical approach to find prime prospects through custom research and then identify and transfer them into a syndicated database to allow wide variety of media insights

Custom Database

Understand Market → Identify Prime Prospects → Fuse Prime Prospects → Select questions → Transfer Methodology → Media Implications

Understanding Market Custom Database

Underlying Dimension Needs → Market Structure → Multi Dimensional Importance →

How to identify Prime Prospects Custom Database

Existing Product

Category users – choice model to predict customers vs. non customers

New Product

Category users – new product performance measures (e.g. Purchase incentives)

Transfer Methodology

Step 1 – Custom Database

- develop choice model
- different prime prospects
- use common discriminating variables

Step 2 – Syndicate Database

- Eg. Results indicate that fusion of prime prospects and MRI data base was very strong
- Look at common data set to see if we have “right “ people

Client Actionable Implication

- Prime prospects
- Most lucrative prospects
- Benefits of syndicated database
- Variety of Media
- Application to OMD proprietary tools
- Increased comfort level
- High return on Media dollars