



Find the Best Media Mix Combinations for Detailed Marketing Targets with Nielsen IMS CampaignRF

Nielsen IMS CampaignRF is a multimedia reach and frequency tool that allows you to combine two or more media schedules to determine total campaign results, based on the specifics of a marketing target.

A sophisticated alternative to multi-basing and random duplication, IMS CampaignRF™ uses a “segmentation on the fly” custom fusion technique that matches respondents from one survey to another while maintaining the integrity and currency value of each individual medium.

IMS CampaignRF can be used dynamically. You can mix data across different media schedules. This gives you the freedom to use a fresh approach with each analysis, and to select the appropriate media surveys for changing client situations. This includes the use of proprietary studies, where information gathered specifically to better understand the dynamics of a product or category can be used to create your target definition.

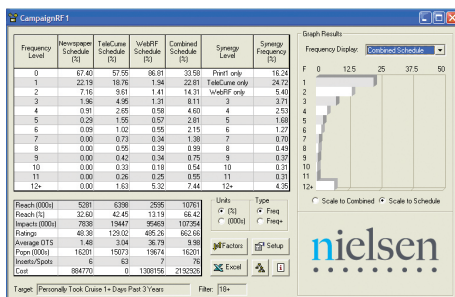
Benefits:

- Enhanced capabilities for examining non- traditional targets and access to marketing definitions that are limited only by sample size considerations (e.g., demographic, media, product, lifestyle, attitudinal. etc.)
- “Segmentation on the fly” custom fusion allows for a true multimedia approach, where two or more media types may be mixed.
- Transfers targets as well as media schedules
- Preservation of media currency when transferring exposure probabilities to another medium
- Dynamic nature allows for a fresh approach with each analysis, where users can access current surveys as well as historical ones
- Allows usage of respondent level proprietary surveys
- Uses familiar Nielsen IMS codebook interface
- Employs a Personal Probability model, which is a respondent level reach model, and an application environment that has worldwide acceptance in the industry. With Personal Probability, the reach curve is developed using each respondent’s individual exposure pattern to the media vehicles in the schedule.



Key Information:

- Import saved media schedules using a simple interface or create them with IMS CampaignRF.
- Mix schedules from various types of media—traditional, new/emerging and ambient.
- Number of media for inclusion is dependent on databases available.
- Aggregate data sources are being included for use within IMS CampaignRF on a case by case basis.



Nielsen IMS CampaignRF

How Does It Work?

Using this technique, a marketing target definition is selected from the Hub survey (any consumer behavior study accessible through Crosstab). This definition is used as the basis for matching respondents across different media. A CHAID algorithm (Chi-Square Automatic Interaction Detector) is then used to determine which of the common variables (demographics, lifestyles, etc.) between the Hub survey and each of the different media, are statistically significant descriptors of the target. Additional CHAID analyses are performed on the media consumption level, in order to determine and transfer the respondent's probabilities of exposure to each of the other media schedules. (Media 2, Media 3. . . Media 5). During this process, the currency of each media is preserved, as it is planned and bought.

With IMS CampaignRF, your campaign reach and frequencies are based on a core audience definition across all of your different media schedules—television, magazine, newspaper, cinema, internet and other media. For non-traditional media types, Nielsen IMS can help create an environment for your ambient media schedules, so that they may be included in the total campaign results. Ambient media types could include Event -Based Media (e.g. Stadium Ads), Retailer-Based Media (e.g. Shelf Talkers), as well as other Placed-Based Media (e.g. Airport Displays). A combination of Census, traffic, syndicated and proprietary data may be used to create a dataset for these media types.

IMS CampaignRF can also be used to determine the delivery of a single medium using target information from the Hub survey. The results of the CHAID performed on the target in the Hub survey are transferred to the media database with the probability of a respondent's inclusion in the target. The delivery of the medium is the calculated using these probabilities.

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