



# 2009 Marketing Industry Trends Report

“...a community effort”

July, 2009



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# Background and Methodology

## Background “...a community effort”

- Equation’s annual Marketing Industry Trends survey was created to monitor how the world of Marketing is evolving with the changing consumer/media landscape.

The 2009 study is unique in that we [opened up survey development to the Marketing Community](#)—and did so by leveraging a Web 2.0 strategy of “crowdsourcing” the survey questions [directly](#) from marketers. Christina Kerley (“CK”) engaged the marketing community to create questions and submit topics on what they wanted to know through posts on the leading industry marketing blog [MarketingProfs Daily Fix](#) and her own [Marketing Blog](#).

**To the best of our knowledge, it’s the first time a trends survey of this size has been constructed by and for the community it’s targeting.**

Our original invitation [via a post by CK on the MarketingProfs blog produced outstanding feedback](#), spurring diverse and thoughtful questions covering social media and emerging marketing tactics. The focus of this report will be to help answer these questions, bring together common threads of insight and develop some useful and actionable implications for the community.

## Methodology

Email invitations were sent to over 50,000 marketing professionals to take part in a ten minute online survey. Respondents were targeted from marketing industry contact lists provided by Equation Research, AdWeekMedia Group and Authentic Response. See page 40 for more information about these companies.

A total of 1,469 respondents representing advertising/marketing agencies, brands, non-profits, consulting firms and research suppliers took the survey. Responses were collected from June 3<sup>rd</sup>-July 2<sup>nd</sup>, 2009.

This analysis focuses on marketers working for brands directly (18% of total sample) and advertising/marketing agencies (33% of total sample). A full sample profile can be found on pg. 38-39. In several sections of this report we’ve examined differences in response by company size and although the sample sizes can get rather small in these cases and should be used with caution, the results are quite interesting from a ‘directional’ standpoint.

# Community Questions

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Following is the list of questions developed from the community's feedback. Use the links below to go directly to the results for each question.

[How do you define Social Media?](#)

[Is your company currently using or planning to use Social Media? If planning, how long before implementation?](#)

[What are the greatest barriers to Social Media in your company?](#)

[You mentioned Social Media is part of your Marketing activity, what specific tools and services are you currently using?](#)

[How are you measuring the effectiveness of your Social Media efforts?](#)

[What percentage of your Marketing dollars are you allocating to different tactics this year?](#)

[How do you see this allocation changing in the next year?](#)

[In the future, which one of these tactics/strategies do you see having the most promise for your business?](#)

[Where does Mobile Marketing fit in your current Marketing Plan?](#)

[Which of these types of corporate responsibility initiatives does your organization currently implement, or plan to implement, in the coming year?](#)

## Key Findings and Implications

If we could sum up the results of this study in two words as it pertains to New Media, and Social Media in particular, it would be 'boundless enthusiasm'. 'Boundless' in the dual sense of unrestrained and largely undirected, and 'enthusiasm' in its simple, purest form.

Marketers and Agencies in large and small, B2C and B2B spaces, are all embracing the world of Social Media. Not only are many companies either currently executing on strategy, many are planning and most are serious in allocating substantial time and resources to this space.

If you are a Marketer looking to start a Social Media program or a Agency/Consultant trying to help, navigating the waters can be difficult. Some of the things we discovered in this research that might be useful navigational aids are:

*1. The need for a framework...*

In the Social Media space there is a clear opportunity to provide Marketers with ways to connect ideas/themes together. This isn't necessarily a one-sentence description of Social Media, but rather a map of consumer interaction, technology and tactics that provides a better framework for understanding the Marketer's position in this complex social net.

*2. The need for a proper business process...*

To implement a successful Social Media strategy, issues of knowledge, resource/time and measurement must be addressed first. Just 'learning the tools' will not be effective unless the business loop is closed with proper resource allocation and measurement feedback.

*3. You might have to herd cats...*

For many companies, building a Social Media strategy will be more about harnessing and coordinating disparate efforts than beginning from a clean slate.

*4. You need to balance your left and right brain...*

With different tools and tactics in wide use, measurement is understandably dispersed. Yet there is an acceptance that both hard and soft measures need to come to bear in order to assess success.

2009

Marketing  
Industry  
Trends  
Equation  
Research

# Key Findings and Implications

## *5. Be prepared to scale...*

Online channels, at nearly a third of all spend, are a significant proportion of the Marketing budget and growing. Given the interest and momentum behind Social Media efforts, we would expect to see its allocation rise. As efforts begin to bear fruit, current plans need to scale well, and should be built with this in mind.

## *6. Social Media is not a channel...*

Even though we have used that term throughout this report to describe Social Media in the context of other tactics, it's not a channel. There is no easy translation of a traditional Print, TV, or even Online campaigns to the world of Social Media.

To round out the discussion on New Media, the community also asked about the current state of Mobile Marketing. We discovered that:


## *7. Mobile Marketing is in early adopter mode...*

While many companies currently lack plans for Mobile Marketing, this is not a sign of lack of interest. Like consumers, companies also follow adoption curves. If early Mobile campaigns show promise, those on the side-lines are likely to move into the space with, at the very least, experimental efforts.

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How do you define Social  
Media?

# How do you define Social Media?

Marketers weren't afraid to offer up thoughtful definitions that defined Social Media from very different angles. Some emphasized the interaction among consumers, for others it was the technology, and for still others the specific tactics employed by brands.

*“Social networks (Facebook, MySpace, Twitter, YouTube, etc); interactive media (blogs, etc); widgets; on-demand/customizable media and marketing tools; for use with viral marketing.*

*“An interactive online medium that connects users to share information and experiences.*

*“Dynamic, casual or informal relationships developed and nurtured between two connected parties of mutual interest. There is a hub, source or portal for the connection that delivers value through information, products or services that motivate the parties.*

*“People talking to each other, it just happens to be online.*

*“Media that is outside of the marketer's direct control. As marketers we may influence the conversation, but we do not control it. Social media encompasses all media where consumers control the dialogue.*

While it was clear the common theme was 'interactive communication', the sheer diversity of responses indicated a difficulty to articulate what this meant. It was as if Marketers were searching for the definition by piecing together common catch phrases, struggling to actually articulate the idea they had in their head.

## Implication

For consultants and specialists in this field, there is a clear opportunity here to provide Marketers with ways to connect these ideas/themes together. This isn't necessarily a one-sentence description of Social Media, but rather a map of consumer interaction, technology and tactics that provides a better framework for understanding the Marketer's position in this complex social net.

# How do you define Social Media?

“ Social networks (Facebook, MySpace, Twitter, YouTube, etc); interactive media (blogs, etc); widgets; on-demand/customizable media and marketing tools; for use with viral marketing.

Engaging/facilitating peer-to-peer communication/sharing online. peer-generated content, ratings, and interactions.

People talking to each other, it just happens to be online.

It's the peer2peer marketing/branding arm of a campaign. It's believable, current and instantaneous. It's fast and fleeting... it's a big component in all future marketing endeavors.

Social Media are tactics that allow for a two-way conversation between the company and it's prospects and users.

An interactive online medium that connects users to share information and experiences.

Internet-based communications applications that connect people based on common interests.

Dynamic, casual or informal relationships developed and nurtured between two connected parties of mutual interest. There is a hub, source or portal for the connection that delivers value through information, products or services that motivate the parties.

For Business: An Online Conversation between consumer and product. For everybody else: An Online conversation.

Media that is outside of the marketer's direct control. As marketers we may influence the conversation, but we do not control it. Social media encompasses all media where consumers control the dialog.

A set of technologies, tools and platforms facilitating the discovery, participation and sharing of content, supporting the development of large and small communities.

Tools that connect people through shared values or some other shared affinity.

Social media is an umbrella term for applications used to connect people horizontally, instead of the top-down method of traditional media.

Entities, programs or other online media where the purpose of belonging is to interact with others, whether it be purely social, a mix of social and business, or business oriented.

An interactive means of maintaining communications with like minded individuals with similar interests providing them meaningful information to do their work and stay current.

Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other. ”

# How do you define Social Media?




2009  
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Research

# How do you define Social Media?

## Definition of Social Media - Unaided

Response	Brand	Agency
<b>Media</b>	<b>43%</b>	<b>45%</b>
Types of media (digital, electronic, online etc)	20%	26%
Specific media channels	10%	10%
Blogs	8%	9%
Internet Based/Online	7%	8%
<b>Specific Social Media Sites</b>	<b>24%</b>	<b>22%</b>
Facebook	19%	20%
Twitter	17%	15%
MySpace	10%	8%
LinkedIn	2%	5%
YouTube	2%	1%
<b>Interactive/Interaction</b>	<b>19%</b>	<b>26%</b>
<b>Business/Marketing related – Way To Connect With Consumers</b>	<b>19%</b>	<b>21%</b>
<b>Community/Connections</b>	<b>19%</b>	<b>19%</b>
<b>Communicating</b>	<b>14%</b>	<b>20%</b>
<b>Information Sharing/Finding</b>	<b>11%</b>	<b>14%</b>
<b>Content</b>	<b>7%</b>	<b>12%</b>
<b>Connecting People Online</b>	<b>7%</b>	<b>6%</b>
<b>Sharing Content Online</b>	<b>6%</b>	<b>9%</b>
<b>Network/Networking</b>	<b>4%</b>	<b>4%</b>
<b>Conversations/Discussion</b>	<b>3%</b>	<b>5%</b>
<b>Online Groups</b>	<b>3%</b>	<b>4%</b>
<b>Person-to-Person/Peer-to-Peer</b>	<b>3%</b>	<b>3%</b>

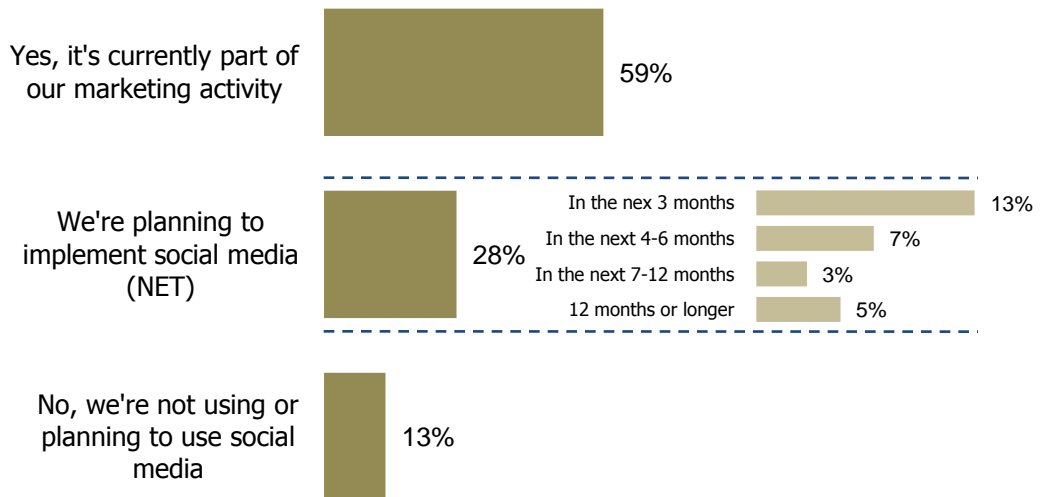


Is your company currently using or planning to use social media? If planning, how long before implementation?

# Current and Intended Social Media Use

Social Media adoption as a Marketing Tactic has permeated nearly two thirds of all companies. Another third are actively planning to roll out strategies; with a common time horizon of three to six months.

## Usage of Social Media by Brands



When you break this down by company size, there seems to be a schism between Social Media use among small brands (less than 50 employees; data on next page). Half (56%) of these smaller companies are currently pursuing Social Media tactics, yet almost a third (29%) are not planning any move into the Social Media space – small B2B in particular seem reluctant.

## Implication

The adoption of Social Media is well past critical mass – multiple published studies support this finding. While the quality of the implementations is difficult to asses, Social Media is now table-stakes. No business professional should be without a solid understanding of how this new world affects them.

MC2. Is your company currently using or planning to use social media? If planning, how long before implementation?

Base – Brand (n=211)


# Current and Intended Social Media Use

## Usage of Social Media by Company Size (Brands)

	Less than 50 employees	50 to 500 employees	500 or more
<b>No, were not using or planning to use social media</b>	<b>29%</b>	<b>13%</b>	<b>9%</b>
Yes, its currently part of our marketing activity	56%	54%	62%
We are planning to implement social media in the...			
next 3 months	12%	9%	16%
next 4-6 months	0%	15%	6%
next 7-12 months	3%	7%	2%
12 months or longer	0%	2%	6%
Sample size:	34	40	137

## Usage of Social Media by Company Type (Brands)

	Business to Consumer (B2C)	Business to Business (B2B)	Both B2C and B2B
<b>No, were not using or planning to use social media</b>	<b>9%</b>	<b>21%</b>	<b>13%</b>
Yes, its currently part of our marketing activity	71%	38%	59%
We are planning to implement social media in the...			
next 3 months	12%	18%	13%
next 4-6 months	5%	10%	8%
next 7-12 months	1%	5%	3%
12 months or longer	3%	8%	4%
Sample size:	78	39	92



What are the greatest  
barriers to social media in  
your company?

# Barriers to Social Media Use/Adoption

We asked brands and agencies to tell us some of the barriers they have encountered - knowledge, measurement, and funding/time-resource were the biggest. Agencies, asked about barriers they saw clients experience, gave significant weight to 'not proven as a strategy'.

## Barriers to Social Media Use/Adoption



In truth, 'knowledge' and 'time' are different sides of the same coin. Lack of understanding of Social Media makes the task seem daunting and the learning curve seem steep. Smaller companies are especially concerned with the ramp-up in resources required to move into this space. Lack of established measures adds another layer of risk when investing valuable time and resource - 'Is the return there?' is the question many will ask.


## Implication

To implement a successful Social Media strategy, issues of knowledge, resource/time and measurement must be addressed first. Just 'learning the tools' will not be effective unless the business loop is closed with proper resource allocation and measurement feedback.

# Barriers to Social Media Use/Adoption

## **Barriers to Social Media by Company Size (Brands)**

	Less than 50 employees	50 to 500 employees	500 or more
We don't know enough about social media to know where to begin	33%	43%	35%
We have legal constraints and/or corporate policies that prevent us from these types of marketing activities	13%	5%	21%
There is no funding for social media in our budget	20%	24%	29%
We just don't have the time to invest in starting a social media program right now	47%	19%	21%
Social media is not seen as a good use of employee time	13%	5%	6%
Social media is not a proven/tested strategy	20%	0%	27%
There's no established way to measure the effectiveness of social media	40%	19%	44%
Other	20%	10%	6%
I don't feel there are any barriers	7%	19%	19%
<b>Sample:</b>	<b>32</b>	<b>30</b>	<b>100</b>

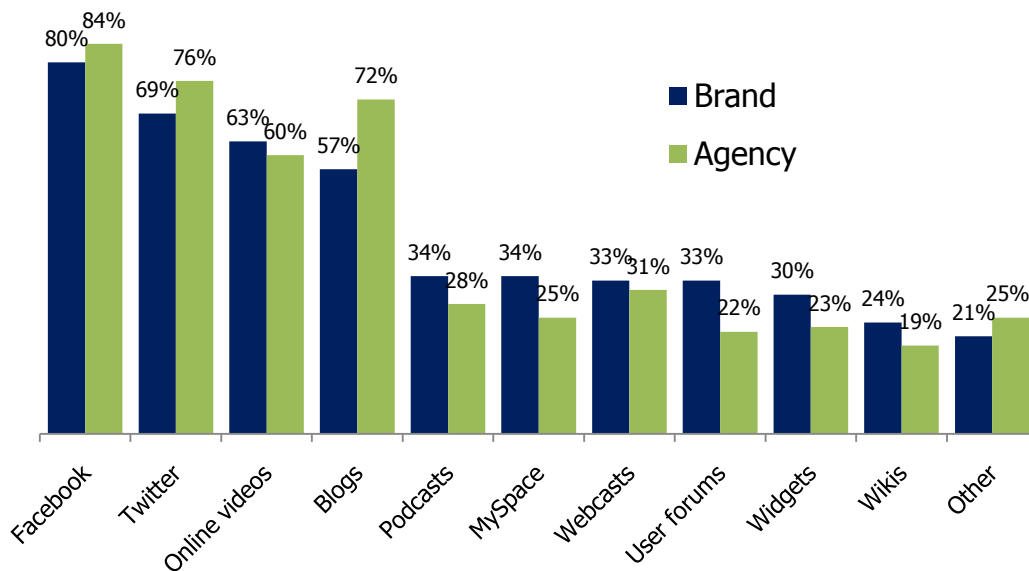


You mentioned Social Media is part of your Marketing activity. What specific tools and services are you currently using?

# Social Media Tools Used

Facebook, Twitter, online video and blogs are the four most popular Social Media tools. Yet none of these are being used in isolation – there are on average 5 to 7 other Social Media tools being either actively used or dabbled with by Marketers at the same time.

## Types of Social Media Used



In short, there is substantial experimentation going on among Marketers who use Social Media. Large and small companies, B2B and B2C are all jumping into and experimenting with multiple tools.


## Implication

Experimentation is good and will partly fill the knowledge gap over time. Yet our feeling is that as 'knowledge' is one of the main barriers, a good portion of this experimentation is probably undirected. For these companies, building Social Media strategy will be more about harnessing and coordinating disparate efforts than beginning from a clean slate.

# Social Media Tools Used

## Social Media Tools Used by Company Size (Brands)

	Less than 50 employees	50 to 500 employees	500 or more
<b>Facebook Page</b>	<b>89%</b>	<b>60%</b>	<b>67%</b>
Online videos	68%	52%	65%
Facebook Group	58%	44%	56%
Twitter	53%	56%	73%
Blogs	53%	36%	65%
MySpace Page	37%	24%	28%
Widgets	26%	16%	37%
User forums	21%	16%	42%
Other	21%	16%	13%
Podcasts	16%	16%	44%
Webcasts	16%	16%	43%
MySpace Group	11%	8%	19%
Wikis	5%	16%	32%
<b>Sample:</b>	<b>48</b>	<b>56</b>	<b>146</b>



How are you measuring  
the effectiveness of your  
social media efforts?

# Social Media Measurement

Most companies we surveyed were using 2 to 3 different ways to track their Social Media efforts. Brands and Agencies reported very similar results – Agencies reporting for their clients.

## Social Media Measurement



While 'website hits' reveals a still dominant 'traffic' mentality, qualitative feedback and internal sentiment were also strong. 'Links', 'mentions' business leads and 'buzz' are all examples of similar soft and hard measures.


## Implication

With different tools and tactics in wide use, measurement is understandably dispersed. Yet there is an acceptance that both hard and soft measures need to come to bear in order to assess success.

# Social Media Measurement

## **Social Media Measurement by Company Size (Brands/Agencies)**

	Less than 50 employees	50 to 500 employees	500 or more
Tracking website hits	60%	58%	70%
Tracking links on sites	44%	39%	45%
Tracking mentions on sites	32%	34%	48%
Tracking sales/new business leads	39%	37%	40%
Measuring buzz	27%	34%	33%
Using a third party tracking service or research supplier	20%	29%	35%
Monitoring qualitative feedback/sentiment from those involved with the program (e.g. private online community members, bloggers involved in the outreach program)	34%	45%	46%
Other	8%	9%	8%
Not measuring it	15%	13%	8%
<b>Sample:</b>	<b>48</b>	<b>56</b>	<b>146</b>



What percentage of your marketing dollars are you allocating to different tactics this year, to the best of your knowledge?

# Marketing Channel - Allocation

While traditional media channels attract the largest proportion of Marketing spend, Online, Search and Social Media as a group are approximately a third of all spend. For smaller companies this increases to over 40%.

## Marketing Spend Allocation by 'Channel'

The average proportion of total Marketing spend for each channel	Brands			Agencies
	All Sizes	Less than 50 employees	More than 50 employees	
Print advertising	20%	18%	21%	21%
TV advertising	19%	7%	22%	26%
Direct marketing	16%	18%	16%	15%
Online advertising	14%	16%	14%	15%
Events/tradeshows	13%	13%	13%	9%
PR	11%	15%	10%	13%
Search engine advertising	10%	15%	9%	10%
Email marketing	10%	13%	9%	11%
Social Media	8%	12%	8%	9%
Radio advertising	7%	2%	7%	9%
Sponsorship	6%	4%	6%	6%
Outdoor advertising	6%	4%	6%	8%
Mobile marketing	2%	0%	2%	3%
Other	27%	32%	22%	14%


## Implication

Online channels, at nearly a third of all spend, are a significant proportion of the Marketing budget and growing. Given the interest and momentum behind Social Media efforts, we would expect to see its allocation rise – although keeping in mind that resources directed to this space can be less tangible (time and effort) and that the importance of Social Media (to certain companies) could well outweigh its budget allocation.

MC5a (BRAND). What percentage of your marketing dollars are you allocating to different tactics this year to the best of your knowledge?

MC5b (AGENCY). Thinking about the brand/company you work with most closely, what percentage of their marketing dollars is allocated to different tactics this year to the best of your knowledge?

Base – All Sizes (n=190); Less than 50 (n=39), More than 50 (n=151), Agency (n=264)

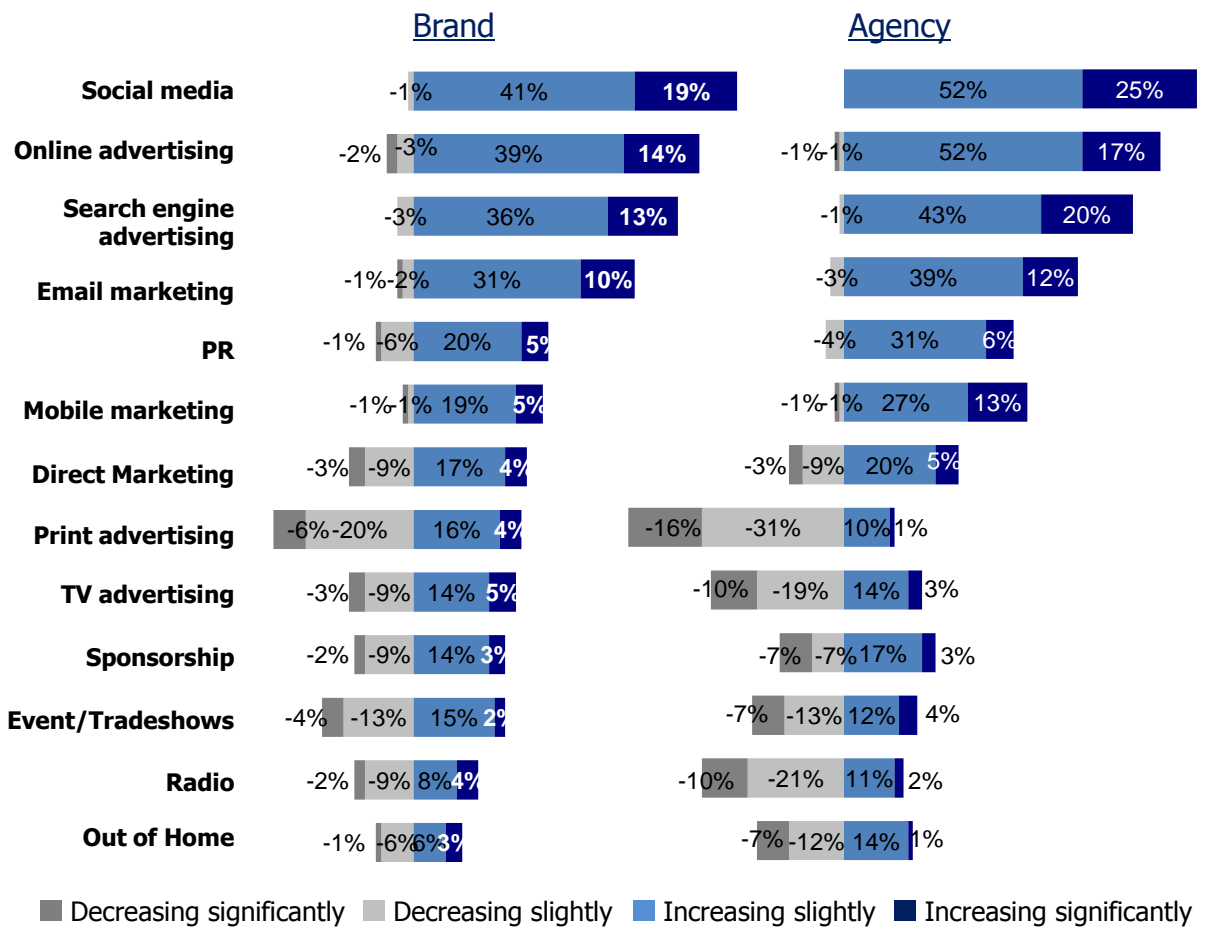


How do you see this allocation (of Marketing dollars) changing in the next year?

# Marketing Channel - Forecast

The march towards Online as the advertising channel of choice continues unabated for Brands, Agencies, large and small companies alike. Of the traditional media, only PR is showing any sign of life – and that is likely to be largely online. Print and TV advertising continue to suffer. As consumers move away from these mediums, so will ad dollars.

## 2010 Marketing 'Channel' Forecast



## Implication

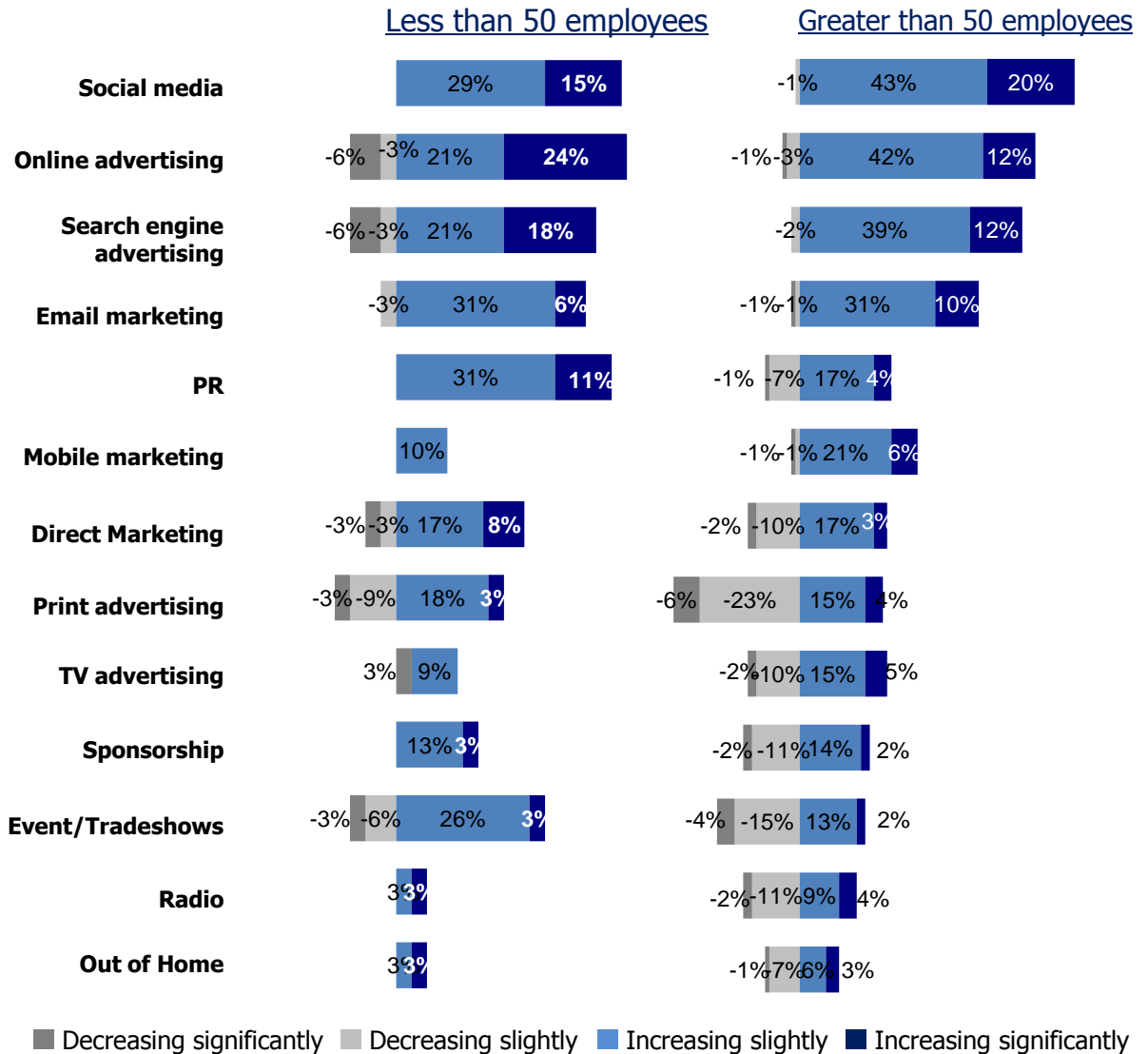
Advertising and ways of thinking about advertising needs to change as channels shift and morph. There is no easy translation of a traditional Print, TV, or even Online campaign to the world of Social Media.

MC6. How do you see this allocation change next year (if at all)?

Base – Brand (n=208); Agency (n=332)


# Marketing Channel - Forecast

## 2010 Marketing 'Channel' Forecast by Company Size - Brands



MC6. How do you see this allocation change next year (if at all)?

Base - Less than 50 employees (n=34); Greater than 50 employees (n=128)

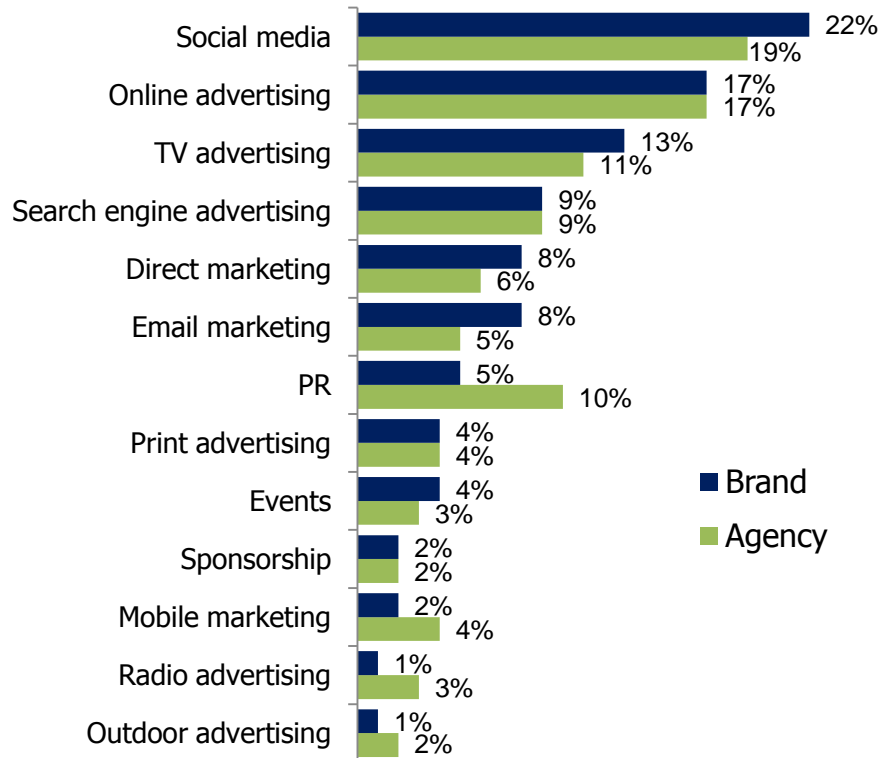


And in the future, which of these tactics/strategies do you see having the most promise?

# Channel With the Most Promise

Despite only moderate interest in increasing TV spend, TV advertising emerges as the third most promising future tactic behind Social Media and Online.

## Channel with the Most Promise in the Future



Do these results reflect possible/anticipated seeds of change in how TV is delivered, consumed and measured? As ITV becomes more popular and on-demand the 'norm' will we see a resurgence in interest?

### Implication

While TV occupies an envious position on this list vis-à-vis its traditional media counterparts, there is no way to under-estimate the importance many companies are placing on Social Media in the near term.


MC7. And in the future, which of these tactics/strategies do you see having the most promise for your [BRAND VERSION]/your client's [AGENCY VERSION] business? (Please select one answer only).

Base – Brand (N=208); Agency (N=332)

# Channel With the Most Promise

## Channel with the Most Promise in the Future by Company Size - Brands

	Less than 50 employees	50 to 500 employees	500 or more	
TV advertising	3%	6%	19%	
Print advertising	8%	4%	3%	
Radio advertising	0%	0%	2%	
Outdoor advertising	0%	2%	0%	
Online advertising	16%	21%	16%	
Search engine advertising	8%	6%	11%	
Social media	16%	19%	25%	
Mobile marketing	0%	4%	2%	
Direct marketing	8%	15%	6%	
Email marketing	16%	4%	7%	
Events	5%	6%	3%	
Sponsorship	5%	0%	2%	
PR	16%	9%	1%	
Other	0%	2%	4%	
	<b>Sample:</b>	<b>38</b>	<b>47</b>	<b>123</b>

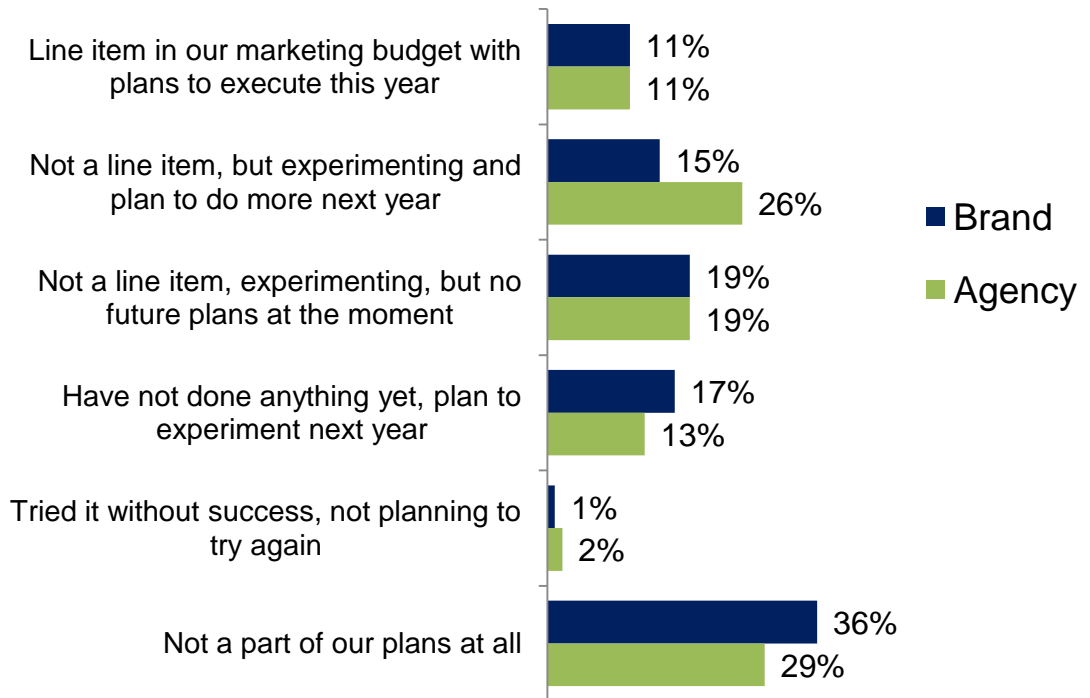


Where does Mobile  
Marketing fit in your  
current Marketing plans?

# Mobile Marketing

Mobile Marketing is showing signs of interest, but there is no pressing immediacy to the intentions. Most Brands and Agencies have plans to experiment in the next fiscal year.

## Mobile Marketing Use/Plans



Mobile Marketing is suffering from lack of trial – ‘early adopters’ are just beginning to get their feet wet. If these efforts are successful, more interest is likely to follow.


## Implication

Lack of plans for Mobile Marketing is not a sign of lack of interest. Like consumers, companies also follow adoption curves. If early Mobile campaigns show promise, those on the side-lines are likely to move into the space with, at the very least, experimental efforts.

# Mobile Marketing

## Mobile Marketing by Company Size - Brands

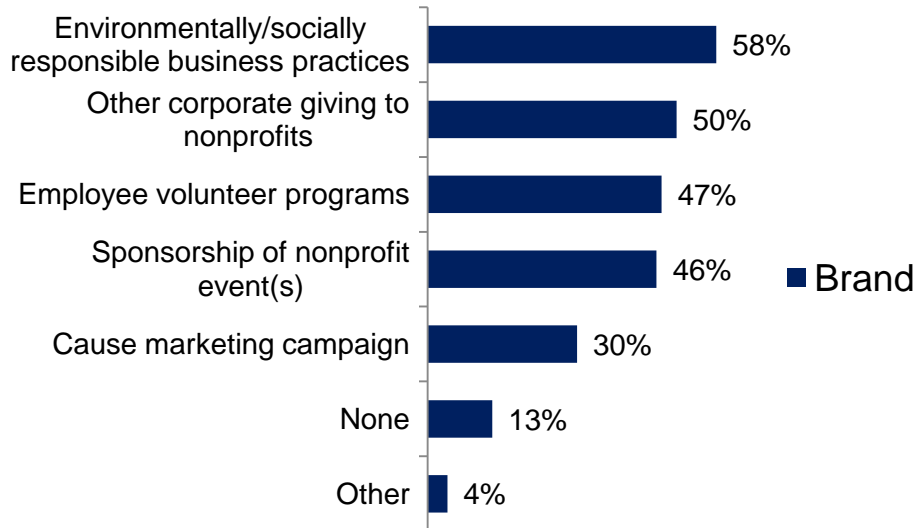
	Less than 50 employees	50 to 500 employees	500 or more
Line item in our marketing budget with plans to execute this year	8%	13%	31%
Not a line item, but experimenting and plan to do more next year	17%	25%	18%
Not a line item, experimenting, but no future plans at the moment	16%	14%	14%
Have not done anything yet, plan to experiment next year	13%	17%	13%
Tried it without success, not planning to try again	1%	1%	2%
Not a part of our plans at all	44%	30%	22%
<b>Sample:</b>	<b>38</b>	<b>47</b>	<b>123</b>



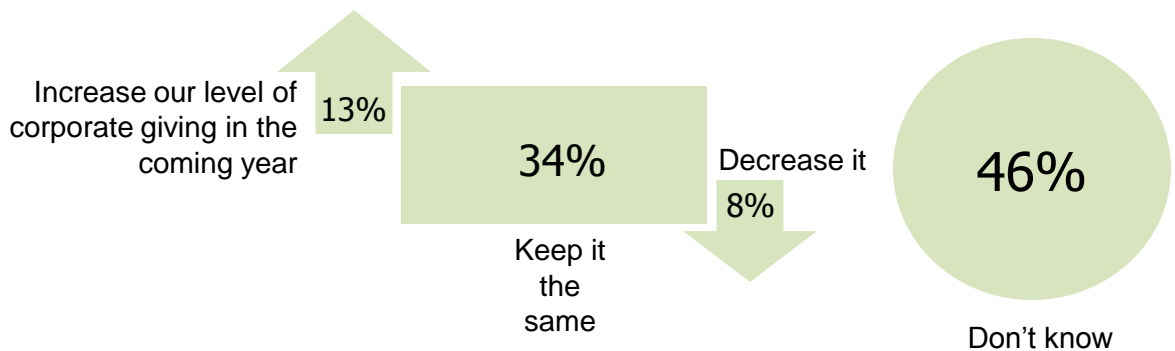
Which of these types of corporate responsibility initiatives does your organization currently implement, or plan to implement in the coming year?

# Corporate Responsibility Initiatives

## Corporate Responsibility Initiatives - Brands



## Planned Corporate Giving/Donations - Brands



Approximately a half of surveyed brands have no plans for how their corporate responsibility projects will change in the coming year.

### Implication

Lack of definitive plans for corporate responsibility projects are likely a reflection of the uncertain business climate. Certain brands could profit from this if they can leverage 'responsibility' communications/programs in an uncluttered environment to groups of consumers/clients who value these initiatives.

MC9. Which of these types of corporate responsibility initiatives does your organization currently implement, or plan to implement in the coming year? (Please select all that apply).

MC10. In the coming year, will your organization...?

Base – Brand (N=208)



# Appendix

## Appendix I – Sample Profile

### Company Type (n=1469)

Advertising/Marketing/Media agency	33%
Strategic Planning/Consulting Firm	13%
Work for a brand/company directly	18%
Research Supplier	6%
Other	29%

Company Size	Brand (n=250)	Agency (n=454)
--------------	---------------	----------------

> 50 employees	19%	61%
50-99 employees	7%	11%
100-499 employees	16%	14%
500-999 employees	12%	5%
1,000-4,999 employees	19%	5%
5,000-9,999 employees	8%	2%
10,000+ employees	20%	3%

Job Title	Brand (n=250)	Agency (n=454)
-----------	---------------	----------------

CEO/COO	9%	29%
CIO/Technology Director	6%	1%
VP or Director of Marketing	26%	8%
VP or Director (Other)	15%	21%
Brand Manager/Strategist	11%	5%
Creative Director	2%	4%
Account Manager	6%	9%
Account/Media Planner	3%	4%

## Appendix I – Sample Profile

<b>Business Focus</b>	<b>Brand (n=250)</b>	<b>Agency (n=454)</b>
Consumers	39%	34%
Other Businesses	19%	13%
Both Consumers and Businesses	42%	53%

<b>Company Type (top 10 mentions)</b>	<b>Brand (n=250)</b>
Consumer Products/Services	18%
Retail	9%
Media	9%
Food and Beverage	9%
Financial Services	6%
Health Care	6%
Travel and transportation	6%
Computer/Tech	6%
Manufacturing	4%
Business Services	3%

<b>Agency Type</b>	<b>Agency (n=454)</b>
Traditional (Full-Service)	44%
Digital/Online	10%
Direct Marketing	4%
Media	15%
Brand Strategy/Planning	7%
Other	21%

## Appendix II – About Equation Research and our partners for this study

### **Equation Research – [www.equationresearch.com](http://www.equationresearch.com)**

Equation Research is a full service research execution and strategy firm working with an extensive list of Fortune 1000 clients including brands, advertising and PR agencies, other research firms and magazine publishers.

Equation offers a unique blend of strategic thinking and innovative technology to make research faster, more affordable, less painful and more useful. Please visit our site to find out more - [www.equationresearch.com](http://www.equationresearch.com)

If you'd like to be contacted by a senior member of our team to see if we can potentially help with your research needs, please email us at [info@equationresearch.com](mailto:info@equationresearch.com)

### **Authentic Response – [www.authenticresponse.com](http://www.authenticresponse.com)**

Since 1998, Authentic Response has led the market research industry with best of breed solutions for global online sample, including its Authentic Recruitment panelist recruitment technique, its patented double opt-in permission standards, and its Authentic Validation techniques to ensure the most legitimate, secure survey responses.

### **AdweekMedia – [www.adweekmedia.com](http://www.adweekmedia.com)**

AdweekMedia is the premier information source for media, advertising and marketing industry news and analysis, providing an integrated product portfolio led by trusted brands Adweek, Mediaweek and Brandweek. Industry professionals in all stages of their careers turn to AdweekMedia's digital and print properties, and leading executive conferences and events, for trusted content and interactive programs tailored to better serve their customers, build their network, and advance their market knowledge.

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