

# Improving the Marketing Information Chain

- **For Better Communication**
- **For Better Accountability**
- **For Better Marketing**

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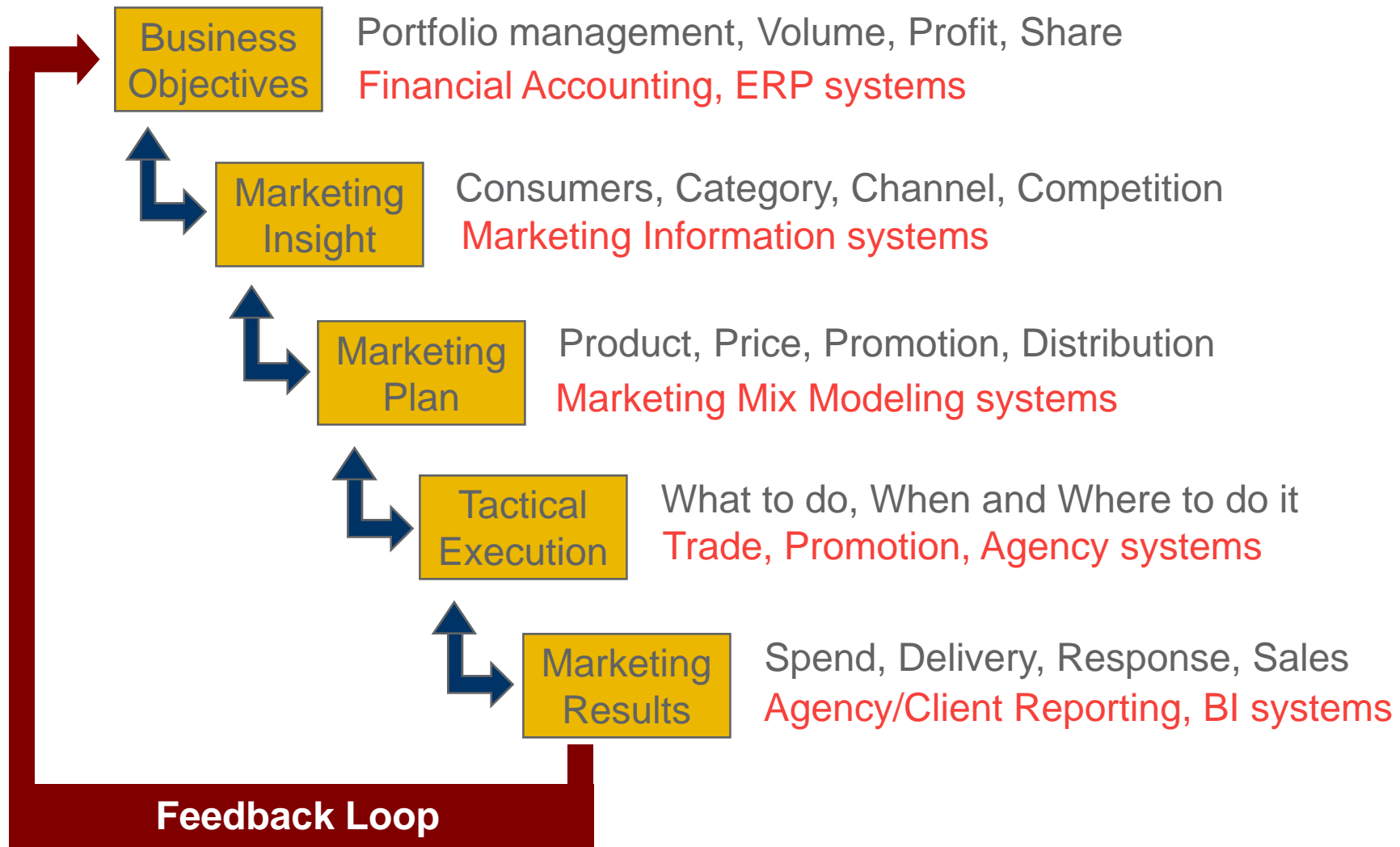


- **Marketing Works . . .**
  - But some marketing works better than others
  - There is significant financial benefit from doing more of what works well, and less of what doesn't
- **Continuous Improvement will drive growth**
  - Making successful campaigns even more effective
  - Increasing the efficiency of marketing spending
  - Understanding and improving marketing ROI
- **Continuous Improvement requires timely and accurate communication**
  - To enable feedback from marketplace results
  - In time to make mid-course corrections

# The planning cycle moves from objectives to execution, informed by marketplace results for feedback



# Each constituency in the marketing chain uses different systems, definitions and data sources



# MS Office documents are the primary medium of communication between constituencies



# Inefficient communication at each step slows feedback and makes accountability difficult



# An “*Information Chain*” using common definitions to share data between functions is the solution



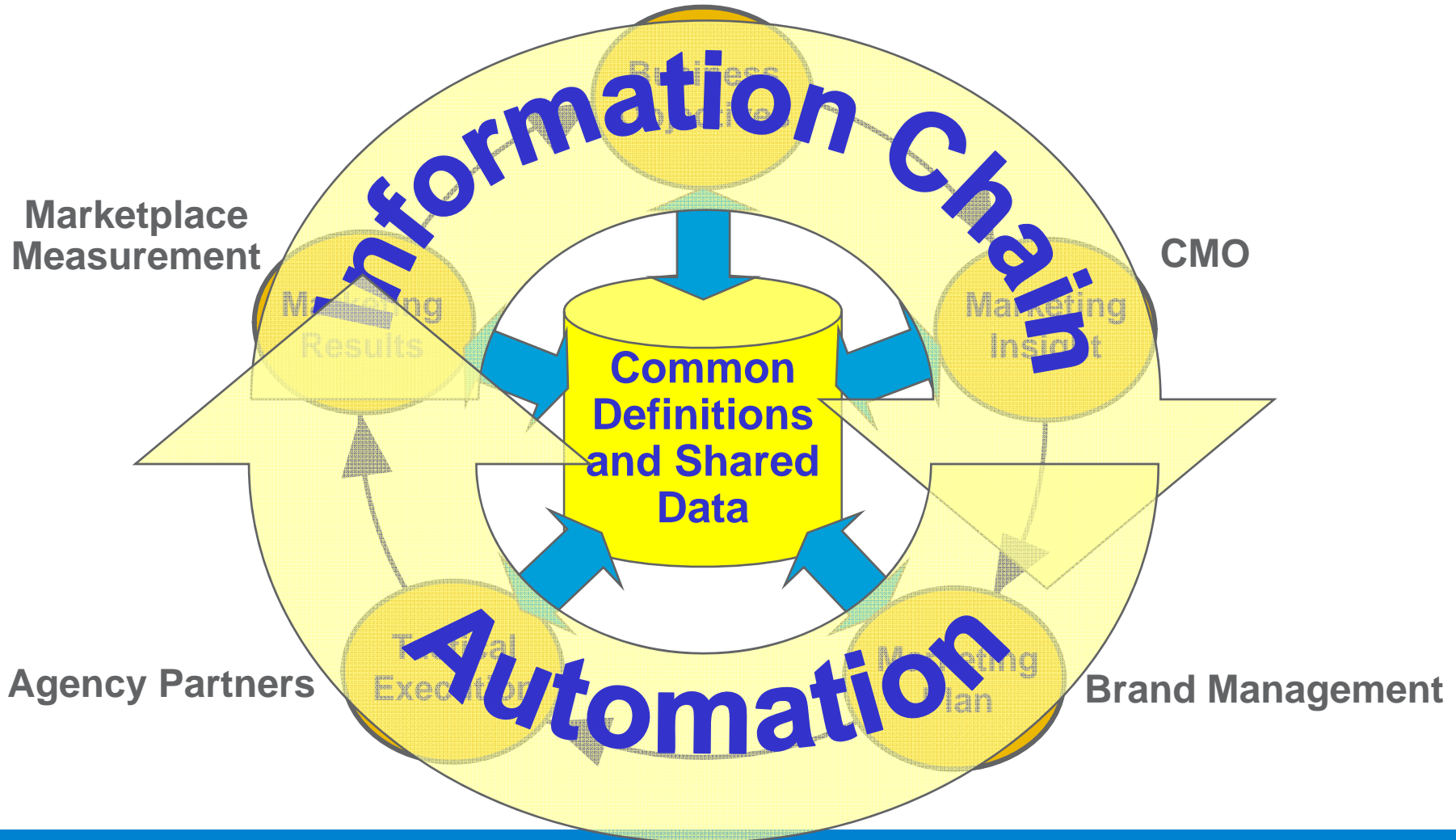
# An Information Chain is based on a central repository of common definitions and shared data





# Automation speeds up the feedback loop, enabling mid-course corrections and continuous improvement

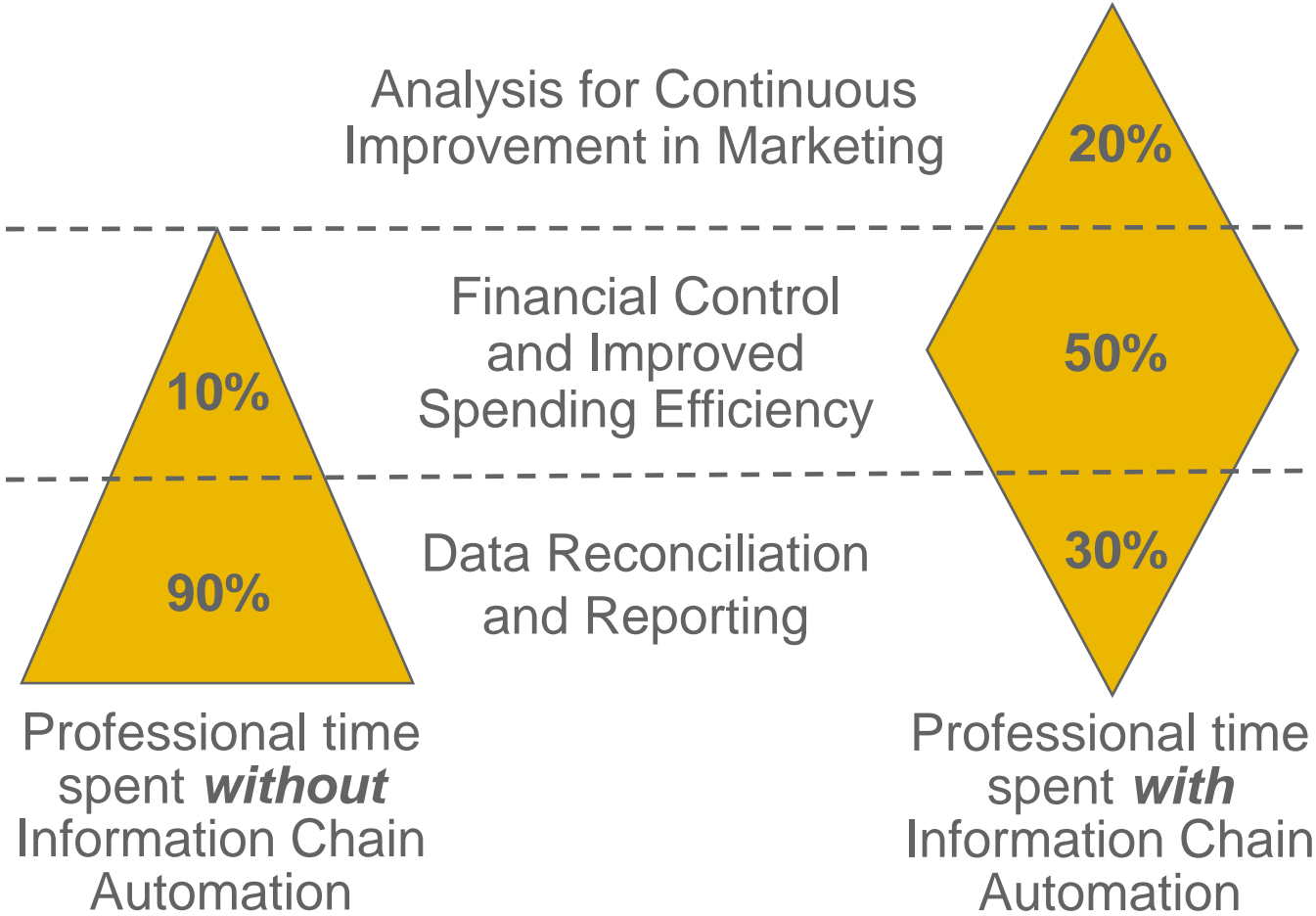
CEO and CFO



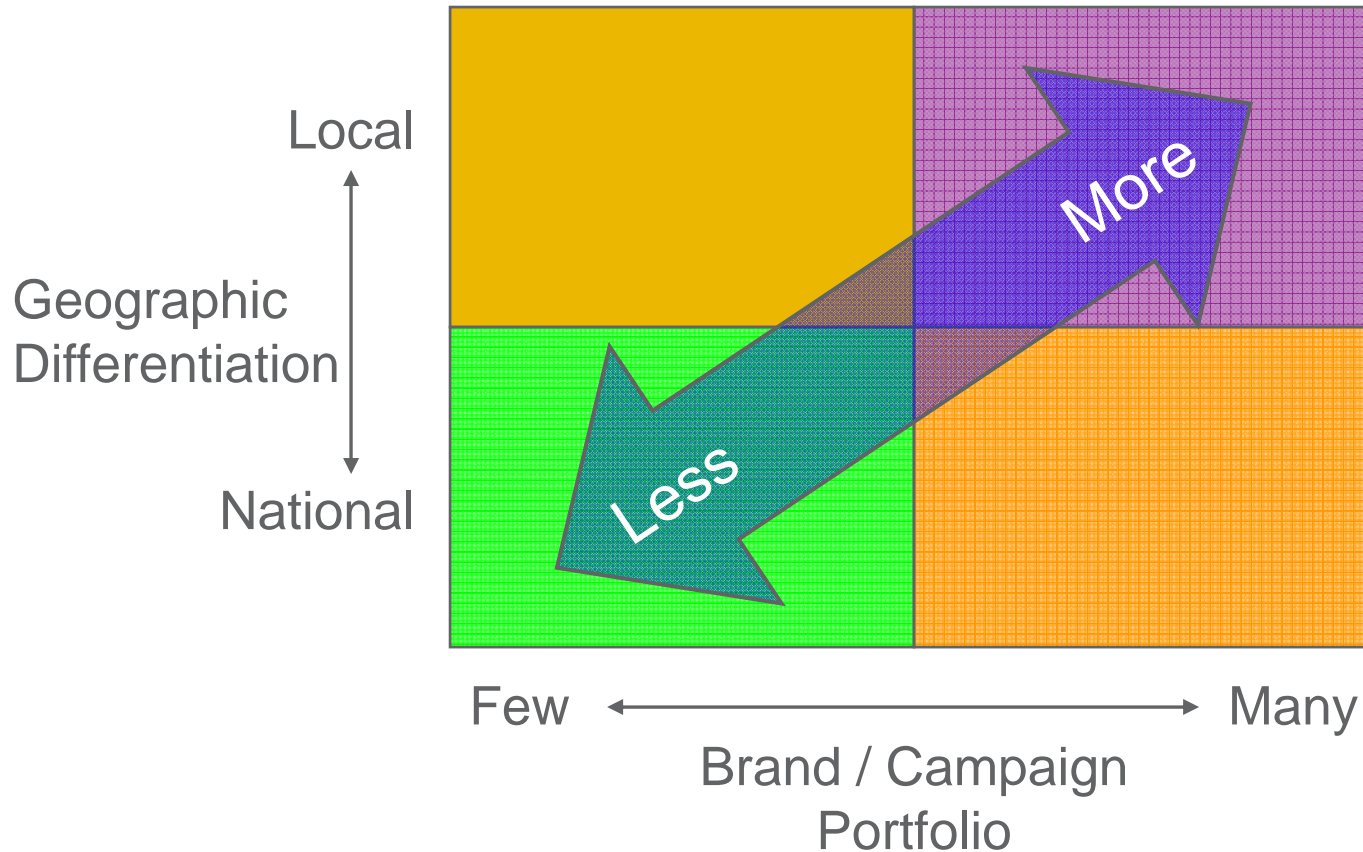
# Information Chain Automation provides significant benefits for Marketers and their business partners

- **Efficient information sharing between all business stakeholders**
  - Finance, Marketing, Brand Management, and Agencies
- **Ongoing feedback and learning**
  - Derived from comparing actual results to planned objectives
  - “Year-to-Date”, “Year-to-Go” generates “Need-to-Do”
- **Accountability**
  - Accurate, transparent, and consistent information
  - Supporting the measurement, forecasting and improvement of financial return from the investment of marketing resources
- **Timely communication**
  - Continuous improvement requires understanding what is happening now . . . in time to react!

# Information Chain Automation frees up all constituencies to focus on better Marketing



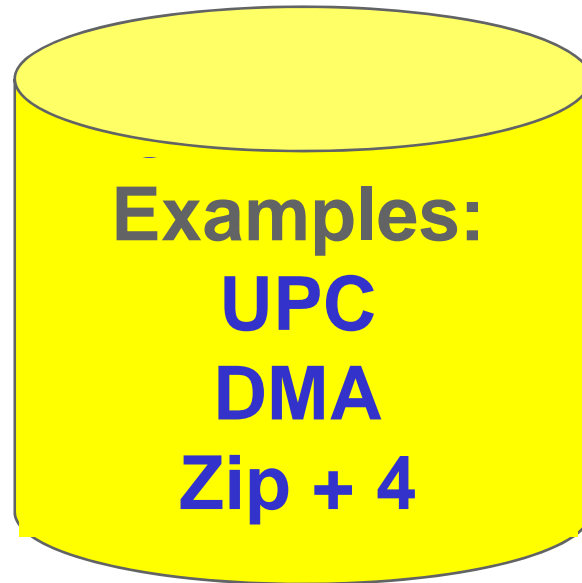
# The amount of added value from Information Chain Automation depends on the complexity of the business



# The benefits of Information Chain Automation derive from the sharing of common data across systems



Some definitions are already universal and are used consistently throughout the marketing industry



But many definitions vary among marketing constituencies – making working together harder



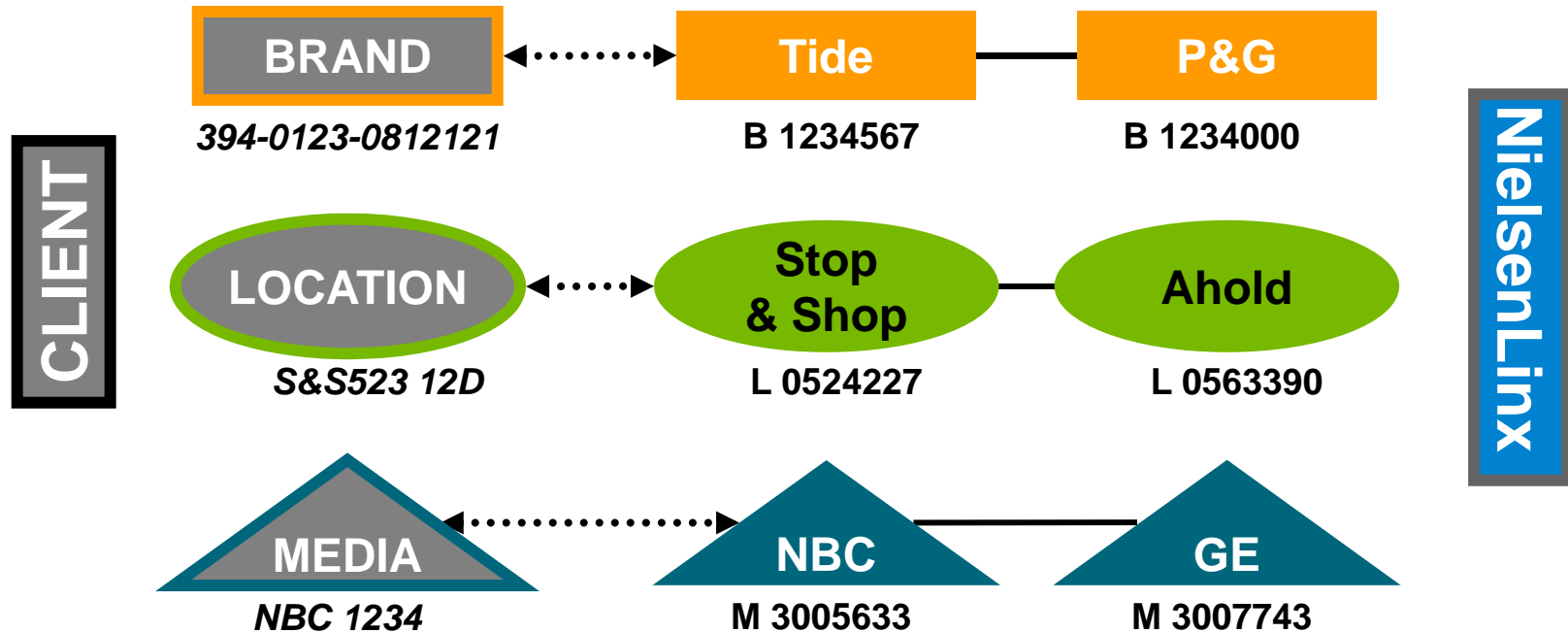
Nielsen is launching NielsenLinx – a “master data” service which provides these common definitions





# NielsenLinx will provide and maintain global master data for Brands, Locations, Media and Entertainment

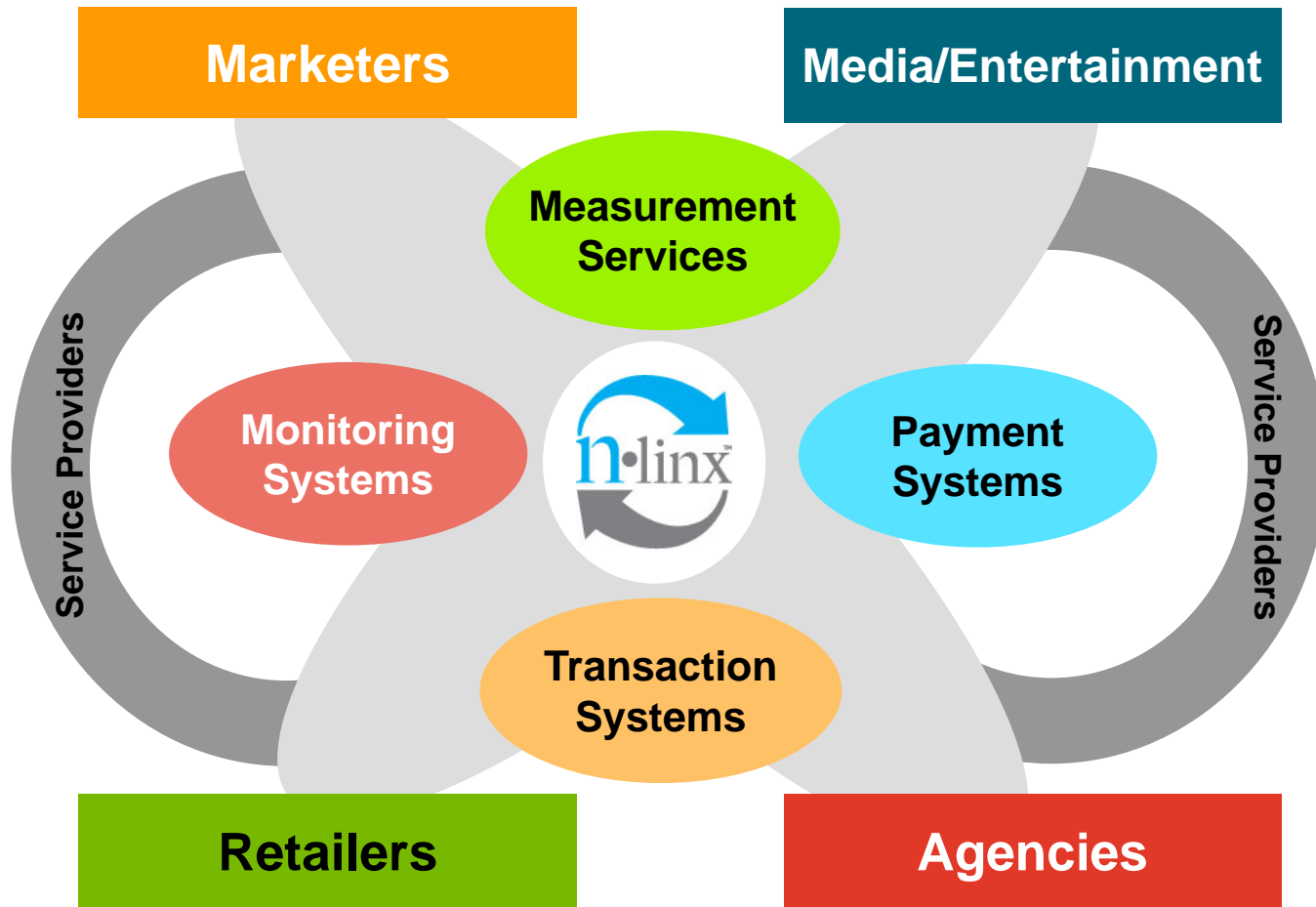
- NielsenLinx Codes – Unique Identifiers that Facilitate Integration
- Syndicated Organizational and Media Ownership Hierarchies
- MarketSync Process – Encoding Client Data with NielsenLinx IDs



# NielsenLinx enables different business functions and systems to work together better



# The NielsenLinx Network



*Common Language Throughout the Marketing Information Chain*

# Next Steps

- Continue to solicit feedback from industry stakeholders
- Refine Marketing Information Chain Automation vision
- Finalize NielsenLinx Automation technology plan
  - Web service
  - Scheduled or “on demand” delivery
  - Processes to improve the Marketing Information Chain
- Prepare Deployment Timeline
  - Three Year Plan
  - Initiate pilot projects to validate benefits
  - Scheduled releases beginning in 2008
- Industry Consortium Business Model
  - Universal acceptance of NielsenLinx definitions and codes
  - In liaison with all industry groups (4As, ARF, ANA, MASB)