

ARF 2009



## BIG QUESTIONS DEMAND SMART ANSWERS

1. You know the role of the mass media TV model in your brand marketing mix is rapidly changing. How are you evolving your media plans – to what and why?

Re:think 2009 – A Platform Called Television – David Verklin, Canoe Ventures

Re:think 2009 – Eight Lessons on coping with the Transformed Media World – Alan Wurtzel, NBC Universal

Re:think 2009 – You Can Observe a Lot Just By Watching: ESPN Studies Sports Cross-Media – ESPN, Ball State University

Re:think 2009 – “Programs” Do Affect Ad Engagement

Re:think 2009 – Boosting Campaign Effectiveness in a Multi-Platform World – IMMI, ABC TV Network

Re:think 2009 – Understanding the Impact of Creative on TV Viewing Behavior – Google

2. You know tens of millions of online brand conversations are happening at warp speed. How are you listening to – what are you doing in – and what are you learning from – consumers and their use of social media?

Re:think 2009 – Measuring the Effects of Social Network Advertising – MySpace, comScore

Re:think 2009 – From Widgets to Websites: How to Talk to “Connected Consumers” – Razorfish

Re:think 2009 – Meredith’s Silver Bullet: Women Are Talking. We Are Listening. – Meredith, Communispace

Re:think 2009 – Listening Zone

3. You know it’s a 360° 24/7 multi-platform, multi-media choice world. The media/mobility/digital paradigm is redefining how advertising is sold, created, consumed and tracked. How do you slice, dice, measure and maximize media dollars?

Re:think 2009 – Eight Lessons on coping with the Transformed Media World – Alan Wurtzel, NBC Universal

Re:think 2009 – Putting Humans at the Center of the Process – Panel featuring Mphasize Analytics, Crispin-Porter + Bogusky, Herd Consultancy, Millward Brown, MIT, Levi Strauss

Re:think 2009 – Increasing Ad Impact in a Multi-platform World – Conde Nast, CBS and McPheters

Re:think 2009 – Building an Effective Cross Media Strategy Using Agent-Based Modeling – ThinkVine, The Hershey Company

Re:think 2009 – How Does Advertising Really Work in the Digital Age? It Depends! – Leo Burnett

Re:think 2009 – Video Works Differently on TV and Online – Or So Says Neurometrics – Microsoft

Re:think 2009 – Boosting Campaign Effectiveness in a Multi-Platform World – IMMI, ABC TV Network

Re:think 2009 – Storytelling in a Multi-Platform World – Time, Inc.

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4. You know that your advertising must factor in the unprecedented economic crisis consumers are experiencing. What have you done to generate the human understanding needed to insure that your brands are still connecting? Is it working?

Re:think 2009 – Humans and the Economic Crisis – Marketing with Understanding – Jerry Zaltman, Olson Zaltman Associates/Harvard Business School

Re:think 2009 – Success without Solutions – Bob Johansen, Institute for the Future

Re:think 2009 – A Shopper's Transformation: Old Habits Dying Faster, Is Marketing Keeping Pace? – IRI

Re:think 2009 – The Media, The Consumer, the Economy – Nielsen

Re:think 2009 – What Do We Know about Advertising in a Recession? – Gerry Tellis, Marshall School of Business, USC

5. Sure online research is fast and cheap, but is the quality good enough to make go/no go decisions? Can you report the learning with confidence to your boss? Can you replicate the study like you used to do?

Re:think 2009 – Listening vs. Asking: Contrasting Consumer-Generated Content and Surveys – P&G, Nielsen

Re:think 2009 – Can Rich Media Metrics Predict Brand Impact? – Dynamic Logic, Google

Re:think 2009 – Panelist Engagement: Leveraging Interactivity to Fight Boredom in Online Surveys – Engage Research, GMI

Re:think 2009 – Online Research Quality Council: Report and Reaction – Panel featuring Kraft, ESPN, Ipsos, Lightspeed, Synovate

6. New media means new ways of collecting and reporting consumer data. How do you deploy the new feeds and predictive pipelines like social media, digital analytics and customer feedback effectively? How do you combine them with all the traditional data you already get?

Re:think 2009 – The Gauntlet – Panel featuring Unilever Americas, Johnson & Johnson, Microsoft Advertising, MTV Networks

Re:think 2009 – Ghosts of the Internet: Past, Present and Future – Gary Flake, Microsoft

Re:think 2009 – Can Search Build Brands – Google, MetrixLab

7. How are you redesigning your approach to innovation, now that “new and different” is no longer enough?

Re:think 2009 – Ghosts of the Internet: Past, Present and Future - Gary Flake, Microsoft

Re:think 2009 – Predictable evolutionary path to innovation - Phil Roos GfK Strategic Innovation; Barry Calpino, Wrigley

Re:think 2009 – Episodic Reconstruction: Understanding the "When" and "Where" and "How" of Consumption and Use - Bob O'Keefe; AAA, Erich Joachimsthaler, Vivaldi Partners

Re:think 2009 – Listening vs. Asking: Contrasting Consumer-Generated Content and Surveys - Kristin Bush, The Procter and Gamble Company; David Wiesenfeld, Nielsen Online