



Press Release: 43<sup>rd</sup> Congress of the German Market Research Industry

## Convergence, Communication and the Consumer

Advertising and Media in the Attention Society is the central theme of the 43<sup>rd</sup> Congress of the German Market Research Industry 2008

**Berlin, March 27, 2008 - 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).**

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.

### 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.

A number of top international experts will be participating. They include one of the world’s leading authorities in neuropsychology, Professor Shinsuke Shimojo of the California Institute of Technology, specialists in communication and media sciences, Professor Dr. Klaus Schönborn, Zeppelin University, Friedrichshafen, Germany and Professor Dr. Peter Vorderer, Free University of Amsterdam, university lecturer and sociologist, Professor Dr. Ronald Hitzler and Swiss future-philosopher, Dr. Andreas Giger. The highlight of the event is a podium discussion with leading experts from the world of advertising, the media, the branded products industry and media and advertising research.

**The Congress program also includes:**

Trade Fair and Expertise:

which takes place in close proximity with the Congress events, offers a broad overview of current innovative instruments and software used by companies and institutes to carry out market research. **New this year: Expertise**, where exhibitors can showcase their services. Entry to the Trade Fair and Expertise are free of charge! Visitors are also free to invite clients, colleagues or others of their acquaintance with an interest in market research, who are unable to participate in the Congress. Anyone wishing to visit the Trade Fair and Expertise can simply register at [www.bvm.org/kongress](http://www.bvm.org/kongress) .

Specials: Parallel events with special contents

**Excellence**, a brief introduction of selected entries in the competition for the German market research industry awards, **FAMS**, the workshop on the newly-created specialist training course for market and social research and the **AKQua** workshop on qualitative online research.

Gala evening: German Market Research prize award ceremony

The German Market Research gala evening will take place on June 5 at the art nouveau Curio-Haus in Hamburg's exclusive city district Harvestehude. The highlight of the evening will be the ceremony honoring the winners of the 2008 German Market Research award for the best study and the award for innovation as well as the prizes for the three best pieces of work by the next generation of young researchers. This year's nominations for the awards are:

*Award for the best study*

- Media-Analyse e.V. Working Group: ma 2007 Plakat (outdoor advertising)
- Independent opinion research institute, INFO GmbH Deutschland: a market research study for the Apple iPhone commissioned by T-Mobile
- Vocatus AG: Smarter Pricing mit GRIPS (Smarter pricing with GRIPS)

*Award for innovation:*

- GfK-Nürnberg e.V.: HILCA – Analyse komplexer Kaufentscheidungen mit innovativer Softwareunterstützung (Analyzing complex purchasing decisions with the aid of innovative software)
- Institut für Marktforschung GmbH: Ariadne im Zoo – Laufwegeermittlung mit GPS (Ariadne at the zoo – GPS route finding)
- IWD Marktforschung: Marktforschungstool zur Echtzeitmessung von Einschaltquoten im Radiomarkt (Market research tool for measuring real-time radio audience ratings)

The award ceremony will be presented by *Dr. Norbert Lehmann*, Editor-in-Chief of ZDF .reporter and moderator of ZDF p.m. magazine.

For more information on the Congress and the German Market Research awards, visit:

[www.bvm.org](http://www.bvm.org)

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