

ARF 2011

re:  
think

## Real-Time Capture of Consumer Brand Encounters for 360° Media Optimization and Consumer Insights



### **Dr. Walter Carl**

Founder, Chief Research Officer



**THINK ABOUT** The hummus  you eat, the small kitchen appliance  you own, or the software  you use

Windows 7

**NOW THINK ABOUT** the \$4 million, the \$40 million or the \$400 million these brands spend to reach you

**WONDER** how much consumers actually notice the brands and how they affect your desire to purchase?



**SO DO THE BRAND MARKETERS**

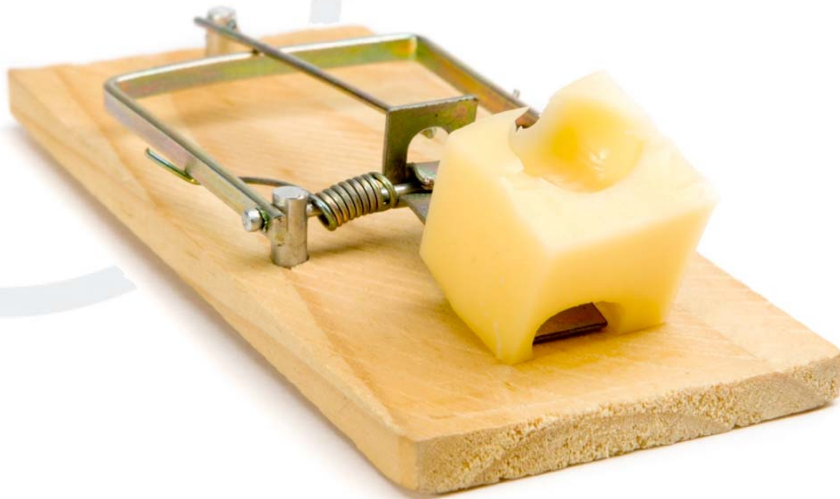
# The Problem For Brand Marketers

TV, BILLBOARDS, TAXI TOPS, CONVERSATIONS, BANNER ADS,  
COUPONS, SOCIAL MEDIA, SAMPLES, EVENTS, MAGAZINE AD,  
RETAIL VISIT, SAW SOMEONE USING, SUBWAY POSTERS,  
EDITORIAL, TRIED A PRODUCT, PURCHASE, ELEVATOR SCREEN,  
ONLINE GAME, VIDEO ON DEMAND, CUSTOMER SERVICE CALL,  
PACKAGING, NEWS STORY, POINT OF SALE, SPONSORSHIP, IN-  
STORE, BLOG, TRANSIT, PHONE AD, DELIVERY TRUCK, SEARCH  
RESULTS, ARIAL BANNER, FRIEND USED, TV SHOW, IN-FLIGHT, TEST  
DRIVE, RADIO

**WHEN DO CONSUMERS ACTUALLY NOTICE MY BRAND?**

**AND HOW DO THESE ENCOUNTERS IMPACT PURCHASE?**

# Past Mousetraps



- What marketers do v. what consumers experience
- Recall v. real-time
- Results when you need them v. results when you get them

# A Better Mousetrap



Real-Time Data



Validated



360° Encounters



Consumer-Centric



Competitive Set



Purchase Behavior Insight



Time-Series Modeling



Plan + Optimize

# How It Works: Communities + Mobile

1

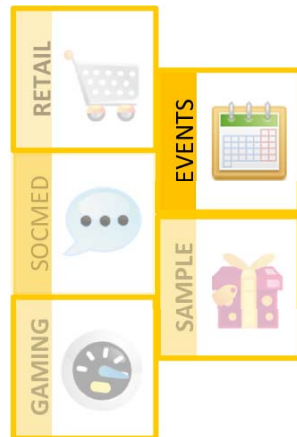


Participants are recruited through 3rd party sources such as brand and proprietary communities, loyalty card programs.

2



Participant encounters a brand touchpoint.



3



Participant records brand, touchpoint and experience via SMS, app, or browser button.

Time/date is auto stamped and geolocated, if enabled.

4



Pictures of the touchpoint can be added to record.

5



Participants can also add notes.

Coke Zero Concert  
Very positive

10:50 am; 10/21/10  
Boston, MA



# Consumer Research, Consumer Life



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# Validation Methods



- Time/date stamps
- Geo-location
- Shopper card data
- Sales volume data
- Internal coherence and consistency in participant reports

# Actionable Insights for Marketers

- Impressions purchased to actual encounters
- Above the line and below the line impact
- Capturing experiences in the moment uncovers new insights

# Impressions Purchased v. Actual Encounters



27% of consumers actually noticed Brand 4's TV ads in a 7-day period (requiring 16% of its paid media budget) while only 9% of consumers actually noticed Brand 5's TV ads (11% of its budget). But it cost Brand 4 seven times more than Brand 5 for only three times as many consumers to notice their TV ads.

TV TOUCHPOINT	BRAND 4	BRAND 5
% Consumers Encountered	27%	9%
% Paid Media Budget	16%	11%
Cost / % Encountered (Index)	720	100

Source: ChatThreads' Small Kitchen Appliance Brand Encounter Study.  
Competitive media spend data provided by client.  
% paid media budget normalized to 7-day period during study tracking.

# Above The Line And Below The Line

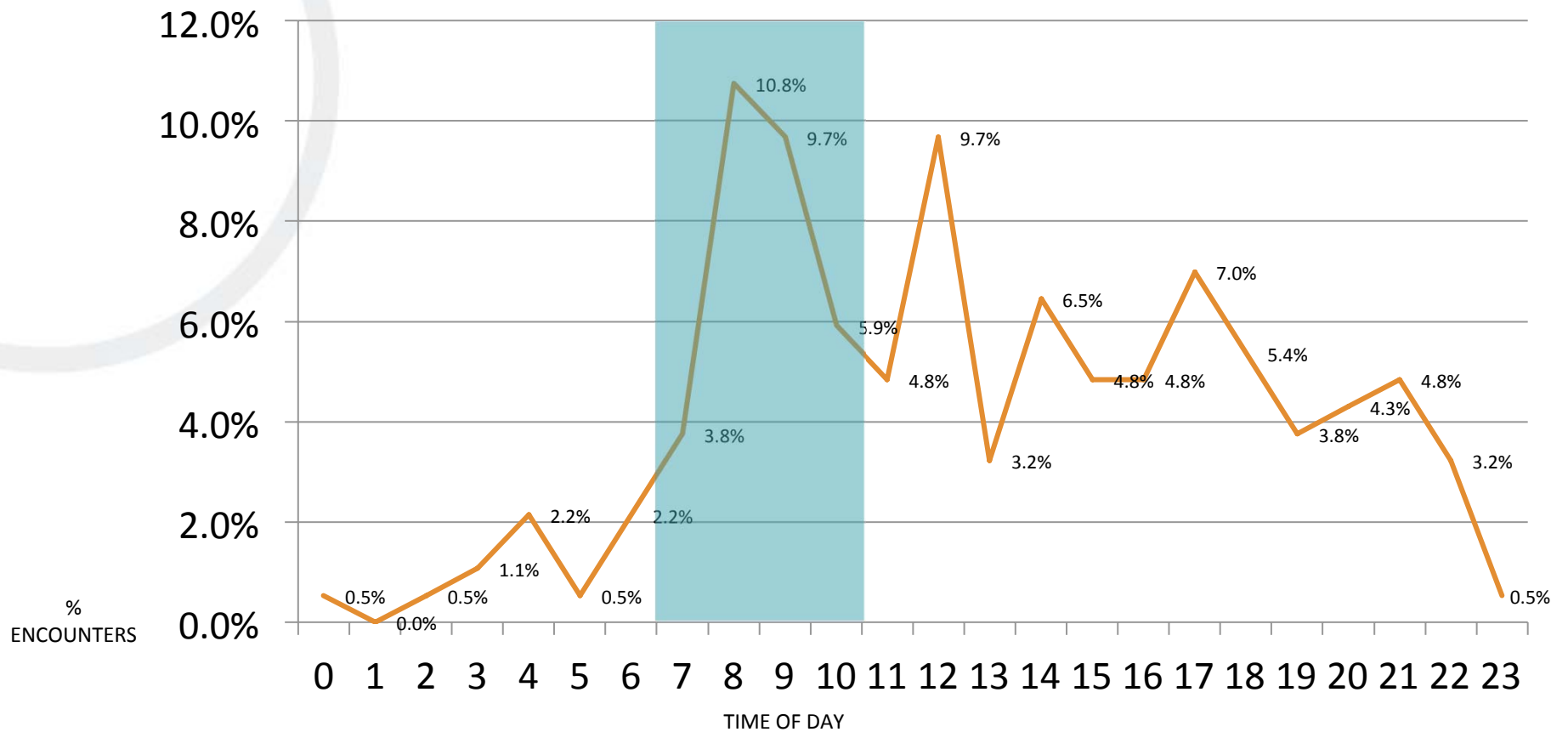
By capturing consumer experiences in the moment we can detect how the full range of media and marketing efforts impact consumer purchase behavior, from interacting with the product and packaging in-store to consumer recommendations to TV ads.

TOUCHPOINT	BRAND 4	BRAND 5
<i>Baseline Purchase Probability</i>	3.8%	3.5%
In-Store: Interact	15.9%	
In-Store: Packaging	34.2%	
TV Ad		11.7%
WOM		11.9%
Search		8.1%
Website	13.0%	
 Shopped @ Wal-Mart		7.9%
 Shopped @ Target	33.8%	9.5%

Source: ChatThreads' Small Kitchen Appliance Brand Encounter Study. Table shows probability that a consumer participating in study purchased small kitchen appliance brand during holiday shopping season. "Baseline Probability" means the likelihood a consumer would purchase without encountering any statistically significant touchpoints/variables. Cells represent the increased (or decreased) probability of consumer purchasing the brand. Grey cell = not significant.

# Capturing Experiences In The Moment Uncovers New Insights

When people use/eat hummus: 30% of all “I use” brand encounters occur between 7 – 11 am, surpassing in frequency the number of encounters during lunch and dinner hours.



# What Does The Future Of Capturing Brand Encounters In Real-Time Look Like?

- Iterative insight
- Improving existing models

# Presenter Contact Information



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