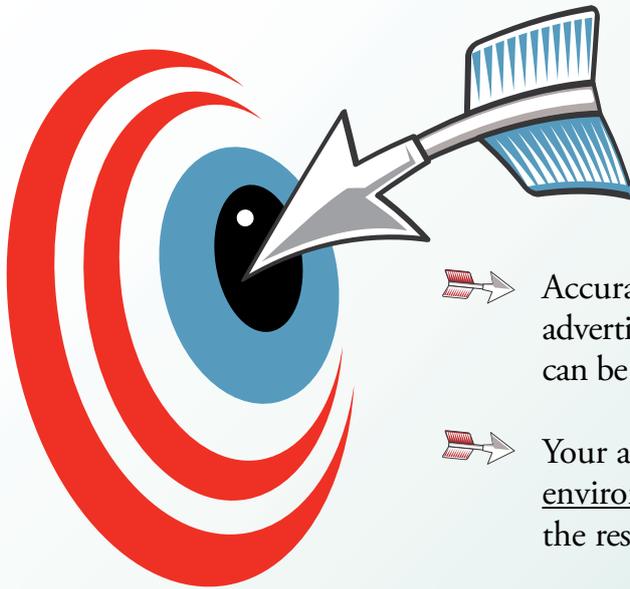




In the real world, advertising doesn't have the luxury of someone physically showing the ad to you. It either stands out in the competitive media environment, gets noticed and remembered, or it doesn't.

Natural ExposureSM measures the impact of your ad in the real world by exposing your ad in the intended medium (cinema, magazine/newspaper, television/radio program, outdoor, catalogues or web site) so it seems to be a natural part of the medium.

Accurately predict, recognise and maximise the value you receive from your advertising.



➡ Accurately measure the potential return on your advertising investment with an *Ad ROI* score which can be compared against our normative database.

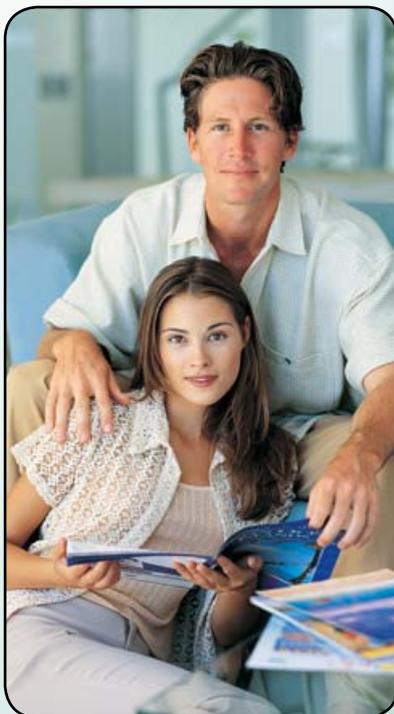
➡ Your ads/concepts are placed in their natural environment where they are normally exposed to the respondent (usually at home).

➡ Respondents (who believe they are rating the program or content) indicate their brand preferences before and after exposure to the ads, which form the basis of *Natural ExposureSM Persuasion* scores.

➡ *Natural ExposureSM* delivers the most accurate and detailed predictions of how your concepts and ads will perform in the real world and compares them to category norms from 33,000 ad tests.

➡ This methodology has been proven with thousands of ad tests over more than thirty years by Mapes and Ross, Roy Morgan's specialist ad testing division, headquartered in Princeton.

➡ Syndicated tests (with 200 respondents recruited to agreed segments/criteria) are available every month, providing effectiveness measures including *recall, idea communication & persuasion*.



Welcome to the *real* world.

The underlying philosophy for *Natural ExposureSM* is that it relates to the real world. As people go through each day, they receive thousands of stimuli.

Advertising messages are a part of this influx. Instantaneous decisions are made regarding what should be retained and what can be ignored.

The 'day-after' *Natural ExposureSM* method enables us to determine the extent to which your message has been successful in getting through to people, creating a lasting impression, delivering your message, influencing people's thoughts and impressions, and in persuading people to prefer your brand.

Our research consistently reveals that huge differences in effectiveness exist between advertisements.

Our research shows that the main visual is the single most important element of a print ad. Visuals which 'tell the story' are more effective than ads where the visual is misleading or indirect. Advertisers can often determine how effective a print ad will be if, in the development stage, they look at the ad's main visual, ignoring other elements such as body copy, and ask two questions:

- *What is the advertised category?*
- *What is the advertiser trying to tell me about it?*

Similar basic rules apply to television commercials. Even if an idea succeeds in attracting the viewer's attention, unless it is relevant to the brand or its key consumer benefit, it's unlikely to be persuasive and brand linkage will be weak. Whatever the medium, successful ads promote consumer benefits and answer the question 'what's in it for me'.

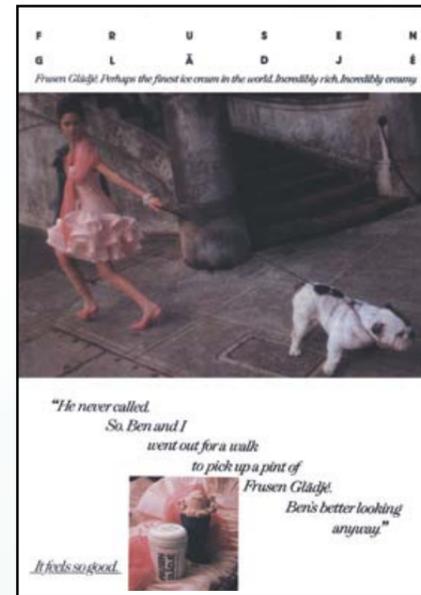
How the world's most proven & effective ad testing research methodology works.

- ➡ The *Natural ExposureSM* pre-exposure interview includes brand preferences (without brand name prompting).
- ➡ Natural exposure to the medium (e.g. magazine or TV show) is in their natural environment (usually their own home).
- ➡ Our day-after interview re-tests brand preferences. (Even small shifts signify *Persuasion*).
- ➡ 'Advertising' is then mentioned for the first time for in-depth recall & impressions.
- ➡ *Recall, Idea Communication* and *Persuasion* are compared to category norms from 33,000 print and TV ad tests over 30 years.

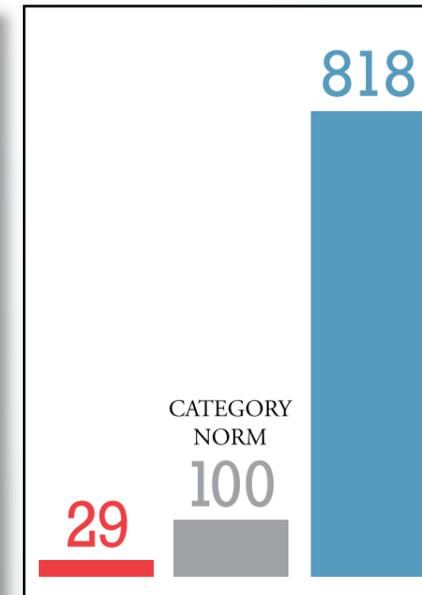
A real world AdROI example.

Below are two magazine ads for brands of ice cream. By looking at the illustration of each ad separately, how well could you answer what product is being advertised in each case, and what the advertiser is trying to tell customers about the product?

Frusen Gladje



Ad ROI



Haagen-Dazs



In terms of relative performance, if an average ad returns \$100,000, the Frusen Gladje ad on the left returns \$29,000 while the Haagen-Dazs ad on the right returns \$818,000 – an Ad ROI of 818.

Test up to six different ads and/or concepts.

Customised *Natural ExposureSM* tests ads from up to 6 different categories. Additional diagnostics available, include likability, imagery and brand loyalty.

Online Questionnaire

Pre and Post questionnaires can be administered online (while the ad is still appearing), taking advantage of the internet's immediacy and cost effectiveness.

Cost-effective syndicated ad tests monthly.

- ➡ Print Ad tests the 1st week of each month. TVC tests the 2nd week of each month.
- ➡ 200 respondents 18-65 years (100 each in Sydney and Melbourne).
- ➡ Fast turnaround (topline -5 days, full report - 3 weeks) and highly cost-effective.
- ➡ Extensive quantitative measures including *Recall, Idea Communication & Persuasion*.
- ➡ Qualitative report includes *Verbatims* for all open-ended questions.
- ➡ Deliverables include *Guidance* for adding value to your advertising.

Optimise your Ad ROI with Roy Morgan's suite of additional ad research options.



Contact our ad testing specialists:

Melbourne:

Norman Woodcock on 03 9629 6888

Sydney:

Amanda Munro on 02 9261 8233

Brisbane:

Jane Ianniello on 07 3318 7000

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Our tests reveal the weaknesses of ordinary, stereotypical ideas and prove that creativity sells. 'Recall' doesn't necessarily result in changes in brand preference, whereas there is a direct correlation between 'persuasion' scores and sales.



Natural ExposureSM respondents may be recruited from Roy Morgan Single Source, which ensures they are true target prospects. Most likely we have your current customers and your competitors' customers already identified.



With your *Creative* optimised, get more out of your media budget by evaluating every media option by any of thousands of consumer attributes.



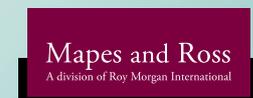
This highly effective diagnostic ad research is usually conducted at a central location (e.g. shopping centre) or online. CoreSearch provides immediate recall measures for any medium, followed by a second, focused exposure of the ad from which highly detailed responses are measured.



In conjunction with *Online Natural ExposureSM* tests, *The Reactor* (previously *The Worm*) can provide a second-by-second graph of respondents' reactions to every scene, every promise or benefit, every nuance - as consumers are re-exposed to your ad or TVC online.



Roy Morgan's Global Communications Centre is located in Melbourne where our telephone interviewers train and operate, as they have for more than 20 years.



For more than 30 years, Mapes & Ross has been one of the world's most respected ad testing specialists. With established norms in a wide range of categories from testing thousands of ads, the acquisition of the Mapes and Ross in 2004 has added invaluable experience to the Roy Morgan team.