

Digitas

1) Can you give the readers some background on Digitas?

Digitas is one of the world's leading digital marketing and media companies. Digitas uses consumer insight, creativity and data to build and refine digital and direct marketing and advertising programs for global marketers. Digitas creates Web sites, online advertising, video, media and search, print and direct advertising. We do this by leveraging measurement, analytics, strategy and technology to bring the most relevant information to the right customer at the right time.

2) What does Digitas specialize in, and what sets you apart in the marketplace?

We create relevant and motivating experiences that engage people across channels and over time – driving breakthrough business results. Above all, we are committed to our clients, inspired by their customers, excited by change and fueled by a passion for collaboration and bold invention.

3) How does Digitas utilize market research, and what value does it provide?

Digitas uses market research to uncover user needs and inform the strategic design of marketing campaigns. Additionally, primary research enables Digitas to uncover “big ideas” that inform and inspire our creative and strategic teams. Finally, Digitas also uses market research to understand the effectiveness of our campaigns and to provide diagnostic information that will refine and improve subsequent marketing efforts. For us, the information we receive from our customers is as valuable as the information we have about our customers.

4) How has iModerate helped you and your clients?

iModerate's methodology adds color and texture to our quantitative research, enabling us to better understand the “why” behind the numbers. Additionally, the team at iModerate is responsive to our often unyielding time constraint, enabling us to deliver timely and insightful work that exceeds our clients' expectations.

5) What do you see as the biggest obstacle facing digital and direct marketing in 2007 and beyond?

The rapidly changing ad models and distribution platforms, and the ability to leverage both in creative and compelling ways. Moreover, using distribution channels effectively to bring relevant content to consumers in the channels in which they can respond and interact. The advantage of digital is the ability to optimize campaigns in real-time. Brands that use data and analytics to optimize their marketing programs see measurable results that tie to their bottom line.

6) What do you see as the next “big thing” in your industry?

At Digitas, we believe that brand-generated content is one of the “next big things” that our industry should be paying close attention to in the coming months. As customers, and not marketers, are increasingly becoming the stewards of brands, our job becomes to open up brands to their customers so they work with us and for us, simultaneously engaging with and creating brand content.