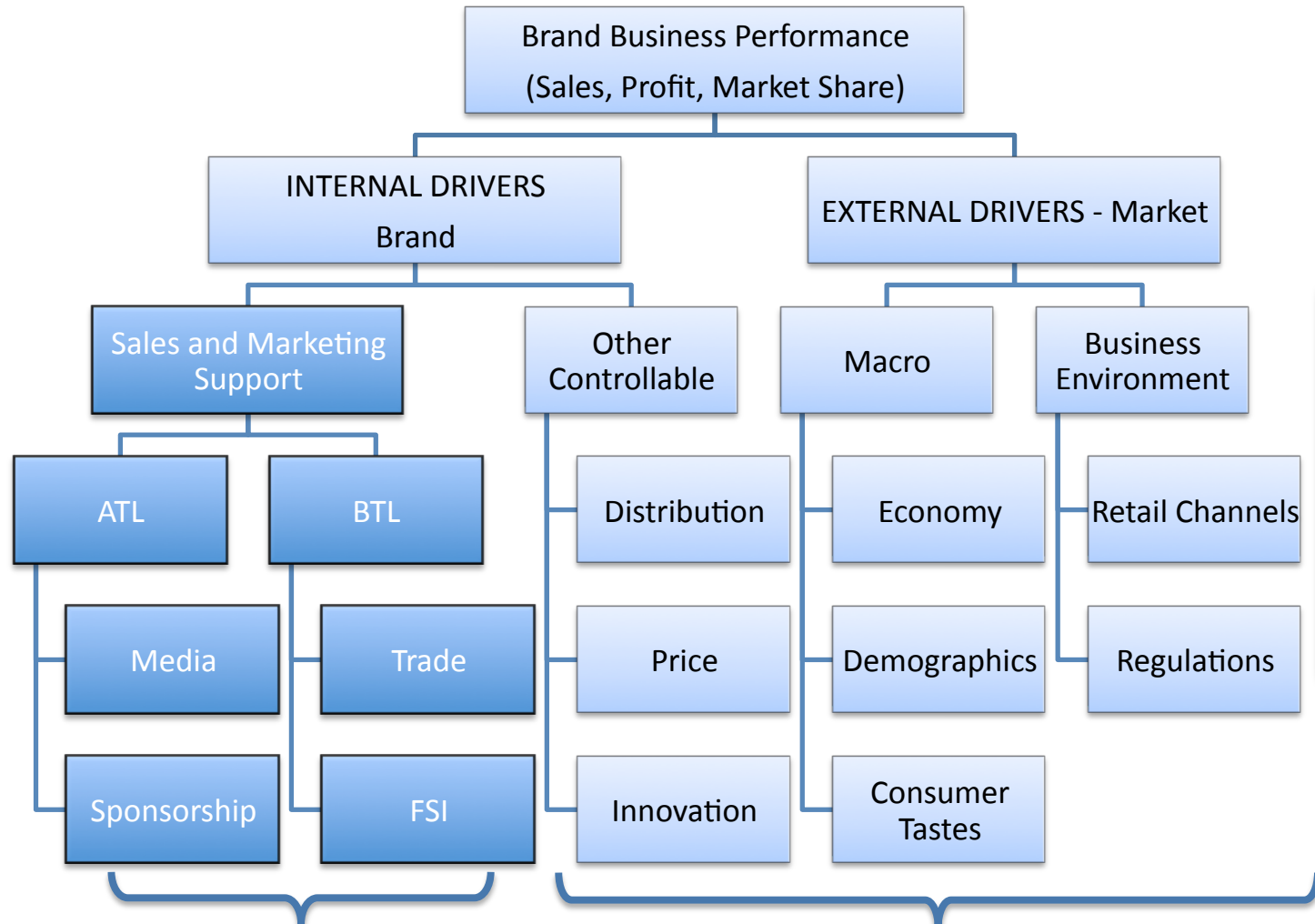


Our Proven Predictive And Optimized Marketing And Media Approach Is Based On Modeling Impact Of All Key Driver Groups – Internal As Well As External



Brand Performance is a result of many market and commercial drivers like ATL media or BTL activities

Developing a holistic view of these drivers helps to logically map dependencies and their impact on effectiveness of each marketing lever

While we will focus on modeling and optimizing these drivers

... we will have to understand and separate impact of these drivers on historic and future sales