



The Nielsen Company  
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# Media Alert

## NIELSEN EXPERTS TO SHARE CONSUMER AND RETAILING TREND INSIGHTS

### Nielsen Co-Presents Revolutionary In-Store Marketing Research with Procter & Gamble

**WHO:** Todd Hale, senior vice president, Consumer & Shopper Insights, Nielsen Consumer Panel Services  
Paul Lainis, vice president, In-Store Client Service, The Nielsen Company

**WHAT:** What wins in U.S. Retailing today? Hale will share Nielsen's consumer and retailing trends insights including:

- The top winning retailing themes of Variety, Value and Convenience
- Impact of rising fuel cost on today's consumer and the industry
- How the innovation of new formats and products meeting consumer needs plays into today's retail environment

In a separate presentation as featured conference speakers, Lainis will co-present in-store marketing effort findings with Ann Mooney, associate marketing director, Global Operations, Procter & Gamble. Nielsen's research shows that consumers make 70 percent of their ultimate purchase decisions in the store. Until now, there was no way of monitoring the effect of in-store advertising targeting the consumer. Using Nielsen's proprietary Pioneering Research for an In-Store Metric (P.R.I.S.M.), the retail industry's most significant initiative to establish a global metric for evaluating the in-store environment, Lainis and Mooney will highlight how the marketing efforts within the retail store can be measured like other advertising mediums such as TV, radio, print and the Internet.

**WHY:** The \$2.1 trillion U.S. food, beverage and consumer packaged goods (CPG) industry is dynamic and complex. Major CPG companies need to know the latest consumer trends to make effective business decisions and determine how to best market their products and services.

**WHEN:** Thursday, March 13  
"U.S. Retailing & Consumer Trends: Winning at Retailing Today" – 10 a.m. ET  
"Using the Retail Store as a Marketing Medium" – 11:30 a.m. ET

**WHERE:** Western Michigan University 43rd Annual Food Marketing Conference  
Radisson Plaza Hotel  
100 West Michigan Avenue  
Kalamazoo, MI  
<http://www.hcob.wmich.edu/fmk/fmc/index.htm>

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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