

# MultiMedia Mentor®

Gateway to understanding your brand targets' media behavior

## The MultiMedia Mentor® Difference

Your custom survey research is done. Yet there is a missing piece—how do you most effectively link media to your brand building? MultiMedia Mentor® from Knowledge Networks, a GfK Company, enables you to make that direct linkage between media time and people's attitudes and brand usage, such that you can:

- activate a media plan to newly discovered segments, or
- effectively reach new product target buyers, or
- realign your selected media to get your message across to existing brand buyers so their loyalty grows

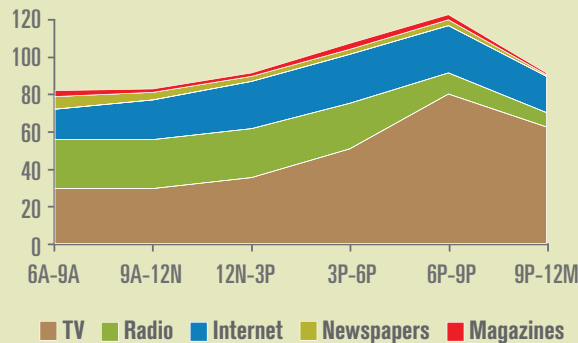
## New in '09 from Knowledge Networks

A single-source view of media and consumer-brand linkages

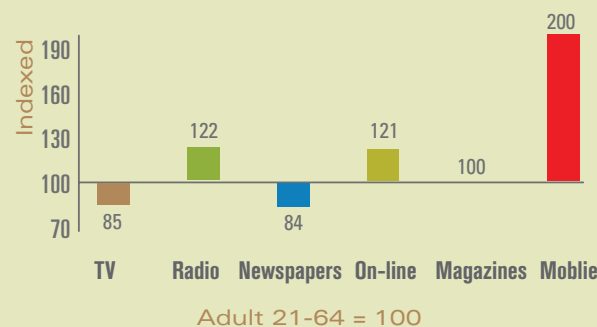
We can offer this media-brand linkage because now all Mentor data is collected on [KnowledgePanel®](#) – the only online panel based on

## Sample Output

### MultiMedia Mentor® - A Day in the Life Time Spent: Your brand buyers!



### Media Minutes - 6AM-12M Your Brand - Your Target: Males 21-34



### Internet Use - A Closer Look Share of Net Time

|                     | Males 21-34 | Your Brand B buying Males 21-34 |
|---------------------|-------------|---------------------------------|
| E-Mail              | 14.6        | 18.6                            |
| Social Networks     | 10.0        | 8.2                             |
| On-Line Newspapers  | 5.3         | 7.2                             |
| On-Line Magazines   | 2.1         | 1.9                             |
| Instant Messaging   | 12.0        | 9.6                             |
| Total Internet Time | 2:11        | 2:04                            |

a representative sample of the full U.S. population, including cell phone-only households and other hard-to-reach groups, such as Hispanics.

On a syndicated basis, Knowledge Networks captures time spent with specific media and shares of media time (by medium) crossed with key demographic categories (age/sex), coupled with the ability to filter by brand targets. Additionally to meet *your* specific needs a custom MultiMedia Mentor can be developed, along with KN's expert analysis, based on the consumer-brand characteristics and demos you specify.

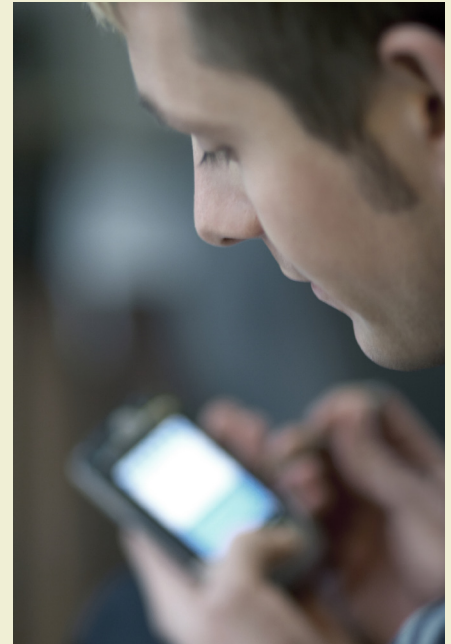
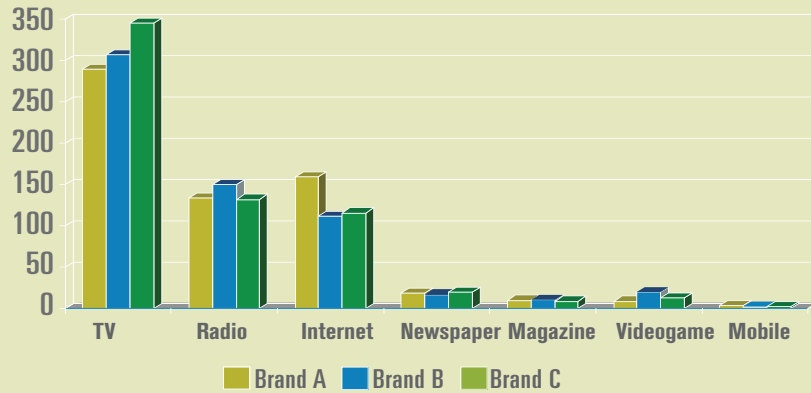
Our analysis is enhanced by comparing both the time spent with a medium and share against the general population of Adults 21-64, or the demo you specify. This enables Knowledge Networks to identify differences in media behavior among your key target groups.

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## Daily Media Minutes: Favorite Brand: A vs. B vs. C



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## Applying MultiMedia Mentor® to your custom analytic needs

We can easily add KnowledgePanel®-based information to this mix and gain a variety of new perspectives on connections between media and brands. With a detailed, custom study, you can analyze almost any type of brand-media connection, such as how best to reach the non-buyers within your established brand's top segment such that you achieve sales growth targets.

## Methodology

We build the Mentor database through continuous measurement of people's interactions with media, using a representative, nationwide sample. The survey is conducted

online among people ages 13 to 64, including representation of the full U.S. Hispanic population (English- and Spanish-speaking).

Mentor captures time spent with media (including simultaneous use) during the past 24 hours for TV, Internet, radio, magazines, newspapers, videogames, mobile media, and cinema. Our syndicated data is released in March and September of each year, representing 2,500 interviews in each wave.

## Knowledge Networks rigor & expertise

MultiMedia Mentor, using KnowledgePanel as its single data source, reflects KN's commitment to informing client decisions with

the most accurate and relevant information. From questionnaire design to collection to analysis, we make precision and practical value key priorities of our research that helps you build your brands through effective media targeting.

Give yourself the confidence to be sure about your brand building through media.



For more information

about MultiMedia Mentor®, contact Bob DeFelice at [rdefelice@knowledgenetworks.com](mailto:rdefelice@knowledgenetworks.com) or David Tice 908-497-8075; [dtice@knowledgenetworks.com](mailto:dtice@knowledgenetworks.com).