



## 43<sup>rd</sup> Congress of the German Market Research Industry

### **Convergence, Communication and the Consumer** **Advertising and Media in the Attention Society**

Current trends, new perceptions and innovative practice areas of advertising and media effects take center stage in the presentations and discussions for the 43<sup>rd</sup> Congress of the German Market Research Industry, organized by the German Market and Social Research association, Berufsverband Deutscher Markt- und Sozialforscher (BVM) taking place from June 4–6, 2008 in the Congress Center Hamburg (CCH).

“Connecting through Cookies“, is the name of the campaign launched in November last year by US biscuit manufacturer, Pepperidge Farm, a subsidiary of the Campbell Soup Company, with its website [artofthecookie.com](http://artofthecookie.com). However you choose to rate this attempt to communicate innovatively, it is an indicator that companies in the consumer good industry, which until now have mainly relied on the classic media, are now looking for new ways to communicate with their potential customers. They are particularly keen to take advantage of the growing popularity currently enjoyed by online social networking the world over, but especially in the USA.

#### **Background to this year’s Congress theme**

Andrew Robertson, CEO of BBDO Worldwide, one of the major advertising agencies which belongs to the Omnicom empire, recently told the New York Times that, when it comes to corporate communications with potential clients, it all comes down to “attention”. “We have plenty of technology, media and information, but regardless of whether we dabble in consumer markets, the media, politics or private social networking, it’s actually attention which is in short supply.” Robertson adds that “in today’s world, you have to work hard to be able to attract and retain somebody’s attention, since in essence, you are an uninvited guest”.

The central theme of this year’s Congress of the German Market Research Industry is establishing and retaining consumer attention in a landscape saturated by advertising, media content and messages. More than 20 experts from the fields of science, media and advertising research and advertising agencies will present and discuss different perspectives and insights relating to research into media and advertising effectiveness.

#### **Central themes of the Congress:**

##### **1. The Attention Society: the many faces of media effectiveness**

How to attract attention and what are the processes underlying consumer perceptions and emotions?

##### **2. Consumers and media users**

Whose attention do the media, advertisers and brand manufacturers want to attract?

##### **3. The many types of attention**

How can data be recorded and analyzed? Studies and analysis tools in media consumption.

##### **4. Social Networking 2.0**

Vertical take-off of a young medium in the attention society and new possibilities for research and communication.

#### **Congress Management**

Dr. Ulrike Schöneberg, Martina Winicker

#### **Program Committee**

Axel Baumann, Dr. Sven Dierks, Wolfgang Dittrich, Iris Keller

Dieter Reigber, Dr. Ulrike Schöneberg, Martina Winicker

### **Wednesday, June 4, 2008: the day before opening**

**14:00 Press conference**

**15:00 Congress registration**

#### **Parallel sessions:**

##### **BVM Management and Advisory Boards**

**17:00 BVM members’ meeting**

**20:00 IN THE SUMMERTIME**

**“Get Together” in the exhibition area and CCH roof garden with stunning views of Hamburg’s “Planten un Blomen” parkland area and the skyline. Sponsored by Burda.**

The 8,000m<sup>2</sup> CCH roof terrace is home to Europe’s largest roof garden. In good weather, an extraordinary and beautiful place for an early summer party, but even when the weather isn’t particularly good, the venue and the Planten un Blomen parkland area provide a wonderful backdrop for the party in the foyer.

## Thursday, June 5, morning

**8:00 Congress registration**

**8:30 Opening of the exhibition**

Breakfast buffet and networking

**10:00 Opening of the Congress**

*Wolfgang Dittrich, BVM Chairman*

**Welcome speeches**

*Hartmut Scheffler, ADM Chairman*

*Matthias Fargel, ESOMAR representative for Germany*

*Markus Gotta, Director, HORIZONT publishers*

**10:30 Introduction**

*Volker Nickel, spokesman for ZAW*

Advertising and the media – the future couldn't be better, and that goes for all of us

**10:55-11:25 Coffee and networking break in the exhibition area**

**Central theme 1:**

**The Attention Society: the many faces of media effectiveness. How can attention be created and what is happening in people's perceptions and emotions?**

**11:25 Moderator:** *Peter Siefer, Editorial Focus, Department of Science*

**11:30 Professor Dr. Klaus Schönbach, Zeppelin University, Friedrichshafen**

We love surprises, as long as they are orderly and reliable

**12:00 Dr. Christian Scheier, Decode Marketing Consultant**

How to attract attention: new insights identified by neuropsychology

**12:30 Keynote speaker Professor Shinsuke Shimojo, California Institute of Technology**

Perception, Cognition, and Action in Humans – How attention is generated (in English)

**13:00-14:30 Lunch break and networking in the exhibition area**

## Thursday, June 5, afternoon

**Central theme 2:**

**Consumers and media users**

**Whose attention do the media, advertisers and brand manufacturers want to attract?**

**14:30 Moderator:** *Bascha Mika, Editor-in-Chief, TAZ*

**14:35 Professor Dr. Ronald Hitzler, University of Dortmund**

Scene on the move – A look at contemporary youth cultures

**15:05 Dr. Christiane Tramitz, author and market researcher, HumanLink**

Lucky Double Whopper – the joy of TV dinners

**15:30 Professor Dr. Peter Vorderer, Free University of Amsterdam**

Entertainment goes interactive – living and learning in the new media

**15:55-16:30 Coffee break and networking in the exhibition area**

**16:30 Stephan Grünewald, rheingold**

The evolution of communication – how young and old communicate today

**16:55 Keynote speaker**

*Dr. Andreas Giger, future-philosopher*

Advertising, the web and changing values – how mature values change consumer behavior

**17:30 End of the technical program of Congress Day 1**

## Specials

**The AKQua working group for qualitative online market and social research**

Perspectives and approaches to qualitative online research

**Expertise**

Exhibitors showcase their services

## Friday, June 6, morning

**8:30 Opening of exhibition**

Breakfast buffet and networking

**Central theme 3:**

**The many types of attention - studies and analysis tools in media consumption**

**9:00 Moderator:** *Michael Geffken, author and communications consultant*

**9:05 Christian Goedecke, Spiegel-Verlag, and Dr. Michael Halleemann, Gruner + Jahr**

New consumers – Media functions – Media aptitude: an innovative study on user motivation and the functions of the classic media and the Internet

**9:30 Dirk Engel and Michael Hofsäss, Universal McCann**

Attention Management – dealing with the media and the associated consequences for marketing communication

**9:55 Dr. Walter Klingler, South West German Radio Media Research (SWR), and Thilo Trump, result**

Generation Gap 2.0 – psychological factors of diverging consumer paradigms

**10:20-10:50 Coffee break and networking in the exhibition area**

**10:50 Frank Vogel, Gruner + Jahr**

How does the internet figure in the media-mix? A methodological case study on the influence of the internet

**11:15 Christian Franzen, MindShare, and Almut Grahn, IP Deutschland**

Fragmented media consumers: a single-source analysis tool for recording media consumption paradigms

**11:40 Dr. Michael Bartl, Hyve, and Jörg Blumtritt, Burda Community Network**

Hot on the track of magazine readers. Netnography: an innovative analysis tool in media research

**12:05 Dr. Detlev Burow, Deutsche Post**

Crossmedia: buzzword or reality? Identifying future consumption paradigms

**12:30-13:30 Lunch break and networking in exhibition area**

## Specials

### Excellence

Presentation of the best work nominated for the German Marketing Research Industry awards

### Qualifications

Roundtable discussion with trade experts for Market and Social Research (FAMS)

### Expertise

Exhibitors showcase their services

## Friday, June 6, afternoon

### Central theme 4

#### Social Networking 2.0 – Vertical take-off of a young medium in the attention society

**13:30** Moderator: *Volker Schütz, Editor-in-chief, HORIZONT*

**13:35** *Thomas Schindlbeck and Svenja Prins, H,T,P, Concept*

Of kings of the jungle and cuddly bears – using blogging as an analysis tool for qualitative advertising effectiveness research

**14:00** *Professor Dr. Matthias Fank, Cologne University of Applied Sciences, and Dr. Wolfgang Riecke, Ford Germany*

Early identification of what consumers think – Ford Germany case study on the importance of online forums

**14:25** *Professor Dr. Gregor Daschmann, Johannes Gutenberg University Mainz*

What makes a mountain out of a molehill? Challenges for corporate communications from WEB 2.0

**14:50-15:20** **Coffee break and networking in the exhibition area**

**15:20** *Dr. Benedikt Köhler, University of the German Federal Armed Forces, Munich*

From A list to also-ran – on the trail of the bloggers

**15:45** **Keynote speaker**

*Christian Baudis, Google Deutschland*

Advertising and media 2.0 – friends or foes competing for the attention of consumers and media users?

**16:15** **Congress finale**

The core issue of attention and the future of the media and advertising

Moderator: *Volker Schütz, Editor-in-Chief, HORIZONT*

Participants: *Paul Vogler, MindShare (TBC), Christian Baudis, Google Deutschland, Jens Uwe Steffens, Pilot Dr. Michael*

*Trautmann, kempertrautmann, Michael Walter, Gruner + Jahr N.N., FMCGIndustrie*

**17:00** **Close of Congress**

Snacks and refreshments in the exhibition area

**17:30** **End of the 43rd Congress of the German Market Research Industry**

## Thursday, June 5, 2008, evening event

### THE GERMAN MARKET RESEARCH INDUSTRY GALA

#### At the Curio-Haus

**19:00** **Cocktail reception in the foyer**

**20:00** **Gala dinner and award ceremony of the German Market Research Industry 2008 in the Great Ballroom**

BVM/VMÖ New young researcher

Award for innovation

Best study

Market research personality of the year

Moderator: *Dr. Norbert Lehmann, ZDF*

**From 21:45** **Start of the Gala party in the Weißer Saal**

The art-nouveau Curio-Haus, built in 1910 in the city district of Harvestehude located on the exclusive

Rothenbaumchaussee, is an elegant and very festive setting for the 2008 gala. This is the fourth time that it will host the

German Market Research Industry awards honoring excellence and outstanding personalities in market research.

### German Market Research Industry award nominations

#### Best study 2008\*

*Arbeitsgemeinschaft Media-Analyse e.V.*

MA 2007 outdoor advertising

*Unabhängiges Meinungsforschungsinstitut INFO GmbH*

Market research study for the 'Apple iPhone' in Germany commissioned by T-Mobile

*Vocatus AG*

Smarter Pricing with GRIPS

#### Award for innovation 2008\*

*The GfK Association*

HILCA – Analyzing complex purchasing decisions with the aid of innovative software

*Institut für Marktforschung GmbH*

Ariadne® in the Zoo – Route calculation with GPS

*IWD Marktforschung*

Market research tool for measuring real-time radio audience ratings

\* listed in alphabetical order

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