



Who Is BIGresearch?



Nationally known and recognized Subject Matter Expert on the 'consumer' and how they are 'changing'

Customers include some of biggest manufacturers and retailers in the U.S.

Customers also include Advertising and Interactive Agencies, Wall St. firms, Search Providers, and other Internet-related businesses.

*Data gets frequent consumer media coverage in **USA Today, WSJ, CNN, MSNBC***

Capturing and Predicting Consumer Insights for Companies Across the U.S.

BIGresearch provides a '**forward look**' into the future



consumers are changing



consumers are fragmented



focus on the consumer



What does BIGresearch provide to the marketplace?

What does BIG provide?

Syndicated Research Data

Consumer Intentions and Actions (CIA) – purchase consumption
Monthly – approx. 7,000+ consumers

Simultaneous Media Measurement (SIMM) – media influence
Bi-annually – approx. 15,000+ consumers

Custom surveys for companies

Mixture of qualitative and quantitative methodologies

Predictive models – forecasting sales and demand

ROI models – media mix allocations, strategy & planning

Custom (Proprietary) Panels and Research

Syndicated Analyses & Reports

Video Briefings

Retail Ratings Reports

Clients include: Top Retailers in the U.S., Agencies, Wall St. Firms, Hedge Funds, Grocery, Internet Solution Providers, Search Providers, and Marketing Services Firms



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Media Consumption & Consumer Purchasing

A WOM Media Plan



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A Word of Mouth Media Plan

Joe Pilotta PhD, VP of Research / BIGresearch
Don Schultz PhD, Northwestern University
Martin Block PhD, Northwestern University



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Where Were We?

A WOM Media Plan

- **1st study launched in 2002**
- **Over 10,000 respondents**
- **9th study in field/average 15,000 respondents**



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Today

A WOM Media Plan

- **Media Consumption Clusters**
- **Experiential time by day part (ET)**
- **Simultaneous media usage (SIMM)**
- **Media influence on purchase decision by product line and retailer. Influential Engagement (IE)**



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SIMM Database

8 Survey = 115,000 observations

A WOM Media Plan

33 Media

12 In-store Media

35 Leisure Time Activities

8 Major Product Categories

37 Products

266 Retailers

39 Automotive Brands

12 Search Engines

35 Websites

10 Video Game Platforms

12 Disease States

**23 Present and Future
Spend Questions**

13 Demographics

50+ Cable TV Channel

15 TV Formats

17 Radio Formats

5 Newspaper Categories

50 Magazine Titles

5 Day Parts

14 Age & Sex Cells

Weight to US census:

Automatic cross tabs and simultaneous balancing:

From field to client 10-15 days

Verbatim/object recognition software

Nationally projectable sample:

Predictive



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Consumer Centric Elements

A WOM Media Plan

- **Holistic: Methodological:** a.) Reciprocal relations between parts and potency. b.) How things hang together; coherence, continuity, potency.
- **Media:** a selective embodied source of expression and perception.
- **Influence:** Generalization of acceptance or inclination to carry out some action creating chains of linkage and expectations.
- **Consumption:** An appropriation; a bodily investment of time, money, knowledge, information, trust and taste.



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WOM Concepts Deployed

A WOM Media Plan



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- **Relay**: The receiver redistributes the WOM
- **Propensity**: The likelihood a consumer will take action
- **Topicality**: Degree that the marketing message is contained in the WOM Unit
- **Credibility**: Ability to impact the behavior or opinions of others

...to find the answers

WOM Dynamics

A WOM Media Plan

- **WOM**

- Face to Face, Email, IM, Text Message, Picture Phone, Blogging, Etc

- **Key Features**

- Ephemerality
- Recursive and incursive relays
- Audial structure vs. visual
- Speech paradigmatic / syntagmatic / context
- How and what is said?



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A WOM Media Plan



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**First Defining Variable
Experiential Time**

**Second Defining Variable
Media Influence**



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**Third Defining Variable
Networking or Simultaneous Usage**



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8 Clusters Based on Media Consumption

A WOM Media Plan

- **Old School** – High mass media (TV, magazines, newspaper) influence and low in search media (online). Average overall media consumption and simultaneous usage.
- **Active Explorers** – High promotion (inserts, coupons, direct) and search media influence media consumption.
- **New Mediacs** – Low mass media and promotional media influence. High electronics media consumption. Low print consumption.
- **Simultaneous Readers** – Average overall media influence. High network simultaneous usage. High Print Consumption
- **Independents** – Average search media influence. Low media consumption.
- **Ravenous** – High overall media influence. High network, print and electronic consumption.
- **Persuadables** – High mass and search media influence. Average promotional media influence.
- **Opportunity Minded** – High promotional influence. Average to low media consumption.



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Experiential Time Factor

Clusters	TV	Internet	Radio	News- paper	Magazines	Direct Mail	Satellite
Old School	0.103	0.096	0.053	0.029	0.037	0.037	0.005
Active Explorer	0.097	0.109	0.052	0.035	0.040	0.044	0.008
New Mediacs	0.123	0.155	0.045	0.015	0.026	0.029	0.006
Simult. Readers	0.130	0.123	0.083	0.075	0.091	0.071	0.014
Indpts.	0.055	0.043	0.031	0.019	0.017	0.026	0.003
Ravenous	0.211	0.229	0.097	0.057	0.089	0.070	0.026
Persuad.	0.107	0.105	0.059	0.034	0.044	0.044	0.008
Oppty. Minded	0.090	0.071	0.051	0.038	0.036	0.041	0.004
Total	0.091	0.087	0.047	0.030	0.034	0.037	0.006

SOURCE: BIGresearch SIMM8 - 2006





Experiential Time Factor

Clusters	Web Radio	E-mail	IM	Blog	Games	All Radio
Old School	0.007	0.093	0.033	0.006	0.040	0.064
Active Explorer	0.013	0.104	0.043	0.009	0.031	0.073
New Mediacs	0.011	0.118	0.056	0.009	0.108	0.062
Simult. Readers	0.019	0.123	0.048	0.013	0.027	0.116
Indpts.	0.004	0.052	0.013	0.002	0.010	0.038
Ravenous	0.043	0.188	0.111	0.029	0.142	0.165
Persuad.	0.012	0.101	0.040	0.009	0.039	0.079
Oppty. Minded	0.004	0.080	0.020	0.002	0.012	0.059
Total	0.009	0.085	0.031	0.006	0.036	0.062

SOURCE: BIGresearch SIMM8 - 2006





Influence Media

Clusters	Direct Mail	Email	Coupons	Magazines	Newspaper	Inserts	Internet	Yellow Pages	Out of Door	Radio
Old School	20.53	5.59	26.28	33.49	29.63	35.29	9.20	7.92	10.83	27.93
Active Explorer	51.84	61.94	51.43	42.42	42.44	46.51	61.27	35.86	28.52	26.25
New Mediacs	10.24	6.56	15.69	10.47	6.85	11.28	9.75	4.03	3.50	5.95
Simult. Readers	15.55	10.28	23.24	18.20	18.72	22.25	10.89	7.64	6.17	11.83
Indpts.	8.10	5.83	11.20	8.42	7.07	8.75	6.37	3.88	2.96	4.98
Ravenous	33.49	20.79	41.47	35.94	30.90	39.66	27.97	18.89	18.26	28.15
Persuad.	31.30	29.42	30.87	40.28	31.46	32.48	45.27	31.73	32.59	37.93
Oppty. Minded	25.97	8.36	39.17	17.08	28.10	42.50	6.50	6.34	3.72	9.86
Total	17.32	10.47	23.31	17.04	17.04	22.92	12.14	8.10	7.03	11.73

SOURCE: BIGresearch SIMM8 - 2006





Influence Media

Clusters	Satellite Radio	Web Radio	TV	Cable	Word of Mouth	Read an Article	In-Store	Picture Phone	IM	Blog
Old School	2.18	1.47	75.79	61.57	57.95	33.46	32.27	1.31	1.72	1.32
Active Explorer	8.01	6.47	36.86	20.54	55.54	39.19	32.90	7.45	8.70	7.94
New Mediacs	1.24	1.09	14.44	6.82	28.94	12.22	10.42	0.87	1.71	1.72
Simult. Readers	3.22	2.59	21.27	11.42	32.40	20.78	16.42	2.46	2.99	2.65
Indpts.	1.55	1.15	10.26	4.19	17.95	8.41	5.89	1.01	1.16	1.03
Ravenous	8.92	8.98	55.28	40.56	57.27	39.06	40.37	7.96	9.37	8.04
Persuad.	8.84	6.36	68.60	54.44	61.21	42.29	36.78	5.27	6.98	6.02
Oppty. Minded	1.00	0.78	21.67	7.42	40.38	23.25	23.60	0.62	0.90	0.74
Total	2.44	1.94	24.82	14.81	33.40	18.87	16.90	1.74	2.23	1.97

SOURCE: BIGresearch SIMM8 - 2006





Word of Mouth Influence



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	Percent WOM Influence	Percent Market total
Old School	58.0	7.9
Active Explorer	55.5	3.4
New Mediacs	28.9	14.4
Simultaneous Readers	32.4	6.8
Independents	18.0	37.6
Ravenous	57.3	3.9
Persuadables	61.2	5.1
Opportunity Minded	40.4	20.9
All	33.4	100.0

SOURCE: BIGresearch SIMM8 - 2006



Seek advice from others before buying?

	Regularly	Occasionally	Never
Old School	17.7	76.5	5.9
Active Explorers	17.5	74.1	8.4
New Mediacs	19.3	70.4	10.0
Simultaneous Readers	14.4	76.0	9.7
Independents	13.3	72.4	14.3
Ravenous	20.2	76.6	6.2
Persuadables	16.9	76.6	6.5
Opportunity Minded	11.1	82.1	6.8
All	14.8	75.1	10.2



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SOURCE: BIGresearch SIMM8 - 2006



Give Advice to Others?



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	Regularly	Occasionally	Never
Old School	36.0	61.9	2.0
Active Explorers	36.7	60.7	2.5
New Mediacs	34.5	61.1	4.4
Simultaneous Readers	27.1	67.9	5.0
Independents	20.9	69.5	9.6
Ravenous	44.0	52.4	3.5
Persuadables	34.6	63.4	2.1
Opportunity Minded	22.5	73.7	3.8
All	27.1	67.1	5.8

SOURCE: BIGresearch SIMM8 - 2006



Men Who Regularly Give Advice Electronics

	Old School	Active Explorers	New Mediacs	Simult. Readers	Independents.	Ravenous	Persuadables	Opportunity Minded
Direct Mail	21.2	67.9	18.0	18.7	15.2	51.2	39.8	29.3
Email Advertising	13.0	87.0	25.3	26.2	20.6	46.6	58.7	30.3
Coupons	27.5	58.0	21.5	29.6	11.4	55.8	28.7	38.3
Magazines	67.1	61.9	49.6	43.1	28.1	81.9	70.1	42.5
Newspaper	31.7	43.5	13.7	29.2	13.4	41.4	32.2	37.6
Newspaper Inserts	41.7	46.3	19.2	25.7	17.1	58.0	38.3	60.9
Internet Advertising	30.6	71.6	47.9	37.0	29.4	63.9	82.2	29.2
Yellow Pages	2.9	28.2	4.1	7.7	5.0	18.5	26.4	6.3
Outdoor Billboards	9.4	34.6	5.9	3.6	3.0	19.2	28.9	3.7
Radio	36.9	47.3	14.2	21.6	15.2	44.5	51.7	16.7
Satellite Radio	4.0	28.1	4.7	10.6	5.6	18.9	15.4	5.4
Web Radio	4.1	16.6	5.3	10.9	4.1	24.2	13.9	2.8

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SOURCE: BIGresearch SIMM8 - 2006



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Men Who Regularly Give Advice Electronics Cont.

	Old School	Active Explorers	New Mediacs	Simult. Readers	Independents.	Ravenous	Persuadables	Opportunity Minded
TV/Broadcast	87.4	58.1	28.3	35.9	19.7	76.6	78.1	35.3
Cable	76.5	44.6	20.1	27.7	10.9	61.0	61.0	18.4
Word of Mouth	73.5	67.9	58.2	52.3	37.6	75.3	77.6	59.6
Read Article on Product	60.1	53.4	46.6	56.2	29.4	66.7	68.8	49.3
In-store Promotion	48.6	47.0	27.1	27.5	13.1	65.4	56.3	37.3
Picture Phone	3.3	15.4	3.1	5.8	2.5	10.3	9.0	1.7
Instant Messaging	5.9	15.5	4.7	10.2	3.8	15.1	11.2	2.3
Blogging	4.5	20.8	6.9	8.7	3.1	18.1	13.2	4.7

SOURCE: BIGresearch SIMM8 - 2006





Women Who Regularly Give Advice Electronics

	Old School	Active Explorers	New Mediacs	Simult. Readers	Independents.	Ravenous	Persuadables	Opportunity Minded
Direct Mail	24.6	65.6	22.4	25.5	16.9	41.6	38.3	25.9
Email Advertising	9.2	81.4	24.5	17.1	20.0	37.3	48.9	16.0
Coupons	27.8	59.0	26.6	19.5	13.4	56.5	32.3	35.3
Magazines	43.3	55.5	23.9	21.2	17.6	47.9	44.0	16.6
Newspaper	32.1	54.3	10.2	21.0	12.7	37.2	29.1	27.6
Newspaper Inserts	47.7	62.3	23.4	27.2	23.0	49.9	41.1	50.2
Internet Advertising	25.5	76.5	22.0	26.9	22.0	46.4	59.6	16.8
Yellow Pages	4.4	42.1	5.7	5.9	9.4	24.0	35.6	8.4
Outdoor Billboards	8.8	32.8	4.5	9.1	7.1	26.4	39.5	4.9
Radio	36.9	37.3	12.1	25.7	13.2	44.7	39.7	11.9
Satellite Radio	3.8	13.2	6.4	10.8	7.9	27.1	14.2	2.5
Web Radio	2.0	12.5	5.9	7.5	7.9	23.7	9.6	2.5

SOURCE: BIGresearch SIMM8 - 2006





Women Who Regularly Give Advice Electronics Cont.

	Old School	Active Explorers	New Mediacs	Simult. Readers	Independents.	Ravenous	Persuadables	Opportunity Minded
TV/Broadcast	80.6	47.6	34.3	37.6	24.5	70.4	78.2	33.7
Cable	67.5	30.7	17.4	11.8	15.4	47.4	71.2	11.3
Word of Mouth	69.6	67.8	44.9	48.1	40.3	79.5	78.4	63.7
Read Article on Product	51.3	50.7	28.0	36.8	28.8	62.7	57.4	46.7
In store Promotion	49.7	46.2	21.1	27.6	20.1	56.9	64.0	41.3
Picture Phone	3.1	15.3	6.5	4.0	6.0	24.9	10.1	4.0
Instant Messaging	0.9	12.5	10.6	4.1	5.4	26.8	17.6	6.0
Blogging	3.3	16.3	5.6	7.7	5.0	28.3	14.8	3.3

SOURCE: BIGresearch SIMM8 - 2006





Influencers

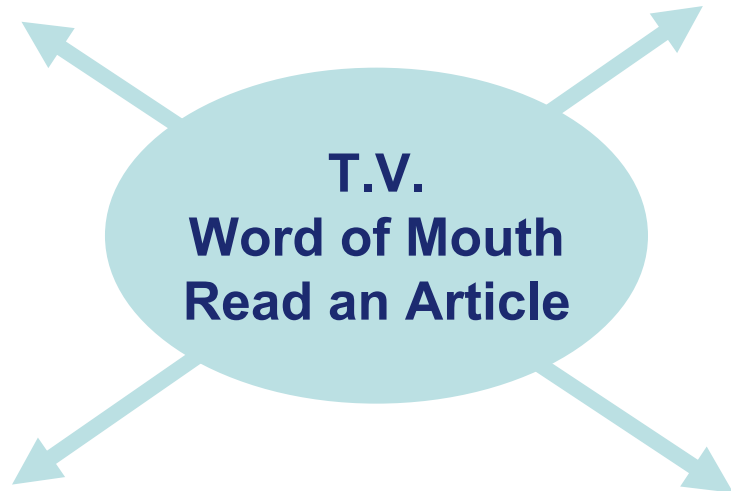
A WOM Media Plan

New Mediacs

Independents



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**Coupons
Email Ads
Magazine**

**Newspaper Inserts
Internet Advertising
Email / Ads**



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Media Plan – Men – Electronics

	<u>New Mediacs</u>	<u>Independents</u>
6-10 a.m.	Send Email / IM / IPOD Surf the net / IM / IPOD Watch TV / Cell phone Radio / Online	Radio (Sirius) Read and Send email / cell phone
10-12 p.m.	Read / Send email / IPOD / IM Surf Internet / IPOD / IM Watch TV (TIVO)	Read / Send email / IPOD Surf Internet / IM
12-4:30 p.m.	Surf Internet / IM / IPOD / Cell Read / Send email / IM / IPOD / Cell Watch TV (TIVO) / Cell phone	Read / Send email / IM / IPOD Surf Internet / IM
4:30-7:30 p.m.	Surf Internet / IPOD Watch TV (TIVO) / Cell phone Read / Send email / IM Video Gaming	Read / Send email / IPOD Surf Internet / IM
7:30-11:00 p.m.	TV / IM / IPOD / Cell Phone Send/Read email / IM / IPOD / Cell phone Surf Internet / IM / IPOD /Cell phone Video Gaming	Read / Send email / IPOD
11:00 p.m-6 a.m.	Watch TV (TIVO) Read / Send email / IM Surf Internet	Read / Send email



BIGresearch ROI Analysis

INPUT

- Company Historical Sales by Category
- Company Historical Advertising & Spend by Media Channel
- Number of Stores Open / Close

ANALYSIS

Seasonal Adjustment, Time Period, Analysis, Etc.

- BIGresearch SIMM**
- WOM Media Consumption Center
 - WOM Merchandise Category
 - WOM Retail Channel
 - WOM Media Influence
 - WOM Simultaneity
 - WOM Day Parts

OUTPUT

A WOM Media Plan

Future Returns, ROI



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How WOMMA / SIMM is Used:

A WOM Media Plan

- **Measure complex media consumption with simultaneous media usage**
- **Anticipate influence of synergistic effect through probability and catalytic effects.**
- **Inspire ROI through our front end media/purchase analysis, utilizing synchronic data.**
- **Know which retail channels are the most important of media marketing by products, category; Wal-Mart 1st choice is groceries, Wal-mart 1st choice is HBA**
- **Track target groups by cluster or within their cluster holistically and synchronistically e.g. high value.**
- **Utilize common metrics across the spectrum**



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WOM ROI Key

A WOM Media Plan



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- **Focus on the consumer: their media consumption, needs, taste, preferences, and constraints and accelerators on purchases**
- **Strategic as well as tactical**
- **“What if” becomes “Will be”**
- **Continuous course with real time anticipation of what’s next**



What Next

A WOM Media Plan

- **Determining the Value of the WOM Networks and Relays**
- **Determining the Growth of the WOM Network (SIMM applied to Metcalfe & Reed's Law)**



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