

2010-09-09

Program, RAM Inspiration Day 2010

08.30-09.00 Check-in

09.00-09.10 Welcome, Bob Busch, RAM

09.10-09.50 Suzanne Raitt, CNA

09.50-10.30 Adam Cook, The Virginian-Pilot (Pilot Media)

10.30-10.45 Coffee + RAM Inspiration Bar

10.45-11.30 Mette Throndsen, Drammens Tidende

11.30-12.15 Fredrik Hallberg, Bright Media

12.15-13.30 Lunch at Café Opera

- **13.15-13.30 RAM Inspiration Bar**

13.30-15.00 Parallel Workshop Sessions:

- 13:30 Editorial measurements & Engagement. Or...
- 13:30 Consumer Behavior measurements and connected ad research.

15.00-15.30 Coffee + RAM Inspiration Bar

15.30-17.00 Parallel Workshop Sessions:

- 15:30 Web & Web TV measurements. Results and findings. Or...
- 15:30 RAM Output & Creative Usage.

17.00-18.00 Mingle before dinner at Café Opera

18.00-22.00 Dinner at Café Opera



Speakers during the morning:



Suzanne Raitt, Vice President of Innovation and Marketing at the Canadian Newspaper Association, CNA (www.cna-acj.ca/en)

Suzanne Raitt represents the combined Canadian Newspaper Association/Community Newspaper Association. In her role, Suzanne works to provide advertisers, media planners and creative agencies (as well member papers) with the latest newspaper information and creative advertising examples from around the world. She also sources and shares the most current ideas and thinking from innovators in media and other industries.

Suzanne holds three University degrees from the University of Western Ontario with the most recent being a MBA.

She loves RAM and has been a supporter of the work and advertising cases for years.

Content of Suzanne's presentation:

'The Strength of Newspapers' is a Canadian Newspaper Association presentation which has been created to highlight the power and effectiveness of newspapers and their sites. It is a Speed Date where media planners and advertisers are invited to have a relationship with the medium. Research and examples from Canada and around the world have been sourced to make the case. Topics include: Our baggage – both good and bad; Our online persona; Our appeal; Willingness to try new things – innovation; Track record – including ROI; and Our future...together.



Adam Cook, Senior Market Research Analyst at The Virginian-Pilot, Pilot Media, USA (www.pilotonline.com)

His work, at the Virginian-Pilot, covers all value messaging, consumer trending, market forecasts and effectiveness studies for advertising and news content. He has been nationally recognized by the Newspaper Association of America for his work with more than a half dozen awards, and was the first American to be internationally recognized for his work in advertising effectiveness research with RAM's 2008 Case Study of the Year.



Adam has successfully used RAM to help retain more than \$3 million and generate an additional \$1.5 million in ad revenue within the last 3 years.

Content of Adam's presentation:

Adam will be discussing how Pilot Media has successfully integrated RAM into advertising, news and marketing strategies in order to help increase revenue, readership and the company's brand position.



Mette Thronsdén, Managing Director, Drammens Tidende, Norway
(www.dt.no)

Since 2008 she is a Managing Director of Norway's 9th largest newspaper, Drammens Tidende, which is part of the Edda Group. Before that she had several senior managerial positions within MediaCom, TV3 and Viasat Plus. Mette is a young and energetic leader and has many interesting ideas on the use of RAM to develop customer relations.

Content of Mette's presentation:

Mette will focus on the following areas in her presentation:

- Media investment does not always follow consumer behavior. RAM is a tool that helps Drammens Tidende to give advice to their customers on optimization of the ad investment.
- Combination of newspaper and web as an important tool in the media mix and the development of creative concepts.
- Using RAM as the lever to enhance the customer satisfaction through analyses.
- Case study: a customer got better results from the use of RAM and the campaign was underlining the qualities of the media and customer targeting.



Fredrik Hallberg, Senior Internet Analyst Consultant at Bright Media, Sweden (www.brightmedia.se)

He is one of the Sweden's leading Senior Internet Analyst Consultants with deep knowledge and understanding on the fundamental structure of the Internet and how to best expand new business opportunities with the Internet.

His report on 'Open Source Marketing' is course literature at Gothenburg School of Business. Fredrik has been consulted by e.g., MSN, MTV, Ericsson, Telia, Torget, Aftonbladet, Lunarstorm, Passagen, Salomon Sports, Eniro, SEB and Länsförsäkringar. He is also a frequently consulted speaker at Internetworld, Conferator, IBC Euroforum and Institute for International Research.

Content of Fredrik's presentation:

Blogs, podcasting, videocasting, web TV, online games, virtual communities, microblogs, search engines etc. How should companies and organizations act? What makes an activity on the Internet successful or unsuccessful? Fredrik Hallberg will tell about the possibilities and limits of the social media, and what steps are needed in order to make sure that the new media fits into the total media mix of a company.

Agenda:

- From centralized distribution to distributed communication
- From passive consumers to interactive participants
- From controlled to uncontrolled communication
- From economics of scale to diseconomics of scale
- From buzzwords to concrete customer benefit and company profitability.



Parallel Workshop Sessions during the afternoon:

Parallel session 1

13:30 Editorial measurements & Engagement. Or...

13:30 Consumer Behavior measurements and connected ad research.

Parallel session 2

15:30 Web & Web TV measurements. Results and findings. Or...

15:30 RAM Output & Creative Usage.

Contents of the parallel sessions:

Editorial Measurement & Engagement

- How to use it as an editorial development tool?
- How to assess the brand?
- How to use it to steer editorial development and stimulate staff?
- How to think about RAM strategically?

Session holders: Erik Wilberg, RAM and Kjersti Stavrum, Aftenposten

Consumer Behavior measurements and connected ad research

- About the different variants of Consumer Behavior: National Study, Local Study and Repeated Study
- How to get started with the Consumer Behavior studies?
- Using Consumer Behavior to show ad efficiency

Session holders: Ola Friskopp, Larry Wood, Bob Busch, RAM; Wendy Hurwitz, Gannett and Naveed Ashraf, Stavanger Aftenblad

Web & Web TV measurements. Results and findings.

- Alfred Ruth, Videoplaza: Possibilities and future of Web-TV advertisement
- Tom Ellingsen, Finn.no: Portal advertisement
- Staffan Hultén, RAM: Web-TV results and findings so far
- Mats Hägglund, RAM: What next developments

RAM Output & Creative Usage

- Louise Gränne, Hallandsposten: Challenging the paper's attitudes - experience study
- Maris Tuvikene, Kärkimedia: Voting for the best ad
- Julie Baretzky, The Sacramento Bee: Developing the advertiser
- Johan Wilberg, RAM: A collection of ideas