

# Goizueta Business Library

*Creating Bridges to Knowledge*

**Bus 446, IMC, Fall 2007**

**Danya Leebaw, Business Librarian**

## **Situational Analysis**

### **Advertising Red Books**

- Bus Ref HF5804 .S72
- Major advertisers (\$200,000+) annual spending and media selections

### **Brands and Their Companies, Companies and Their Brands**

- Bus Ref T223 .V4 A22
- Directories of companies and their brands, vice versa

### **Builders (IRI)**

- CDs at the library (in-library use only)
- Sales and use data for consumer packaged goods

### **Encyclopedia of Major Marketing Campaigns**

- Summarizes marketing campaigns for 500 leading brands

### **Market Share Reporter**

- Bus Ref HF5410 .M348
- Data regarding market share in hundreds of industries

### **Mintel**

- Hundreds of market research reports, primary and secondary data
- Refer to the "Advertising and Promotion" section of most reports

### **S&P NetAdvantage**

- Market research reports for 50+ industries by top industry analysts
- Refer to Industry Profiles for revenues, ratios, and analyses

### **TNS Ad \$ Spender – New E-Resource coming soon!**

- Bus Ref HF 5801.A18
- Reports on major advertisers' spending totals and media selections

## **Analysis of the Communications Process**

### **Demographics USA**

- Bus Ref HF5415.3 .D463
- Demographics and business characteristics by zip code and county

### **eMarketer**

- Up-to-the-minute data on media consumption and trends

### **Global Market Information Database**

- Consumer lifestyle reports and sales data for industries and brands

### **Lifestyle Market Analyst (SRDS)**

- Bus Ref HF5415.33 .U6 L54
- Comparative demographic and lifestyle data for all DMAs

<http://business.library.emory.edu>



**ASK a Librarian**

## Mintel

- Refer to: "Market Drivers", "Market Size and Trends", "Market Segmentation", and "The Consumer"

## **New Strategist Series**

- Primarily Bus Ref HF HC110 .C6
- Books examine attitudes, trends, demographics by major age and ethnic groups

## **PRIZM "You Are Where You Live"**

- <http://www.claritas.com/MyBestSegments/Default.jsp?ID=20>
- Characterizes people in zip codes by 66 distinct lifestyle types

## **Simmons – New E-Resource Coming Soon!**

- Cross-tabulate demographics, psychographics, consumer purchases, and media consumption including Hispanic

## **Statistical Factbook of the Direct Marketing Association**

- Bus Ref HF5415.126 .F33
- Overall consumer trends and detailed media consumption data, particularly direct

## **Budget Determination**

### **The Advertising Statistics Yearbook 2007**

- Bus Ref HF 5808. G7 A3
- Ad expenditures and ad/sales ratios for hundreds of categories

### **For Competitive Spend by brand, refer to:**

- **TNS Ad \$ Spender:** New E-Resource Coming Soon! & Bus Ref HF 5801.A18
- **Advertising Red Books: Bus Ref HF5804 .S72**

## **Integrated Marketing Communications**

### **2007 Thumbnail Media Planner**

- Bus Ref HF5415.3 .T56
- Ad rates and audiences for local and national TV, print, outdoor, and internet

### **SRDS E-Resource & in print**

- Media listings for TV, magazine, and newsprint and market analyses for all DMAs

### **Gale Directory of Publications and Broadcast Media**

- Bus Ref Z 695. A97
- Index to print media by market and category; broadcast by market

### **Broadcasting & Cable Yearbook 2007**

- Ref Desk HF6146 .R3 B7
- Directory of broadcast media: data on DMAs, listings and details of stations

## **Questions?**

Email your question, stop by the library, or schedule a consultation.



**ASK** a Librarian



EMORY

GOIZUETA  
BUSINESS  
SCHOOL