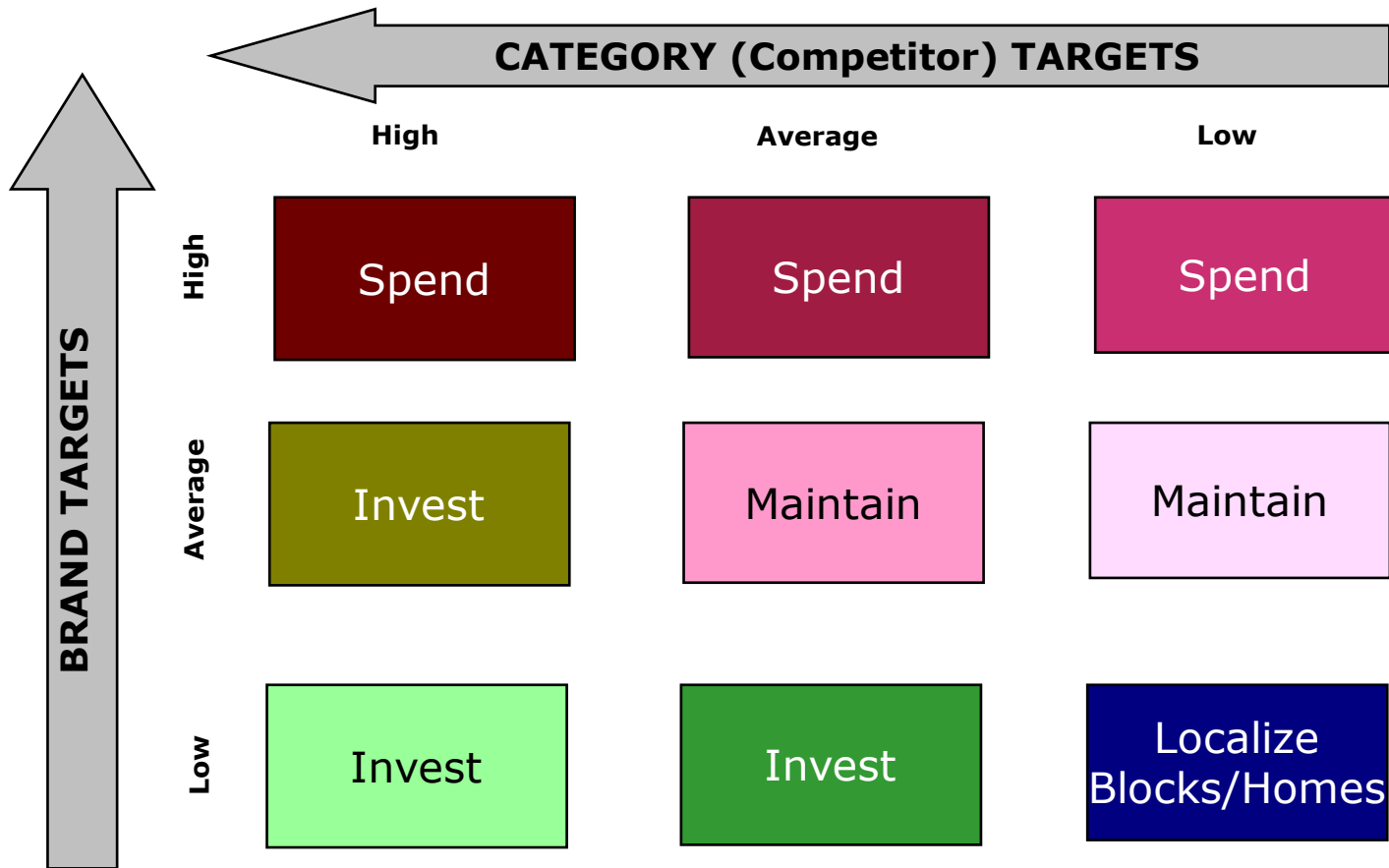


Markets by Quality Levels

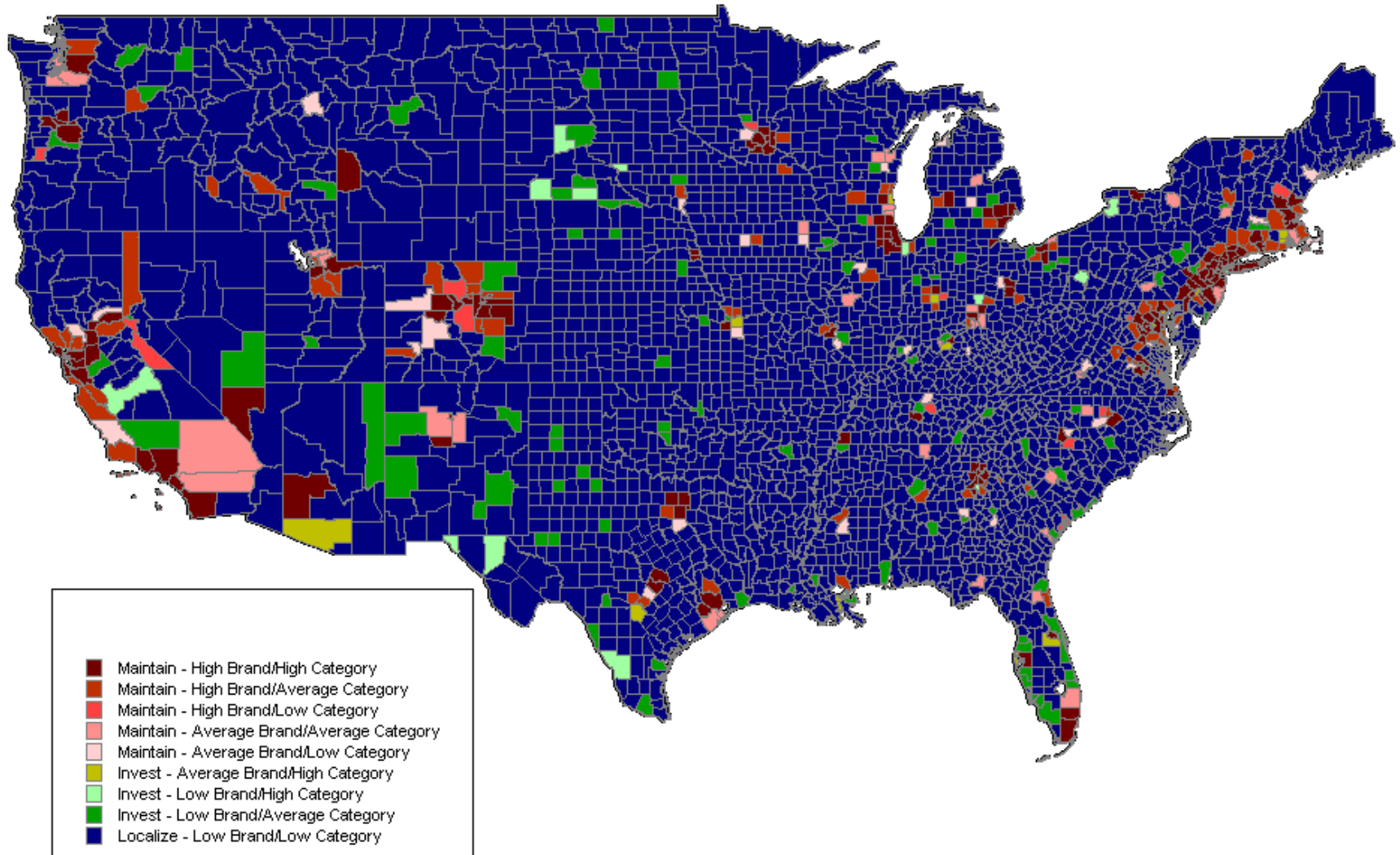
Based on target concentrations, individual markets will group into quality levels and hence provide overall direction regarding: **a)** whether to spend in the market, **b)** whether the market should be mass or more direct level of spend, and **c)** how to prioritize available local marketing dollars.



Markets By Competitive Scenarios



Markets that are expressed by levels of brand and competitor targets help to prioritize which markets you will spend in, at what levels, and why.



Data Not Actual

Markets By Situations/Spend Priorities

Markets can also be organized into situations by blending brand/competitor "Key" target penetration data with historical sales information. This application can be used to: **a)** identify which markets will perform best with heavy-up, **b)** identify the challenge or message context to turn around (competitive/down) markets, and **c)** ensure that some markets are avoided except as part of national or direct to home.

	Sales Performance or Conversion	"Key" Target Levels	Brand prone mostly levels	Competitor prone mostly Levels
Best	High	High	High	Average/Low
Good	High	High/Average	High/Average	Average/Low
Competitive	High	High	N/A	High
Down	Average/Low	High	High	N/A
Worst	Low	Low	N/A	Average/High
All other markets = Average				

- 1. Number of Estimated "Key" HHs:** Markets in rank order, with all variables acceptable
- 2. "Key" Household Penetration Index:** only markets with indices of 110+ are acceptable
- 3. BDI (XYZ Client "Key")/CDI (category) Relationship:** only High/High markets acceptable
- 4. Presence of Asian/Hispanic HHs:** only markets with indices of 110+ are acceptable

XYZ Client Marketing "Key"	Target A	Target B	Target C	Target D
1. New York	1. New York	1. New York	1. New York	1. New York
2. Los Angeles	2. Los Angeles	2. Los Angeles	2. Los Angeles	2. Los Angeles
3. Chicago	3. Chicago	3. Chicago	3. Chicago	3. Chicago
4. San Francisco	4. San Francisco	4. Washington DC	4. San Francisco	4. San Francisco
5. Washington DC	5. Washington DC	5. San Francisco	5. Washington DC	5. Washington DC
6. Philadelphia	6. Boston	6. Boston	6. Philadelphia	6. Philadelphia
7. Boston	7. Miami	7. Philadelphia	7. Boston	7. Boston
8. Detroit	8. Denver	8. Detroit	8. Detroit	8. Detroit
9. Denver	9. San Diego	9. Denver	9. Denver	9. Denver
10. Miami	10. Las Vegas	10. Baltimore	10. Miami	10. Miami
6,700,000 HHs 43% of total "Key" HHs	1,000,000 HHs 45% of total "Key" HHs	700,000 HHs 43% of total "Key" HHs	650,000 HHs 44% of total "Key" HHs	375,000 HHs 46% of total "Key" HHs

Data Not Actual