

# The Advertiser Handbook - Q3 2008

*Top 10 Advertiser Insights*



Industry Briefs

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# Letter from the Editor

Welcome to the Nielsen PreView advertiser handbook. This Q3 08 edition is a collection of insights garnered from our research to date.

1) Use this as inspiration. This guide should serve as food for thought and help get your creative juices running.

2) Test. Test. Test. Not all of these insights will apply to all advertisers. Look through this guide and find a few that sound promising for your business. Then be sure to test them.

3) Keep coming back to [www.nielsenpreview.com](http://www.nielsenpreview.com) since we add new research weekly.

# Top 10 List

## #1- Aligning your Brand with the Best Star



### Finding:

How much an actor/actress is liked, is a far better predictor of future ROI than their awareness, particularly among comedy and drama films. Films using actors and actresses with high favorability grossed 40% higher box office revenue.

### Insight:

Aligning with a lesser know actor/actress with a loyal following may have a better return than hiring/using a celebrity who has high awareness but isn't as well liked.

(For more: Go to Nielsen PreView's [Star Power](#) Member Research Report)

## #2- Surviving the Recession

### Finding:

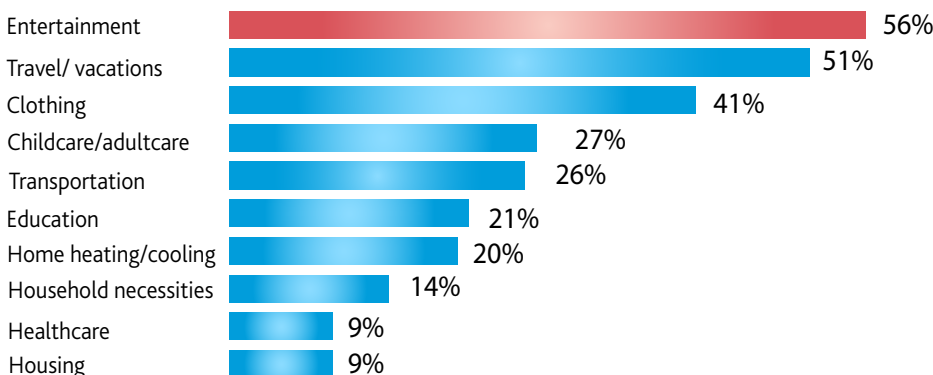
Based on a recent Nielsen survey, recessions hurt the entertainment industry. Why? When financial belts need to be tightened, discretionary entertainment dollars are ranked as the most likely ticket item to be cut from the budget.

### Insight:

The economy has been hit hard this month. Reductions in entertainment spending is likely to follow. Consider cutting prices or repositioning your message to appeal to financially conscious consumers.

(For more: Go to Nielsen PreView's [Will a Republican Administration Make the Box Office See Red?](#) Industry Brief)

### Reported Reductions in Spending- % saying "reduce spending a lot"



# Top 10 List

## #3- Picking Movie Partnerships for Widest Appeal

### Finding:

Regardless of genre, PG-13 films offer the broadest exposure for your brand.

### Insight:

When selecting movies for cross-promotional opportunities and product placement opportunities, PG-13 movies will stand to expose your brand to the most consumers at the theatres. More specifically, all comedic PG-13 films or drama with high violence and low sex and profanity are the best choices to introduce the widest audience possible to your brand. Action and comedy movies have the largest reach - among both parents and non-parents.

(For more: Go to Nielsen PreView's [Building a Wider Tent](#) Member Research Report)

## #4- One Size Does Not Fit All!

### Finding:

Hispanic marketing is not a one size fits all type of campaign strategy. This is an ethnic group comprised of many different country origins, languages and consumption and viewing preferences. There are actually three distinct acculturation levels within the Hispanic population: Most Acculturated, Bi-cultural and Least Acculturated. These three groups have large discrepancies in everything from language preference to presence of children.

### Insight:

Understand which Hispanic segment your product is targeting and analyze the unique traits for that segment. For example, if you are targeting the least acculturated segment, consider using Spanish in your ad campaign. Or consider targeting the bi-cultural and least acculturated segments if your product is family oriented.

(For more: Go to Nielsen PreView's [Why Market to Hispanics](#) Member Research Report)

Metrics by Acculturation Level

	Most Acculturated	Bi-cultural	Least Acculturated
% of Hispanics in US	34%	53%	13%
% only speaking Spanish in-home	4%	23%	79%
% with no children	60%	44%	34%
% of college graduates	29%	10%	3%
% employed full-time	72%	46%	22%
% respondent and parent foreign-born	31%	71%	95%

# Top 10 List

## #5- Capitalizing on the Point of Entry for Hispanic Consumers

### **Finding:**

Since the Hispanic population skews young and is very family oriented, networks, shows and magazines that have family/children's content index high across Hispanic groups. This content will generally be the first type consumed by the least acculturated audiences. This group engages with family magazines like American Baby and Child and cable stations like Toon Disney, Nickelodeon and Animal Planet.

### **Insight:**

When planning advertising campaigns, target family friendly publications and programs to reach Hispanic consumers, especially less acculturated.

(For more: Go to Nielsen PreView's [Why Market to Hispanics](#) Member Research Report)

### Top Three Magazines - by engagement index

Most Acculturated	Bi-Cultural	Least Acculturated
<i>Newsweek</i>	<i>Discover</i>	<i>American Baby</i>
<i>Architectural Digest</i>	<i>Latin Style</i>	<i>Child</i>
<i>Consumer Reports</i>	<i>Seventeen</i>	<i>Urban Latino</i>

## #6- Leveraging Online Streaming for Maximum Impact

### **Finding:**

The digitization of content is offering advertisers more consumer touch point choices than ever before. Embedding branded messages has never been so easy, and yet so difficult. These additional touch points mean further fragmentation of brand messaging and targeting. Knowing who these consumers are and how they interact with title specific pieces of digital content is crucial to ensure effective ad optimization and placement. Consumers who stream over 43 minutes (over our seven month survey period) of broadcast content (e.g. ABC, CBS, NBC, FOX) have the highest likelihood of being a movie content streamer.

### **Insight:**

Product and messages embedded in the movie itself will only increase in importance as a way to capture valuable and unavoidable visual real estate. Streamers tapping into online Broadcast content appear to be opening the floodgates to future online movie streaming behavior.

(For more: Go to Nielsen PreView's [Content is King, but delivery is Reigning King](#) Member Research Report)

# Top 10 List

## #7- Optimizing Online Advertising During the Lazy Days

**Finding:**

Summer is a gold mine for advertisers and studios. Not only do most blockbusters happen during the summer months, but a high level of users are online looking for movie content. However, there is a paradox from May to July, as online ad impressions for new movie releases are at their lowest level for the year. How can we explain this? Most marketers assume people are out of their homes during the summer months and online advertising would be wasteful.

**Insight:**

There is a huge opportunity to cut through the clutter by advertising online in the May to July time frame. Boosting advertising efforts online during the summer months may offer a strong advantage, especially with an entertainment/movie-themed advertising campaign or promotion.

(For more: Go to Nielsen PreView's [Surfing for Blockbusters](#) Industry Brief)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Online Activity	Avg	Avg	Low	Avg	Avg	Avg	High	Avg	Low	Low	Low	High
Online Advertising	Avg	Avg	Avg	Avg	Low	Low	Low	High	Low	High	High	Avg

Largest Opportunity for advertisers to optimize online efforts

## #8- Utilizing Product Placement in Video Games

**Finding:**

According to a recent study by Massive, the Microsoft video game advertising network, and Nielsen Entertainment, product placement pays off for brands in more ways than one. The video product placement findings showed unexpectedly high double-digit increases on a host of key metrics: 69% increase in average ad rating, 64% increase in brand familiarity, 41% on average purchase consideration and ad recall, and 37% on brand rating.

**Insight:**

Product placement in video games pays off in terms of boosting brand recall and familiarity.

(For more: Go to Nielsen PreView's [Got Gamers?](#) Industry Brief Report)

# Top 10 List

## #9- Understanding Which Ethnicities Respond to Word of Mouth Advertising

### Finding:

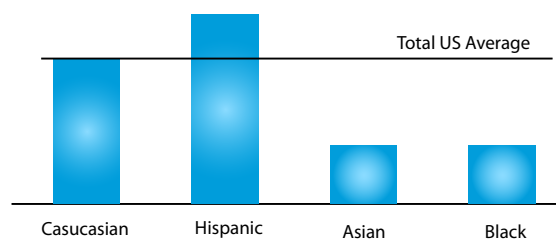
Traditional marketing vehicles, such as trailers and commercials, resonate less with Hispanic consumers than they do with any other demographic segment. Instead, Hispanic consumers are more likely to listen to reviews from family and friends (see chart below).

### Insight:

Non-traditional marketing methods such as blogs where consumers can post reviews and viral campaigns that can be emailed to friends may be more relevant to the Hispanic segment. Advertise on /sponsor blogs to reach Hispanic consumers.

(For more: Go to Nielsen PreView's [Why Market to Hispanics](#) Member Research Report)

Influence of Word of Mouth



## 10- The Next Big WOW Factor

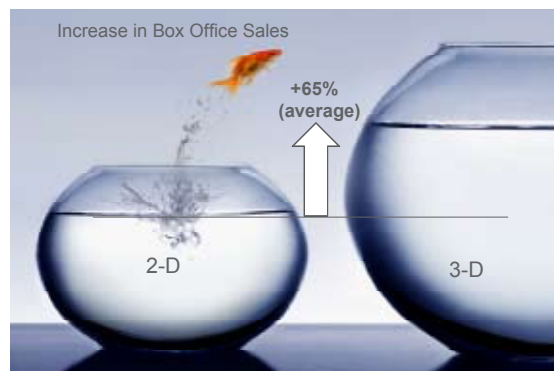
### Finding:

3-D technology has come a long way in the past year with many improvements to the viewer experience. In addition, eleven 3-D films are slated for release in 2009. So far, consumers appetite for 3-D appears to be growing. For instance, when we compared 3-D to 2-D titles, 3-D titles showed a 65% increase in box office sales.

### Insight:

3-D is the next big thing. Don't underestimate the growth 3-D will have in the next couple years. Partner with 3-D movies and 3-D exhibitors.

(For more: Go to Nielsen PreView's [Nice to Have or a Must Have: 3-D Movies](#) Member Research Report)



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