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Collective Teams with Client ZenithOptimedia to Demonstrate the Power of Online Data to Enhance TV Planning

Leading Multiscreen Audience Advertising Platform Offers Advertisers Unique Insights Into Their Own TV Viewing Habits Using TV Analytics at 4A's Transformation 2014

LOS ANGELES, March 18, 2014 /PRNewswire/ -- Collective (<http://www.collective.com/>) — an advertising technology company connecting brand marketers to modern multiscreen consumer audiences — with client ZenithOptimedia, today showcased strategies and successes derived from ZenithOptimedia's flagship adoption of Collective's TV Analytics product in a presentation at the 4A's Transformation conference in Los Angeles.

Collective's TV Analytics gathers consumer website data to analyze what the best audiences are for brands on broadcast and cable television, unlocking the power of online activity for enhanced TV planning. This allows brands to amplify advertising efforts, create market opportunity from purchase and engagement data, improve effectiveness of campaigns, and leverage real-time performance of live, in-market consumer response.

The strategies derived by these insights were showcased by ZenithOptimedia's, President – Activation, John Nitti and Senior Vice President – Director of Research, John Nuding. The duo illustrated the type of information ZenithOptimedia (<http://www.zenithoptimedia.com/>) derived from TV Analytics, and outlined the strategies it informs; increasing conversion, improving efficiencies, and making inroads with competitor customers. Furthermore, they showed how this data is weighted at up to 25% of internal analysis when determining the best shows and networks for brands to buy.

"About 78% of – or eight out of ten – shoppers use the Internet to research products and services. Collective's TV Analytics product has been critical in enabling our clients to use real-time, in-market data to determine what networks and shows they should buy," said ZenithOptimedia President John Nitti. "Of course, our clients have been equally impressed, both by the greater level of insights and by the efficiencies our optimizations are able to provide them."

Further illustrating the type of insights derived from TV Analytics, the 4A's sampled the product on their own website, in order to collect TV viewership information about their own audience. As the conference's presenting sponsor, Collective worked with the 4A's months in advance to analyze the organization's website traffic, determining their visitors' TV viewing habits. Collective will display the findings on the 4A's stage between presentations.

TV Analytics tracking on the 4A's site led to findings that were often entertaining, shedding ironic light on the TV consumption activity of brand marketers, the very people who leverage this type of consumer tracking. For instance, Collective found that brand marketers apparently enjoy Bravo on their downtime.

Additional Research Findings:

1. ABC was the most watched major television network and the two most watched shows were "20/20" and "Super Fun Night."

2. "NCIS: Los Angeles" was the most popular crime show procedural.
3. The children of the 4A's membership base are most likely to watch "Arrow."
4. "Sean Saves the World" was the most watched canceled TV show.
5. The Fantasy Genre dominated the top 10 most watched shows.

"We're thrilled that the 4A's recognized the innovative opportunity to showcase how TV Analytics enables marketers, for the first time ever, to use real-time online consumer data to optimize their TV spend (and not just their digital spend). Making TV buys even 10% more effective in a \$70B market can drive billions in savings for advertisers," said Joe Apprendi, CEO of Collective. "Our goal has always been to help brands connect to their most valuable consumers in an evolving, tech-informed world."

About Collective

Collective (<http://www.collective.com/>) is a leading data-driven, programmatic advertising company that connects brand marketers to audiences with personalized ad experiences across screens and formats. Collective's unified view of the consumer platform breaks down traditional media silos and enables brands to control audience reach & frequency and choreograph messaging across TV, PC, tablet and smartphone devices. Headquartered in New York with offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, San Francisco, London and Bangalore. Collective is backed by Accel Partners, Cox Media Group, Greycroft Partners, iNovia Capital and Samsung Ventures. To learn more about Collective, visit www.collective.com (<http://cts.businesswire.com/ct/CT?id=smartlink&div=lhbdcag&url=http%3A%2F%2Fwww.collective.com&esheet=50385217&lan=en-US&anchor=www.collective.com&index=5&md5=f6c865bf4466d4ed196d68da1c5586d8>).

About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com (<http://www.zenithoptimedia.com/>) - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, British Airways, Electrolux, General Mills, Lactalis, LVMH, Nestle, News Corporation, L'Oreal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, Telefonica O2, Toyota/Lexus, Verizon and Whirlpool.

About the 4A's

The 4A's is the national trade association of the advertising agency business. Its membership comprises virtually all of the large, multinational agencies and hundreds of small and mid-sized agencies from across the country that employ some 65,000 people. More than 1,200 member agency offices representing some 750 agency brands who offer a wide range of marketing communications services and place 80 percent of all national advertising are served by the 4A's. The management-oriented association, founded in 1917, helps its members build their businesses, and acts as the industry's spokesperson with government, media, and the public sector. For more information, visit the 4A's Web site at www.aaaa.org (<http://www.aaaa.org/>).

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