



Link™ – Maximizing the Power of the Creative Idea

You spend a lot of money on your brand's advertising, and you don't take that responsibility lightly. Before you invest in a new campaign, you need to know that it will work for your brand. You need a reliable and consistent system for evaluating and improving your advertising.

At Millward Brown, we are passionate about brands and advertising, and we have worked hard to make our Link™ solution the most comprehensive and effective tool for optimizing the power of your content. Whether you have an individual ad or a multi-media campaign, Link™ can help you:

- Predict the impact and persuasive power of your advertising
- Evaluate your ad in relation to thousands of other ads
- Diagnose its strengths, weaknesses, and opportunities for improvement

The Choice of the World's Leading Advertisers

For more than 20 years, Link has been the evaluation tool of choice of the world's leading advertisers. Developed based on years of experience working with brands and advertising, Link continues to evolve to incorporate new learning. Our commitment to ongoing validation enables us to refine our approach

and respond to changes in media and markets. And advertisers who choose Link gain access to the most experienced group of advertising research practitioners in the business. Recommendations for ad development are grounded in the unparalleled knowledge and dedication of Millward Brown's advertising experts. With the combined power of Link and the Millward Brown team, you can create better ads that work harder.

A Direct Approach to Measuring What Matters

No two ads are designed to work in exactly the same way, but that's not a problem, because Link accounts for all the ways in which advertising may be intended to build a brand. Whether your objective is to raise awareness, promote trial, develop rational or emotional brand associations, or to convey a very specific message, Link will tell you how your ad will perform.

Link uses a comprehensive set of evaluative and diagnostic questions to evoke viewer reactions, both rational and emotional. Non-verbal measurement techniques are also employed; emotion and interest traces are built into Link, while eye-tracking and facial recognition are available as adjuncts. The outputs of a Link analysis include measures of enjoyment, comprehension, involvement, branding, brand

associations, and a summary of the specific feelings evoked. Three key metrics, Persuasion, the Awareness Index (AI) and Short-term Sales Likelihood (STSL), have been validated against sales. Your customized report will be built around the measures that are most relevant to your ad's objectives.

A Tool for Development and Evaluation

Link identifies the aspects of an ad that are working as intended as well as those that could be further developed or fine-tuned. These findings can be applied immediately, and are very often. Over 40 percent of the ads in our database have been tested in unfinished formats—a testament to the value our clients find in the insights provided by Link for optimizing their communication.

Many of our clients find Link to be most valuable as part of a continuous cycle of development, evaluation, and improvement. Because learning from qualitative, tracking, modeling, and brand equity work can provide insights that will inform future creative strategy, it is ideal for Link to fit into a process that includes qualitative or quantitative creative development, tracking of consumer attitudes and sales, and periodic assessments of brand equity.

The Link Advantage

Link offers you a number of advantages, including:

Ongoing Development: The continuing evolution of Link provides you with measures that are relevant today. Our measure of Creative Viral Potential describes the likelihood that your ad will generate viewings on YouTube. We are capitalizing on recent innovations in biosensory measurement and are now able to include techniques that illustrate levels of cognitive and emotional response to an ad as it progresses. And we are continuing to build on our sales-validated Persuasion, AI

and STSL measures with forecasts of the magnitude of sales uplifts to be expected from the ad.

Worldwide Availability: We've conducted Link evaluations across a range of media in 90 countries around the world. While we account for cultural differences in carrying out the research and evaluating absolute scores, the use of a consistent framework makes it possible for us to make meaningful comparisons across markets. Link can help you identify the strengths and weaknesses of your advertising for any target audience, in any region.

Flexibility: A straightforward approach to questioning enables Link to work as well with unfinished ads as it does with finished films. This is critical to Link's value since testing at an early stage of development allows much greater scope for applying learning to a final execution. Link's flexibility is also apparent in the degree to which the technique is adaptable to a full range of advertising objectives and channels, including digital.

Millward Brown Expertise: With over 80,000 ads tested globally, the Millward Brown Link database provides a wealth of data for category and country comparisons. The experienced professionals who analyze and present your findings can also draw on the extensive collection of learning in the company's repository of case histories and analyses.

How Can Link Help You?

Hundreds of the world's top advertisers appreciate the power and flexibility of Link, and value Millward Brown's contribution to optimizing their communications. Many leading agencies are also represented on our long list of satisfied clients. Our experts are ready and eager to advise your team as well. For more information on how Link can help you, contact our experts in your area.



About Millward Brown

Millward Brown, one of the world's leading research agencies, specializes in advertising, marketing communications, media, and brand equity research. We help our clients build strong brands and services through research-based consultancy as we continue to push the boundaries of marketing research and brand consulting.

A unit of WPP's insight group Kantar, Millward Brown has a truly global presence, with more than 75 offices covering six continents. Our core competence in marketing communications is augmented by a number of speciality practices: the Global Media Practice, which evaluates media effectiveness; the Neuroscience Practice, which explores neuroscience-based applications that enhance traditional research techniques; Millward Brown Optimor, which focuses on helping clients maximize the returns on their investments in brands and marketing; Firefly Millward Brown, a global qualitative research business; and Dynamic Logic, Millward Brown Digital, the world leader in digital marketing effectiveness.

Contact Us

Please visit our Web site for more information and contact details for an office near you.

www.millwardbrown.com