

# Key Issue Forums

**Monday, March 21**

11:15am–12:45pm

Majestic Complex, 6 <sup>th</sup> Floor	Shubert Complex, 6 <sup>th</sup> Floor	Wilder, 4 <sup>th</sup> Floor	O’Neill, 4 <sup>th</sup> Floor
Research Impact	Research Quality	“Is My Digital Ad Working?”	Rethinking ROI
<p><b>Triscuit: Unearthing What Matters</b>            How employing the latest market research technologies including data mining and blogographies advanced Triscuit's Communication plan and grew the business.            Heddy DeMaria – Director CIS Biscuits, Kraft Foods, Inc.            Jim Low – Director of Wheat Crackers, Kraft Foods, Inc.            Julie Kratz – Planning Director, Euro RSCG Worldwide</p> <p><b>Marketing to the Multicultural Consumer</b>            As the advertising economy recovers, this study identifies new insights on representation and context.            Betsy Frank – Chief Research &amp; Insights Officer, Time Inc.            Gonzalo Perez – Owner and Principal, Motivo Insights LLC</p> <p><b>Multi-Country Mobile Phone Market Segmentation and Targeting</b>            MTS and Kantar develop and implement an innovative and sophisticated customer segmentation and targeting solution across multiple countries.            Marc O’Regan – Director of Behavioural Insight, Kantar            Oleg Reshetin – Project Director, MTS            Ashok Kalidas – VP, MaPs, Millward Brown</p> <p><b>Walmart Marketing 360<sup>o</sup> Measurement: A Kantar Collaboration</b>            Walmart and Kantar have joined forces to provide a 360<sup>o</sup> view of how consumers are influenced by digital media, and the impact it has on how they shop.            Heath Greenfield – SVP, Millward Brown            Chris Petranto – VP, MaPs, Millward Brown</p>	<p><b>Should we Dismantle the Factory?</b>            A new approach for evaluating data collected from multiple sample sources and generated through different approaches.            George Terhanian – President, North America and Group Chief Strategy Officer, Toluna</p> <p><b>Mixing the Right Sample Ingredients: A New Source Recipe</b>            A guideline for successful and consistent blending of multiple sources and a new framework for using quota groups within a multi-sourced online sample.            Jackie Lorch – VP, Global Knowledge Management, Survey Sampling International</p> <p><b>A New Representative Standard for Online Research</b>            Tackling the dirty little “R” word; bringing a representivity back to online research.            Steven Gittelman – President, Mktg. Inc.            Jeff Welch – President, Opinionology</p> <p><b>Blend, Balance and Stabilize Respondent Sources</b>            A method for mixing respondent sources that removes skews to produce a source for representative sample; co-presented with Nielsen Entertainment.            Mitch Eggers – Chief Scientist, GMI</p>	<p><b>Coming Together of the Digital Pieces</b>            Is my digital advertising working? Relationships between digital behavioral and attitudinal metrics and the role of digital in the path to purchase.            Sibel Satiroglu – WW Digital Communication Insights Manager, HP            Suzanne Leighton – EMEA Digital Communication Insights Manager, HP</p> <p><b>Advertising by Mindset</b>            We will reveal how consumer mindset during specific online activities impacts advertising responsiveness.            Edwin Wong – Director of B2B Strategic Insights, Yahoo!            Yaakov Kimelfeld – SVP, Digital Research and Analytics Director, MediaVest</p> <p><b>Cross-Platform Advertising and Online Behavioral Response</b>            An investigation of the impact of TV, Internet &amp; cross-channel advertising on online behavior, including site visitation and search behaviors.            Joan FitzGerald – VP, Television Sales and Business Development, comScore, Inc.</p>	<p><b>A Holistic Measurement to Benchmark the Impact of Brand Advocacy</b>            In this session, learn about actionable advocacy measurement ideas to implement and the differences and complementary nature of prompted and unprompted customer advocacy.            Radha Subramanyam – SVP of Media Analytics, The Nielsen Company</p> <p><b>A Behavioral &amp; Sales Correlated ROI Proxy</b>            Proof-positive that engagement measures can identify efficiency and effects of media consumption.            Charles Kennedy – SVP of Research, ABC Television Network            Justin Fromm – Director, Sales &amp; Strategy Research, ABC Television Network            Robert Passikoff – Founder &amp; President, Brand Keys, Inc.</p> <p><b>The NFL Scores a TD With League-Sponsored ROI Measurement</b>            The NFL will discuss how this innovative ROI model has helped them re-evaluate how to measure sponsor performance.            Alicia Rankin – Director of Research and Fan Insights, National Football League            Darren Marshall – EVP of Consulting &amp; Research, rEvolution</p>

## Tuesday, March 22

11:15am–12:45pm

Majestic Complex, 6 <sup>th</sup> Floor	Shubert Complex, 6 <sup>th</sup> Floor	Wilder, 4 <sup>th</sup> Floor	O'Neill, 4 <sup>th</sup> Floor
<b>Consumer – Brand Relations in a 360° World</b>	<b>Ad Impact</b>	<b>High Value Media Placement Strategies</b>	<b>Research Boosts Brands</b>
<p><b>Pulling Puzzle Pieces Together: Measuring the DoveMen Launch</b></p> <p>In order to measure the campaign impact, we needed to build a research program that would paint a complete picture of how the campaign performed.</p> <p>Bill Pink – Partner and Head of Marketing Science, Client Solutions, Millward Brown</p> <p>Tomas Emmers – Director of Consumer and Market Insights, Unilever</p> <p>Jennifer Kelly – Client Consultant, Dynamic Logic</p> <p><b>How Social are Social Media Audiences, Really?</b></p> <p>The authors will provide new ways of thinking about the value of media channels and audiences as opportunities to stimulate word of mouth.</p> <p>Lauren Hadley – Associate Research Director, Starcom</p> <p>Brad Fay – COO, Keller Fay Group</p> <p><b>Real-Time Capture of Consumer Brand Encounters</b></p> <p>By tracking brand encounters in real-time marketers can understand when consumers notice their brands and how these encounters contribute to purchase.</p> <p>Walter Carl – Founder &amp; CRO, ChatThreads Corp.</p> <p><b>The Relationship Between Social Media and TV Viewing</b></p> <p>This study shows how specific segments of social media consumers view programming differently from one another.</p> <p>Jon Gibs – VP, Online &amp; Integrated Analysis, The Nielsen Company</p> <p>David Coletti – VP, Digital Media Research &amp; Analytics, ESPN</p>	<p><b>Measurement of Advertising Effectiveness Across Touchpoints</b></p> <p>How holistic campaign measurement informed three Phone campaigns across social media, standard exposures, “engaged” exposures and integrations.</p> <p>Kimberly Stanford – Sr. Campaign Insight Lead, Microsoft Corporation</p> <p>Barbara Zack – Chief Strategic Officer, Nielsen IAG Research</p> <p><b>What Environment is Most Impactful for Online Advertising?</b></p> <p>Measuring the emotional impact of advertising in a personally and contextually relevant online environment.</p> <p>Tony Marlow – Director, Corporate Insights, Yahoo!</p> <p>Brian Levine – President and Chief Innovation Officer, Innerscope, Research, Inc.</p> <p><b>NeuroMetric Response to iPad Magazine Advertising</b></p> <p>Time Inc. and UM joined forces with EmSense to quantitatively explore how consumers respond to magazine ads on the iPad using EEG and Eye Tracking.</p> <p>Betsy Frank – Chief Research &amp; Insights Officer, Time Inc.</p> <p>Michael Haggerty – SVP US Director of Research and Marketing Accountability, Universal McCann</p> <p>Elissa Moses - Chief Analytics Officer, EmSense Corporation</p>	<p><b>Insights for the Future of Online Video Commercialization</b></p> <p>Turner Broadcasting Inc. and MagnaGlobal compare and contrast patterns in linear and online viewership.</p> <p>Stacey Schulman – SVP, Research, Turner Broadcasting Sales, Inc.</p> <p>Lisa Quan - VP, Director of Audience Analysis, MagnaGlobal</p> <p><b>Reaching &amp; Engaging the Multi-Screen Consumer</b></p> <p>Develop a better strategy for engaging consumers in our multi-screen world: Learn how consumers perceive multi-screen media today and in the future.</p> <p>Natasha Hritzuk, Director of Global Insights &amp; Analytics, Microsoft Advertising, Microsoft</p> <p><b>Identifying Maximum Impact Media Placement Strategies</b></p> <p>This presentation will provide an in-depth analysis of the relative effectiveness of today’s most popular media-placement strategies.</p> <p>Anne Hunter – VP Advertising Effectiveness Solutions, comScore, Inc.</p>	<p><b>Generations and the New Comedy Culture</b></p> <p>Comedy Central describes how they shifted attention from their content to their consumer and regained their status as a comedy tastemaker.</p> <p>Tanya Giles – EVP, Strategic Insights &amp; Research, MTV Networks Entertainment Group</p> <p>Chanon Cook – VP, Strategic Insight &amp; Research, Comedy Central /MTV Networks’ Entertainment Group</p> <p><b>How Content Amplifies the Impact of Advertising</b></p> <p>An investigation of the impact of media content on advertising persuasion and brand sales.</p> <p>Ashley Grace – VP, Business Development, comScore ARS Group, comScore, Inc.</p> <p>Joan FitzGerald – VP, TV Sales and Business Development, comScore, Inc.</p> <p><b>Study of the Key Drivers of Online Content Consumption</b></p> <p>Joint study funded by AOL and conducted by Nielsen and Data &amp; Management Counsel measuring the key drivers of online content consumption.</p> <p>Robert McLoughlin – Senior Director, Strategic Insights, AOL</p> <p>Bill Ziff-Levine – Principal &amp; Co-Founder, Data &amp; Management Counsel</p> <p>Jon Stewart – Research Director, The Nielsen Company</p>

## Wednesday, March 23

11:00am–12:00pm

<i>Majestic Complex, 6<sup>th</sup> Floor</i>	<i>Shubert Complex, 6<sup>th</sup> Floor</i>	<i>Wilder, 4<sup>th</sup> Floor</i>	<i>O'Neill, 4<sup>th</sup> Floor</i>
<b>Give the C-Suite Impact and Context</b>	<b>Shopper Insights</b>	<b>Social Media Patterns</b>	<b>Digital Creative Excellence</b>
<p><b>How Consumer Immersions Elevated Research's Profile at MTVN</b></p> <p>How Consumer Immersions Elevated Research's Profile at MTVN.</p> <p>Colleen Fahey Rush – EVP, Strategic Insights &amp; Research, MTV Networks</p> <p>Robert Miner – President, Sachs Insights</p> <p><b>Customer Insights That Matter</b></p> <p>How the best companies exploit the full range of sources of insight to drive customer focus, innovation, and long-term growth.</p> <p>Patrick Barwise – Emeritus Professor of Management and Marketing, London Business School</p>	<p><b>Mobile Goes Shopping with Yahoo! and Nielsen</b></p> <p>Yahoo!, in partnership with Nielsen, wanted to create a framework around mobile internet shoppers and behaviors.</p> <p>Ashmeed Ali – Senior Research Manager, B2B Strategic Research &amp; Insights, Yahoo!</p> <p>David Gill – VP, Mobile Media &amp; Marketing, Yahoo!</p> <p><b>Retail Shoppers &amp; How Different Media Influence Them</b></p> <p>A 17-country study of shopper behaviour across five retail sectors: grocery/drugstores, home electronics, fashion, fast food and home improvement.</p> <p>Beth Uyenco Shatto – Global Research Director, Microsoft Advertising</p> <p>Alex Charlton – Partner, Essential Research</p> <p>Mike Hess – Director of Research, Carat Insight Ltd.</p>	<p><b>Social Media &amp; The Power of Shared News Content</b></p> <p>Social media has provided consumers with more options than ever to share. How can marketers determine the value of all this sharing?</p> <p>Gregg Liebman – SVP, CNN Ad Sales Research, Turner Broadcasting Sales, Inc</p> <p>Carl Marci – Co-Founder, CEO and Chief Science Officer, Innerscope Research, Inc.</p> <p><b>Women's Word of Mouth in the Path to Purchase</b></p> <p>A new study by Women at NBCU and Keller Fay Group investigates differences in word of mouth patterns throughout the path to purchase.</p> <p>Ed Keller – CEO, Keller Fay Group</p> <p>Tony Cardinale – SVP Research, NBC Universal</p>	<p><b>Creative Best Practices for CPG Online Advertising</b></p> <p>Yahoo! and Ipsos Open Thinking Exchange present a meta-analysis of 500 CPG campaigns, sharing best practices for driving breakthrough and persuasion.</p> <p>Sebastian Fernandez – Director, B2B Insights, Yahoo!</p> <p>Jim Forrest – SVP Digital Strategy, Ipsos ASI</p> <p><b>From Wired to the Airwaves: Migrating Online Creative to TV</b></p> <p>Marketers often include TV ads in online campaigns; but what happens when marketing develops great online content and then moves it to the TV screen?</p> <p>Rob Cartwright – Senior Research Manger, The Coca-Cola Company</p> <p>Paul McClean – SVP, Millward Brown</p>