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
  - 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 ≥ 0,5%
## TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

### QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Section</th>
<th>Content of the section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Instructions to fill the questionnaire</td>
</tr>
<tr>
<td>1</td>
<td>Media</td>
</tr>
<tr>
<td>2</td>
<td>Clothing, footwear, children’s toys and childcare products</td>
</tr>
<tr>
<td>3</td>
<td>Food, beverages and products for the house (only for people in charge of the house purchase)</td>
</tr>
<tr>
<td>4</td>
<td>Personal consumption</td>
</tr>
<tr>
<td>5</td>
<td>Clothing and footwear (questionnaire women / men)</td>
</tr>
<tr>
<td>6</td>
<td>Trade and shopping</td>
</tr>
<tr>
<td>7</td>
<td>Personal and house equipment</td>
</tr>
<tr>
<td>8</td>
<td>Finances, Insurances and motor</td>
</tr>
<tr>
<td>9</td>
<td>Travels, holidays, sports and free time</td>
</tr>
<tr>
<td>10</td>
<td>A day in your life</td>
</tr>
<tr>
<td>11</td>
<td>Hygiene, Beauty and Healthcare (questionnaire women / men)</td>
</tr>
<tr>
<td>12</td>
<td>Employment, studies and more opinions</td>
</tr>
</tbody>
</table>
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 $\rightarrow$ 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 (≈ 70%, 35% per year)
DATA MANAGEMENT

- Information Analysis
  - Attitudes
    - Duplications of the information (SIMM, TGI)
    - Ambiguity in the understanding
  - Frequency scales, price, etc.
  - Choise 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
<table>
<thead>
<tr>
<th>Section/Product</th>
<th>Total Products</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<td>4 14 Consumible personal de Bombones</td>
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<tr>
<td>4 15 Preparados para hacer postres y para dulces</td>
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<td>4 17 Caramelos de menta</td>
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<td>7A 22 Televisores en su hogar</td>
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<td>7A 24 Video cámaras</td>
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<td>7A 29 Cadena Hi-Fi</td>
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<td>7A 52 Los teléfonos móviles</td>
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<td>7A 98 GPS / Navegador por satélite</td>
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<td>7A 99 MP3 / MP4</td>
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</tbody>
</table>

**Total Products Pages**: 1

**Annual planification**: 0,17

**Level of importance**: 0,17

**Volume of space (in paper)**: 0,17

1 = one whole page
DATA MANAGEMENT

AIMC MARCAS
Evolution of the pages with information in MARCAS questionnaire

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
THANKS FOR YOUR ATTENTION