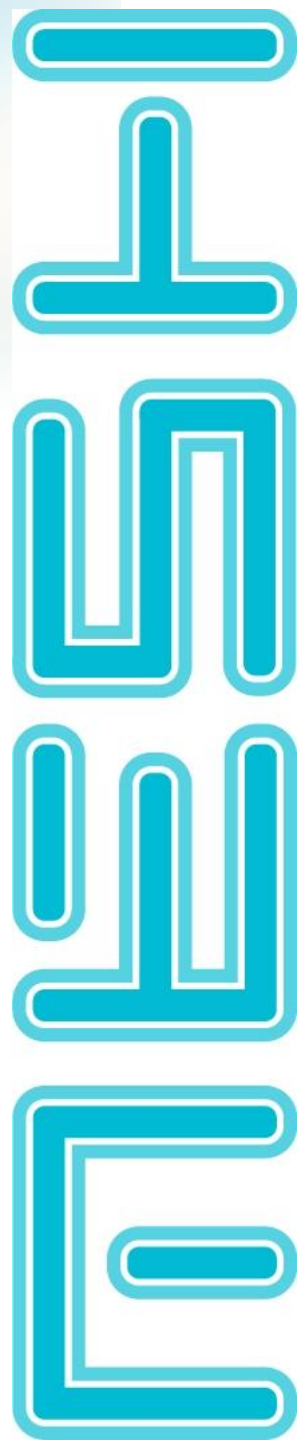




# INTRODUCING TROI – REAL TIME Capturing experiences as they happen

MediaTel  
The Future of Media Research  
21<sup>st</sup> May 2008



# CONTEXT IS KING



This is Barbara.  
Clients want to know how  
she relates to brands and  
marketing in her world.



# WHAT DO YOU RECALL HAVING SEEN AND WHERE?



Traditional tracking relies on Barbara to remember what she has seen and exactly where she has seen it.



# TROI TRACKING DELIVERS REAL DATA IN REAL TIME

**14/09/07 – 21/09/07**

**08.04**



**08.46**



**12.12**



**16.11**



**18.22**



**22.04**



TROI is real time.  
Barbara has agreed to  
text us whenever she  
sees something relevant  
to the research.



# REAL TIME QUANT TRACKING VIA THE MOBILE

The texts are not free form. They are pre-coded e.g.

A = Vauxhall Corsa	A = On the road	5 = Very positive
B = Renault Cleo	B = TV ad	4 = Fairly positive
C = Peugeot 206	C = Newspapers/mag ad	3 = Neutral
D = Fiat Punto	D = Poster /Billboard ad	2 = Fairly negative
E = Ford Fiesta	E = Radio ad	1 = Very negative
F = Seat Ibiza	F = Internet	
	G = In the News	
	H = Conversation	
	I = Direct mail	
	J = Car showroom	
	K = Product Placement	
	L = Special display	
	M = Sponsorship	
	N = Other	



# MySMSDiary

Barbara is encouraged to give us even more texture and input by adding personal comments and annotations to the texts she has already sent in, using her personal online diary.



my SMS diary

Below you'll find your (anonymous) record of the texts you've sent in. Some people will have sent pictures too, but please ignore this column if you haven't. As you go through this section of the survey we hope the diary will act as a prompt to your memory and help to gain a richer understanding of your own experience.

Date/Time	Brand	Brand (other)	Decision	Decision (other)	Feeling	Picture (URL)	Comments	Text
Monday 21-09-2006 22:52	Ernie		no purchasing		quite positive			0072
Tuesday 26-09-2006 16:14	Ernie		seeing in store		neutral			0074
Wednesday 01-10-2006 14:22	Ernie		no purchasing		very positive			0076
Thursday 12-10-2006 13:05	Highland Spring	Highland Spring	Conversation					0080
Friday 13-10-2006 18:37	Other	Other (specify)	Other use		neutral			0081
Thursday 16-10-2006 19:34	Boston Water	Boston etc	Other use		neutral			0081

**Add and amend data**

**Upload pictures into diary**

**Add comments**

# SOME QUALITATIVE INSIGHTS OVER THE PAST 12 MONTHS

Trade price advertising can extend media reach without devaluing the brand

People move seamlessly between online and offline in their path to purchase



The smallest brand in the market can have the biggest Touchpoint Share during a period of buzz

There is a 'Golden Hour' for Mobile Phone Handsets in Singapore

# IMPLICATIONS FOR MEDIA AGENCIES

A better understanding of how your clients' campaign's are working



An understanding of media effectiveness **BEYOND** reach

# AXE ITALY

## Pulling Axe Italys' marketing socks up

When Axe Italy and Poland were both running similar TV campaigns why was Poland storming ahead?



**Italy  
only**

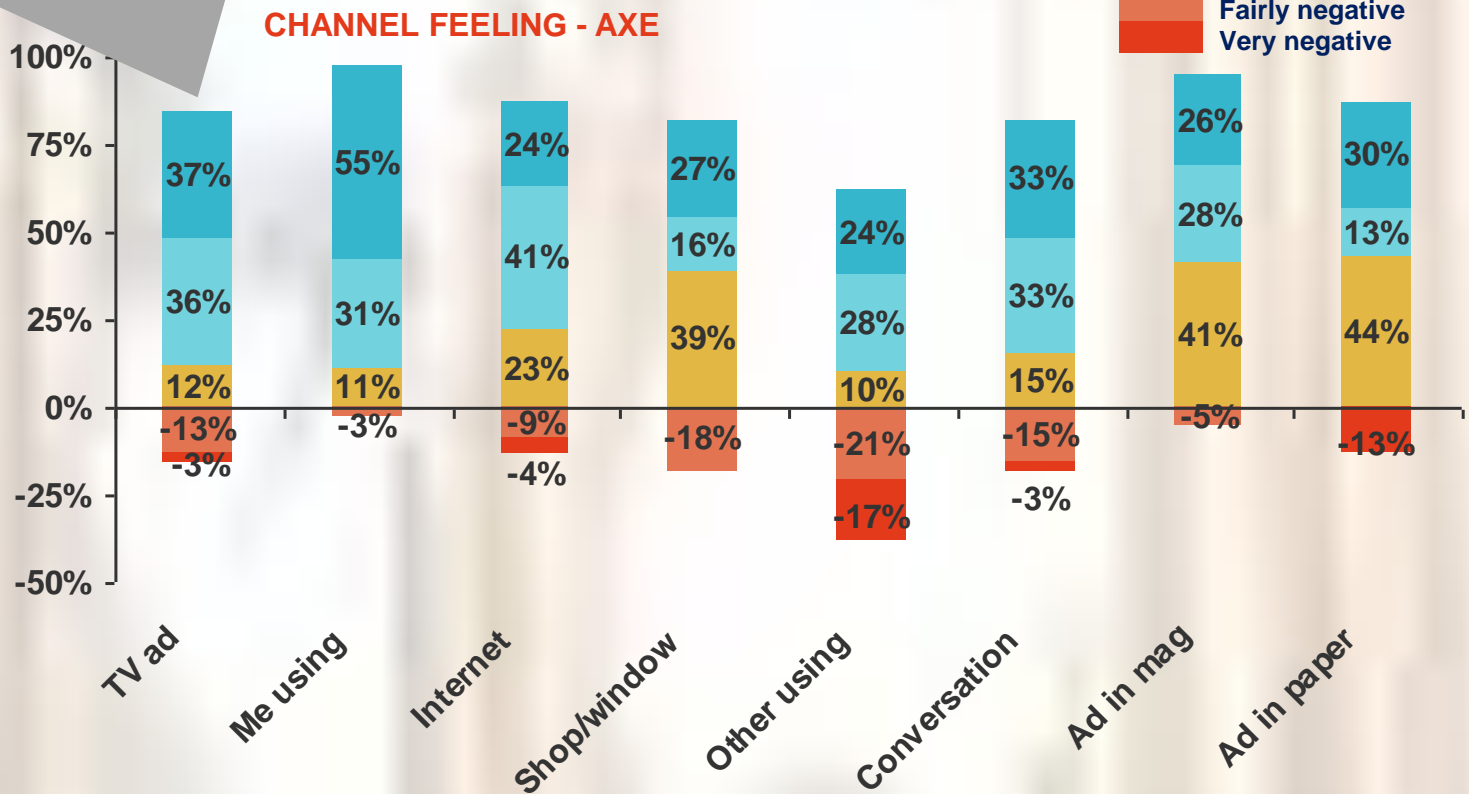


**Poland  
only**



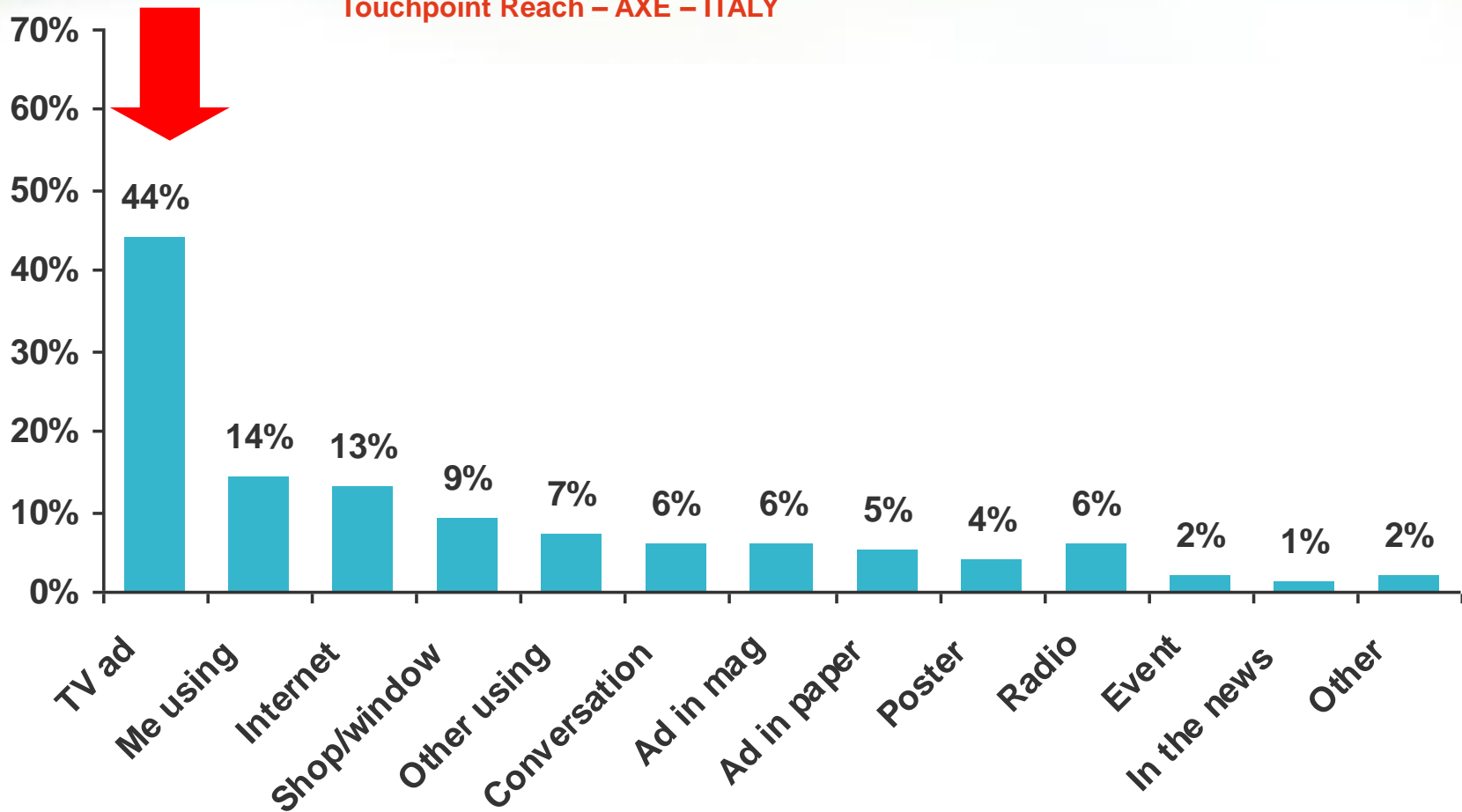
# TV ADS WERE LOVED IN ITALY

“We were having a break in one of my school friend’s house when we saw the ad where the young woman detaches an arm from the mannequin and smacks herself with it...we exploded with laughter.” (Very Positive)



# BUT CAMPAIGN RELIED ALMOST EXCLUSIVELY ON TV

Touchpoint Reach – AXE – ITALY



# IN POLAND WE SAW VILLA AXE MANIA!

TV

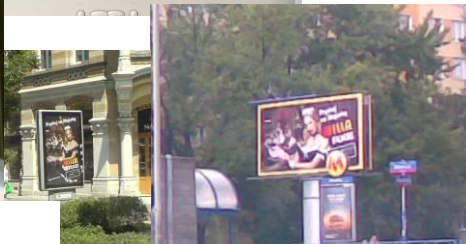


Internet

Press



Poster



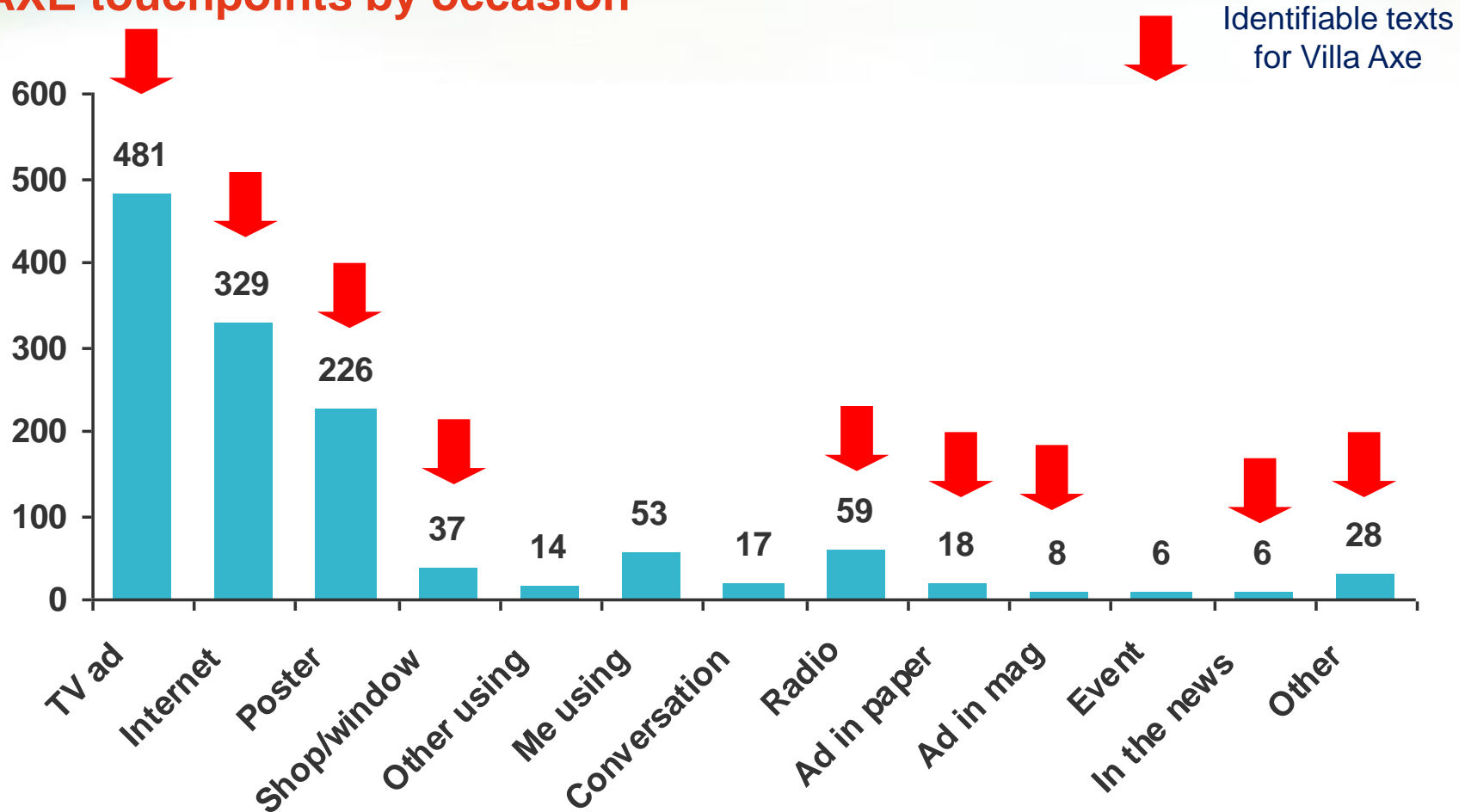
Also Radio,  
PR, Other

In Store



# VIRTUALLY ALL TOUCHPOINTS HAD IDENTIFIABLE TEXTS FOR VILLA AXE

## AXE touchpoints by occasion



Base: 1,282 AXE touchpoint texts

# AXE IS PLAYING AS A SOCIAL BRAND

Personal care market



Style and image market



# WHERE IN STORE EXPERIENCES WERE POSITIVE



“It’s a fantastic thing to be able to try the console in store. What particularly struck me was the quality of the material, design, resolution of the images all thanks to using the LCD HD.” (Very Positive)

...whereas Italian guys were not going into supermarkets

# RECOMMENDED EXPLORING NEW DISTRIBUTION ALONGSIDE HEAVY ACTIVATION IN ITALY

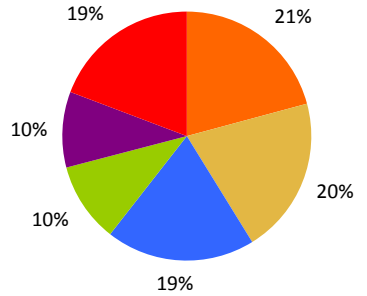
**NOKIA**  
Connecting People

**DIESEL**  
FOR SUCCESSFUL LIVING

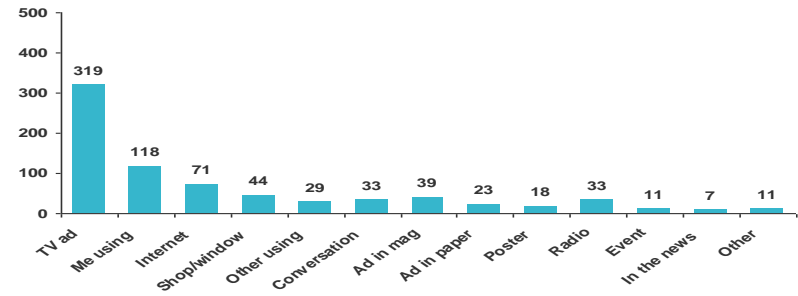


# NEW EXPERIENCE METRICS FOR MEDIA RESEARCH

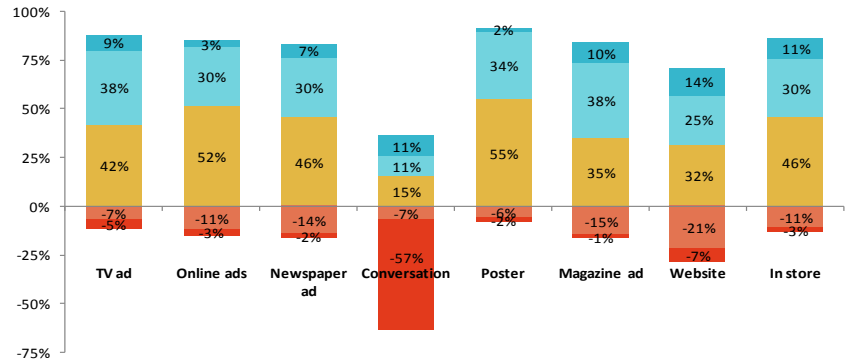
## Touchpoint Share



## Touchpoint Profile



## Positivity



And...

- Cost Per Touchpoint
- Reach
- Frequency
- Ambivalence Index

THANKS FOR LISTENING!

Don't hesitate to get in touch if  
you'd like more information

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