



AUDIENCE MEASUREMENT 7.0

THE WORLD'S LARGEST AUDIENCE MEASUREMENT CONFERENCE

June 11–12, 2012
Marriott Marquis, New York City



ADVERTISING
RESEARCH
FOUNDATION

Seeking a better way for TV Media Planning



Terese Herbig

Sr. Vice-President
Sales & Marketing
TRA, Inc.



Mike Judge

Sr. Director Consumer
Insights & Strategy
Kraft/Oscar Mayer



John Marson

Sr. Manager,
Media Planning
Kraft/Oscar Mayer

Today's Discussion...

Our Need for a Better Way

Our Approach

The Results





We Needed to Eliminate Waste

All Efforts Toward Most Valuable Consumers



Identify Right People

Develop Right Products

Right Messages – “Yes Food”



Traditional TV Media Buying Falls Short



Our Approach

Better Linkage of Consumer & Programming



**60 million
CPG Purchase
HHs**



**>500k
Single
Source
HHs**

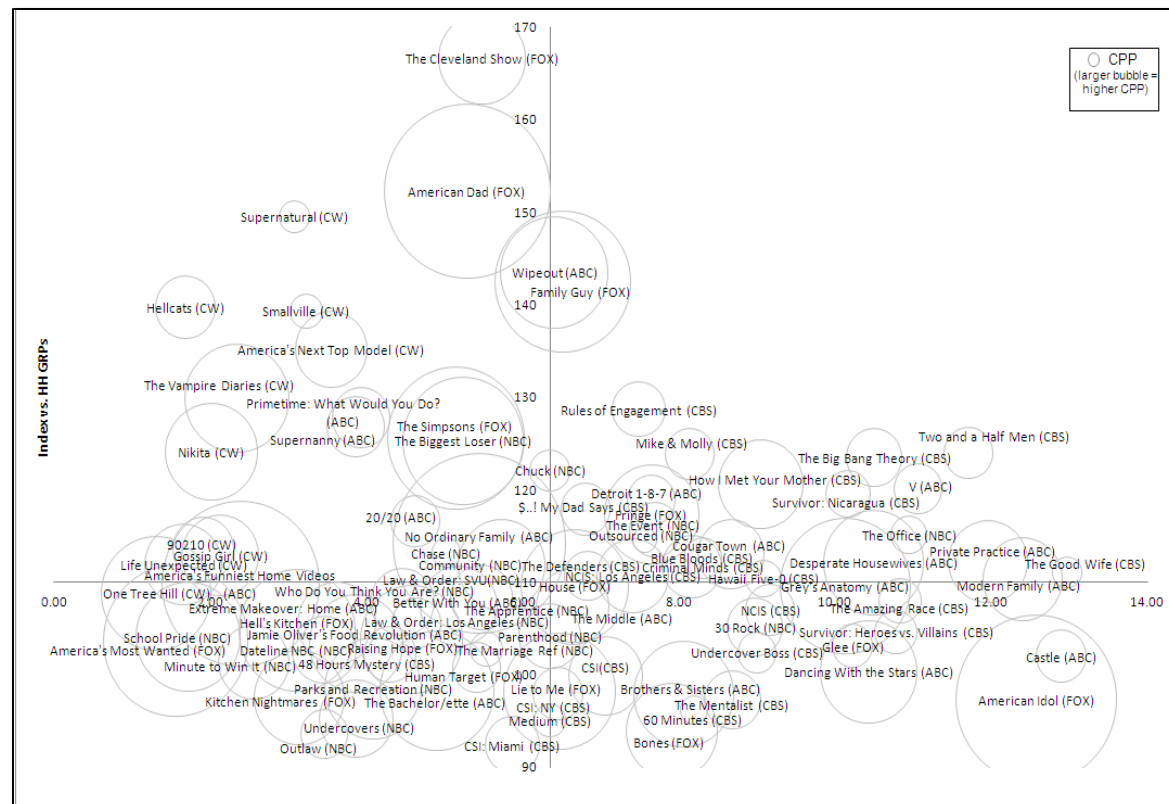
**2.2 million
Viewing
HHs**



Eliminate Waste of Lower Viewed Programs

Action Steps:

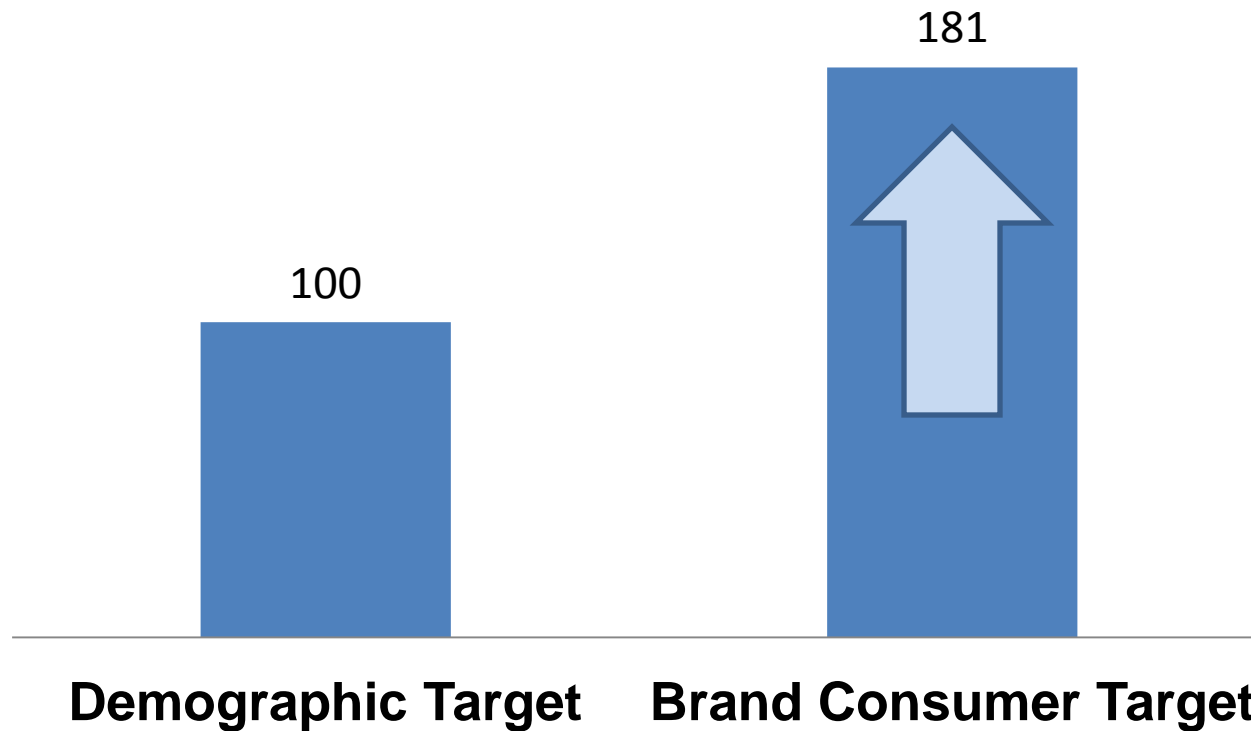
- Schedules** – Improved with 10-20%+ increase in programs with 100+ TRA Index.
- Reach** – Reach declined roughly 10-20% yet levels are still effective.
- Cost** – Dollars declined 50%-60% compared to original schedule.



The Results

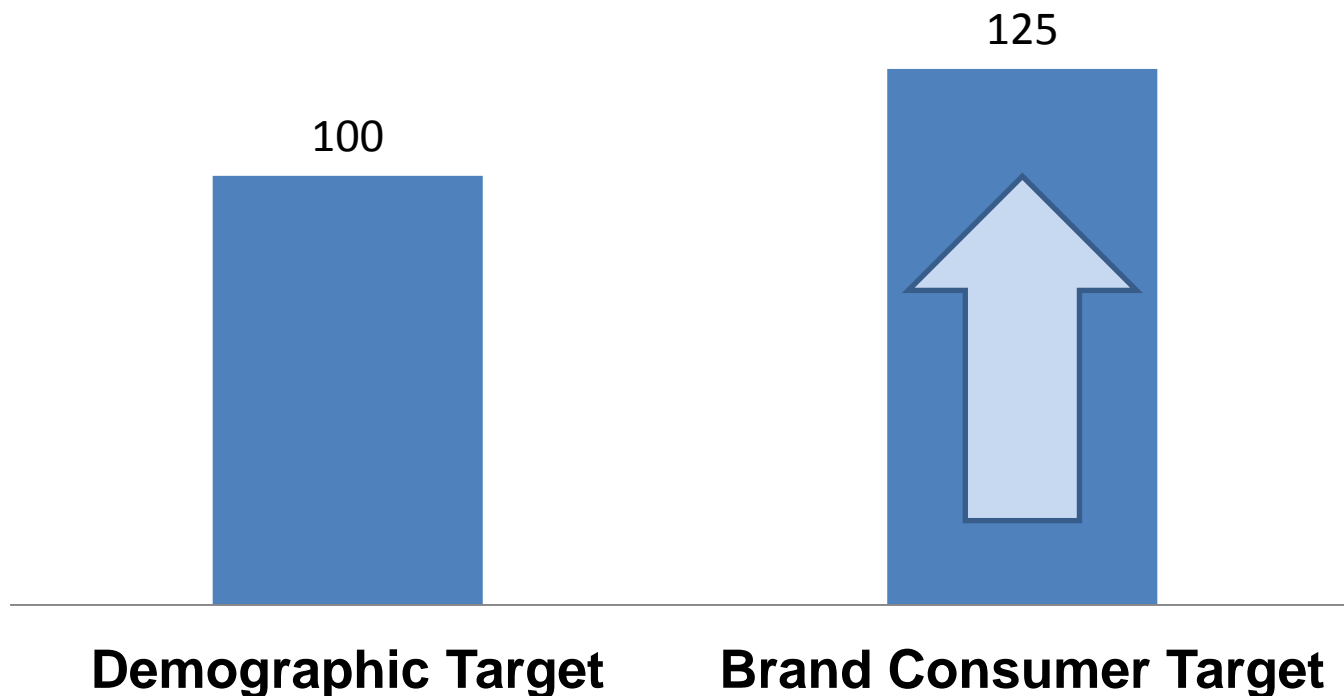
Improved ROI with Consumer Target vs. Demos

New Product Launch ROI post TRA implementation



Better ROI for New Products and Existing

Existing Product ROI post TRA implementation



Closing Thoughts...

- A Better Way
- Eyes Wide Open
- Drive It Through



Wrigley, the goat

Thank you and Questions

- Mike Judge: mjudge@kraftfoods.com
- John Marson: john.marson@kraftfoods.com
- Terese Herbig: terese@traglobal.com

