

What impact is your multimedia ad campaign producing on your brand?
 What changes could improve your campaign impact?

Which media are contributing the most?
 Which are delivering the strongest ROI in relation to the dollars invested?
 How is your investment in online media working in concert with the rest of your campaign?

How engaging is your creative?
 Does the message about your brand make it into the long-term memory, to be acted upon later?

Does your advertising have Brand Linkage Equity?
 Is the campaign more closely linked to your brand as the advertising gains exposures across media?
 Are you creating lasting campaign value?

What would happen to your brand if you stopped advertising?
 How about if you increased your ad budget?
 If you changed your media allocations across media?

Shouldn't You Know the Answers To These Questions?

If your company is like most advertisers, you don't know anywhere near as much as you would like to. Sure, you have some ideas about how your advertising is working, but think about it...each year when it comes time to develop plans for next year, don't you wish you knew more about how this year's campaign worked?

Communicus Can Help!

We've been helping major advertisers understand how their advertising campaigns are working for over fifty years. In the past twenty-five years alone, we have measured and diagnosed over \$30 billion dollars worth of advertising for some of the biggest names in consumer and business-to-business advertising.

What Makes Us Different

Communicus offers a unique approach to the analysis of advertising effectiveness – an approach that provides powerful insights not possible with other methods:

- Both continuous tracking and marketing mix modeling attempt to explain fluctuations in brand metrics based on the presence/weight of advertising.
- Communicus isolates the impact of advertising by comparing changes in brand metrics, over time, among those who have seen advertising versus the changes that occur among those who have not seen advertising.

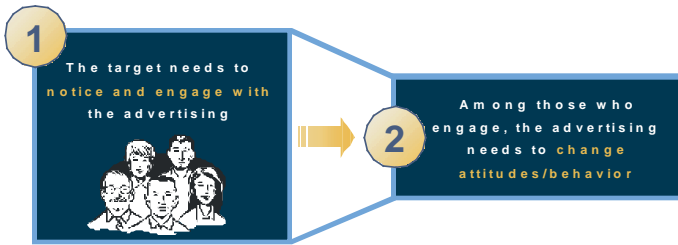
Our mission is to provide you with information and insights on how your advertising is working – to enable you to make smarter decisions about future advertising.

- Communicus arms you with timely and actionable information when you need it – early enough to make mid-course corrections, and again later when relative ROI calculations and diagnoses are required as input for next year.

If you are investigating in-market advertising research systems, you owe it to yourself, your brand and your company to put Communicus on your list. Send us your RFP, and we'll give you a whole new way of thinking about what you should be getting from an advertising evaluation system.

How Advertising Works

The Communicus System is based on a simple but powerful approach for isolating the effectiveness of advertising; there is no black box of mysterious analytic algorithms. The system is based on the principal that advertising effectiveness is, in its most basic form, a two-step process:



1. Before any individual can be impacted by advertising (or any marketer-sponsored communications), the individual must engage to some degree with the ad execution. The nature and strength of engagement may vary, depending on the medium, the content of the message, and the levels of interest of the targeted individual. But without this, no impact on the brand will result.

2. Among those who are engaged with the advertising, it must produce some impact on behavior, attitudes, and/or brand perceptions. Again, the nature of this impact will vary, but will ideally be consistent with the advertising objectives.

Our Unique Research Approach

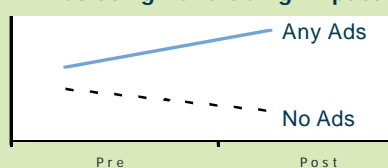
The Communicus System was developed based on how advertising works – first they need to see it and then they must be persuaded. With our flagship product, commVANTAGE, we measure the success of an ad campaign by means of a two-step longitudinal process.

Step 1: A benchmark wave of interviews is conducted to establish attitudes and behavior of members of the target audience before the advertising is launched.

Step 2: After the campaign has run, reinterviews are conducted with the same respondents. Each respondent is asked again about his/her attitudes and behavior. In addition, we measure each respondent's proved awareness of every ad execution across all media in the campaign.

The analysis of advertising impact involves comparing changes in attitudes and behavior among those who have seen various ads and commercials in the campaign with changes in attitudes and behavior among those who have not seen any advertising.

Isolating Advertising Impact



How We Measure Ad Engagement

For the analysis of advertising impact to be valid, it is essential to have an accurate means for distinguishing who has actually seen the advertising and who has not. This accuracy of measurement across all media (both traditional media like TV and new media such as digital) is a key unique element in the Communicus system.

Our measurement techniques differ by media, but all involve a limited form of recognition – a respondent is exposed to an ad or commercial in a way that will trigger recognition if he/she has actually seen the advertising before, but the limited cue provides a proving procedure for weeding out false or confused claims. Validation work on these techniques has consistently produced accuracy rates within the 90%+ range, with awareness levels proven stable for at least a year after actual advertising exposure.

Because our methods for measuring advertising awareness are equally accurate for all types of executions and all media, the Communicus System is the only way to effectively quantify and diagnose a campaign that includes multiple media.

Is It Really That Simple? Yes and No.

Yes – if you succeed on both engagement and impact, you will have achieved a successful marketplace result. If you fail at either or both, your marketplace results will not be what they could have been.

No – in that there are many aspects of the campaign that come into play in achieving advertising engagement and in producing perceptual/behavioral impact. Our diagnosis of all of the dynamics of the campaign is what makes Communicus analyses so rich, and ultimately so actionable.

Based on our extensive normative database, we also can tell you:

- Which of your individual ad executions are working the hardest, and which aren't pulling their weight.
- Optimal pool size for your campaign – how much to spend behind each individual ad.
- The media mix and allocation that will provide the best ROI for your campaign.
- If your campaign isn't working as well as it could, what aspects should be changed.

The Bottom Line

The actionability of Communicus studies is what enables our clients to optimize their advertising. The result: better ROI for advertisers and a great ROI for the advertising research!



Communicus Study Designs

Our product offerings are designed to address a range of advertising issues.

commVANTAGE

Our flagship product, and the long-time gold standard of advertising research systems.

Answers: *What is the real in-market impact of our advertising campaign, separate from other market forces?*

At the end of your advertising year, you know how your brand performed in market – but how much of this was a direct result of the advertising versus other market forces, such as word of mouth, competitive influences, the weather or the economy? The **commVANTAGE** system provides a comprehensive in-market evaluation of your advertising, isolating the actual impact of your campaign on your brand. You'll know what would have happened to your brand without advertising, and which media contributed what. Most importantly, you'll be able to utilize the extensive knowledge gained to refine plans for future advertising initiatives.

360°VANTAGE

Answers: *What is the in market impact of our 360° marketing initiative, including traditional media, digital programs, sponsorships, POS, FSI's, YouTube videos, etc.?*

The **360° VANTAGE** is similar to our **commVANTAGE** system, only super-sized. We include all of your measurable media and look at not only the overall impact on your brand, but the interactions between your traditional media advertising and other marketing initiatives, to tell you which are the most efficient and effective in achieving your brand objectives.

commALERT

Answers: *How is our advertising doing so far?*

You probably plan to invest millions in your new campaign during the launch period alone – wouldn't it be nice to have the reassurance that it is performing up to expectations, or insights into how it is falling short while there is still time to make adjustments? The **commALERT** provides early feedback on the success of your new creative, across all media, in relation to media spending to date. With this early information, you'll be able to make real-time changes while your campaign is on-air in order to maximize your ROI.

QUICKcomm

Answers: *How is our new or revised creative doing? We have concerns and need answers FAST!*

Maybe you have a new execution that some within your organization have concerns about, or maybe your **commALERT** indicated that you have an execution that has a serious engagement or branding problem (or worse, an execution that is being more readily linked to your major competitor versus your own brand). Now that you've launched the new or revised executions(s), the **QUICKcomm** phase is an inexpensive and expedited study that will provide you with fast, accurate and reliable answers to your questions.

commEDGE

Answers: *We didn't do pre-wave before we launched our campaign. Can we still use Communicus to diagnose our campaign?*

Yes! When timing issues or research budget restrictions preclude a pre-launch research phase, Communicus can still evaluate the performance of your campaign. The **commEDGE** is a single-phase design, with the research implemented after the advertising has received much of its annual spending. To isolate advertising impact, as distinct from selective perception, we employ proprietary indices that we've developed based on our extensive experience with longitudinal campaign measurement.

roiVANTAGE

Answers: *What is the optimal allocation of our media budget?*

Based on our experience in evaluating over \$30 billion in advertising, we have developed a proprietary modeling system that enables us to calculate the anticipated ROI of your campaign under different media budget and allocation scenarios. For the most tailored results, specific campaign performance metrics from your **commALERT** or **commVANTAGE** study are used as inputs to improve future media allocations. Or, we can work with you to develop preliminary pre-launch allocation recommendations using assumptions of expected performance by media that are derived from our normative framework.