



Lost in Translation

Bridging the Gap Between Research and
Information





Can You Say That In English?
Is Your Message Getting Lost in Translation?



What Does This Mean?

IYKWIM

If You Know What I Mean

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What Does This Mean?

AAMOF

As A Matter Of Fact

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What Does This Mean?

KUTGW

Keep Up The Good Work

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Anyone feel lost?

- There are actually people that communicate this way!
- If you were to speak “media jargon” at the dinner table, would your family understand?

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Perception

What one sees is based upon what one expects
to see





Perception vs. Reality

- We are fooled by optical illusions because there is something which looks familiar yet at the same time, provides contradictory information.

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What Do You See?

- Young Woman?
- Old Lady?



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What Do You See?



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What Do You See?



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What Do You See?



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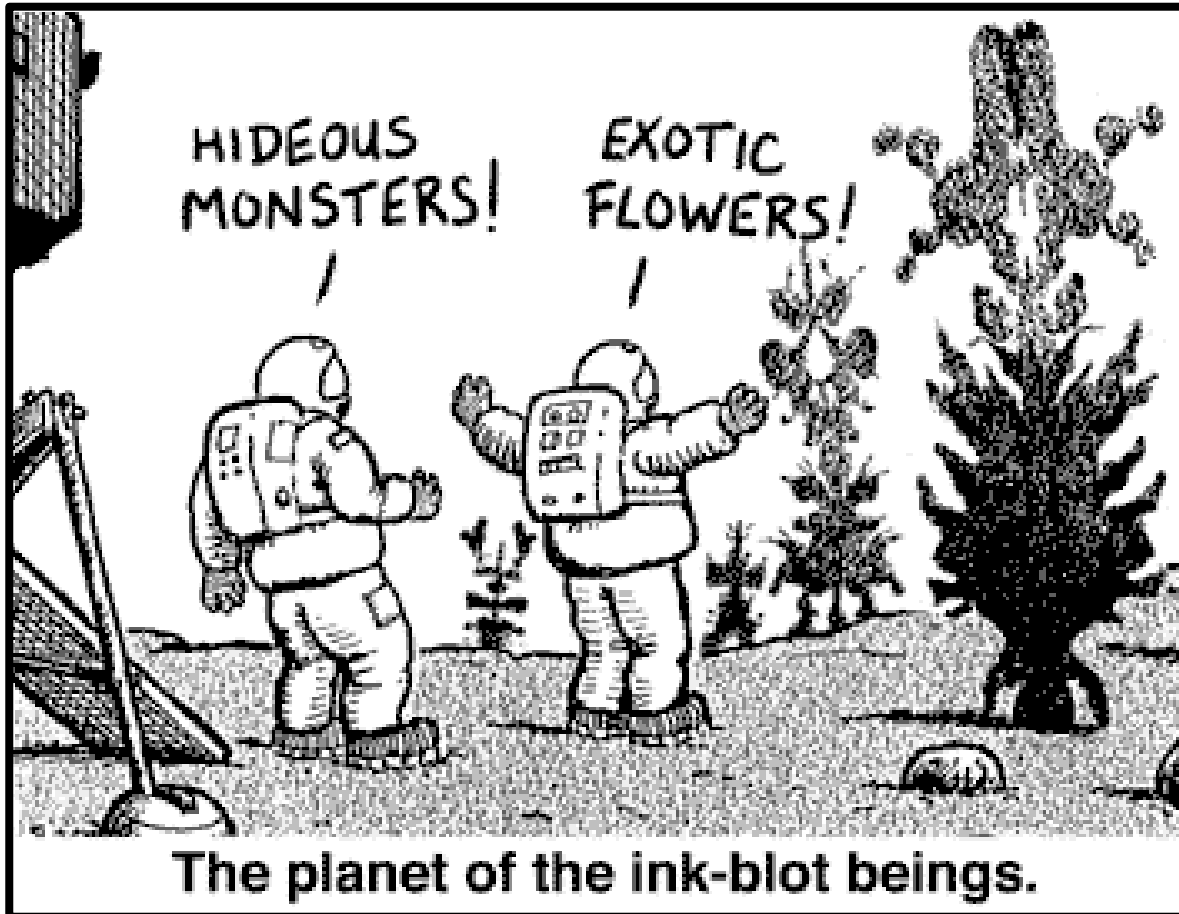


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REVOLUTIONize

SCARBOROUGH RESEARCH

What Do You See?



We Can Look At
The Same Thing
And Walk Away
With Different
Conclusions

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Drawing Conclusions

- We need to remember how easy it is to jump to conclusions.
- In many cases we can't be sure how much is fact and how much is interpretation.
- We need to make sure that when we present data, we leave no room for mis-interpretation.

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Revolutionize the Way You
Explain Data

Translate It Into Information





Turning Data into Information

- Explaining data by using a metaphor or an analogy helps cement the idea you are trying to convey.
- Both rely on imagination and the ability to think abstractly.

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Index

More or less than what?



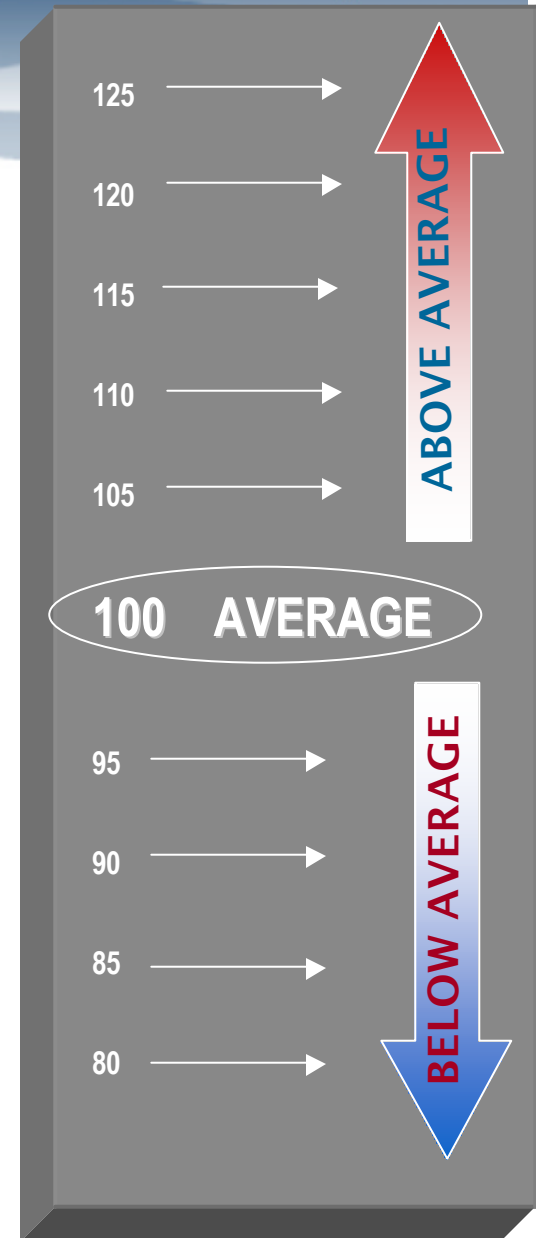
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REVOLUTIONize

SCARBOROUGH RESEARCH

Why is an index important in making an informed advertising decision?

- An index shows how a target group may have either a higher or lower likelihood to engage in a specific activity as compared to the total population.
- An index over 100 indicates the target group is more likely to engage in the specific activity than the selected population. An index below 100 indicates the target group is less likely to engage in the activity.
- Important Note: Indices do not indicate the size of a medium's audience but rather the efficiency or concentration of a target within the medium's audience.



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What's an Index?

- So WE know what an index is, but how do we get Account Executives to explain it?
- Relate it to real life - Analogies

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Quintiles

What the heck are those?





What are Quintiles?

- Quintiles categorize the market into 5 equal groups depending on light or heavy usage of a particular type of media.

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Average vs. Cume

What the difference between the two?





Average vs. Cume Audience

- Varies depending on what type of media you're speaking about

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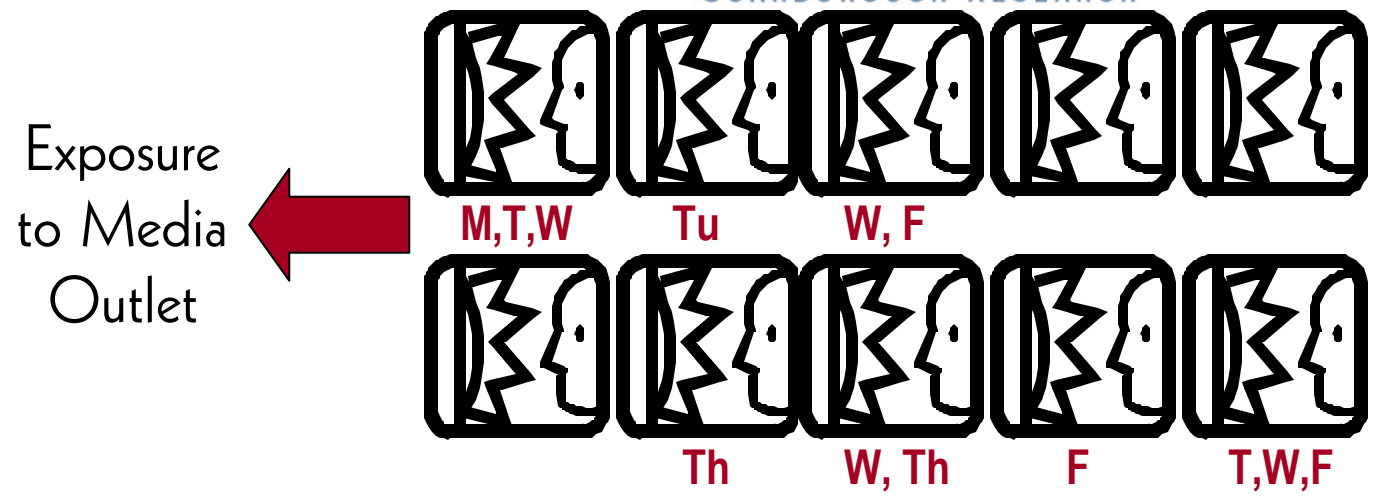
Average Audience Vs. Cume Audience

- TV = Average Half Hour Viewership
- Radio = Average Quarter Hour Listening
- Daily Newspaper = Average Daily Readership
- Sunday Newspaper = Past Sunday Readership
- TV = Weekly Unduplicated Reach
- Radio = Weekly Unduplicated Reach
- Daily Newspaper = Weekly (M-F) Unduplicated Reach
- Sunday Newspaper = Past Month Unduplicated Reach

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Monday – 1 person
 Tuesday – 3 people
 Wednesday – 4 people
 Thursday – 2 people
 Friday – 3 people
 13 exposures total
 5 different opportunities for exposure
 $13/5=38\%$

Population	= 10
Number of Exposures	= 13
Different People Exposed	= 7

- Cume Reach = 7
- Cume Reach % = 70%
- Average Reach = 3.8
- Avg. Reach % = 38%

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Group Exercise





Exercise

- Come up with an analogy for a “hard to explain” term.
- Find a way to explain it so someone without any media experience could understand.

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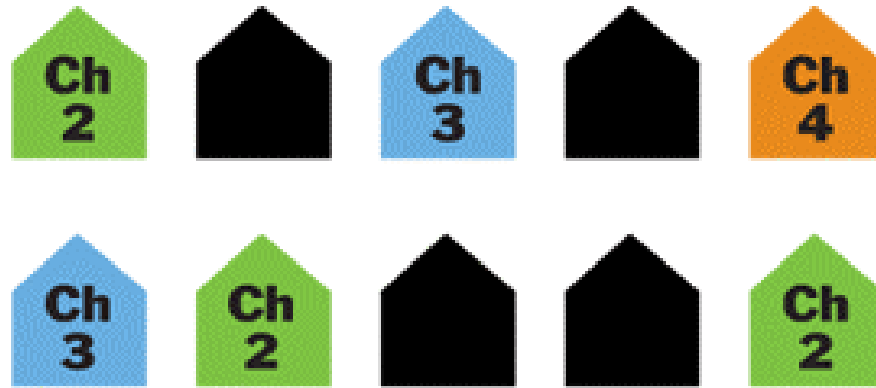


Media Specific Terms

CPP, GRP, CEO, MD, etc....



TV Terms



- 1) HUT $\frac{6}{10}$ $\frac{\text{Households Using TV}}{\text{Total TV households}} = \mathbf{60}$
- 2) Rating $\frac{3}{10}$ $\frac{\text{Channel 2 households}}{\text{Total TV households}} = \mathbf{30}$
- 3) Share $\frac{3}{6}$ $\frac{\text{Channel 2 households}}{\text{Households Using TV}} = \mathbf{50}$

or Rating=Share x HUT

Geography: Nielsen Defined DMA

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4) GRPs	Monday	= 20 Rtg	Thursday	= 30 Rtg
	Tuesday	= 30 Rtg	Friday	= 30 Rtg
	Wednesday	= 40 Rtg	Total	= 150 GRPs

5) Reach $\frac{7}{10}$ $\frac{\text{Channel 2 households}}{\text{Total TV households}}$ = **70**

6) Frequency $\frac{150}{70}$ $\frac{\text{GRPs}}{\text{Reach}}$ = **2.1**

or GRPs=Reach x Frequency

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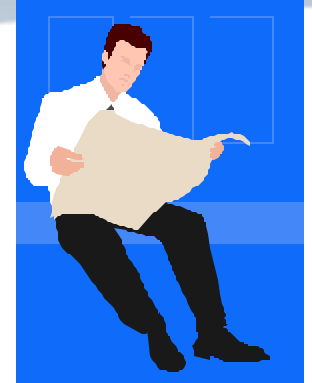


Radio Terms

- Rating =
$$\frac{\text{Persons Listening to a Particular Station}}{\text{Total Universe}}$$
- Share =
$$\frac{\text{Persons Listening to a Particular Station}}{\text{Persons in Universe Listening to the Radio at that time}}$$
- PUR (Persons Using Radio) =
$$\frac{\text{Persons Using Radio at a particular time}}{\text{Total Persons in Universe}}$$

Geography = Arbitron Defined Metro

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Newspaper Terms

- **Circulation** = The number of households to which a newspaper is delivered plus the single-copy sales (street sales.)
 - A measure of the number of physical units sold on a single day
 - Not the number of adults reading the publication.
- **Audit Bureau of Circulation (ABC)** is an independent auditing service that verifies circulation counts for daily newspapers.



Geography: Depends on Newspaper

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Outdoor Terms

- D.E.C. (Daily Effective Circulation) - the average number of potential impressions for a billboard location in one day.
- The numbers are based on traffic count information gathered by the T.A.B. (Traffic Audit Bureau)



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Questions?





Thank You!

