



An Introduction to the TouchPoint® Copy Test CCPersuasion® Measure

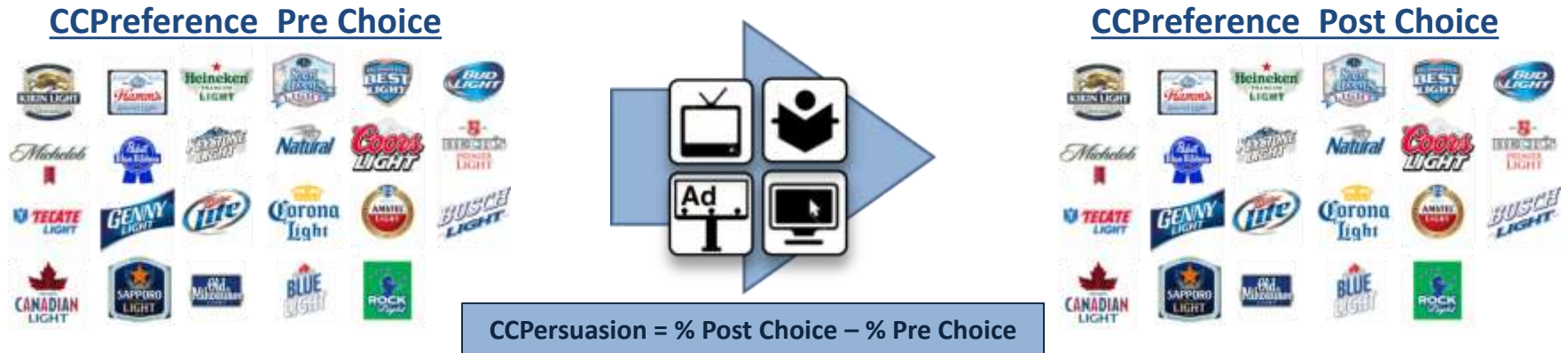
February 23, 2018



CCPersuasion Methodology

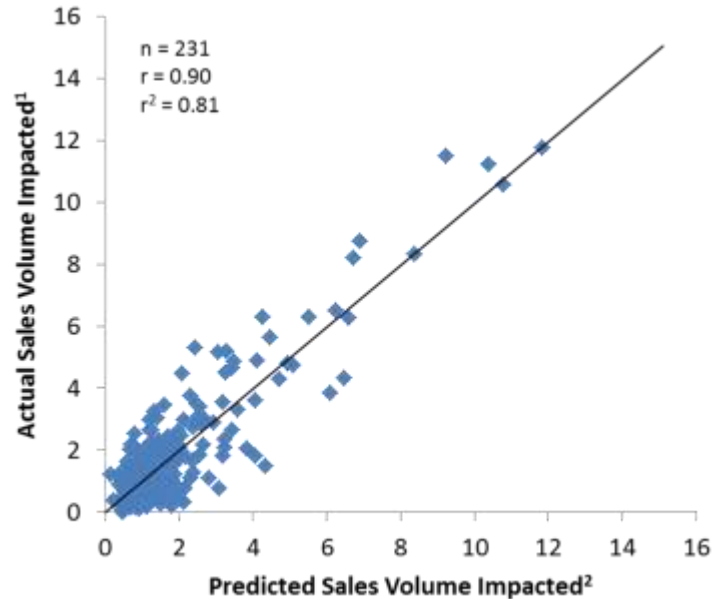
CCPersuasion[®] scores are calculated as changes in CCPreference[®]. People buy the brands they want, we measure that “want” independent of those factors that advertising doesn't impact; e.g. pricing, promotion and distribution.

We do this by creating a behavioral buying occasion; pre to post around an Incidental ad exposure in a natural entertainment environment and within a competitive set.



Link to Financial Performance

Through the **CCPersuasion** metric, TouchPoint provides quantitative prediction of the likelihood and magnitude of ad impact on future sales volume and market share.



CCPersuasion predicts TV advertising's impact on market results at ~.90 correlation level when the effect of the ad is isolated from the other elements of the marketing mix.

CCPersuasion Calibration

Change before/after airing period		Percent of Ads Achieving Share Point Difference of:			
CCPersuasion Level	Median Share Change	0.0+	0.5+	1.0+	2.0+
21+	+3.6	100%	100%	95%	80%
16.0 – 20.9	+2.1	100%	97%	71%	51%
12.0 -15.9	+1.4	98%	88%	63%	40%
7.0 – 11.9	+0.7	83%	53%	34%	9%
5.0 – 6.9	+0.3	68%	32%	16%	3%
3.5 – 4.9	+0.1	60%	23%	8%	0%
< 3.5	0.0	52%	13%	4%	1%

Magnitude validation of CCPersuasion provides perspective on an ad's expected impact when aired.

Reliable and Quality Assurance Processes

Test – Retest Reliability

CCPersuasion
Measure

Number of Test – Retest Pairs

201

Test – Retest Variation Observed

+2.00

Variation Expected From Random Samples

+1.93

F-Ratio

1.07

Conclusion

Not Significant

Pyramid of Sample Quality

Quality Assurance via Systematic Auditing

Respondent engagement and worthwhileness
Quality Control checks of programming
Test-retest reliability

Representative of Population Balance

Geography across major regions
Gender/age within each region
Ethnicity, income/SEL and others as appropriate for population

Real, Unique, and Qualified Respondents

Each verified for genuineness (personhood, demos, location)
Duplicates prevented from inclusion within a project
Frequency of participation limited for category/methodology
Prescreening to eliminate competitors/other restricted groups

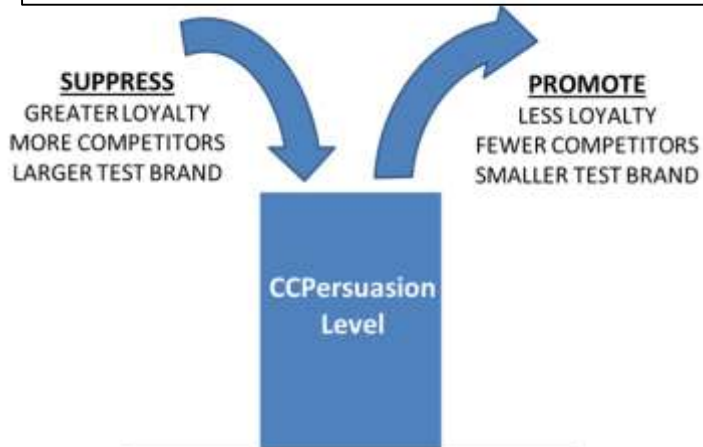
Randomness Through Recruitment Techniques

Broad consumer population accessible via fielding approach
Multiple recruitment channels and incentives
Questionnaires in native languages/idioms
Sample sources managed for consistency in score levels

TouchPoint satisfies all 10 MASB MMAP criteria for an ideal metric, including proven on-going reliability of CCPersuasion, Related Recall and diagnostic metrics; and documented commitment to quality assurance processes including the vital area of sample quality.

Relevancy in Use

Qualify Copy with Meaningful, Brand Specific Benchmark (Fair Share®)



Apply at Early Development Stage to Dramatically Raise Odds Of Success



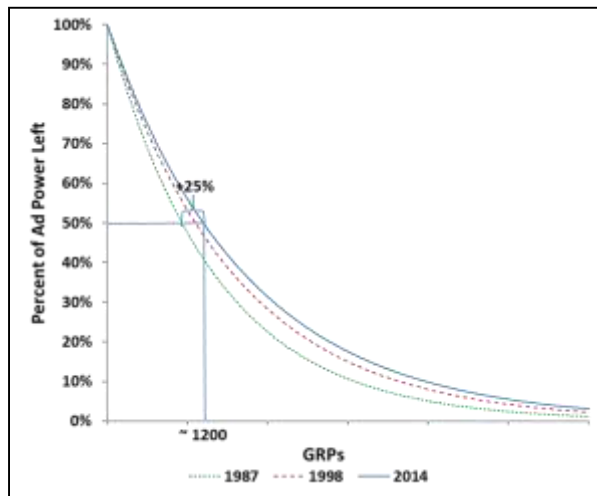
Validated TouchPoint Consumer Diagnostics (also audited) are demonstrated to improve results thru reapplication of learning

Global Client	Year 1	Year 2	Year 3	Year 4
Efficiency (qualification rate)	53%	55%	60%	65%
Effectiveness (avg CCPersuasion)	128	134	143	156



Relevancy in Use: Forecasting and Media Optimization

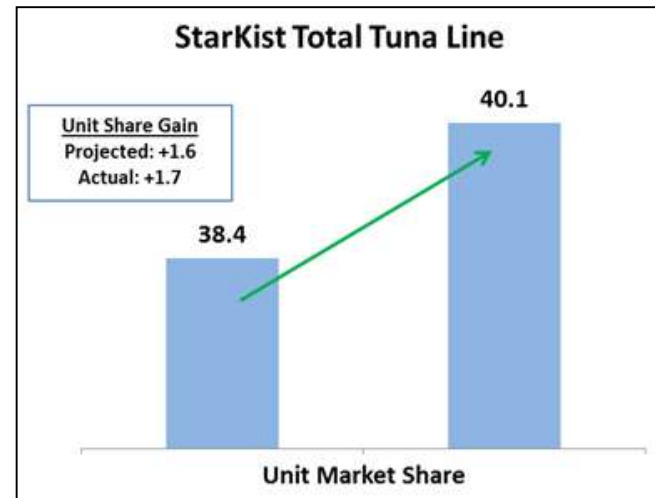
MSW-ARS Wearout Learnings



Outlook® Media Planner

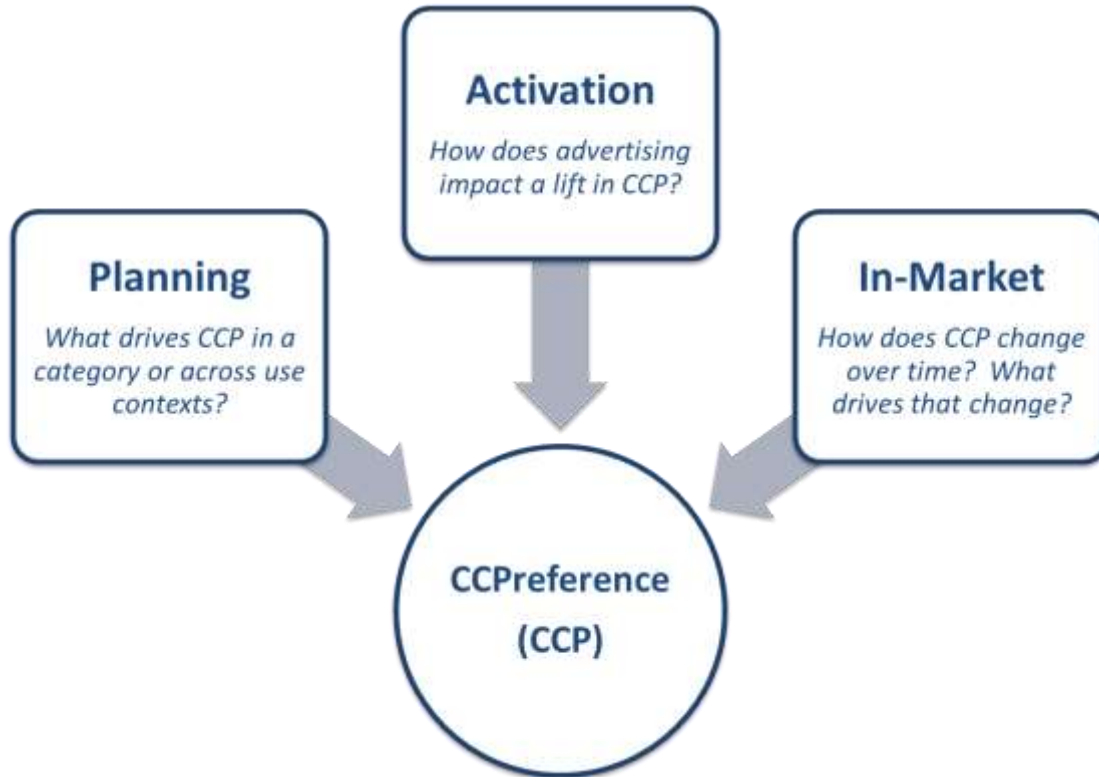


Case Studies



By marrying validation results with published wearout learnings, MSW-ARS developed the outlook Media Planner which enables brands to forecast sales impact, allocate media spend and optimize return on advertising investment.

CCPreference – Linking All Stages of Communication Research



The patented and MASB audited CCPreference metric is included in all stages of MSW-ARS's communication research solutions, providing linkage between early stage work, communication testing and in-market tracking work.

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Thank You!



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