



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

AIMC MARCAS: HOW TO COPE THE NEED OF GROWING INFORMATION IN OUR MEDIA PRODUCT SURVEY

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AGENDA

- **AIMC MARCAS and the Media-Product Surveys**
- **Technical and Methodological Characteristics**
- **Specific ingredients of AIMC MARCAS**
- **Data management**
- **The future of AIMC Marcas**

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AIMC MARCAS AND THE MEDIA-PRODUCT SURVEYS

- **Media-Product Survey**
 - ◆ Precedents in Spain: SIMM (1992) and TGI (1999)
 - ◆ First delivery MARCAS: 2003
- **Very used in the most developed countries**
- **Single-source information about:**
 - ◆ Use of Media
 - ◆ Consumption of products and brands
 - ◆ Lifestyles
 - ◆ Attitudes about consumption, Media, society, etc.
- **Great segmentation power → advertising planning and commercial politics**

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TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

- **Reference Universe: people 14+ and residents in Spain**
- **Sample Size: 10.000 people**
 - ◆ **Two roles: “Responsible of the house purchases” and “Rest of the people”**
- **Interview technique: self-managed questionnaire**
 - ◆ **Postal delivery and return**

TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

- **Panel Methodology: recruitment sources**
 - ◆ **Access-Panel by TNS (around 90%)**
 - ◆ **Other sources (10%)**
 - ★ **Interviewees from other sources (EGM , other TNS Surveys)**
 - participated in AIMC Marcas in previous years
 - participate for first time

TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

■ Proportional allocation by

- ◆ Geographical area
- ◆ Habitat
- ◆ Role
- ◆ Sex
- ◆ Age
- ◆ Social class
- ◆ Household size

■ Weighting

- ◆ Crossed sociodemographic variables (> 20 matrixes)
- ◆ Audience variables (EGM data)
 - ★ Total of a Media (press, magazines, TV, supplements, Internet, etc.)
 - ★ All the media brands with an audience $\geq 0,5\%$

TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

QUESTIONNAIRE

Section	Content of the section
Introduction	Instructions to fill the questionnaire
1	Media
2	Clothing, footwear, children´s toys and childcare products
3	Food, beverages and products for the house (only for people in charge of the house purchase)
4	Personal consumption
5	Clothing and footwear (questionnaire women / men)
6	Trade and shopping
7	Personal and house equipment
8	Finances, Insurances and motor
9	Travels, holidays, sports and free time
10	A day in your life
11	Hygiene, Beauty and Healthcare (questionnaire women / men)
12	Employment, studies and more opinions

TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

Statistics of the questionnaire

- ◆ 547 products
- ◆ More than 750 media brands
- ◆ More than 850 attitudes and choice criteria
- ◆ More than 2.500 questions
- ◆ More than 7.500 brands

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SPECIFIC INGREDIENTS OF THE MARCAS

- **Special relation AIMC- Kantar Media**
 - ◆ **Spain →A country within an international research (TGI)**
 - ★ **Conditions: questionnaire, timing and sample size**
 - ★ **Local demands of information**

- **JIC Structure**
 - ◆ **Work Group**
 - ◆ **Agencies and Media**
 - ◆ **Kantar Media & TNS**

SPECIFIC INGREDIENTS OF THE MARCAS

- **Marcas → SIMM and TGI**
 - ◆ **Two different approaches**
 - ★ **Attitudes and lifestyles**
 - ★ **Same questions but different options to answer**
- **New demands**
 - ◆ **New technological products (smartphones, tablets, and...)**
 - ◆ **New consumptions in Internet**

Great volume of information

SPECIFIC INGREDIENTS OF THE MARCAS

- **Great volume of information**
 - ◆ **Less quality of the data**
 - ◆ **Less presence of special targets**
 - ◆ **More costs**
 - ★ **Decreasing response rate → Less quality**
 - ★ **Bigger costs of other items**
 - **Impression**
 - **Postal delivery**
 - **Incentives**

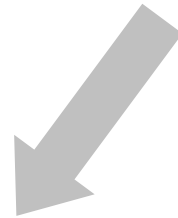
Search of alternatives in data management

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DATA MANAGEMENT

Working paths



**Fusion /
Rotation**



**Reduction of
information &
importance levels**

DATA MANAGEMENT

■ Fusion of the information

- ◆ EGM Experience: multimedia + monomedias data since 2008
- ◆ MARCAS fusion Test: Data basis of 2007 and 2008
- ◆ Products rotation (2009)
 - ★ Very few reduction of the questionnaire
- ◆ Sections rotation (2010)
 - ★ Important reduction of the size of the questionnaire
 - Permanent data (30% of total)
 - Section 1 (Media)
 - Section 12 (Sociodemographic)
 - Rest of information rotated ($\approx 70\%$, 35% per year)

DATA MANAGEMENT

■ Information Analysis

★ Attitudes

- Duplications of the information (SIMM, TGI)
- Ambiguity in the understanding

★ Frequency scales, price, etc.

★ Choice or purchase criteria

★ Join of products (not always advisable)

■ Importance level assignment

◆ To solve adverse effects of the whole section rotation

★ Penalization of dynamic products

★ Long wait until data of new products

DATA MANAGEMENT

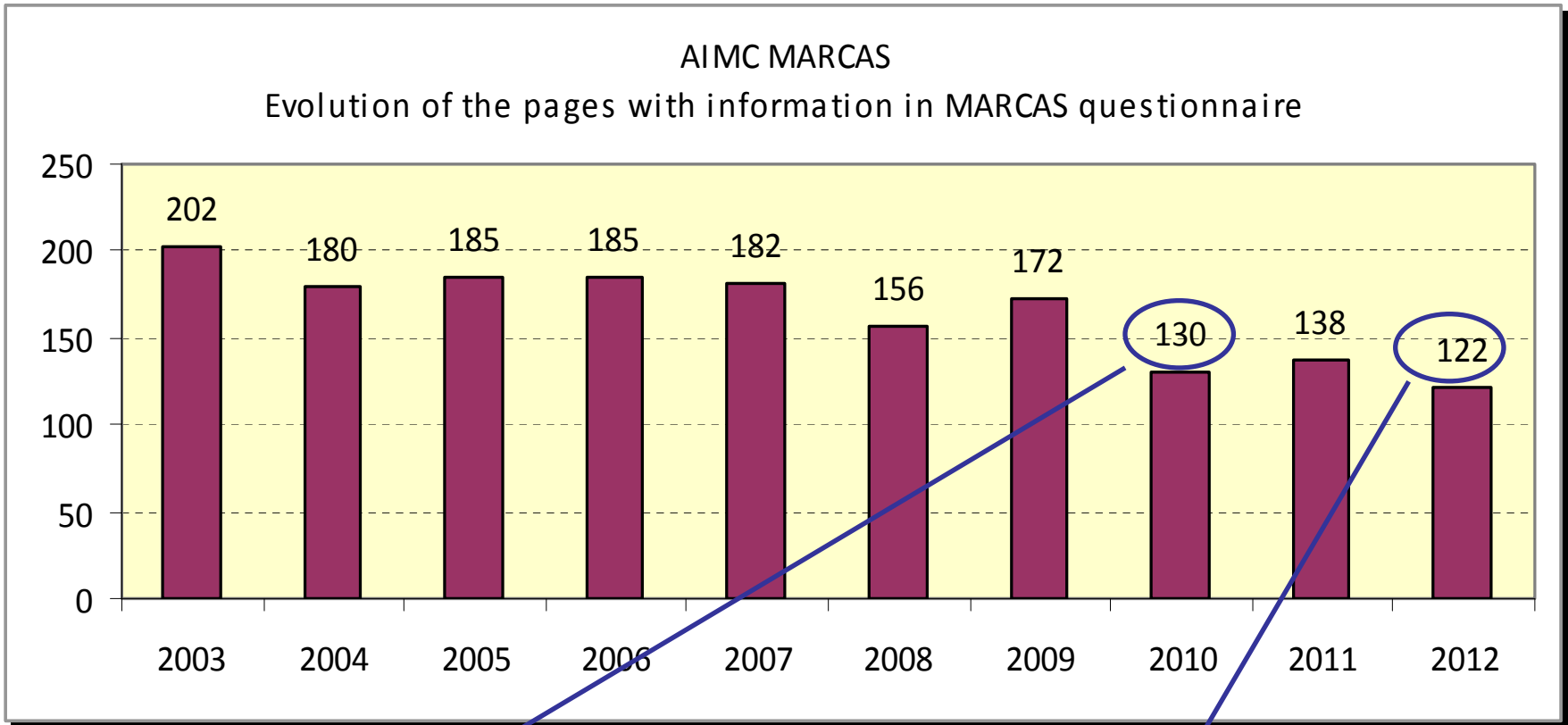
- **Levels of importance assignment**
 - ◆ **Analysis of products based on four levels:**
 - ★ **Level 1: present all the years**
 - ★ **Level 2: rotate yearly**
 - ★ **Level 3: rotate each four years**
 - ★ **Level 4: can be removed**

- **Multiannual planification of the questionnaire**
 - ◆ **Balance in the volume of information and costs**

DATA MANAGEMENT

SEC.	PROD.	SECCIÓN	Total	Nº páginas de información							
			180,6	2012	2013	2014	2015				
			págs.	N 1	N 2	N 3	N 4				
4	13	Bombones en caja	0,17		x			0,17			0,17
4	14	Consumo personal de bombones	0,17			x		0,17			
4	15	Preparados para hacer postres y para dulces	0,06		x			0,06		0,06	
4	17	Caramelos de menta	0,17		x			0,17		0,17	
Total Products Pages											
7A	22	Televisores en su hogar	0,50	x				0,50	0,50	0,50	0,50
7A	23	Criterios de elección de un televisor	0,11	x				0,11	0,11	0,11	0,11
7A	24	Vídeo cámaras	0,17	x				0,17	0,17	0,17	0,17
Section/product											
		Reproductores de DVD, BLU-RAY y	0,33	x				0,33	0,33		0,33
			0,17	x				0,17	0,17	0,17	0,17
7A	29	Cadena HI-FI	0,28		x				0,28		0,28
7A	7.29	Sus criterios para comprar cadenas Hi-Fi	0,17	x				0,17	0,17	0,17	0,17
7A	31	Pilas (incluyendo las recargables)	0,17		x				0,17		0,17
7A	32	Aparatos de sonido personales: Walkman, Discman, MP3, MP4, iPod	0,07	x				0,07	0,07	0,07	0,07
Level of importance											
7A	NP	TABLETS	0,15					0,15	0,15	0,15	0,15
7A	44	Sus criterios de elección de ordenadores	0,17	x				0,17	0,17	0,17	0,17
7A	47	Vídeoconsolas	0,44	x				0,44	0,44	0,44	0,44
7A	48	Juegos para videoconsolas	0,33	x				0,33	0,33	0,33	0,33
7A	49	Programas y juegos de ordenador	0,22	x				0,22	0,22	0,22	0,22
7A	52	Los teléfonos móviles	1,08	x				1,08	1,08	1,08	1,08
7A	NP	APLICACIONES (APPS) PARA EL TELÉFONO MÓVIL Y EL TABLET	0,17	x							0,17
Volume of space (in paper)											
7A	7.52	Sus criterios para elegir operador de telefonía móvil	0,17	x				0,17	0,17	0,17	0,17
7A	90	Nuevas Tecnologías en el hogar	0,17	x				0,17	0,17	0,17	0,17
7A	97	Radio Digital / DAB	0,03	x				0,03	0,03	0,03	0,03
7A	98	GPS / Navegador por satélite	0,11		x				0,11		0,11
7A	99	MP3 / MP4	0,22	x				0,22	0,22	0,22	0,22

DATA MANAGEMENT



Sections rotation and fusion

Importance Levels

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THE FUTURE OF AIMC MARCAS

■ Scenario

- ◆ **Economic Crisis → depressed advertising investments**

- ◆ **Objective: reduction of the costs**
 - ★ **without decreasing the sample size**

- ◆ **Problems**
 - ★ **Difficulty of removing products**
 - ★ **Long rotations → quality of the fussed data**

THE FUTURE OF AIMC MARCAS

- **Alternative: online methodologies**
 - ◆ **Test AIMC MARCAS ONLINE**
 - ★ **Sample design more suitable**
 - ★ **Response rates**
 - ★ **Influence in the results of the online methodology**



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THANKS FOR YOUR ATTENTION



EMRO 2012 – Brighton, June 11th