



Know your competitors' advertising spend activity

With Advertising Expenditure Information

Nielsen monitors advertising activity in Canada, providing the industry-standard measurement for advertising expenditure estimates across television, daily newspapers, magazines, radio and out-of-home media. Over 45,000 active brands are measured across media, markets and categories.

A critical part of the strategic and tactical advertising planning process

Establish a baseline for media budgets

Ad expenditure information is vital in determining general regional and seasonal media trends, as well as competitive spending in a market or category. Use this information to establish the best timing to maximize the impact of your media spend.

Analyze competitors' media strategies

Understand how competitors profile their brand and how they position themselves in the market:

- Compare competitors' spend to yours.
- Identify key markets for competitors
- Pinpoint competitors' primary and secondary media choices by region and market
- Understand seasonal emphasis in advertising

Launch a new brand

Estimate the advertising cost required to take a new product to market, through illustrating the budget required to launch and sustain a new brand.

Pitch for an advertiser account

Prove to your prospective advertiser client that you understand what competitors are spending in their category, as well as knowing which markets and media they buy. Identify niche opportunities.

Superior, updated classifications

Nielsen's proprietary product groups and category classifications have been widely adopted as industry standards by the key advertising bodies.

Our classifications are constantly reviewed and client feedback is considered when making classification decisions, ensuring that our data is organized in a way that is relevant to the Canadian industry.

The quality behind the numbers

Most Nielsen expenditure information is based on actual industry transactions from television, radio, and out-of-home billing statements. We also work with media industry boards and associations to refine the methodology used to estimate expenditures of print media, which includes volume discounts for advertisers.

Flexible reporting vehicles

Nielsen advertising expenditure information is available in many flexible reporting formats and applications:

- Advertising Expenditure CD (monthly)
- Workstation Plus
- Annual Summary
- Excel reports
- Ad*Views
- Ad Dynamix



Advertising expenditure answers.

Advertisers/Agencies

- How does our media plan compare to our competitors'?
- What is the total spending in our competitive set? How do we compare to the rest?
- Which markets are dominant?

Media Outlets

- What is my medium's share of an advertiser's media plan.
- How does seasonal emphasis affect my category?
- How does my category trend from period to period.
- Identify top spenders within a competitive set. Do they advertise in our market and in our medium?
- How has advertising spending changed within our medium or across all media?

Contact us to find out more.

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