

Jack Myer
media

According to repeated nationwide surveys,
**More Doctors
Smoke CAMELS
than any other
cigarette!**

Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most
was Camel!

You'll enjoy Camels for the same reasons
so many doctors enjoy them. Camels have
cool, cool mildness, pack after pack, and
a flavor unmatched by any other cigarette.
Make this sensible test: Smoke only
Camels for 30 days and see how well Camels
please your taste. How well they suit
your throat as your steady smoke. You'll
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



MARJORIE D'AMICO says: "I like
Camels. They have what we
doctors and some smokers like."



BILL BROWN says: "I get more
pleasure from Camels than
from any other brand."



RALPH BELLAMY says: "Camels
are my life and I don't
smoke any other brand."



They have
users or
try

17
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s today...

eMarketer™



Top Marketing

#1. **Integrations**

#2. **Account-based marketing**

Integrations

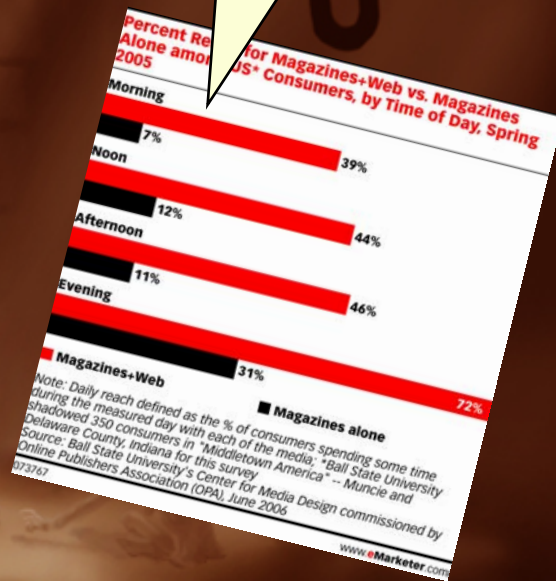
NONLINEAR STATISTICAL MODELING

PROCEEDINGS OF THE THIRTEENTH INTERNATIONAL SYMPOSIUM IN ECONOMIC THEORY AND ECONOMETRICS: ESSAYS IN HONOR OF TAKESHI AMEMIYA



Source: Association of National Advertisers and Booz Allen Hamilton, 2008; survey conducted among 157 ANA-member marketers

"I confess! The number is 78%."



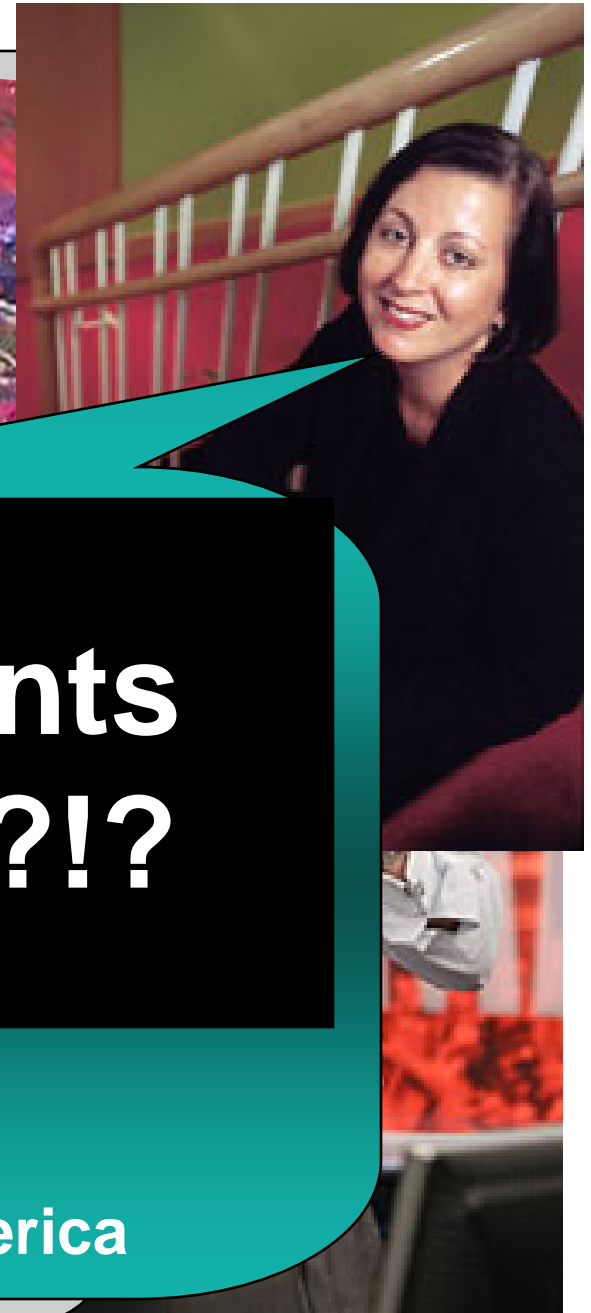
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Ratings (circa 2001)



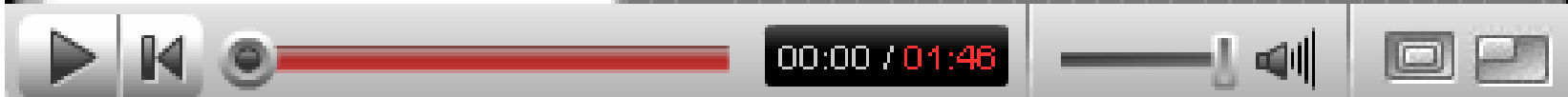


**Which data points
can we believe?!?**

“
media.”

is
Pollack painting.
--Carla Hendra, Ogilvy North America

**What % of Internet Users
Watch Video Online?**



What % of Internet Users Watch Video Online?

Ipsos.....	34%		
ChoiceStream...	36%	Horowitz...	86%
Frank Magid...	69%	AP/AOL.....	40%
		Frank Magid...	52%
eMarketer...	72%	comScore...	75%
Parks Assoc....	29%	Deloitte.....	36%
Pew...	48%	Nielsen Online...	73%



73% = 137 million Americans

Weekly

Monthly

Dynamic Logic.. **40%**

AP/AOL..... **40%**

Deloitte..... **36%**

ChoiceStream... **36%**

Ipsos..... **34%**

Leichtman..... **31%**

Horowitz, ... **86%**

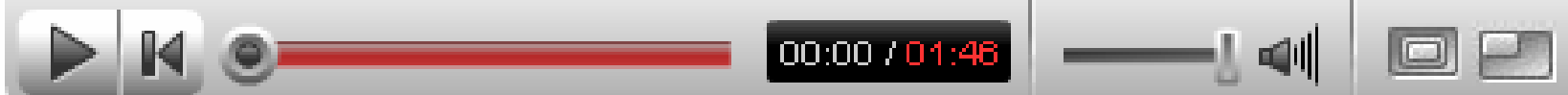
comScore..... **77%**

Nielsen Online.... **73%**

eMarketer..... **73%**

Frank Magid..... **65%**

Dynamic Logic.... **58%**





At **\$775 million** in 2008,
behaviorally targeted ad
spending is only **3%** of
total online ad spending

--eMarketer

“Individual data is shared to create
über groups that display similar
behavior across a range of media-
owner sites.”

--Stuart Colman, Financial Times



B L I C

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(the hub)

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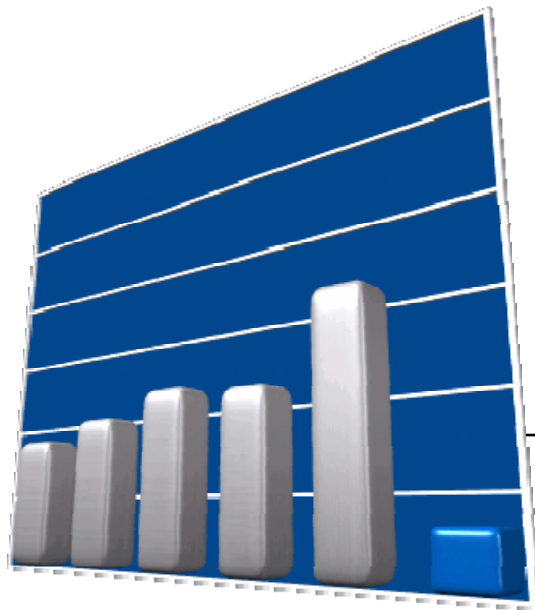
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“Data is the new Rock Star at ad agencies.”

--Sarah Fay, Carat

FLAVOR



IS DATA FRIEND OR ENEMY?



Geoff Ramsey
CEO
eMarketer



Michelle Bottomley
Ogilvy NY



Vipin Mayar
MRM & McCann



Dave Smith
Mediasmith, Inc.



Guy Wiewnk
AKQA NY