



CaseStudy

MediaMark Research at The Marketing Forum: Getting straight to the time-crunched senior decision-maker



One-on-One Meetings



Group Meetings



Conference

MediaMark Research (MRI) is one of America's most trusted resources for media and consumer research. MRI's Survey of the American Consumer™ is the #1 source of audience data for the U.S. consumer magazine industry, and the nation's most complete and reliable source of multimedia audience statistics. But, as well-known as MRI is, it's still a challenge for the company to attract the attention of key marketing decision-makers. And when MRI has an offering in a new space – one that its potential clients don't necessarily associate it with – the challenge is even greater. Fortunately, MRI has found a way to get its message directly to the decision-makers it needs most: The Marketing Forum.

GETTING TO 'STAGE 2': COMMUNICATING VALUE

Says George Kronheimer, Vice President/Advertiser Sales at MRI, "With people so busy and time-crunched, it's very hard to prospect in today's world. When you call out of the blue or send email, and they don't know who you are, they just don't take you seriously. I know that if I can

get them to listen for a few minutes, I can do my job. That's 'Stage 2' of selling, and I can do it really well. The problem is 'Stage 1': getting their attention. But at the Marketing Forum, they sit down with you. You have their attention. You get them to listen to you for 25 minutes. They've allowed you into their space. You can really communicate the inherent value of your products and services."

That's been especially helpful as Kronheimer seeks to promote MRI's new Web-based product offerings. "Of course, we've long been known for our national studies of US consumers' media usage, product usage, and demography. However, in the online space, we can also create custom online customer panels for our clients, and perform monthly surveys of those customers. People know MRI, but they don't know us for this product, and they wouldn't normally spend time trying to understand it. Whereas, in a 25-minute meeting at the Forum, we can get the word out about it, because people have to listen."

continued on page 2

**GEORGE KRONHEIMER, VP/ADVERTISING SALES
MEDIAMARK RESEARCH**

"At the Marketing Forum, they sit down with you. You have their attention. You get them to listen to you for 25 minutes. They've allowed you into their space. You can really communicate the inherent value of your products and services."





Mealtime Meetings

THE FASTEST ROUTE TO THE MOST DECISION-MAKERS

"The Marketing Forum helps you reach out to a really large, very eclectic group with a wide range of interests in many different product categories. That's the #1 advantage of the event: it gives you the leverage to connect with an enormous amount of key contacts in a very short and efficient timeframe.



Networking

"We tried a land-based event that claimed to do the same thing," adds Kronheimer, "but The Marketing Forum was just better run. Richmond is just better organized – and that's a big deal, because otherwise, you waste time and miss people."

Of course, merely talking to potential client companies is a start, but it's not enough: you need to speak with people who have purchasing authority. According to Kronheimer, The Marketing Forum shines there, too. "Richmond Events is quite good at identifying key decision makers. In most cases, the people we're speaking to at the Forum are in fact making the decisions we care about. And if they're not my decision-maker, they're really close to my decision-maker, and they can quickly refer me."



Conference

MRI has participated in the Forum for four consecutive years, says Kronheimer – and several new business relationships have come out of the event, with companies ranging from Beech-Nut to Earthlink to the United States Tennis Association. "Last year, for instance, we met Oakley. That onboard meeting clarified our unique selling proposition in our client's eyes, and led the individual to clearly understand what we could deliver. We had a follow-up meeting afterwards to reinforce what our research could provide to Oakley, but the initial meeting sold her right there, and we have an ongoing relationship now."

The Marketing Forum is the premier event connecting senior marketing executives at leading U.S. companies with the world's leading suppliers of media, marketing, branding, interactive and advertising services and products. Senior marketing executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with senior-level colleagues in a luxurious, distraction-free environment. These senior executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field's highest value solutions.

For more information on this exclusive Forum, please contact:
DAVID HEIMLICH at (212) 651-8767 or
dheimlich@richmondevents.com.