

THE HARMELIN MEDIA REPORT

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Facebook & Nielsen by Kate Mazzaschi

NBC and Comcast. Michael Vick and the Philadelphia Eagles. Taylor Swift and Kanye West. You can now add Facebook and Nielsen to the list of this fall's most talked about twosomes. Last month, the social networking site and ratings firm announced a joint online advertising platform to measure the impact of ads on social media sites. The "multi-year,



strategic alliance" hopes to provide advertisers with better insight

into the return on investment they can get through ads on Facebook.

John Burbank, CEO of Nielsen's online division, describes Facebook as an increasingly vital link between consumers and brands. According to Burbank, with this collaboration "we will now be able to add deep knowledge of this important social network to our unmatched media measurement and consumer insight across all three screens. Together we will be able to provide the missing elements to clients seeking better understanding of how Web content and online advertising affect consumer behavior."

Their first joint product, Brand Lift, will poll Facebook users on ads they see on the site. Located on Facebook's homepage, these opt-in polls will gauge the user sentiment on advertisements while measuring aided awareness, ad recall, message association, brand favorability and purchase consideration. The responses will then be compared to the responses of other people who did not see the ads. Plans to immediately roll out the product to a limited number of test partners are already under way, with all Facebook advertisers to begin

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There's An App for That . . . by Megan McCaffrey

As we delve further into the world of mobile advertising, the creation of apps (applications) has changed the way we communicate and interact on a daily basis. Mobile apps have transformed our cell phone usage and made this small piece of technology an essential way of life.

Apple's iPhone App Store advertising states that there's an app for everything, and the iPhone only gets better with every new addition. With so many apps and new ways to reach an ever-growing population of mobile users, mobile has become a distinct medium, rather than just an extension of online. A lot of social network apps out there, like Facebook, Twitter, LinkedIn, are pocket versions of their existing websites. CNN and *The New York Times* have also created apps that are very similar to their websites. This may be convenient, but is there really a need to create an app when users can log on to the website just as easily? That is the challenge in creating a worthwhile app.

How do you create an app that people will find useful and ultimately use on a regular basis? The key is to make the app customer-friendly and engage the user. Advertisers and brands alike need to keep the distinction between mobile and the internet. They are different for a reason and app performance cannot simply be based on click-through rates, but also the latest feeds on Twitter or internet blogs, for example.

How are people responding to an app on a personal level? When MLB.com's "At Bat" app went from offering two free live-streamed games down to one, they immediately heard about it on the internet. By taking immediate action to keep the consumer happy, they went back to two free games and kept their ever-growing fan base.

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Yo, Taylor by Terence O'Connor

"Yo Taylor, I'mma let you finish" – Kanye West's outburst at the 2009 MTV VMAs will go down as one of the most memorable moments of the past year. West's now infamous outburst is sure to be included in nearly every 2009 year end wrap-up, and beyond that, it was a unique moment that benefitted many from a media standpoint. In our current media landscape



of ever-growing fragmentation, moments like this which seemingly capture the entire country's attention are increasingly rare. So who exactly benefitted from the incident?

The biggest winner was MTV.com. The network's home page recorded its second biggest day in history, with 5.5 million unique visitors the Monday following the awards. MTV immediately seized control of their proprietary content and was extremely vigilant in keeping video of the outburst off of Youtube and other video sites, driving all traffic to their video player. They made the savvy move of making the video player embeddable, allowing it to be shown on other entertainment sites and blogs while still counting towards MTV's streams and of course displaying a pre-roll ad before every view. The video was streamed 17.9 million times on the Monday following the awards alone, the site's second highest single day total.

Jay Leno was also a beneficiary of Mr. West's great interruption. Kanye had been scheduled to appear as a musical guest alongside Jay-Z and Rihanna on the first episode of The Jay Leno Show. Considering the significant backlash, Kanye took the opportunity to make an attempt at an apology. It's difficult to guess how many of the 17.7 million viewers who tuned into the first episode of the Jay Leno Show did so to see the apology. What isn't in question is that the appearance provided the new show with its first bona fide viral moment; as Jay asked Kanye how his dead mother would have felt about such behavior met with a painfully long silence from the rapper. Video of the interview was quickly put on Youtube and re-aired on entertainment and cable news giving Jay an immeasurable amount of free press.

Not to be left out, Comedy Central made its own at-

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All Eyes on Digital by Elana Shapiro

Ad dollars spent on out-of-home advertising have been on the steady decline for the past three quarters. However, forecasters believe out-of-home will make its triumphant comeback thanks to more investment in digital.

Digital out-of home advertising was still a relatively new medium when the market bottomed out last year. In recessionary times, advertisers tend to steer clear of new advertising ventures. They tend to stick to what they know: television, radio and print, rather than make any risky moves into uncharted media territory. However, forecasters believe that out-of-home spending will pick up during the second half of this year and that digital will most likely be driving that increase.

Advertisers are starting to see the benefits of digital out-of-home advertising and have begun to dedicate larger portions of their budget to this new medium. Whereas other media continue to lose audiences, forecasters believe that out-of-home will continue to remain relevant. People will always need to get from one place to another and advertisers can take advantage of this by exposing their messages to their audience "on the move." Digital also allows for more customization of messages. Advertisers can target messages to a certain audience and can change their messages much more frequently than they can with static billboards. For example, a digital billboard ad that comes on at 5 p.m. promoting take-out at a local restaurant is a more targeted way of reaching parents on their way home from work. One of digital's biggest draws is its flexibility. Creative can be changed with the click of a button, making digital especially attractive to advertisers with time-sensitive messages. Whether it's an update on traffic conditions or a message informing commuters of a big sale at their local retailer, digital allows advertisers to adjust their message as they see fit.

Another factor that will soon have a major



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effect on out-of-home and its potential growth is the new outdoor advertising measurement, Eyes On Impressions (EOI). This will replace DEC's as the standard unit of measure of out-of-home media. Where DEC's tell us the average number of Persons 18+ potentially exposed to an advertising display, Eyes on Impressions will tell us the average number of persons who are most likely to notice an outdoor ad. EOIs will also be reported as weekly impressions as opposed to DEC's which are daily impressions. Another big difference is that EOIs will measure "pedestrian eyes" in addition to "commuter eyes." So a more telling picture of the ad's potential audience will be measured. This switch will allow advertisers to measure the audience of an outdoor campaign in the same way that they have been able to do with other media. One important improvement over DEC's is EOI's ability to measure demographics. Advertisers looking to target a certain demographic group may be more likely to use out-of-home to advertise if there is an efficient way to measure the success of such a campaign.

As the market rebounds, advertisers will likely become more open to experimenting with new media. Digital is expected to lead out-of-home out of its decline and become a major factor in its recovery. The introduction of Eyes On should also contribute to the success of outdoor advertising and assure advertisers that the medium is a worthwhile in-

(Continued from page 1) **Apps**

Brands can break into the "app scene" and have a mobile presence their competitors are not yet ready or able to achieve. There is the distinction between free and paid apps and some brands are having trouble deciding which route to follow. There is something to be said about a paid, perhaps more premium, app. However, many users are not willing to shell out the extra money on top of their monthly bill. But if your app is worthwhile and engages the users, they will pay for a good one.

Keep in mind that this app phenomenon is still in its early stages. Benjamin Moore's "Ben Color Capture" app allows you take a photo of anything you see (an autumn leaf, inspiring painting, road sign, your neighbor's shirt, etc.) and match it to their paint library. If the user chooses to take the next step and purchase the paint, a GPS function within the app directs consumers to the closest retailer. It is very intuitive, changing the way we think about colors. But with any new technology, there are bound to be some flaws which consumers have pointed out, complaining that the white balance is off or that the exact color isn't matched. As a spokesman for Benjamin Moore states,



ColorCapture

"You have to be a little like a magician."

Apps are a thing of the future and as marketers become more in tune with how the technology works, there will always be a bigger and better app on the horizon.

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Around the Harmelin Water Cooler

This Month's Questions:

Do you have a smart phone?

Yes — 45% No — 55%

If yes, what brand?

iPhone — 63%
Blackberry — 21%
Blackjack — 11%
Other — 5%



How many applications have you paid to download?

Zero — 47%
1 or 2 — 17%
3 to 5 — 14%
6 to 9 — 12%
10 or more — 10%

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testing within months. During the trial period, hundreds of Brand Lift tests will be conducted.

So far, trials of the new product are encouraging. A trial of Brand Lift with Facebook advertiser Procter & Gamble saw 220,000 users become fans of Secret deodorant. The results of the poll showed that the campaign increased purchase intent 11% overall, and by 33% among the target demo of women ages 13 to 18.

The ability to measure the medium and

justify social media spend based on data will be a giant step forward in the site's ability to attract advertisers who are willing to spend big money. It's also another sign of Facebook's growing influence in the medium. In August 2009, Nielsen reported that Facebook had 103,886,000 users, the 4th largest unique audience in the U.S. among all Web brands. The increase in users has translated into significant advertising growth. Consequently, Facebook's display ad share in the U.S. increased from 1.8% in January 2009 to 14.7% in August 2009.

While Facebook has been growing in prominence as a digital ad destination, it still has some convincing to do. Brand Lift is not Facebook's first attempt to prove just how powerful ads on the site are. The site's last experiment at attracting brand dollars, Facebook Beacon, was not successful. The ad service, which shared details about user's purchases on their news feeds, sparked a user revolt, privacy concerns, a class action lawsuit and the establishment of a \$9.5 million privacy fund. Unlike Beacon, Brand Lift will not have a public component. Instead, advertisers who subscribe to Nielsen will be able to work with Facebook privately, without the public knowing who is testing the system.

The theory behind Brand Lift is quite simple: ask participants to respond to questions before and after they are exposed to social media ad campaigns. However, it's a service that no other company has been able to provide. If the tests go well, Facebook may have the key to unlocking online brand advertisers and their large vaults of advertising dollars.

Nielsen Again Taps Harmelin Research

The Nielsen Company has asked Harmelin Vice President and Director of Research Bernie Shimkus to join its Policy & Guidelines Committee. The committee is research-focused and members include TV station, advertiser, and agency personnel. The committee schedules regular meetings at Nielsen's Manhattan offices. Nielsen felt that its committee had a need for strong agency input and selected Mr. Shimkus who has a national reputation for excellence among media researchers.



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tempt at cashing in on the frenzy surrounding the incident. Earlier this year the network aired an episode of the show *South Park* titled "Fish Sticks" which took aim at Kanye West's egomaniacal ways. Comedy Central acted fast, highlighting just how flexible their format can be and on the night following the VMAs they re-aired the episode 4 consecutive times.

Of course this incident garnered a lot of publicity for Taylor Swift as well. On the Tuesday following the awards she appeared on *The View*. During the appearance she spoke about her reaction to the incident and also had a chance to perform two songs. During a radio appearance later in the week a representative of Taylor's was quoted as saying before the incident a lot of people didn't know who country singer was.

So what lesson can a media professional take away from Kanye's episode and the ensuing circus? Sadly, the lesson is that in the age of time shifted viewing, fewer television moments truly become events. More than that, it's nearly impossible to guess as to when one of these events will happen. The buzz created by Kanye demonstrates the value of live broadcasts. They have an element of unpredictability and flexibility. Live events not only have the ability to create these moments but they can build upon them while the buzz is still fresh.