

Collecting to Connecting



Richard Fielding

Chief Client Officer
Kantar Media

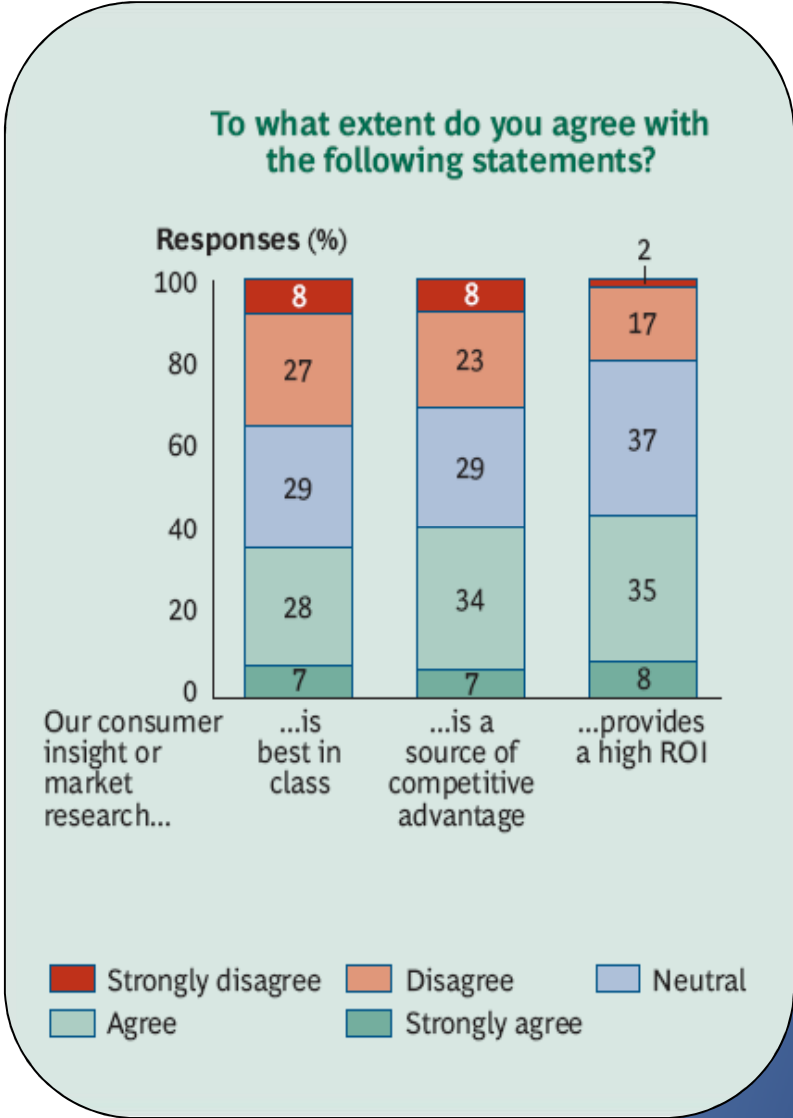
Where are we now?

BCG
REPORT

CENTER FOR CONSUMER INSIGHT BENCHMARKING 2009

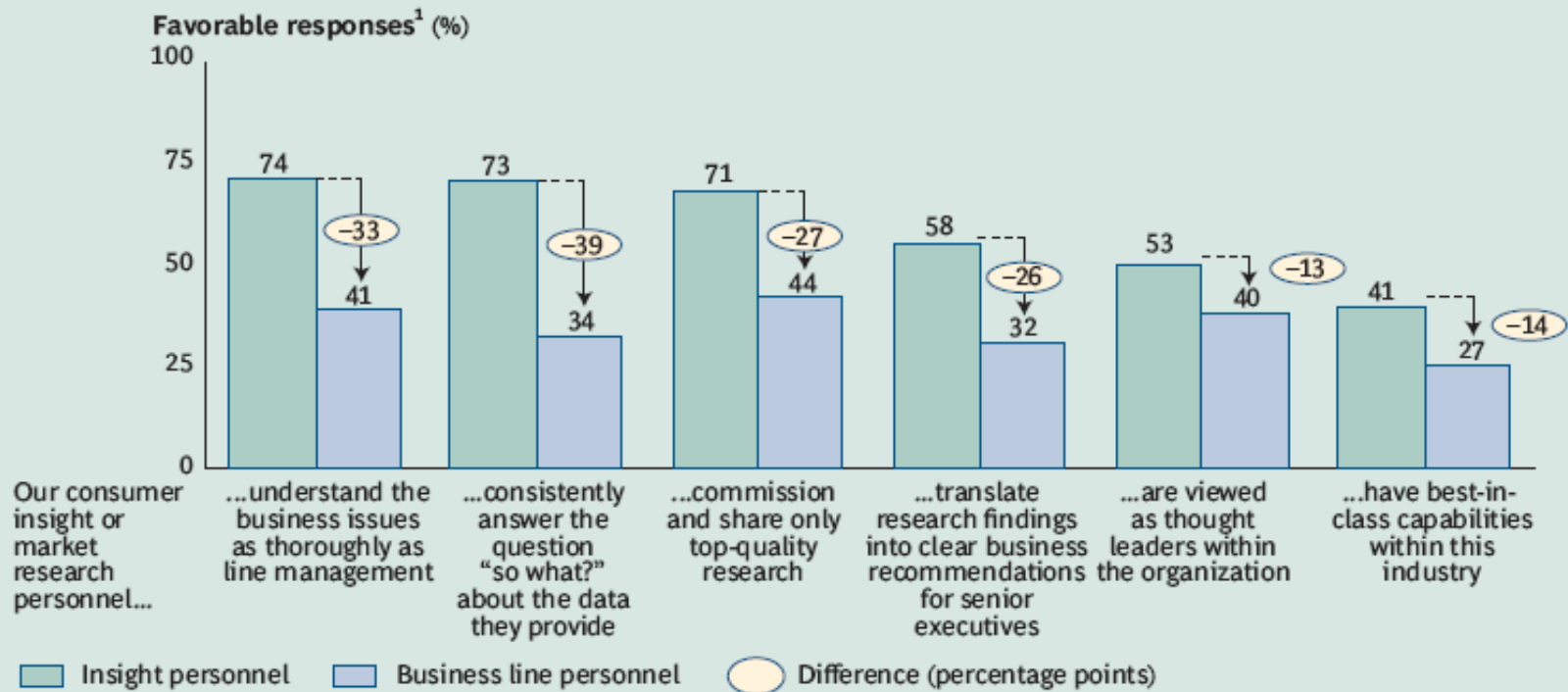
**The Consumer's Voice—
Can Your Company Hear It?**

THE BOSTON CONSULTING GROUP



Capability gap

Exhibit 7. Line Management Perceives a “Capability Gap” in the Insight Function



Source: BCG Consumer Insight Survey (as of March 31, 2009).

Note: Responses are from 819 survey participants (392 from consumer insight staff and 427 from business line staff).

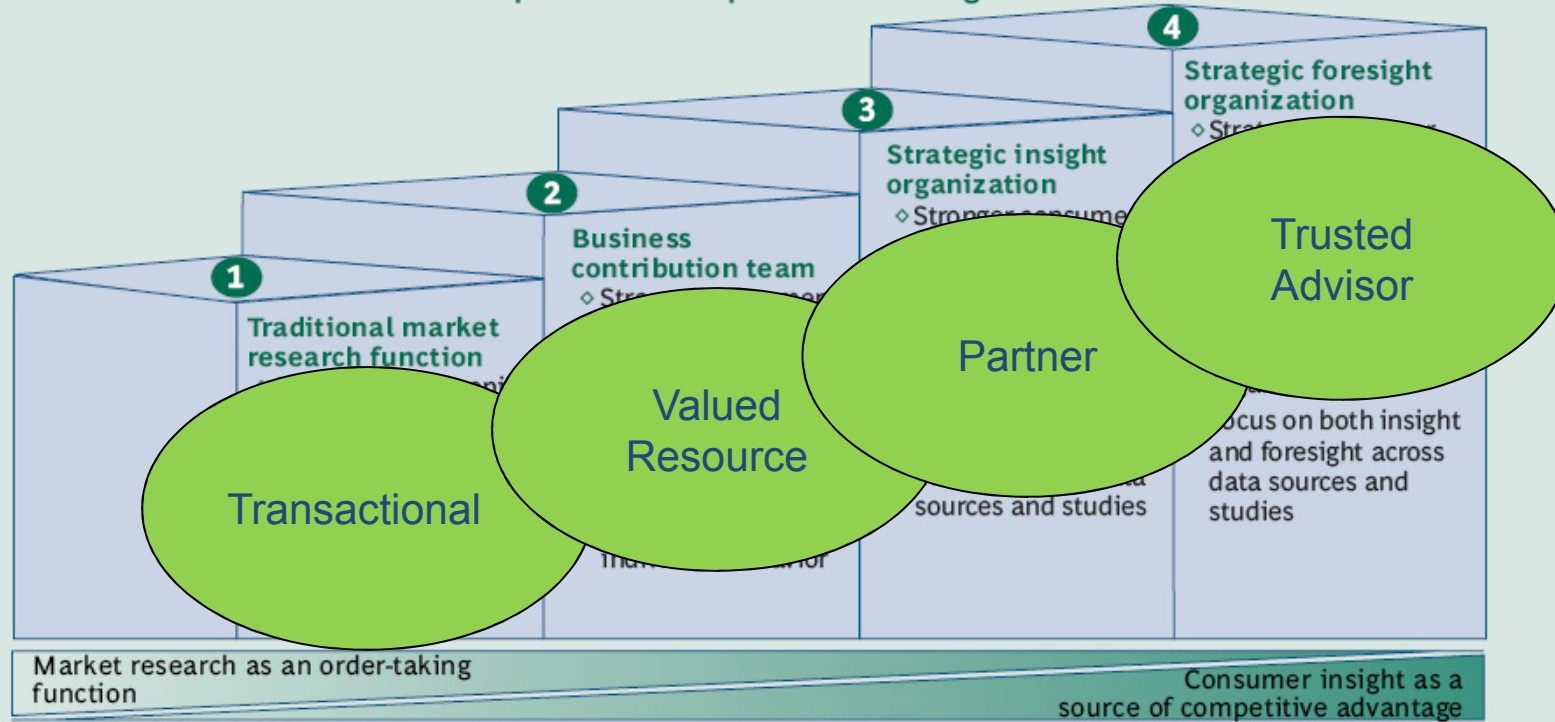
¹Percentage of “strongly agree” or “agree” responses to the statement provided.

Not all doom and gloom.....

The value continuum

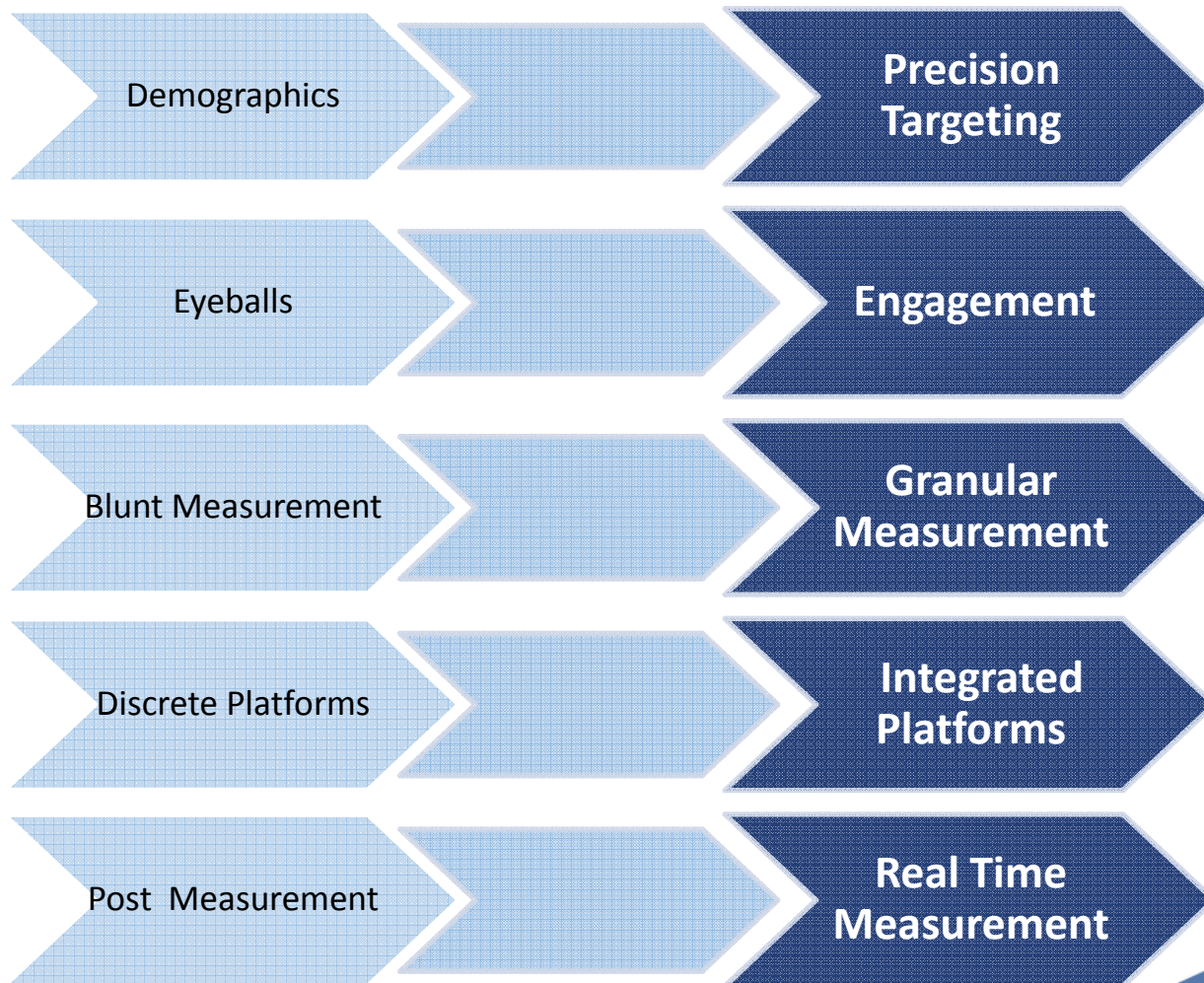
Exhibit 6. The Insight Function Is Poised for Transformation from a Cost Center to a Source of Competitive Advantage

Almost 90 percent of companies are in stages 1 and 2



Sources: BCG Consumer Insight Benchmarking (May 2009); press searches; company Web sites; analyst reports; BCG analysis.

So what does the media measurement future look like?



Precision targeting



A close-up photograph of a baby's face. The baby has bright blue eyes that are wide open, looking slightly to the right. The mouth is open in a surprised or excited expression. The skin is fair and has a soft, slightly textured appearance. The background is a plain, light green color. The word "Engagement" is written in white, bold, sans-serif font across the middle of the baby's face.

Engagement



Granular Measurement

Platform Synergy



Dynamic re-planning



More innovation



Digital



The image features three blue, glossy dumbbells arranged in a triangular pattern on a white surface. The dumbbells are positioned with their handles pointing towards the center of the triangle. The text "collecting to connecting" is overlaid in the center of the image in a white, sans-serif font. The background is a plain, light gray gradient.

collecting to connecting

Happiness Machine



Thank You