



The Advertising
Research **Foundation**

RE!THINK

WHERE
LEADERS
IGNITE
GROWTH

2015

MARCH 16-18 2015
NEW YORK HILTON

PLATINUM SPONSORS



KANTAR



Monday MARCH 16

RE:THINK BIG DATA: MAX ROI

10:00–10:45am

DEEP DIVE WORKING SESSIONS



SUTTON SOUTH, 2ND FLOOR

Insider Insights: ROI

Craig Jaffe – Founder & Consultant, Craig Jaffe Research 360°

Beth Uyenco – Principal, Beth Uyenco & Associates



Insider Insights: Mobile

John Walthour – Director, General Mills

Jay Mattlin – Principal, JAM Research



Insider Insights: Creative/Neuro

Neil Adler – Supervisor, Mosaic Group

Christina Nathanson – Vice President, MasterCard



Insider Insights: Cross-Platform

Betsy Frank – Principal, Betsy Frank Insights

Dr Tom Evans – CEO, DTE Research



Insider Insights: Big Data

Joel Rubinson – President & Founder, Rubinson Partners

Todd Powers – Partner, Gen2Advisors





REVIEW OF ROI SESSIONS

Quantifying the Sales Impact of Digital, Mobile and Social Advertising

- AT&T quantifies the sales impact of digital and social media. How did mobile advertising score?
 - Joe Empert – Principal, Advanced Analytics, AT&T Mobility
 - Charlie Hinton – Executive Director, Marketing, AT&T Mobility
 - Greg Pharo – Director, Market Research & Analysis, AT&T Mobility

Taking Advertising ROI to the Next Level: A Meta Analysis

- Eight industry studies show data fundamentals dampen media ROI.
 - Jim Spaeth - Sequent Partners
 - Alice Sylvester – Sequent Partners

The Long and Short of it: Long-Term Advertising Effects in MMM

- The long and short of it: yes, you can measure both the long and short term effects of your marketing campaign with one integrated methodology.
 - Hirofumi Hamaguchi – Chief Analyst, Strategic Planning, DENTSU INC.



REVIEW OF ROI SESSIONS

Double-Take: Digital Metrics Can Substitute for Unavailable Sales Data

- Double-take: Digital metrics can substitute for unavailable sales data.
 - Satya Menon – Chief Marketing Scientist, Millward Brown North America

Brand & Equity Pricing: PepsiCo's Performance Power Insight

- PepsiCo performance power insight: the stronger the brand, the more pricing power you have.
 - Venu Gorti - Co-Founder & Solution Development Lead, Cogitaas
 - Ruchira Jain – VP, Consumer Insights, PepsiCo India
 - Kamal Sen, Ph.D. – CEO, Cogitaas
 - Don Sexton – Professor, Columbia University

Sync Your Message with Social Change and Quadruple Your Earned Media

- Sync your message with social change ... and quadruple your earned media: What Wells Fargo did.
 - Roxanne Gray, Ph.D. – VP Marketing Research Manager, Wells Fargo
 - Joe Hopper – President, Versta Research



REVIEW OF ROI SESSIONS

OOH Impact – A Behavioral Approach

- Size matters - but so do other outdoor formats. SMG Dubai shares secrets to effective outdoor advertising.
 - Fahad Ali – Senior Research Executive, Starcom MediaVest Group (Vivaki MENA)
 - Ravi Shekar – Associate Research Director, Starcom MediaVest Group (Vivaki MENA)

Using Neuro to Measure Your Measurement

- Using neuro to measure your measurement.
 - David Brandt - EVP, Advertising Effectiveness Strategy, Nielsen

Date Night Any Night: The Advertising Impact of Co-Viewing Couples

- Viacom's date night insight: Watching together leads to increased engagement.
 - Mike Bloxham – VP, National TV and Radio, Frank Magid Associates
 - Sharon Alvarado – VP, Ad Sales Research, Comedy Central and Spike TV/Viacom Entertainment Group



REVIEW OF ROI SESSIONS

Nissan and the Canadian Football League: Listening to Emotions

- If you sponsor a sports league for a whole season, expect your brand to go on an emotional "brand-transferring" roller-coaster ride.
 - Raymond Pettit, Ph.D. - Chief Analytics Officer, iTVX, Rentrak
 - Andrew Reid – Co-Founder & CTO, SponsorHub, Inc.

Porque Puedo/Because I Can

- Comcast translates tomorrow's largest audience for you today.
 - Silvina Cendra - Planning Director, Grupo Gallegos
 - José E. Vélez-Silva - Senior Director, Multicultural Marketing Communication, Comcast
 - Adriana Waterston – SVP, Marketing & Business Development, Horowitz Research

Dimensionalizing Progress for Citi

- Citi thought money could buy happiness and brand insight but learned they needed to go deeper.
 - Tasha Space – Founder, CS SPACE



REVIEW OF ROI SESSIONS

"Coloring Outside the Lines" – ESPN's Unique and Inspiring Storytelling

- ESPN's storytelling mantra: Be brief, be brilliant, be gone.
 - Barry Blyn – VP, Consumer Insights, ESPN

Insight Leadership in the Creative Development Process

- Jayne Hickey – Senior Manager, Consumer Insights, Global Beverages Group, PepsiCo
- Jacky Parsons – Research Director, Sense Worldwide

Comedy Central's Multicultural Dilemma

- Comedy Central paradox: Challenge your entire media strategy for growth in today's challenged media environment.
 - Chanon Cook – SVP, Strategic Insights & Research, Comedy Central/Viacom Entertainment Group
 - Tasha Space – Founder, CS SPACE



REVIEW OF ROI SESSIONS

Framing Consumer Insights: Values, Voices and Needs

- AOL connects to consumers through values, voices and needs.
 - Vicki Draper - Director, Consumer Analytics & Research, AOL
 - Emily Glatzer – AOL

Digital Anthropology: Researching Audiences Online

- Coca-Cola finds happiness online.
 - Allison Barnes - Digital Anthropologist, The Coca-Cola Company
 - Justin De Graaf – Global The Coca-Cola Company