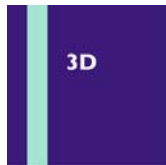




Unveiling the hearts and minds of Australian consumers in 3D. A consumer insight treasure trove

Frequently Asked Questions



What is 3D?

3D is GroupM's unique proprietary research study. It is the most comprehensive single source study in Australia, covering 1. Brand relationships, 2. Social dynamics (based on attitude statements) and 3. Media consumption in the context of total brand communications. These three dimensions are the essence of 3D.

What is unique about 3D compared to other studies?

3D has two major points of difference. The first is its inclusion of brand pyramids which are able to quantify the brand equity relationship consumers have with a range of brands. No other single source study in Australia is able to do this. Compared to GroupM's 3D study other syndicated products are "2D" because they include only brand usage, and not a brand equity model which diagnoses consumer brand relationships.

The other major advantage 3D offers is its ability to diagnose real time total brand communications via MindSet, our leading edge PDA based data collection technique.

How can 3D help in meeting an organisation's marketing and communication objectives?

3D provides genuine insights about customers' relationship between a brand and its competitors. With these insights and knowledge, appropriate and relevant marketing and communications decisions can be created.

In short, it helps you reach high value consumers, in the most relevant communications environments, considering both mainstream media and the broader mix of messaging options that people come into contact with.

What is the sample size and methodology used?

- *Sample size:* 1,600 respondents aged 15 to 65 years who are representative of the Australian population on the eastern seaboard states; NSW, VIC, QLD. Both metropolitan and regional areas are covered.
- *Methodology:* A structured questionnaire using self completion and face to face techniques
- *Fieldwork:* conducted in June to August 2007. Survey launched officially in October 2007. Data is available in September.
- *Questionnaire Content:*
 - 26 brand pyramid categories ranging from FMCG to healthcare, motor vehicles, finance and many other categories.
 - 200 attitude statements
 - Extensive coverage of usage for all media channels
 - Activities and wellbeing

What's new in 2007, compared to 2004?

- New categories
- Performance Sport questions
- Quality of Reading questions
- Word of Mouth questions
- **MindSet (real time total brand communication contact point data)**

Which categories have been covered by this study?

Brand Pyramids can be produced from 26 categories;

- Cereal
- Snackfoods
- Spreads
- Cheese
- Biscuits
- Soup
- Beer
- Spirits
- Mobile Phones
- Travel
- Shaving
- Airlines
- Cars (3)
- Bank & Financial Institutions
- Credit & Charge Cards
- Insurance
- Feminine Hygiene (2)
- Analgesics
- Spirits Premix (RTD)
- Hair Care
- Oral Care (2)
- Toilet Roll

What is MindSet?

MindSet is a proprietary research tool that gauges consumer behaviours in real time. Information is collected via a PDA that regularly prompts respondents during the day with questions about where they are, what they are doing and what advertising and/or communications channels they are being exposed to. We believe the results are more accurate as they capture all consumer channel interactions at the time of contact rather than relying on respondents' memories of past channel exposures.

What is unique about MindSet in 3D

MindSet has previously been carried out as an independent study for a specific client brand and target. Australia is the first country in the Asia Pacific region to integrate it within 3D so that we can enjoy the benefits of both in one single-source survey.

A stand-alone MindSet study only focuses on a single client brand. Integration with 3D facilitates analysis against many different category and brand users, at different brand pyramid levels.

While 3D primarily measures traditional media behaviour, MindSet encompasses 96 different touch points including those unconventional channels that consumers encounter in this increasingly complex communication world.

The combination of MindSet and 3D will bring more sophistication to the planning process by enabling us to provide more precise and on-target communications solutions to our clients.

What is MindSet's sample size and how does the methodology work?

- *Sample size:* a subset of the 3D samples – 450 respondents aged 15 to 65 years in 5 markets
- *Methodology:* A structured questionnaire using PDA device that sounds an alarm every hour for 48 hours over a typical weekend and a typical working weekday.
- *Fieldwork:* conducted in June to August 2007
- *Questionnaire Content:* it covers questions about :
 - Location, Activities
 - Advertising noticed

- 15 advertising categories
- Response to advertising

What is Net Promoter Score (NPS)?

Net Promoter Score (NPS) is the primary currency for Word of Mouth measurement.

It is based on the fundamental perspective that every company's customers can be divided into 2 categories:

Promoters – customers who are likely to recommend a company and exhibit moderate to high rates of purchase and referral behaviours.

Detractors – customers who are less likely to recommend a company and exhibit low rates of purchase and referral behaviours.

We use 2 different questions in the survey to identify how many promoters and detractors a brand has:

- 1) Which of these do you think are brands you are likely to recommend to friends or colleagues? (Promoter)
- 2) Which of these do you think are brands you are unlikely to recommend to friends or colleagues? (Detractor)

NPS is simply the percentage of promoters minus the percentage of detractors.

Companies that maintain higher % NPS' demonstrate higher growth rates and vice versa.

NPS is available in 26 categories.

What is Print Passion?

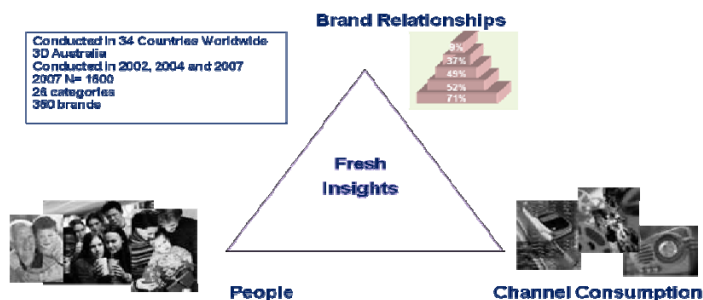
Print Passion diagnoses the relationship or attachment of a respondent to magazine and newspaper titles.

It is a one number score which determines which titles are more 'engaging'.

based on responses relating to;

- regularity/ intensity,
- bonding i.e. primary reader
- reference i.e. retention of title
- positive perception
- loyalty

We cover 21 magazines and 21 Newspapers (per state) in the Print Passion analysis.



If you have any further questions please contact:

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