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FOR IMMEDIATE RELEASE

AP BUZZ: New Data on What Drives Advertisers to Buy

NEW YORK – October 23 2013 – The latest Wave (19) of the Advertiser Intelligence Reports (AIR) identifies the motivating factors that drive Advertisers to spend with media brands, in general by medium. These factors vary by media category. For example, Digital advertisers are driven by “Ad Results,” whereas Mobile Advertisers are motivated by “Media Brand Image” and “Audience Reach.” More traditional media advertisers’ buying decisions are influenced by “Value for Money Spent” when it comes to magazines and national newspaper advertising, and “Audience Composition” for television.

The chart below illustrates key drivers, based on sophisticated statistical analysis (AP Analytics), that Media Brand Executives should recognize and fulfill in order to strengthen their brands and improve their sales and marketing results. The Advertiser Intelligence Reports, and our new AIR3 analysis – which includes AP Analytics and in depth Strategic Marketing and Selling Intelligence– uncovers these factors that dominate the consideration and buying intentions of the largest and most active advertisers.

You can learn more about the sophisticated new data analytics we're employing with AIR and AIR3, the source for these insights by [CLICKING HERE](#). And as always, if you would like a private press briefing regarding these, and other insights based on our media industry research, please contact me directly at your convenience... frank@advertiserperceptions.com.

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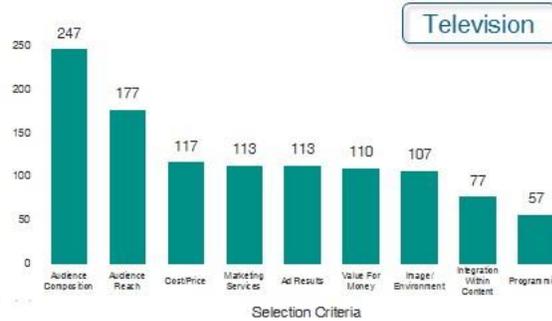
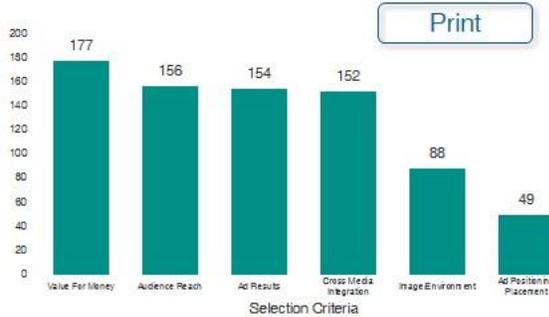
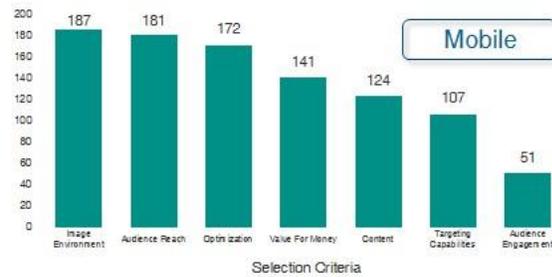
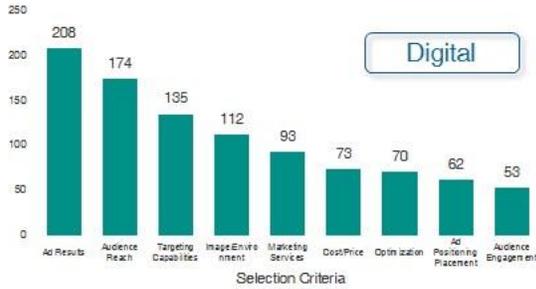
Selection Criteria That Drive Intent to Buy

Digital, Mobile, Print, and Television

Index of "Key Drivers" Regression - Likely to Buy*



* AP Analytics uses Regression Analysis, a statistical method designed to derive the relationship between characteristics and/or behaviors. AIR now utilizes regression analysis to show relationships between selection criteria and their influence on plans to buy. The analysis determines which criteria have the greatest impact achieving the desired results.



Q1040: How well do these brands rate on the following criteria? Q1010: How likely are you to advertise with each media property in the coming 6 months? (Will Not Advertise, Might Advertise, Will Advertise)
 Base: All Respondents Index 100 = average of all positively correlated coefficients.



2013 Advertiser Intelligence Reports | Spring, Wave 19

About Advertiser Perceptions

Advertiser Perceptions is the world leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands and increasing advertiser satisfaction. We specialize in determining, analyzing and communicating what advertisers think - their plans, opinions and motivations. Our proprietary database of media decision makers is one of the largest in the world. The advertiser survey and questionnaire development process that we employ ensures optimal response. Singular focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients who represent many of the largest international media companies.

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