

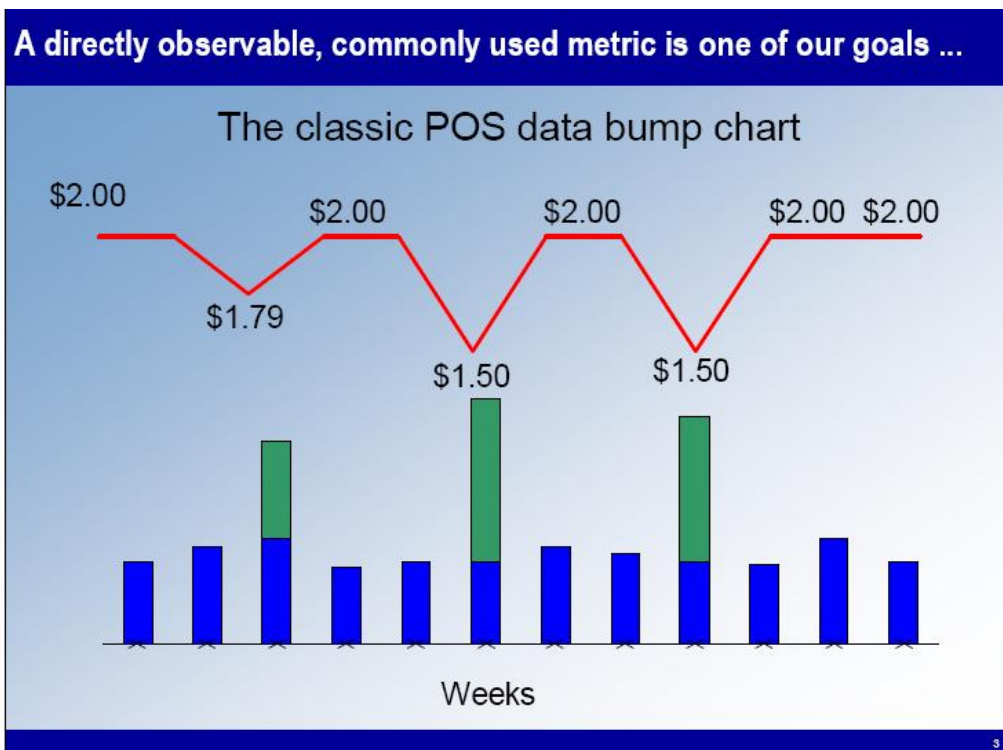
Case study: Project Apollo (US) More Frequent, Directly Observable Campaign Results

To understand the impact of advertising on sales results, the best marketers can do today is to overlay GRPs per week over a long period of time and statistically examine the trends. Marketers need more frequent information about audiences reached with their advertising campaigns, including directly observable, sales-relevant metrics for media.

To track the performance of consumer and trade promotions, marketers need to have up-to-date information, electronically collected and reported. A typical POS (point of sale) "bump chart," for example, tracks the short-term impact of price reductions on sales volume. Marketers commonly use these bump charts to track their marketing activities. In the context of today's marketing bump charts, media information falls short. Marketers need research that directly charts the effect of media on a more frequent basis.

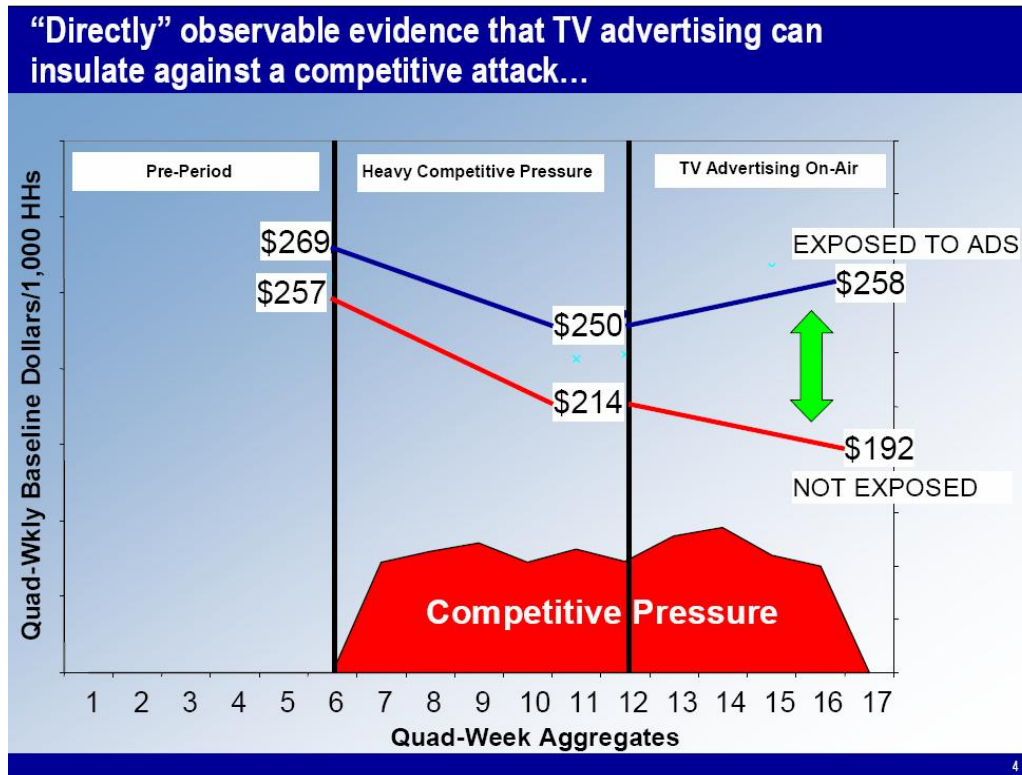
Marketing: Continuous Monitoring, Measuring and Modification

How can we enable these directly observable, commonly used marketing metrics for media?



Project Apollo provided more frequent, directly observable metrics about the performance of advertising. This case study shows the impact of an advertising defense against a new competitor in the marketplace. The following chart shows the positive impact of the campaign in rejuvenating sales for the brand in the face of the competitor.

**Brand-Purchasing Households
Dollars/1,000 Households**



The boxes represent sales volume per one thousand households, for households who were exposed to the advertising campaign and those who were not exposed. Sales dropped with the launch of the competitor campaign. Sales were regained as this advertiser launched a new advertising campaign in defense. Sales for households exposed to the campaign increased to \$258 per thousand, which is not as high as during the pre-period, but which shows good success at turning around a potential brand decline. Sales among households not exposed to the campaign continued to decline, from \$214 at the start of the campaign to \$192 post-campaign.

By having such information available in a timely manner, marketers can counteract competitive pressure and take action to protect their market share and profitability. Directly observable campaign results that tie directly to marketing actions provide marketers with information in time to adjust actions and improve sales, marketing and revenue results. One of the most significant benefits of Project Apollo and its single-source basis is the ability to produce actionable programs based on immediately available data.

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For more information contact either:

Kelly Mead, Senior Account Manager, Marketing & Products, The Nielsen Company. kelly.mead@nielsen.com
Linda Dupree, EVP, PPM New Product Development, Arbitron. linda.dupree@arbitron.com

The WFA does not recommended this initiative, but includes it as one example of many solutions/ initiatives that satisfy one or more of the goals outlined in the WFA Blueprint: www.wfablueprint.org