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**KELLER FAY’S TALKTRACK™ REVEALS CONSUMER WORD OF MOUTH  
FEATURES 56 BRAND MENTIONS PER WEEK IN ORDINARY CONVERSATIONS**

- *Positive ‘Buzz’ Outpaces Negative by 6 to 1, With 92% Occurring “Offline”* -**
- *Media and Marketing Serve as Strong Triggers for Brand-Related Word of Mouth* -**

NEW BRUNSWICK, NJ, May 15 –The Keller Fay Group ([www.kellerfay.com](http://www.kellerfay.com)) today released results from a survey of American consumers indicating that brands are a critical part of daily conversation. According to the study, the average American discusses specific brands in ordinary discussion 56 times per week. Contrary to conventional opinion, nearly two-thirds (62%) of brand-related talk feature products in a positive light, while less than 1 in 10 conversations features products negatively. In addition, 41% of conversations about brands involve a reference to advertising or something seen or heard in the media.

The statistics were culled from a survey of 1,507 Americans ages 13-69 conducted in the first half of April as part of TalkTrack™, the Keller Fay Group’s first-of-a-kind measurement system for word of mouth marketing. Each day, respondents provided detailed reports on marketing-relevant conversations in which they participated during the prior day. As part of a continuous research program, the findings for April captured data relating to 11,000 conversations and over 6,000 mentions of specific brands.

While experts have previously estimated that 80% of marketing-relevant word of mouth takes place “offline” (i.e., face-to-face or via telephone), the new results indicate that this figure is even higher -- 92%.

“There has been a rapidly rising tide of interest in word of mouth marketing recently, and this first set of TalkTrack™ results underscores just how important word of mouth really is,” said Ed Keller, chief executive officer of the Keller Fay Group and co-author of *The Influentials*, the highly acclaimed book about word of mouth marketing. “The fact that the average American

talks about brands more than 50 times per week -- which is a huge number -- signals to marketers that it would be wise to seek ways to join in these conversations.”

Highlights of the survey results include:

- **92% of word of mouth conversations take place offline, with 71% of word of mouth taking place in person and 21% taking place by phone.**
- **Email, instant message and online chat rooms/blogs comprise 6% of word of mouth.**
- **62% of marketing-relevant discussion is described as “mostly positive,” while only 9% is described as “mostly negative.”**

The TalkTrack™ data reveal that brand-related talk is strongly shaped by personal experience and mostly shared by family members and personal friends. In addition, media and marketing programs, including traditional media, new media, promotions and point-of-sale, feature prominently in consumer conversations.

Related highlights include:

- **72% of opinions about brands are shared by family members and personal friends, 13% are shared by co-workers and 7% are shared by a professional or expert on the topic.**
- **2 in 5 (41%) conversations about brands involve a reference to something seen or heard in the media or in marketing material, with 15% of such discussions referencing an advertisement, 8% referencing some form of editorial or entertainment content, 5% referencing information at the point of purchase and 4% referencing a coupon or other promotion.**
- **The Internet (12%), television (7%) and newspapers (5%) are the top three media channels most frequently referenced in brand-related buzz.**

“After reviewing the TalkTrack™ findings, it is clear to us that word of mouth represents a very big opportunity for marketers, with significant implications for both media buying and creative strategies,” said Jim Kite, Executive Vice President, Insight, Research & Accountability, MediaVest. “The results helped to confirm several assumptions that we had not previously quantified, and there were also several important surprises upon which we can act — including the mostly positive nature of word of mouth and the sheer volume of brand mentions in daily conversations.”

TalkTrack™ is the first continuous monitoring system of all marketing-relevant conversations, providing nationally representative measures on word of mouth for every major consumer category and thousands of individual brands. It enables clients to understand the word of mouth climate for their category and how their brand fits into this steady stream of consumer conversation; identify segments and opportunities for potential engagement with consumers; track word of mouth momentum; and evaluate the effectiveness of campaigns.

For additional information about the TalkTrack™ data or to obtain complete survey results, please contact Ed Keller at 732-846-6800 ([ekeller@kellerfay.com](mailto:ekeller@kellerfay.com)).

#### **About TalkTrack™**

The Keller Fay Group has developed the first continuous monitoring system of all marketing relevant conversations in America, in whatever form they occur, including face-to-face, telephone and internet. TalkTrack 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. Interviewing a fresh, nationally representative sample of 100 Americans ages 13+ each day of the year - that's 700 interviews per week and 35,000+ each year - TalkTrack studies over 250,000 conversations about brands 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, using a full suite of best-in-class research techniques. The company measures Word of Mouth 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. 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.

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