Consumer-Centric Cross-Media Context Planning:

*Early Insights from CIMM's Pilot Test of MBI's USA TouchPoints*

*Presented at The ARF’s AM 6.0 Conference*

June 14, 2011
USA TouchPoints
CIMM Proof of Concept Pilot Study

Test MBI’s eDiary cross-media measurement system and currency database fusion

Methodologically
Logistically

Demonstrate how TouchPoints can add new insights for media planning and buying
What USA TouchPoints Is All About

- Creating value through greatly enhanced advertising ROI
  - By enabling advertisers, agencies and the media to deliver messages when and where consumers are most receptive
  - With contemporary cross-platform, life-context, measurement

- Delivering ads when and where consumers are most receptive will potentially increase advertising ROI by at least 20%
  - Creating $25B in value for buyers and sellers of media
USA TouchPoints & Life Context

Life context data can make a difference to the advertising industry

- Finally, we can understand the situation and mindset consumers are experience while they’re encountering ads.
- The ability to look at activities across by day, by day of week, by season will shed new light on changes in behavior we’ve never been able to see before.
USA TouchPoints 10-Day eDiary

iPhone App is now being adapted for other smartphones

Where
With Whom
Activities
Media
Emotions
CIMM Proof of Concept Study

National probability sample: 1,000 adults

Ascribed to over 21,000 GfK MRI’s Survey of the American Consumer respondents

Timeline:
- In Field: October 1, 2010 - March 1, 2011
- April: Data at third party processors
- May: Proof of concept analysis
- June: Fusion
How Can USA TouchPoints Deliver New Insights For Media?
Introducing Life Context

Who they’re with

What they’re doing

Media

When they are doing it

Where they are

How they feel

What they buy, own, use

What kind of people they are

Media Behavior Institute®
Daily Lives Of Moms

**Millennials**
Age 18-32

**Gen X**
Age 33-46

**Baby Boomers**
Age 47-64
The Day in the Life of Mom

Activities That Make Her Mom

• Basic Duty
• Care-giving
• Making A Living
• Connecting
• Exploring Her Own Interests
• Down Time
Mom’s Weekday Locations

Moms 25-54

- Other place
- Airport
- Hotel or motel
- School or college
- Someone else's workplace
- Gym or health club
- Outdoors away from home
- Someone else's home
- Car or other traveling
- Any Store
- Any Restaurant
- Any Workplace
- My home or yard

Daily Reach

6:00 AM 7:00 AM 8:00 AM 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM
Mom’s Weekday Social Context

Moms 25-54

Daily Reach

- On my own
- With Immediate Family
- With Spouse Only

6:00 AM to 11:00 PM
The Evolution of Mom’s Daily Life

“Millennials”
Age 18-32

“GenX”
Age 33-46

“Boomers”
Age 47-64

- Basic duty
- Connecting
- Make a living
- Down time
- Care-giving
- Outside interests

The chart shows the percentage of daily activities for different age groups.

- Millennials:
  - 33% Make a living
  - 20% Connecting
  - 15% Care-giving
  - 13% Down time
  - 12% Outside interests
  - 7% Basic duty

- GenX:
  - 28% Make a living
  - 26% Connecting
  - 10% Care-giving
  - 15% Down time
  - 14% Outside interests
  - 7% Basic duty

- Boomers:
  - 29% Make a living
  - 23% Connecting
  - 16% Care-giving
  - 15% Down time
  - 17% Outside interests
  - 10% Basic duty

Source: Media Behavior Institute
Digging Deeper into 2 Aspects of Moms’ Lives

- Weekday Basic Duty
- Connecting
Weekday Basic Duty
Millennials Have Lightest Load

Weekday Activities

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<tr>
<th>Daily Reach</th>
<th>MilliMom</th>
<th>GenxMom</th>
<th>BoomerMom</th>
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- **Preparing food or cooking**
- **Housework or chores**
- **Shopping**
Weekday Meal Prep
Boomers Do Breakfast, Gen Xers Do Dinner

% of Moms Preparing Food/Cooking in Any Given Half-Hour

Daily Reach

6A  7A  8A  9A  10A  11A  12P  1P  2P  3P  4P  5P  6P  7P  8P  9P  10P  11P  12A

Millennial Mom  Genx Mom  Boomer Mom

Media Behavior Institute®
Weekday Meal Prep
Family’s Typically Around

Social Setting During Meal Prep

- **On my own + Preparing food or cooking**
  - Millennial Mom: 23.50%
  - GenX Mom: 32.89%
  - Boomer Mom: 38.07%

- **Partner or spouse + Preparing food or cooking**
  - Millennial Mom: 56.25%
  - GenX Mom: 53.69%
  - Boomer Mom: 42.61%

- **My children + Preparing food or cooking**
  - Millennial Mom: 38.50%
  - GenX Mom: 32.89%
  - Boomer Mom: 38.07%

- **Co-workers + Preparing food or cooking**
  - Millennial Mom: 75.10%
  - GenX Mom: 63.07%
  - Boomer Mom: 63.07%
Weekday Meal Prep
Moms Aren’t In A Happy Mindset

% Of Moms Who Are Happy or Frustrated While Preparing Meals
Weekday Media & Meal Prep
TV Strong but So Are Mobile and Radio

Daily Reach of Media Using During Meal Prep

- **Millennial Mom**
  - Live TV: 24%
  - Email: 21%
  - DVD/Video: 10%
  - Print (News, Mag): 12%
  - Radio: 10%
  - Mobile Talk/Text: 12%
  - Social Network: 4%
  - Internet: 10%

- **GenX Mom**
  - Live TV: 39%
  - Email: 17%
  - DVD/Video: 12%
  - Print (News, Mag): 22%
  - Radio: 13%
  - Mobile Talk/Text: 11%
  - Social Network: 4%
  - Internet: 12%

- **Boomer Mom**
  - Live TV: 43%
  - Email: 12%
  - DVD/Video: 13%
  - Print (News, Mag): 4%
  - Radio: 11%
  - Mobile Talk/Text: 11%
  - Social Network: 4%
  - Internet: 12%
Weekday Connecting
Millennials Are Heaviest Connectors

Weekday Activities

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- Socializing
- Social Networking
- Mobile Phone

MilliMom
GenxMom
BoomerMom

Media Behavior Institute®
Weekday Connecting
Socializing Builds Throughout The Day

% of Moms Socializing
In Any Given Half Hour

Daily Reach

- Millenial Mom
- GenX Mom
- Boomer Mom

Media Behavior Institute
Socializing At Night
Makes Moms Happiest

% Of Moms Who Are Happy or Frustrated While Socializing

Weekday

Millennial Mom Happy
GenX Mom Happy
Boomer Mom Happy

Frustrated
Weekday Connecting & Media
Mobile Phone and TV Part Of the Scene

Daily Reach of Media Using During Socializing in Weekdays

- Listening to the radio
- Any Social Networking
- Mobile Talk/Text
- Reading or sending emails
- Using the Internet via a computer
- Watching TV live

Daily Reach

- Millennial Mom:
  - 30.25%
  - 23.16%
  - 23.67%
  - 16.25%
  - 15.47%
  - 11.93%
  - 14.25%
  - 17.42%
  - 9.47%
  - 33.25%
  - 24.49%
  - 15.72%
  - 16.25%
  - 8.30%
  - 7.58%
  - 20.75%
  - 15.98%
  - 14.39%

- GenX Mom:
  - 33.25%
  - 16.25%
  - 14.25%
  - 17.42%
  - 9.47%
  - 15.72%
  - 15.47%
  - 11.93%
  - 23.16%
  - 23.67%

- Boomer Mom:
  - 30.25%
  - 20.75%
  - 15.98%
  - 14.39%
  - 11.93%
  - 7.58%
  - 15.72%
  - 9.47%
  - 23.67%
  - 23.16%
The Value of USA TouchPoints

Moments of Receptivity

Life Context

Advertising ROI
One Example of What the Study Revealed

- While near infinite data dissection is possible, “Moms” are one of the most important target segments for advertisers.

- TouchPoints gave valuable insight into “Moms” such as:
  - GenX moms (ages 33-46) have the least *down time* of any moms and the most time spent *care-giving*.
  - Millennials (ages 18-32) spend 43% more of their day *connecting* to others than do Boomers (ages 47-64) and 31% less on *basic duties*.
  - When preparing weekday meals, *TV is the most prevalent* media activity for all moms but radio and mobile and internet use are also strong.
  - Boomers *prepare meals* alone most often and watch TV while doing so most often (43% of their meal prep time).
  - All groups show that meal prep is *not generally a happy time*.
  - Boomer moms prepare *breakfast*; GenX moms prepare *dinner*; Millennial moms *diffuse meal prep time* throughout the day.