



**Millward Brown
IntelliQuest**

Audience Audit™

In today's rapidly changing online world, your marketing strategy must change with customer expectations. With our Audience Audit, you can gain the insights you need to take the next steps in your marketing strategy.

How Audience Audit works:

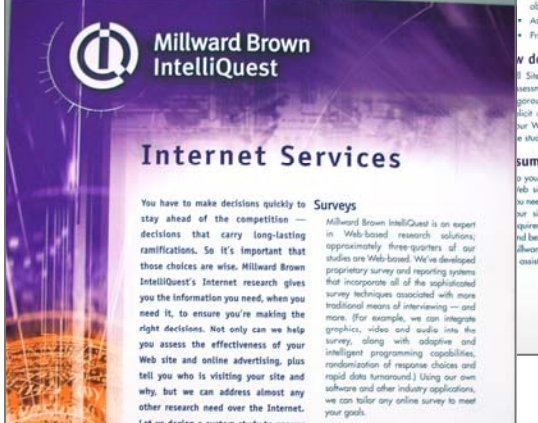
- Analyze your website and online advertising to determine who is visiting your site and why.
- Identify key demographics and interests.
- Measure how your website and advertising are performing.
- Provide a comprehensive report on your audience.



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Marketing Sciences Group

Millward Brown IntelliQuest is a pioneer in the use of quantitative research to solve complex marketing problems. Our scientists and researchers work together to provide a comprehensive understanding of your market and its needs. Our research is designed to help you understand your customers and their needs, so you can make better marketing decisions.



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SiteImpact™

Profiling your Web site visitors is sometimes not enough. Often, you need to be able to examine consumer motivations, expectations and requirements. You need to know how loyal your visitors are. You also need a fix on whether or not your site impacts your business.

What does SiteImpact give me?

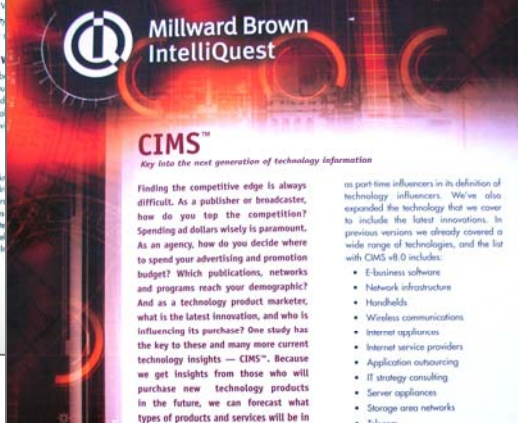
- Measure how your Web site helps enhance your brand
- Examine visitor motivations, expectations and requirements
- Identify the segments of your audience
- Assess loyalty
- Profile your audience

How does it work?

SiteImpact is a sophisticated measurement of your website's performance. It tracks a statistical profile of your Web site's visitors.

Summary:

If you want to know how your Web site is doing, you need to understand how your site visitors behave. SiteImpact is the best of all, Millward Brown IntelliQuest's solution.



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Custom Research Services

In this complex global marketplace, technology, wireless and Internet marketers who want to stay ahead rely on Millward Brown IntelliQuest's global custom research services. We have developed the industry's most comprehensive portfolio of methods, including:

- Focus groups
- In-home research
- Online surveys
- Telephone surveys
- Direct mail surveys
- Mail intercepts
- Intercept interviews
- In-store intercepts
- In-home intercepts
- In-home focus groups
- In-home focus groups with observation
- In-home focus groups with observation and audio recording
- In-home focus groups with observation and audio recording and video recording
- In-home focus groups with observation and audio recording and video recording and photo recording
- In-home focus groups with observation and audio recording and video recording and photo recording and video recording

to any study at Millward Brown IntelliQuest includes a marketing scientist to ensure the latest thinking and techniques are appropriately used for each unique study. Our scientists are involved in all stages of a research project, from developing the solution to helping you understand how to use the results in your decision-making. Our service team members have hands-on experience in the field and qualitative research. We work with Millward Brown IntelliQuest, you work with a team of scientists whose depth and breadth of experience will positively impact your business.



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Internet Services

You have to make decisions quickly to stay ahead of the competition — decisions that carry long-lasting ramifications. So it's important that those choices are wise. Millward Brown IntelliQuest's Internet Services gives you the information you need, when you need it, to ensure you're making the right decisions. Not only can we help you assess the effectiveness of your Web site and online advertising, plus tell you who is visiting your site and why, but we can address almost any other research need over the Internet. Let us design a custom study to answer your questions.

Surveys

Millward Brown IntelliQuest is an expert in Web-based research solutions; approximately three-quarters of our studies are Web-based. We've developed proprietary survey and reporting systems that incorporate all of the sophisticated survey techniques associated with more traditional means of interviewing — and more. (For example, we can integrate graphics, video and audio into the survey, along with adaptive and intelligent programming capabilities, randomization of response choices and rapid data turnaround.) Using our own software and other industry applications, we can tailor any online survey to meet your goals.



**Millward Brown
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CIMS™

Key into the next generation of technology information

Finding the competitive edge is always difficult. As a publisher or broadcaster, how do you tap the competition? Spending ad dollars wisely is paramount. As an agency, how do you decide where to spend your advertising and promotion budget? Which publications, networks and programs reach your demographic? And as a technology product marketer, what is the latest innovation, and who is influencing its purchase? One study has the key to these and many more current technology insights — CIMS™. Because we get insights from those who will purchase new technology products in the future, we can forecast what types of products and services will be in demand.

As part-time influencers in the definition of technology influencers, we've also expanded the technology that we cover to include the latest innovations. In previous versions we already covered a wide range of technologies, and the list with CIMS v10 includes:

- E-business software
- Network infrastructure
- Handhelds
- Wireless communications
- Internet appliances
- Internet service providers
- Application outsourcing
- IT strategy consulting
- Server appliances
- Storage area networks
- Teleconferencing



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BrandImpact™

Clickthrough reports don't give you a full assessment of your online advertising, which is why we developed BrandImpact™. Whatever your ad format — gif, rich or streamed media — BrandImpact will tell you whether your online ad worked, how it worked, how those who did not clickthrough reacted, who saw your ad, whether the format was effective and give feedback on your online ROI.

BrandImpact is a customized research tool that can be conducted in a wide number of languages. Reports are available online soon after the study goes live.

How can I maximize my online advertising ROI?

BrandImpact will help increase your return on investment, along with accountability and ad campaign effectiveness, through the full, evaluative and diagnostic report it delivers.

What does BrandImpact measure?

BrandImpact delivers precise measurements on four different levels:

- Impact of the creative
- Increase in brand awareness resulting from ad exposure
- How ad exposure has influenced brand perception
- Increase in purchase intent due to ad exposure

What about diagnostics?


BrandImpact also provides a diagnosis of how your ad was effective, gives input to future development and profiles who saw your ad to help assess the accuracy of targeting.

How does it work?

BrandImpact utilizes a test and control method that directly measures the actual effectiveness of Web-based advertising. We employ the most accurate measurement methodology to provide in-depth analysis based on actual Web users' responses to your ad. The Millward Brown IntelliQuest team provides full reporting and expert analysis.

BrandImpact is a quick and cost-effective way of answering your marketing ROI questions:

- Do my ads reach the right audience?
- Do they increase brand awareness?
- Do they improve key perceptions?
- Do they increase consideration of my brand?



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Who we are and what we do

Millward Brown IntelliQuest helps technology, wireless and Internet companies market smarter by providing information-based marketing services. Global industry leaders rely on our marketing research and value-added analysis about technology markets, customers and products, on both a subscription and a proprietary project basis. We help companies in these dynamic industries track performance and customer satisfaction, measure ad effectiveness, assess brand strength and competitive position, determine pricing and evaluate new products. Our services provide in-depth information that impacts top-line growth and bottom-line profitability.

Solutions

Our full-service quantitative and qualitative research capabilities support virtually any strategic marketing decision. We have developed the technology industry's most comprehensive portfolio of methods, online technologies and analytical tools available worldwide. Using advanced statistical methods and groundbreaking survey technologies, we're dedicated to helping you gain a competitive advantage through the creation of actionable information.

Custom Services

We specialize in supporting a broad range of marketing decisions, including product design, market assessment, customer segmentation and targeting, pricing, copy testing, advertising effectiveness, Web site evaluation, brand performance and valuation, distribution tracking and customer satisfaction measurement.

CIMS™

CIMS™ is the most important media buying and marketing tool in the technology industry. CIMS measures readership, viewership and purchase habits of individuals who influence the purchase of technology products in business and in the home. It helps advertisers, advertising agencies and media companies efficiently target advertising and product promotion to key technology buying groups.

Link™

It is more important than ever to justify an advertising budget and maximize ROI. Our Link™ copy testing system tells you, before you air an ad, how hard it will work for every dollar spent. It also checks that the message is on target and will elicit the right response from consumers, and enables appropriate changes to be made to correct or have material Link is fast, flexible and is linked to sales.



IntelliQuest's Methods

Millward Brown IntelliQuest's methods are continually updated to reflect the latest research and development. Our scientists carefully develop and test methodologies and adapt them to the unique needs of each client and data collection techniques.

IntelliQuest's Technologies

We use the right data collection methods to meet any research, timeline or budget. From computer-assisted interviewing (CAI) to online interviewing (OAI), Millward Brown IntelliQuest has the tools for your needs.