

ESPN turns to Knowledge Networks research, software to demonstrate the value of cross-media advertising

Challenge

To encourage advertising deals that incorporate several ESPN properties, the company sought a reliable method to demonstrate the value of those deals. The ideal: a customized service that would

- establish ESPN's total reach power among key groups;
- define the exclusivity and duplication of audiences – using demographic and socioeconomic breaks – for ESPN media combinations;
- provide a single-source measurement of time spent with different media; and
- suggest cross-media synergies to meet advertisers' targeting needs.

Background

Through its alliances, Knowledge Networks possesses unrivaled expertise in the media sector. In response to the growing importance of cross-media advertising packages, KN developed *MultiMedia Mentor*[™], a strategic planning service that enables more precise targeting of specific consumers through the five key media – TV, radio, the Internet, newspapers, and magazines.

Knowledge Networks solution

After consulting with Knowledge Networks, ESPN decided to capitalize on *MultiMedia Mentor*[™], a KN service that combines data on the five key media – TV, radio, Internet, magazines, and newspapers – and software that allows customized planning and optimization. *MultiMedia Mentor*[™] offers:

- a single-source measure of media use yesterday – ideal for limiting recall and enabling comparability;
- a 6-week field cycle, yielding a relatively high response rate; and
- *Mentor's* excellent reputation among the many agencies that use it.

The result is an exclusive service known as *ESPN All Day, Every Day*, which explores “a day in the life” of an ESPN consumer. *ESPN All Day, Every Day* provides

- total ESPN media exposure for demographic groups (more than 100 audience variables), product usage groups (by category or brand), and other breaks;
- the ability to test almost any combination of ESPN properties to achieve optimum reach and/or frequency among target audiences; and
- the ability to factor “exposure quality” (*EQ*) into plans, quantifying the added value of catching key audiences in situations when they are more likely to be attentive.

Effects

Ed Erhardt, President of ESPN/ABC Sports Customer Marketing and Sales, believes that *ESPN All Day, Every Day* improves advertiser reach by 20 percent¹. He's offering it as part of a sales package to encourage cross-sport advertising purchases at different points in the season.

The data also point to ways in which major event sponsors can achieve maximum exposure (e.g., by purchasing pre-event advertising on ESPN.com, driven by a print ad in *ESPN The Magazine*). In addition, *ESPN All Day, Every Day* is helping ESPN to calibrate existing media "currencies" for a more precise cross-media evaluation.

With help from Knowledge Networks, ESPN is now an even sharper media player.

For more information, contact your Knowledge Networks service representative or write to info@knowledgenetworks.com.

¹ John Consoli, "ESPN/ABC's New Playbook: Sales unit to offer 3 upfront packages that cut horizontally across spats." *Mediaweek*, April 22, 2002, 5.



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