

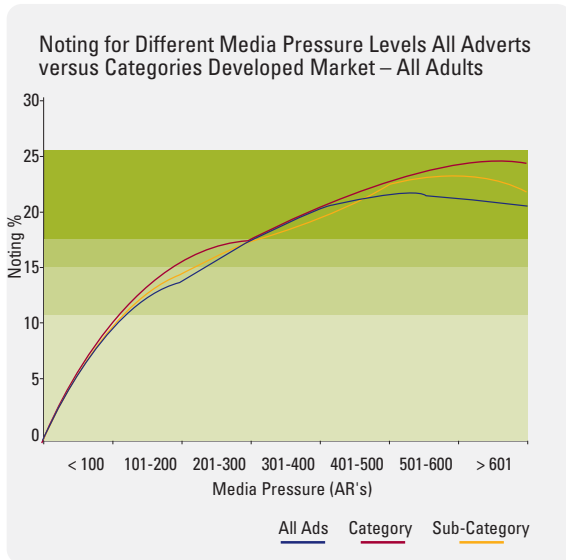
Adtrack

ADTRACK

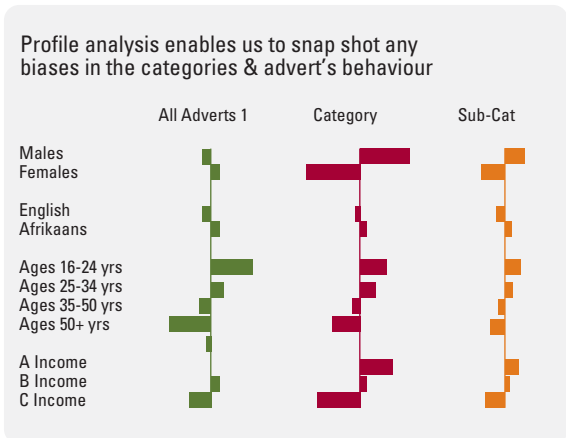
Millward Brown's Adtrack is the most comprehensive and sophisticated post media evaluation and planning efficiency tool available today.

In the increasingly fragmented media landscape, the ability to measure the effect and efficiency of different media activity is paramount.

Research shows that all adverts behave differently and, without Adtrack, clients have no feedback on their adverts' in-market behaviour.



Media planners can buy audience but cannot buy attention; every commercial has its own media planning solution. Adtrack provides clients with comprehensive



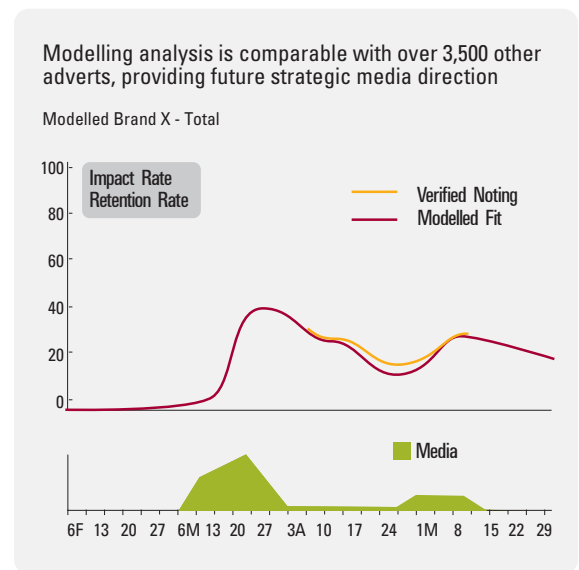
feedback on their TV and other media's advertising responses, enabling them to elicit the greatest possible return from their media budget.

Based on the key premise that different commercials respond differently when flighted, Adtrack's objective is to qualify each commercial's response and, by comparing it with the extensive Adtrack normative data, provide clients with the ability to plan media budgets more efficiently and effectively.

Since launch in 1984, Adtrack has built a database of over 40,000 tested commercials and conducted over 3,500 studies.

Over a continuous (6 week) tracking period, Adtrack monitors a commercial's proven in-market awareness (verified noting) and relates it to the commercial's media over the same period.

Large sample sizes of 200 national respondents per week per market, allows rapid feedback of findings based on statistically highly significant data.

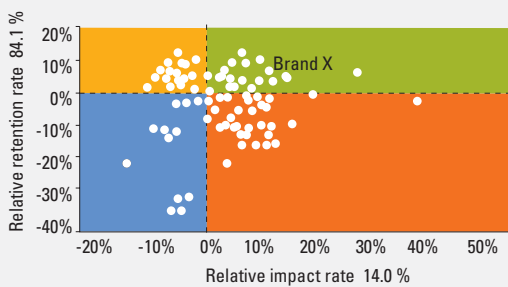


Based on the results, a modelling analysis is derived that quantifies the commercial's Impact and Retention rates. These are then compared to other adverts within the client's competitive set, allowing for comparison between one's own and competitive commercials.

Any shifts in the response, such as advert 'improvement' or 'wear-out' over time, can be identified within this analysis.

Impact & Retention Norms Chart

Category adverts modelled norms for the developed market

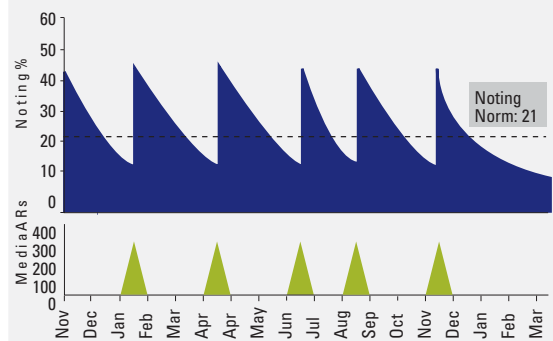


Media Optimiser

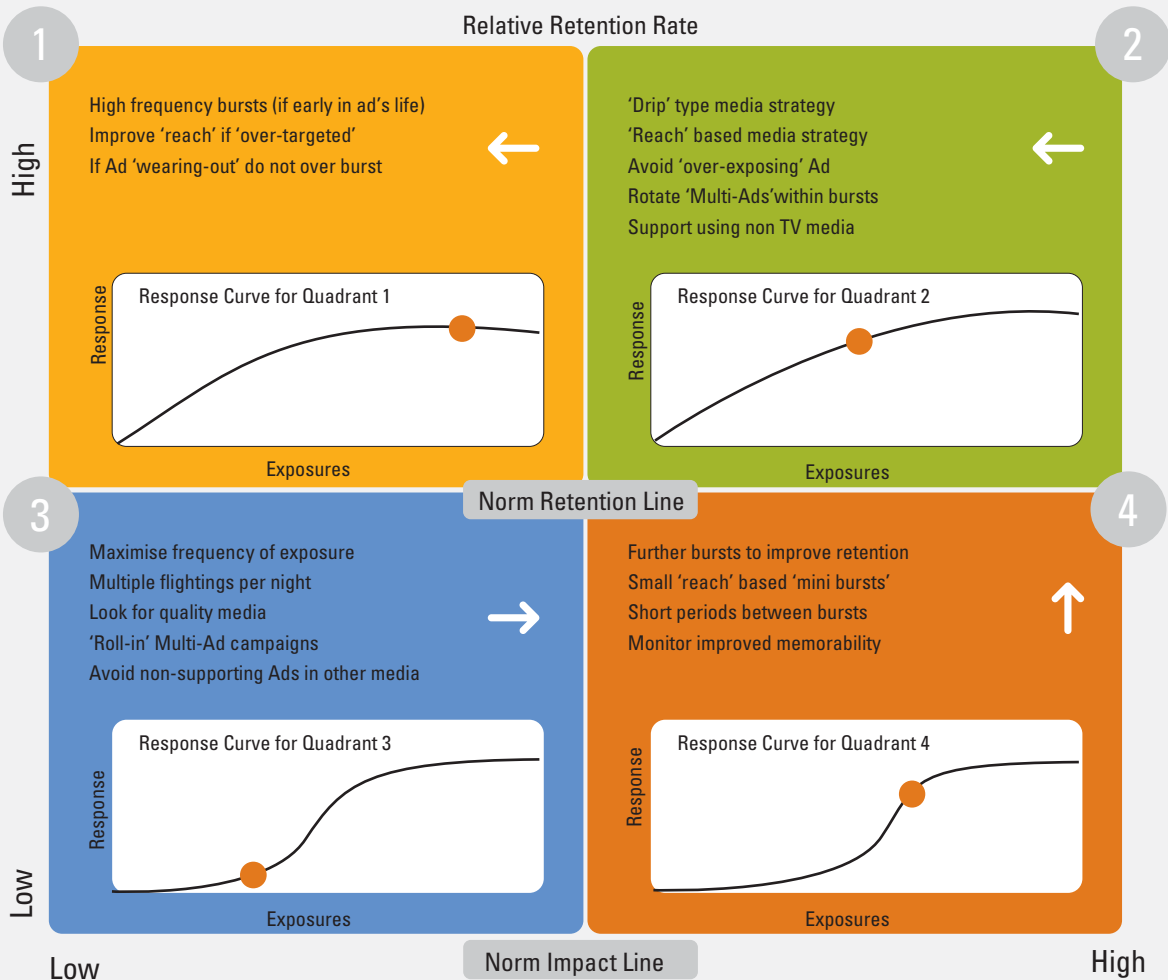
The Adtrack Media Optimiser, a planning programme based on Genetic Algorithms, then simulates client's marketing parameters to establish the most efficient and effective future flying strategy.

Projected Optimiser Plan for: Advert X Planned to Average Noting: 21 %

Parameters: Cost per AR = R 5 000 Average Noting = 21 %
Minimum AR's = 200 Output: AR's = 1000 Spend = R 5 000,000
Schedule Performance = 1213

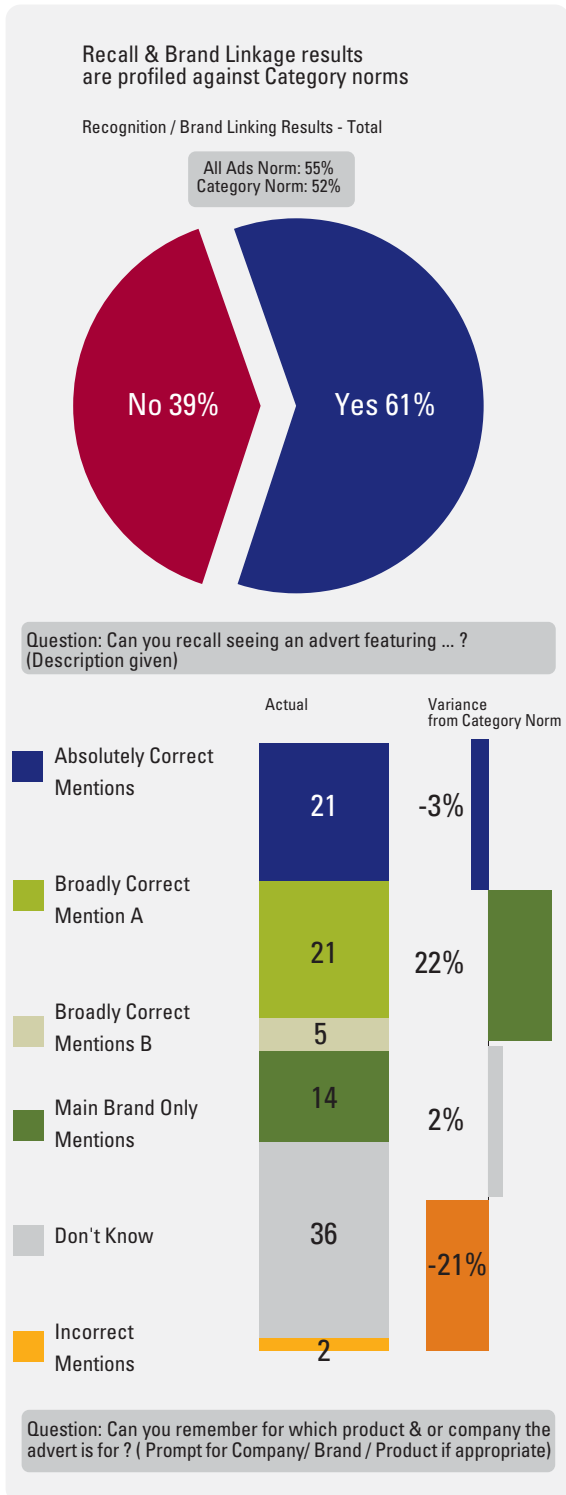


Impact & Retention Recommendations



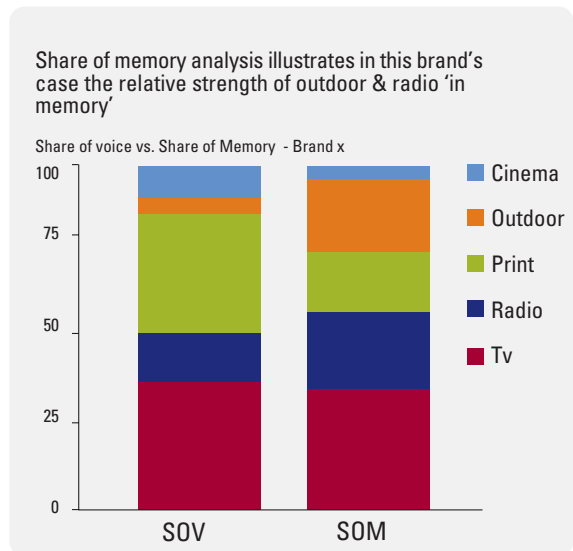
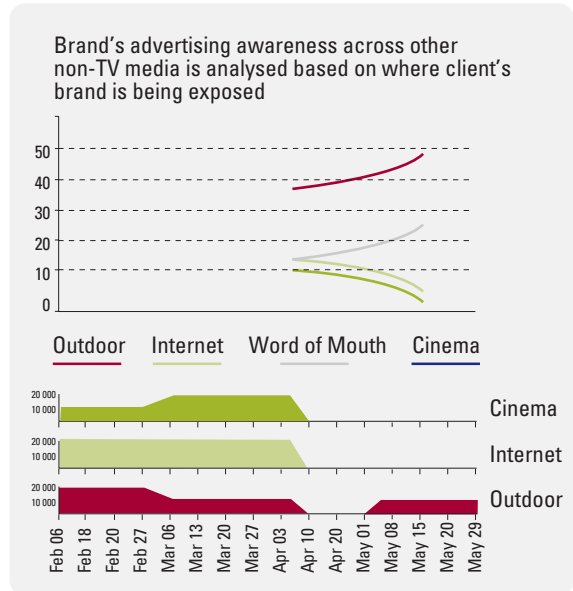
Branding

The recall and branding strength of an advert or campaign can also be measured and compared to the category or competitive normative data. This analysis can provide key insights into sub-branding, branding confusion or just sheer indifference.



Multi Channel Efficiency Analysis

The fragmentation of media and the multitude of messages the consumer is subjected to daily (175 in 1975, 1300 in 2006) can result in lower impact and memorability of advertising.



Adtrack analyzes efficiency across the different media channels used. By ascertaining share of memory relative to media spend, we identify the strength of the individual channels within the campaign mix.

Communication • Advantage • Global • Dynamic • Innovation • Understanding • Insight • Brands • Cr
 Leader • Future • Consulting • Experience • Satisfaction • Vision • Evaluation • Multicultural • Inform
 Conceptual • Emotion • Impress • Planning • Solution • Sophisticated • Understanding • Insight • Bra
 Leader • Future • Consulting • Experience • Satisfaction • Vision • Evaluation • Multicultural • Infor
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ADTRACK-MAXIMIZING YOUR MEDIA SPEND'S ROI

Competitive Evaluation

All competitors TV adverts are tested automatically once, post launch, within the Adtrack system.

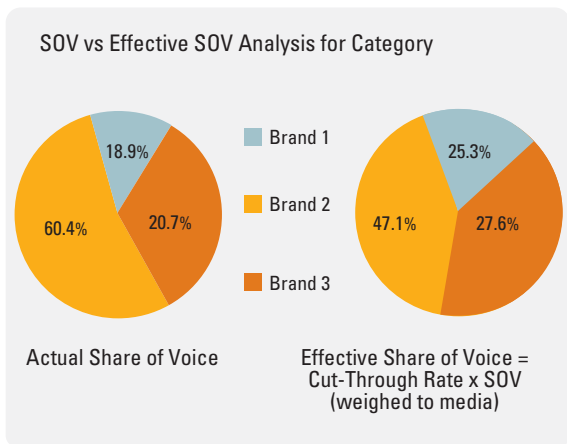
Client & competitive adverts can be compared on a level playing field using the new 'cut through' rate analysis

Historical Results for Competitive Ads

Date	Name	SEC	AR/GRP	Verif Total	Liked Total	Cut-Through Rate
Norms (40 Seconds)						
				19.4	7.1	
27/03	Advertisement 1	40	347	39	7.8	11%
17/04	Advertisement 2	40	420	12	7.5	3%
03/04	Advertisement 3	60	657	26	7.7	4%
20/02	Advertisement 4	30	159	18	7.1	11%
13/02	Advertisement 5	30	113	13	7.2	9%
01/05	Advertisement 6	5	61	1	8.5	2%
24/04	Advertisement 7	20	87	9	4.9	10%

Effective share of voice analysis

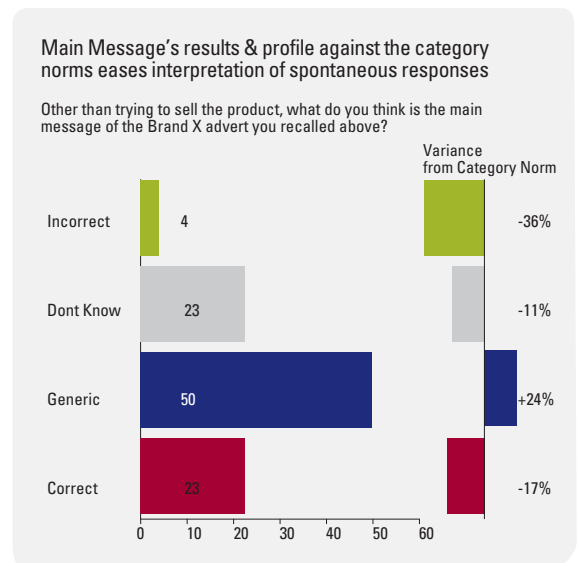
Whilst a key Adtrack objective is guiding client to the optimal future media strategy, and hence ROI, every advert operates in the context of competitive advertising that may prove more or less effective than client's.



Internationally, MB finds a significantly greater correlation of market share shifts with the Effective Share of Voice than Share of Voice.

Main Message

Evaluation of the message communication is an integral part of the Adtrack system. Now analysed against client's pre-defined intended message, extensive norms are available by category.



Extra Analysis Modules

A variety of modular analyses is possible due to the consistent weekly nature of the Adtrack study, coupled with a highly flexible approach and fast turn-around time. Many of these modules have normative data available for comparison purposes.

