



WOULD YOU LIKE TO CUT YOUR

MEDIA BUDGET?



GET **100** % OF THE RESPONSE FOR
30% LESS SPEND

Do any of these apply to you and your objectives for 2009?

- I want to reduce our media spend but maintain response and sales levels
- I want to optimise my media mix to achieve my corporate goals
- I am launching new products and want to know the most effective media to reach the target audience
- I want to understand the optimal mix of direct media and brand spend

"I have always wished for a software tool that would enable me to optimise my media spend and media mix. EMB Marketing Sciences have been able to deliver the software and significantly enhance the underlying models."

Chris Bowden, Head of Marketing, esure

EMB MediaOptimiser™



EMB MediaOptimiser™ is a secure web-based software solution that enables you to analyse the performance of your media mix.

It offers both a scenario planning and optimisation capability with a highly visual interface, supporting both graphical and GIS based output.

Organisations such as esure and British Gas are using it to trim millions off their budgets without impacting sales or enquiries. Typically, in recent projects, we have been able to identify 20%-30% in redundant media costs.

Our EMB MediaOptimiser software combines the models built in our media optimisation projects with media footprints and actual spend data to answer key questions such as:

- What is the impact on sales of reducing my media budget?
- How can I achieve more sales for the same spend or equally the same sales for less spend?
- What is the optimal mix between brands and products?
- How does my media schedule interact with my retail presence?

Our proven MediaOptimiser methodology applies models at household level and can incorporate models across the entire value chain such as conversion or retention also at household level.

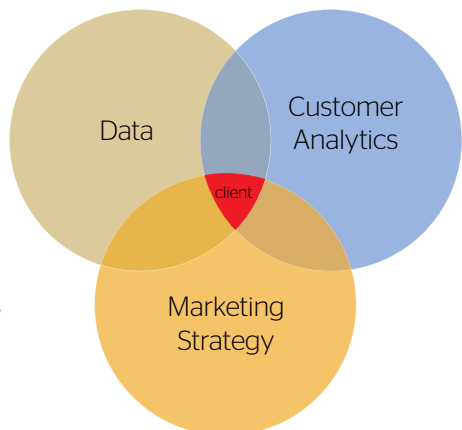
Increase effectiveness and efficiency

EMB Marketing Sciences blends strategic marketing, technical and analytical skills to address marketing issues and deliver incremental profit across multiple industries.

We have extensive statistical modelling skills and a deep understanding of both techniques and technologies for direct response and brand marketing.

Boost responses and achieve ROI

Unlike media agencies, EMB Marketing Sciences is motivated by saving you money and making your budget go further. We offer a broad range of marketing services that can address all marketing issues with a relentless focus on achieving positive financial return.



About EMB

EMB is a global consultancy specialising in sophisticated data analysis of consumers, markets, finance and risk. We have pioneered many innovations in statistical techniques and analytical software.

Our services include actuarial consultancy, business consultancy, software development, professional development, investment and financial modelling services.

We do not just deliver numbers, we create understanding. Knowledge transfer is at the heart of our philosophy. Rather than trying to protect our expertise we actively help clients to acquire their own analytical business skills, believing that this is in the best interests of productive long-term working relationships.

For more information on how we may be able to assist you contact us at:

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Website: www.emb.com/marketingsciences

Register: Free breakfast seminar on the 28th April 2009 in London
"Reducing your marketing spend: An innovative approach"
Register at www.emb.com/marketingsciences/register

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