

## Advertising–effectiveness research

### Who says that 50% of your advertising efforts are wasted?

In an ever–more complex and more competitive environment, marketing and media decisions must be based on sound economic knowledge and principles.

At OMD, we employ an exclusive team which, for many years, has been making intensive use of the latest findings gained from modelling. Historical data and complex statistical calculations can be used to obtain very precise answers to crucial questions:

- What weight should be given to advertising and promotion in my budget?
- How does distribution affect my POS sales?
- How effective is my price strategy?
- How much do I need in my media budget to achieve my sales targets?
- How do the combined effects of price, distribution and promotion affect my media investments?

The crucial difference to what OMD competitors offer is that our models have been proven to work at the toughest level – the POS.

Other proprietary OMD research instruments that we use to optimize your media implementation are, for example:

- Market Response Finder (contact channels, response mechanisms)
- Web Response Finder (advertising–impact optimization)
- Curve (expert system for response curves)
- Phaser (timing strategies)
- Palette (channel planning)
- Integral (evaluation of consumer points of contact)