

# Media, Advertising and Brands: A People-Centric View

Media Capabilities from Knowledge Networks, a GfK Company

The KN Media team guides providers, agencies and digital publishers to optimal audience value, advertising effectiveness, and delivery efficiency. We excel at delivering the action in the facts, drawing on a unique blend of expertise in measuring digital and traditional media alike. We provide the insights clients need to

- assess the size of an audience across multiple properties and platforms
- measure the effectiveness of advertising according to a variety of metrics
- understand consumer reaction to new media options to inform strategy and investments, and
- provide innovative, custom research to address strategic issues facing media stakeholders

## Media audience measurement and planning

Marketers and agencies rely on our syndicated and custom single-source measurements of total media use, simultaneous use of multiple media, and true duplication of reach – without “fusion” models.

With **MultiMedia Mentor**<sup>®</sup>, you can allocate media dollars more efficiently by using a people-centric lens of how media time is spent, coupled with the ability to filter by demos and brand targets. All surveys are conducted on the representative **KnowledgePanel**<sup>®</sup>.



You can learn:

- Time spent at the media level and within a medium
- Time spent across a customized set of branded media properties across media

**Total Touch** helps primary rights holders for big-ticket events demonstrate ROI to their sponsors. We measure total exposure to a major event and its primary sponsors across all media — a capability tapped by NBCU in measuring audiences to the 2010 Vancouver Olympics, and by ESPN for its 2010 FIFA World Cup coverage across dozens of properties.

KN has also conducted hundreds of **custom single-media studies**, defining consumer use of everything from the Internet to newspapers.

## Media & advertising effectiveness

Clients from both sides of the ad sales table come to KN to measure the value of their media and advertising. For both sides, we can provide accurate measures of campaign effectiveness that can be used to validate a current buy and inform negotiations for future buys.

Our **KN Dimestore platform** allows you to place simple surveys in the same online footprint as a display or streaming video ad. With this unique technology and our “real-time” reporting, you can **optimize online ad campaigns** while they are still in flight – and get more for your online ad dollars.



## Media, Advertising and Brands *continued*

In a more general sense, we help advertisers, agencies, and media companies understand **the value of different platforms and ad models** – as in our work on Vivaki's **The Pool**. And KN serves **sponsors of sporting and other events** by defining the impact of these investments on consumer attitudes and behavior.

### Media technology insights

Our syndicated **The Home Technology Monitor™** and **How People Use®** reports give media companies and marketers insights into technology penetration and usage trends, along with the public's attitudes toward advertising within these technologies. We also excel at designing custom studies of technology ownership and usage for new devices and interfaces.

**The Faces of Social Media<sup>SM</sup> Syndicated** is a Joint Research Venture of KN and MediaPost Communications' Center for Media Research – providing a syndicated, consumer-centric view of social media involvement and its **effect on purchase decisions** for 39 product categories.

**The Faces of Social Media<sup>SM</sup> Custom** offers a **custom view of social media use** through a real-time, automated and organic text-mining & analytics platform that leverages a proprietary semantic engine.

### Audience insights

Meeting the challenge of media company ad sales, KN's custom A&U capabilities can highlight the value of a media audience to help meet advertiser needs, among them:

- Showing the value of a youth audience in the face of a recession
- Profiling “moms” and their importance in family purchase decisions
- Demonstrating the value of the Latino audience to mainstream advertisers

We perform sophisticated customer-based **brand equity measurement, segmentations, and modeling** for established and new media brands, identifying the positioning that consumers are most likely to embrace.

Knowledge Networks also provides custom research to **inform content development, programming, and scheduling decisions** – each of which can have a major impact on ratings and ad revenues. KN brings expertise to research on talent evaluation (e.g. news anchors), content development, impact of scheduling changes, and promotion testing.

### Knowledge Networks rigor and expertise

Confidence is what KN delivers. Confidence based on the rigor of statistically valid, probability-based samples and survey instruments refined over many years to maximize accuracy. Confidence in expertise that brings facts to life with insights and recommendations. We welcome your next challenge!

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