

SCIENCE SEMINAR

FRIDAY, OCTOBER 1
KNOTT HALL 309
3PM

YOU MEAN THERE IS MATH IN ADVERTISING

MICHAEL BYSTRY
MANAGER FOR STRATEGY & ANALYTICS FOR SWIRE

AS LONG AS THERE HAS BEEN TELEVISION, THERE HAS BEEN TELEVISION ADVERTISING. WHILE THIS INDUSTRY IS THOUGHT OF AS A CREATIVE ONE, THERE ARE APPLICATIONS OF MATHEMATICAL PRINCIPLES USED TO HELP DETERMINE WHETHER A TELEVISION COMMERCIAL EVER MAKES IT ON THE AIR. MICHAEL BYSTRY, CLASS OF 1992 AND CURRENTLY THE MANAGER FOR STRATEGY & ANALYTICS FOR SWIRE, EXPLAINS HOW ADVERTISING TESTING IS ACCOMPLISHED, WHAT THE TESTS HOPE TO MEASURE, AND PROVIDES A CASE STUDY USING A COMMERCIAL AND TESTING SURVEY SWIRE COMPLETED FOR A RECENT CLIENT.

REFRESHMENTS WILL BE SERVED