

Maximising the media mix

Cross-Media Optimisation
- CMO ©

MetrixLab's Cross-media optimisation (CMO) methodology has been devised to help you get the most from your media mix. As more and more companies incorporate the online environment into their marketing and advertising campaigns, CMO helps you evaluate if your media mix is the right combination of TV, print,

radio, direct mail and online for your brand and target audience. Crucially, the approach determines the contribution of each advertising medium alone, and combined with other media to assess the brand impact for your budget.



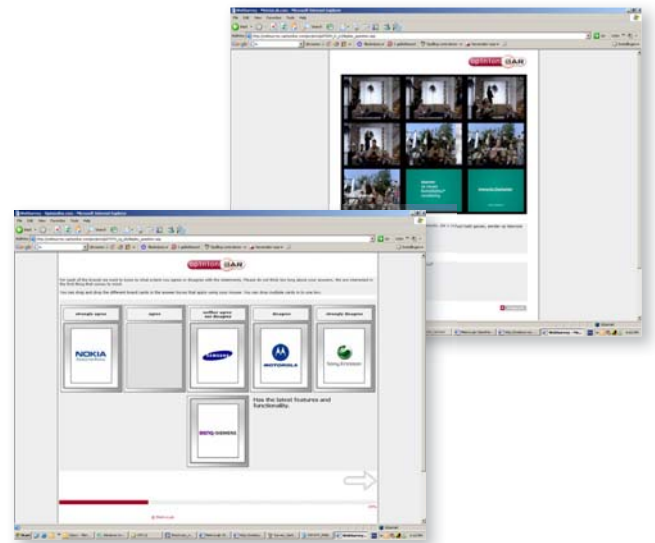
Measuring the impact of Cross-Media campaigns

MetrixLab's CMO is a proven research approach that gives companies the information they need to choose the right media mix. Using techniques unique to MetrixLab, we can identify the best approach to meet your campaign objectives, including reach, awareness, brand preference, and buying intention.

Maximise your campaign effectiveness – for the optimum budget

- The CMO approach encompasses all media types including TV, print, radio, direct mail and online as well as new media formats such as online video advertising and branded campaign websites
- CMO has been developed to measure single source media behaviour
- The approach lets us pinpoint which consumers you will reach through each of the media you choose, independently and together, giving you the insight you need to make decisions about your media mix

- Using techniques unique to MetrixLab, we're able to illustrate the incremental contribution each medium makes to reach, awareness, brand preference and buying intention to help you choose the optimum media mix
- We use familiar metrics that can be compared across all media – from reach and frequency to opportunity to see (OTS)
- We use the online environment to its maximum capability, creating interesting, fun and relevant questionnaires. Our surveys are comparatively short in length, fully interactive and enjoy higher than average response rates
- During the research your team will have access to an online tracking system in order to review research results as they are gathered. At the end of the programme, your MetrixLab project team will present the information to you in a workshop, discussing the key findings and their implications for the business



2 Innovative advertising research methodologies and techniques

- CMO has been used by clients from a wide range of clients including Unilever, Philips, Sara Lee, Lexmark, McDonalds, Nokia, Procter & Gamble, L'Oreal and Banesto

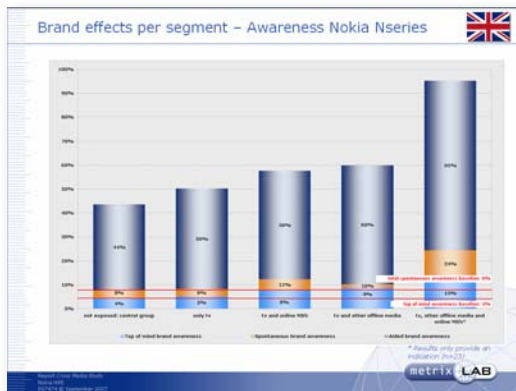
Bringing it together: Optimising the media mix

CMO illustrates precisely where a campaign will be most **effective** in terms of brand effectiveness and impact and at reaching the right audience for the available budget. It can assess and demonstrate the impact of combining different media and highlight efficiencies in media choice that could save budget. The results can be shown in the net cost per affected person by medium and by combination, helping you to make an intelligent choice based on sound research.

The research technique uses respondents from MetrixLab's own online panel of 500,000 European consumers. We use a quantitative approach that combines control/exposed methodologies, measuring advertising "opportunity to see" (OTS). Before the campaign is launched, the target audience is surveyed on the particular brand metrics that the campaign is to stimulate (e.g. brand awareness or purchase intent). During the campaign we continuously track its impact to understand what media each respondent has been exposed to, and how this has impacted the brand metrics. This allows us to assess the effectiveness of both individual media and various media combinations.

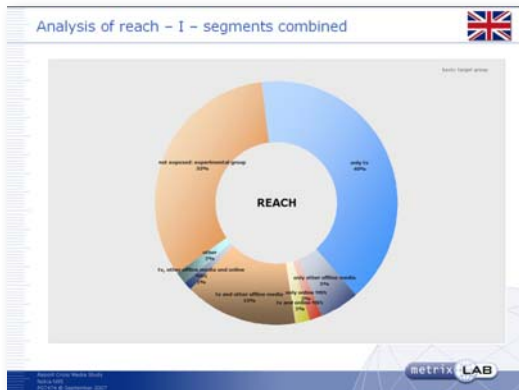


We probe for a number of brand metrics including top of mind awareness, spontaneous and aided awareness, intention to buy and the brand image to show where the campaign is the **most effective overall**. Then in order to **evaluate the effects of an advertising campaign** we analyze the impact of each media on its own, and as when combined with other media. For instance, we would assess the impact of TV on its own, as well as TV with Internet and compare the differences. For instance, how much extra reach will adding Internet to TV or print add to a campaign? This enables us to assess the synergies between media to measure the best creative strategy to reach a specific target market.



Measuring the contribution to the brand of the different exposure groups

We carry out a cost efficiency calculation to assess the impact of spending less on the most expensive media in a client's mix. This analysis shows the impact of that decision on the client's target market. This also enables determination of the media mix and budget allocation that would have delivered the optimal results, and consequently of the relative ROI of all media deployed.



Full analyses and powerpoint reporting by MetrixLab consultants

exposure groups

One of the most important elements of this research is to identify where ad spend could be saved. In this **optimum frequency analysis** we identify the minimum exposure to an advert a viewer needs to have before there is impact on the brand metrics. We measure the maximum exposure rate for brand impact, assessing where you will experience diminishing returns from your campaign and budget. This analysis reveals opportunities to recover budget and to redirect it elsewhere.

The MetrixLab Media & Advertising Research Methodologies

We have developed our own unique research techniques to help our clients test and evaluate their advertising campaigns prior to launch, during a campaign and evaluate their effectiveness across different media during and after the campaign. They are **ACT** for diagnostic creative testing, **ACE** for online campaign evaluation and **CMO** for cross-media research. These approaches combine qualitative and quantitative techniques with MetrixLab's team of research specialists. We have developed state-of-the-art processes, models and stimuli to make the online research environment work effectively for our clients. The results are practicable, allowing you to get most benefit from the research for your business. Companies who have worked with us on media and advertising research include Canon, Nike, MSN, KLM, ING, Renault, McDonalds, Microsoft and Unilever.

About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe's leading online research companies. With offices in Rotterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually tests the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies. For more information about MetrixLab please contact:

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