



Monitor total advertising performance —your own and your competitors'

With Ad*Views®

Ad*Views is Canada's most comprehensive advertising intelligence reporting application because it integrates data on four dimensions of advertising activity across media.

Fast coverage of breaking creative.

Ad*Views enables clients to easily and quickly analyze media and creative strategies. It is Canada's most comprehensive advertising intelligence reporting application because it integrates data on four dimensions of advertising activity:

- Multimedia expenditure
- Occurrences
- National and market-level Gross Rating Points (GRPs)
- Television creative

Detailed reports crack open your competitors' media strategies.

Ad*Views enables clients to access Nielsen advertising intelligence at a more granular level, revealing:

- Regional differences
- Flighting and seasonality
- Program purchase strategies
- Creative themes

Insights that were invisible in annual reporting increments across a national market become plain when examining monthly and regional differences.

By reviewing the media or station mix and program commitments, you can get a clear picture of the demographic targeting by brand, while the creatives reveal the positioning. When examined in combination with the spending, you can back-engineer your competitors' entire media strategy.

Unmatched breadth of advertising coverage.

Media expenditures are available for TV, radio, newspaper, magazines and outdoor.

You can analyze GRP activity for the 13 major television markets (diary and meter) *simultaneously* and put the data on the same report.

The weekly GRP reporting interval is fast enough to respond to the data in mid-flight, based on your analyses.

Time-saving report features

Ad*Views wizards guide you to customize the report you need. Brand groupings, daypart and weekly start and end times may be customized to your specifications. You can then save these reports as a template for later reference.

Ad*Views auto-alerts notify you automatically of advertiser, brand, or category intruders within a specific market or media type.

Saves computer resources

Ad*Views is a web-enabled application—updated and maintained automatically through our servers at Nielsen. Reports and data are processed at Nielsen and can be accessed and shared across your network via an online connection.



How clients use Ad*Views

- Track advertising activity by company, category or brand.
- Evaluate a company's advertising performance across a range of media.
- Find out where, when, and how competitors are targeting their advertising.
- Broadcasters can see how well they deliver on advertiser's share of voice compared to their share of the advertiser's business.
- Strengthen your competitive advantage with alerts that signal changes in activity.

Contact us to find out more.

The Nielsen Company
Media, Canada
905-475-9595
www.nielsen.com