Overview of USA TouchPoints©
Cross-Platform Measurement Study for CIMM
2010-2011
Background

In April 2010, the Coalition for Innovative Media Measurement selected Media Behavior Institute as its partner in developing innovative cross-platform insights and metrics.
CIMM USA TouchPoints® Study

Objective

- Demonstrate the feasibility and benefits of context planning and hub fusion with USA TouchPoints© eDiary data

“We scoured the globe to find the most consumer-centric cross-platform approaches ... UK [IPA] TouchPoints is by far the most comprehensive and provides the best way to link cross-media measurement and provide an understanding of media usage in context.”

— Jane Clarke, Managing Director
Quick History - Media Behavior Institute and USA TouchPoints

- Formed in 2008, MBI integrates two innovative research methods to provide granular and comprehensive consumer/media insights:
  - TouchPoints eDiary licensed from the UK’s Institute of Practitioners in Advertising
  - Observation Method developed with Ball State University
- Together these are the methodological foundation of USA TouchPoints
USA TouchPoints© Multi-Method Framework

USA TouchPoints combines the trusted, top-quality sample of GfK MRI with eDiaries and Observations

- A portion of MRI’s *Survey of the American Consumers* sample completes USA TouchPoints 10-day electronic diary
  - Appended to respondents’ MRI data
- A smaller portion of this group are also observed for a full day *
  - Using the observation method co-developed with Ball State University
  - Integrated into the full eDairy sample
- Projected onto a larger portion of the total MRI sample

*The CIMM Study excludes the observational component of USA TouchPoints©
USA TouchPoints®
10 Day Electronic Diary

Questions Cover A Wide Range Of Media & Consumer Behaviors

14 Locations
9 Social Settings
19 Life Activities
54 Broadcast & Cable Nets
11 Program Types
11 Radio Formats
16 Magazine Genres
8 Local/Nat’l Newspapers
15 Website Genres
13 Emotional States

iPhone App – now being adapted for other smartphones
USA TouchPoints© Provides A Complete Look At Life Context For Context Planning

What media they're using

What they buy, own, and use

How they feel

Good mood  Bad mood
Relaxed  Alert

Consumers, Media And Life Context

When they're doing it

What kind of people they are
Lifestyles, Psychographics & Demos

Where they are

What they're doing...

Who they're with…
TouchPoints© Can Be The Connective Tissue Between Databases and A Media-Neutral Hub

The IPA TouchPoints® Hub Survey

Proprietary Data

UK TouchPoints provides the hub survey for data fusions

With industry cooperation, USA TouchPoints can also be the hub survey for fusions

BARB

POSTAR

JICREG

FAME

MRI Respondents

USA TouchPoints® Diary

Observations

US Media Currency Databases

TV

Radio

Print

Internet

Other Media TBD

With industry cooperation, USA TouchPoints can also be the hub survey for fusions
CIMM Study Details
Sample

- Projectable national sample of 1,000 adults
  - Age 18-64 -- (50/50 Males/Females)
  - Drawn from the universe of US adults who have already completed MRI’s Survey of the American Consumer and the product booklet
    - Stratified the same way as the full MRI sample
    - Excludes Spanish language dominant respondents
  - Data will be projected to a larger proportion of the MRI sample
    - Likely to be 9,000-15,000
    - With monthly sample integrity
Data Access

- CIMM members will have exclusive rights to USA TouchPoints data for six months
  - Data will be accessed directly from MBI and through third party processors like MEMRI, IMS, Telmar, and New Age
  - MBI will provide a number of “proof of concept” analyses
  - Respondent level data is not included but will also be available
- MBI will make the data more widely available after CIMM’s exclusive access period
CIMM Proof of Concept Analyses

- Analysis of data quality and media usage for comparison to industry benchmarks
- Three to five illustrations of the value of life context for innovative media planning
- Evaluation of hub fusions
Timing

- In-field: October 2010 – February 2011
- Data cleaned and ready: March 2011
- Data available through third-party processors: TBD
  - Estimated at this time to be April – May
- Fusions: TBD
  - Awaiting completion of discussions with currency providers
- Proof of Concept Analyses:
  - Analyses of data quality: March 2011
  - Life Context Media Planning cases: April 2011
  - Evaluation of fusions: TBD
Media Behavior Institute

Thank You!