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Advertiser Perceptions Study Finds "Ad Results" Matter Most to Advertisers Across Print, Television, Digital and Mobile

But Advertisers' Definition of Results Vary by Media

NEW YORK – October 30, 2012 – In the latest installment of its flagship Advertiser Intelligence Reports (AIR) Wave 17, Advertiser Perceptions, the media industry's leading provider of research-based advertiser insight and guidance, reports that "results" are still the predominant justification for how media consideration, intention, and selection decisions are made.

The AIR Wave 17 Study indicates that whether media are traditional or digital, whether the buyer is an agency or a marketer, or if advertising is focused on branding or performance, measurement and accountability are what advertisers are demanding.

"Advertisers want results," says Ken Pearl, Advertiser Perceptions CEO. "Although content still matters, it is the audience and what they do as a result of consuming the content that advertisers are focused on. They want to know their ads are working, and increasingly, they're looking to media brands for proof."

Although the focus on results is consistent across all media, advertisers report that their expectation of what "results" means varies by media category. For digital venues (including mobile), the primary focus is on recognized bottom-line measurements of success: ROI, impact on sales, and conversion rates.

In print and television, advertisers also consider "results" very important. However, results mean something different to the television and print media buyer. They are less focused on ROI than digital advertisers are, suggesting instead that brand awareness and product awareness are the two most important components defining ad results. Impact on sales, though, was still a close third.

GRAPH: Bar chart with importance of Ad Results in digital, mobile, television and print

"Advertisers are looking for measurement and accountability across all platforms, but it hasn't distracted them from the importance of branding," says Randy Cohen, Advertiser Perceptions President. "In fact, the many new ways we're measuring audience response, particularly on digital and mobile platforms, has

redefined the way advertisers define branding success.”

Another recent study conducted by Advertiser Perceptions on Video Advertising Convergence also indicates that digital video advertising, the ad category that agencies and marketers are most optimistic about, supports the AIR W17 results on the importance of ad results and the expanded definition of results to include brand awareness. In fact, advertisers in that study reported that 70% of their digital video budget was devoted to branding.

“Buyers care about branding and performance, and successful media brands will deliver both,” says Cohen, “supplying methodology and metrics that provide proof of delivery.”

Results from AIR Wave 17 are available to the press. Contact us for a private briefing.

About the Advertiser Intelligence Reports

The Advertiser Intelligence Reports (AIR) is the largest multi-client tracking study of media decision makers in the world. It provides media executives with the plans and opinions of more than 1,200 marketers and agencies every six months. Insight from AIR is provided by media decision-makers representing the largest advertisers across 16 major advertising categories and more than 500 leading digital, television, magazine, national newspaper, and mobile media brands. Clients use the intelligence from AIR to strengthen their media brands and improve advertiser satisfaction.

The Advertiser Intelligence Report Wave 17 represents the media plans and perceptions of more than 1,200 U.S. media decision makers surveyed in May through June of 2012. They have an average of 7.6 years of involvement in media decisions. The sample represents a cross-section of leading U.S. advertisers by ad category and media type.

About Advertiser Perceptions

Advertiser Perceptions is the leader in providing the media industry with research-based advertiser insight and guidance for strengthening brands and improving advertiser satisfaction. The company specializes in determining, analyzing, and communicating what advertisers think - their plans, opinions, and motivations. Advertiser Perceptions' proprietary database of media decision makers is one of the largest in the world. Advertiser Perceptions conducts, analyzes, and interprets research on behalf of many of the largest international media companies. For more information, visit <http://www.advertiserperceptions.com>

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