

THE HARMELIN MEDIA REPORT

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TiVo's Program Placement by Tiffany Kerper



TiVo, the leader of advertising solutions and television services for digital video recorders (DVRs) just extended their list of advertising solutions. Program Placement has joined TiVo's Gold Star Sponsorship, Interactive

Tags and Product Watch programs.

Program Placement will allow advertisers to insert their ads after a recorded program has been viewed and there is nothing left to fast forward past. A new menu option will be underneath the 'delete' or 'save' options. Viewers will be able to view the commercial either through clicking on a brand logo or by answering the question whether or not they would like to view the promotional content. The ad can last up to two minutes. This will give advertisers the chance to reach the 4.4 million TiVo owners who may have fast forwarded through prior commercial advertisements.

Advertisers will be able to target their ads to multiple programs, tele-

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The Surge in Outdoor Spending by Valerie Fiordaliso

The Outdoor Advertising Association of America (OAAA) recently announced that the outdoor advertising industry increased revenue in the first three quarters of 2006 to \$1.4 billion. According to TNSMI, for the first nine months of 2006, outdoor advertising has grown at a pace 2.5 times faster than the overall advertising industry. Outdoor is the second fastest growing medium, trailing only Internet advertising's 17.9% growth rate for 2006's first three quarters.

Out-of-home vendors are coming up with more creative and eye-catching ways to reach consumers. One recent idea was an innovative San Francisco bus shelter campaign for the California Milk Processor Board. The bus shelters were designed with pillow-like strips that were infused with chocolate chip cookie flavoring and gave off the scent of freshly baked cookies. The Milk Board's goal was to have people feel a sudden urge to come home and have a glass of milk with their cookies. "It's kind of pushing the envelope. We were kind of in uncharted territory here," says Molly Ireland, spokesperson for the Milk Board. Initially

there was a positive reaction to the campaign, but some community groups that represent diabetic and obese people complained to the Municipal Transportation Authority (MTA) that the cookie scent was too much temptation for those struggling with their afflictions. The MTA, owners of the bus shelters, ordered the cookie-smelling strips to be removed.

Advertisers, agencies, and outdoor vendors are constantly coming up with new ways to engage the consumer. Here are a few examples of ways to target a specific audience. Advertising on gas pumps at convenience stores enables the advertiser to target customers who are filling up. Ads on video screens in high-rise building elevators target the business professional. Shopping mall banners are targeting the pre-teen



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Syndicated Research at Harmelin Media

by Alison Bolognese

Professional media planners need to make sure that their media research will lead them to solid media recommendations. However, there are many research vendors and selecting the proper research resource is critical. Harmelin Media has a myriad of research resources available to assist the media planner. Here's a short overview of a select few syndicated research studies at our disposal.

Nielsen Nielsen measures audiences for national network television, national cable TV, syndicated TV, as well as local broadcast and cable TV audiences in 210 U.S. markets. Harmelin Media receives many TV audience estimates on a daily basis.

Arbitron Arbitron measures local radio audiences in almost 300 markets. Harmelin Media receives quarterly estimates for the major markets each season. The smaller markets are estimated only in the Fall and Spring. In addition, Harmelin receives annual radio audience estimates for every county in the nation. We also subscribe to Arbitron's respondent-level data and its **Media Pro** software program which allows us to research more narrow demographic audiences and zero-in on specific radio programs, such as individual sporting events (like a particular Eagles game).

TNSMI (Taylor-Nelsen-Sofres Media Intelligence) TNS Media Intelligence is the leading provider of competitive advertising information. They monitor 190 million advertising occurrences and \$140 billion in advertising expenditures for more than 2.1 million brands across most national media and almost 100 US local markets. Media include network broadcast and cable TV, syndicated TV, spot TV, spot radio, network radio, local newspapers, national newspapers, consumer magazines, business-to-business magazines, Internet, and out-of-home.

ESRI (Environmental Systems Research Institute, Inc) ESRI provides demographic updates at the DMA, State, County, and Zip Code level based on the latest US Census. Its **Sourcebook America** program allows us to manipulate this data into geographies that are relevant to our clients' needs.

ScanUS ScanUS is a mapping program with many applications. We can plot various TV and radio markets, as well as newspaper coverage areas. We can plot clients' retail locations, as well as the locations of their competitor. We can color-code various demographic characteristics

for the geographic areas.

MRI (Mediamark Research Inc.) MRI provides demographic, media, and product/service usage estimates on a national basis through its bi-annual survey of nearly 25,000 randomly selected adults. In addition, MRI measures opinions and psychographics of its sample.

Scarborough Similar to MRI, but on a local market level, Scarborough provides demographic, media, and product/service usage estimates for the top markets (close to 100).

Mendelsohn Affluent Survey The annual Mendelsohn Affluent Survey, conducted since 1977, was the first syndicated measurement to concentrate on the affluent US market and it remains the only such survey with sample bases large enough for thorough examination of that market and the media that reach it.

Telmar A web based software system used to access survey data, such as MRI and Mendelsohn, in order to analyze consumer behavior and media usage that these studies measure. Additionally, Telmar has programs for estimating the reach and frequency for radio, television, magazine, newspaper, and outdoor media schedules as well as a program that estimates the reach and frequency of multi-media campaigns.

StrataView A software program that allows users to analyze Arbitron radio survey data and Nielsen TV survey data. Harmelin media buys are generated using the StrataView software.

SQAD A program that estimates television and radio costs in the various US markets.

comScore/Media Metrix This company is the leading source of Internet audience measurement. Its **MyMetrix** program enables users to identify and target key online audiences, eliminate wasted online advertising, and identify competitive strengths and weaknesses.

SRDS It has the largest database of advertising media rates and information in the world. Its online subscription database allows users to access information about newspapers, consumer magazines, business-to-business magazines, television stations, cable systems, radio stations, and out-of-home vendors.

Audit Bureau of Circulation - Access ABC Its **eStatements** online program allows users to access the audited reports in order to analyze the circulation for various newspapers, consumer magazine, and business-to-business magazines.

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vision series and/or genre through Program Placement. Burger King, one of the first companies to take advantage of the service, has posted a spot after *Grey's Anatomy* episodes.

These ads are designed to be more interactive than standard TV spots. The program is designed to enhance advertisers' television buys. Currently Burger King is running an ad that invites viewers to watch long-form videos about their new Xbox 360 video games. Also, The Weather Channel is introducing two of its meteorologists after top programming. They are showcasing their reporting as a background for a new show.

Each advertiser that takes advantage of Program Placement will have complete access to TiVo's extensive audience measurement reporting, including program and commercial audience research. TiVo will record the view and response rate metrics associated with each spot.

The question for advertisers is whether TiVo owners will watch any of the commercials. According to a JupiterResearch analyst, the TiVo culture is based on avoiding commercials. Television viewers bought into the idea of recording shows and skipping commercials. The analyst claims there isn't an incentive for a viewer who has already fast-forwarded past commercials to

now take the time to watch an ad.

Gillian Smith, Senior Director of Media and Interactive for Burger King, has a different opinion. Smith feels that TiVo has provided the perfect way to use engaging and creative content to reach a like-minded audience that is already accustomed to personalization and convenience. Smith was quoted as saying, "This is exactly what 'Have it your way' is all about."

Betsy Lazar, General Motors' Executive Director for Advertising and Media Operations, feels the same way. She claims program placement is going to provide new avenues to communicate useful, relevant information to consumers about products such as GM cars and trucks in a more targeted, measurable way. She feels it is important for advertisers, media companies, and technology providers (such as TiVo) to work together to provide advertising solutions that will benefit everyone.

Some advertisers have bought into this new program just as television viewers have bought into technology that has allowed them to skip commercials. The problem is the viewers must initiate viewing the commercial unlike post-roll commercials that are increasing common on web sites. Will the millions of TiVo subscribers now opt into watching commercial content?

Around the Water Cooler

A Completely Unscientific Survey of Harmelin Media Employees... *This Month's Question:*

Did you receive any consumer electronics holiday presents this year? If so, what 'media' were they?

DVDs	40%	HDTV	4%
CDs	26%	Laptop Computer	4%
iPods	23%	Digital Camera	4%
Satellite Radio	6%	Playstation	2%
Mp3 Player	6%	No Electronics	28%



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and teenage 'mall rats' as well as 18-34 year olds. This past holiday season, parents were targeted with advertising on digital screens while waiting with their children in lines to see Santa Claus.

However, along with the increase in revenue comes increased scrutiny. Outdoor media audience measurement and tracking is an issue for the advertising industry. How many people actually see the ads? Nielsen Media Research is hoping to provide answers sometime soon and is testing a new system in select markets for measuring in-store ads. The system will be developed by the Nielsen InStore Division that will place sensors in malls to track in-store foot traffic and exposure to signage. The sensors will track people as they enter the store and move around the store. According to *MediaLife*, the in-store data will measure potential exposure to in-store ads and will also profile the demographic composition of who is being exposed.

Outdoor companies also track their demographic and traffic information through the help of trade associations. Gas pump advertising companies partnered up with convenience stores and gas stations and, with the help of the National Association of Convenience Stores (NACS), track the number of impressions that convenience stores' gas pumps generate. The NACS estimates the daily impressions with this formula: daily impressions = cars per day times average passengers per vehicle times 3 impressions



per visit. (Why three? One when the car approaches the gas pump, one when the driver gets out of the car to start pumping gas, and one when the driver finishes and puts the handle back into the gas pump – the factor must be lower in New Jersey and Oregon where it's illegal for drivers to pump their own gas! Giving away coupons placed at the gas pumps is another alternative to tracking how many people not only see a particular ad, but are

engaged' by it. Usually the coupon is for a product that is on sale at the convenience store. When the number of redeemed coupons are tallied, one effectiveness barometer of the ad can be measured.

Harmelin Media Welcomes Total Basement Solutions

Harmelin Media is pleased to announce that we've been named the media planning/buying agency for Total Basement Solutions' Baltimore franchise. TBS offers home owners solutions for finishing their basements. TBS's solid basement construction includes walls that can support heavy mountings, R-13 insulation for year-round energy efficiency, acoustic panels to prevent noise from traveling to the rest of the house, safe durable building materials, and are designed to resist mold, fire, rot, and stains.

TBS installs the basement system quickly and without dry-wall dust and debris throughout the house. TBS offers many finishing options for the basement walls; they can be painted, wallpapered, or pre-finished. We look forward to a long relationship with Total Basement Solutions.



Like with traditional advertising, advertisers are concerned about how effective their outdoor campaigns are in reaching their marketing targets. The outdoor industry is wise to have companies like Nielsen and various trade associations provide measurable audience data. With the advertising industry's demand for accountability and measurable return-on-investment, these steps may very well keep out-of-home advertising growing at its fast pace.

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