



## TAM encourages Strategic and scientific approach of Media Planning at EMVIEs

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**Mumbai August 26, 2011:** TAM Media Research, media Industry's most trusted organisation in association with Ad Club of India continues to take initiatives to promote a strategic approach of media professionals towards media planning through TAM Awards at EMVIEs.

The association of EMVIEs & TAM has proved to be symbiotic as both the organisations have been striving to uplift the benchmarks within Media & Advertising industry. As TAM is considered as a catalyst to inspire newer ways of communication, EMVIEs applauds the same.

In the current scenario of bottleneck competition & rapid innovations, it is mandatory for the advertisers as well as media platforms to make their mark & stand apart. Creating surround sound through 360 Degree communication is the trend and need of the hour. TAM has been encouraging this strategic and scientific approach of media professionals through awards for Best TV Media Research Paper, Best TV Innovation and Radio Innovation from nearly a decade.

In last couple of years the media planning has come a long way from using traditional media vehicles like TV and Print to the holistic approach to reach out segmented target audiences. This has also been extended to experimenting with upcoming mediums such as Digital platforms, Social Networking Websites, Mobile & Radio by focusing on higher ROI through multi-pronged media plans.

In 2011, the winners of these awards were:

- TAM AWARD FOR THE BEST TV RESEARCH (PAPER) : Mindshare for Fritolay - India's first ever property tracker for Sponsorship Evaluation
- TAM AWARD FOR THE BEST INNOVATION TV : Mindshare for Surf Excel - Rewriting category conventions-Surf Excel Little Big Film Maker
- RAM AWARD FOR THE RADIO INNOVATION : Maxus for Tata Sky Ltd. - Angrezi Ki Pathshala

On this occasion **Mr. L V Krishnan, CEO, TAM Media Research** said, "TAM believes and nurtures the scientific approach towards the media planning and communication through usage of insights from research data. EMVIEs is known for its platform to motivate and reward implementation of great media strategies derived from the data. This is the best unison to inspire media fraternity to develop & execute ground-breaking ways of communication. In coming years TAM in association with EMVIEs will continue to motivate & support evolution of New Media Strategies using Consumer Insights from data and creation of New Media Innovations as solutions in breaking message clutter not only in fragmented traditional mediums like TV and Radio but also through emerging Digital platforms on DTH TV/IPTV & Mobile/On-Line Radio."

## **About TAM Media Research**

TAM is a joint venture between Nielsen Company & Kantar Media Research. Besides measuring TV Viewership, TAM also monitors Advertising Expenditure of Television, Print & Radio through its division AdEx India. Since 2004, it extended its presence in the PR Measurement & Analysis space for Corporate/Marketing Clients by setting up a separate division – Eikona PR Measurement.

In 2007, the joint venture introduced RAM (Radio Audio Measurement) service to track Radio Listenership for the Indian Radio Broadcast Industry. In year 2009, TAM launched a division, called TAM Sports that specializes in monitoring Sports Sponsorship ROI.

TAM Media Research's objective is to fuel media insights that will drive the growth of the Indian Media Industry.

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