IBM Watson, Mastercard, Walmart, CBS and PepsiCo Executives to Speak at the ARF’s CONSUMERxSCIENCE

Formerly named Re!Think, the Advertising Research Foundation’s annual flagship event applies a scientific lens to some of today’s most compelling and contentious issues facing the industry.

New York, March 21, 2018 – The Advertising Research Foundation (ARF) will gather industry leaders from the top brands, advertisers, agencies and research firms to explore consumer behavior, creative excellence and the future of advertising for its annual flagship conference, CONSUMERxSCIENCE. Formerly named Re!Think, CONSUMERxSCIENCE is now in its 64th year and will be held March 27th – 28th at Pier Sixty in New York City.

The event’s key speakers include Maria Bartolome Winans, CMO, IBM Watson Consumer Engagement; Raja Rajamannar, chief marketing & communications officer, MasterCard; Om Marwah, global head of behavioral science, Walmart Labs and Sam’s Club; Brad Jakeman, senior advisor & consultant, former president, PepsiCo Global Beverage Group; Eric Salama, chairman and chief executive officer, Kantar; and David Poltrack and Radha Subramanyam, respectively the chief research officer and the chief analytics officer, CBS Corporation. Top executives from Turner, NBCUniversal, HP, Condé Nast, Nielsen, Facebook, Viacom, Ad Council, AT&T, Anheuser-Busch, Omnicom, ABC-Disney Television Group and Fox will also take the stage.

Through thought leadership and original research, CONSUMERxSCIENCE will feature ground-breaking work in the areas of path-to-purchase, creative elements, consumer segments and more.

Some of the research to be presented includes:

- The latest research on the efficacy and optimal use of the very short ad formats (6 second) being tried on both TV and digital platforms
- The largest neuromarketing study to date, conducted by Facebook, which will also provide insights around attention during primetime across channels
- New beta test results around ANA’s #SeeHer movement to increase accurate representation of women and girls in advertising and media, with additional data from HP, AT&T and IBM Worldwide Media
- NBCUniversal and Magid’s exploration of the link between emotions and advertising effectiveness
- Getty and Nielsen’s global psychographic research initiative to better understand consumers’ image choices and perception
- Ipsos’ biometrics and voice analysis revealing how content impact varies by channel, including film and VR
Foursquare’s use of location intelligence for ad optimization

“With an increasingly fragmented and complex media landscape, it’s never been more imperative for marketers and their agencies to understand the behavioral factors that drive decision making for consumers,” said Scott McDonald, Ph.D., president & CEO, the Advertising Research Foundation. “The ARF is a trusted source for scientifically driven insights, and CONSUMERxSCIENCE will provide results-oriented takeaways for those who are awash in data.”

The event will conclude with the 24th Annual David Ogilvy Awards, which honor the research, analysis and creative teams behind the most brilliant advertising campaigns of the past year.

View the full agenda here.

For more information on CONSUMERxSCIENCE, including registration, the full list of speakers and program details, please visit the event site at www.thearf.org/consumerxscience-2018.

About the Advertising Research Foundation

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. For more information, please visit www.thearf.org.