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Digital Platform GPS Identifies Intersection of Brand Strategy in Digital Space

NEW TOOL UNVEILED AT 4A's ANNUAL CONFERENCE OFFERS GREATER EFFICIENCIES and EFFECTIVENESS FOR ADVERTISERS

**Search, Brand Websites, Shopping, Browsing Portals
Account for 60% of Digital Effectiveness**

NEW YORK, NY March 28, 2012 – Brand Keys, the New York-based brand and customer loyalty and engagement consultancy (www.brandkeys.com), presented its Digital Platform GPS (DP/GPS) to the advertising industry at the 4A's *Transformation* conference, in Los Angeles this week. The DP/GPS offers advertisers a view of groundbreaking research that links brand strategy with digital platforms, providing brands the ability to match marketing strategy and web platforms in their categories with greater effectiveness and efficiency.

“Marketers are struggling to identify the intersection of consumer engagement with their brands in digital space, and find themselves under increasing pressure to provide ad effectiveness and cost efficiencies,” noted Amy Shea, Brand Keys EVP for global brand development. “Brands know they have to participate in the digital space. What they need to know is what to do and how best to do it there.”

Across the 83 product and service categories examined, the contribution that digital platforms made to engagement and loyalty were found by consumers to be:

Search: 18%
Brand's Own Website: 16%
Shopping Portals: 14%
Browsing Portals: 13%
Email: 12%
Social Networks: 11%
Mobile Apps: 5%
Blogs: 3%
Online Video: 2%
Digital Magazines: 2%
Digital Newspapers: 2%
Classified: 1%

Music: 1/2%

Gaming: 1/2%

“As pervasive as digital media has become, surprisingly there was no single-source that identified the various digital platforms with which consumers engage,” said Shea. “Brand Keys sorted the top 500 digital platforms by usage into 14 specific digital archetypes, which actually describes how people behave in the digital space.”

The 14 digital platforms identified included the following:

Blogs,
Brand’s Website,
Browsing Portals (e.g., Yahoo),
Classified,
Digital Magazines,
Digital Newspapers,
Email,
Gaming,
Mobile Apps,
Music,
Online Video,
Search,
Shopping Portals (Like Amazon), and
Social Networks

“When we look at brands marketing on these digital platforms today, it’s reminiscent of TV in the ‘50s,” said Robert Passikoff, Brand Keys founder and president. “Brands know a lot about who uses the platforms so they know *where* to target, but that doesn’t tell them how to effectively allocate budgets or where they might attain the highest levels of attention, engagement, and loyalty.”

"CMOs recognize there is no one-size-fits-all approach to digital communication but what’s really fascinating when we look at specific findings by category we see how digital communication platforms are category-dependent, and exactly where digital intersects with the drivers of consumer behavior," noted Shea. "Armed with this knowledge, brands, for the first time, can communicate in digital space with an understanding of *what* strategy to use – and where to say it best."

“There are amazing differences in digital dynamics when you also look at digital involvement through a category lens,” said Shea. “Consumers with top 20% digital category involvement see the world differently. What they expect brands to deliver on those platforms is vastly different and knowing that can impact branding and messaging success. We’re calling those consumers in that top 20% of digital category involvement ‘Higitals.’ But the way digital marketing and adoption is going, when it comes to brand strategy, you might as well call them ‘the future,’” added Shea.

Methodology

The Brand Keys Digital Platform Engagement Index survey comprises 49,000 customer interviews, M/F, 18-65 years of age, drawn from the nine US Census regions. Respondents self-classified for category and brand participation in 83 categories with 598 brands, and reported time spent weekly

on any or all of the set of 14 digital platforms. Results are generalizable at the 95% confidence level using a methodology that has been independently validated. The DPEI provides a unique perspective on digital usage, platforms, category, and brand, and offers marketers the following:

1. Category-specific identification of ranges of Digital Involvement, *i.e.*, time spent weekly on any/all of a set of digital platform archetypes (Social media networking, blogs, mobile apps, etc.).
2. The ranking of each digital platform in each category, based on the percent-contribution the platforms make to engagement and loyalty, offering a hierarchy that can finally inform where to best allocate resources in the digital space;
3. Exactly how those digital platforms connect with the emotional and rational drivers of consumer decision making in each category, allowing advertisers to customize content when using those digital platforms;
4. How consumers with high-digital involvement see each category versus the general population to help steer brands into a digitally-pervasive future;
5. Identification of electronic devices providing the “best” interaction with each of the digital platforms for each category.

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