



Cross-Media Audiences

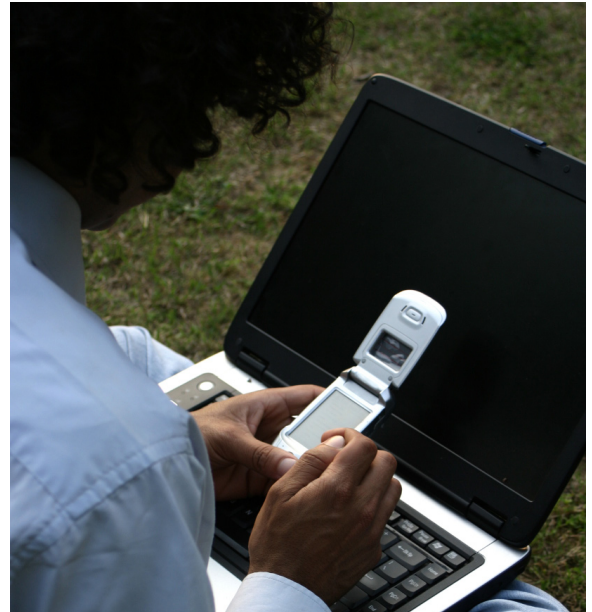
Knowledge Networks, a GfK company, possesses uniquely strong dual expertise in digital and traditional media – making us an ideal partner for creating more effective media plans across many media, or to establish reach across dozens of vehicles. KN can turn to a variety of syndicated and custom solutions to measure audiences for almost any combination of media – from HDTV to print to mobile video.

KN can help you find out:

- where and when cross-media coverage of an event – like the Olympics or FIFA World Cup – is reaching different types of consumers
- how to target young male soda drinkers more effectively by allocating ad dollars to different media (**MultiMedia Mentor**[®])
- what is the combined reach of a single media company's Web sites, magazine, and radio stations (custom **MultiMedia Mentor**[®])

Defining the Audiences You Are Reaching

NBCU and ESPN both rely on **Total Touch** to establish the value of cross-media advertising for some of their most important and complex event coverage. It is a scalable, single-source solution for



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assessing consumer exposure and reactions across dozens of media, including out-of-home use. KN can easily adapt the **Total Touch** method for any media stakeholder trying to measure and understand a multiplatform media execution; and we can include custom questions about sponsors, product category users, or audience diagnostics.

Allocating media for greater targeting efficiency

With **MultiMedia Mentor**, you have the richest industry information about the time people spend within and across media (including your brand and category users) – all of which you can leverage for more effective marketing and media action. **MultiMedia Mentor**[®] services are available as both a syndicated and custom service. [Click here](#) to learn more.

To learn more about Cross-Media Audiences, contact:

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