

MultiMedia Mentor[®]

Your people-centric view of media & brands

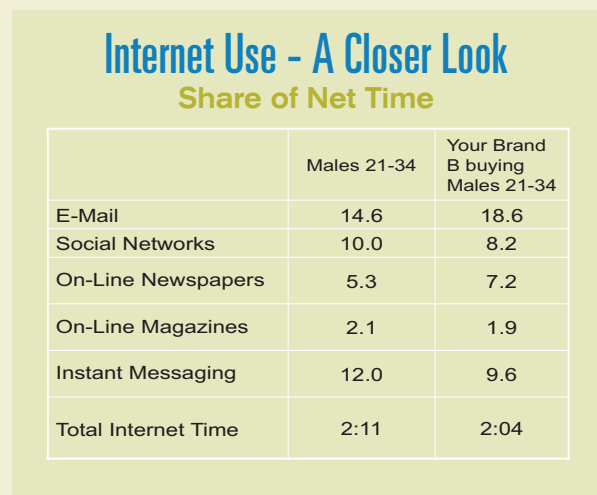
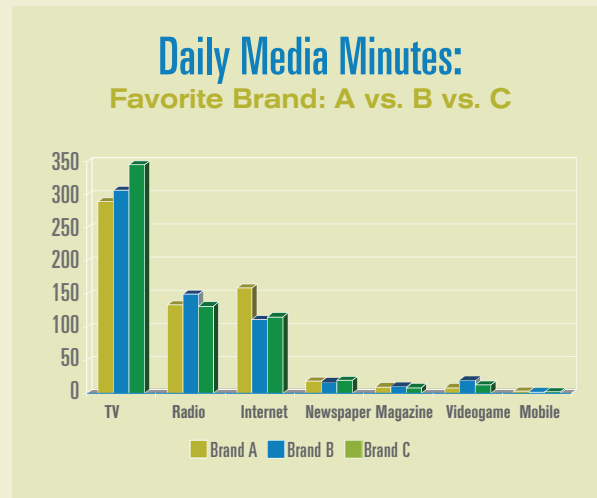
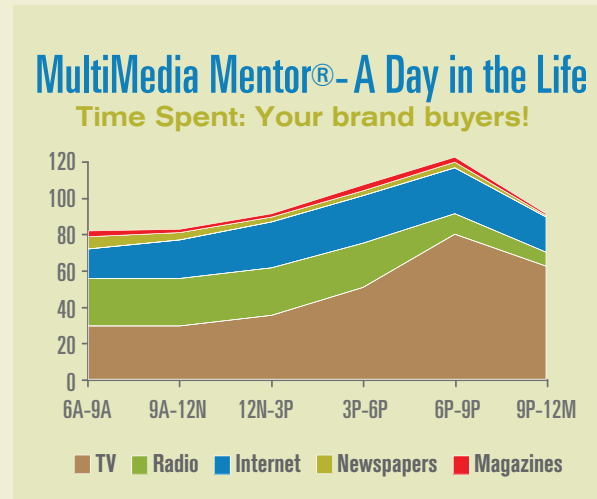
Allocating media dollars more efficiently is one of your biggest challenges – and MultiMedia Mentor[®], from Knowledge Networks, a GfK company, provides the information you need to make it happen, delivering a people-centric lens of how media time is spent, plus the ability to filter by demos and brand targets. This is a “direct” measurement – grounded in a truly representative sample, without modeling or data fusion applied. Armed with the facts in MultiMedia Mentor[®] you’ll be in the best position to create a media plan for greatest impact to achieve your client’s marketing objectives, and spend more efficiently and effectively.

Use Mentor to find optimal intersections in people’s use of media, brands

With its depth and breadth of information, MultiMedia Mentor can help you

- Find the media incrementality you need in your planning and brand targeting
 - o Example: How best to combine Internet, TV and mobile media to reach upper-income targets

Sample Output



- Identify how people are using and combining new and traditional media
 - o Example: How much emphasis to put on Internet in a campaign designed to reach working mothers with young children
- Understand media shifts by tracking how emerging media are affecting time spent with traditional media
- Find out how innovative media combinations can get more value from advertising dollars
 - o Example: How to use television, digital and radio together to reach Hispanics in Spanish dominant households
- Define packages of advertising across multiple media properties, including Web sites, mobile applications, and more

New for Mentor in '09

Mentor is rooted in continuous measurement of people’s interactions with media; the Mentor surveys are now conducted on KnowledgePanel[®], the only online panel based on a

Continued on other side

MultiMedia Mentor[®]

Continued from other side

Your people-centric view of media & brands

representative sample of the full U.S. population; therefore, Mentor includes such hard-to-reach populations as cell phone-only households and Spanish-dominant Hispanics – using a representative nationwide sample of the full population.

In addition, Knowledge Networks has recently added a variety of new product, services and media breaks to its substantial database on respondents. [Click here to learn more.](#)

What you'll find in the Mentor database

We survey online for their time spent (including simultaneous use) with eight key media – **TV, Internet, radio, magazines, newspapers, videogames, mobile media, and cinema** – across the past 24 hours by people ages 18 to 64. At the same time, we collect in-depth information on their use of a variety of product categories, including:

- ownership of the latest tech gadgets
- frequency of shopping at different stores and store types
- frequency of consumption for soda, coffee and many other products
- credit cards owned/used and other financial specifics
- a full battery of demographic questions

Our syndicated data is released in March and September of each year, representing roughly 2,500 interviews in each wave.

How you access Mentor's insights: Exclusive software

Mentor has two key access options:

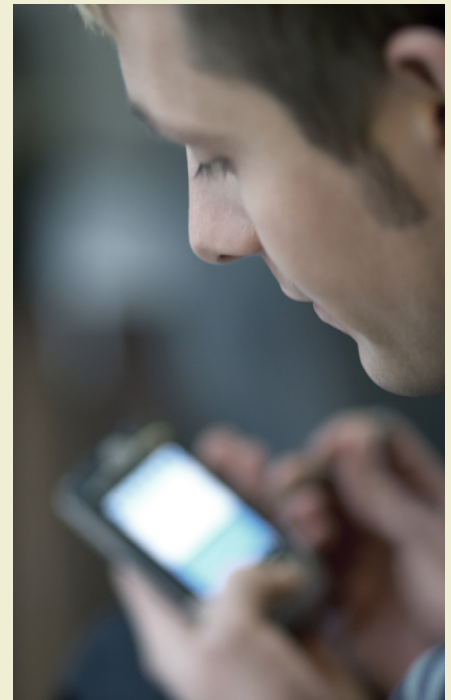
- **Media Scan**, which reports time spent with media by people who can be defined via thousands of variables, and
- **Media Mentor**, which shows innovative ways to use a specific budget to reach given targets

Custom Mentor options allow greater specificity

Our use of KnowledgePanel also allows you to create custom versions of Mentor, adding new, proprietary data – or panelist profile data already collected by KN – to dig more deeply into the connections between cross-platform media use and your brands.

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



©2009/Dreamstime

make precision and practical value key priorities of our research that helps you build your brands through effective media targeting.

Get a richer view of the media landscape, and its connection to people's brand choices, with MultiMedia Mentor.



For more information

about MultiMedia Mentor[®], contact Bob DeFelice at rdefelice@knowledgenetworks.com David Tice 908-497-8075 dtice@knowledgenetworks.com.