

Press contact:

Nicole Karepin nicole.karepin@zenithoptimedia.de Tel. 0211/5 280 999-249 Mobil 0175/72 43189 Twitter @NixeKa

“Structure of Information”: Zenithmedia Munich takes a closer look at industrial decision makers’ use of the media

Munich, 1th July 2010 – Exactly where and how decision-makers in the industrial sector find their information before making their professional purchasing decisions is of great interest to companies advertising services, machinery, IT or technical equipment to this target group. The media agency Zenithmedia Munich, part of the ZenithOptimedia network, has looked into this question in conjunction with the Konradin media group. The result of their analysis is the joint study “Structure of Information” (Sol).

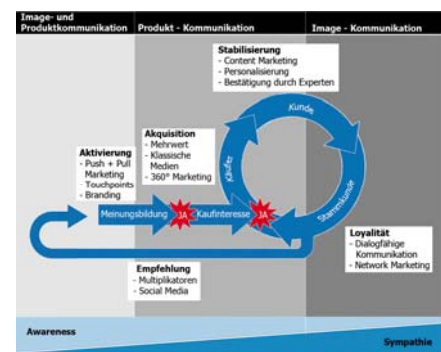
In the course of the study, telephone interviews with over a thousand technical and commercial decision-makers from 16 sectors were conducted, in which they were asked questions about how they used different media, and their preferences in terms of advertising media and placements.



Cover Study “Structure of information”

The most important finding from the study was that online media is used more frequently for obtaining information than trade publications. Thus almost half of those questioned stated that they use search engines several times a day for professional purposes. Of the 89.5 percent of decision-makers questioned who use trade publications, more than half stated that they do so once a week or once a month. Overall, 41.8 percent of those questioned use forums, 34.3 percent use blogs and 26.7 percent use communities. The commercial decision-makers in particular hedge their decisions by reading reports of other users’ experiences in forums and blogs.

As well as their behaviour with regards to media usage, the study also examined the role of the individual media channels in the decision making process. It thus became apparent that newsletters, for example, play almost no role in the specific search process in preparation for making decisions, but they are very suitable for brand and image cultivation, and are used by more than 81 percent of those questioned.



Central figure. For Details see picture link below

“Precisely because we didn’t restrict ourselves to the question of which media are known and used, but in addition analysed their specific role in the decision making process, the ‘Structure of Information’ fills a gap in the existing studies”, says Wolfgang Schuldlos, Managing Director Zenithmedia Munich.

“We are able to show in concrete terms how intramedial synergies or cannibalisation effects

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can develop during the search for information, and which advertising media have the greatest potential for which purpose”.

Advertisers can obtain individual analyses by sector, the position of the decision-maker, the type of purchasing or sociodemographic criteria. The price depends on the scope of the analysis.



Wolfgang Schuldlos, Managing Director Zenithmedia Munich

Pictures:

Study cover picture: http://www.zenithmedia.de/fileadmin/img/presse/Sol_Titelseite.jpg

Central figure:

http://www.zenithmedia.de/fileadmin/img/presse/Sol_Schaubild_Infoverlauf-rgb.jpg

Wolfgang Schuldlos:

http://www.zenithmedia.de/fileadmin/img/presse/Wolfgang_Schuldlos_rgb.jpg

Logos:

Zenithmedia:

- Web version: http://www.zenithmedia.de/fileadmin/pressebilder/presse_logo.jpg

- Print quality EPS: http://www.zenithmedia.de/fileadmin/pressebilder/zenithmedia_logo.eps

Press releases about ZenithOptimedia studies:

- “Advertising Expenditure Forecast” of 7 April 2010: Worldwide advertising market on course for recovery: http://www.zenithmedia.de/fileadmin/pdf/2010-04-07-PM_AEF_deutsch.pdf

- “Opportunities and risks for media and marketing in Germany”: ZenithOptimedia publishes forecast 2010:

http://www.zenithmedia.de/fileadmin/img/presse/2010-02-18-Chancen_u_Risiken_MM.pdf

About ZenithOptimedia:

The ZenithOptimedia network is one of the top 5 media agency networks in the world, and with more than 218 offices in 72 countries forms part of the largest communications agency in Europe, Publicis Groupe S.A. In Germany the ZenithOptimedia Group comprises the full service media agencies Zenithmedia and Optimedia, which maintain offices in Düsseldorf, Frankfurt, Munich and Hamburg. These look after more than 150 national and

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international brands, including L'Oréal, Nestlé, Puma and Toyota. The ZenithOptimedia agencies have won numerous awards, including "Media Agency of the Year" several times at both the M&M Awards and the "Deutscher Mediapreis".

About VivaKi:

VivaKi is part of Publicis Groupe (Euronext Paris: FR0000130577), the third largest provider of communication services in the world, which is represented in 104 countries on all continents and employs over 44,000 people. VivaKi combines the strengths of the globally active media networks ZenithOptimedia and Starcom MediaVestGroup, the two leading digital communication agencies Digitas and Razorfish, and the innovative creative agency Denuo. On behalf of these agencies' customers, the VivaKi Nerve Center develops services and technologies for the combining of target groups and the dissemination of advertising messages which connect advertisers with their consumers in an increasingly digitized world.