



FROM THE EDITOR'S BLACKBERRY™

We received an extremely positive response to our interview in the last *KNOW* (Spring/Summer 2006) with Kelley Styring; a former Frito-Lay marketing executive, Kelley traded corporate life for consulting and wine-making, establishing a vineyard in the wilds of Oregon with her husband. On a recent trip to that gorgeous state, I paid Kelley a visit (see the photo below) and found her just as vibrant and inspiring in person as she was in the pages of *KNOW*. She was brimful of ideas, discussing the myriad decisions that go into starting a business generally and marketing high-quality wine.

It is only appropriate that we should revisit Kelley—literally and figuratively—for this issue, whose theme is “seizing opportunity.” Kelley personifies the ineffable balance between finding and making opportunities; the best ideas must be plucked out, weighed, and given as much foresight as possible—but some would also say they can be created via the entrepreneurial spirit.

Along that idea, Knowledge Networks' new CEO, Simon Kooyman, opens this issue with a provocative overview of factors that can lead business decision makers to discover opportunity. With his eye on the same bull's eye, Procter & Gamble's Manager of North American Media Research, Don Gloeckler, talks about the rapidly changing media landscape, and the ways in which advertisers might leap forward to connect with consumers.

One question that often accompanies discussions of opportunity is whether a particular product, service offering, or movement is a passing buyer fad. Phil Abrahamson provides valuable insights by exploring businesses that have confronted this issue.

A sector that has seen more than its share of fads and trends in recent years is personal financial services; the Baby Boomers and other groups are rewriting the rules of investing and money management. Mark Abboushi touches on potential ways in which PFS

companies can look beyond traditional demographics to harness consumer insights, even in the face of rapid industry consolidation.

And, specifically focusing on Boomers, J. Michael Dennis collaborates with Linda Fisher, AARP's Director of National Member Research, to hone in on the overarching generational trends that set apart this audience.

Propelled by curiosity, the marketing research team at KN continually ponders upcoming opportunities that may exist across industries. So we checked in with KnowledgePanelSM, the company's representative consumer panel, to see what insights may be waiting in the wings of two burgeoning consumer categories: the mature cell phone market and the energy drink sector.

Back on the media front, in twenty-six short months, the US television industry, along with consumers, will experience a tremendous change—a switch to the digital standard in television broadcast. David Tice provides a concise run-down of stakeholder opportunity within this impending transition.

Just as we've capitalized on the opportunity to send you our thoughts in this issue of *KNOW*, we hope you will do the same. We look forward to hearing from you!



Erica Demme

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Styring (left)
& Demme