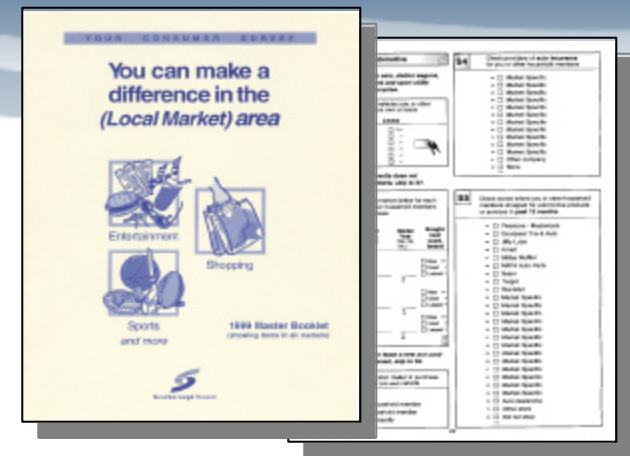




Getting Advertisers and Marketers Primed for PRIME NExT

Presented by
Maria De Lorenzis & Brooke Wagner



Where do you start?

1. Get to know the database as well as possible
 - a. Review and take the Scarborough Consumer Survey.
 - b. Review questions and categories that are of interest to your industry.
 - c. Ask your trainer to give you input on what different departments or companies have used the data for.

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What do you do with that knowledge?

2. Think of marketing questions you want answered

- a. What are the areas of desired growth?
- b. What consumers groups are most important to growth your business?
- c. Who are your biggest competitors in particular markets, consumer groups or products areas?

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How do you put it into action?

3. Identify your Base, Column and Rows

- a. What is the universe you are looking at?
- b. Who is the target you are trying to reach?
- c. What are all the things you would like to know about the target within your universe?

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Marketing/Sales Question #1

- How do I increase Hispanic market share and penetration of Brand X Beer with my “Broad Market” off premise partners in the Los Angeles Market?

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Possible Base, Columns and Rows

1. **Base**
 - a. Hispanic Adults 21 +
2. **Columns**
 - a. Brand X Beer drinker
 - b. Potential "Broad Market" partner
3. **Rows**
 - a. Beer questions
 - b. Grocery questions

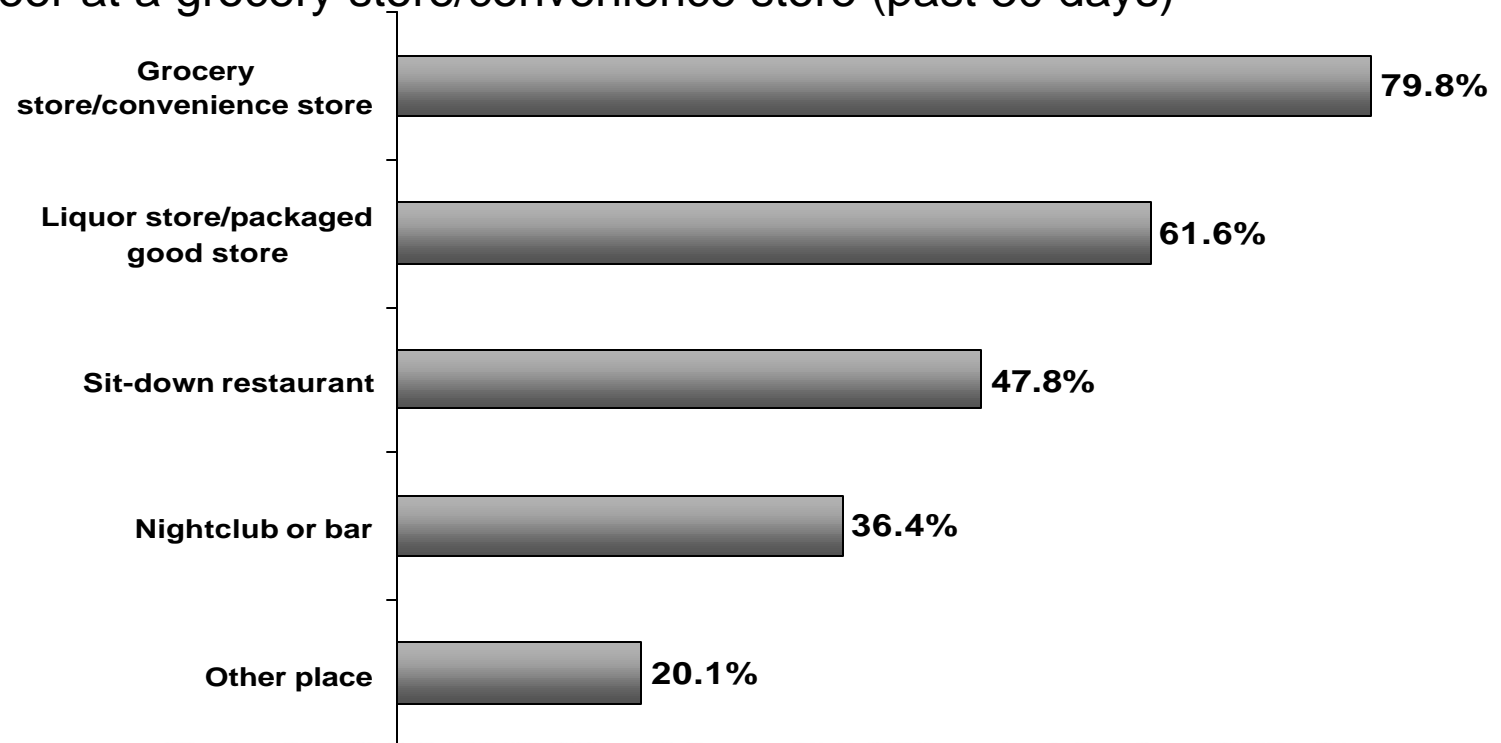
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Base: Hispanic Adults 21+
Column: Drank Brand X (past 30 days)
Rows: Where bought beer (past 30 days)

Where do Hispanic Brand X Drinkers purchase their beer?

Nearly 80% of Hispanic Brand X Beer drinkers (past 30 days) have bought beer at a grocery store/convenience store (past 30 days)



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Grocery Stores Los Angeles

Albertson's has the lion's share of Hispanic Brand X Beer drinkers, but Vallarta Supermarkets has decent percent for a broad market store

Base: Hispanic Adults 21+
Column: Drank Brand X (past 30 days)
Rows: Grocery store shopped (past 7 days)

Hispanic Brand X Beer Drinkers (past 30 days)			
Grocery Store	Project Pop	Target %	Index
Albertson's	167,400	59.3%	195
Costco	133,024	47.1%	193
Food 4 Less	121,454	43.0%	124
Ralphs	104,192	36.9%	164
Vons	89,802	31.8%	182
Wal-Mart Supercenter	87,256	30.9%	254
Smart & Final	64,292	22.8%	214
Sam's Club	54,650	19.4%	182
Stater Bros.	51,354	18.2%	94
Trader Joe's	47,168	16.7%	169
Vallarta Supermarkets	43,348	15.4%	265
Super Kmart	32,078	11.4%	348
Gigante	15,560	5.5%	161

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Base: Hispanic Adults 21+
Column: Brand X Beer drank (past 30 days)/Shopped Vallarta (past 7 days)
Rows: Amount spent on groceries past 7 days

Grocery Expenditures – Los Angeles

54.6% of Hispanic Brand X Beer Drinkers spend \$125 or more each week at the grocery store. That is 3.2% higher than the average Hispanic Vallarta Shopper!

None spent less than \$30!

Hispanic Brand X Beer Drinkers
Amount Spent on Groceries
(past 7 days)

Less than \$30	0.0%	0
\$30 - \$49	2.0%	24
\$50 - \$74	6.2%	46
\$75 - \$99	16.0%	113
\$100 - \$124	19.9%	95
\$125 - \$149	28.1%	199
\$150 - \$199	10.5%	118
\$200 or more	16.0%	134

Hispanic Vallarta Shoppers
Amount Spent on Groceries
(past 7 days)

Less than \$30	1.3%	52
\$30 - \$49	0.9%	11
\$50 - \$74	0.0%	0
\$75 - \$99	18.7%	132
\$100 - \$124	27.7%	132
\$125 - \$149	15.0%	106
\$150 - \$199	23.6%	266
\$200 or more	12.8%	107

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Base: Hispanic Adults 21+
Column: Brand X Beer drank (past 30 days)/Shopped Vallarta (past 7 days)
Rows: Food product used by HHL D

Showing purchasing similarities

Four out of five of the food products used by Hispanic household (past 30 days) are the same between Heineken and Vallarta shoppers

Hispanic Brand X Beer Drinkers (past 30 days)			Hispanic Vallarta Supermarket Shopper (past 7 days)		
Milk	79.9%	96	Tortillas	98.4%	125
Tortillas	78.8%	100	Milk	93.3%	112
Packaged meats (ham, sausage, bacon, luncheon meats, etc.)	77.2%	109	Packaged cookies	87.4%	165
Sauces (spaghetti, barbeque, etc.)	75.2%	146	Packaged meats (ham, sausage, bacon, luncheon meats, etc.)	83.0%	117
Condiments (relish, ketchup, etc.)	63.2%	107	Sauces (spaghetti, barbeque, etc.)	81.0%	157
Canned or bottled juices	62.8%	114	Canned or bottled juices	73.9%	134
Soup (canned or dry mix)	60.4%	111	Condiments (relish, ketchup, etc.)	71.6%	121
Ice cream, frozen juice bars, frozen yogurt	58.3%	109	Soup (canned or dry mix)	69.0%	127

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Answer: Show potential partners that your brand has market share and similar consumer behavior to that of their customers. You are a perfect match!

1. Nearly 80% of Hispanic Brand X Beer drinkers purchase their beer at grocery/convenience stores
2. 15.2% of Hispanic Brand X Beer drinkers have shopped at Vallarta Supermarket (top "Broad Market" partner) in the past 7 days
3. Hispanic Brand X Beer drinkers have similar grocery expenditures and food product purchases to Vallarta Supermarket shoppers

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Marketing/Sales Question #2

- Is the MLB or NBA a better partner for wireless carrier X? Would that partner help in targeting wireless intenders?

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REVOLUTIONize
SCARBOROUGH RESEARCH

Possible Bases, Columns and Rows

1. **Base**
 - a. Wireless Subscribers
 - b. Adults 18+
2. **Columns**
 - a. Wireless Carrier X
 - b. Avid MLB Fans
 - c. Avid NBA Fans
3. **Rows**
 - a. Sports questions
 - b. Wireless usage questions

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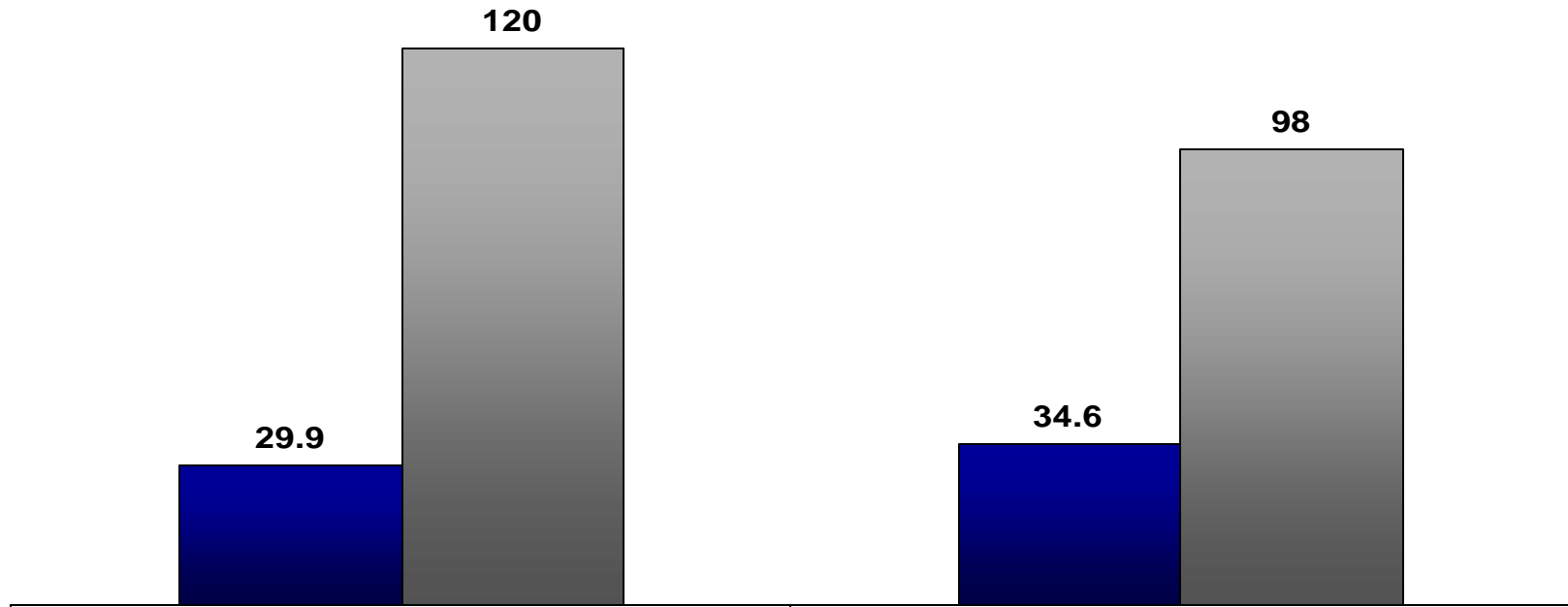
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Base: Wireless subscribers 18+
Column: Wireless carrier X
Rows: Avid NBA/MLB fans

Which professional sport franchise is a better choice for Wireless carrier X?

Wireless carrier X has about the same percentage of avid MLB as NBA fans, but they are 20% more likely than the average wireless subscriber 18+ to be an avid NBA fan.



Avid fan of Nat'l Basketball Assoc (NBA)

Avid fan of Major League Baseball (MLB)

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Base: Wireless subscribers 18+
Column: Wireless carrier X
Rows: MLB/NBA # of games attended

Games Attendance – MLB vs. NBA

Wireless carrier X subscribers are still more likely than the average wireless subscriber to attend a NBA game, but twice as many have attended a MLB game.

MLB Games Attended by Wireless X Subscribers

1 - 2 games	17.7%	104
3 - 9 games	7.5%	118
10+ games	2.0%	111
None	72.7%	97

NBA Games Attended by Wireless X Subscribers

1 - 2 games	9.5%	128
3 - 9 games	3.0%	148
10+ games	1.1%	124
None	86.4%	96

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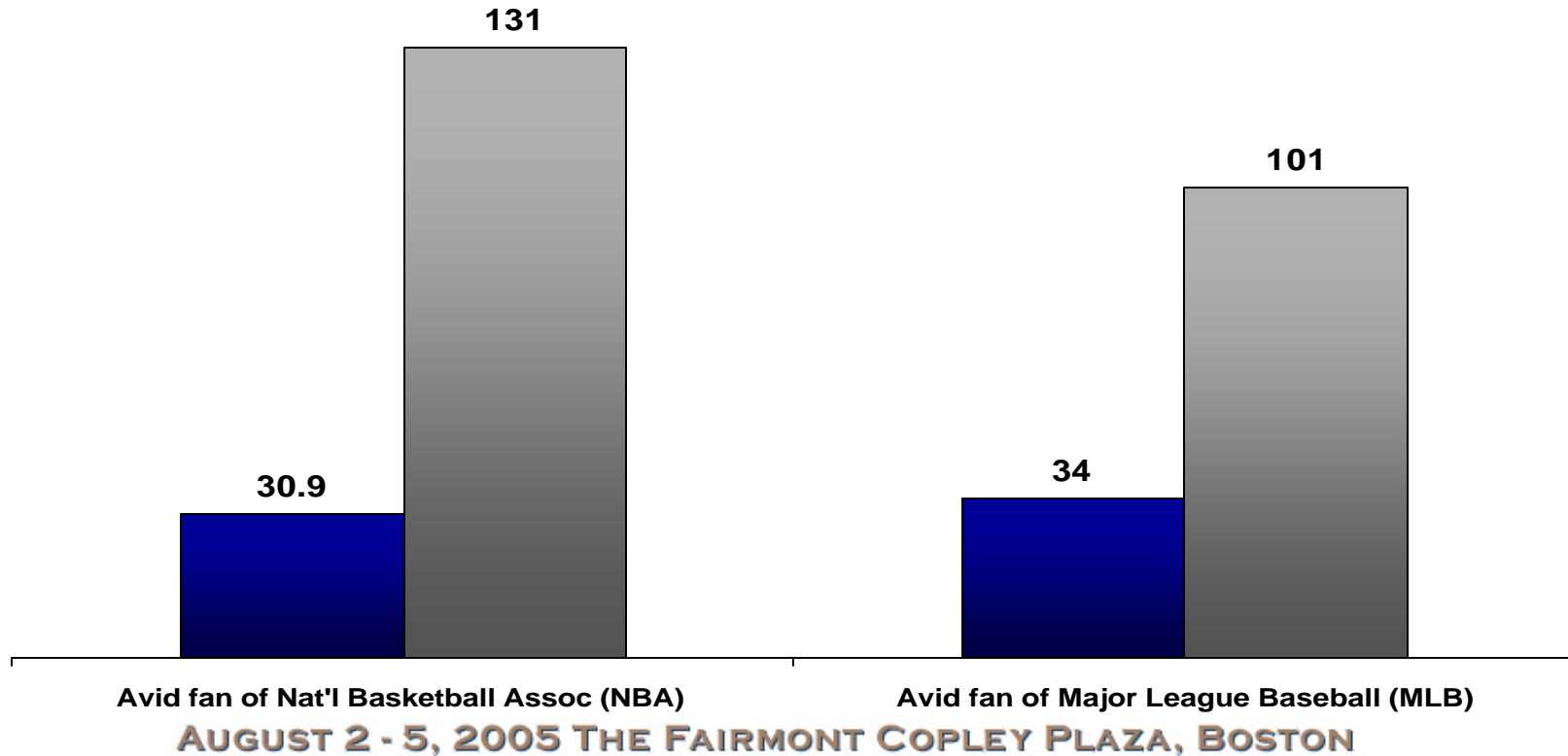
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SCARBOROUGH RESEARCH

Base: Adults 18+
Column: "Intenders" plans to purchase wireless service for self or other HHLD member in next 12 months
Rows: Avid NBA/MLB fans

Which is a better partner to help Wireless carrier X target wireless intenders?

Intenders have about the same percentage of avid MLB as NBA fans, but they are 31% more likely than the average Adult 18+ to be an avid NBA fan.



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Base: Adults 18+/Wireless Subs 18+

Column: "Intenders" plans to purchase wireless service for self or other HHLD member in next 12 months/Wireless X

Rows: Sports watched/listened

	<u>Intenders</u>		<u>Wireless X</u>	
Sports listened to on radio past 12 months				
NBA Finals	2.2%	146	2.0%	115
NBA playoffs	2.5%	152	2.2%	114
Regular season NBA	0.2%	194	0.1%	45
Major League Baseball playoffs	5.0%	113	4.5%	88
Regular season Major League Baseball	0.3%	93	0.6%	138
Sports watched on broadcast TV past 12 months				
NBA Finals	27.3%	128	28.1%	120
NBA playoffs	23.6%	130	23.1%	116
Regular season NBA	2.5%	139	2.2%	121
Major League Baseball playoffs	25.9%	108	25.7%	99
Regular season Major League Baseball	1.7%	112	2.1%	129
Sports watched on cable TV past 12 months				
NBA playoffs	16.5%	137	16.6%	125
Regular season NBA	2.7%	150	2.1%	114
Major League Baseball playoffs	15.9%	109	15.7%	98
Regular season Major League Baseball	2.0%	113	2.4%	120

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SEABOROUGH RESEARCH

Answer: If you are looking for the partnership that Wireless X subscribers or wireless intenders would more likely be interested in, the NBA is your chose!

1. 34.9% of Wireless X subscribers are avid MLB with an index of 98. 29.9% are avid NBA fans, but they over index with 120.
2. 34% of wireless intenders are avid MLB with an index of 101. 30.9% are avid NBA fans, but they over index with 131.
3. Broadcast television is the media of choice for Wireless X subscribers and wireless intenders to catch the NBA games

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Easy Steps – Checklist

- Ask your marketing questions
- Identify your Base, Column, Row (Use grid)
- Pull data from software
- Use ideas given here to guide you in providing ways to present data and create your presentation

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Questions ?

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