

PRESENTATION FOR ADVERTISING WEEK



The Keller Fay Group, along with BS, will soon be unveiling its new research, the type of research that provides a demonstration as to how dominant television is when it comes to developing conversations that are spread through word of mouth, particularly the type of offline exchange that would occur between family members and friends when discussing different things, such as products and brand names. During the afternoon, the CBS chief research officer, David Poltrack, is going to be unveiling the innovative media planning tool which also is incorporated with the Nielsen television ratings and the WOM metrics used by Keller Fay. Poltrack is excited about his presentation, which will last for a total of about 30 minute. In the presentation, Poltrack is expected to discuss television and how it helps to develop conversations about brands that actually take place offline between people. The commercials are believed to account for a total of 11.4 percent of the television citations while programming factors in for about 7.6 percent of that. CBS has identified a number of different media trendsetters, including the fact that television helps to moderate television companions. Poltrack has also made a clear characterization of the average media trendsetter, which his basically someone who is multicultural and urban, known for being a social diffuser. He also says that these media trendsetters know much about technology and all things that relate to entertainment. These people, according to Poltrack, often receive praise and recognition from their peers, who will certainly be willing to listen to them. CBS will be able to figure out which programs are generally consumed by the media trendsetters with the help of the Nielsen ratings and the WOM data. The tools that are available for media planning are actually designed to help the marketers so that they can take advantage of the influence that television has over word of mouth conversations. Poltrack said, "We now can measure the volume of conversations about, say, new cars or movies and then tie them into specific TV programs." He also said, "These increasingly sophisticated analytics help us give our clients so much more insight and direction in terms of their advertising campaigns." Poltrack also plans to use the prime-time lineup, which is featured on Monday night, as an example of the relationships between consumers with television and word of mouth. The CEO for Keller Fay, Ed Keller, has said, "The numbers of conversations generated by the audiences of TV shows is truly staggering, but these statistics are not generally familiar to most media planners because the data have not been available before." He also said, "The integration of these measurement systems will allow planners for the first time to optimize their media planning with word of mouth as a strategic objective."