

Sunday, March 23, 2014

1:00–6:30pm

Registration

Foyer, 5th Floor

2:00–7:30pm

Sunday Kickoff

2:00–3:00pm

The Skinny on Those Digital Measures: Unveiling Steve Rappaport's New ARF-Sponsored Digital Field Guide

Odets, 4th Floor

Stephen Rappaport, Senior Consultant, Stephen D. Rappaport Consulting LLC

Takeaways from ARF's brand new book, The Digital Metrics Field Guide: The Definitive Reference for Brands Using the Web, Social Media, Mobile Media, or Email. Book signing to follow.

3:00–3:45pm

The ARF Reveals Late-Breaking Mobile and Social Insights

Wilder, 4th Floor

Anjali Midha, Head of Research East, Twitter

Judit Nagy, VP, Digital Analytics, FOX Broadcasting Company

Peter Orban, EVP, Research and Innovation: Mobile and Social, The ARF
Discovering the value of earned media. How Twitter expressions activate consumers.

Modeling for Growth: Mapping the Cross-Platform World

Odets, 4th Floor

Jasper Snyder, EVP, Research and Innovation: Cross-Platform, The Advertising Research Foundation

Showcasing today's cross-platform consumers and how to bring their voices to the decision table using marketing mix modeling.

3:45–4:15pm

Break

4:15–5:00pm

It's Not Brain Surgery But it is Brain Science

Wilder, 4th Floor

Horst Stipp, EVP, Research and Innovation: Global and Ad Effectiveness, The ARF

What neuroscience can teach us to drive more effective advertising.

What You Don't Know CAN Hurt You: ARF Advancements in Survey Quality

Odets, 4th Floor

William Cook, Ph.D., Chief Strategy Officer, eStrategic Advantage

Michael Fallig, Ph.D, Co-Managing Director and CRO, Cogenti Applied Strategies, Inc.

Don Gloeckler, EVP, Research and Innovation: Executive Member Liaison, The ARF

Review of new learning about the use of survey routers and research on mobile devices from the ARF Foundations of Quality initiative.

5:30–7:30pm

Kickoff Cocktails

Sky Room Times Square (330 West 40th Street, btwn 8th & 9th Avenues)

Meet the speakers, ARF Executive Leadership Team, and Board of Directors; find your tribe and build your network. Proudly sponsored by Datalogix and Snippies.

Monday, March 24, 2014

8:15am–8:00pm

Day 1

Rethink Consumer Engagement: from big data to better decisions—cross-platform, social, mobile, and more.

7:00am–5:00pm

Registration

Foyer, 5th Floor

8:15–8:45am

Power Breakfast Session: Getting Cross-Media Measurement Right

Shubert, 6th Floor

Artie Bulgrin, SVP, Research and Analytics, ESPN

Jeff Chaban, SVP of Research & Analytics, Starcom MediaVest Group

Joan FitzGerald, SVP, TV and Cross-Media, comScore, Inc.

Amaya Garbayo, Associate Director, Analytics and Portfolio Solutions, Kellogg

Baba Shetty, Chief Strategy and Media Officer, Digitas

Crack key cross-media measurement issues impacting the media market.

Power Breakfast Session: The Dark Side of Social Media

Majestic, 6th Floor

Jehan Hamed, Senior Manager, Strategic Market Development, Crimson

Hexagon

The side of social media not reflected in daily activity.

9:00–9:15am

Welcome and Day 1 Introduction - Changing the World: The New ARF

Main Stage: Broadway Ballroom, 6th Floor

Gayle Fuguitt, CEO and President, The ARF

Colleen Fahey Rush, EVP, CRO, Viacom Media Networks;, Chair, ARF Board of Directors

9:15–9:40am

Keynote - Battle Scars and Accolades: Lessons Learned and Stories Told

Main Stage: Broadway Ballroom, 6th Floor

Keith Reinhard, Chairman Emeritus, DDB Worldwide

Soledad O'Brien, CEO, Starfish Media Group; Broadcast Journalist

Keith Reinhard shares what enabled his courage and conviction to create advertising that, in his words, "You can hear the bat hit the ball and you know it's a home run."

9:40–10:20am

Bigger Data, Better Questions, Smarter Answers—Four Winning Papers

Main Stage: Broadway Ballroom, 6th Floor

Gun Johnson, Director of Advertising Research, Google, Inc.

ARF Call to Action: Gun Johnson, Director of Advertising Research at Google, leads this Big Data to Big Wins main stage session.

9:40–10:20am

Using Big Data to Talk Like Your Consumers

Main Stage: Broadway Ballroom, 6th Floor

John DuBois, Co-Founder and President,

Oculus360

Lura Hobbs, VP, Marketing, Oculus360

Sean Parker, CTO, Oculus360

Brands leverage big data for deeper consumer understanding and more important

Insights in a World

Without Questions

Main Stage: Broadway

Ballroom, 6th Floor

Rene Huey-Lipton, EVP,

North America,

BrainJuicer

Bob Pankauskas,

Using Consumer

Insights to Look

Through the

Windshield Not the

Rearview Mirror

Main Stage: Broadway

Ballroom, 6th Floor

John Dick, Founder and

In the Driver's Seat: Ford Motor Embraces

Big Data to Understand the Path to Purchase

Main Stage: Broadway Ballroom, 6th Floor

Dennis Gonier, Digital Strategist, Luth Research

Will Neafsey, Global Consumer Analytics and

Tracking Manager, Ford Motor Company

Becky Wu, Senior Vice President, Research, Luth

Research

communications.	Director, Consumer Insights, Allstate Insurance The next frontier: Research robots create real people out of social chatter.	CEO, CivicScience, Inc. The power of predictive consumers. Data science turns measurement into forecasts.	Quantifying the value of the consumer purchase journey digital touch points.
Keynote - Facebook Answers: "What's Now, What's Next?" – Media, Mobile, and More Main Stage: Broadway Ballroom, 6th Floor Carolyn Everson, VP, Global Marketing Solutions, Facebook, Inc. Colleen Fahey Rush, EVP, CRO, Viacom Media Networks;, Chair, ARF Board of Directors Facebook's strategic insight: personal marketing in a connected and mobile world.			
Meet the Facebook and Big Data Speakers in the Re:Think Meet and Winning Papers and Featured Presentations			
Tweet Room Foyer, 6th Floor			
Video Everywhere Means Every Screen Video Measurement Westside Ballroom, 5th Floor - Theater 1 Wayne Goldstein, VP of New Media Research, Sony Pictures Television Mike Rich, Vice President, comScore, Inc An innovative partnership yields results on measured ad supported movies and shows on five screens.	Actionable Insights From Non-Rep Big Data Westside Ballroom, 5th Floor - Theater 2 Bill Engel, Chairman, Consumer Orbit Michael Vinson, Ph.D., Senior Vice President, Statistical Sciences and Analytics, Rentrak Valid insights from “Big Data” sources that may include significant sources of bias.	Optimal MMM Methods for Social ROI Westside Ballroom, 5th Floor - Theater 3 Olesya Moosman, Research Lead, East and Southeast, Twitter Methods that capture direct and indirect impact are most effective.	5 Ways to Rock MR in the Enterprise Westside Ballroom, 5th Floor - Theater 4 Andrew Reid, Founder, President and Chief Product Officer, Vision Critical Tips to make the consumer insight at your fingertips truly count.
Pushing the Boundaries of MMM Westside Ballroom, 5th Floor - Theater 1 Sweta Agrawal, Director, Analytics, Centre of Excellence, Starcom MediaVest Group Aarti Bharadwaj, VP, Center of Excellence, Starcom MediaVest Group Starcom MediaVest India broke the shackles of	Succeeding with GRP Measurement and Audience Guarantees Westside Ballroom, 5th Floor - Theater 2 Jason Miller, Director, Product Management,	On-Site, Real-Time Mobile Marketing and Research Westside Ballroom, 5th Floor - Theater 3 Robert Passikoff, Founder and President,	Total TV Chatter: Social TV Meets Word-of-Mouth Empire, 7th Floor Brad Fay, COO, Keller Fay Group Patrick Kemp, Marketing Effectiveness Researcher, Facebook, Inc. Eurry Kim, Researcher, Facebook, Inc. Matt Phillips, Account Director, Keller Fay Group First analysis comparing offline TV-related conversation with TV-related conversation on Facebook.
		Campaign Effectiveness Study in a Cookie-Less Environment Westside Ballroom, 5th Floor - Theater 4 Jocelyn Ritchie, Global Consumer Insights Manager, Campaign Effectiveness Lead, Microsoft Results of a cross-device campaign.	

MMM analytics to mirror the real world.

Google, Inc.

Brand Keys

Andrea Vollman, Sr.

John Perls, Founder and

Director, comScore, Inc.

CEO, JoopLoop

An analysis of comScore Mobile and research

vCE benchmarks, as

takes marketing to the

well as industry

next level.

implications and best

practices.

11:20–11:40am

Super Consumers: A Big Data Tool to Maximize Marketing ROI

Empire, 7th Floor

Greg Gallagher,

Marketing Director, Kraft

Foods Group

Cannon Koo, Analytics

Director, Kraft Foods

Group

Eddie Yoon, Principal,

The Cambridge Group

The top 10% of category

consumers drive 50% of

profits.

Mainstreaming Health and Wellness: Are You Capitalizing on This Cultural Shift?

Odets, 4th Floor

Erik Quick, Manager of

Health and

Segmentation, Nielsen

Insights on how today's

consumers are

confronting their own

health and analytic

approaches to uncover

innovative solutions.

Using Social Analytics to Run Your Business at the Speed of Social

Wilder, 4th Floor

Malcolm De Leo, Chief Evangelist, Netbase

Social understanding can help your organization

begin to make sense of the maelstrom that is The Crowd.

Using Mobile Shopping Behavior to Design Exceptional Ad Performance

Gilbert, 4th Floor

Taimour Azizuddin, Manager, Global Research

and Insights, InMobi

Emily Basileo, Analyst, Global Research &

Insights, InMobi

Research on consumer preferences and the

mobile shopping experience is used to create

exceptionally performing rich media ads.

11:45am–12:30pm

Featured Nielsen Presentation - From Airwaves to Aisles: Measuring Sales Impact with Single Source

Astor, 7th Floor

Radha Subramanyam, EVP, Insights, Clear Channel Media and Entertainment

Leslie Wood, Chief Research Officer, Nielsen Catalina Solutions

Nielsen Catalina Solutions, Nielsen Audio, and Clear Channel Media & Entertainment collaborate to create the first single source measurement tool built specifically for the radio industry.

12:30–12:45pm

A Discussion with Nielsen's New CEO: The Intersection of What Consumers Watch and How They Buy

Main Stage: Broadway Ballroom, 6th Floor

Mitch Barns, CEO, Nielsen

Soledad O'Brien, CEO, Starfish Media Group; Broadcast Journalist

Mitch Barns, CEO of Nielsen, shares his vision on the intersection of choice, message, and impact—as well as how measurement can help drive growth in an ever-changing media landscape.

12:45–1:45pm

Lunch and Keynote

LEGO's Secret to Building Your Fan Base Brick by Brick

Main Stage: Broadway Ballroom, 6th Floor

Peter Espersen, Head of Co-creation, Content and Campaigns, The LEGO Group

Building brand LEGO: tapping the global fan community to create marketing campaigns and experiences.

1:45–2:45pm

Meet the Speakers in the Nielsen and LEGO Re:Think Meet and

Winning Papers and Featured Presentations

1:50–2:10 pm	Tweet Room Foyer, 6th Floor					Cutting-edge insights in concurrent sessions. See below.	
	Twitter Causality Westside Ballroom, 5th Floor - Theater 1 Mike Hess, EVP, Data Fusion and Social TV Analytics, Nielsen How and when tweets have a measurable impact on television program ratings.	Harnessing Big Data to Drive Mobile Targeting and Results Westside Ballroom, 5th Floor - Theater 2 Maria Domoslawska, VP, Global Digital Strategy and Research, Research Now Sean Galligan, VP of Sales and Business Development, Flurry Brand-specific targeting to reach smartphone and tablet users.	User TV Addressability Westside Ballroom, 5th Floor - Theater 3 Bill Harvey, Co-Founder, Vice Chairman, and Chief Research Officer, TRA Inc. Nick Troiano, President, BlackArrow Filling holes in purchaser reach and frequency.	Strength in Numbers: Power of Community-Oriented Marketing Westside Ballroom, 5th Floor - Theater 4 David Shiffman, Executive Vice President, Research Director, MediaVest Emily Vanides, Senior Vice President, Research, MediaVest Deep social network and consumer communities drive brand impact.	Rad to the Power of Sick: The Impact of Survey Mobilization on Respondent Data Empire, 7th Floor Kristin Luck, President and CMO, Decipher Impact of survey mobilization and segmentation on respondent data.	Redefining Reporting and ROI in 2014 Gilbert, 4th Floor Chris Damsen, VP Business Development, Netvibes Stephen Rappaport, Senior Consultant, Stephen D. Rappaport Consulting LLC Building better deliverables with real ROI.	
2:20–2:40pm	Creepy Marketing: The Fine Line Between Personalization and Privacy Westside Ballroom, 5th Floor - Theater 1 Diane Hessian, President and CEO, Communispace How brands can personalize consumer engagement and create a more collaborative relationship.	Using New Data Science to Get Consumer Insights Without Limits Westside Ballroom, 5th Floor - Theater 2 John Dick, Founder and CEO, CivicScience, Inc. Ross McGowen, Director, Data Science, CivicScience Next-generation data science strategies—how consumer brand clients are gaining an edge.	Why Real-Time Mobile Makes (Dollars) and Sense Westside Ballroom, 5th Floor - Theater 3 Walter Carl, Founder and CRO, Purchased Valentine's Day retailer tracks shopper behavior and purchases in real-time to generate business insight.			Shopping and Printing Behavior Through Mobile Analytics Westside Ballroom, 5th Floor - Theater 4 Jai Kapoor, Manager, Customer & Market Insights, Hewlett Packard Leveraging mobile to develop marketing tactics and print usage studies.	
2:20–2:40pm	Using Census Methodologies for Cross-Platform Measurement Empire, 7th Floor Eric Solomon, Senior Vice President, Global Audience Measurement, Nielsen Comparable cross-platform metrics that support both linear and dynamic ad models.	Enhancing Global Brand Positioning with Implicit Research Technology Ziegfield, 4th Floor Faith James, VP, Strategic Marketing, Sentient Decision Science, Inc. Roddy Knowles, Senior Delivery Manager and Mobile Research Expert, Research Now Using implicit research to measure subconscious drivers of consumer behavior and brand perception.			Moneyball Marketing: Key Ratios and Leading Indicators of Marketing Effectiveness Gilbert, 4th Floor Jennifer Zeszut, Chief Executive Officer, Beckon Critical metrics and ratios that top brands use to optimize marketing spending decisions.		

2:45–2:55pm	Cross-Platform Measurement at the Crossroads: What's New and What's Next? Main Stage: Broadway Ballroom, 6th Floor Artie Bulgrin, SVP, Research and Analytics, ESPN Be the first to hear the latest Project Blueprint update since June 2013 at Audience Measurement 8.0.		
2:55–3:30pm	Cracking the Code on Cross-Platform Standards—Three Winning Papers Main Stage: Broadway Ballroom, 6th Floor Artie Bulgrin, SVP, Research and Analytics, ESPN ARF Call to Action: Artie Bulgrin, SVP of Research & Analytics at ESPN and ARF Board Member, leads this cross-platform session on the main stage. Leading-edge measurement innovations that are keeping pace with today's consumers' evolving media consumption.		
2:55-3:30pm	The Effectiveness of Mobile Ads in Cross-Platform Research Main Stage: Broadway Ballroom, 6th Floor Jennifer Okula, SVP, Millward Brown Digital A new approach to include the measurement of mobile ads in cross-platform research.	The First Look at the Total Video Consumer Main Stage: Broadway Ballroom, 6th Floor Patricia McDonough, SVP, Insights and Analysis, Nielsen A complete roadmap of video consumption on TV, mobile, tablet, and online.	The Audio Odyssey: My World vs. The World Main Stage: Broadway Ballroom, 6th Floor David Shiffman, Executive Vice President, Research Director, MediaVest Radha Subramanyam, EVP, Insights, Clear Channel Media and Entertainment Emily Vanides, Senior Vice President, Research, MediaVest Uncovering the impact that digital technology is having on how consumers connect with and use audio across platforms.
3:30-3:45pm	ARF's Erwin Ephron Demystification Award Main Stage: Broadway Ballroom, 6th Floor Irwin Gottlieb, Chairman, GroupM Gale Metzger, Co-Founder, Statistical Research, Inc. Dave Morgan, CEO & Founder, Simulmedia In memory of the important media planning theories the late Erwin Ephron championed and the seemingly simple ways in which he sought to bring them across. Three friends pay tribute and give an overview about the Award, which will be presented at the ARF's Audience Measurement conference in 2014.		
3:45-4:00pm	Meet the Cross-Platform Speakers in the Re:Think Meet and Tweet Room and Power Break Foyer, 6th Floor Build your network, find your tribe, and create connections.		
4:00-4:25pm	Mobile Vanguard: Elevating Insights in Real-Time Main Stage: Broadway Ballroom, 6th Floor Brad Smallwood, Head of Insights and Measurements, Facebook, Inc. ARF Call to Action: Brad Smallwood, Head of Measurements and Insights at Facebook and ARF Board Member, leads this session on mobile strategies, decisions, and investments that drive better marketing allocation and impact.		
4:00-4:25pm	To Mobility . . . and Beyond! Main Stage: Broadway Ballroom, 6th Floor Joe Blechman, Sr. Manager, Consumer Analytics and Research, AOL Christian Kugel, VP, Consumer Analytics and Research, AOL Smartphones hold a tremendous amount of potential for understanding consumers, but don't throw out the rest of your research toolkit just yet.	New Pathways to Engage a Multi-Screen Consumer Main Stage: Broadway Ballroom, 6th Floor Ivy Esquero, Thought Leadership Manager, Global Consumer Insights, Microsoft How marketers can pivot to consumer needs to provide content that resonates across devices.	

4:25-4:40pm	Keynote: Busting Consumer Engagement Conventions Main Stage: Broadway Ballroom, 6th Floor Paul Grieco, Sommelier, Owner, Hearth and Terroir wine bars What business are you in and does the moniker matter? Hear how one entrepreneur is busting conventions and engaging customers.				
4:40-5:30pm	Social Media: Are All Bets On?—Three Winning Papers Main Stage: Broadway Ballroom, 6th Floor Jeffrey Graham, Global Head of Research and ARF Board Member, Twitter ARF Call to Action: Jeffrey Graham, Global Head of Research at Twitter and ARF Board Member, leads this session on social media measurement and standards and how advertisers are using this data to make planning and buying decisions.				
4:40-5:30pm	Contagious Content Main Stage: Broadway Ballroom, 6th Floor James Burke, Associate Director, Kantar Media Euan MacKay, Senior Associate Director, Kantar Media The “whys” behind content sharing and the unique factors driving “virality” in the social world.	Two Ears, One Mouth: How Coca-Cola Uses Social Listening Main Stage: Broadway Ballroom, 6th Floor Douglas Busk, Director, Connections Innovation, Global Connections, The Coca-Cola Company Omri Duek, Social Platform Strategy, Global Connections, The Coca-Cola Company How Coca-Cola is using social listening for deep analytics and rapid response marketing.	#SocialTVAnalytics Main Stage: Broadway Ballroom, 6th Floor Anjali Midha, Head of Research East, Twitter Social TV impacts consumer receptivity to programming content and ads, and how social signals can optimize cross-channel marketing efforts.	Plus—late-breaking Twitter/FOX/ARF research results Main Stage: Broadway Ballroom, 6th Floor Judit Nagy, VP, Digital Analytics, FOX Broadcasting Company	Talking Social TV 2 Main Stage: Broadway Ballroom, 6th Floor Ed Keller, CEO, Keller Fay Group Beth Rockwood, Senior Vice President, Market Resources, Discovery Communications Results of a second phase of research by the Council for Research Excellence (CRE) about the relationship between social media behavior and television viewing.
5:30-5:40pm	Closing Sendoff, Day One ARF Call to Action Main Stage: Broadway Ballroom, 6th Floor Gayle Fuguitt, CEO and President, The ARF				
5:40-6:00pm	Meet the Mobile and Social Media Speakers in the Re:Think Meet and Tweet Room Foyer, 6th Floor				
5:45-6:15pm	Industry Leader Spotlight - How Smart Brands Make More Money: Exploring Brand Premium Shubert, 6th Floor Nigel Hollis, Chief Global Analyst, Millward Brown Learn how to grow meaningfully different brands in today's highly competitive marketplace.	Industry Leader Spotlight - The New Living Room Majestic, 6th Floor Barry Blyn, VP, Consumer Insights, ESPN Flora Kelly, Associate Director, Consumer Insights, ESPN Wendy Loxley, Research Associate Manager, Consumer Insights, ESPN Hear firsthand from consumers about how their choices are impacting their relationships with video.			
6:15-8:00pm	President's Reception Broadway Lounge, 8th Floor Build your network, meet the speakers, join Gayle, the ARF Board of Directors, and the Executive Leadership Team at the industry's “Power Cocktail Hour(s).” Proudly sponsored by ESPN and Millward Brown.				

Tuesday, March 25, 2014

8:15am–11:59pm	Day 2			
	Rethink ideas: great insights to great innovation to great results			
7:00am–5:00pm	Registration Foyer, 5th Floor			
8:15–8:45am	Single-Source Cross-Media Measurement: The Keys to the New Kingdom Shubert, 6th Floor Jonathan Steuer, Chief Research Officer, TiVo Unlocking the value of cross-media ad planning, buying, and effectiveness measurement.		Connecting with Shoppers in the Increasingly Dynamic, Cross-Channel CPG and Retail World Majestic, 6th Floor Jon Beauchamp, Principal, New Media Solutions, IRI Srishti Gupta, EVP and General Manager, New Media Solutions, IRI New methods to target and activate high-value shoppers across multiple platforms for the biggest ROI.	
9:00–9:10am	Creating the Future: Targeting Growth Main Stage: Broadway Ballroom, 6th Floor Gayle Fuguitt, CEO and President, The ARF			
9:10–9:30am	Keynote - Shouldn't Smart Data Lead to Smarter Advertising? Main Stage: Broadway Ballroom, 6th Floor Lee Garfinkel, CEO, Draftfcb New York One of the foremost creative leaders of our time shares how to use insights to get to the “so what?”			
9:30–10:15am	Beyond Counting: Getting to Great Creative—Four Winning Papers Main Stage: Broadway Ballroom, 6th Floor Laurel Rossi, President, Havas Worldwide StratFarm ARF Call to Action: Laurel Rossi, President of Havas Worldwide Strat Farm, leads this session about how new insights improve creative.			
9:30–10:15am	Advertising Research Faces the Future Main Stage: Broadway Ballroom, 6th Floor Rana El Kaliouby, Chief Science Officer & Co-Founder, Affectiva Graham Page, EVP, Consumer Neuroscience, Millward Brown The industry has found ways to measure automatic responses without throwing away its validated tools.	Value Exchange in Freemium Games—Everybody Wins! Main Stage: Broadway Ballroom, 6th Floor Jack Koch, Director of Global Marketing Insights, Electronic Arts Jay Levinger, Director of Marketing and Research, WildTangent Single-source data links gaming behaviors and in-depth survey responses to connect what gamers say and what they actually do.	Brave, But Not Stupidly Brave Main Stage: Broadway Ballroom, 6th Floor Alex Hunt, EVP, BrainJuicer Tom Malleschitz, Chief Marketing Officer, Three UK How innovative research transformed a five-star campaign.	Delivering Branding Value Through High Impact Digital Advertising Main Stage: Broadway Ballroom, 6th Floor Shawn Baron, Director of Research and Insights, Undertone Caryn Brouwer, VP, Ipsos ASI Amaya Garbayo, Associate Director, Analytics and Portfolio Solutions, Kellogg Measuring the performance of large canvas ads across four industry verticals to create best practices for brand advertisers.
10:15–10:45am	Keynote - Branding 180% Turnaround Main Stage: Broadway Ballroom, 6th Floor Kim Brink, VP, Marketing, NASCAR			

Mike Donahue, EVP, Member Services, AAAA

Hear firsthand how insights helped catalyze the change in NASCAR's brand image.

10:45–11:45am

Meet the Draftfcb, NASCAR, and Creative Speakers in the Re:Think Meeting and Tweet Room

Foyer, 6th Floor

Cutting-edge insights in concurrent sessions. See below

10:50–11:10am

Creative Considerations for Driving TV Ad Performance

Westside Ballroom, 5th Floor - Theater 1
Greg Pharo, Director, Market Research and Analysis, ATT
Damon Samuel, Director of Product Development, Customer Insights and Big Data, ATT
Determining which creative elements drive sales performance.

Improving Ad Effectiveness Using Agile Market Research

Westside Ballroom, 5th Floor - Theater 2
Martin Payne, Chief Operating Officer, GutCheck
Employing new consumer insight approaches to drive more consistently successful ads.

Are There Better Ways to Test Poster Advertising Creative?

Westside Ballroom, 5th Floor - Theater 3
Mike Baker, CEO, Outdoor Media Centre
Jon Puleston, VP, Innovation, GMI
New ways to creatively evaluate out-of-home advertising.

Behavioral Economics of Brand Success

Westside Ballroom, 5th Floor - Theater 4
John Wittenbraker, Global Director, Innovation, Brand, & Customer Experience, GfK
Helen Zeitoun, Global Head of Brand and Customer Experience, GfK
Drive share or build equity? A new approach to brand research that reveals how to do both.

Facebook, Brands, and Everything Between

Empire, 7th Floor
Prerit Souda, Senior Analyst, TNS Global
Techniques for analysis of brand pages on Facebook using network analytics and text mining.

Neuroscience Tools for Optimizing the Resonance of Advertising Creative

Odets, 4th Floor
Michael Smith, Director, Industry Relations, Nielsen
Capturing the viewer's immediate unfiltered reactions to diagnose which aspects of an ad execution resonate, yielding powerful objective insights to guide creative optimization.

11:20–11:40 am

Health and Wellness Grows Up: How to Increase Your ROI

Westside Ballroom, 5th Floor - Theater 1
Steve French, Managing Partner, NMI
Activating NMI's consumer segmentation for a healthier ROI.

The Princess and the Pea: Marketing Mix vs. Other Methodologies

Westside Ballroom, 5th Floor - Theater 2
Demos Ioannou, Principal, DCI Consulting
Examining in-store advertising vehicles (which are often misread).

The Future of Brand Measurement

Westside Ballroom, 5th Floor - Theater 3
Jason Miller, Director, Product Management, Google, Inc.
Advertiser attitudes toward digital spending and the changes needed to improve the measurement of advertising impact online.

Did You Pack Your Own Bags? Effective, Respondent-Friendly B2B Validation

Westside Ballroom, 5th Floor - Theater 4
Paul Johnson, Director, Analytics, SSI
Control quality without making respondents feel like they're in a long line at airport security.

11:20–11:40 am

HUGGIES®: Challenging the Notion of Ethnic Silos—A Total Market Approach

Empire, 7th Floor
Kimberlee Kay Leintz, Marketing Research Manager, Kimberly-Clark Corporation
Celine Vargas, Director, Firefly Millward Brown
Lizette Williams, Senior Brand Manager, Kimberly-Clark Corporation

BabyCenter 21st Century Mom®: Millennial Mom Report

Ziegfield, 4th Floor
Kyle Gollins, Director, Client Development, Media, Research Now
Marie Leonte, Senior Manager, Consumer Insights, BabyCenter, LLC
Insights surrounding today's newest mom's

Using Social Analytics to Run Your Business at the Speed of Social

Wilder, 4th Floor
Malcolm De Leo, Chief Evangelist, Netbase
Social understanding can help your organization begin to make sense of the maelstrom that is The Crowd.

By looking at the total market in foundational mindset, media habits, priorities, and preferences. advertising development, brands can win across ethnic groups.

11:45am–12:30pm

Making Creative More Effective: Neuroscience, the New Emotional Engagement Medium—Three Winning Papers

Main Stage: Broadway Ballroom, 6th Floor

Horst Stipp, EVP, Research and Innovation: Global and Ad Effectiveness, The ARF

ARF Call to Action: Horst Stipp, EVP of Research & Innovation: Global & Ad Effectiveness at The ARF, leads this neuroscience session on methods and approaches that make marketing communications more successful.

11:45am–12:30pm

Leveraging the Power of Second-Screen Apps

Main Stage: Broadway Ballroom, 6th Floor

Dan Aversano, VP, Ad Sales Research and Strategy, Turner Broadcasting System, Inc.

Pamela Marsh, Ph.D., Director, Primary Research and Insights, Annalect/OMD

Huda Shalhoub, Ph.D., Research Director, Innerscope Research

The type of second-screen apps that keep users most engaged and how advertisers can best leverage them.

Comparative Ad Effectiveness on Varying Video Channels

Main Stage: Broadway Ballroom, 6th Floor

Graeme Hutton, SVP, Group Partner, Research, UM

Pranav Yadav, CEO, Neuro-Insight U.S.

UM and Neuro-Insight worked together to find the value of advertising on several online and television video channels.

Predicting Successful Business Models with fMRI

Main Stage: Broadway Ballroom, 6th Floor

Martin de Munnik, Neuromarketing Expert, Neurensics

Learn how after 25 years a runner-up brand beat the market leader on top of mind, brand awareness, image, and shopper traffic thanks to fMRI studies.

12:30–12:45pm

Industry Leader Spotlight - What You Don't Know Can Hurt You: Staying a Step Ahead of the Moving Media Consumer

Main Stage: Broadway Ballroom, 6th Floor

David Poltrack, Chief Research Officer, CBS Corporation , President, CBS VISION

Get a preview of CBS' updates on comprehensive segmentation of the U.S. media consumption market.

12:45–1:45pm

Lunch and Roundtable Discussion Groups

Main Stage: Broadway Ballroom, 6th Floor

Share your insights and questions about how to get to great creative with your tablemates in moderated discussion groups.

1:45–2:45pm

Meet the CBS VISION and Neuroscience Speakers in the Re:Think Meeting and Tweet Room

Foyer, 6th Floor

Cutting-edge insights in concurrent sessions. See below.

1:50–2:10pm

Predicting Sales From Text Mining vs.

Ad Testing: A

McDonald's Case

History

Westside Ballroom, 5th

Floor - Theater 1

Ralph Blessing,

Managing Director,

Ameritest

Adam Page, Associate

Research and Analytics

Director, Ameritest

Surveys: And the

Winner Is . . .

Westside Ballroom, 5th

Floor - Theater 2

Vincent Schiavone, Co-

Founder, Chairman and

Chief Executive Officer,

ListenLogic

Jerry Wind, Professor of

Marketing, The Wharton

School

ONLY For the Bold: Frito-Lay Scores with

Millennial Male Targets

Westside Ballroom, 5th Floor - Theater 3

Ellen Fenwick, Managing Director, Firefly Millward

Brown

Mike Quintana, Director, Shopper Strategy and

Insights, Frito-Lay North America

Leveraging deep consumer insights and multiple-

method research rigor to build better ads for

Doritos and score big with the Millennial Male

target.

Advanced Implicit

Made Easy for

Creative and Tracking

Westside Ballroom, 5th

Floor - Theater 4

Elissa Moses, Chief

Neuro Officer and Head

of the Ipsos

Neuroscience and

Emotion Innovation

Centre, Ipsos

Rafal Ohme, Ph.D.,

Secrets and Lies:

Understanding What

People Aren't Saying

Empire, 7th Floor

Chip Walker, Executive

Vice President, Director

of Brand Planning and

Innovation, Y&R

Belle Frank, Global

Director, Strategy and

Research, Y&R

Joel Weinberger, Ph.D.,

	<p>The power of ad quality to in-market performance. No need to sacrifice quality research for speed.</p>	<p>Discrepant results of an online survey with text mining means shift to reliance on closed-ended surveys to social intelligence.</p>	<p>Founder, NEUROHM Advancing IRT to eliminate the hurdles to broad scale research application.</p>	<p>Partner, Implicit Strategies What people tell us in traditional research is only part of the story.</p>
2:20–2:40pm	<p>The Gift of Relevance: Personalizing Ad Delivery Westside Ballroom, 5th Floor - Theater 1 Mitch Eggers, Ph.D., Chief Scientist, GMI Introduction to GMI's newest tool for painting 360 views of today's digital consumers.</p>	<p>Data Quality: Then and Now, an Evolving Ecosystem Westside Ballroom, 5th Floor - Theater 2 Dyna Boen, CRO, TrueSample From the supply-side to the demand-side of online research, one thing is certain . . . we're all in this together.</p>	<p>Deep Dive: Using Big Data to Talk Like Your Consumers Westside Ballroom, 5th Floor - Theater 3 John DuBois, Co-Founder and President, Oculus360 Lura Hobbs, VP, Marketing, Oculus360 Sean Parker, CTO, Oculus360 How big data helps brands leverage a deep understanding of consumer language and impact communications.</p>	<p>Learn How a New Kind of Marketing Mix Modeling is Better for Media Planning Westside Ballroom, 5th Floor - Theater 4 Mark Battaglia, CEO, ThinkVine Proven advantages of agent-based modeling to media planners.</p>
2:20–2:40pm	<p>JAAM: Dissect the Image, Deliver the Insights Empire, 7th Floor Jeetendr Sehdev, Brand Marketing Expert How JAAM (Jeetendr's Alternate Aptitude Methodology) dissects celebrity image and delivers insights.</p>	<p>Super Bowl Advertising: In the Scrimmage Moment with Mobile Ziegfield, 4th Floor Mike Billingsley, VP, Client Development, Research Now Georgia Phillips, Client Service Director, Luma Research How mobile adds an extra layer of understanding by collecting in-the-moment reactions of viewers during the Super Bowl.</p>	<p>CrowdWeaving: Co-Creating With Your Consumers O'Neil, 4th Floor Karen Bakos, Director, Consumer Insights, Time Inc. Kseniya Ivnikskaya, Research Manager, Time Inc. Learn about the CrowdWeaving process for consumer-led ideation and brand development.</p>	
3:00–3:45pm	<p>Featured CBS VISION Presentation: The New Lifestyle and Psychographic Dimensions of Today's Dynamic U.S. Media Consumer Astor, 7th Floor Katie Clemency, Principal, The Cambridge Group David Poltrack, Chief Research Officer, CBS Corporation , President, CBS VISION At Re:Think 2011, CBS unveiled a comprehensive segmentation of the U.S. media consumption market. Hear an update of that segmentation based on new research with added coverage of the vital social media, mobile, and second screen components of the media landscape.</p>			
4:00-4:45pm	<p>Industry Leader Spotlight - Big Data: Big Results Empire, 7th Floor Timothy Kay, Director of Political Strategy, NCC Media Eric Schmitt, EVP, Communications, Allant Group Dan Sinagoga, Vice President, Political Sales, Comcast Spotlight Learn about recent elections where data was used to inform advertising strategy and extend reach to the right voters. Apply takeaways to commercial strategies and building brands.</p>	<p>Industry Leader Spotlight - The Perfect Pair: Brand and Customer Experience Manhattan, 8th Floor Kajoli Tankha, Campaign Insights Director, Microsoft Eric Villain, Managing Director, Brand and Customer Experience, GfK Marguerite Smith, Senior Marketing Manager, Verizon Wireless Edwin Roman, Director, Consumer Insights, ESPN, Inc. Ben Gilgoff, Director, Global Market Research, Merck Denise Brien, Senior Director, Consumer Analytics and Research, AOL</p>		

Learn why businesses believe that brand thinking and customer experience/satisfaction go hand-in-hand in understanding the health of the business.

4:45–6:00pm	Industry Leader Spotlight Reception Foyer, 7th Floor Build your network, find your tribe, cut deals, meet new strategic partners. Industry icons and luminaries readily available along with cocktails and conversations. Proudly sponsored by Comcast and GfK.			
7:30pm–12:00am	Ogilvy Awards Cocktails and Dinner Main Stage: Broadway Ballroom, 6th Floor Behind every great ad is inspiring research, and the leaders that lead it. Come. Celebrate. Raise a glass to this year's winning ads and their creators. Proudly sponsored by Microsoft Advertising, Avion, CBS VISION, Ipsos, and Ogilvy & Mather.			
Wednesday, March 26, 2014				
8:15am–5:30 pm	Day 3 Rethink skills: better decisions, faster results.			
7:00am–3:00pm	Registration Foyer, 6th Floor			
8:15–8:45am	Make Your Pitch Shubert, 6th Floor and Majestic, 6th Floor Shark Tank meets the ARF! In a series of pitch and feedback sessions with industry leaders and ARF Board of Directors, winning candidates share their business ideas, research initiatives, and even their career aspirations.			
9:00–9:10am	Future Forward Research: Make Your Mark, Build Your Brand Main Stage: Broadway Ballroom, 6th Floor Gayle Fuguitt, CEO and President, The ARF			
9:10–9:40am	Keynote - The Power of Introverts Main Stage: Broadway Ballroom, 6th Floor Susan Cain, Award-Winning Author of Quiet: The Power of Introverts in A World That Can't Stop Talking Introverts are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. Take away gems of insight about how introversion can be advantageous to team, career, and personal brand building.			
9:40–10:30am	Taming the Research Identity Crisis: Forging Your Seat at the Decision Table—Four Winning Papers Main Stage: Broadway Ballroom, 6th Floor Joan Lewis, Global Consumer and Market Knowledge Officer, Procter & Gamble ARF Call to Action: Joan Lewis, Global Consumer & Market Knowledge Officer at Procter & Gamble and ARF Board Member, leads this session on how breaking traditional research rules can make a difference.			
9:40–10:30am	The Art of Research Main Stage: Broadway Ballroom, 6th Floor Niels Schillewaert, Ph.D., Co-founder and Managing Partner, InSites Consulting USA Annelies Verhaeghe, Head of Research Innovation, InSites Consulting	Insights Drive Marketing Innovation Main Stage: Broadway Ballroom, 6th Floor Rick Chavez, Chief Solutions Officer,	REEL Immersion: Breaking the Rules to Discover the Truth Main Stage: Broadway Ballroom, 6th Floor Tommy Stinson, SVP,	Building Strong Connections with Gen X and Gen Y Consumers Main Stage: Broadway Ballroom, 6th Floor Jo-Ann Osipow, Executive Vice President, Brand and Customer Experience, GfK Consumer Experiences North America

Learn how visual analyses fed Diesel's digital strategy on Pinterest and how pictures improved communication between consumers and marketers.	Microsoft Marketing Solutions, an incubation team at Microsoft Advertising, brings in insights, design thinking, and tech expertise to develop unique experiences.	Director of Qualitative Insights, Added Value A new qualitative approach to build more transparency between respondents and researchers, yields deeper and more honest insight.	Kathy Sheehan, EVP and General Manager of GfK Consumer Trends, GfK New learnings have wide-ranging relevance for marketing to Gen X and Gen Y consumers.
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10:30–11:00am

Research Unplugged: Build Your Brand, Make Your Mark

Main Stage: Broadway Ballroom, 6th Floor

Roundtable discussions to reprise, weigh in, and deep-dive on skill-building and career success.

11:00–11:20am

Meet the Speakers and Power Break

Foyer, 6th Floor

Take a break, take a bite, and gear up for more learning. Power networking, build your power brand, find your tribe, regroup, recharge, ready to go change the world back at your desk.

11:20am–12:00pm

Innovation and the Future: Winning Papers and Presentation

Cutting-edge insights in concurrent sessions.

11:20–11:40am

Taking Multicultural Marketing to the Next Level: Diageo

Shubert, 6th Floor

Ola Mobolade, Managing Director, Firefly, Millward Brown

Tachea Corbett

Diageo shares its evolution from multicultural marketing to a total market approach, embedding the "New Majority" vision into its DNA.

Consumer Insights: A Day To Learn, A Lifetime To Master

Majestic, 6th Floor

Robert Atencio, Global VP of Consumer Insights, Pfizer

Learn the building blocks of exceptional research. Insights must find ways to bring the voice of the consumer to the rest of the company.

11:40am–12:00pm

Marketing and Finance Agree on Measurement for Creating Value

Shubert, 6th Floor

Meg Blair, Founding Director, MASB

Scott Davis, VP, Finance and Revenue Management, Frito-Lay North America

Pamela Forbus, VP, Strategic Insights, Frito-Lay North America

Learn how marketing and finance are working together on accountability initiatives, and with other companies.

12:15–12:30pm

Big Data is Creating the “New” Learning Organization

Main Stage: Broadway Ballroom, 6th Floor

Bailey O'Donnell, Global Program Manager, People Analytics, Google

Jeff Buchan, Global Industry Relations, Google, Inc.

Hear how Google is using data to drive people decisions. The payoffs? Happier, healthier, and more innovative workers.

12:30–1:45pm

The ARF Great Mind Awards Luncheon

Main Stage: Broadway Ballroom, 6th Floor

Celebrate those who contribute to the excellence and advancement of insights and analytics. Proudly sponsored by GfK.

1:45–2:00pm

Closing Call to Action for the New ARF: Action Steps from Times Square to Your Desk

2:15–5:30pm

Main Stage: Broadway Ballroom, 6th Floor
Gayle Fuguitt, CEO and President, The ARF
Lessons learned, stories told, thank you, and adieu.

Make Your Mark Research Impact Workshop – Young Pros Limited Exclusive Event

Manhattan, 8th Floor
Robert Atencio, Global VP of Consumer Insights, Pfizer
Jake Beniflah Ph.D., Executive Director, The Center for Multicultural Science
Gayle Fuguitt, CEO and President, The ARF
David Rabjohns, CEO, MotiveQuest
Shelley Zalis, CEO, Ipsos Open Thinking Exchange

Meet industry leaders who have made an impact on the insights and analytics industry and learn how you can make your mark. In a series of table discussions, you have the unique opportunity to hear from pre-eminent pros. Cocktails to follow.