



**MEDIA CONTACT:** Frank Papsadore  
Corporate Communications  
Advertiser Perceptions  
508-888-1208  
[frank@advertiserperceptions.com](mailto:frank@advertiserperceptions.com)

**FOR IMMEDIATE RELEASE**

## **AP BUZZ: Advertisers' Marketing Communications Preferences**

**NEW YORK – November 13, 2013** – The Advertiser Intelligence Reports (AIR) Wave 19 shows that when it comes to digital media sellers' marketing communication tools, *market intelligence research* and *audience insights* are the chief drivers of advertiser media decisions, with an index of 164 (index of 100 equals average). *Marketing presentations* and *promotional materials* are ranked second (102) and *syndicated research* third (94). *Advertiser effectiveness studies* lag the field at 39.

However, with regard to the marketing drivers of spending decisions for mobile, *advertiser effectiveness studies* far and away top all other factors, at 198. *Marketing, presentations and promotional materials* are second (141) while *market intelligence research / audience insights* are a distant third (50).

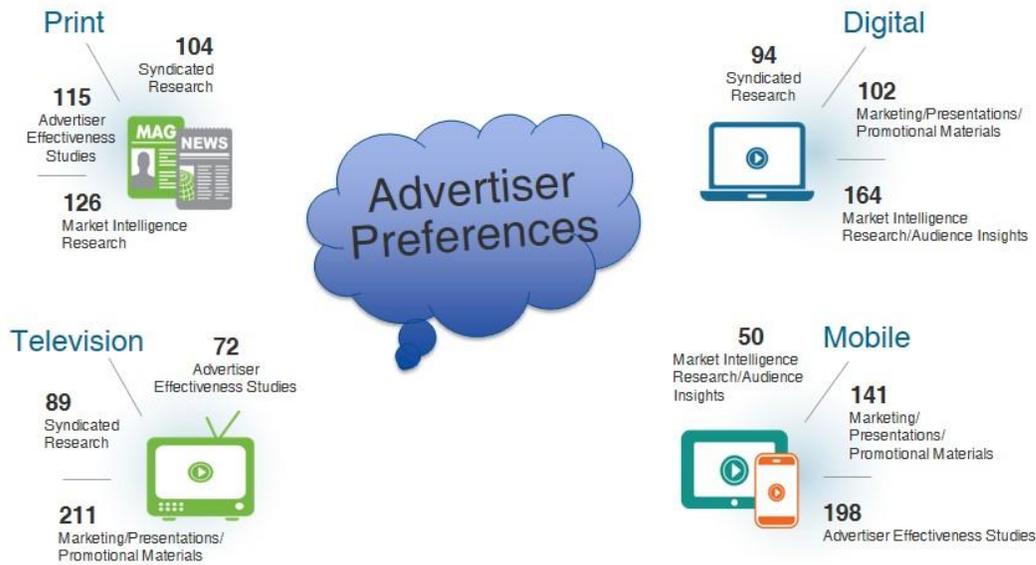
A closer grouping of factors is seen with print, where *market intelligence research* (126), *advertiser effectiveness studies* (115) and *syndicated research* (104) all indexed higher than *promotional materials*. For television, *marketing presentations* and *promotional materials* are ranked highest for any medium (211), followed by *syndicated research* (89) and *advertiser effectiveness studies* (72).

The chart below illustrates these findings. More detailed findings are available to the press. Please contact us for a report briefing.

## Marketing Communications Preferences

Market Intelligence and Audience Research Insights are the Key Marketing Communications Tools

Index of "Key Drivers" Regression to Likely to Buy – Average = 100



Advertiser Intelligence Reports | Wave 19

**FOLLOW US...** to get immediate delivery of important, timely facts and information regarding the media marketplace.

Website: [www.advertiserperceptions.com](http://www.advertiserperceptions.com)

Twitter: <https://twitter.com/AdPerceptions>

LinkedIn: [www.linkedin.com/company/advertiser-perceptions](http://www.linkedin.com/company/advertiser-perceptions)

### 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.