



Next*Connect

Ensure Your Advertising Investment Delivers

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A blue-tinted illustration of a busy city street scene. In the foreground, a man in a white shirt and tie is talking on a mobile phone. Behind him, a car is visible. To the left, a woman in a red dress is walking. In the background, there are various signs and buildings, including one that says "Cyber" and another that says "STOP". There are also signs that say "VOTE" and "VOTE!". The overall scene is a representation of a modern, interconnected urban environment.

You can no longer talk at consumers...
you have to talk with them.



Will Your Advertising Investment Deliver

Does your ad cut through the clutter?

Do consumers link your ad to your brand?

Is your ad memorable?



Will Your Advertising Investment Deliver

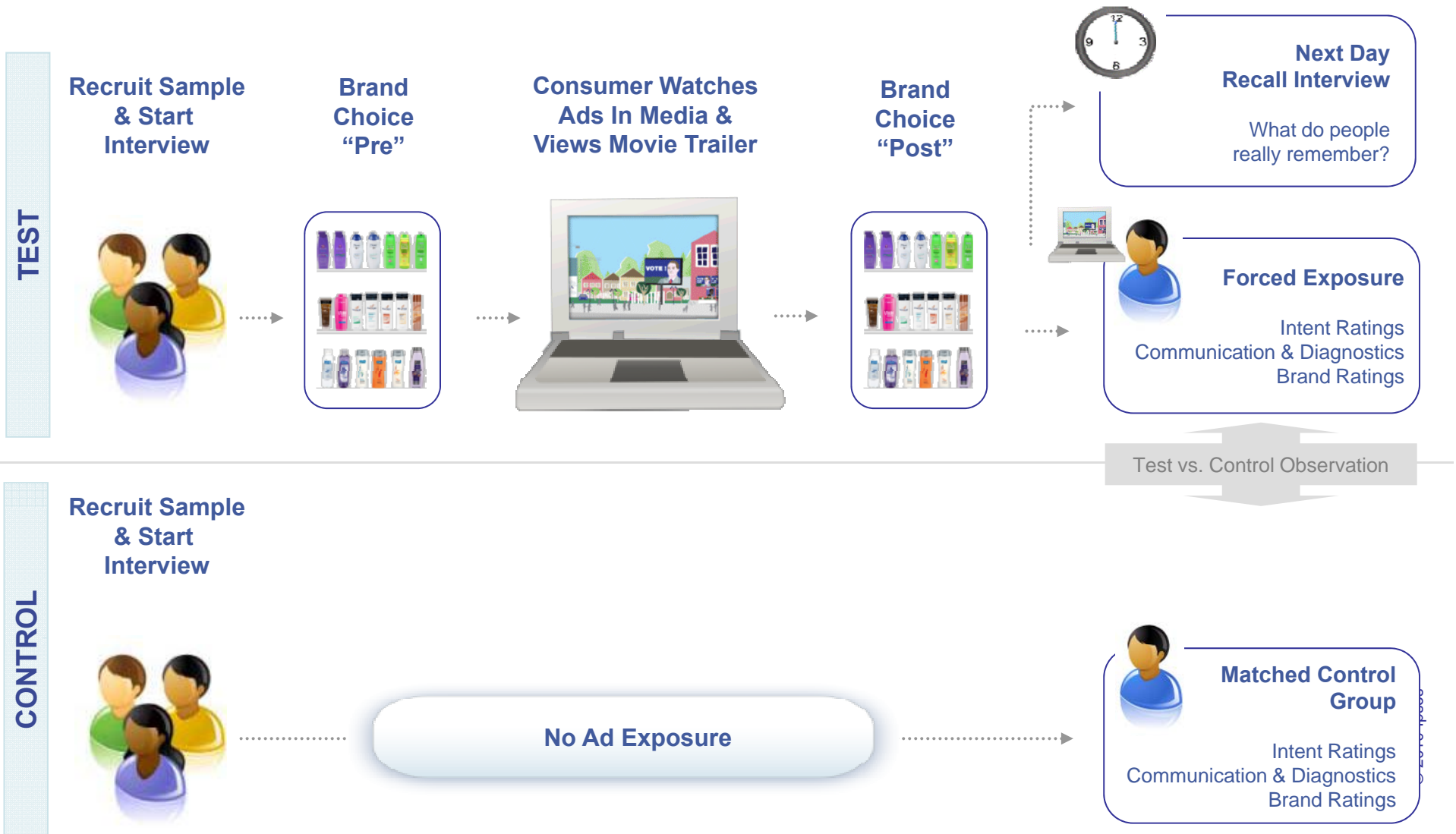
How are consumers reacting – not just rationally,
but emotionally?

Are your messages consistent with and
supportive of your overall brand strategy?

Next*Connect is our most flexible and sophisticated online copy testing tool.



Next*Connect Methodology



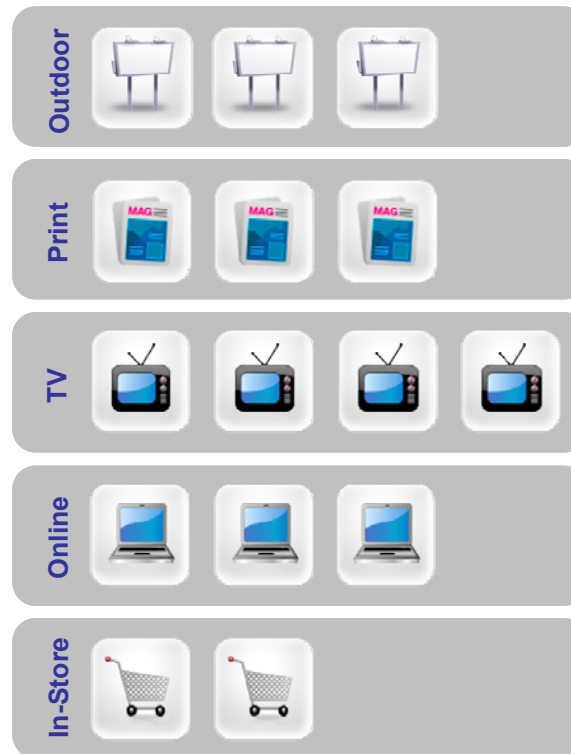
The Media Environment In Next*Connect

Consumers are invited to give opinions about advertising, products and movie previews.

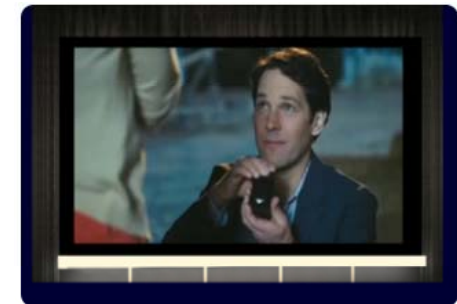
A. Respondent Chooses Movie Preview

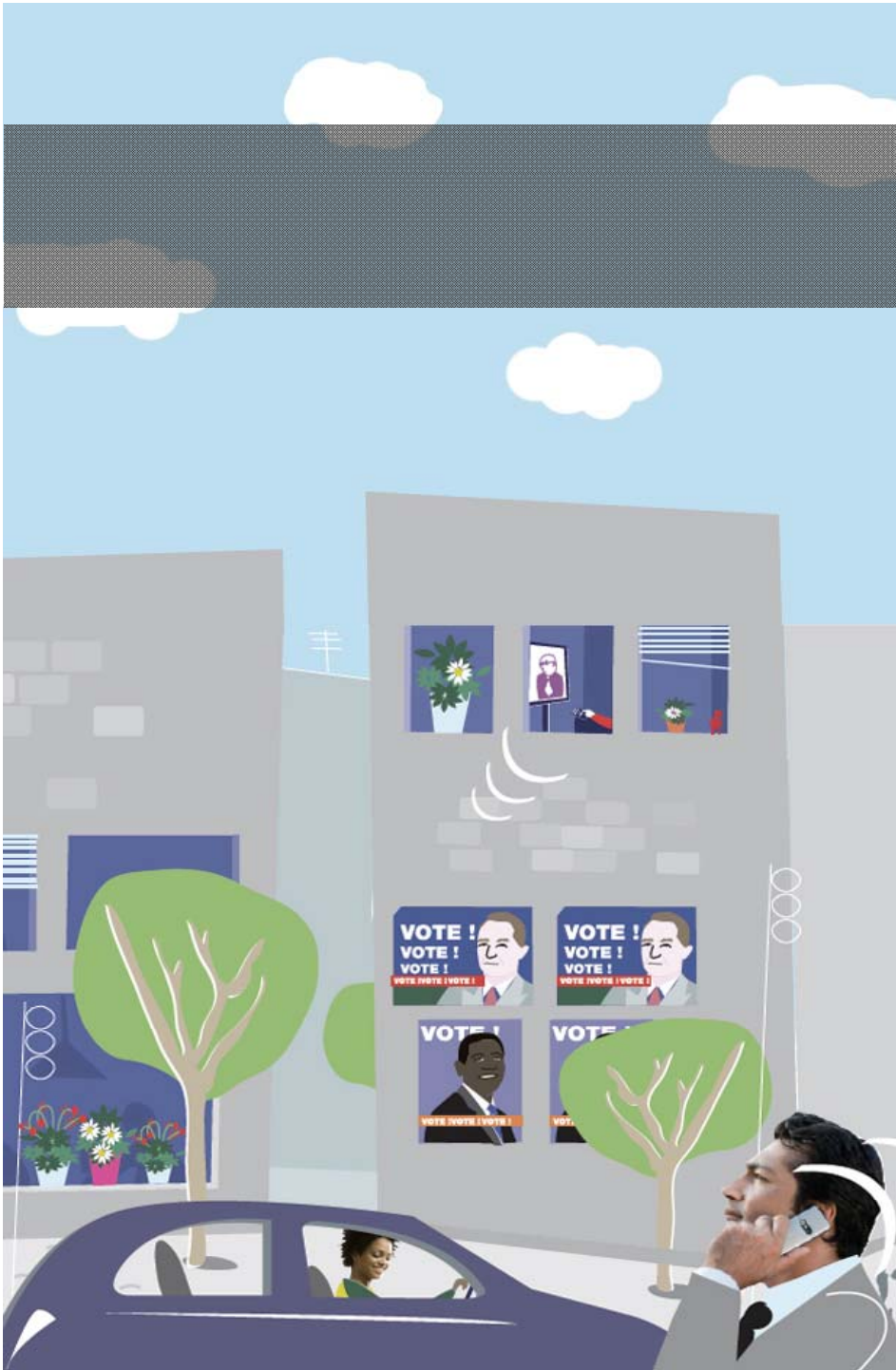


B. Respondent Exposed To Advertising With Test Ad(s) Embedded



C. Respondent Exposed To Chosen Movie Preview





Improved Respondent Experience

Because it is online, Next*Connect allows respondents to weigh in where and when they're ready.

- Consumers rate Next*Connect 50% more enjoyable than other current online tests
- Over 80% of respondents are willing to participate again

Our Approach

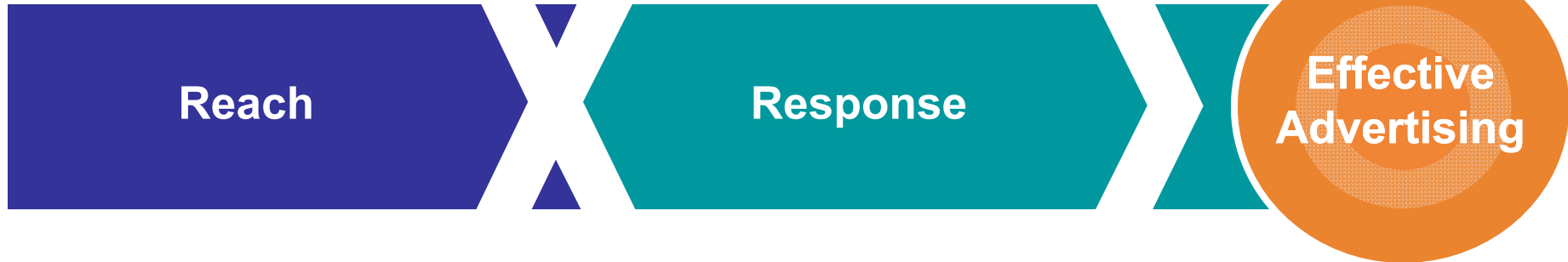


Our approach offers advantages found in no other copy testing system:

- We account for the complexity of today's world
- We make sure your ad is remembered
- We don't ask consumers to tell us things they can't reliably know



Ipsos ASI Perspective on Effective Advertising



The ad needs to **get noticed** and the brand must **get credit.**

The ad needs to trigger a **change in brand desire.**

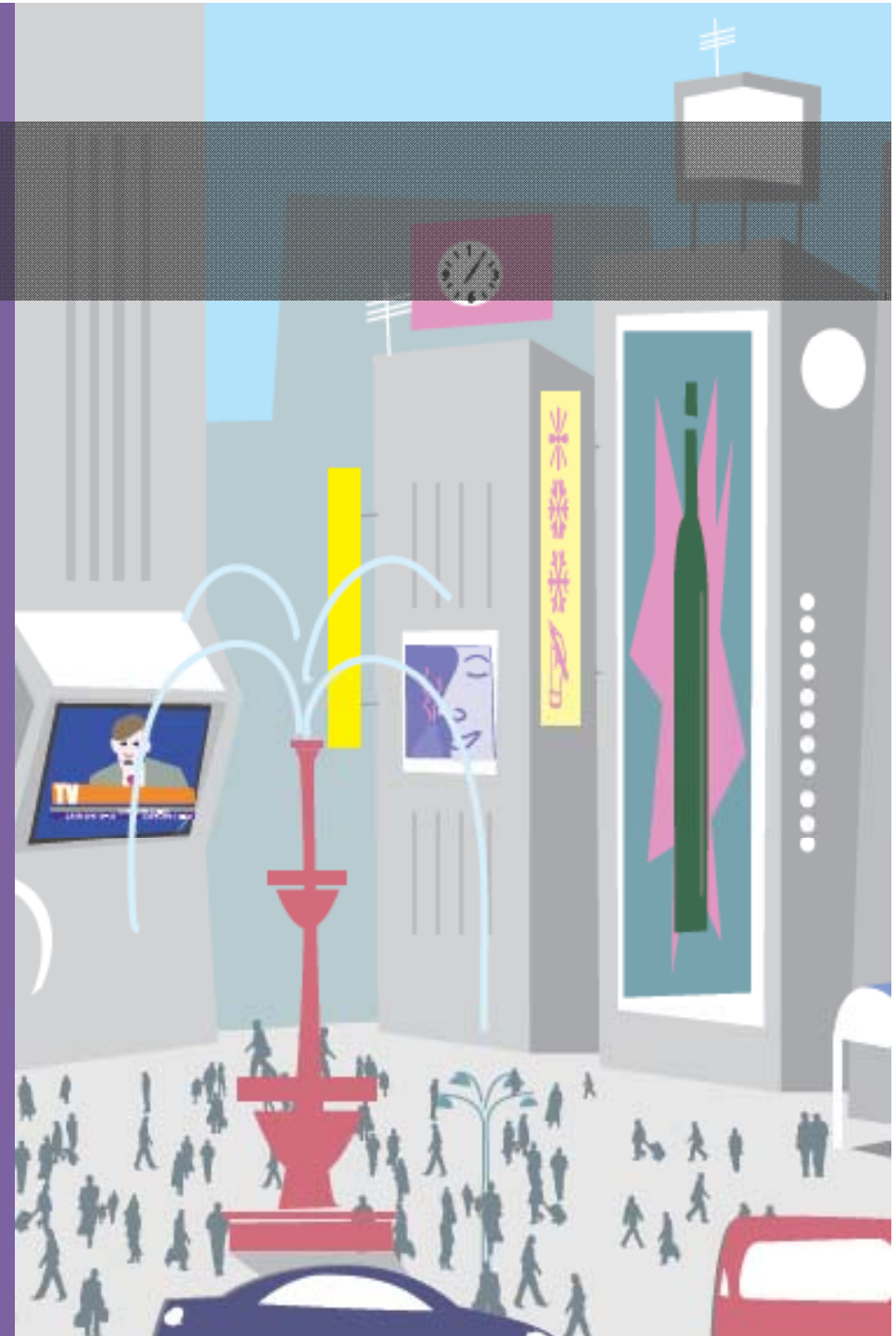
Drives **sales** and builds **brand equity** in market.



Improved Research Experience

Next*Connect is a single solution for all types of communication

- One design ensures that results can be compared across tests



Rigorous R&D

A complete translation / restatement of our existing data has been conducted to ensure preservation of our strong history & norms

- 200 ads tested to refine measures
- 42 ads tested to calibrate norms

Strong correlation between methods on key measures

- .86 for Persuasion
- .88 for Related Recall
- .98 across 45 additional diagnostics

