



Two words are proposed of the same length, and the puzzle consists in linking these together by interposing other words, each of which shall differ from the next word in one letter only. That is to say, one letter may be changed in one of the given words, then one letter in the word so obtained, and so on, until we arrive at another given word. The letters must not be interchanged among themselves, but each must keep it's own place.

Example: Turn FISH into BIRD

FISH ✍️ fist ✍️ gist ✍️ girt ✍️ gird ✍️ BIRD

Gowan: *50 Brain Teasers for Meetings, Presentations and Training Sessions*. Graham Roberts Phelps and Anne McDougall, 1999.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



3 Links:

OAT to RYE
EYE to LID

4 links:

PIG to STY

5 Links:

FAST to SLOW

6 Links:

WHEAT to BREAD
BLACK to WHITE

FISH ✍️ fist ✍️ gist ✍️ girt ✍️ gird ✍️ BIRD

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Gowan: 50 Brain Teasers for Meetings, Presentations and Training Sessions. Graham Roberts Phelps and Anne McDougall, 1999.



OAT ✍ Rat ✍ Rot ✍ Roe ✍ RYE

EYE ✍ Dye ✍ Die ✍ Did ✍ LID

PIG ✍ Wig ✍ Wag ✍ Way ✍ Say ✍ STY

FAST ✍ Last ✍ Lost ✍ Loot ✍ Soot ✍ Slot ✍ SLOW

WHEAT ✍ cheat ✍ cheap ✍ cheep ✍ creep ✍ creed ✍ breed ✍ BREAD

BLACK ✍ blank ✍ blink ✍ clink ✍ chink ✍ chine ✍ whine ✍ WHITE

Gowan: *50 Brain Teasers for Meetings, Presentations and Training Sessions*. Graham Roberts Phelps and Anne McDougall, 1999.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Become a Valued Consultant to
Your Clients and Prospects

Shayna Sharpe Trappenberg
Arbitron, Inc.
Training Service Consultant





Agenda

- The Goal: What's the point of all this?
- Two things you should always ask
- Who, who and who
- Putting this to good use:
 - Automotive
 - Banking/Finance
 - Home Improvement
- Terms of the Trade
- Practice time
- Wrap up

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



The Goal:

Be a resource for your clients; help them be successful and grow their business.

(Isn't this what we're all trying to do?)

Use Scarborough as a reason to pick up the phone and call your clients and potential clients.

"I have some interesting information about consumers in the market. I would love to come in and share it with you."

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Two Fundamental Questions

1. **WHO** do I want to know about?
2. **WHAT** about them do I want to know?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Asking Who and What

Three Who's:

1. Media
2. Market
3. Client

The key is going beyond the media...

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Who: The Media

How many media consumers do you have?

How many potential customers can you deliver?

What other media do they consume?

What is the best media mix to achieve results for your client?

What are their consumer habits?

Are your media consumers a good fit for the client's product?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Who: The Market

What does the market landscape look like?

How does your client **AND** your media fit into the market mix?

What media are consumed in the market?

What is the best media mix to achieve results for your client?

What are their consumer habits?

Are your media consumers a good fit for the client's product?

Are there potential consumers out there that the client hasn't considered?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Who: The Client

Who is my customer's customer?

Are they trying to reach the right people?

Are there potential consumers out there that the client hasn't considered?

What media are consumed by the client?

What is the best media mix to achieve results?

What are their consumer habits?

Are there cross-promotional opportunities that might be beneficial to your client(s)?

Get direction for the creative end of your campaign.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Automotive

Questions to Ask:

- What's important to customers when choosing an auto dealership?
- At what other dealerships might they shop?
- Are they in the market for a new car? (maybe they don't even know it yet)

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Automotive

“I see that some of your customers might go to your competition down the street; are there services you offer that we need to let your potential customers know about?”

“Sometimes low price isn’t enough; how do you want to position yourself in the minds of your customers?”

“What types of incentives are you offering to bring people in the door? Maybe we can help you come up with some new and fresh ideas that will pump up your potential customer base.”

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Where Did THAT Come From?

CATEGORY	TARGET %	TARGET PERSONS	INDEX
Primary reason hhld usd dlr for last nw veh. was reputation of dealer	30.20%	39,100	164
Primary reason hhld usd dlr for last nw veh. was price-value	39.30%	50,995	152
Primary reason hhld usd dlr for last nw veh. was selection of makes/m	31.30%	40,598	145
Primary reason hhld usd dlr for last nw veh. was service	21.30%	27,615	143
Primary reason hhld usd dlr for last nw veh. was other reason	15.10%	19,556	131
Primary reason hhld usd dlr for last nw veh. was location	11.70%	15,226	115
Primary reason hhld usd dlr for last nw veh. was warranty	10.30%	13,381	101
Primary reason hhld usd dlr for last nw veh. was financing through dea	8.10%	10,436	100

“Sometimes low price isn’t enough; how do you want to position yourself in the minds of your customers?”

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Servco Auto Dealership

Media:

- Servco customers are in the first (highest) Radio quintile; they are heavy consumers of Radio.
- The Sunday Edition of the "Honolulu Advertiser" is the most popular Newspaper with Servco Customers.
- Over 62% of Servco customers accessed the internet at home in the past month. More than one-third use cable modem.
- Watching the NBA playoffs, other NBA games, University of Hawaii football games and watching the L.A. Lakers are the favorite sporting events watched on cable by Servco customers.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Servco Auto Dealership

Market:

- Most people in the market plan to pay between \$20k and \$30k for a new vehicle in the next year.
- Nearly 50% of people in the market own a car that is a 1994 model.
- People in the market keep their cars in good condition: oil change/filter, new tires and sparkplugs are the most popular maintenance functions paid for.
- 61% of people in the market bought their last vehicle used.
- Most households in the market have two or more vehicles.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Servco Auto Dealership

Client:

- Of the people who said they might shop at Servco for their next vehicle, they also might shop at Tony Group, Honda Windward or New City Nissan.
- Servco customers are more likely than the market average to care about dealer reputation, price-value, selection and service when choosing a dealership. Nearly 20% traveled 20 or more miles for their last new vehicle.
- What do they do for fun? Arts and crafts fairs, casinos, zoos, and University of Hawaii football games were all attended last year by Servco customers. They also enjoy gardening, swimming, weight training, jogging-running and photography as leisure activities.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Banking/Finance

Questions to Ask:

- What banks?
 - (who aren't they using?)
- What services?
 - (what is under-utilized?)
- Are there areas to grow their business?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Banking/Finance

“I see that a lot of your primary customers use check cashing stores...usually those cost money. I wonder why they aren't using your bank to cash their checks.”

“I see that a lot of your primary customers use other banks as well. Why do you think they are going elsewhere for some of their services?”

“I understand that you are trying to push your internet banking services, but your primary customers spend less than five hours a week on the internet.”

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Bank of Hawaii

Media:

- Nearly 63% of Bank of Hawaii's primary customers read the daily paper, and almost 75% read the Sunday Paper. Their favorite sections are the Main News, Local News and Entertainment.
- They are more likely than the market average to watch HGTV, Court TV, WE (Women's Entertainment) and the National Geographic Channel.
- Adult Contemporary, Rhythmic Contemporary, CHR and News/Talk are among their favorite Radio formats.
- Bank of Hawaii's primary customers are more likely than the market average to watch daily soap operas and local morning news on TV.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Bank of Hawaii

Market:

- 41% of people in the market have no investments.
- Of those who have investments, mutual funds, stocks and money market funds are the most common.
- Bank of Hawaii ranks number three in the market based on target persons; Credit unions and American Savings Bank have more customers.
- Almost 3% of people in the market don't use a bank.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Bank of Hawaii

Client:

- Just over 9% of Bank of Hawaii's customers are using online banking or bill-paying.
- 21% of Bank of Hawaii customers used a financial planner in the past year.
- Computer, digital camera, major appliance and furniture rank among the top "planned purchases" of Bank of Hawaii customers.
- Spending habits: Of those Bank of Hawaii customers who shopped for groceries, most of them spent \$200 or more in the last week. Of those who have a cell phone, most spent between \$30 and \$49 dollars on their bill in the last month.
- Retail Spending: In the past month, nearly 69% of Bank of Hawaii customers went to the mall.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Home Improvement

Questions to Ask:

- How many years have they lived in their home?
- Do they live in a house? Condo? Townhouse?
- What other home improvement purchases are they planning on making?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Home Improvement

“It looks like a lot of your customers have been in their homes for a long time; it might be time for some updates.”

“I see that a lot of your customers are going beyond paint and wallpaper as home improvements.”

“Not very many of your customers have a home improvement loan. I wonder if you could bring a bank or credit union in as a cross-promotion.”

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Hardware Hawaii

Media:

- Over 67% have accessed the internet in the past month. More than 13% spent ten or more hours on the internet last week.
- Over half of your customers have used the Yellow Pages at home in the last month.
- 52% subscribe to basic cable, almost 31% subscribe to digital cable and over 22% subscribe to premium cable channels in their home.
- “Honolulu Magazine” and “Hawaii Fishing News” are among the most popular monthly magazines read by Hardware Hawaii customers.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Hardware Hawaii

Market:

- Interior paint/wallpaper, landscaping and install carpet/floor covering are among the most popular home improvements in the market.
- 41% of people own a home with a market value of \$250k or more.
- In the past year, one out of three people in the market shopped for home accessories.
- Over 21% of people in the market live in a townhouse, condominium or other attached housing.
- In the market, most people spent \$3,000 or more on home improvements.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Hardware Hawaii

Client:

- Of those who purchased at Hardware Hawaii, 66% also shopped at City Mill, 65% shopped at Ace Hardware and 64% also shopped at Home Depot.
- 21% of Hardware Hawaii customers have a home equity/home improvement loan.
- What else are they planning to buy? Furniture, mattress and major appliance rank among the favorites. Sears, Macy's and Home World are the most popular furniture stores shopped by Hardware Hawaii customers.
- Nearly 33% of Hardware Hawaii customers have lived in their home for 20 or more years.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05



Terms: Quick Review

Target Persons: The number of people in the “who” category who also do the “what.”

Over 203,300 weekend Radio listeners visited a sit-down restaurant in the past week.

<u>Category (Weekend Radio Listeners)</u>	<u>Target %</u>	<u>Target Persons</u>	<u>Index</u>
Visited any sit-down restaurant (wk)	45.0%	203,355	105

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Terms: Quick Review

Target %: The percentage of people in the “who” category who also do the “what.”

45% of weekend Radio listeners visited a sit-down restaurant in the past week.

Category (Weekend Radio Listeners)	Target %	Target Persons	Index
Visited any sit-down restaurant (wk)	45.0%	203,355	105

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

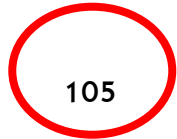


Terms: Quick Review

Index: Show how your “who” compares to the market composition.

Weekend Radio listeners are 5% more likely than the market average to visit a sit-down restaurant in a given week.

Category (Weekend Radio Listeners)	Target %	Target Persons	Index
Visited any sit-down restaurant (wk)	45.0%	203,355	105



100 = market level

Over 100 = more likely than the market

Under 100 = less likely than the market

BUT REMEMBER:

Always look at Index in relation to the other numbers.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Let's Practice!

- Each group will have 15 minutes to look through the information and develop a strategy.
- Each group will have 3 minutes to present their ideas.
- Here is the scenario:

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



The Scenario:

You have finally gotten an auto dealership to advertise with you after many months of meetings and negotiations. Their primary reason to change their advertising strategy is to help bring younger customers to the dealership and widen the customer base.

They are also looking for some different ways to stand out to their customers; there are a lot of auto dealers in their trade area, so bringing people to their location (rather than the guy down the street) is a challenge.

Most of the time their campaigns focus on the “deal” and the convenience of the dealership location, and they have used only one medium at a time. They would like to try some new ideas for promotions and for a more effective campaign.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



The Task:

Using the information provided in your folders, each group come up with the following:

1. What media mix would you use and why?
2. What aspects (think copy points) would you focus on for the advertising campaign portion and why?
3. Come up with three promotional ideas (big or small) that the dealership can implement throughout the year.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Wrap Up: Use Scarborough Throughout the Entire Process

Prospecting:

- Use Scarborough to find hot categories and new business leads for both you and your client.
- Use Scarborough as a reason to pick up the phone and call your clients/potential clients.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Wrap Up: Use Scarborough Throughout the Entire Process

The Pitch:

- Who is your customer's customer?
- What is going to be the most effective media mix? Creative?
- What promotions or third-party tie ins make sense and will get potential customers in the door?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Wrap Up: Use Scarborough Throughout the Entire Process

The Long Term Relationship (being a resource):

- Help your clients grow their business--are there potential customers they aren't reaching but should be?
- What is the competition up to?
- What new business is out there for your customer?

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Try This!

Action Item:

1. Look through the database and find 10-12 pieces of information your client might find interesting.
2. Put together an email, one-sheet or letter...”I found some information you might find interesting, I would love to come in and share it with you...”
3. This gives you a reason to call your clients and touch them without the pressure of a sales pitch. This is where the relationship building starts!

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Questions?

Thank you for your time today!

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Source: Scarborough, Honolulu, Release 1 2005, Apr 04-Mar 05