

ADVERTISING INDUSTRY LEADERS MEET TO DISCUSS ONLINE BRAND ADVERTISING



Vizu Corporation has announced its findings from its 2012 Customer Advisory Board Meeting. This meeting gathered senior executives and media industry experts from leading advertisers, publishers, and networks, according to the [San Francisco Chronicle](#). "As a brand marketer I have tremendous appreciation for Vizu putting the spotlight on Brand Advertising Effectiveness," said Aaron Fetters, Associate Director of Global Strategy and Analytics at Kellogg's. "I was most surprised and pleased by the fact that representatives across all components of the online media supply chain came together for a day to specifically discuss online media's ability to drive brand awareness and impact vs. a typical discussion on direct response. I applaud Vizu in making this happen and look forward to the positive impact such discussions can have on our industry." The gathering focused on the challenges facing the online media industry and brand advertising. It also highlighted discussions from experts of companies such as ValueClick, Sharethrough, Liverail, Compass Point Media and many more. "It was great to hear people representing companies from every segment of our industry sharing best practices for getting the most out of online brand advertising," said Denise Zaraya, Vertical Strategy Director at ValueClick. "The fact that everyone in our ecosystem is rallying around Vizu as a standard platform for leveraging real-time Brand Lift data for accomplishing this is a great testament to what they've built." Aimee Reker, a Partner at FRWD, said, "Marketing success today is minute by minute, and our solutions and partners are built for that reality. We're constantly evaluating solutions that help FRWD's clients build brands and drive trial. This meeting, and the Vizu technology overall, enabled us to all dig in, roll up our sleeves and collaborate directly on what's working and where we can improve, specifically and collectively." Horizon Media's Supervisor Brand Strategy, Ken Solano, said, "Video is inherently a branding medium, and like all other brand advertising requires appropriate metrics to measure and optimize its performance. Vizu provides the industry with a standard around which to do just that - which is why you see so many of us here talking about it." Case studies were also shared by publishing companies that were in attendance. Those case studies helped show how publishers leverage real time metrics to prove how they build their brands' potential. "Vizu's solutions provide the proof-points we need to attract brand ad dollars," said James Kreckler, VP of Digital at Rodale. "And like this event, they provide a unique opportunity for us to interact directly with advertisers to ensure they get the most bang for their brand advertising buck." Dan Beltramo, the CEO of Vizu, added the following: "We're proud to provide the standards and the technology that allows advertisers and their partners in the digital media ecosystem to collaborate in real-time to maximize the value of their online brand-building efforts. The attendance and open exchange of ideas we saw at this meeting is indicative of the progress we've made - people are realizing there's a better way to do things, and are starting to embrace that potential." The quotes in this post are from the [San Francisco Chronicle](#).