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## **BRAND BABBLE**

**THE AVERAGE** American mentions specific brands 56 times a week in conversation, says a continuing online survey by market researcher Keller Fay Group. Daily since April, the firm has been asking 100 different people, ages 13 to 69, to recall brands they refer to when talking to family, friends and co-workers. Advertisers subscribing to the survey can use the results to determine a brand's "talk share" relative to market share. The higher the talk share, the belief is, the more that market share will grow. Keller Fay co-founder Brad Fay says the firm initiated the study after noticing that "brands and companies are a major currency of conversation in America."