

Strategic Resources & Tools in the USA

----- SEPTEMBER 2006 – report n°w33 - available in the USA report -----

CONTENTS

1 - Evaluation of 12 agencies

2 - Hot research topics:

- 1- the engagement issue;*
- 2- consumer research;*
- 3- channel planning/ integrated communications planning;*
- 4- ROI analysis/ accountability;*
- 5- mixing national and local;*
- 6- the minute-by-minute controversy;*
- 7- branded entertainment/ product placement/ product integration;*
- 8- word of mouth;*
- 9- new media*

3 - Inventory of agency resources:

- * Consumer Insight*
- * Strategic Planning*
- * Optimisation of channel implementation*

GroupM: MediaCom ; Mediaedge:cia ; MindShare ;

Publicis Groupe Media: Zenith / Optimedia ; MediaVest ; Starcom

Omnicom: OMD ; PHD ;

Interpublic: Universal McCann ; Initiative ;

Carat (Aegis) ;

MPG (Havas)