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## **MRM Releases The ZMOT Score, First-Ever Zero Moment of Truth Assessment Tool**

*Guideline to Achieving Success at the Google-Defined Zero Moment of Truth (ZMOT)*

New York, NY January 10, 2012 – MRM, top-five global digital and direct agency, has released the ZMOT Score, a guide to evaluating your brand’s health at the Zero Moment of Truth (ZMOT).

In November 2011, Google published “ZMOT: Winning the Zero Moment of Truth” by Jim Lecinski, a study introducing marketers to a new mental paradigm that shoppers have adopted due to the evolution of information accessibility. MRM released the first-ever ZMOT Score to help brands evaluate how well they are reaching customers at the moment they are looking for their products and services.

In 2005, Proctor & Gamble prescribed the critical purchase decision moment at the retail shelf as the “First Moment of Truth”. As digital technology now provides consumers with instant accessibility to a wealth of information about products and services, there exists new moments before purchase through instant online product research. This “new” moment of truth in the traditional paradigm of the consumer purchase process has been defined by Google as the Zero Moment of Truth (ZMOT).

MRM provides their summation of Google’s ZMOT POV, and provides a roadmap for evaluating what brands have to do to be successful at their customers’ zero moments of truth. The assessment provides a cross-channel optimization audit across all Web and digital asset technologies, a proprietary ZMOT score and solutions geared towards improving that score and increasing ROI from digital assets.

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“While the premise of the zero moment of truth is nothing new to digital marketers, Google’s ZMOT study does a great job of redefining and reframing the mental model of today’s consumer. MRM New York has long advocated the defining principles of the ZMOT, and hopes with Google’s endorsement of the concept more brands will take note about the importance of cross-channel optimization.” said Adam Dince, V.P. Director of Search at MRM New York.

For more information on MRM’s ZMOT Score, and to read MRM’s full ZMOT POV, visit their website at [www.mrmworldwide.com/ZMOT](http://www.mrmworldwide.com/ZMOT).

#### ***About MRM***

MRM is a top-five global digital and direct agency made up of a diverse collection of craftspeople focused on creativity, performance and technology. MRM offers a suite of capabilities including branding, strategy, relationship marketing, design, measurement & analytics, mobile, search, social, loyalty programs, platform & application development, system integration, engagement planning, asset production, & asset distribution. The agency has 34 offices in 25 countries and counts Bristol-Myers Squibb, General Mills, General Motors, Intel, Johnson & Johnson, Kraft, Nestlé, U.S. ARMY, Verizon and Wells Fargo among its clients. MRM is a part of McCann Worldgroup, an Interpublic company. For more information, please visit [www.mrmworldwide.com](http://www.mrmworldwide.com).