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**BRAD FAY, CO-FOUNDER KELLER FAY GROUP, WINS ARF'S
PRESTIGIOUS 'GRAND INNOVATION AWARD'**

Honored for his role in developing TalkTrack™, the first program to closely monitor and examine marketing-relevant attributes of actual consumer conversations

NEW BRUNSWICK, NJ, April 13, 2007 – The Advertising Research Foundation (ARF) has named Brad Fay, who co-founded the Keller Fay Group (www.kellerfay.com) with partner Ed Keller, as the winner of its Grand Innovation Award, given to the individual who “has developed the most innovative research idea in the previous year.”

The ARF cited Fay's role in the development of TalkTrack™, the first measurement program for word of mouth (WOM) marketing to weekly monitor and examine the marketing-relevant conversations of thousands of Americans. He will receive the award April 18 at the 53rd Annual ARF Convention & Expo in New York City.

“TalkTrack continues to make contributions to our industry that will resonate for years,” said Diane Streckfuss, Senior Vice President, Programs, ARF.

The Keller Fay Group (www.kellerfay.com) is the first full-service market research company focused exclusively on word of mouth (WOM). Keller also is president of the Word of Mouth Marketing Association (WOMMA) and co-author of *The Influentials*, called the “seminal moment in the development of word of mouth.”

The firm launched TalkTrack in spring 2006, and its findings have already debunked much “conventional wisdom” about WOM marketing. For example:

- While viral marketing and blogs garner most of the publicity when it comes to WOM, the overwhelming majority of consumers' talk about brands and products – 90+% – take place face-to-face or over the phone.

- WOM is not just for breakthrough concepts with a high “buzz” quotient, but can also be effective in many categories at various stages in the product lifecycle.
- Since nearly half of all word of mouth conversations refer to ads, or promotions, or something seen or heard in the media, well-planned and executed traditional marketing programs can complement and stimulate WOM.

“When you consider the powerful impact of everyday conversations in influencing purchase decisions and strengthening brand credibility, the implications are clear: Advertising and marketing executives and brand managers should be focusing more resources on leveraging their WOM opportunities,” said Fay.

Dozens of consumer and media companies are integrating TalkTrack and related Keller Fay services into their programs, including such leading edge innovators as Starcom MediaVest Group, CBS, Zenith Media Services, Inc., Optimedia, Manning Selvage & Lee, Jack Morton Worldwide, MasterCard, Nestle, Energy BBDO, MTV, and American Express, as well as many other leading marketers in industries as diverse as financial services, beverages, healthcare, consumer electronics, and broadcast and cable TV.

Starcom MediaVest Group was the first client to support TalkTrack. “As soon as we saw Ed’s and Brad’s proposal, we knew this would be an incredibly valuable resource for SMG,” said Kate Sirkin, EVP Global Research Director, Starcom MediaVest Group. “As an agency, our focus is on all points of contact with the consumer to drive brand connections, and this requires continuous measurement of the impact of word of mouth on brand advocates and other consumers. TalkTrack provides just that.”

For additional information about the TalkTrack surveys, please contact Keller at 732-846-6800 (ekeller@kellerfay.com).

About TalkTrack™

Developed by The Keller Fay Group, TalkTrack is the first continuous monitoring system of marketing-relevant conversations in America in whatever form they occur, including face-to-face, telephone and the Internet. It is used by marketers to help maximize positive word of mouth about their brands, which has been proven to be a leading indicator of brand growth. Each day, TalkTrack interviews a new sample of 100 nationally representative Americans

ages 13 or older, which amounts to more than 35,000 interviews each year. TalkTrack studies more than 250,000 brand conversations annually across all major consumer categories.

About The Keller Fay Group

The Keller Fay Group is the first full-service market research company focused exclusively on word of mouth (WOM) marketing with its full suite of best-in-class research techniques. The company measures WOM trends and campaign effectiveness; tests concepts, ads and messages to maximize their WOM potential; and offer a complete array of custom research and advisory services related to WOM. The firm was founded by Ed Keller, former CEO of RoperASW and NOP World Consumer and co-author of *The Influentials: One American in Ten Tells the other Nine How to Vote, Where to Eat and What to Buy*, and Brad Fay, former managing director at Roper and NOP World.

About the ARF

Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the ARF is dedicated to aggregating, creating and distributing research-based knowledge that will help members make better advertising decisions. ARF members include more than 300 advertisers, advertising agencies, associations, research firms, and media companies. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. The ARF is located at 432 Park Ave. South, 6th Floor, New York, NY 10016 and on the Web at www.theARF.org.