

## Case Study

### **Business Executives Provide Insight into Trends, Key Issues and Ad Awareness**



#### **Challenge**

In the face of cable, offline and Internet competition eroding its core business audience, and its desire to keep a read on the pulse of busy, hard to find business executives, CNBC worked with us to build and run a multi-year panel of 2500 business leaders who watched business news.

#### **Solution**

Panel members were typically surveyed online monthly and asked to select news anchors, viewing screen layouts, announcers, and programming. Panel members were also kept engaged by quick pulse polls on hot topics.

#### **Results**

We provided valuable insight on programming mix and coverage of investments, domestic, international, war, terror, and company profiles. We were also able to track interest on key issues and trends. CNBC was able to use the system to help its advertisers gauge awareness and perception and to test ads and messaging