

MediaAmpSM

Amplifying Advertising Effectiveness by Linking the Brands Consumers Love with the TV Programs they're Passionate About

Harris Interactive's MediaAmp is a powerful media-planning tool that adds a new dimension to the all-important issue of "engagement." We know that the people who are engaged with a brand are more likely to purchase that brand. And we know that people who are engaged with a television program are more likely to connect with the advertising on that program.

MediaAmp combines those two proven premises to help clients identify the programs and brands that will potentiate each other and, as a result, gain a better return on advertising spend.

MediaAmp adds greater precision and higher impact to your media plan. This single-source data set (as opposed to a fusion of different databases) is the marriage of two Harris Interactive syndicated studies, EquiTrend and Multi-Screen Engagement. The linkage of these studies provides rare insights into the dynamic interplay between brands and programs. By combining program engagement and multi-screen behaviors with brand data, we have created a research tool that identifies the programs that are most likely to generate the greatest attention and purchase interest for specific brands.

In short, MediaAmp works with traditional research tools to provide clients with a more precise and cost-effective means to approach media buying.

The Solution

MediaAmp unifies the power of Multi-Screen Engagement (MSE) and our time-honored EquiTrend, now in its 21st annual year, measuring brand health.



Multi-Screen Engagement: A cross-platform television-consumption survey that measures 220+ prime-time/late night programs across 70+ websites and measures audience engagement and related behaviors. It is conducted in two waves, fall and spring, to capture the best of the television-programming seasons.

EquiTrend: A brand-health investigation of more than 1,200 brands across 39 categories that delivers insight into brand equity and its components. It is the leading, independently validated, nationally representative brand-equity audit of brand health.

MediaAmp Sample

A MediaAmp sample comprises respondents who completed both MSE and EquiTrend surveys, at separate times, and whose responses are then linked together to create a new single-source dataset.

From MSE, we historically have had approximately 25,000 TV viewers for each of two waves.

From EquiTrend, we have approximately 24,000 consumers, age 15+, each evaluating 60 brands

MediaAmp Advantages include...

- **ROI enhanced media planning:** This brand-based media-planning tool capitalizes on tested and validated viewer-engagement and brand-equity metrics to deliver greater efficiency and higher ROI by identifying the best match between program and brand.
- **Cross-platform Opportunity:** Multi-screen behaviors – where the viewing is occurring by platform and method (TV online, TV + online, online only, mobile devices, time shifting. . .) and how these viewing behaviors link to engagement and brand to identify where cross-platform opportunities exist.
- **The scoop on the latest:** Not only does this new planning tool report on traditional television viewing platforms, it includes online and mobile phone viewing as well as behavioral and attitudinal responses to the program via program websites, blogs, and in-person or telephone chats.
- **Getting a fix on who's talking:** Knowing where the buzz is – in person, by phone, where and how online – and who is doing the talking allows you to identify the difference between a show that viewers like . . . and a program that can lift your brand based on the kinds of participants in the conversation (e.g., are they Generators, the people who have a great influence over others?) and the place where the conversation takes place.
- **Connecting the dots:** Brand lift is associated with engagement – and MediaAmp connects the pieces that demonstrate that relationship.

MediaAmp Deliverables

MediaAmp is available in two types of deliverables, MediaAmp Prime and MediaAmp Custom:

MediaAmp Prime

- All programs/networks/websites in Excel/SPSS + top-line report based on program norms, genres, networks on total audience & age 18-49
- Program Finder Simulator for advertisers / Brand Finder Simulator for networks
- 10 programs of client's choice x top100 brands for each based on selected ET metric (e.g., equity or purchase consideration or brand energy. . .) + top-line report on program & brand
- Price: \$125K year (includes 2 waves MSE data, fall + spring, plus latest available EquiTrend data)

MediaAmp Custom

- MediaAmp Prime + custom ad effectiveness research tapping into Program & Brand Sample database
- Proprietary testing of advertising either online or on television to determine the specific relationship between the ad and the medium (TV or website) and program content (e.g., how does the specific ad[s] being tested in that program environment deliver in terms of purchase interest/likelihood?)
- Price: \$175K (includes 2 waves MSE data, fall + spring, plus latest available EquiTrend data, plus custom sample access)

Program Finder

Our PROGRAM finder simulator allows you to input the specific target (e.g., males) and find programs you want. You can also change these parameters, as desired, and a new set of programs are revealed, programs that will deliver the best unique audience buy/sell combination, along with engagement.

MediaAmp Options

Custom advertising effectiveness research is more cost effective with MediaAmp because we have pre-identified your brand users (or your competition's users or fans), whom we can re-contact to test your ad campaign (pre/post). We can further refine your sample target based on the variables in our MediaAmp dataset. MediaAmp Custom clients can tap into the contextual framework of MediaAmp Prime, using the normative scores on a host of metrics to illuminate and add marketplace perspective.

Contact Us

For more information about MediaAmp, please call **877.919.4765** or email info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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