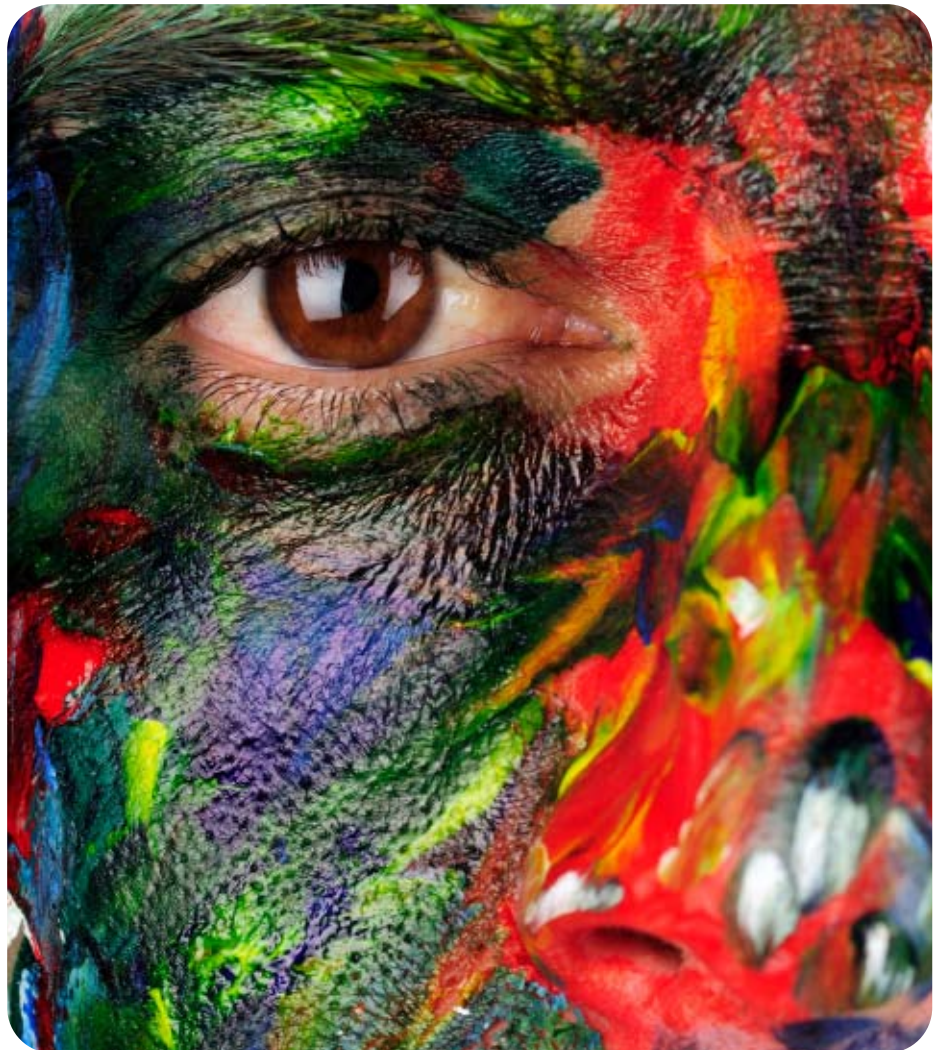


WHICH WAY AHEAD?

GfK EURISKO IS KNOWN FOR INVESTING IDEAS AND ENERGY IN ITS SEMINARS. THEY ARE OPPORTUNITIES TO MEET CLIENT COMPANIES AND EXCHANGE VIEWS WITH THEM

GfK Eurisko seminars have become events which put our research findings in the spotlight. The aim is to share and compare them with the goals and projects that hail from parallel worlds, above all those of manufacturers and of advertisers. Of particular importance is our annual seminar, which is due to take place on the 14th of July in Milan and on the 14th of September in Rome. The title Quale (immediato) futuro [Which way ahead] is self-explanatory. The purpose is to sum up the trends taking place in the country, and the immediate expectations, both of the general public as well as of the cultural and economic élites. The findings are drawn from many sources. First and foremost Sinottica, which inexorably monitors the attitudes, behaviours and values of Italians. It reveals the megatrends, and the different speeds with which the segments are evolving. Is it true that a slowdown in growth has come to be accepted or is the opposite true i.e. that, despite the crisis, consumers do not want to forsake anything, that they feel they have an inalienable right to material and immaterial goods at affordable prices? Is it true that new (but also seasoned) consumers are more aware, cultured and expert, and on the lookout for a more interactive dialogue with retailers



and with big name manufacturers? Is it true that the reputation of the big name brands is suffering because they are considered poor allies in tackling the current difficulties and lack the ability to offer stopgap solutions? These and other questions will be answered. We will also focus on the subject of well-being, i.e. projects which can be achieved

through challenging ways with new “key products”, on the New Seniors, people who are old, but not in their attitudes, values, desires and financial resources, on the New Media as touchpoint opportunities capable of providing the skills to do.

WHICH WAY AHEAD?

cont'd from page 1

There will also be an analysis on the role of the élites in the current climate, with new commitments and new investments, in particularly as regards the ineluctable problem of the social inclusion of the future generations. With a final roundup of the strengths and weaknesses of corporate clients. What adjustments and positionings do consumers today desire in order to cope with the current headwinds, which show no signs of receding. What strategies and tactics can the Big Names adopt to recoup authority?



Think Tank

“The man who writes... day in and day out... is essentially the man who more than any other determines the character of a people and the kind of government this people shall possess” (President Roosevelt, 1904).

This is the quotation which marks the beginning of Joseph Pulitzer’s work on journalism, first published in 1904. Just over 100 pages dedicated to the profession, the need for schools to develop good journalists, and the role of public opinion.

“What needs to be taught is to work for the community: not for business, or for oneself, but, in the first place for the public. In my view not only should a school of journalism not be commercial, but it should indeed be anti-commercial.”

This does not mean that the entrepreneurial aspect of publishing is of no importance.

“The more successful a newspaper is financially, the better is its moral fibre. The more prosperous it is, the more it can afford to be independent, to pay higher salaries to its editors.

And the less it will be subject to temptations and the more it will be able to deal with the losses incurred in maintaining its principles and convictions. Nevertheless, financial considerations, which are absolutely right and fundamental in the finance department, become demeaning and dangerous when they invade the editorial room.” The role of the journalist and of the newspaper is that of “an orator talking to the US democracy, the only body which allows the blood that flows in the veins of a republican State to keep it healthy. It is unfortunately true that some of our newspapers spread dangerous falsehoods and hypocrisies, which exploit ignorance, bias, passions, popular prejudice, poverty, as well as hatred of the wealthy; let us not forget that a press that is skilled, impartial, and driven by a civic spirit, with an intelligence trained to distinguish what is right, can preserve that public virtue, without which the government of the people is nothing other than a deception and a mockery.”

Sul giornalismo — Un’opinione pubblica bene informata è la nostra corte suprema. Perché a essa ci si può sempre appellare contro le pubbliche ingiustizie, la corruzione, l’indifferenza popolare o gli errori del governo; una stampa onesta è lo strumento efficace di un simile appello. —

Joseph Pulitzer

postfazione di Mimmo Candito



incipit —
Bollati
Boringhieri
editore

Joseph Pulitzer SUL GIORNALISMO
publisher **Bollati Boringhieri Editore**
pages **113** price **10 euros**

GfK EURISKO SEMINAR

TOMORROW'S MARKET: MORE CONSCIOUS CONSUMERS, MORE RESPONSIBLE COMPANIES

MILAN 15 SEPTEMBER

Villa Necchi Campiglio
Via Mozart, 14

AD HOC PANEL FOR BUSINESSES WITH THE DIALOGATORE

GfK Eurisko offers businesses the opportunity to **have at their disposal an ad hoc panel**, with whatever characteristics they desire in terms of member profiles.

This ad hoc panel, together with the “**Dialogatore**”, can be consulted at any moment

- to verify and measure purchase behaviour and consumption over time / attitudes among target individuals (brand/product switching)
- to conduct structured ad hoc research
- as well as to provide answers to various, short questions that arise daily in the business setting
- making the most of the opportunities to ask them to targeted samples.

The ad hoc panel offers the extraordinary possibility of storing all the information gathered and can also be linked with other GfK Eurisko tools (Sinottica, STP, Eurisko Media Monitor).

Agenda

GfK EURISKO 2010 SEMINARS

■ **GfK Eurisko - Annual Seminar 2010**

14 July, Milan

14 September, Rome

■ **Corporate Social Responsibility (CSR)**

15 September, Milan

- Health communication
- GfK Eurisko Crif
- The value of Italian high-end products
- The “importance” of celebrities



To find out more contact seminari@gfk-eurisko.it or visit our website www.gfk-eurisko.it

SYNDICATED SURVEYS READY FOR ROLL OUT

- New Media Internet
- Night life
- Consumer Credit Monitor
- Competing in the private segment



To find out more contact info@gfk-eurisko.it or visit our website www.gfk-eurisko.it

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