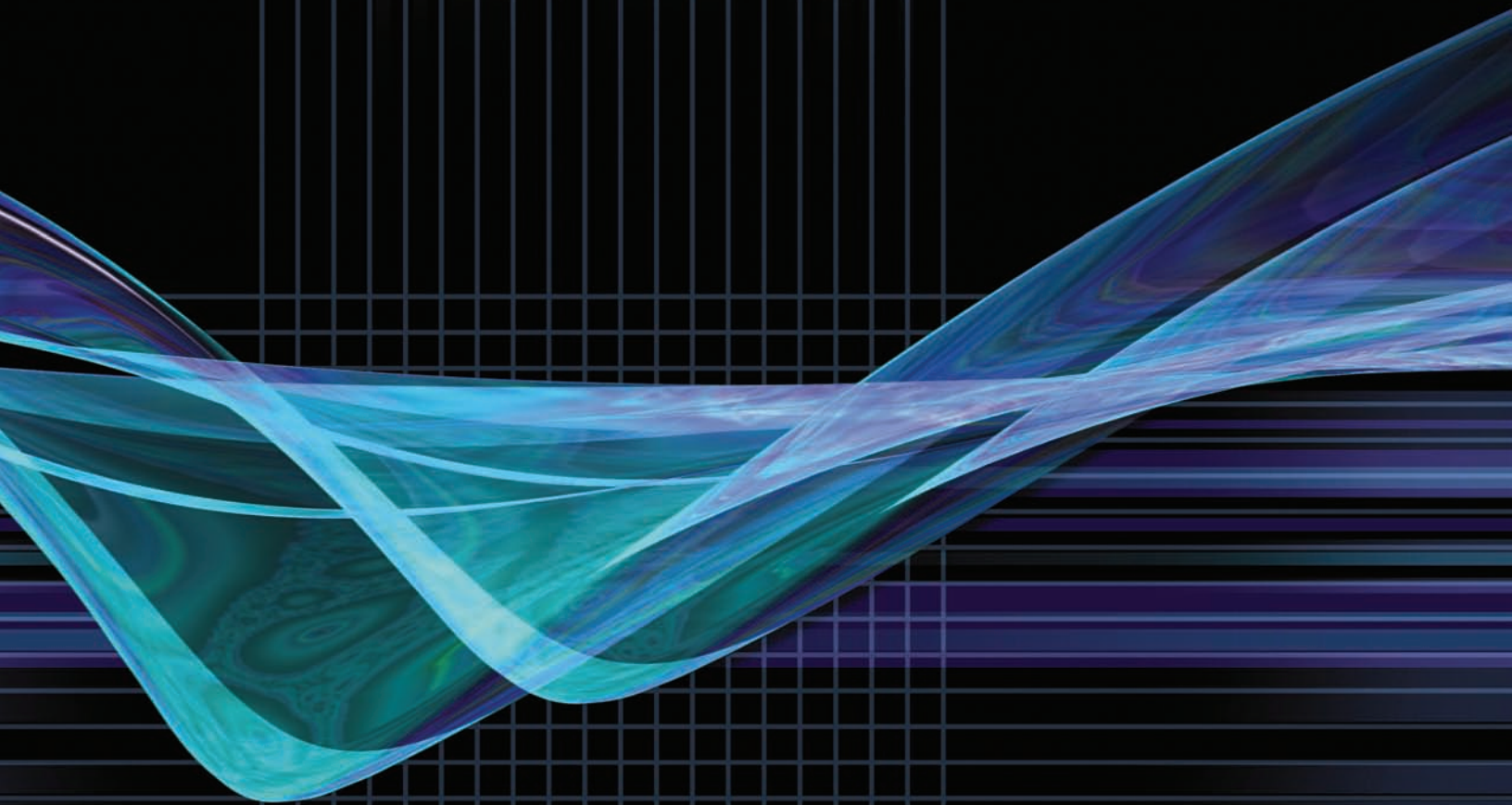


CopyTrack[®]

The online advertising tracking system



Does your ADVERTISING really work?

Is your advertising attracting attention?

Are the key messages getting through?

Is your brand's image improving?



CopyTrack®—our industry-leading, online advertising tracking system—can answer these questions and many more. It can help you monitor the effectiveness of your advertising over time, compared to major competitors. It can tell you when a campaign begins to wear out. It can identify which commercials and ads are doing the best job.



Why Track Your Advertising?

No one knows for sure how an advertising campaign will play out over time in the real world. Even if the advertising is tested before airing, it's virtually impossible to predict its long-term effects. As soon as a campaign goes on air, five types of distortion begin to occur:

- **Competitive Activity.** The ad mixture of competitive advertising campaigns can confuse consumers and blur the messages they actually receive.
- **Perception Bias.** As consumers view your advertising in the real world, they tend to notice certain parts of the commercials more than other parts.
- **Memory Bias.** Consumers tend to remember some messages and images from your advertising better than other messages and images.
- **Threshold Effects.** Your advertising campaign (or parts of it) might not achieve threshold levels sufficient to break through the clutter and noise.
- **Contamination.** Other marketing variables (sales contests, trade promotions, consumer promotions, distribution levels, publicity, etc.) can interact with media advertising and influence how consumers perceive and remember your advertising.

CopyTrack[®] Report

Awareness Measures

- Unaided brand awareness
- Unaided advertising awareness
- Aided brand awareness
- Aided advertising awareness
- Source of awareness
- Slogan awareness
- Ad recognition

Communication Measures

- Brand image
- Unaided message recall
- Aided message recall
- Slogan identification
- Brand registration

Share Measures

- Brands ever purchased
- Purchased past six months
- Purchased past 30 days
- Volumetric purchases

Media Usage

- Television
- Cable television
- Radio
- Magazines

Demographics

The total effect of these distortions can be enormous. Tracking your advertising over time reveals the net effects of your marketing campaign and provides directional feedback so that you can fully exploit the things that are working and correct the things that are not working.

Why Decision Analyst?

As a leading global marketing research and analytical consulting firm, Decision Analyst has a long history in advertising research and advertising tracking. The company has tracked hundreds of advertising campaigns for an array of Fortune 500 companies and major advertising agencies, using both online and offline data collection methods. Decision Analyst is a world leader in the use of the Internet to track consumer advertising.



How Does CopyTrack[®] Work?

Representative samples of the target audience are randomly selected from our consumer Internet panel and invited via email to Decision Analyst's webserver to participate in the advertising tracking survey. Ideally, an advertising tracking study consists of many waves (or intervals) of surveys that span a period of years so that long-term trends can be monitored and analyzed. The survey process can be pulsed or continuous.



American Consumer Opinion® Online

American Consumer Opinion® Online is Decision Analyst's proprietary Internet panel of over eight million consumers who have agreed to participate in online surveys. The enormous size of this panel makes it possible to pull matched representative samples from month to month and year to year, without ever using the same respondent twice. In fact, this panel is so large that tracking research can be conducted in small geographic areas (states, metropolitan areas, and cities) as well as in Canada, Europe, Latin America, and Asia.

This panel is recruited by a combination of online and offline methods (telephone, mail, banner advertising, print advertising, publicity, etc.) to maximize the panel's diversity and representativeness. Thousands of new panelists are added each month to keep the panel balanced and fresh. Usage of panel members is closely monitored to avoid the possibility of respondent conditioning or bias.

Online Sampling

We can create Internet samples representative of the U.S. (or other) population with stratified quota sampling (using Icion® — our multivariate sampling system that balances panel samples by geography, gender, age, income, and ethnicity) and random selection of respondents within sample cells.

How Much Does CopyTrack® Cost?

The exact cost of an advertising tracking program depends on sample size, questionnaire length, incidence, and other variables. In general, CopyTrack® is 20% to 30% less expensive than advertising tracking by telephone. Please give us a call if you would like a cost estimate for a specific tracking project.



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