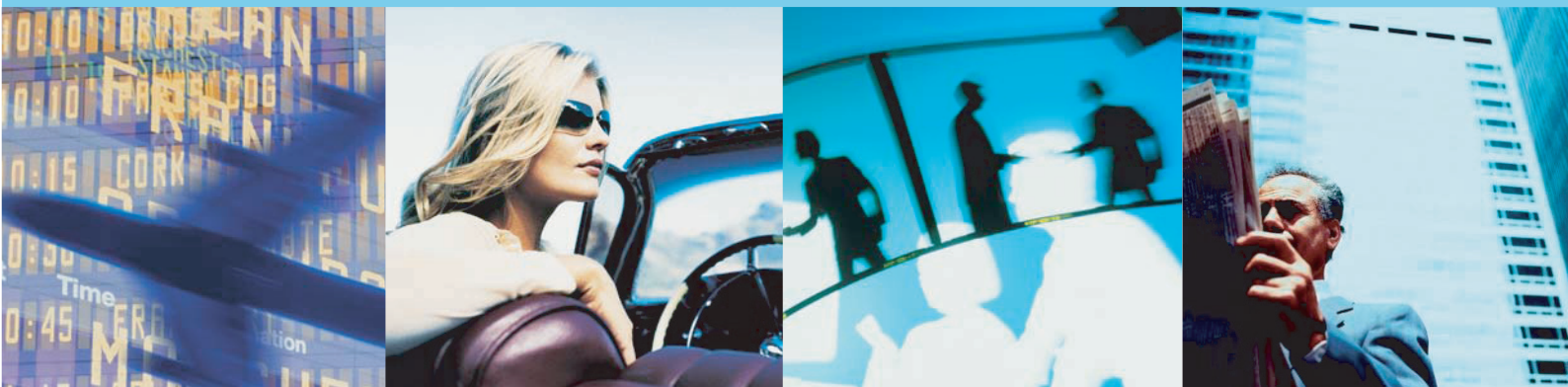


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The Voice of Advertisers Worldwide



BLUEPRINT FOR CONSUMER-CENTRIC HOLISTIC MEASUREMENT

SEPTEMBER 2005

 World
Federation
of Advertisers

Blueprint for Consumer-Centric Holistic Measurement



The purpose of this blueprint is to outline a vision, objectives and recommended actions towards developments of holistic measurement. Work in this area can thus be cumulative and be guided towards a common goal. This document currently reflects the thinking of the advertisers in the WFA Media Committee.

Vision: We know our consumers beyond demographics and get information about them in a very timely manner. We truly understand their multi-media behavior and respect their privacy. This allows advertisers to reach their target consumers effectively and efficiently at receptive moments, via relevant content that serves consumers' interests.

Objectives: Guide the transition of audience measurement in the industry to accommodate the increasingly complex media consumption behavior of consumers. More accurately anticipate the impact and synergistic effects of media and upgrade and standardize basic metrics so that media options can be compared and be selected with confidence.

Needs: Today's mass marketing model is under attack because it is becoming less effective. It needs to evolve or we will erode our ability to build brands, which is critical to avoid commoditization. The corresponding measurement systems must leave their single media silo approaches and accommodate multi-media measurement.

- Marketers live in an environment where improved marketing ROI is a necessity. Media is increasingly fragmented while costs continue to increase; consumers are less attentive to mass vehicles as newer alternatives compete for consumers' time and new technologies are changing media consumption habits. TV planning and buying practices remain entrenched, and mostly limited to demographic specification in the face of an imperative to reach consumers on their own terms.
- The Marketing equation is going to change through the consolidation of retailers and growth in importance of the store as a marketing/media vehicle. Retailer products have become brands and retail stores have become venues for media.
- Advertisers are defining their targets more narrowly, and in terms of consumer interests and behaviors. However, there are no sophisticated target group descriptions in current audience measurement systems and advertisers are unable to measure and track target groups' holistic and synergistic multi-media behavior. New technologies to enable fast and low cost data collection are not being used.

The World Federation of Advertisers (WFA) is the voice of advertisers worldwide representing 90% of global ad spend, roughly US\$ 400 billion ad spend per annum, through a unique, global network: 50 national advertiser associations on five continents as well as direct multi-national corporate members. Through the network, WFA represents more than 10,000 businesses operating in a broad spectrum of sectors at national, regional and global levels.

WFA has a dual mission: to defend and promote responsible commercial communications and to facilitate a media environment which stimulates maximum effectiveness of ad spend.

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Areas for Action

◇ Process Deliverables

- **An analysis of the key issues which currently prevent the development of consumer-centric holistic measurement and a priority oriented action plan on how to overcome them.** An audit of existing tools, systems and approaches against the principles of holistic measurement is where we'll start.
- **An industry aligned process and framework, inclusive of advertisers, agencies, media and research suppliers and other interested parties** to enable broad effective industry collaboration to work above needs.
- **Clear operating principles and transparent common metrics across the different media** act as a basis for interaction on this subject among all elements of the Industry. Unduplicated reach across different media will become a necessity, engagement and relevance will need to be researched.

◇ Industry Goals

- **Faster and continuous provision of measurement information.** More granular, weekly, data provision will enable marketers and agencies to apply their sophisticated modeling and analyses tools more effectively.
- **Large enough sample sizes** to measure hard to reach targets and their media consumption accurately and robustly.
- **Better linkage of relevant target group descriptions to media measurement capabilities.** Today's marketing target group definitions tend to go beyond demographics. The questions used for defining these targets should be asked on a single-source basis in media measurement panels.
- **Agile, fast, competitive and adaptive systems that can move at the speed of marketing models and evolving connection opportunities like emerging media.** The emergence of high leverage communication vehicles and changes in emerging media and marketing models are happening faster than ever before. Measurement needs to accommodate this to stay at the forefront of new developments.
- **Passive measurement systems** to better reflect holistic consumer communication behavior.
- **A standard method and process for measuring and integrating media in the store.**
- **Consistent sources** of information – and gain superior insights on multi-media behavior from a better understanding of the relationship between shopping and media usage.

Who is it for?

- **Consumers.** The consumer's attention is the most precious commodity – this work shows respect for it.
- **Advertisers** are the end customer, and must drive systems improvements.
- **Agencies** can operate efficiently if targets and media options are better understood.
- **Media suppliers** who want to offer integrated multi-media solutions for advertisers.

Business Model: We believe that the time is right to pursue this vision with all key market players. The specific business model will depend on what kind of work will need to be done and who will benefit from the results of it.

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