



Mark Penn discusses the New Info Shopper and the future of marketing at CES 2009

Las Vegas, January 8, 2008 – Mark Penn, Worldwide CEO of Burson-Marsteller and President of Penn, Schoen & Berland Associates, today discussed the rise of the “New Info Shopper” at the Consumer Electronics Show’s panel discussion on “Advertising Strategies in the Diversified Digital Culture.” New Info Shoppers are the large and growing population of consumers who consult product reviews on the Internet before making purchases; Mr. Penn talked about the important implications of this trend for the marketing and advertising professions.

Mr. Penn further elaborated on new info shoppers in his *Microtrends* column published today by www.wallstreetjournal.com. “The point is that advertising isn’t just moving to the Web, it’s got to grapple with an entirely new kind of shopper and way of shopping,” he wrote. “Marketers now have to balance traditional media, online media, and content that is generated by experts, bloggers, and consumers themselves.” Read it here: <http://online.wsj.com/article/SB123144483005365353.html>.

The CES panel Mr. Penn participated in was presented by Digital Hollywood and moderated by IBM’s General Manager for Global Media & Entertainment Industry, Dick Anderson. The theme was the ways in which industries are moving “beyond advertising”.

During the panel, Mr. Penn introduced new research indicating that consumer marketing which relies on images and emotion to provoke subconscious purchase intent needs to be replaced by methods that address consumers’ growing desire to make rational, fact-based decisions. According to this research:

- 70% of Americans say they consult product reviews before making purchase decisions
- 58% do so before buying a vacuum cleaner
- 43% do so before choosing a movie to see
- Nearly 1 in 4 read reviews before buying shampoo

“Information shopping means manufacturers have to generate, and distribute, more information on what happens when you put their products through their paces,” said Mr. Penn. “Marketers who ignore the New Info Shopper are almost certainly losing out to competitors who are feeding them the facts and figures they crave.”

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Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.