WHAT'S YOUR BRAND'S 'NET WORTH?

EXPLORING SOCIAL NETWORKING AND ADVERTISING

WHAT'S INSIDE

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INTRODUCTION

Social media and services represent a significant new opportunity for advertisers to redefine their relationship with their customers in a positive, participatory way that may increase brand loyalty.

It is clear that advertisers and brands are visible today on social networks. The question for all who invest in social media advertising is: how meaningful is the brand connection as currently exhibited? Is there a way to approach social media more intuitively to take advantage of the unique opportunities it confers?

There are more options than ever to connect with consumers online. There is also greater risk of irrelevance. At worst, there is a risk of being perceived as intrusive and generating a negative response. The key is to understand the context in which brands are approaching consumers, and to enhance user experience.

Understanding and qualifying the different modalities employed by distinct groups of young consumers also presents an opportunity for more meaningful brand integration.

- Social networking (SN) is a significant element of teens' and tweens' lifestyles.
- Advanced forms of interactive engagement characteristic of social networking have experienced explosive growth, moving teens/tweens beyond basic online communication towards sophisticated site-building, content creation, and other production/authoring activities, especially in the case of teens.
- Friends are the dominant way teens and tweens find out about new media properties and features.
- Teens/tweens respond most favorably to sponsors of entertainment content while parents generally have a positive view of advertisers who sponsor services that are clearly designed to help their children become successful adults. Both parents and teens/tweens feel positively about sponsors of educational activities/services.
- Advertisers seeking to connect with teen and tween audiences should acknowledge parents' unique influence over their children and how it affects online behavior.
- Both teens/tweens and their parents are eager to see advertisers improve their social networking experience, and are prepared to acknowledge and reward sponsors of social networking improvements.
- More than half of all teens—and nearly half of all online 9-17 year olds—have participated in one or more advertiser-branded interactive activities in the last 30 days such as entering sponsored contests and visiting profile pages posted by companies or entertainment characters.
- Social networking use is approaching parity with television time among online 9-17 year olds.
- 9-17 year olds are multitasking more than ever, and paying less attention to TV when they do.
- When developing creative and media plans, advertisers should be conscious of SN users' sense of personal ownership of the pages they create. Avoid integrating without permission and clear value proposition.
- Sponsoring tools or other functionality that helps teens/tweens with their online goals is a clear win, especially for sponsors seeking to connect with teens.
- Social networking environments are fertile ground for use of innovative, new media tactics giving advertisers tremendous opportunities to reach customers while integrating their brands and messages into their audiences' daily lives.

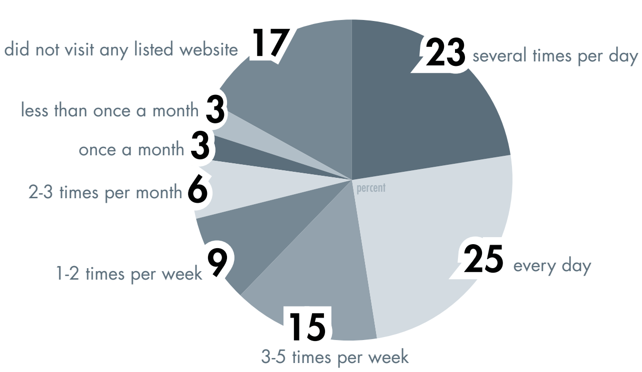
OVERVIEW

In March of 2007, Grunwald Associates conducted online surveys interviewing 1,039 parents, 1,277 9-17 year old children and 250 school district administrators to understand teen/tween use and attitudes about social networking. For the purpose of this study, social networking was defined as follows:

"Social networking websites and tools allow you to connect with others, create your own web pages and network (or list) of friends. You can share music, video, images, and other stuff, and even work together on different projects. You can also play multiplayer games with each other. Facebook and MySpace are two of the most popular social networking sites."

Social networking is now an embedded component in the lifestyles of online teens and tweens. 81% of online 9-17 year olds say that they have visited a social networking website within the past 3 months. 71% of online 9-17 year olds visit these sites at least weekly. 96% of online teens/tweens report using any social networking technologies. Social networking sites and services represent a significant new opportunity for advertisers to redefine their relationship with their customers in a positive, participatory way.

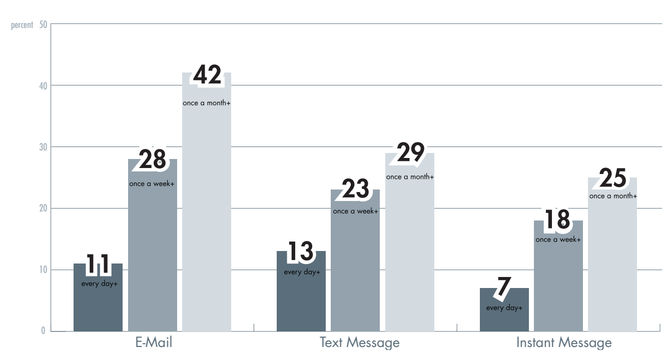
TEENS AND TWEENS HAVE EMBRACED SOCIAL NETWORKING
Q.32 - And, how often do you visit each of these websites?



Within the ecology of social networking, there are a number of influential psychographic populations to consider, including:

- Promoters – children and parents who are especially likely to tell friends and others about new sites and features they've found online.
- Recruiters - teens and tweens who are loyal to specific sites (promoters often are not) and successfully get extraordinary numbers of others to join them on these sites on a regular basis.
- Networkers – children who have unusually large networks of online friends, who may or may not be encouraged to visit particular sites or consider products.
- Producers – teens or tweens who are heavily engaged in producing content for social networking and other sites.
- Editors/Reviewers – children who rate or edit other contributors' content. This editorial function helps the best material bubble up to the surface, making SN sites more engaging for all visitors.
- Traditional Influencers – teens/tweens who make product recommendations frequently, keep up with brands, and try new things.
- Connectors – handheld users who text frequently and/or text message an unusually large circle of other handheld users.
- Organizers – handheld users who regularly organize group events using their handhelds such as mobs, raves, and other activities.
- Watchdogs – parents who are particularly likely to block, control, or interfere with their children's social networking use.
- Family Networkers – parents who are especially likely to communicate with their children using social networking tools; they potentially represent a leading edge of parents' ultimate relationship with social networking technologies.

PARENTS AND TEENS/TWEENS ARE NETWORKING TOGETHER
Q.4 - How often do you typically communicate with your child in each of the following ways?



DIVERSIFY THE SOCIAL PORTFOLIO

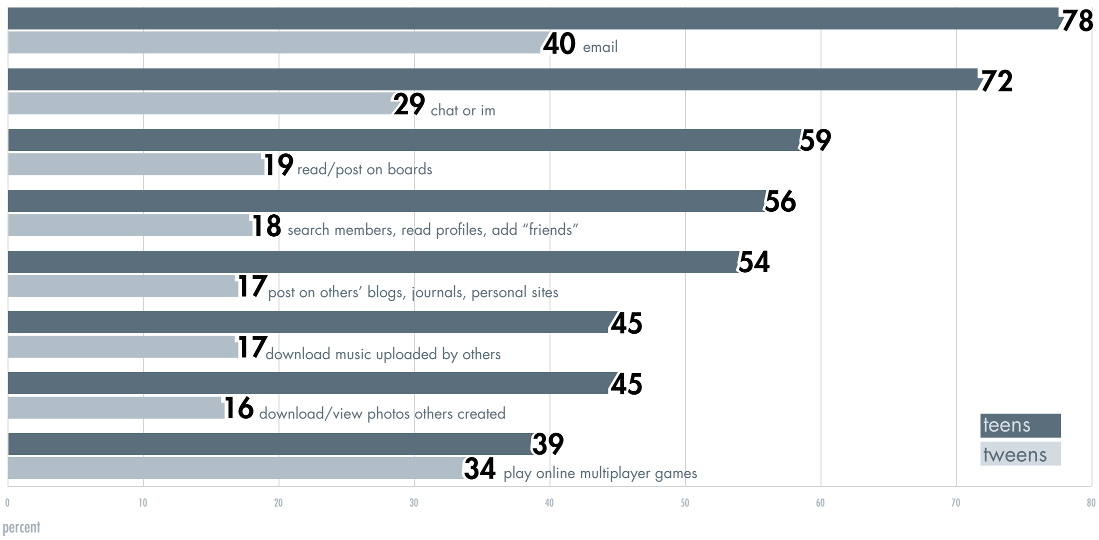
Teens and tweens engage in a wide variety of social networking activities. One of the unique attributes of social networking sites is that visitors not only help to edit and contribute to content, but these same visitors – via their personal profiles – have also become content. While the frequency of basic social networking activities like emailing and instant messaging has remained largely unchanged over time, there has been an explosion of more advanced forms of engagement in both the popularity and intensity of use, especially by teens. For example:

- **MEMBER SURFING:** Checking out other people's profiles has become a favorite pastime. 56% of online teens say they search member directories, read other SN members' profiles, or add new online friends at least once a week, and 26% of online teens say they peruse profiles every day or more often. Nearly four in ten (39%) of all online 9-17 year olds say they member-surf at least once a week, and nearly six in ten (57%) have engaged in this activity overall, including more than three out of four (76%) teens.
- **MESSAGE BOARDS:** Teens/tweens are increasingly using social networking forums for personal communication. Online teenagers exhibit an exceptionally high frequency of use with 59% saying they read or post on boards at least once per week and 33% of teens doing this every day. Overall, 55% of online 9-17 year olds read or post on boards. In 2002, only 7% of 9-17 year olds did so daily and only 17% at least once a week.
- **MUSIC SHARING:** Teens/tweens are listening to music and each other. 70% of teens and 56% of all online 9-17 year olds report that they have downloaded audio/music uploaded by other site users. Nearly a third (32%) of 9-17 year olds say they download audio or music uploaded by other users at least once a week, or upload third party music or audio themselves (29%). 34% of teens and 24% of all teens/tweens have uploaded podcasts or other forms of their own audio and music to date.
- **VIDEO SHARING:** 9-17 year olds actively receive and distribute video content via new media platforms. Teens are leading the revolution with 42% downloading or viewing videos uploaded by others at least once per week and 16% watching every day. 52% of online teens/tweens report that they have downloaded or viewed videos uploaded by other users. Nearly a third of the 9-17 year olds say they download or view videos uploaded by other users at least once a week, 9% say they upload videos of their own creation at least that often.
- **PHOTO AND IMAGE SHARING:** 24% of 9-17 year olds surveyed say they upload pictures or images created by others at least once a week, and 21% say they upload pictures they have created or photos that they have taken at least that often. Overall, nearly two thirds of teens (64%) and nearly half (49%) of online teens/tweens have uploaded pictures onto the Net that they've taken or created themselves.

Authoring activities, distinctive to social networking, have enjoyed significant increases in usage over the past few years, strongly aided by the efforts of online providers to facilitate this phenomenon.

KEEPING TEENS & TWEENS ENGAGED – WHAT CHILDREN DO AT LEAST ONCE PER WEEK

Q.36 - How often, if ever, do you do each of the following at home (not at school)?



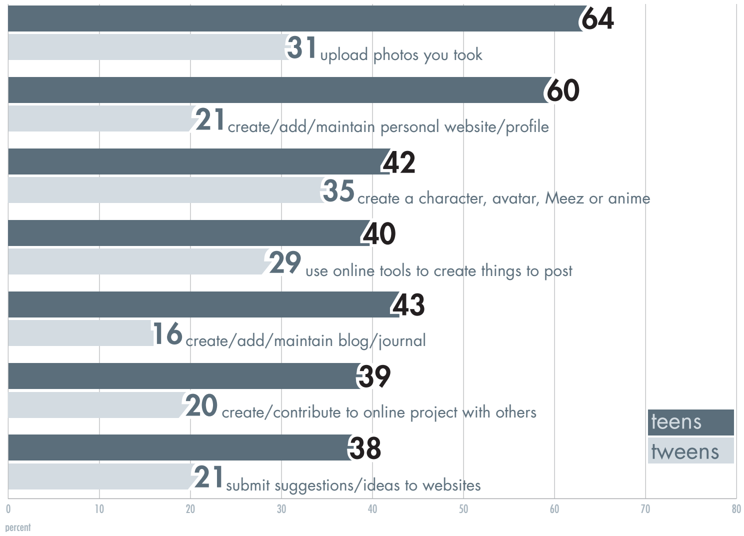
DIVERSIFY THE SOCIAL PORTFOLIO

In addition to uploading unprecedented quantities of personally-created multimedia (audio, video, photos) as described above, teens/tweens are:

- **SITE-BUILDING:** Teens are vigorously creating and maintaining their own online spaces. 60% of teens state that they have created or maintain a personal website or online profile for themselves, and 21% of online 9-12 year olds have done the same. 38% of online teens say they update their personal website or online profile at least once per week and 18% maintain their sites every day. In 2002, only 12% of online 9-17 year olds even had a personal website or online profile. In addition:
  - More than one in ten online teens/tweens (11%) help maintain websites beyond their personal profiles at least once a week, in most cases three or more times a week.
- **BLOGGING:** Online teens and tweens have a lot to say. More than one in six (17%) add to blogs they've started at least weekly, and 30% of online 9-17 year olds have their own blogs today. In 2002, blogs were a negligible piece of the online children's landscape.
- **CREATING COMPLEX CONTENT:** Online teens/tweens are leveraging social networking tools to become copious and sophisticated online publishers. In 2002, 13% of online 9-17 year olds said they were involved as a contributor or consumer in art and story-sharing.

TOP 7 AUTHORING ACTIVITIES

Q.38 - How often, if ever, do you do each of the following from any location?



DIVERSIFY THE SOCIAL PORTFOLIO

Today more teens and tweens are involved on the authoring side of the process, and they are engaged in a much broader range of authoring activities. For example:

- One in six say they use online tools to create and share sophisticated compositions such as games, puzzles, virtual houses at least weekly.
- 14% create new characters, or avatars for games or other sites at least weekly, nearly a third doing so every day.
- 10% start or contribute to online collaborative projects weekly or more frequently.
- 9% submit articles to sites at least once a week, if not more.
- 9% create polls, quizzes, or surveys online, in most cases three times a week or more.
- 10% of online 9-17 year olds send suggestions or ideas to websites at least once a week as well.

There are some significant differences between demographic and psychographic groups with respect to social networking activities.

- In general, girls engage in many SN activities (e.g. email, chat/IM, blogging, and personal website creation) significantly more frequently than boys. Only when it comes to multi-player games and music downloading do boys participate more frequently than their female counterparts.
- 13-17 year olds engage significantly more often in almost every social networking activity we tested than 9-12 year olds.
- Handheld influencers, traditional influencers, and all types of online influencers engage significantly more frequently in nearly every social networking activity than their peers.
- Online African American teens/tweens upload audio/podcasts and video they've created significantly more frequently than their Caucasian counterparts, and create characters—as well as make suggestions to websites—significantly more frequently than their Caucasian peers as well.
- Online Hispanic teens/tweens upload pictures they've taken significantly more often than their Caucasian counterparts and use online tools to create virtual houses, clothing, games and the like significantly more frequently as well.
- High income 9-17 year olds email and chat/IM significantly more frequently than their peers, create or add to personal websites/profiles more often, create more online specialty content (games, puzzles, virtual houses, etc.) using online tools, and engage in most SN communications activities more frequently in school.

But for all of this activity, it's important to note that there is no universal social networking activity, no magic bullet that ensures social networking success. Just as it's true that teens and tweens are heavily engaged in a wide variety of social networking activities, it takes a rich combination of offerings to really reach a broad cross-section of the social networking audience.

SHARE THE WEALTH

When teens and tweens engage with each other on social networking sites, they cover a wide range of subjects. The typical online 9-17 year old tells us they discuss an average of five topics we asked about. Below is a breakdown of the ten most popular topics that are discussed.

TOP 10 TOPICS DISCUSSED ON SOCIAL NETWORKING SITES

Topic Discussed	Teens 13-17	Tweens 9-12	Children 9-17
Music	79%	52%	68%
Games	60%	71%	65%
Movies or TV	71%	46%	61%
School Work	55%	43%	50%
Things to Do Online	45%	32%	40%
Relationships & Dating	54%	9%	36%
Sports	33%	22%	29%
Fashion	30%	23%	28%
Products (in General) & Advertising	23%	13%	19%
Technology, Gadgets (in General)	23%	11%	18%

Table 1. Topics discussed on social networking sites

In addition to significant differences in age shown above, some other demographic and psychographic differences include:

- Substantial differences between boys and girls, with boys significantly more likely to discuss games, sports, and technology, while girls are more likely to discuss schoolwork, fashion, relationships, products/advertising, and community activities.
- Girls are also significantly more likely to discuss music, things to do online, and news than boys.

TOP 10 TOPICS DISCUSSED ON SOCIAL NETWORKING SITES – BY GENDER

Topic Discussed	Children 9-17	Boys	Girls
Music	68%	62%	74%
Games	65%	76%	53%
Movies or TV	61%	60%	63%
School Work	50%	43%	57%
Things to Do Online	40%	36%	43%
Relationships & Dating	36%	29%	44%
Sports	29%	41%	17%
Fashion	28%	6%	49%
Products (in General) & Advertising	19%	17%	22%
Technology, Gadgets (in General)	18%	24%	12%

Table 2. Topics discussed on social networking sites by gender

Ethnic differences are relatively limited, but online Hispanic teens/tweens are significantly more likely to discuss music in SN sites (84%) than their Caucasian peers (66%), and online African American children are more likely to discuss games (75%) than Caucasians (62%) as well.

TOP 10 TOPICS DISCUSSED ON SOCIAL NETWORKING SITES BY PSYCHOGRAPHIC POPULATION

Topic Discussed	Children 9-17	Traditional Influencers	Online Influencers				
			Promoters	Recruiters	Networkers	Producers	Editor/Reviewers
Music	68%	75%	77%	78%	83%	84%	81%
Games	65%	71%	74%	69%	57%	70%	70%
Movies or TV	61%	69%	76%	73%	75%	75%	73%
School Work	50%	50%	57%	56%	59%	59%	58%
Things to Do Online	40%	47%	53%	51%	49%	55%	58%
Relationships & Dating	36%	41%	45%	48%	67%	54%	49%
Sports	29%	30%	37%	35%	37%	37%	38%
Fashion	28%	34%	36%	32%	37%	38%	40%
Products & Advertising	19%	22%	31%	27%	30%	28%	31%
Technology, Gadgets	18%	24%	29%	28%	26%	25%	23%

Table 3. Topics discussed on social networking sites by psychographic profile

Companies trying to inspire conversation in social networking environments need to be aware that although traditional influencers do have sway online, there are new breeds of influencers that need to be addressed and acknowledged.

- Traditional influencers are more likely to discuss virtually every topic above on SN sites than other teens/tweens.
- New media influencers, such as online and handheld influencers, are outpacing traditional influencers in the majority of SN discussion areas.
- Online and handheld influencers are also generally more likely to discuss nearly all of the topics we tested than non-influencers.
- Teen handheld owners use discussions in SN forums to stay more connected to the world around them than non-owners. This includes a greater level of engagement on product-related topics, supporting the more general proposition that kids with access to or ownership of multiple platforms (e.g. PCs plus handhelds) are more likely to engage regularly with brands.

TOPICS DISCUSSED ON SOCIAL NETWORKING SITES TEEN HANDHELD OWNERS VS. NON OWNERS

Topic Discussed	Online Children 13-17	Handheld Owners 13-17	Handheld Non-owners 13-17
Music	79%	81%	69%
Relationships & Dating	54%	57%	40%
Sports	33%	36%	23%
Products (in General) & Advertising	23%	25%	16%
Technology, Gadgets (in General)	23%	24%	19%
News	13%	15%	8%

Table 4. Topics discussed on social networking sites showing handheld ownership

BUILD YOUR SOCIAL 'NET WORTH

It is important to note that most people have mixed emotions about advertising. Many people are often engaged, entertained, amused and even educated by good advertising but when asked, they would prefer to live without commercial messages. So it is important to use some discretion when interpreting what teens/tweens and parents say they want, and it is also prudent to balance what they say with what they do. The key is to be sensitive to evolve the concept of 'advertising' to offer immediate, rather than future, value and/or utility. The value proposition must be relevant bothto consumer and to the brand or it will not yield long term loyalty.

Both teens/tweens and parents are eager to see advertisers step up and help improve their social networking experience, and are prepared to acknowledge and reward sponsors of social networking improvements. The challenge for advertisers is deciding who their audience really is—parents, teens/tweens, or both—because this will determine the most effective direction for sponsorship. We recommend addressing both constituents, with modified messaging for each, and remaining aware of the "POS" phenomena ("parent-over-shoulder") at all times.

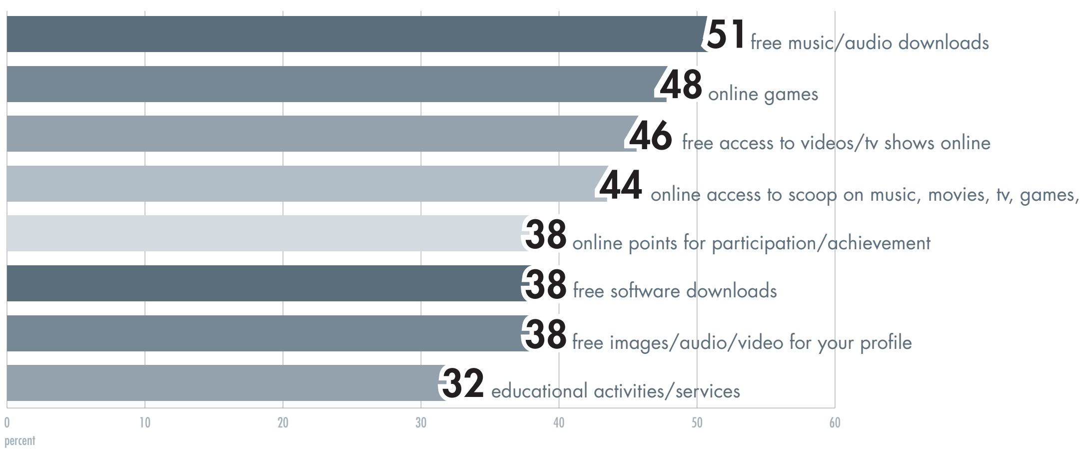
Does this mean there can't be advertisements on children's profile pages? Of course not—it's happening today and teens/tweens are clearly 'accepting' it in the sense that they aren't abandoning SN sites as a result. But savvy marketers will understand that kids want to incorporate brands and associated creative that reflect their identity, develop appropriate creative content, work with social networking sites that recognize the issues involved, and provide teens and tweens with a basis to choose to include brands in their space so that placement attitudes don't interfere with effectively reaching their desired audience.

While they can be particular about the form that advertising takes, online 9-17 year olds are actually quite welcoming to advertisers on social networking sites. Specifically:

- The average child named at least four different product categories that they'd "most like to hear about" in social networking sites.
- More than 90% say they'd like to hear about one or more types of entertainment product in SN sites.
- 45% say they'd like to hear about enthusiast or special interest products (technology, sports, outdoors, automotive), including 60% of boys.
- Four in ten (39%), including more than two-thirds of girls (68%), say they'd like to hear about apparel and personal care products on SN sites.
- 31% want to hear about "serious" offerings such as colleges or products that can help with school.
- 23% want to hear about food and beverage products.

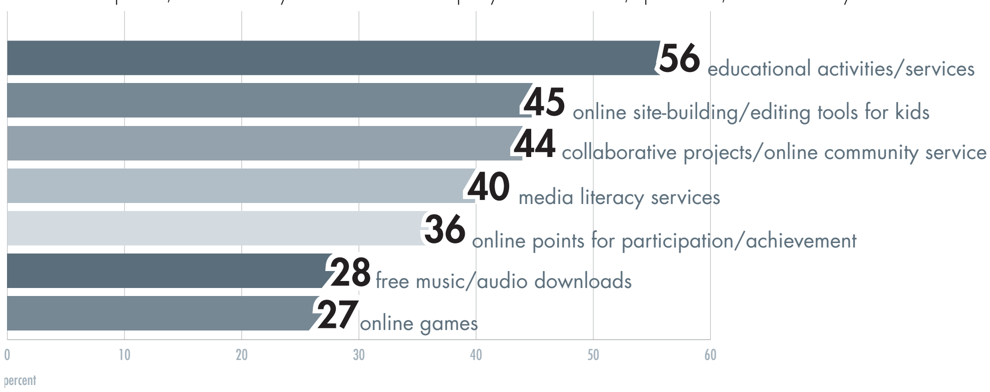
TEENS/TWEENS LIKE SPONSORS OF FREE ENTERTAINMENT AND DIGITAL GOODS

Q.55 - How much would you like a company that advertised, sponsored, or was closely associated with the following types of things?



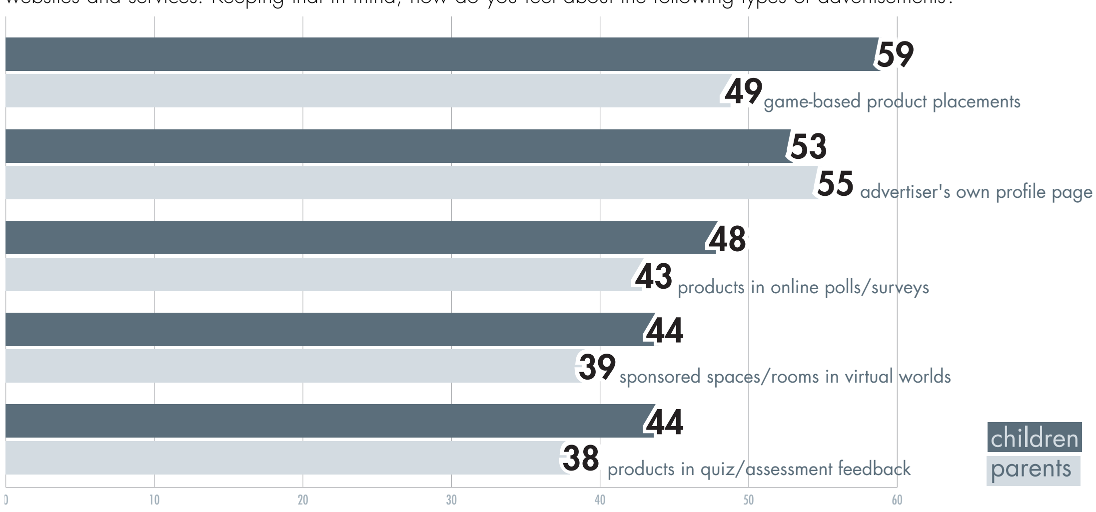
PARENTS POSITIVE PERCEPTION OF SPONSORED CONTENT

Q.16 - As a parent, how would you feel about a company that advertised, sponsored, or was closely associated with the following types of content?



WHERE TEENS/TWEENS AND PARENTS WANT TO SEE ADVERTISING

Q.15 & Q.54 - How appropriate is each of the following types of advertising targeted toward your child? Advertising helps pay for many websites and services. Keeping that in mind, how do you feel about the following types of advertisements?



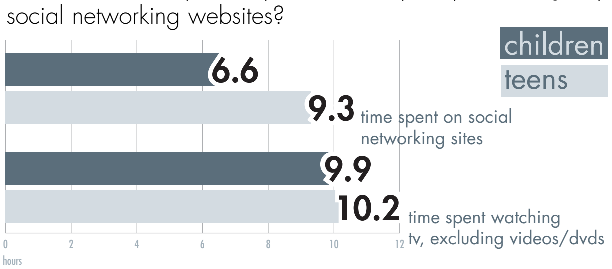
CAPITALIZE ON THE MEDIA MIX

All advertisers considering an investment in social networking naturally have to consider it in the context of their existing media mix. Both television and social networking have considerable impact in teens' and tweens' lives but do the dynamics of the two media justify a shift in resources from TV to SN? Or are there ways that social networking and television campaigns complement each other?

As shown below, time spent on social networking sites is approaching time spent watching television, especially among online teens. Given the vanishingly small numbers of 9-17 year olds who are totally offline today, these results can be projected to all 9-17 year old children.

HOURS PER WEEK SPENT USING MEDIA

Q.34 - How many hours per week do you spend using any social networking websites?



In a broader sense, the time tweens and especially teens are spending in new media—online, videogames, handhelds—is close to matching the time they spend watching television, watching videos, and listening to the radio. In fact a majority of teens and 39% of all online kids 9-17 spend more time using new media than traditional media today.

In addition to time spent, our current survey investigated attitudes towards online vs. television sponsors, to see if either parents or teens/tweens had a more positive attitude towards sponsors of content in one medium over the other. Online media has clearly grown up in terms of the respect given its advertisers by consumers. Parents tend to think slightly better of television sponsors; their children tend to think slightly better of new media sponsors, but in no case are the differences significant in either direction.

[1] The lower numbers for kids across the board are, at least in part due to the higher threshold required for a positive answer–i.e., "likely to buy" from sponsor vs. (parents) "positive feeling about" sponsor.

ATTITUDES TOWARDS SPONSORS OF SPECIFIC CONTENT

	Children 9-17	Parents
Online Entertainment Services	27%	25%
Entertainment Programs on TV	25%	26%
Online Educational Services	19%	56%
Educational Programs on TV	17%	61%
Online News/Information Services	13%	38%
News/Information Programs on TV	15%	40%

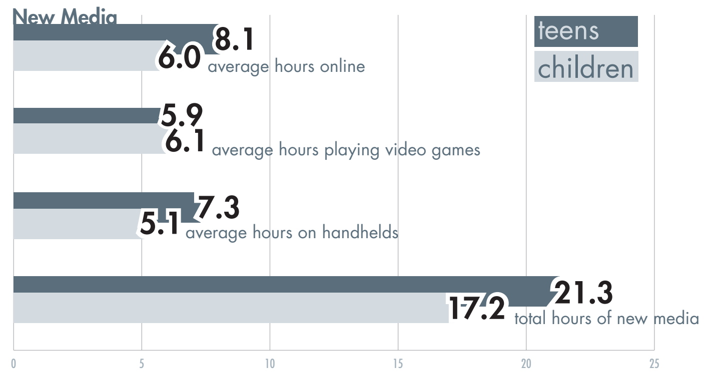
Table 6. Showing percentage of 9-17 year olds who would be "likely to buy" from sponsors of different forms of TV or online content; Percentage of parents who feel "positive" about sponsors of different forms of TV or online content. [1]

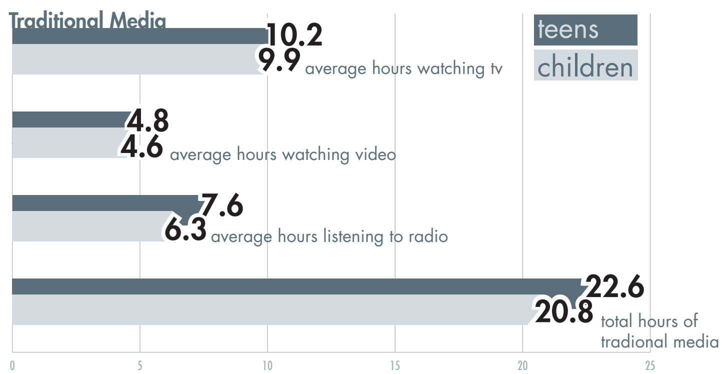
THE MULTITASKING FACTOR

As time online has increased, it has resulted in an increasingly shared TV/online media environment. As can be seen from the chart below, the frequency with which teens/tweens are online at the same time they are watching television has made multitasking much more the norm than the exception today. In fact the proportion of online teens/tweens that multitask TV/online on a daily basis or more has nearly tripled in the last five years, from 13% in 2002 to 30% today.

NEW MEDIA VS. TRADITIONAL MEDIA HOURS SPENT

Q.65 - How many hours per week do you spend doing each of the following?





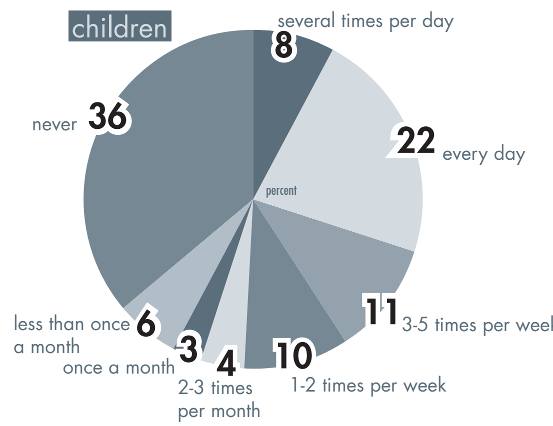
CAPITALIZE ON THE MEDIA MIX

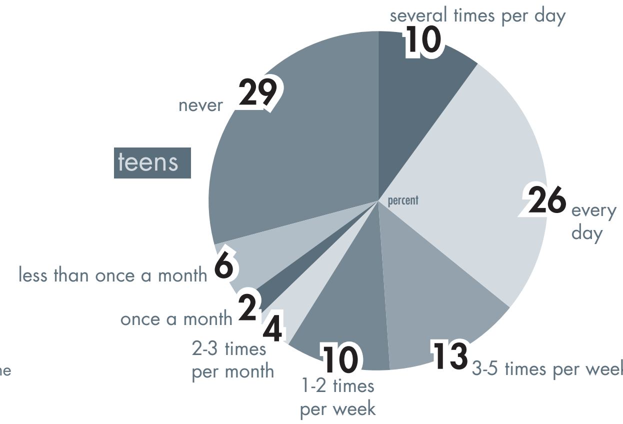
And it's not just a single online activity that teens/tweens are engaged in that is competing for their attention while they are watching TV. Between various online activities (email, game-playing, shopping, surfing, IMing) and other tasks like homework and talking with friends, the average 9-17 year old estimates there are 2-3 other activities he/she does "a lot" while watching television. In fact, the more than 6 in 10 teens/tweens who acknowledge doing at least one other activity "a lot" while watching television are juggling an average of 3-4 other activities while watching.

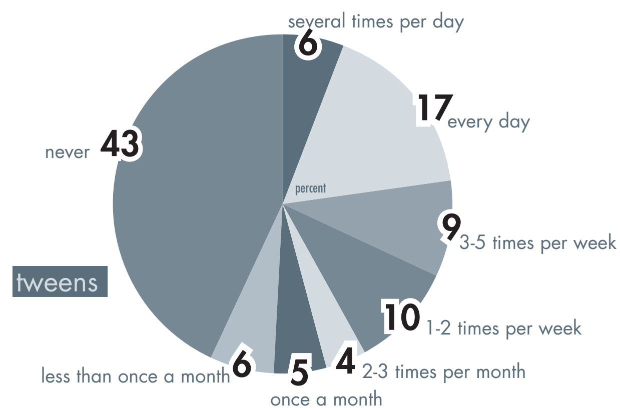
Where does teens' and tweens' mindshare go when they multitask between TV and online? Intuitively, one would expect the focus to be on active media like online, rather than passive media like television. And research confirms this. While a substantial proportion of teens/tweens (42%) say they focus on both equally, the proportion who says they focus mainly online exceeds those who say they focus mainly on television by more than 4:1.

MULTITASKING FREQUENCY

Q.67 - How often do you watch TV at the same time you're on the Internet?

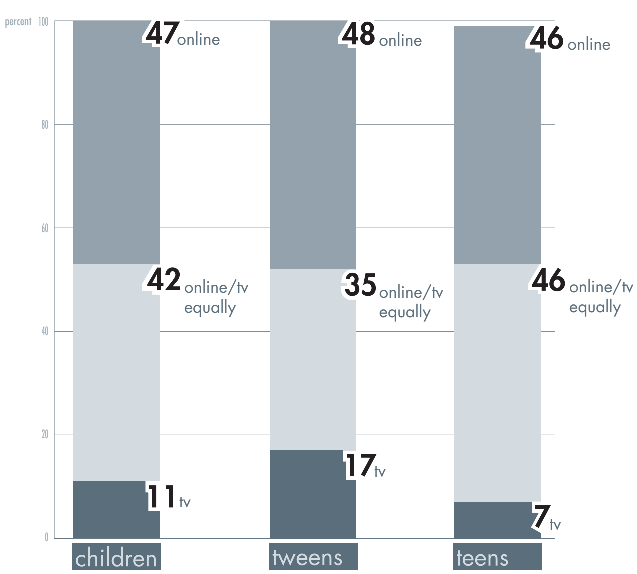






WHERE ARE MULTITASKING TEENS/TWEENS FOCUSED

Q.69 - When you watch TV at the same time you're online, where do you focus most of your attention?



RECOMMENDATIONS

- Be sensitive. SN users have feelings of ownership and an emotional attachment to their profile pages. Make certain that the advertisements on profile pages are clearly separated from the users' own content, to avoid possible implied endorsement of the product being advertised by the user whose page it appears on.
- Involve social networking users in the advertising process. Serve ads based on demographics/interest or give users at least some fig leaf of choice about the type of advertising that appears on their profile pages, if not the specific advertisers. Teens and tweens are very open to hearing about products on these sites, and there are very few product types whose manufacturers want to reach the youth audience that wouldn't find willing teen/tween advocates. We believe that SN sites that treat their users more like partners in their operations in this way are going to be more successful over time.
- Distribute branded content specifically designed for teens/tweens to use on their sites, which many children, especially teens, say they want, and one in five teens say they are already employing. Just as many teens or tweens will wear advertising in exchange for a shirt, many will gladly place advertising on their sites in exchange for useful content or tools.
- Review your media mix. Advertisers that are not already spending dollars on social networking sites should seriously consider doing so. Social networking sites are filled with kids who want to hear about a wide variety of new product offerings and, especially, teens and tweens who will tell others – influencers.
- Treat SN users as partners, brand participants. Our research strongly suggests that advertisers and social networking sites that treat SN site users as partners rather than in a more traditional, hierarchical way are going to be more successful, especially in the long run. Examples:

  - Engaging teens and tweens in the brand through polling;
  - Giving teens/tweens branded content (audio, video, images) to put on their sites;
  - Advertising through quizzes and games, the more open-ended the better.

These are some tactics that should seriously be considered as alternatives to some of the more intrusive, one-way approaches heavily in use today.

- Help teens and tweens achieve their online goals. Sponsoring tools or other functionality that helps teens/tweens with their online goals is a clear win, especially for sponsors reaching out to teens. Opportunities for sponsors include site-building tools, video, audio, or image editing tools, free software downloads, content libraries (images, video, audio), tools for creating specialty content (such as characters, virtual houses, clothing, games), and others yet to be imagined.
- Add educational value. To win over parents—who are more important than many advertisers realize, even in the teen market—without turning off teens and tweens, advertisers should ask themselves whether there are any ways to add educational value to whatever they are sponsoring without interfering with its other qualities.
- Be innovative wherever possible. As strong an interest as kids and parents have in many of the generic sponsorship vehicles tested, previous research shows that their interest in truly innovative concepts is much stronger. Fortunately, there is much fertile ground for innovation in the social networking space.

METHODOLOGY

This white paper draws heavily on findings from Kids' Social Networking, a new study from Grunwald Associates. The study is comprised of three parallel national surveys of children ages 9-17, parents and school district decision-makers. Carefully constructed nationally representative samples of 1,277 teens/children, 1,039 parents and 250 school districts were used.

More detailed results and analysis using demographic and psychographic profiles are available directly from Grunwald Associates. For information on obtaining this analysis along with the underlying data from these surveys, please contact Grunwald Associates (301) 263-9192 or info@grunwald.com

ABOUT GRUNWALD ASSOCIATES

Grunwald Associates (www.grunwald.com) is an independent research and consulting firm that has conducted the industry's most respected surveys on child, parent and educator media use since 1995. Grunwald surveys helped define the home and school technology markets, and have been called the "gold standard" in the industry. The firm also conducts qualitative research and provides analysis to corporate and education clients. Grunwald research partners and key clients have included Microsoft, Verizon, News Corporation/MySpace, Scholastic, Discovery, PBS, BellSouth, Kodak, the Educational Testing Service, Sesame Workshop, the George Lucas Educational Foundation, Apple, and many others.

Grunwald research consistently receives wide press coverage, including the New York Times, PARADE Magazine, CNN, the Wall Street Journal, Washington Post, USA Today and many other outlets.

ABOUT ALLOY MEDIA + MARKETING

Alloy Media + Marketing (NASDAQ: ALOY) is one of the country's largest providers of nontraditional media programs reaching targeted consumer segments. We manage a diverse array of assets and services in interactive, display, direct mail, content production and educational programming. Within the Alloy Media + Marketing group of companies, marketers and their agencies can access the depth of expertise and breadth of programming needed to meet their specific goals. Long-standing, quality relationships and proprietary partnerships enable us to provide unique access to consumers nationwide. We work with over 1,500 companies, including half of those in the Fortune 200.

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