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**KELLER FAY GROUP LAUNCHES TALKTRACK™
TO MEASURE DAILY OFFLINE AND ONLINE BUZZ**

**- Former Roper CEO, Co-author of “The Influentials,” Starts New Word of Mouth Research Firm -
- Starcom MediaVest Group Signs on as First Major Client -**

ORLANDO, Florida, January 19 – Ed Keller, former CEO of Roper ASW, and Brad Fay, former managing director, today announced the formation of the Keller Fay Group (www.kellerfay.com), a full-service market research consultancy dedicated exclusively to word of mouth marketing campaigns. At a national gathering of 450 marketing executives hosted by the Word of Mouth Marketing Association, the two industry veterans also announced the launch of TalkTrack™, a first-of-its-kind measurement system for word-of-mouth marketing. In support of the new product, award-winning media agency Starcom MediaVest Group has signed on as TalkTrack™'s first major client.

“Word of mouth marketing is quickly advancing as a critical element in marketing strategy,” said Ed Keller, chief executive officer of the Keller Fay Group, and co-author of the highly acclaimed book, *The Influentials: How 1 in 10 Americans Tells the other Nine How to Vote, Where to Eat, and What to Buy*. “A key premise behind the Keller Fay Group is a belief that word of mouth research must now extend beyond what is being said on blogs and in chat rooms. With at least 80% of “word of mouth” taking place face to face, on the phone and via other forms of person-to-person communication, Keller Fay is committed to help clients engage in authentic dialog with customers and prospects and to position brands and organizations to become an essential component within the total spectrum of consumer ‘buzz.’”

The company’s new product, TalkTrack™, measures all marketing-relevant conversations in the U.S., providing nationally representative “buzz” for every major brand on a continuous basis. It enables clients to track word of mouth trends, evaluate ongoing campaigns and identify segments and opportunities for potential engagement with consumers. Starcom MediaVest

Group, the largest media network in the world, recently named media agency of the year by both *Advertising Age* and *Media Magazine*, has signed on as the first major client subscriber. Starcom represents major consumer clients including Coca Cola, Kraft, Kellogg's, Procter & Gamble and General Motors.

"Word of mouth is the most important communication vehicle for so many brands, yet it is the one least understood, let alone measured, on a continuous basis," said Jim Kite, Executive Vice President, Insight, Research & Accountability, MediaVest. "We are very excited to partner with Keller Fay's TalkTrack™ system to provide our clients with regular WOM traffic data and learning that can be integrated into holistic communication programs."

"We appreciate the real passion and expertise that Ed Keller and his team bring to the subject of word of mouth measurement-- the passion to measure all forms, from online to off-line, and the passion to thoroughly explore the organic nature of this communication medium, so that we can best capitalize on untapped marketing channels," said Richard Fielding, Vice President, Director of Insights and Analytics, Starcom.

About The Keller Fay Group

The Keller Fay Group is the first full-service market research company focused 100% on word of mouth marketing, using a full suite of best-in-class research techniques. The company measures word of mouth (WOM) trends and campaign effectiveness; tests concepts, ads, and messages to maximize their WOM potential; and offers a complete array of custom research and advisory services related to WOM. CEO Ed Keller has been called "one of the most recognized names in word of mouth," and the publication of his highly acclaimed book, *The Influentials*, has been called the "seminal moment in the development of word of mouth." Additional information is available at www.kellerfay.com.

About TalkTrack™

The Keller Fay Group has developed the first continuous system for tracking all marketing-relevant conversations in America, including face-to-face, telephone and internet. Each day, the company measures what a representative sample of Americans ages 13+ are saying about clients' categories, brands and competitors. The program is designed to yield approximately 100,000 conversations about brands annually, allowing for finely-grained time series tracking, plus detailed analysis for niche markets, across hundreds of brands in dozens of categories.

TalkTrack™ can be used to evaluate ongoing word-of-mouth marketing campaigns, monitor consumer market trends, manage corporate reputations, identify word of mouth influencers and develop marketing strategies and tactics. It also can be used to assess the impact of corporate crises on companies and brands, estimate "talk share" and indicate the drivers of word of mouth in a wide variety of product and service categories.

About the Founders

Ed Keller, CEO, the Keller Fay Group, has worked for twenty-five years in marketing and media research, consulting with clients in the corporate, media, agency and not-for-profit sectors. Prior to launching Keller Fay, he served as CEO of renowned market research firm, Roper, from 2001-2005 and served as president and COO from 1996 – 2001.

The publication of Keller's book, *The Influentials*, co-authored by Jon Berry, has been called the “seminal moment in the development of word of mouth.” The book has been featured in leading publications including *The New York Times*, *The Washington Post*, *USA Today*, *Fortune*, *Fast Company*, *Smart Money*, *Ad Age*, *Adweek* and *BrandWeek*. According to *The Washington Post*, “The Influentials...deserves a place on the shelf of anyone in business or politics.” *The Influentials* was selected as one of five finalists for the 2004 Berry-AMA Book Prize for Best Book in Marketing, an honor that recognizes books “whose innovative ideas have had significant impact on marketing and related fields.”

Known as “one of the most recognized names in word of mouth,” Keller lectures at the University of Pennsylvania’s Annenberg School for Communication and speaks frequently to business audiences on word of mouth marketing. He is a board member of the Advertising Research Foundation, where he chairs the Research Advisory Committee, and he serves as president of the Market Research Council and co-chair of the Research and Metrics Council of the Word of Mouth Marketing Association (WOMMA).

Brad Fay, COO, the Keller Fay Group, previously served as managing director at Roper and NOP World, where he supervised a variety of business units, including Roper Public Affairs, Starch Communications, Financial Services, Technology, Media, and Omnibus Services.

During his tenure at Roper and NOP World, Fay launched numerous market and opinion research products and methods, including the Fortune/Roper Reputation Index™; Green Gauge™; Cone/Roper Cause Branding Report™; Newsflow™ and PharmaNewsflow™. He also led the effort to introduce new “return on investment” tools into the Starch Ad Readership methodology.

Quoted on NBC Nightly News and in publications including *The Wall Street Journal*, *BusinessWeek*, *Fortune*, *Advertising Age*, *PR Week* and *PR News*, Fay was formerly editor of Roper’s *Public Pulse* newsletter and a columnist in AMA’s *Market Research* magazine. His articles have appeared in publications including *Public Perspectives* and *Pharmaceutical Executive*, and in papers at industry conferences for the Advertising Research Foundation, Word of Mouth Marketing Association and American Association of Public Opinion Research. Fay is a member of the Research & Metrics Council of the Word of Mouth Marketing Association, and he lectures about survey research at the Rutgers’ University Bloustein School of Planning and Public Policy.

For more information or to arrange a meeting, contact Ed Keller at 914-478-1260 (ekeller@kellerfay.com) or Brad Fay at 908-227-5581 (bfay@kellerfay.com)

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