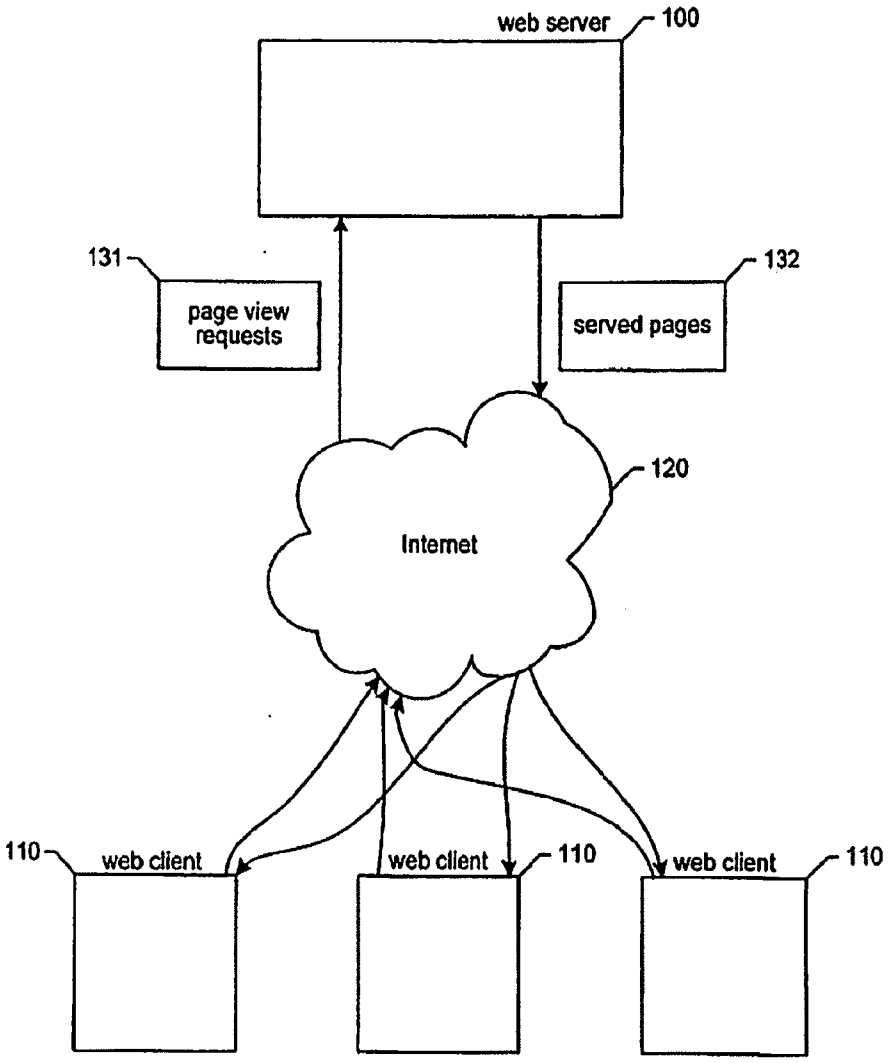

web server
100
131
page view requests
132
served pages
120
Internet
110
web client
web client
110
web client
110

FIG. 1

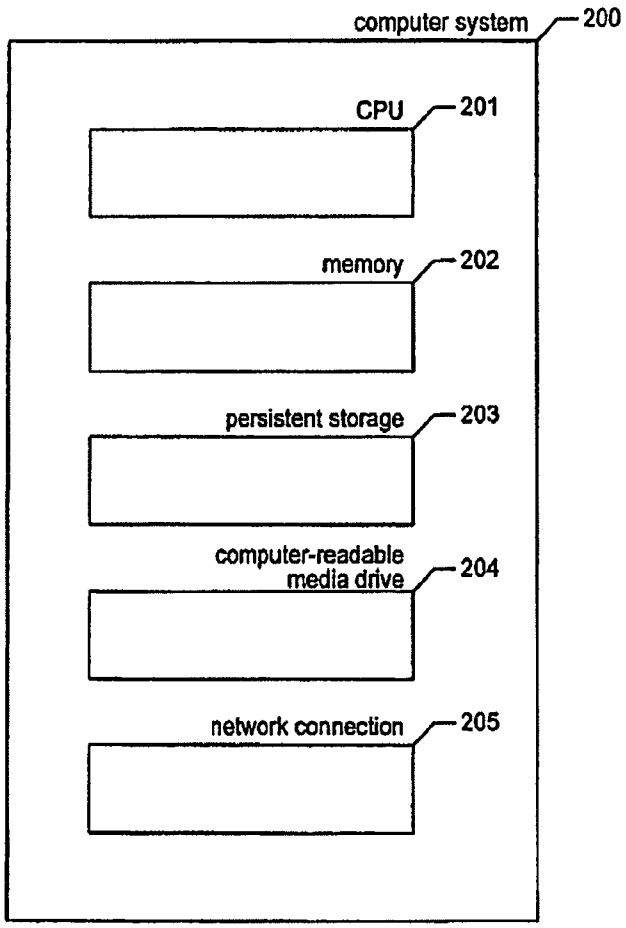

computer system
200
CPU
201
memory
202
persistent storage
203
computer-readable media drive
204
network connection
205

FIG. 2

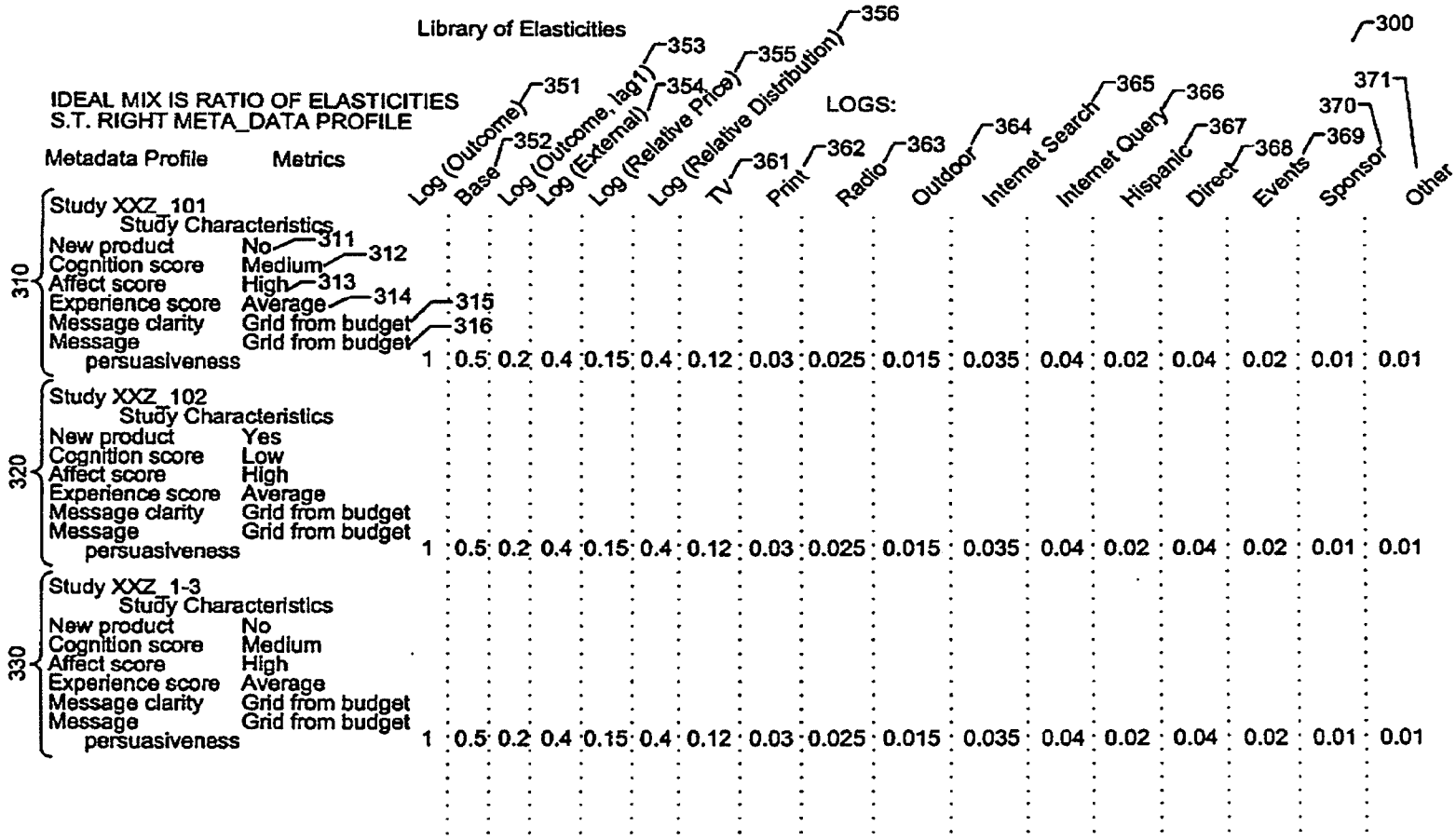

Library of Elasticities
300
IDEAL MIX IS RATIO OF ELASTICITIES
S.T. RIGHT META_DATA PROFILE
LOGS:
Metadata Profile
Metrics
Log (Outcome) 351
Base 352
Log (Outcome, lag1) 353
Log (External) 354
Log (Relative Price) 355
Log (Relative Distribution) 356
TV 361
Print 362
Radio 363
Outdoor 364
Internet Search 365
Internet Query 366
Hispanic 367
Direct 368
Events 369
Sponsor 370
Other 371
310
Study XXZ_101
Study Characteristics
New product No 311
Cognition score Medium 312
Affect score High 313
Experience score Average 314
Message clarity Grid from budget 315
Message Grid from budget 316
persuasiveness
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01
320
Study XXZ_102
Study Characteristics
New product Yes
Cognition score Low
Affect score High
Experience score Average
Message clarity Grid from budget
Message Grid from budget
persuasiveness
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01
330
Study XXZ_1-3
Study Characteristics
New product No
Cognition score Medium
Affect score High
Experience score Average
Message clarity Grid from budget
Message Grid from budget
persuasiveness
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01

FIG. 3

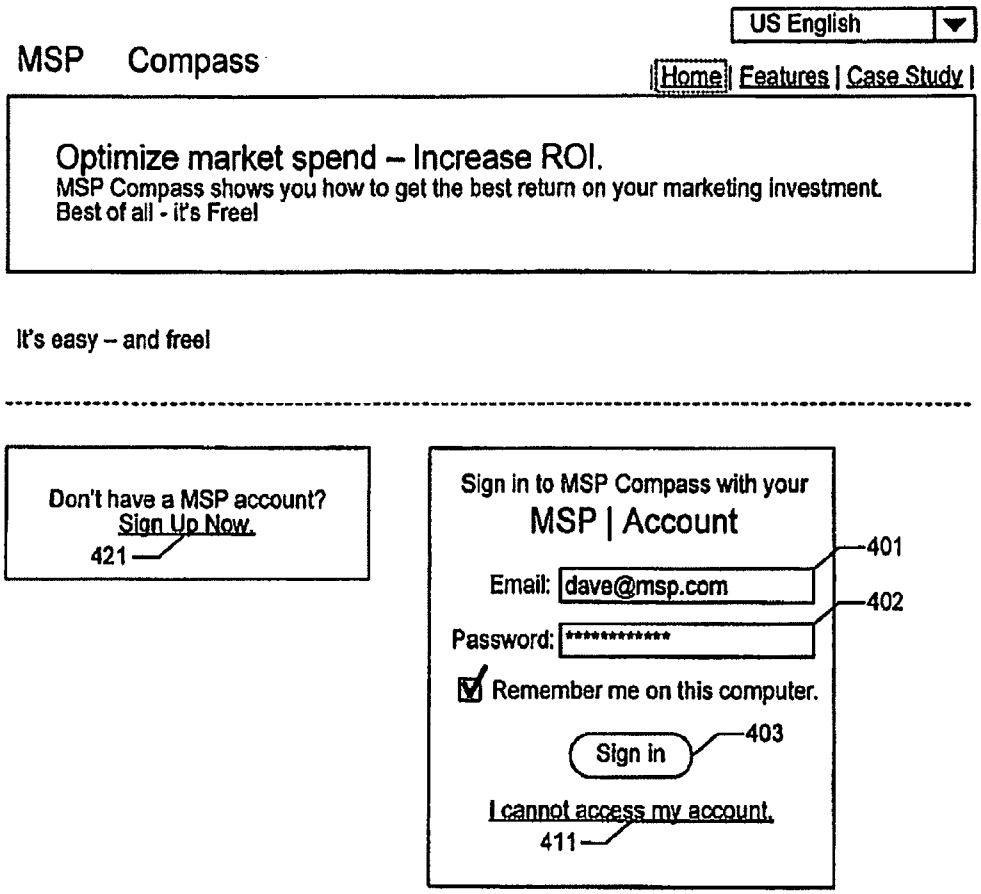

US English
MSP Compass
Home | Features | Case Study |
Optimize market spend – Increase ROI.
MSP Compass shows you how to get the best return on your marketing investment.
Best of all - it's Free!
It's easy – and free!
Don't have a MSP account?
Sign Up Now.
421
Sign in to MSP Compass with your
MSP | Account
401
Email: dave@msp.com
402
Password: ••••••••••••
Remember me on this computer.
403
Sign in
I cannot access my account.
411
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FIG. 4

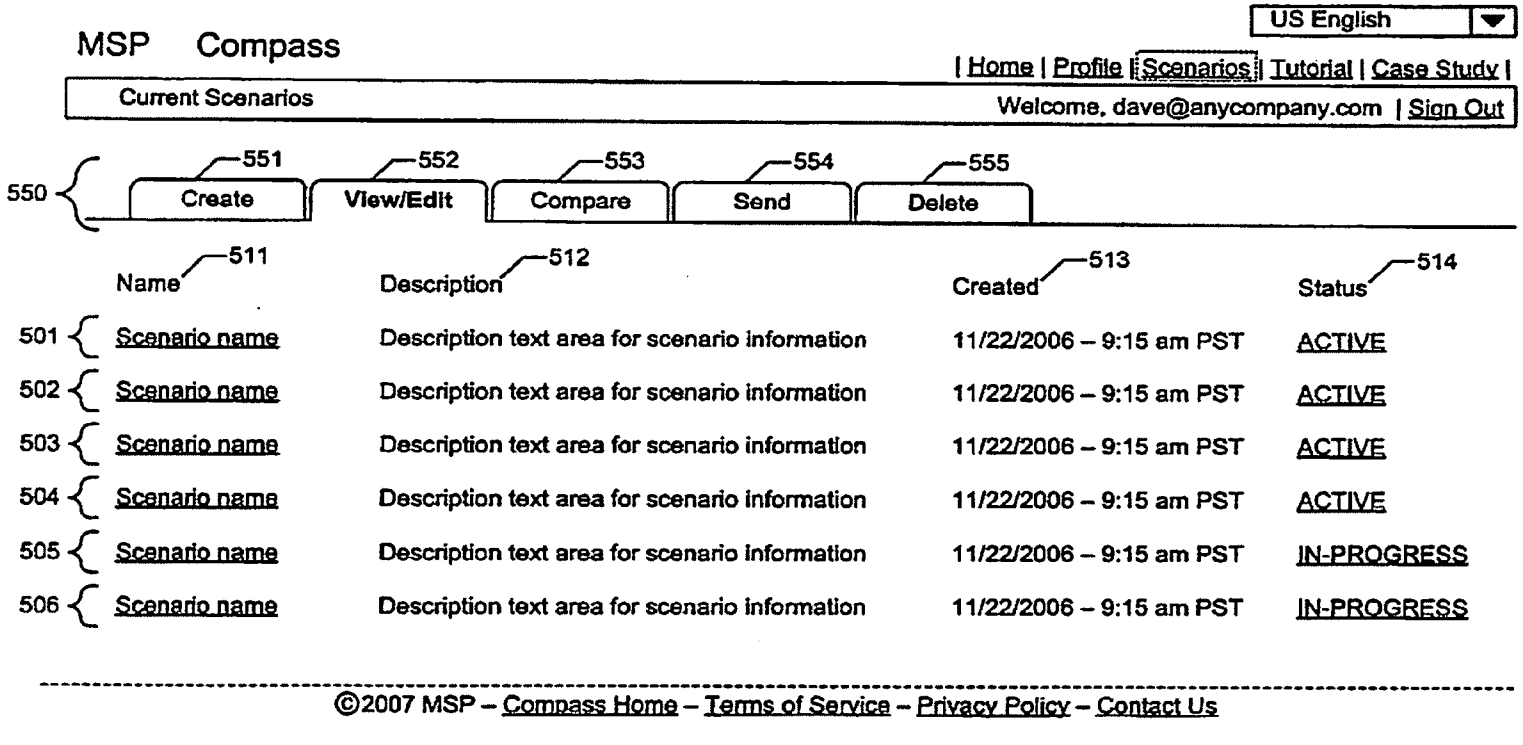

MSP Compass
US English
| Home | Profile | Scenarios | Tutorial | Case Study |
Current Scenarios
Welcome, dave@anycompany.com | Sign Out
550
551
552
553
554
555
Create
View/Edit
Compare
Send
Delete
Name
511
Description
512
Created
513
Status
514
501 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
502 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
503 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
504 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
505 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST IN-PROGRESS
506 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST IN-PROGRESS
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FIG. 5

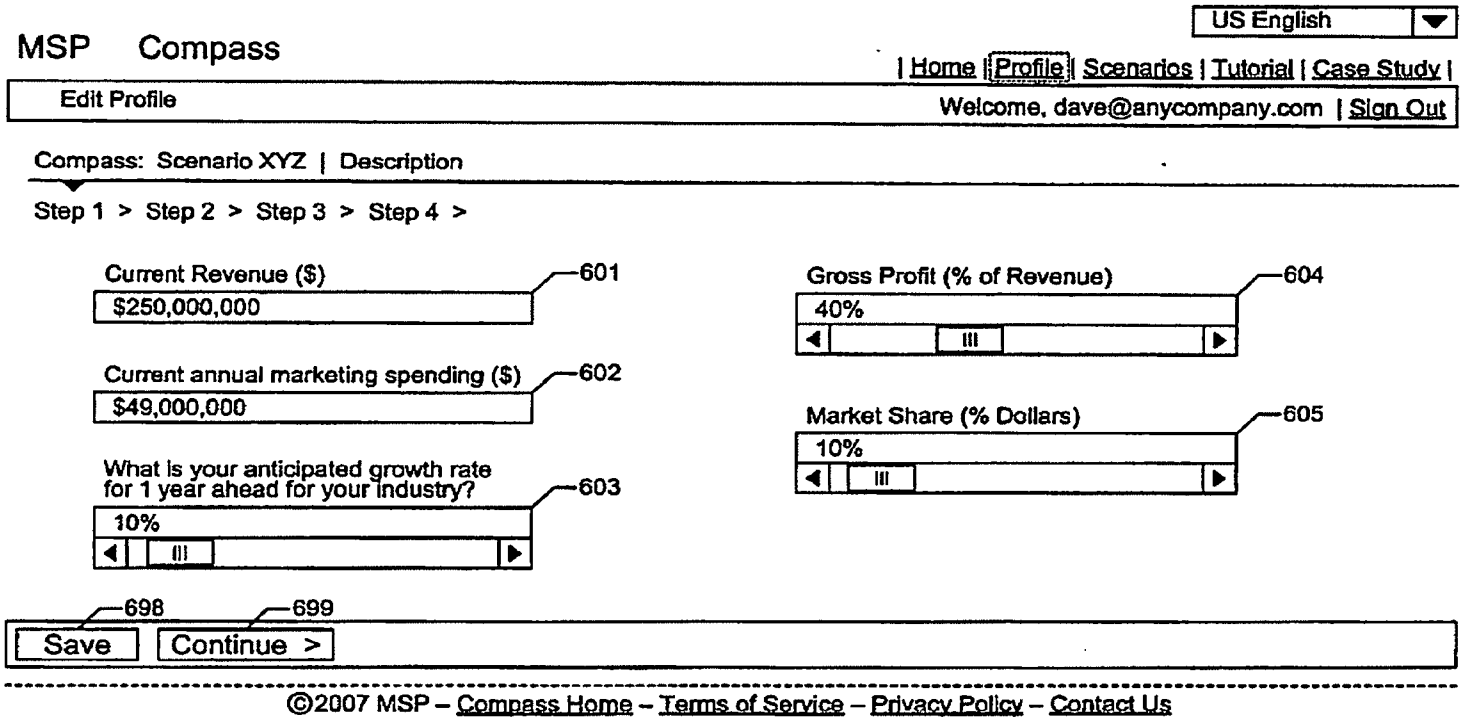

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Current Revenue ($)
601
$250,000,000
Current annual marketing spending ($)
602
$49,000,000
What is your anticipated growth rate for 1 year ahead for your industry?
603
10%
Gross Profit (% of Revenue)
604
40%
Market Share (% Dollars)
605
10%
698
699
Save
Continue >
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FIG. 6

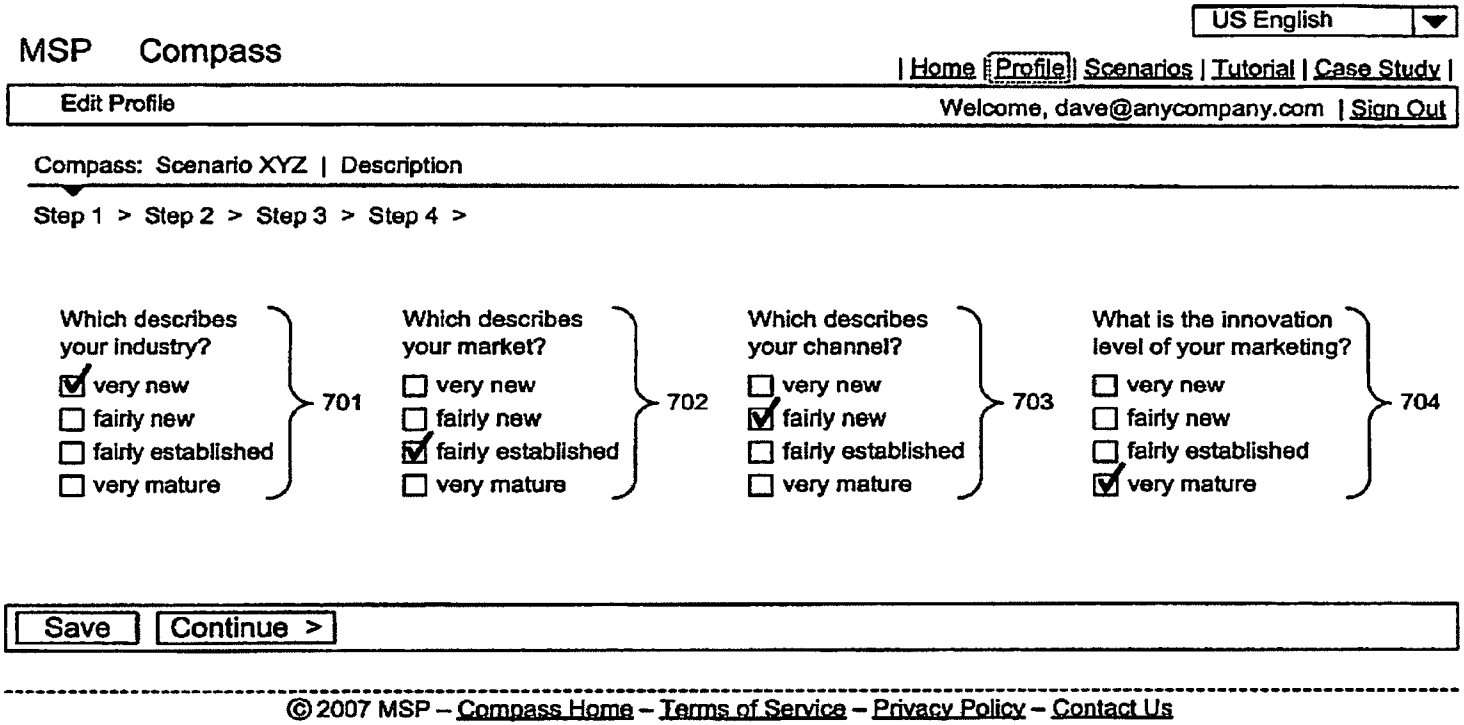

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Which describes your industry?
very new
fairly new
fairly established
very mature
701
Which describes your market?
very new
fairly new
fairly established
very mature
702
Which describes your channel?
very new
fairly new
fairly established
very mature
703
What is the innovation level of your marketing?
very new
fairly new
fairly established
very mature
704
Save
Continue >
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FIG. 7

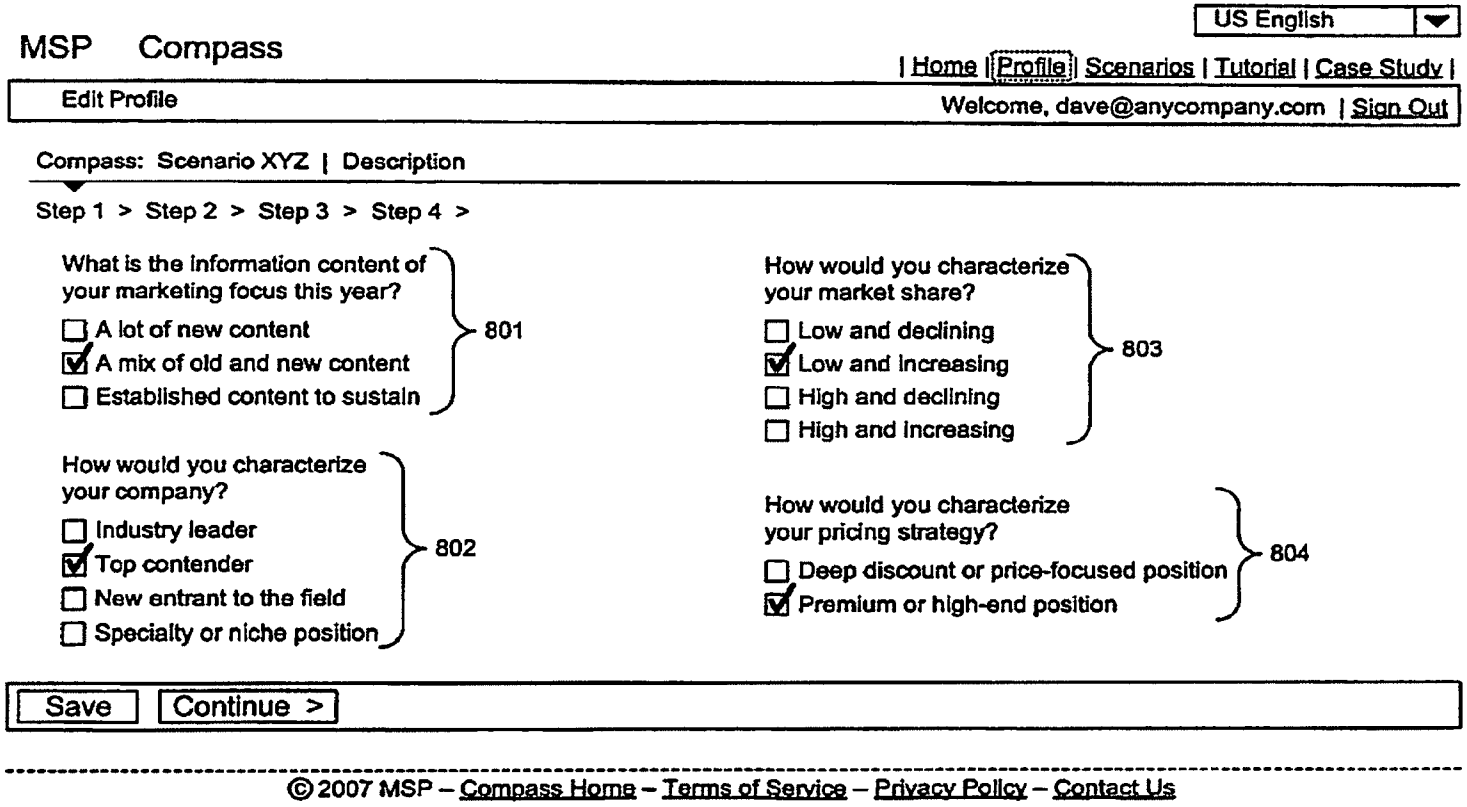

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
What is the information content of your marketing focus this year?
A lot of new content
A mix of old and new content
Established content to sustain
801
How would you characterize your company?
Industry leader
Top contender
New entrant to the field
Specialty or niche position
802
How would you characterize your market share?
Low and declining
Low and increasing
High and declining
High and increasing
803
How would you characterize your pricing strategy?
Deep discount or price-focused position
Premium or high-end position
804
Save
Continue >
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FIG. 8

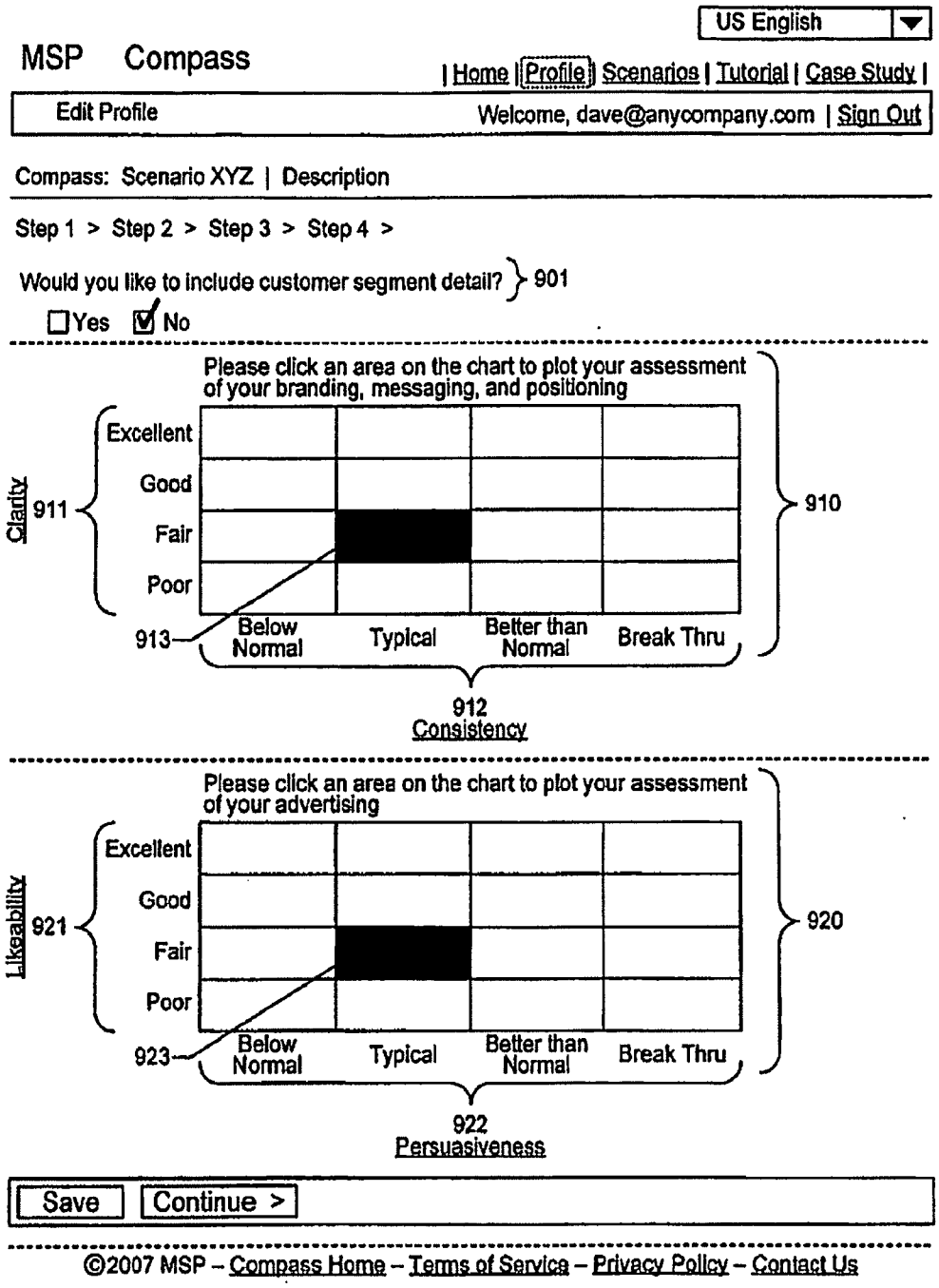

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Would you like to include customer segment detail?
901
Yes
No
Please click an area on the chart to plot your assessment of your branding, messaging, and positioning
Clarity
911
Excellent
Good
Fair
Poor
913
Below Normal
Typical
Better than Normal
Break Thru
910
912
Consistency
Please click an area on the chart to plot your assessment of your advertising
Likeability
921
Excellent
Good
Fair
Poor
923
Below Normal
Typical
Better than Normal
Break Thru
920
922
Persuasiveness
Save
Continue >
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FIG. 9

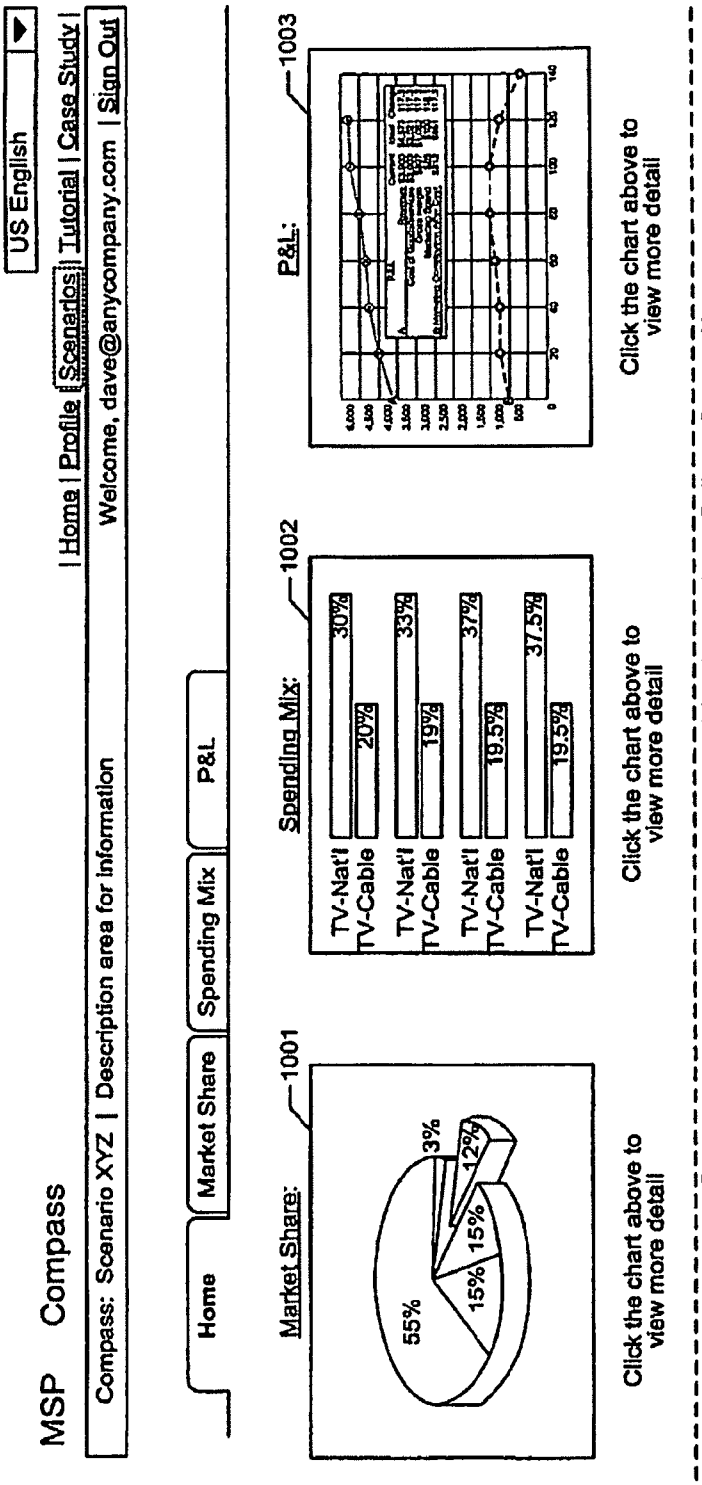

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ | Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Market Share:
1001
55%
15%
15%
12%
3%
Click the chart above to view more detail
Spending Mix:
1002
TV-Nat'l 30%
TV-Cable 20%
TV-Nat'l 33%
TV-Cable 19%
TV-Nat'l 37%
TV-Cable 19.5%
TV-Nat'l 37.5%
TV-Cable 19.5%
Click the chart above to view more detail
P&L:
1003
Click the chart above to view more detail
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FIG. 10

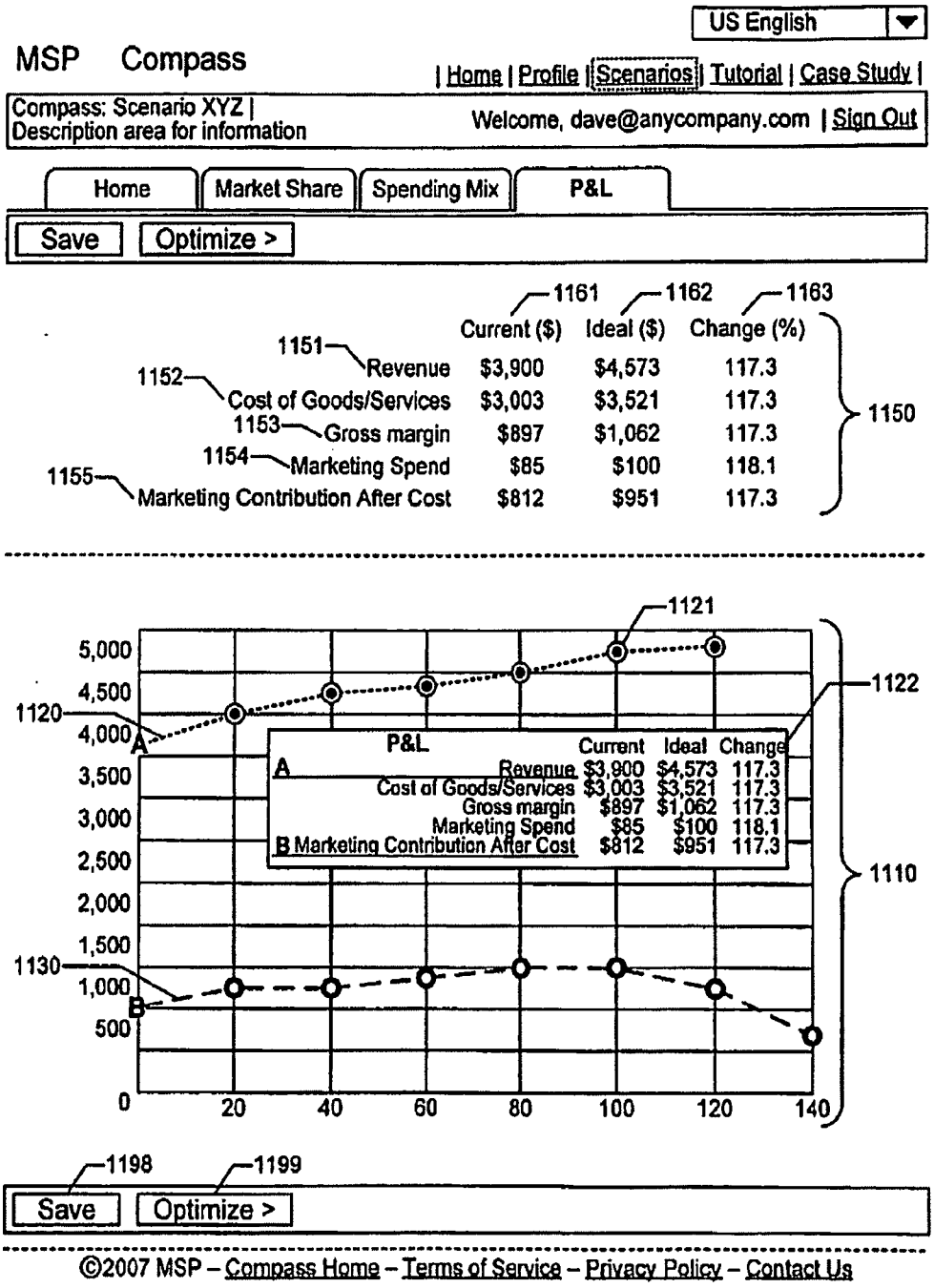

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
1161
1162
1163
Current ($)
Ideal ($)
Change (%)
1151 Revenue $3,900 $4,573 117.3
1152 Cost of Goods/Services $3,003 $3,521 117.3
1153 Gross margin $897 $1,062 117.3
1154 Marketing Spend $85 $100 118.1
1155 Marketing Contribution After Cost $812 $951 117.3
1150
1121
1122
1120
1130
1110
5,000
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
0
20
40
60
80
100
120
140
A
B
P&L Current Ideal Change
A Revenue $3,900 $4,573 117.3
Cost of Goods/Services $3,003 $3,521 117.3
Gross margin $897 $1,062 117.3
Marketing Spend $85 $100 118.1
B Marketing Contribution After Cost $812 $951 117.3
1198
1199
Save
Optimize >
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FIG. 11

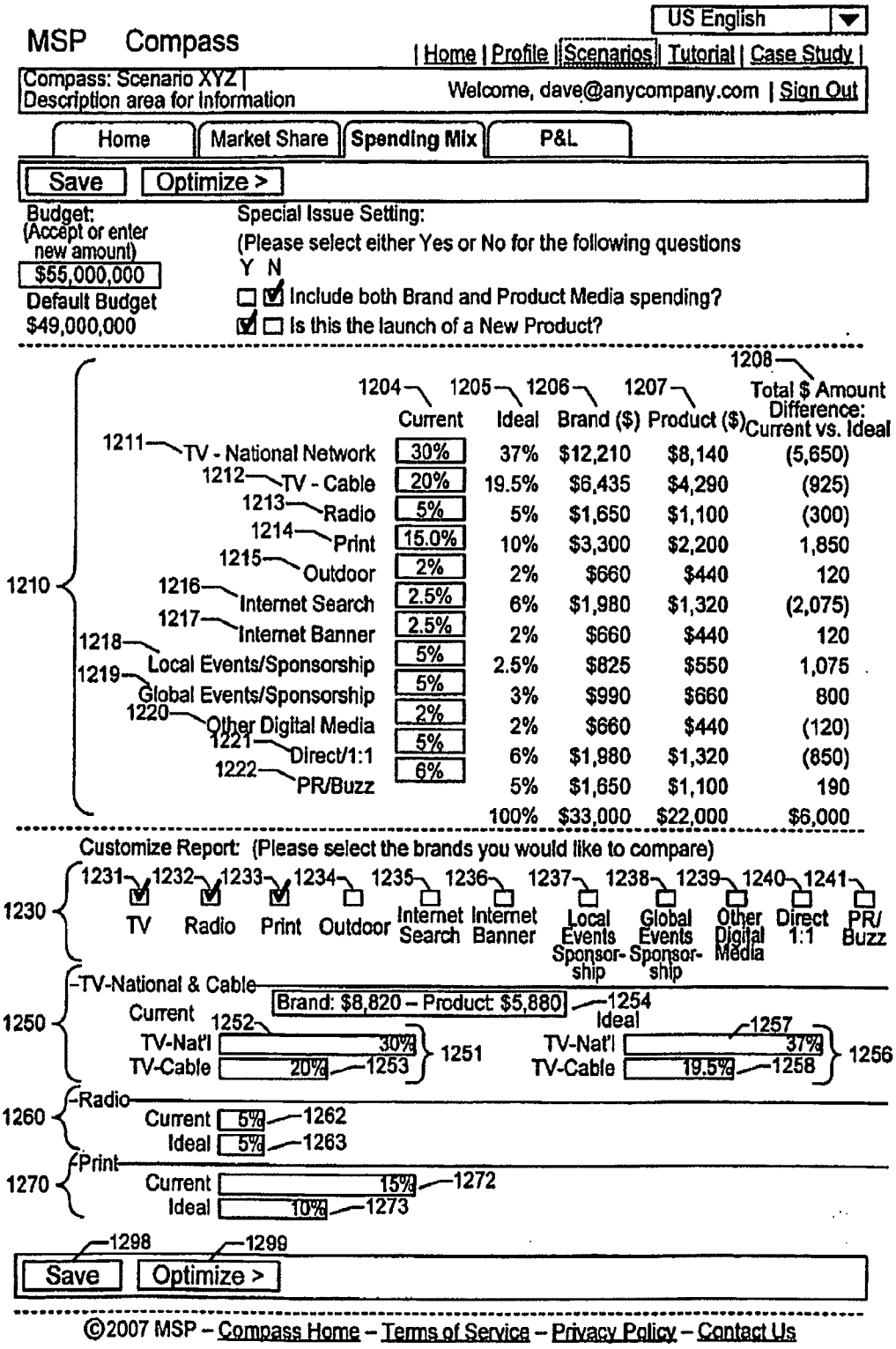

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for Information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
Budget:
(Accept or enter new amount)
$55,000,000
Default Budget
$49,000,000
Special Issue Setting:
(Please select either Yes or No for the following questions
Y N
Include both Brand and Product Media spending?
Is this the launch of a New Product?
1208
1204 Current
1205 Ideal
1206 Brand ($)
1207 Product ($)
Total $ Amount Difference: Current vs. Ideal
1210
1211 TV - National Network 30% 37% $12,210 $8,140 (5,650)
1212 TV - Cable 20% 19.5% $6,435 $4,290 (925)
1213 Radio 5% 5% $1,650 $1,100 (300)
1214 Print 15.0% 10% $3,300 $2,200 1,850
1215 Outdoor 2% 2% $660 $440 120
1216 Internet Search 2.5% 6% $1,980 $1,320 (2,075)
1217 Internet Banner 2.5% 2% $660 $440 120
1218 Local Events/Sponsorship 5% 2.5% $825 $550 1,075
1219 Global Events/Sponsorship 5% 3% $990 $660 800
1220 Other Digital Media 2% 2% $660 $440 (120)
1221 Direct/1:1 5% 6% $1,980 $1,320 (650)
1222 PR/Buzz 6% 5% $1,650 $1,100 190
100% $33,000 $22,000 $6,000
Customize Report: (Please select the brands you would like to compare)
1230
1231 TV
1232 Radio
1233 Print
1234 Outdoor
1235 Internet Search
1236 Internet Banner
1237 Local Events Sponsor-ship
1238 Global Events Sponsor-ship
1239 Other Digital Media
1240 Direct 1:1
1241 PR/ Buzz
1250
TV-National & Cable
Brand: $8,820 – Product: $5,880
1254
Current
Ideal
1252
TV-Nat'l 30%
TV-Cable 20%
1253
1251
1257
TV-Nat'l 37%
TV-Cable 19.5%
1258
1256
1260
Radio
Current 5%
1262
Ideal 5%
1263
1270
Print
Current 15%
1272
Ideal 10%
1273
1298
1299
Save
Optimize >
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FIG. 12

COMPASS KEY STEPS (1-6 BELOW) OUTLINE COMPASS MEDIA

DETERMINE CONTEXT

1. Who is the target market for the brand or business?
   - 1.1 ☐ Adults, 18-49, both Male and Female
   - 1.2 ☐ Adults, 18-49, primarily Male
   - 1.3 ☐ Adults, 18-49, primarily Female
   - 1.4 ☐ Youth, Ages 15-22
   - 1.5 ☐ Children, Under Age 15
   - 1.6 ☐ Adults, 50+
2. Please describe the business or product category
   - 2.1 Consumer Involvement
     ☐low ☐medium ☐high
   - 2.2 What level of information is needed by the customer
     ☐low ☐medium ☐high
   - 2.3 Type of product or service
     ☐durables ☐non-durables
     ☐consumer product ☐industrial product
   - 2.4 Is the product or service
     ☐a luxury or premium positioned brand
     ☐high priced relative to norms
     ☐superior in quality
3. Please describe the business, product's or service's share of voice
   - 3.1 ☐ typical/average
   - 3.2 ☐ above average
   - 3.3 ☐ below average
4. What is the primary goal of the communications
   - 4.1 ☐ convey information
   - 4.2 ☐ develop liking and emotional value
   - 4.3 ☐ reinforce habits
5. What is the stage of life of the business, product or service
   - 5.1 ☐ New
   - 5.2 ☐ Established
   - 5.3 ☐ Mature
   - 5.4 ☐ Other
6. What is the Reach objective over 12 months for the communications
   ☐ Percent of Target
7. What is the duration of the customer's usage or buying cycle
   - 7.1 ☐ Frequently, daily or weekly
   - 7.2 ☐ Seasonal
   - 7.3 ☐ Once a year/annually
   - 7.4 ☐ Once every 2-3 years
   - 7.5 ☐ Once in 10 years/
   - 7.6 ☐ Special
8. Please describe the customer's prior experience, if any, with the business, product or service
   ☐None ☐Positive Word of Mouth
   ☐Average ☐Below Average
9. Is brand "personality" considered a differentiator in the categgry
   ☐Yes ☐No
10. To what extent is the business, product or service required to be supported
    ☐Nationally ☐Locally

1300

FIG. 13

		SCORE	
Determine right communications mix (and constraints) (using rules)	Cognition	3 High	If 2.25 is high
		2 Medium	If 2.2 is durables or industrial product, service
		1 Low	If 2.1 or 2.2 is low and 4.2 or 4.3 is yes
	Affect	3 High	If 4.2 is yes
		2 Medium	If 9 is yes
		1 Low	If 9 is no, or 4.2 is no
	Experience	3 High	If any 2.3 are yes
		2 Medium	If 8 is average or below average
		1 Low	If 5 is new or 8 is none

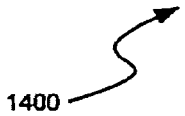


FIG. 14

Preliminary
initial mix of resources
(if consumer product)

Compass Budget Deal $10,000,000	Starting Allocations Weights for Freq Calcs	Percentages Cognition score / Affect score		Rec'd Media Mix (starting, pre-adjustments) 1	2	3	4	5	6	7	8	9
			High	High	Low	Low	Medium	High	Medium	Medium	High	Low
			High	Low	High	Medium	Medium	Medium	High	Low	Medium	Medium	Low
										if national		
$5,000,000	50	TV		44	20	60	50	100	50	65	55	50
$0	10	Print - magazines		12	25	5	10	100	10	0	5	10
$0	5	Print – newspapers		0	5	0	5	100	0	5	0	5
$500,000	10	Radio		5	5	5	10	100	5	10	15	10
$0	0	Outdoor		0	0	5	0	100	0	0	5	0
$0	5	Internet – search		10	20	5	5	100	10	10	5	10
$25,000	5	Internet – ad words		5	10	5	5	100	5	10	5	10
$0	5	Direct marketing		12	15	0	5	100	5	0	0	5
$0	5	Sponsorships/events		7	0	5	5	100	10	0	5	0
$1,250	5	PR/other		5	0	10	5	100	5	0	5	0
$0	0	Street		0	0	5	5	100	0	0	0	0
		Sub-total		100	100	100	100	100	100	100	100	100



1500

FIG. 15

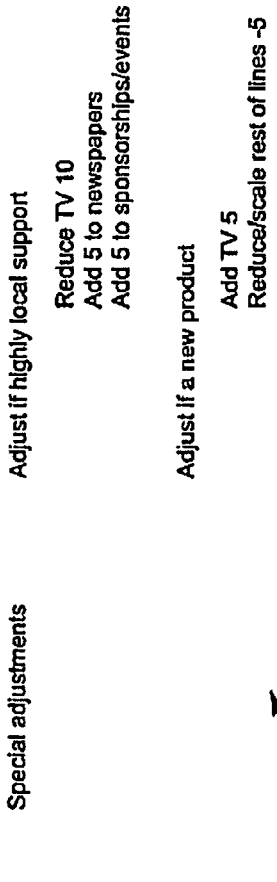

Special adjustments
Adjust if highly local support
Reduce TV 10
Add 5 to newspapers
Add 5 to sponsorships/events
Adjust if a new product
Add TV 5
Reduce/scale rest of lines -5
1600

FIG. 16

Determine reach and frequency factors for min persuasion and minimum impressions by type	Purchased Reach	Type	Effective % of target (reach)	FREQ WTS cf to C1112	Frequency per Cust. Minimum No. Exposures/ Impressions per Purchase Cycle	No. Purchase cycles per year	Total Annual calc total no. impressions	CPI Ballpark 2007 Cost per Impression $$ per	Total Est. Min Spending by Type
TARGET REACH SIZE OF TARGET AUDIENCE 5000000	6,260,000	TV	80	0.516	1.6	26	260,000,000	0.03	$7,800,000
		Print - magazines		0.032	0.1	26	16,250,000	0.01	$162,500
		Print – newspapers		0.032	0.1	26	16,250,000	0.005	$81,250
		Radio		0.032	0.1	26	16,250,000	0.0025	$40,625
		Outdoor		0.032	0.1	26	16,250,000	0.01	$162,500
		Internet – search		0.065	0.2	26	32,500,000	0.01	$325,000
		Internet – ad words		0.161	0.5	26	81,250,000	0.01	$812,500
		Direct marketing		0.032	0.1	26	16,250,000	0.03	$487,500
		Sponsorships/events		0.032	0.1	26	16,250,000	0.001	$16,250
		PR/other		0.032	0.1	26	16,250,000	0.005	$81,250
		Street		0.032	0.1	26	16,250,000	0.01	$162,500
					3.1		503,750,000	Sub-total	$10,131,875
				WTD sum					



1700

FIG. 17

Scale size of media results to match total budget dollars

IE scale size of target audience Up or down

Scale size of media results to match Total budget dollars

Scale up or down target audience to match total marketing budget



1800

FIG. 18

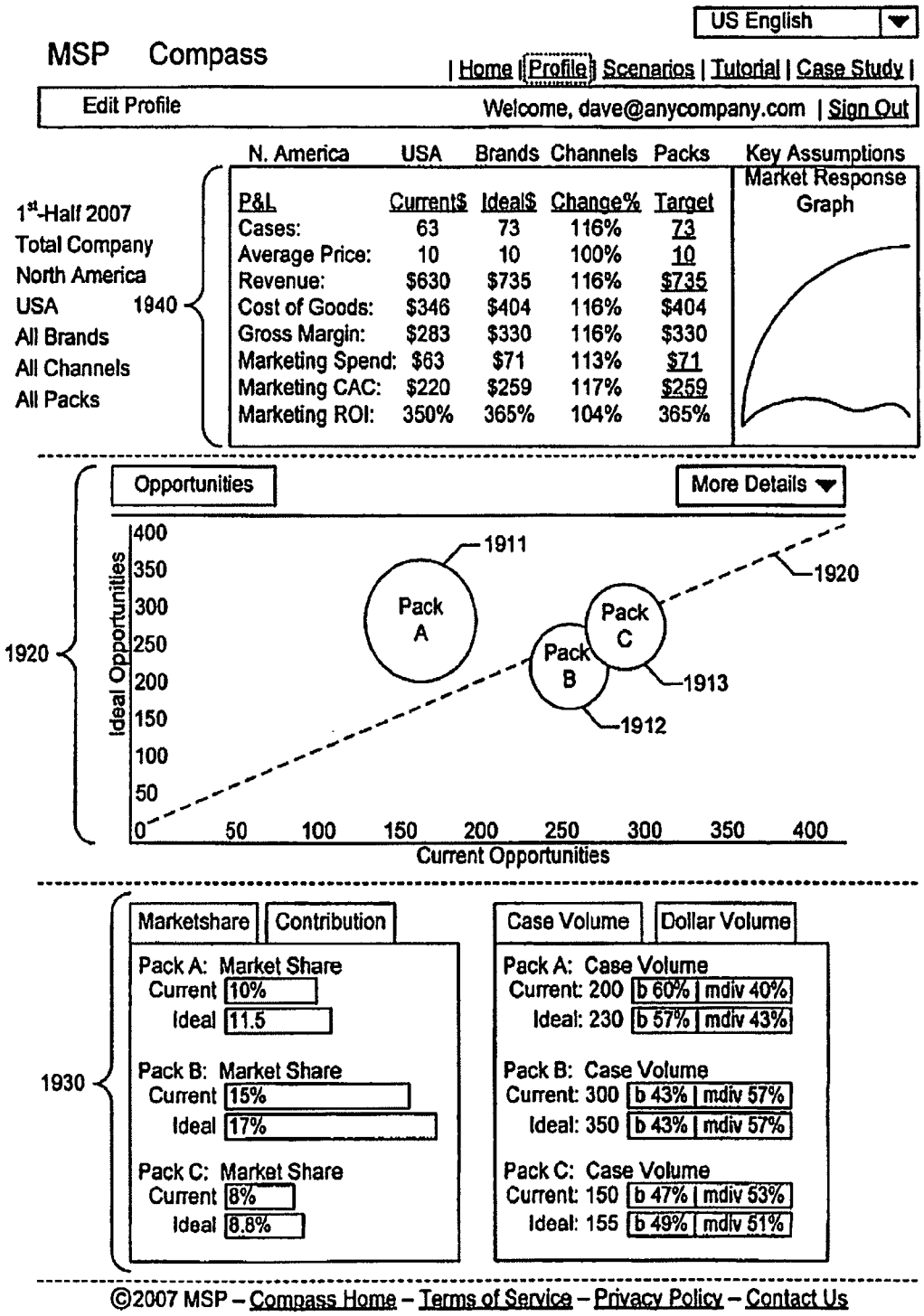

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
N. America USA Brands Channels Packs
Key Assumptions
Market Response Graph
1st-Half 2007
Total Company
North America
USA
All Brands
All Channels
All Packs
1940
P&L Current$ Ideal$ Change% Target
Cases: 63 73 116% 73
Average Price: 10 10 100% 10
Revenue: $630 $735 116% $735
Cost of Goods: $346 $404 116% $404
Gross Margin: $283 $330 116% $330
Marketing Spend: $63 $71 113% $71
Marketing CAC: $220 $259 117% $259
Marketing ROI: 350% 365% 104% 365%
Opportunities
More Details
1920
Ideal Opportunities
400
350
300
250
200
150
100
50
0
50 100 150 200 250 300 350 400
Current Opportunities
Pack A
Pack B
Pack C
1911
1912
1913
1920
1930
Marketshare
Contribution
Case Volume
Dollar Volume
Pack A: Market Share
Current 10%
Ideal 11.5
Pack B: Market Share
Current 15%
Ideal 17%
Pack C: Market Share
Current 8%
Ideal 8.8%
Pack A: Case Volume
Current: 200 b 60% | mdiv 40%
Ideal: 230 b 57% | mdiv 43%
Pack B: Case Volume
Current: 300 b 43% | mdiv 57%
Ideal: 350 b 43% | mdiv 57%
Pack C: Case Volume
Current: 150 b 47% | mdiv 53%
Ideal: 155 b 49% | mdiv 51%
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FIG. 19