

Goizueta Business Library

Creating Bridges to Knowledge

Bus 546, 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>



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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.



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