

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”

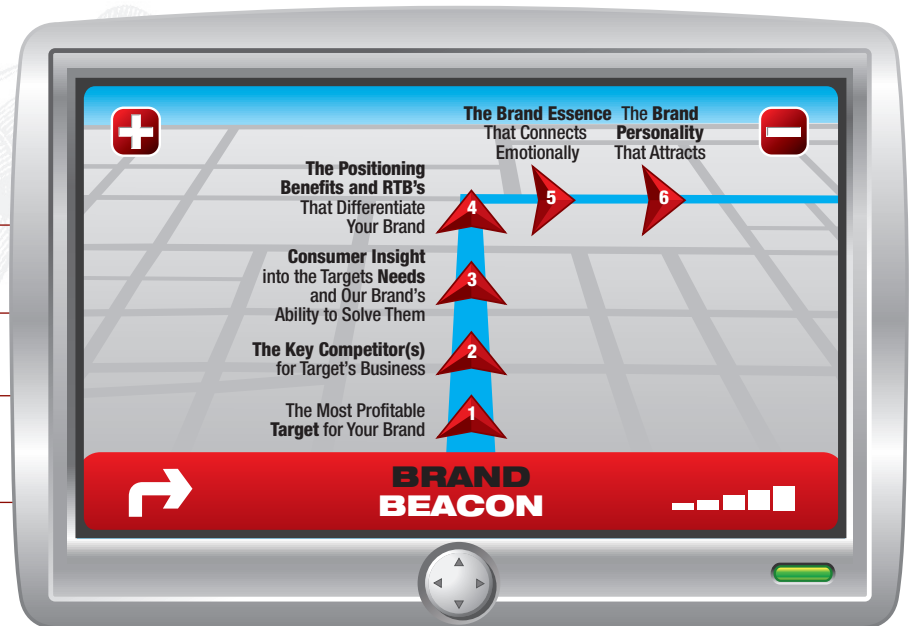
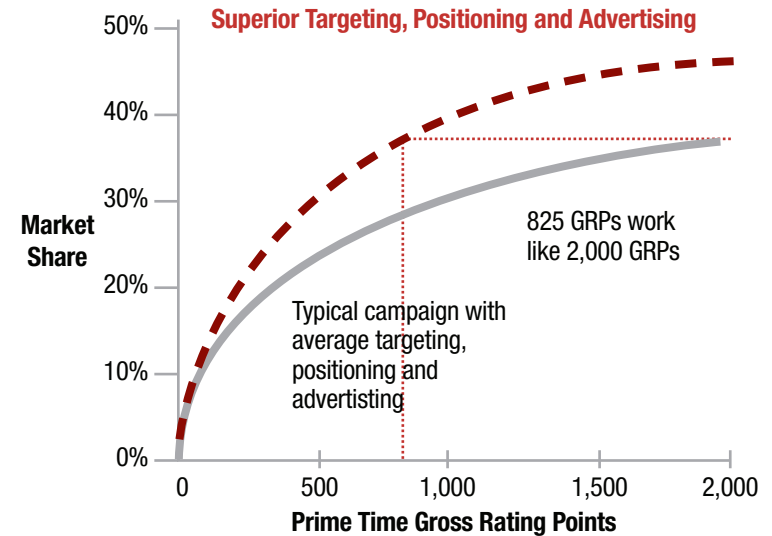
Just like you get better MPGs (miles per gallon) from a SMART car, you get better MPBs (media per budget) from the Copernicus **SMART** Solution. **SMART** provides you with powerful targeting and messaging guidance at a “value” price and in “need it now” time.

If you’re a consumer 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:

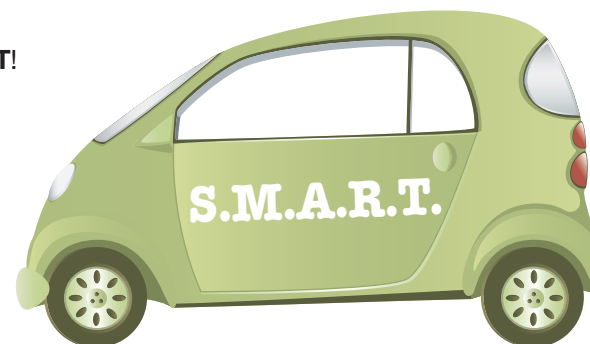
| Feature | Benefit |
|---|---|
| “Profit-Directed Targeting Model” | Stronger targeting, with a clear “strategic value target” |
| “Brand Beacon” Positioning Tool | More powerful communications and messaging |
| Copernicus Media Tools (to find target in media databases, such as MRI or Simmons) | More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

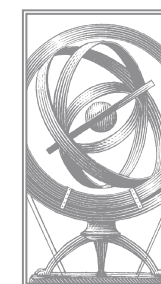
Copernicus is a research-driven marketing consulting firm with U.S. offices in Waltham, Massachusetts and Wilton, Connecticut.

Our Consumer Marketing Practice

Copernicus has worked with many of the world's leading consumer marketing companies to develop and execute successful marketing programs. Our industry experience includes: beverages, computers, consumer electronics, credit cards, financial services, insurance, packaged goods, OTC and Rx pharmaceuticals, personal care, and retail.

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

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