

M R C C REVIEW

The newsletter for all media professionals

Planning Media with Neuroscience

Judy Vogel, PHD USA

Neuroplanning™ has been practiced at PHD for the past four years. We created Neuroplanning™ in part because we acknowledged the existence of critical gaps in industry media planning practices. Media presentations were often written showing lots of data about the target audience, or about the client's business, but with little to no connection between those facts and figures and the resulting media schedule. Criteria,

such as "reach," was often used to make that connection. For example, the planner might rationalize the use of TV because it provides the greatest reach of the target audience. Or they may use media propensity (index) claiming

that the audience are more likely to consume that particular medium. Or they may use CPM or worse yet, the very generic media quintiles. All of these are less than optimal ways for justifying media selection. Just because a medium is more likely to be consumed by a target audience does not mean it will do the job required.

The new approach we embarked on was to understand how to do more than just reach people, by instead focusing on to how to influence them. We looked to psychology to understand how media influences people at a cognitive level, because clearly there are dramatic differences between the different media. Radio, for example, is a totally different experience from Print. Up until our work in this area, there was no data in existence that showed how these totally different experiences work on different areas of the brain to best define what cognitive tasks they were good at fulfilling.

This thinking led to the development of Neuroplanning™. Neuroplanning™ is an interactive planning system that enables us to work out how to influence people, not just reach

them. Neuroplanning™ incorporates general learning from the field of cognitive psychology with our own exclusive fMRI scanning experiment. The core output of Neuroplanning™ is a communications model that addresses the brand task, and insights about media channels best suited to delivering against those communication tasks.

We applied learning from cognitive psychology from 7 key areas called Neuroprinciples. For this article, we will focus on just four.

- The Brand Engram - Brands are made up of associate networks of neurons and

synapses. In the brain you have many neurons and synapses. In a typical brain you will find 100 billion neurons and a 100 trillion synapses. Think of a brand. As you think of that brand you will have a certain feeling in your mind, a set of neurons and synapses that represent the brand will now be firing up in your brain. If the challenge for the brand's marketing is to build new

associations to that brand, you need to get the target thinking about the brand while they are also thinking about something else - this builds new associations. If your intended audience makes these associations enough times the two engrams, the two sets of associations, will start to become connected. This would mean re-wiring the brand engram. If you just need to introduce a few new associations to the brand, it requires making small changes to the Brand Engram. If you need to keep the brand as it is, it's about activating existing connections often close to point of purchase. And each of these three would lead to different communication models. For changing the brand you would need a higher frequency and a rich media



Table of Contents

President's Notes	2
Upcoming Events	2
Meeting Information	2
FYI	7

MRCC OFFICERS

President, Julia Johnston
Icosystem Corporation
10 Fawcett Street
Cambridge, Ma 02138
(630) 967-8237
julia@icosystem.com

VP Programs, Jennifer P. Rhodes
Starcom Worldwide
35 W. Wacker Drive
Chicago, IL 60601
(312) 220-5407
[jenrhodes@starcomworldwide.com](mailto:jennifer@starcomworldwide.com)

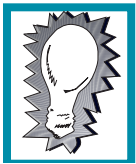
VP Administration, Matthew Hodges
Telmar Information Services
401 N. Michigan, Suite 1200
Chicago, IL 60611
(312) 840-8563
mhodges@telmar.com

Treasurer, Danny R. Miletic
Weigel Broadcasting
26 N. Halsted
Chicago, IL 60661
312-705-2686
dmiletic@wciu.com

Secretary, Danniele Meglen
MTV Networks
401 N Michigan
15th Floor
Chicago, IL 60613
(312) 836-0714
danniele.meglen@mtvstaff.com

continued on page 6





PRESIDENT'S NOTES

by [Julia Johnston](#)
[Icosystem Corporation](#)

Summer Notes

The lazy, hazy days of summer are upon us! I hope you are enjoying all the wonderful activities that make summers in the Midwest so very special. Backyard bar-b-ques, summer festivals, the beaches of Lake Michigan, and of course a few baseball games! For those of you who made the July Outing on the Mystic Cruise – wasn't that a wonderful way to spend a few hours in the middle of a business day? For those who missed it; we missed you! The weather was perfect, the conversation was stimulating and the boat crew made us all feel right at home. It's hard to think that summer will soon end and we'll be in the full swing of fall! Our **August 12th** luncheon will prepare us for the Fall TV season. **Sam Armando from Starcom** will be joining us for the seventh year running to share his insights and a sneak preview of what is to hit our TV sets this fall. Since the writer's strike cut short last year's season, this should be interesting one!

Next on our fall agenda is Shopper Marketing and In-Store Measurement on **September 9th**. Our guest speakers, **Peter Hoyt of In-Store Marketing Institute** and **George Wishart from Nielsen In-Store** will share their views of this fast-growing arena of marketing. With digital signage installation at an all time high, our speakers are sure to share the challenges they face and the solutions needed by many marketers.

Concurrently with planning these two luncheons, our 13th Biennial Symposium planning committees are putting final touches on what should be a killer event on October 14th at the Holiday Inn – Chicago Mart Center. The topic is "Capturing the Consumer: How Research is Meeting the

Challenge." We'll have a full day of keynote speakers and panel discussions surrounding this topic. Incorporated in the day are discussions on the solidification of new media measurement currency and metrics standards as well as a better understanding of the importance of engaging the consumer through innovative consumer insight research. Check out the MRCC website for a detailed agenda and registration. Please register early! Our seating capacity is limited and we know this will be a very popular event. The added bonus of registering early is taking advantage of the early bird specials! Don't miss out!

There will be one more MRCC Review in 2008 scheduled for November. I want to take a few lines of type to put a call out for anyone interested in participating on the 2009-2010 board. I have thoroughly enjoyed the past two years as the MRCC president and worked with a terrific board including Danny Miletic, Jen Rhodes, Dannielle Meglan and Matthew Hodges and many more contributing members of our newsletter, website and event planning. This club is an outstanding way to learn more about our industry, meet others as passionate about research as we are, and grow professionally in our field. Without dedicated members like you; this club would not survive. Soon it will be time to pass on the reigns to the next group of leaders. If you are interested in getting more involved with MRCC planning and strategy, please let me know. The new MRCC board will be elected at the December Holiday party.

I hope to see you on August 12th at the next luncheon! **MRCC**

Summer Meeting Calendar

PLEASE RSVP!

August Topic

Topic The Fall TV Season
Speakers Sam Armando, Starcom
Date Tuesday, August 12, 2008

September Topic

Topic Shopper Marketing and In-Store Measurement
Speakers Peter Hoyt, In-Store Marketing Institute
George Wishart, Nielsen In-Store
Date Tuesday, September 9, 2008

Place Maggiano's Banquets
111 W. Grand Avenue
The Amarone Room
Time Noon to 2 p.m.
Price **\$35 on PayPal for members**
(plus 4% processing fee)
\$40 member with reservation
\$45 non-member with reservation
\$5 additional charge for Walk-Ins
Menu Buffet-style lunch
RSVP FAX your reservation to
312-846-8277 or RSVP at
www.mrcc-online.com by Noon
the Friday prior to the meeting.
Cancellations must be received by
Noon the day prior to the event.

NOTE: Be sure to RSVP to guarantee yourself a seat. We can only handle a small number of walk-ins.



UPCOMING EVENTS

- October 14, 2008 – Biennial Symposium**
- November 11, 2008 – Word of Mouth with Speakers Brad Fay of Keller Fay Group and Paolo Gaudiano of Icosystem Corporation**
- December 9, 2008 – Holiday Party and Elections**

Note: The MRCC has made arrangements to accept credit cards via PayPal (Visa, MC, Amex, Discover). This must be done when registering online. Credit cards cannot be accepted at the door. Please be aware that there will be an additional 4% processing fee when paying by credit card.

The Magazine Maximizer:

A Model for Leveraging Magazine Engagement Dynamics

Britta C. Ware, Meredith Corporation
Judy Bahary, Starcom Worldwide
Bobby Calder, Northwestern University
Ed Malthouse, Northwestern University

Media provide a context for advertising that may affect consumer responses to advertising. Many studies have investigated possible media context effects, clearly demonstrating the existence of such effects. The most general conclusion is that when consumers are highly engaged with a medium they can be more responsive to advertising. Yet a standardized industry definition of media engagement currency does not exist.

Recent research by the authors has begun to explore the notion of engagement in more detail and to recognize that it has many forms in media. A recent study by Starcom isolated 6 engagement factors: reader's relationship, reasons for reading, how the magazines are read, brand imagery, creative execution integration and receptivity to brand messaging. These 6 factors were the basis for Starcom's proprietary ACE platform questions that have been integrated to the US print currency (MRI). Work by Ed Malthouse at Northwestern University has identified 39 experiences in magazine environments and shown that they impact advertising effectiveness. These experience dimensions are qualitatively different and combine to form an overall level of media engagement. This terminology is consistent with the recent definition proffered by the Advertising Research Foundation (ARF): "media engagement is turning on a prospect to a brand idea enhanced by the surrounding context." This definition has gained much attention as advertisers search for ways to overcome the problems of ad clutter and avoidance. One way is to advertise in media with high engagement levels.

Media Engagement and Experiences

The research referenced above defines viewer engagement as collective qualitative experiences with content. Content can engage viewers in many different ways. Some content is engaging because it informs viewers about topics relevant to them. Other content is engaging because it helps the

user relax and escape from the pressures of daily life. Content could also engage users by giving advice and tips. To be engaging, different media products need not deliver all possible experiences or the same experiences – engaging content could deliver high levels of the timeout experience while other content could be more informing. Media products can differentiate themselves by focusing on different experiences. The point is that there are many paths to engagement.

Syndicated market research often asks whether a publication is "one of my favorites," whether a respondent would "recommend it to a friend" or is "attentive." Many equate engagement with behavioral usage. That is, they define engaged readers as those who spend substantial time reading or who read many issues (frequency). While all of these outcomes are important, we argue that they are consequences of engagement rather than engagement itself. Our conceptualization is more fundamental than these other approaches.

We believe that experiences are the specific manifestations of engagement. We emphasize that experiences are not concerned with the editorial content itself, but rather the reader's reactions to the content. For example, the utilitarian experience characterizes the extent to which readers feel they get good tips and advice from a magazine, which is not the same as having any particular type of editorial content or even to the amount of space devoted to such information. An occasional good tip could generate this experience without an entire magazine being devoted to such content. Experiences thus reflect the role that media serve in peoples' lives.

Media experiences can be described at different levels. At the most basic level, of course, there is the concrete experience of the particular content of a given magazine or other media product. While this level of description may well be of interest, it is too saturated with details specific to the content and other unique characteristics of the particular content to be useful for comparison purposes. Our goal was to evaluate experiences across different magazines to maximize advertising effectiveness, as in the present case, so we needed a more abstract or generalized description of experiences.

In a series of in-depth, qualitative interviews with users, we sought to describe the experiences talked about in the interviews at a level that is common across magazines. Specifically, we sought to paraphrase the specific things that people report experiencing with specific magazines in a way

that preserves the common essence, but does not include details particular to individual titles. We refer to this description as an experience item. In this research, we induced a large number of experience items. Then we employed quantitative methods to explore the relationships among the items. If some experience items are highly interrelated, this indicates that they are alternative measures of the same experience. No single item captures a single experience in total. Experiences are sets of related items, or factors, that can provide a reliable measure of an experience. We refer to these sets of items as experience scales and use them to measure online media experiences.

Syndicated market research often asks whether a publication is "one of my favorites," whether a respondent would "recommend it to a friend" or is "attentive."

The Effect of Media Context on Advertising

Previous research has demonstrated a relationship between general involvement with a medium and advertising effectiveness. Here, we specifically focused on media experiences and effectiveness. Our study tested the experiences-ad effectiveness relationship using five real ads and a more realistic experimental procedure than previous studies. Our hypothesis was: experiences and engagement are associated with the effectiveness of an advertisement, after controlling for potential confounding variables. We also wanted to examine how the ad itself might enhance the relationship. That is, do some ads benefit even more from media experiences and overall engagement than others?

To examine the question of whether some ads benefit from experiences and engagement more than others we turn to the idea of congruence between an ad and content. According to research by M. Dahlen, congruence occurs when "the medium and the advertised brand

continued on page 4

converge and become more similar in consumers' minds." Defining congruity is difficult because there are many different, and potentially conflicting, ways that an ad can be congruent to a vehicle. An ad could be congruent to a vehicle in one respect and dissimilar on another. For example, a vehicle and an ad could both have a consistently emotional executional tone, but the vehicle could have more of a traditional look while the ad has a more modern look. Our work examined the congruence between the experiences with a magazine and the experiences with the ad itself. We applied the same logic of measuring experiences with ads that has been used for media vehicles and ask whether congruence between the two experiences impacts advertising effectiveness. Our second hypothesis was that "the experiential congruity of an ad and a magazine vehicle is associated with the effectiveness of the ad after controlling for advertised product category usage and reader engagement with the publication."

Methods

The research design consisted of two independent studies using Meredith's online reader panels of four consumer magazines. The first study, called the *main study*, measured reader experiences and usage of a particular magazine and reactions to specific ads that the respondent was told appeared in the magazine. The second study, called the *ad study*, asked respondents to rate the ads independent of the context, i.e., respondents are not told that an ad appeared in a specific magazine. We first discuss how we selected magazines and the experiences in those mag-

azines. Next, we discuss how we selected the particular ads used as stimuli. We then discuss the two studies.

Magazine and Experience Selection

Titles were selected from three genres including health (*Fitness magazine*), shelter (*Country Home and Better Homes and Gardens*), and parenthood (*Parents*). To inform our selection of experiences and ads, we reviewed the May and June issues and profiled the experiences offered by each. We looked for experiences that seemed to be central to the concepts of the media brands.

- *Utilitarian*. The reader believes that the magazine gives advice and tips that are useful.
- *Inspirational*. While closely related to utilitarian, the inspiration experience is about making readers believe they can do something while the utilitarian experience is about giving specific advice to do something.
- *Positive Emotional*. Readers feel touched emotionally by stories they read.
- *Visual*. Many magazines have high-quality photography. The printed quality of images in a magazine can be much better than those on web sites or in newspapers.
- *Ad receptivity*. With some publications, the advertising can be an important part of the content and can be an important reason for buying the publication.
- *Timeout*. For example, people have a fundamental need for relaxation that can be satisfied in many different ways. For some, reading a magazine after the kids are in bed and the dishes are done can provide this "timeout."

Ad Selection

Having selected the magazines and experiences, the next step was to select advertising stimuli from the June, 2007 issues of the magazines. We decided that each respondent would be shown one ad. Five ads were selected for this pilot test. We had two criteria in selecting ads: (1) the ad must plausibly fit in any of the four magazines and (2) the ads should vary on the six experiences we selected. The rationale for the first criterion should be self-evident – for this study to be realistic, it must be plausible that the ad would appear in the magazines studied. The rationale for the second is that we will have to have variation in experiences to detect congruence effects. If all ads had the same experiences, then they would be equally congruent to every vehicle on those experiences.

Main Study

The goal of the main survey was to assess the impact of context, as measured by experiences, on advertising effectiveness. This study, in combination with the ad study, allowed us to study how congruency between the ad and magazine affect advertising. Respondents were selected from Meredith Corporation's reader panels. We attempted to have a balanced design, with an equal number of respondents for each ad X magazine combination. Respondents were first asked about the readership of the past four issues of a particular title using a visual cover prompt and date. Respondents were eliminated if they had not read or looked into one of the past four issues.

In an effort to recreate the reading environment and bring the reader closer to the reading experience, the respondent was asked to review a "mini-magazine" including a table of contents and 3 sample editorial pages (no ads) prior to the next set of questions. Using flash technology from Decipher, Inc., the respondent could flip pages and use a magnifying glass to get a closer look, coming as close to the reading experience as the on-line methodology would allow. Once the "mini-magazine" was reviewed, the respondent moved to the next section and was asked a series of standard reader usage metrics, including time and days spent reading, reading frequency and overall rating. Next, the respondent was presented with 25 statements and asked (on a 5-point agreement scale) to describe their own feelings about their experience reading this magazine.

continued on page 5

Make a Difference!

The MRCC seeks highly motivated individuals to run for office or to serve on its various committees.

Contact Julia Johnston for details:
julia@icosystem.com or 630-967-8237

Ad Study

The goal of the ad survey was to measure the experiences of four ads, absent of editorial context. Readership of the past four issues of each magazine was assessed using a visual cover prompt and date. Respondents were eliminated if they had not read or looked into one of the past four issues (same criteria as the main and non-endemic surveys). Following the screen in, respondents were shown a visual of one of the five ads and asked if they have seen the ad before (yes, no, not sure). All responses continued. Following the visual of the advertisement (but not adjacent to any editorial as in the other two surveys) the respondent moved into questions relating to one of the five advertisements. Questions included all of the same ad effectiveness questions from the main study, but also included more in-depth seven-point agreement scale questions describing feelings when looking at the ad. These descriptors covered standard ad effectiveness measures, including appeal, attention, believability, but also focused on the emotional reaction. The important difference is that no editorial preview ("mini-magazine") or adjacency was provided. This survey simply tested ad effectiveness among a sample of readers.

Results

After validating the analytic approach to measuring experiences and engagement, we did some analysis to measure whether there are differences in the average experience levels of the four magazines. We selected the magazines for this study because we suspected that the readers would engage with them in different ways. Having differences in experiences is necessary to test the congruency hypothesis because if all four magazines are equal on some experience then they are all equally congruent with any ad on this experience.

Engagement is not just something that distinguishes one media vehicle from another.

In summary, the four magazines were approximately equally engaging, but in different ways. All four magazines are at least somewhat engaging across the six dimensions. In addition to being Utilitarian, Country Home is very high on the Visual and Timeout experiences. BHG is also Visual. Parents is more Positive Emotional than the others. Fitness has higher Ad Receptivity means than the others.

Through our various analyses (see the full study for more detail on measurement techniques and data findings), we found evidence to support each of our hypotheses.

- **The more engaged a reader is with the content of a magazine, the higher the respondent rates specific ads.**
- **The effect for congruence is positive and highly significant. The more congruent an ad is the more favorable the respondent's attitude is towards both the advertisement and product.**
- **The slope for congruence is very highly significant, indicating that the more congruent an ad is with the magazine, the higher the attitude, supporting hypothesis 2.**

Discussion and Conclusion

This work set the stage for examining the effect of magazine media engagement on advertising. We related experiences and engagement to the test score ratings of five ads. The results show that both engagement

and individual experiences affect reactions to the ads. Moreover, these effects are general across both ads and magazines. This confirms findings from other media-context studies and is of particular importance given that readers saw the ads in the context of actually reading editorial content.

This study, moreover, provides an empirical test of the experiential congruency hypothesis that the more congruent an ad and vehicle are in terms of an experience, the more effective the ad. We proposed a specific formula for evaluating the experiential congruence between an ad and a media vehicle. We showed that experiential congruence is related to ratings of ads and the product advertised.

The Context Fit Index

These findings have important implications for both advertisers and media companies.

Since the experiential congruence of an advertisement with the vehicle affects reactions to the ad and product, advertisers should attempt to maximize congruence. This can be done either in developing ad creative executions with consideration of the experiences in the intended vehicles or through the selection of vehicles. Experiences provide tangible dimensions for evaluating vehicles. And understanding the experiences offered by a vehicle can guide the creation of an ad.

Measures of experiential congruency could be incorporated into the media selection process. Media experience measures could be available from syndicated research (e.g., Simmons, MRI, Scarborough, JD Power) or through proprietary studies (e.g., Starcom's ACE platform). And although few ads are tested prior to insertion, the experiences of particular ads should be ascertained through copy testing. In lieu of specific syndicated measurement of experiences, advertisers

continued on page 7



LANDAJOB ADVERTISING & MARKETING TALENT IN KANSAS CITY has a number of jobs to fill in the Midwest and New York, including Online Media Planners/Buyers, Digital Media Strategists, and National Advertising Media Manager.

Find us online at www.landajobnow.com.

Or call Kathryn Lorenzen at 800-931-8806, ext. 230.

strategy. If you needed to introduce new associations with a brand you would need moderate frequency. If you want to reinforce the brand you would need to focus any frequency around the purchase cycle.

- **Hardwiring** - The second Neuroprinciple is hardwiring. Hardwiring is a name for synapses that have been used many times, so many times that they have become so thick that they tend to last for a long time, they can often go unchanged for the best part of a lifetime. Think about an old advertising campaign from your childhood. Brands often struggle to change Hardwiring. If there is Hardwiring, the creative must work with it. The creative must contemporise the existing associations in order to activate the existing neurons that sit within the Brand Engram. Failing to do that would make it difficult to build new associations. For media planning, you need to start to shift perceptions or contemporise perceptions. For this task you would need high frequency, rich media and also high impact so that people can start to process and think through their current views of that particular brand.

- **Emotional Anchoring** – Another Neuroprinciple is Emotional Anchoring. Emotional Anchoring is a theory that suggests every thought is anchored in emotion. In other words, emotion affects what we see and what we think. Input goes into the brain through the thalamus; the thalamus converts the sensory input from sight and sound into brain data. The brain data then gets passed up to the association cortex as well as to the amygdala, the emotional part of the brain. The key issue is that a lot of information goes through emotion before it goes up to thinking. So our emotional state actually affects what we think and what we see. Emotional Anchoring is a significant factor for media planning; if you are emotionally warm to a brand you are more likely to notice it. The warmer you are, the less impact is actually needed and the colder you are the more impact is required.

- **HIP & LIP** - Another Neuroprinciple is High Involvement and Low Involvement Processing. It is important to know that at any given time you are processing information at three different levels. You are processing information at a High Involvement Processing level - which is, hopefully, thinking about the meaning of this sentence. You're also processing information at a Low Involvement Processing level which is information that you were not quite conscious of until your attention is drawn to it, this could be the

sound of a person's voice, how they gesture with their hands and the clothes they wear. As soon as you are aware of these things, you start to High Involvement Process them. Even though you were not aware of them you were still storing information to long-term memory, but they were being stored differently to High Involvement Processing. High Involvement Processed information is filtered before it is stored to long-term memory whereas Low Involvement processed information is stored directly to long-term memory without any filtering. The implications for advertising are very important because if you need to convey information that you want people to think through, you need to force High Involvement Processing. If, however, you need to build/change a brand you need to communicate through Low Involvement Processing, as it just goes 'right in.' Therefore, in advertising High Involvement Processing is not what actually builds a brand, it is actually the information that is flowing through Low Involvement Processing that builds the brand. Low Involvement Processing is a

very effective way of increasing a set of associations around a brand. Of course, different objectives require different levels of processing, as there are some cases where you may need High Involvement Processing to convey a rational message or more short term return (e.g. a 50% sale ad), and some cases where Low Involvement Processing is more important. Strategic media planning is very important because some channels will convey many more layers of low level processing than others.

These as well as the other 3 neuroprinciples which we've not elaborated on in this article, are part of the PHD strategic planning process and direct the development of communication strategies for our clients, and inform media selection. In the media planning world today it is not sufficient to develop an efficient plan that reaches the intended audience. Media should help influence consumer decisions and through the application of neuroplanning™ we are able to make smarter media allocation decisions. **MRCC**

Judy Vogel is SVP Director of Research at PHD USA

MARK YOUR CALENDARS

MRCC Biennial Symposium

"Capturing the Consumer How Research is Meeting the Challenge"

Tuesday, October 14, 2008, 8am - 5pm
Holiday Inn - Chicago Mart Plaza
350 West Mart Center Drive
Chicago, IL 60654

\$250 for members, \$300 for non-members until 9-12-08.

\$300 for members, \$350 for non-members after 9-12-08.

Visit www.mrcc-online.com for more details.

could rely on the judgment and experience of the magazine publishers who are the best source of their readership behavior. This should result in increased congruence of ad and content experiences. The magazine and ad experience measures could be used to identify which magazines are most congruent with a particular ad. The Euclidian distance approach used in this research in fact provides a formula for calculating a *Context Fit Index*.

Engagement is not just something that distinguishes one media vehicle from another. It is not just that one magazine offers more engaged readers than another. This research

indicates that consumers have experiences with ads in the same way that they have experiences with editorial content. Advertisers need to think about ads, as well as media vehicles, in terms of engagement. And both media companies and advertisers need to give more thought to the congruence of ads with vehicles by considering the fit of ad experiences to media experiences. This focus on the congruence between advertising and content adds further refinement to the magazine planning and selection process. Moving towards experience context fit planning continues the goal of maximizing ad effectiveness. **MRCC**

Britta C. Ware, VP, Research Solutions, Meredith Corporation

Judy Bahary, VP, Captivation, Starcom Worldwide

Bobby Calder, Charles H. Kellstadt Distinguished Professor of Marketing and Psychology, Kellogg School of Management, Northwestern University

Ed Malthouse, Theodore and Annie Sills Associate Professor of Integrated Marketing Communications, Medill School of Journalism, Northwestern University

Comments and suggestions can be sent to directly to board members or go to the website and click on [CONTACT](#).



Scarborough has completed delivery of all 81Release 1 2008 local markets. Its national database (USA+) will be available on August 28th... **IMS Clear Decisions™** is a revolutionary new software platform that analyzes media and marketing data. With Clear Decisions, you can quickly mine your increasing amounts of data for insight, and get more value from the surveys you buy. In addition, custom report templates and hundreds of chart options allow you to create

presentation ready reports customized for your business. For a demonstration of this new platform, please call Gail Murphy at 312-583-5352... **Nielsen's** local market people meter (LPM) measurement goes live September 2008 in Cleveland and Minneapolis with Miami and Denver going live in October 2008... **Experian** Consumer Research, Home of Simmons recently celebrated the fifth year anniversary of its local product, Local Consumer Study. The Local Consumer Study provides insight on who and where your most profitable customers and prospects are within the 209 media markets. Contact Evan Goldfarb at evan.goldfarb@experian.com for more information... **comScore** is hosting a Breakfast at Riva Restaurant, Navy Pier on Tuesday August 5th. "How do you know if Your Online Advertising is Working." Please register today at www.comscore.com/chi.

FAX YOUR MRCC RESERVATION!

FAX TO: DANIELE MEGLEN

If you would like to fax us your lunch reservation, please fill out the information below and fax it to the MRCC reservation line at 312-846-8277 by Noon, the Friday prior to the meeting.

Name _____

Company _____

Phone # _____

Paypal (\$35 + 4% processing fee) Member (\$40) Non-Member (\$45)

No shows will be billed — cancellations must be received 24 hours prior to meeting.

The *MRCC Review* is published 4 times a year.

Address Danny Miletic
changes: (847) 430-3021
dmiletic@comcast.net

Advertising: Julia Johnston
(630) 967-8237
julia@icosystem.com

FYI: Steve Later
(312) 385-6734
steve.later@nielsen.com

Membership: Renew or Register at
www.MRCC-Online.com or contact
Danny Miletic, (312) 705-2686
dmiletic@wciu.com

Editorial: Jamie Arvizu
Jamie.Arvizu@omd.com