



MediaEffects

Connecting Sales and Media Insights

Traditionally, brand planning and sales tracking initiatives have been performed independently of media planning and execution. MediaEffects empowers collaboration to build a more efficient, targeted and complete brand plan.



A single source view

Formerly disparate data sets combined into one database

- Deliver conveniently through existing custom database
- Complete the picture of key marketing elements
- Provide more data in the hands of key decision makers

Roadmap to key business issues

Dashboard of reports customizable to different user groups

- Generate standardized reports for time saving analysis
- Spend time diagnosing business opportunities vs. data retrieval
- Tailor insights for any audience – senior management to analyst

Aligned sales and media data

Proprietary method to harmonize sales and media characteristics

- Evaluate media impact on sales in conjunction with in-store merchandizing
- Identify competitive strategy and measure impact on sales
- Target local market sales opportunities based on media effectiveness

Robust cause and effects metrics

Mainstream Analytics focused on uncovering key business drivers

- Enable “mid-course correction” rather than just “post-mortem diagnosis”
- Combine media and sales metrics for a complete “due-to” analysis
- Measure marketplace response to various combinations of marketing tactics

MediaEffects

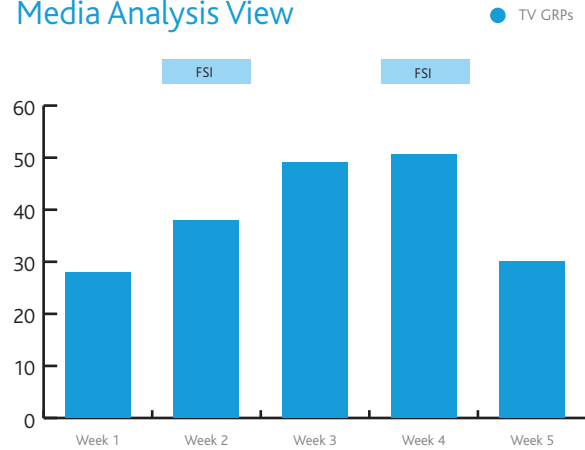
Media Facts

By TV Media Origin for estimates of campaign effectiveness

- Expenditures
- Impressions
- GRPs/TRPs
- Share-of-Voice/Expenditures
- Across demographic breaks
- FSI Expenditure/Circulation/Share

Source: Nielsen Monitor-Plus®

Media Analysis View



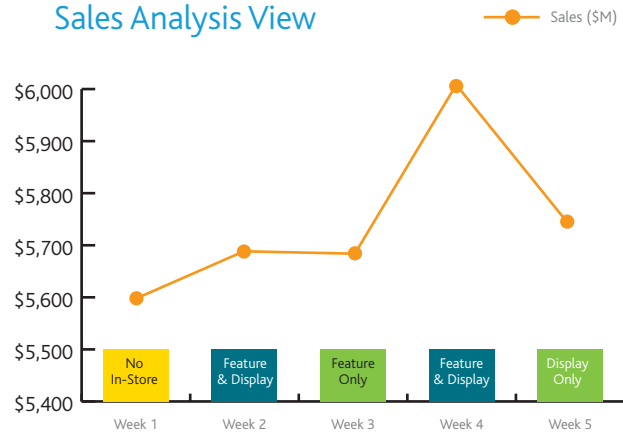
Sales Facts

Consistent with existing custom category database facts

- Volumetrics (\$, Units, EQU)
- Pricing
- Distribution (ACV, Sales per Million)
- Merchandising (Feature, Display, TPR)

Source: Nielsen ScanTrack®

Sales Analysis View

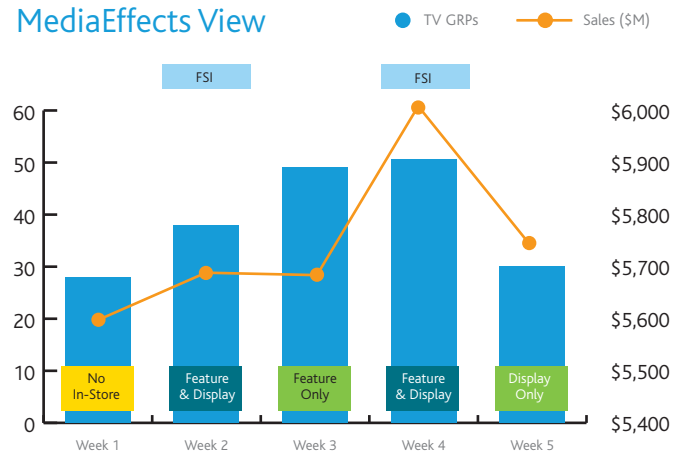


Markets

Aligned across geographic views for additional local market reporting

- Total U.S. Food/Drug/Mass X Walmart
- Nielsen Syndicated Major Markets (SMM's)
- Media Designated Market Areas (DMA's)
- Custom Client Sales Areas
- Account Level

MediaEffects View



For more information contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com