



360*Planner



Maximize your media plan.

Connecting with consumers today can be a real challenge. With a proliferation of touchpoints and consumers in control—media placement doesn't guarantee exposure. Exposure doesn't guarantee recall. Recall doesn't guarantee action. And just because you spend more doesn't mean you get more. 360*Planner improves the media planning process by maximizing your touchpoint exposure and optimizing spend.

- Understand which touchpoints your targets interact with, remember, and are influenced by
- Assess the effectiveness of these touchpoints in supporting your specific objectives
- Evaluate how well all of the elements of your campaign fit together
- Determine the optimum mix that will maximize your results

We don't just tell you what is happening, we tell you why... and, what to do about it.

360*Planner leverages consumer mix modeling—a survey-based approach that measures the contribution of every major touchpoint on the brand decision making process. The insight collected helps to evaluate your strategy and guide your next move.

- What should be the focus of your marketing strategy?
- Which touchpoints are consumers experiencing and recalling?
- Which touchpoints are delivering the results you're looking for?
- What should you do more of, less of, or differently?

Why Ipsos ASI 360*Planner?

Whether you're working to build awareness, equity, or increase sales—360*Planner helps you deliver by mapping out the most effective combination of touchpoints to drive your intended results. Driver analysis offers unmatched insight while a simulation tool helps you to conduct scenario planning and facilitates strategic discussions between marketing, advertising, and media planning departments. Ipsos ASI's 360*Planner is:

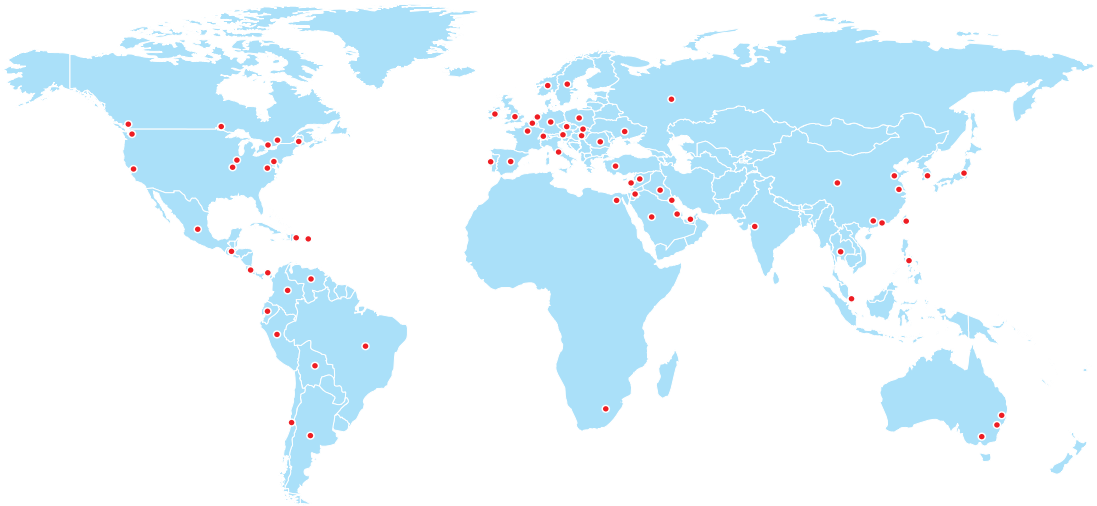
- **Actionable.** A simulator helps pinpoint ways to optimize your spend across touchpoints.
- **Reliable.** We don't ask consumers to report information they can't reliably know—we model and derive.
- **Targeted.** The final analysis supports your specific objectives and accounts for category nuances.
- **Holistic.** Considers all touchpoints and helps you to maximize a comprehensive approach.

About Ipsos ASI

Ipsos ASI offers marketers state-of-the-art advertising research built on more than 40 years of experience using measures predictive of in-market performance. We offer a full-range of solutions across all media – at any stage in the creative process – from equity assessment to strategic development, advertising testing, and tracking. Our research is backed by a dedicated team of advertising research specialists whose mission is to deliver the answers that will add value to your business anywhere in the world. Ipsos ASI is an Ipsos company, a leading global survey-based market research group. For more information visit us at www.ipsos-asi.com.

About Ipsos

Ipsos ASI is a member of the Ipsos Group, a leading global survey-based research company. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. With offices in 55 countries, the Paris-based company was founded in 1975.



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