

PRESS RELEASE

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Consumers Help Uncover Marketing's Holy Grail

ZenithOptimedia today unveils the first public results of its Touchpoints ROI Tracker, the most extensive project ever undertaken to identify the power of individual consumer contact points to support leading brands. To date, ZenithOptimedia has carried out over 300,000 consumer interviews across 34 countries covering more than 4,000 brands.

The results make startling reading and the agency's Dashboard of Global Norms offers marketers for the first time the chance to compare the power of all major communications channels across a variety of consumer groups, brand categories and regions.

A brief snapshot of the database unsurprisingly reveals the growing power of the Internet as a key marketing vehicle. However, what is more surprising is that the influence of Internet marketing grows as consumers get older.

Similarly, whilst there is much talk about the power of Word of Mouth, ZenithOptimedia's research shows that recommendations from friends and families have the greatest influence on brand choice of all touchpoints - on average 22% higher than television advertising.

Looking across the regions, the influence of marketing contacts and the level of overall brand recall is much higher in Asia Pacific than in North America or Europe. For example, TV advertising is 20% more influential in Asia Pacific than in North America and internet banners are 30% more influential in Asia Pacific than in Europe.

ZenithOptimedia's findings for individual brand categories show that levels of brand experience generated per dollar are much higher for telecoms advertisers than for those in financial services.

However, the survey doesn't just identify the power of individual touchpoints to support brands; it also reveals how much harder some of these touchpoints can work in combination - a vital piece of knowledge when planning integrated communications.

ZenithOptimedia has only given a taster of the information available in this vast study but hinted at the richness that is available to clients in their pursuit of the highest possible return on advertising investment.

About the research

In January 2002 ZenithOptimedia licensed the global use of the Market ContactAudit® (MCA) research® methodology from Integration Marketing & Communications. The MCA system including its Brand Experience Points (BEPs™) and Brand Experience Shares (BES™) indicators forms part of the Touchpoints ROI Tracker, an otherwise proprietary communications planning tool that is used by ZenithOptimedia to help clients maximise the effectiveness of their marketing spend.

Touchpoints ROI Tracker is the consumer research-based approach that ZenithOptimedia uses to measure and plan marketing effect across all consumer contacts. It identifies and quantifies the value of every consumer point of contact for a category and its brands, examining the role of each contact point in building brand preference and purchase intent. All forms of consumer contact are measured, including those at point of sale, point of consumption, one-to-one, word of mouth, sponsorship and events, the internet, and mass media.

Since 2002 ZenithOptimedia has completed 300 Touchpoints ROI Tracker projects, comprising over 300,000 interviews across 34 countries, for 71 clients, and covering more than 4,000 brands in 126 product and service categories.

ZenithOptimedia

ZenithOptimedia is one of the world's leading global media services agencies with 195 offices in 70 countries. Key clients include Alcatel-Lucent, Beam Global Spirits & Wine, British Airways, Electrolux, General Mills, Giorgio Armani Parfums, Hewlett-Packard, Kingfisher, Mars, MBNA Europe, Nestlé, L'Oréal, Puma, Polo Ralph Lauren, Qantas, Richemont Group, Sanofi-Aventis, Siemens, Thomson Multimedia, Toyota/Lexus, Verizon, Whirlpool, Wyeth and Zurich.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment. This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.

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