

NEW ADVERTISING TOOLS TO DELIVER THE RIGHT MEDIA AT THE RIGHT TIME TO THE RIGHT AUDIENCE



ZenithMedia, to enhance the effectiveness of expenditure on marketing spending and to make advertising more relevant has pioneered an instant-monitoring system, that will help clients judge whether they are getting a good 'Return on Investment' or ROI. The company is offering a new collection of tools, that will give immediate insights from 'data platforms', for all marketing aspects, sales, digital and consumer behaviour, that determine the effectiveness of an advertisement. ZenithMedia plans to acquaint managers with the new 'tools, processes and development programs,' at a two-day conference in Las Vegas later this week. Publicis Groupe media network, that owns the ZenithOptimedia Group companies, will simultaneously be unfolding its makeover image, across its 250 offices, in 74 countries worldwide. Tim Jones, CEO of ZenithOptimedia North America, whilst stating that the new initiatives were to pull consumers and interact with them, said, "this recognizes we now live in a real-time media world where we can look live at what consumers are doing through search, social and consumer panels. We can get data back instantaneously—search and social habits are immediate, or at least almost certainly within 24 hours. So we're not having to use old research, which can be six months or two years old." "Having a Twitter feed or bringing them to our Facebook site and having them run video content about the brand is all live engagement. We can then measure that impact and change on the hoof. If we see one particular ad we are running is working better than another one, we can change it and we can do that in digital media immediately. But it's not just the Internet, it's out-of-home, mobile, and increasingly through addressable media on what we classically call TV," he added. A case study of the worth of the new tools was reflected in the work they did for Nestle in Russia. Nestle was developing its advertising strategy to promote an infant food product. The ZenithMedia survey belied all expectations, by showing that the biggest influence on consumers buying infant food was a doctor's recommendation. This had never occurred to Nestle. Nestle diluted its planned big TV ad campaign and spent the money on a sales force, that directly targeted doctors. The new tools include both "existing and proprietary ZenithOptimedia resources, including Touchpoints ROI Tracker, a large database of consumer influence across paid, owned and earned Touchpoints and Social tools." These tools help keep an active eye on the performance of brand pages on Facebook, through live display panels that will instantaneously reveal information like how people were attracted to the ad, comments, what time people spent on the ads, as well as competitive comparisons across multiple pages. In its new makeover, the company has added a restructured peak symbol and the look is slightly bolder, but the company is retaining its signature blue color and the subtext "The ROI Agency." All its operating units, across the world use the same typeface as the parent organization.

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