

We believe that...

enabling smart decisions

pointlogic

It's not what you do...OR...the way that you do it...

It's what you do after you have done it...

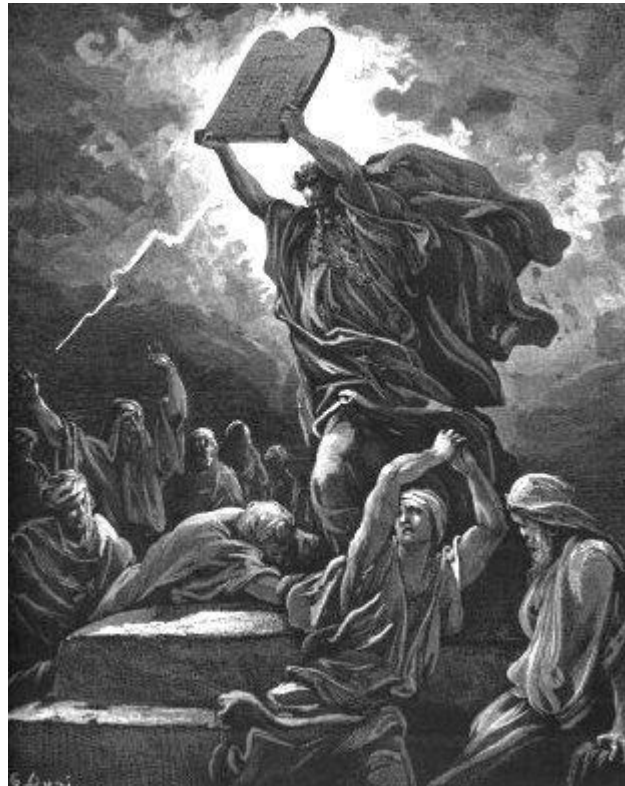
In other words...

The industry focuses on shiny new pebbles and techniques, but there is a much greater prize in using what we have in smarter ways

enabling smart decisions

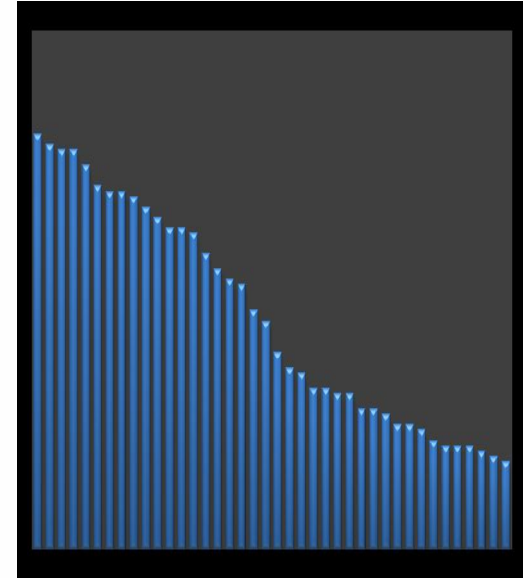
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Searching for the answers...



So, what happens if we have answers...

I'm buying because of that TV ad



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It is what we do after the research that matters...

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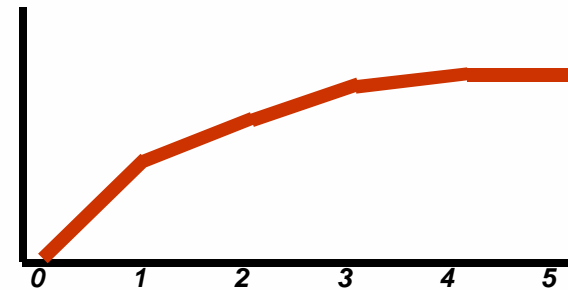
Success requires that you transform information

From this...

“Using a scale from 1-5 rate these communication channels”



To this...



Success requires that you combine information

Communication
task

Power of
channels

Reach of
media

Synergy

Costs of
media

Brand history

Success can mean supporting a business process

Chorus+
Communications Planning Enabled

File management ▾
Setup ▾
Briefing
Formats
Channel candidates
Channel data
Halo effects

Briefing ▾
Consumer
Brand
Objectives
Creative Idea
Activation
Communication

Profiles ▾
Insights ▾
Planning guideli... ▾
Channel planning ▾
Reports ▾
Help ▾

Briefing - objectives

Objectives

How important is it for the brand to increase awareness?	1/7
How important is it for the brand to maintain brand awareness?	7/7
How much is the campaign about providing product information?	3/7
How important is it to increase consideration?	3/7
How important is it to generate an enquiry or response?	1/7
Is the campaign about a specific offer or promotion?	1/7
Are we trying to generate an immediate sale?	1/7
Are we trying to change the image of the brand?	1/7

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pointlogic New project 17/11/2009 09:33

Pre-testing: OTX & Pointlogic Case study

- Traditional pre-tests have a score out of 10 approach
- Operates as a filter to say Go/No Go
- Serves no purpose in subsequent planning
- OTX MediaCEP measures ads in various media combinations
 - TV only
 - Magazine only
 - TV & Magazine together
- Pointlogic package the pre-test results with “real” reach & costs and transformed to include diminishing returns and synergy
- Deliver in a planning tool, so the pre-test feeds the media planning process with information from live creative
- Combination of technique with analytical wrapper

What we believe



- Some research challenges are simply about an insight
 - If so, go crazy on technique
- Many more are about a process or complex system
 - Consumer funnels
 - Brand tracking
 - Pre-testing
 - Media effectiveness
 - Pricing
 - NPD
 - Segmentation
- For these cases, we believe that analytics, modelling, data organisation and tools can offer more benefits than technique alone