

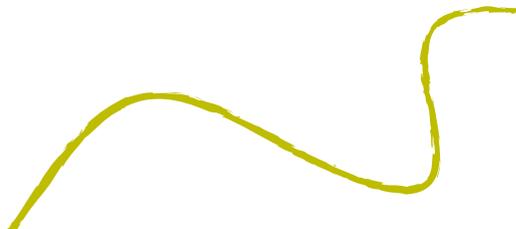
Brand Performance Programs

Proven to drive brand growth and improve
return from your marketing investment

Millward Brown's Brand Performance Programs are a best-in-class suite of in-market measurement solutions designed to diagnose and drive brand performance. Built using 40 years of experience in understanding and measuring brand success, our world-class programs are proven to drive brand growth and improved return from your marketing investment.

The ultimate result of all of our brand building knowledge is that brands owned by Millward Brown's main clients have consistently exceeded market returns to shareholders. In the four years from 2008 to 2012 Millward Brown's key clients outstripped the performance of S&P 500 companies in terms of shareholder return by a total of 29%.

Findings are based on the BrandZ Top 100 analysis conducted by Millward Brown Optimor. (Millward Brown Top 20* Clients vs. S&P 500 Jan 2005 - July 2012, Source: Bloomberg, Millward Brown, MB Optimor analysis)



Consumer decision making model

As a brand owner, you're answering more challenging questions in an increasingly complicated market - often with a tighter research budget. Our Brand Performance Programs are designed to address these pressures and harness new opportunities.

The Meaningfully Different Framework is at the core of these programs. The framework is more predictive of current market share than any other approach and, uniquely, also predicts the potential for financial growth of a brand and its ability to command a premium price.

Our findings revealed that meaningfully different brands capture five times more volume, command a 13% price premium and are four times more likely to grow value share during the next 12 months, compared to brands lacking meaningful difference. In fact meaningfully different brands grow value share at an average rate of 6.9% per year.



Our Brand Performance Programs provide clients with the answers they need when they need them. Combined with easy access to our best thinking, knowledge and expertise, the programs provide the tools needed to build stronger brands and advertising. Everything is underpinned by the Meaningfully Different Framework so you can be sure that your decisions are based on insights that are proven to lead to sales success.

Brand Performance Programs comprise a series of complementary solutions, each designed to address a specific business need. Each solution harnesses the power of Millward Brown's expertise and innovative, respondent-friendly and cost-efficient technology. The solutions are action-oriented and give timely advice on important investment decisions.



How strong is my brand and how could I make it stronger?

Marketers are facing increasing pressure to justify investment in brand marketing and need research that provides clear actionable guidance to optimize return on the investment they make.

New BrandDynamics quantifies the contribution your brand equity is making to volume share (by driving consumer choice for the brand) and margins (by justifying a higher price). It also indicates the potential of your brand to deliver future growth. BrandDynamics provides detailed diagnosis of brand equity drivers (including neuroscience metrics to give the deepest understanding of consumer motivations) and advice on tactical in-market levers to pull, to maximize the conversion of brand equity into sales. This leads to clear actionable recommendations to optimize your brand growth, with modelled simulations to quantify the size of the prize. And to make our advice inspirational as well as actionable, we also draw on the largest global brand database with over 40,000 branded cases, including examples of how brands similar to yours have unlocked growth.

How effectively is my brand performing in the current marketplace?

Understanding how your brand is performing in market and knowing whether it is meeting your objectives, allows you to determine whether or not to continue to invest in current marketing activities or step back and course correct.

Our new streamlined offer, BrandNow, is a lighter, faster and more focused alternative to traditional brand tracking so you can make faster, better-informed decisions that fuel brand growth. Key indicators of the performance of your brand and its competitors, proven to relate to sales performance in-market, provide a clear view of your brand's competitive standing over time. A user-friendly dashboard provides up-to-date information on these validated metrics in a timely manner and our experts provide deeper diagnosis and consultancy to ensure your marketing efforts are always moving your brand in the right direction.

How strong were all my ads in market?

Most advertisers now have advertising campaigns that use several channels on and off-line and multiple executions. Once the campaign has gone live, it is valuable to know as soon as possible if the target audience is noticing the ads, how they are reacting and which ads are strongest.

AdNow can help you understand how well your ads are performing in market by providing an in-market assessment comparison of the brand-building ability of your creative. It is a short, fast and efficient study that measures the strengths and weaknesses of each execution of an ad campaign across channels, with comparisons to norms and competitors to help you make better decisions about future advertising investments.

AdNow tells you whether to continue running a particular ad or run a new one, identifies which ads can be reused, and which executions in the mix are working the best to build your brand.

How could I optimize my digital budget?

Brands are starting to spend more of their media budgets on online advertising, but as a relatively new channel for advertising, it is difficult to know how effective it is or how to optimize it. Our research shows that some campaigns only reach 20% of the intended audience, and in some cases half the spend was put behind creative that had no effect on the brand at all. Furthermore, it was discovered that one in three campaigns have a negative effect, often because the frequency of exposure is irritatingly high.

AdIndex helps you isolate a digital campaign's impact on key brand and behavioural metrics and provides actionable insights to understand the 'why' behind the numbers. It evaluates all online advertising formats (e.g. banners,

videos etc), and works for campaigns that include mobile, tablets, social media and gaming platforms. Campaign and media performance is then benchmarked against similar campaigns in MarketNorms®, the world's largest online ad effectiveness database, to provide further context. Knowing the most, and least, effective elements of your digital campaign allows you to optimize future performance to ensure success, through better decisions about creatives, formats, sites and frequencies.

CrossMedia

How do I improve media/channel investment to maximize return against objectives?

In today's multimedia world where consumers control their own media agendas and manage their interaction with brands, the most powerful media plans are those that combine a creative mix of traditional and digital channels. For brand owners, their agencies, and media owners, this choice offers huge opportunities but also presents challenges. How can you be certain that all the elements of multi-faceted media campaigns have worked to deliver your communications objectives?

Our CrossMedia Research™ approach helps you evaluate the brand-building return from your media investments. It allows you to look beyond the impact of exposure to paid advertising - to assess the effects of sponsorship, events, PR, word of mouth, user-generated content, and retail-based activities.

Insights allow you to see how specific platforms perform, alone and together, to drive key brand metrics, and it shows you how to improve media effectiveness and optimize your media budget.



For more information

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or contact your nearest Millward Brown office.