

Keep Marketing Rolling:

The **SMART** Option for Revving Up Your Marketing Spend

These days, marketers have to “economize” their budgets. Did you know that with a superior targeting and positioning strategy you can actually **SAVE** money on media? Instead of buying thousands of GRPs to reach your goals, you can buy a few hundred to get the same results, saving **MILLIONS** of dollars in the process.

Sound good?

OK, then, here’s how you do it: by getting **SMART** about which buyers and what message will drive growth.

The Copernicus **SMART** Solution: High-Impact Results in an “Economy Model”

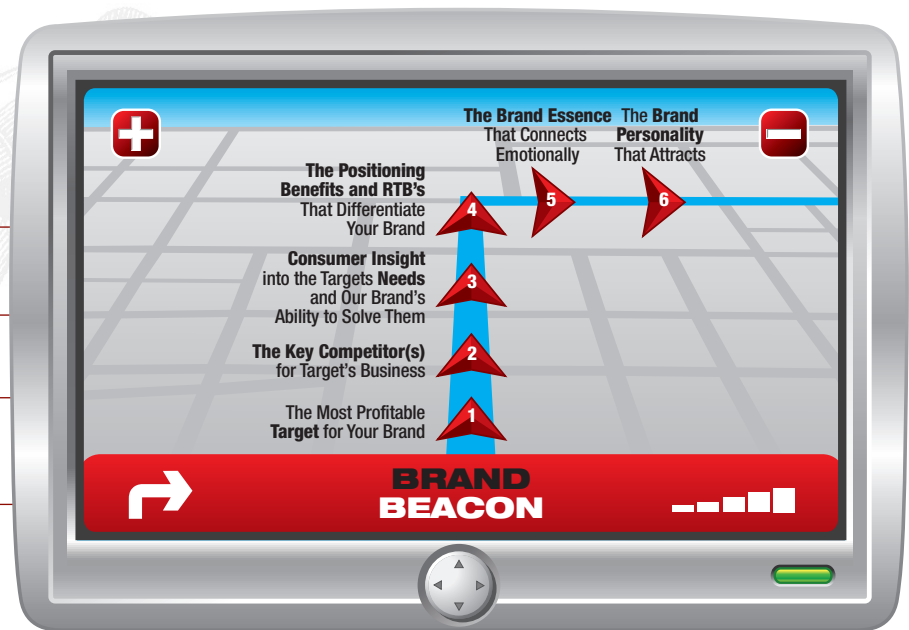
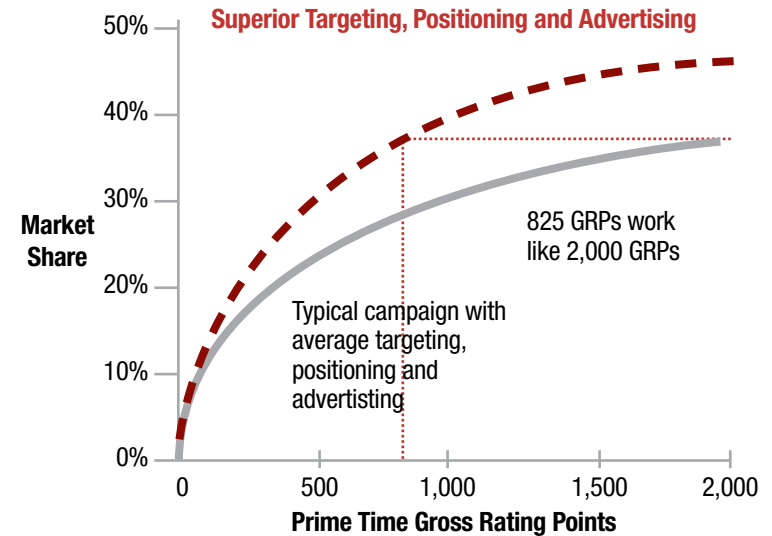
Just like you get better MPG’s (miles per gallon) from a SMART car, you get better MPB’s (media per budget) from the Copernicus **SMART** Solution. **SMART** provides you with powerful targeting and messaging guidance at a “value” price and in “need it now” time.

If you’re a CPG marketer looking to generate immediate growth, the **SMART** Solution offers a “right-sized” version of a major strategy engagement, with your specific needs in mind.

Standard features include three of Copernicus’ leading-edge methods and tools, which deliver impactful, actionable results:

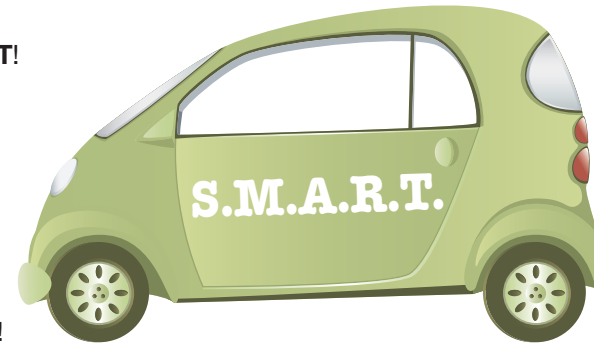
Feature	Benefit
“Profit-Directed Targeting Model”	Stronger targeting, with a clear “strategic value target”
“Brand Beacon” Positioning Tool	More powerful communications and messaging
Copernicus Media Tools (to find target in media databases, such as MRI or Simmons)	More efficient media plans, built around a “real” target

In the end, the **S.M.A.R.T.** Solution will deliver a comprehensive and powerful brand strategy. The **Six Core Components**, as outlined in our **Brand Beacon** >>



Powerful marketing guidance. Cost-efficient and just-in-time. Now that's **SMART!**

- **S** peedy *Done in 30 days*
- **M** odern *Utilizes innovative optimization models*
- **A** ctionable *Specifies the media as well as the message*
- **R** easonable *In price, that is. Fits even the smallest budget.*
- **T** argeted *At the most profitable consumers for your brand*



So rev up your marketing plans today — with The Copernicus **SMART** Solution!

	<i>Reason for Doing</i>	<i>Timing of Impact</i>	<i>Strategies Impacted</i>	<i>Analyses</i>	<i>Project Timing</i>	<i>Cost</i>	<i>Survey Length</i>	<i>Sample Size/Methodology</i>	<i>Copernicus Profit-Directed Targeting</i>	<i>Copernicus Brand Beacon</i>	<i>Copernicus Media Tools</i>	<i>Copernicus New Product Concept Testing</i>	<i>Copernicus Pricing Optimization</i>
SMART Solution	Optimize media plan	Immediate	Targeting and Messaging	Focused	30 days	~\$60K	20 mins	500+ Online Panel	Y	Y	Y	N	N
Major Brand Strategy Engagement	Build brand for the future	Longer-term	All Marketing Strategies	Comprehensive and Complex	3-6 months	\$125+	45+ mins	1000+ Customized	Y	Y	Y	Y	Y

About the Company

Copernicus is a research-driven marketing consulting firm with U.S. offices in Waltham, Massachusetts and Wilton, Connecticut.

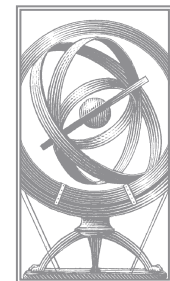
Our CPG Practice

Jeffrey Maloy, is a Senior Vice President at Copernicus with in-line experience and previous P&L responsibility for major consumer package goods brands. Highlights of his CPG career include stints as the director of marketing on the American breakfast staple Aunt Jemima and line management assignments at Kraft Foods. He has worked with a variety of consumer marketing clients helping them to translate marketing strategies into plans and carefully implement them.

For more about The **SMART** Solution, visit www.copernicusmarketing.com/cpg-marketing-strategy.shtml or contact:

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