



Advertiser Perceptions

USING BUYER / SELLER ROUNDTABLES TO DRIVE ATTITUDES AND BEHAVIORS



We've had such a long relationship with Advertiser Perceptions, more than 15 years. Their research, in particular the Advertiser Intelligence Report, has really become a primary barometer of success for each of our publishers and senior management. At its core, it's an authentic view of our position, but the real value is in the consulting and guidance. The Advertiser Perceptions team and the expert industry context they provide give us an opportunity to talk honestly about where we are, where we need to be going, and in many cases, what we need to change or focus on.



Britta Cleveland

SVP, Research Solutions, Meredith Corporation



The Challenge

Meredith generates a lot of advertiser feedback, but it's scattered among the salespeople and inconsistent. They needed a better, more complete, more unvarnished view of how their programs are actually performing for advertisers and what might be missing - and then track it over time. Part of the challenge was to monitor Meredith's trade advertising and determine if it's actually driving a change in attitudes and behaviors among advertisers.

The Solution

In addition to leveraging existing research with Advertiser Perceptions, the AP team suggested conducting several roundtable discussions with advertisers to augment those syndicated tracking insights. The meetings would provide an opportunity for Meredith sales and marketing to connect directly with prospects and clients and generate a valuable discussion on a level playing field. The roundtable discussions would be created and moderated by Advertiser Perceptions experts. It allows Meredith to ask the questions that may not be asked during a regular sales call. And it allowed the advertisers to speak freely, realizing they are being listened to, that their opinion matters, and that the meeting was not "just another sales call."

The Process

Meredith enjoys a truly collaborative internal team, and that extends to their long relationship with Advertiser Perceptions. The process starts with brainstorming about issues that have emerged and questions they don't have answers for. Ideas are thrown on the table, and a series of discussions take place. Surveys and discussion documents are developed by Advertiser Perceptions and reviewed with the Meredith research team. After some back and forth, challenges to ideas and language, the groups collaborate on a final set of documents which is then reviewed by the major stakeholders on the Meredith team.

THE RESULTS

In a series of meetings, Meredith was able to get key clients in one room and demonstrate their ability to listen carefully to advertiser needs and develop a strategy moving forward. And since advertisers spoke freely, the intelligence gathered allowed Meredith go beyond the collections of insights, but to actually answer the internal question... "what now?" Advertiser Perceptions experts were able to take the information gathered, and say here's the problem, here's the solution, here's how to fix it.

Actions Taken

- From all of this, Meredith uncovered a complete, unbiased, 360-degree view of their brand message and value. Led by senior management, Meredith conducted company-wide presentations to talk about performance, objectives and messaging – keeping the entire company aligned regarding overall mission and goals.
- The Meredith marketing team was able to adjust trade advertising strategies and messaging.
- The Meredith sales team was able to leverage findings to customize sales pitches to each client.
- Meredith had an opportunity to collaborate directly with clients to determine actionable results.