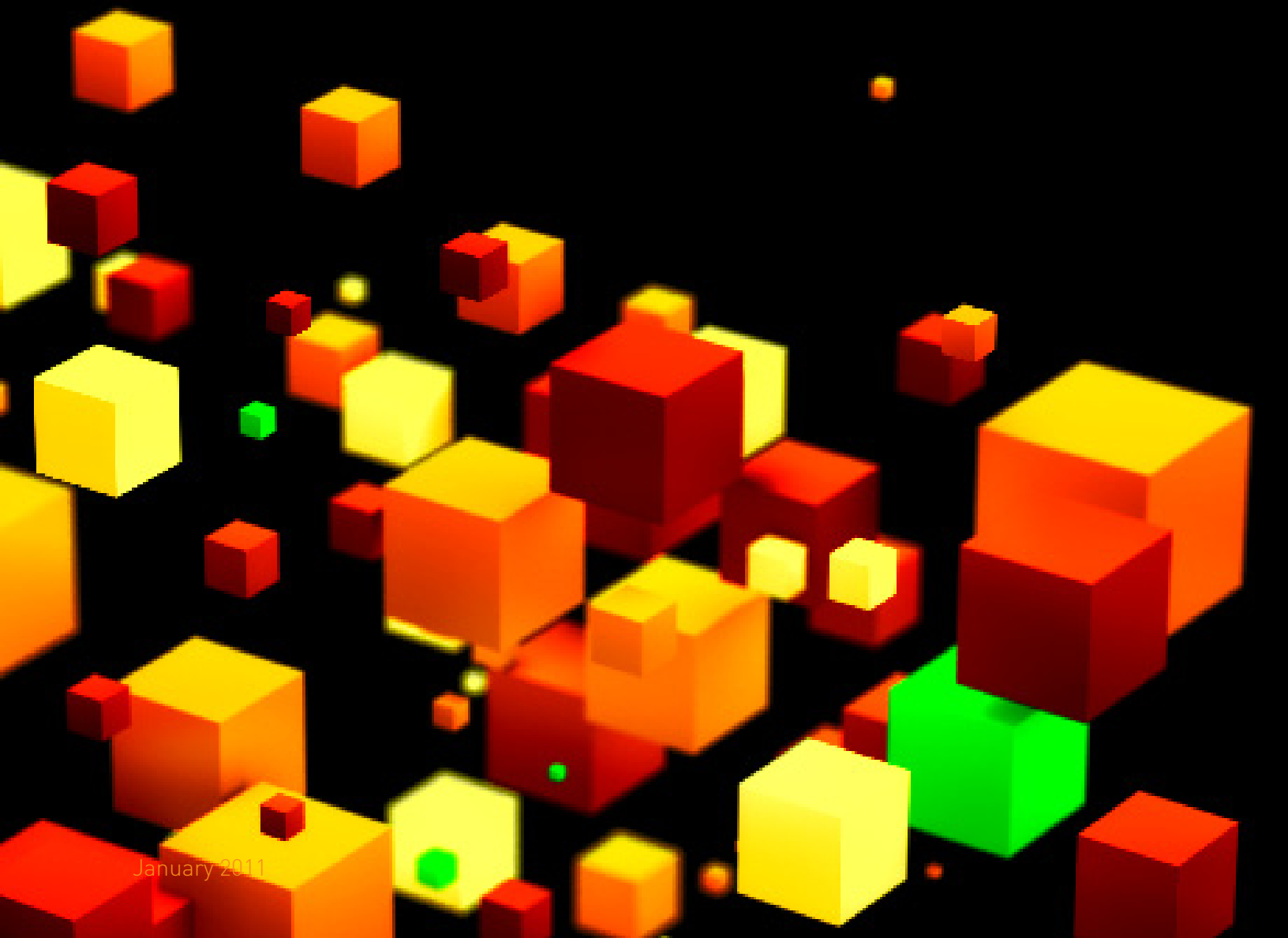
KANTAR MEDIA | Intelligence

User Manual

Ad$pender™



January 2011

Introduction

About Ad$pender™

**Ad$pender™** is a tool that allows you to view a top-level summary of the multi-media advertising marketplace. Ad$pender monitors advertising expenditures and occurrence information for 3+ million brands across 18 media. Ad$pender is the popular choice of research, sales and marketing professionals. Ad$pender is a fast and easy-to-use tool that allows you to break down information by category, parent, company, subsidiary and brand.

About Kantar Media

Kantar Media Intelligence is the leading provider of strategic advertising intelligence to advertising agencies, advertisers, and media properties. Utilizing highly innovative tracking technologies, Kantar Media collects expenditure, occurrence and creative intelligence on millions of brands across all major media and marketplaces. Established in 50 countries with more than 22,000 customers, Kantar Media Intelligence is part of Kantar Media, a global leader in marketing information.

Media Coverage

- Network TV
- Spot TV
- Spanish Language Network TV
- Cable TV
- Syndication
- Magazines
- Sunday Magazines
- Local Magazines
- Hispanic Magazines
- B-to-B Magazines
- National Newspapers
- Newspapers
- Hispanic Newspapers
- Network Radio
- National Spot Radio
- Local Radio
- US Internet
- Outdoor

Ad$pender User Manual
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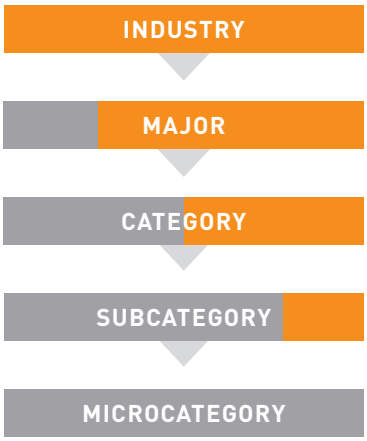
Brand Central: Kantar Media Intelligence's Product Structure

CATEGORY LEVELS

Kantar Media Intelligence Product Group: Similar products which span categories
(Example: Baby Products or Internet/Online)



Industry: The highest level of category classification
(Example: Financial)

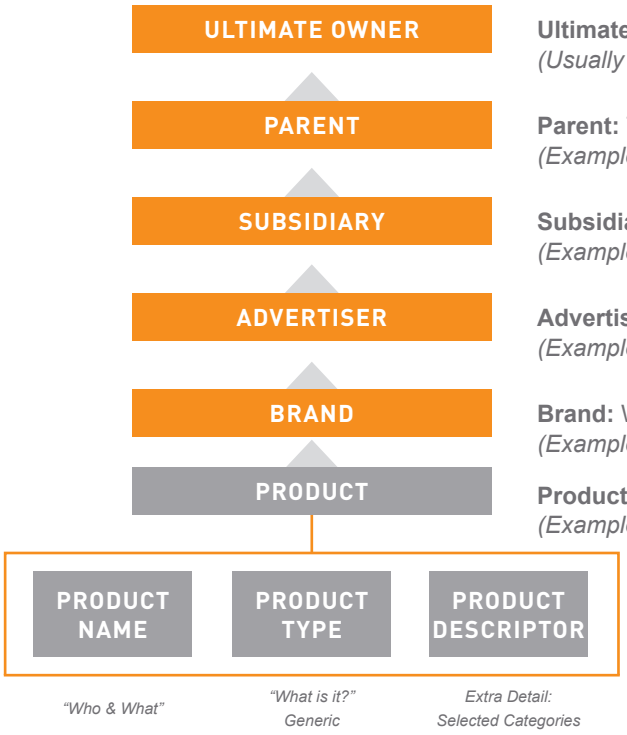
Major: The second highest level of category classification
(Example: Financial Products & Services)

Category: The third highest –
(Example: Financial Products & Services)

Subcategory: The level below Category
(Example: Mutual Funds)

Microcategory: The level below Subcategory
(Example: Mutual Funds / Stock & Bonds)

PRODUCT LEVELS



Ultimate Owner: Highest level – owner of the product
(Usually same as Parent. In our example below, Citigroup, Inc.)

Parent: The owner of the product advertised
(Example: Citigroup, Inc.)

Subsidiary: The immediate owner of the product
(Example: Citigroup)

Advertiser: The payer of an ad
(Example: Citi)

Brand: Who is advertising?
(Example: Citi Upromise)

Product*: Who is advertising?
(Example: Citi Upromise Platinum Personal Credit Card – Mastercard)

Setting Up Key Reports
Customizing Your Media Set

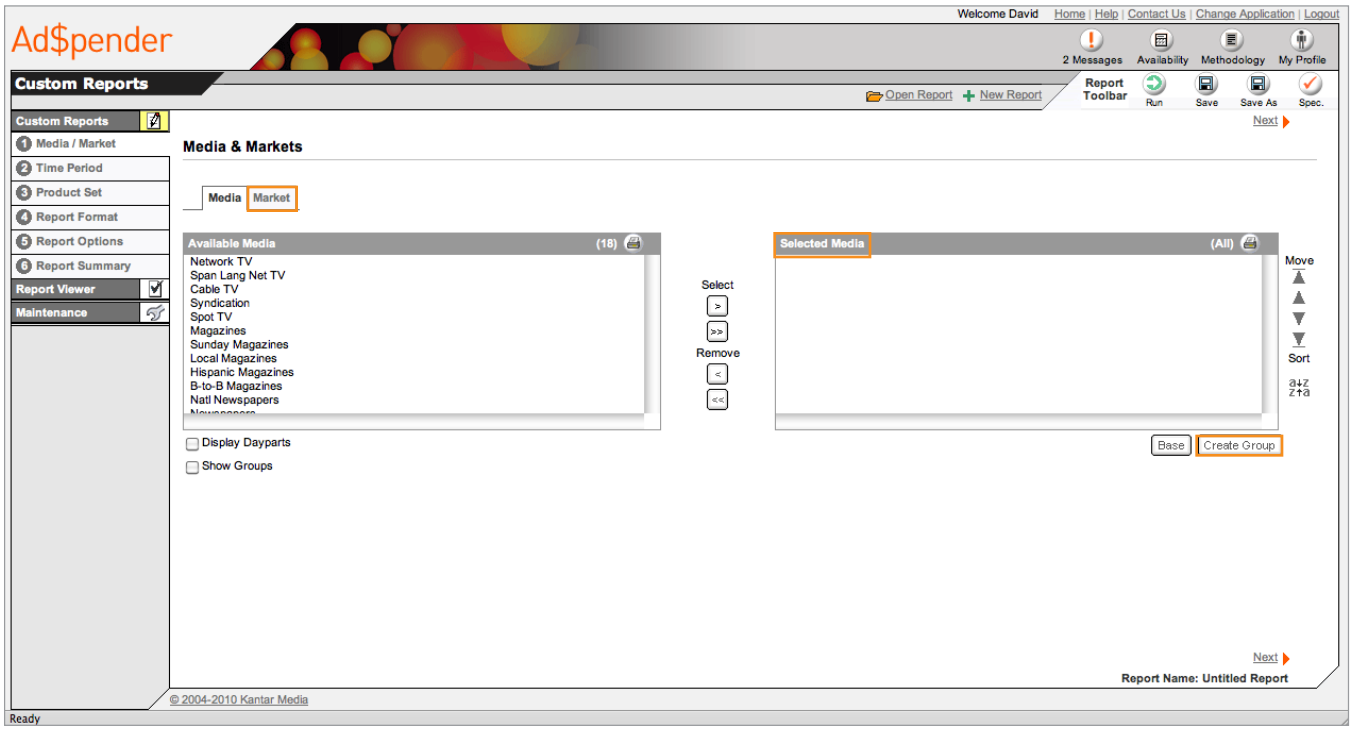
To begin using Ad$pender, log in at http://products.KantarMediaNA.com

Your Media Set allows you to narrow down your choices of which media to include in your report. It also allows you to create and include media groups.

1. To create a Media Group, highlight media within **Selected Media** box and click on **Create Group**.

2. Enter Group Name and save group.

3. Click on the **Market tab** to proceed. (Depending on your permission level, you may or may not have access to the Market tab).



- The default includes All Markets. If you want to run a report for all markets, you do not need to select anything. Only make your selection to limit your report.
- Rearrange your selections on any page to appear in the order you choose. Click the selected item and use the arrows on the right side to move up or down in the list.

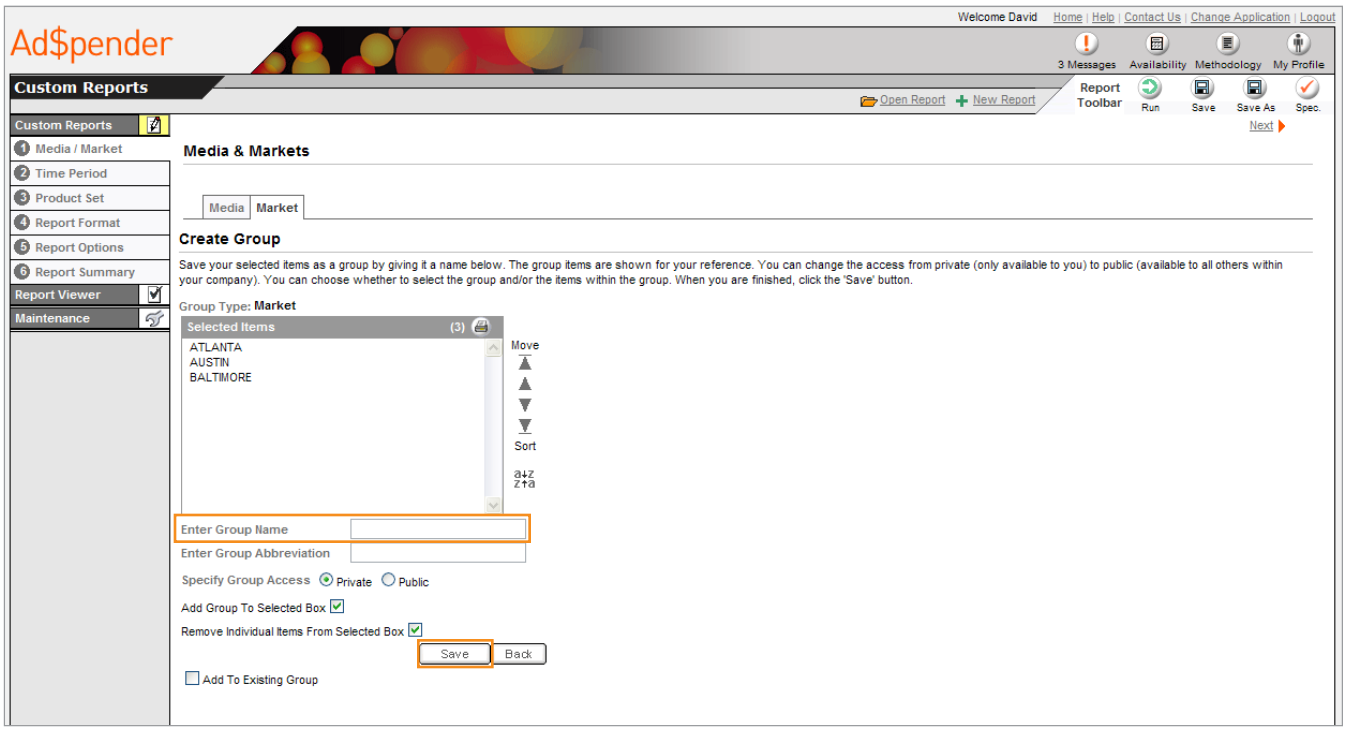
Setting Up Key Reports
Selecting Markets

Selecting Markets allows you to limit your report to specific markets.

1. To create a Market Group, highlight media within **Selected Markets** box and click on **Create Group**

2. Enter **Group Name** and save group

3. Click on the **Time Period** menu option to proceed

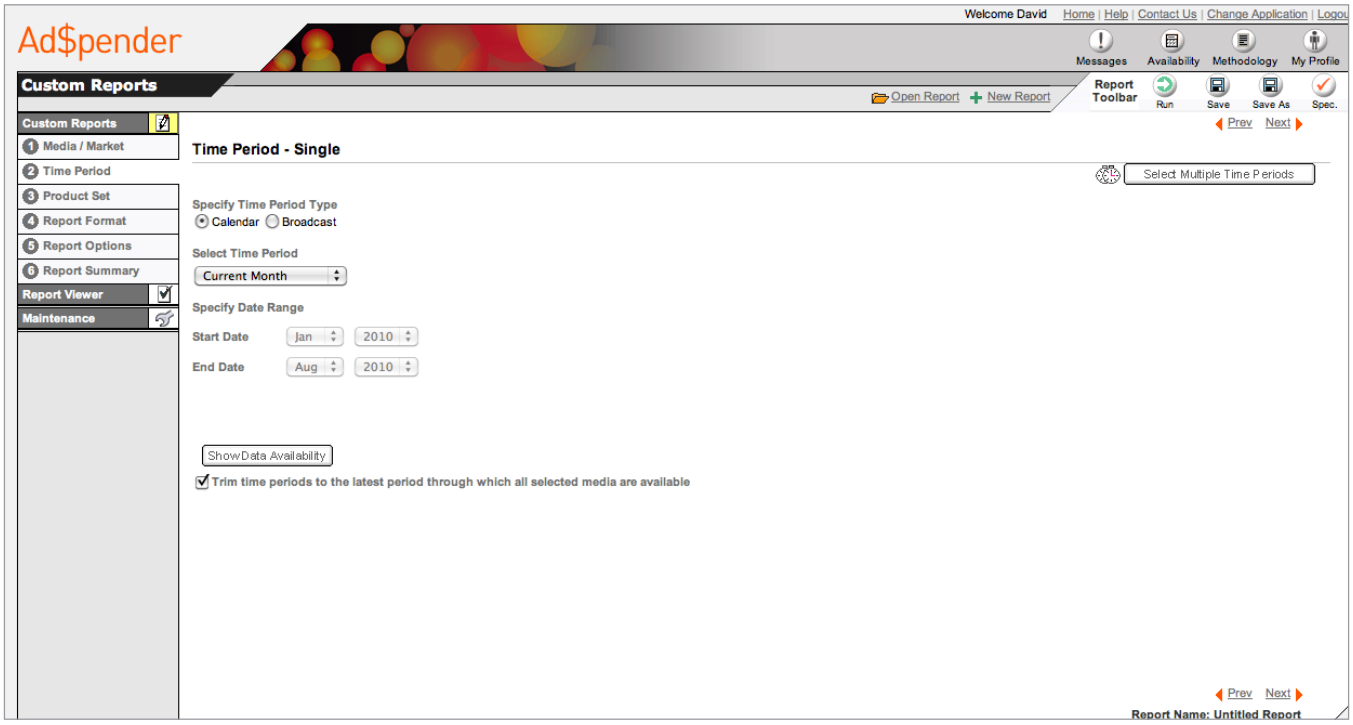


- The default includes all markets. If you want to run a report for markets, you do not need to select anything. Only select to limit your report.
- Rearrange your selections to appear in the order you choose. Highlight the selected item and use the arrows on the right to move it up or down the list.

Setting Up Key Reports
Selecting Time Periods

You can add more than one type of time period in your report to. Mix and match months, quarters, years, and more.

1. Select a single time period from the drop down menu, specify a date range, or **Select Multiple Time Periods**



- **Dynamic** time periods will allow you to run a report where time period will update themselves, such as Current Month," "Current Year to Date, and more.
- Broadcast weeks & months begin on Mondays

Setting Up Key Reports
Selecting Time Periods (Continued)

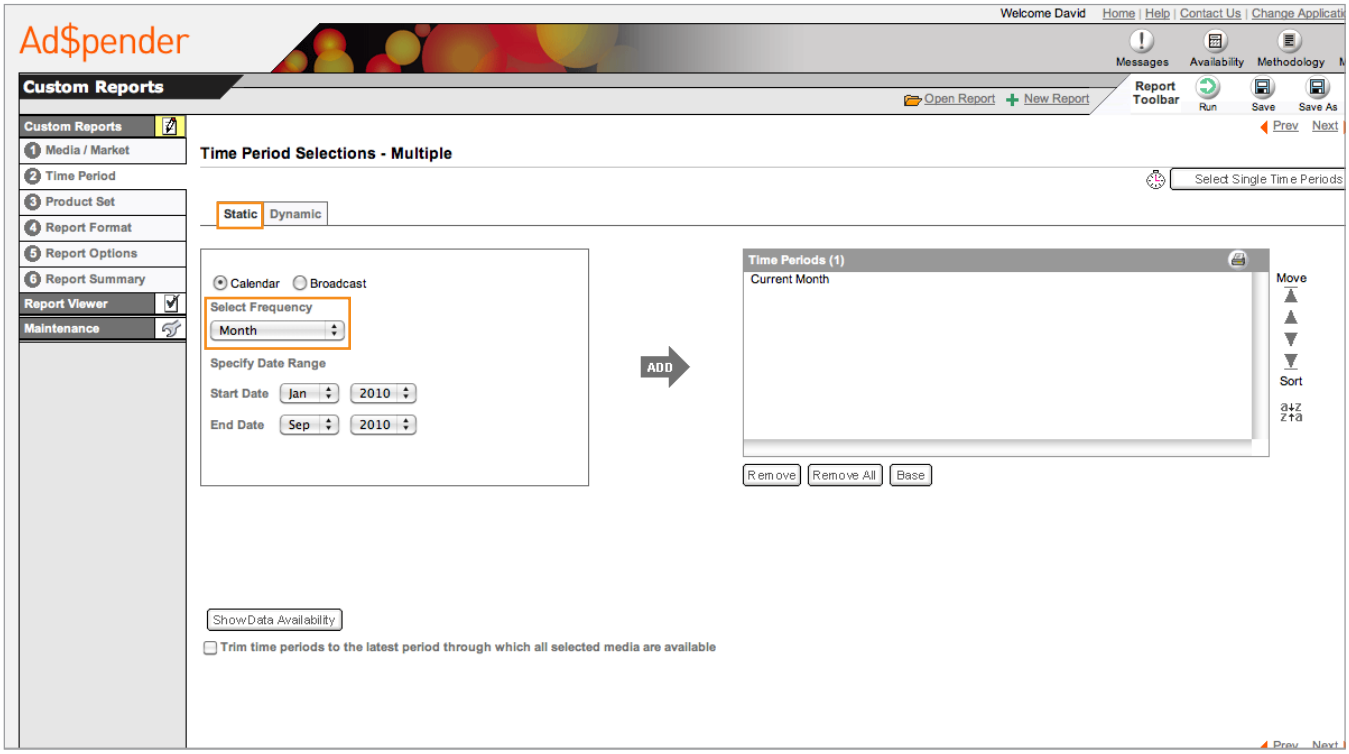
Report by Week

1. Select Multiple Time Periods

2. Select Broadcast under the Static tab

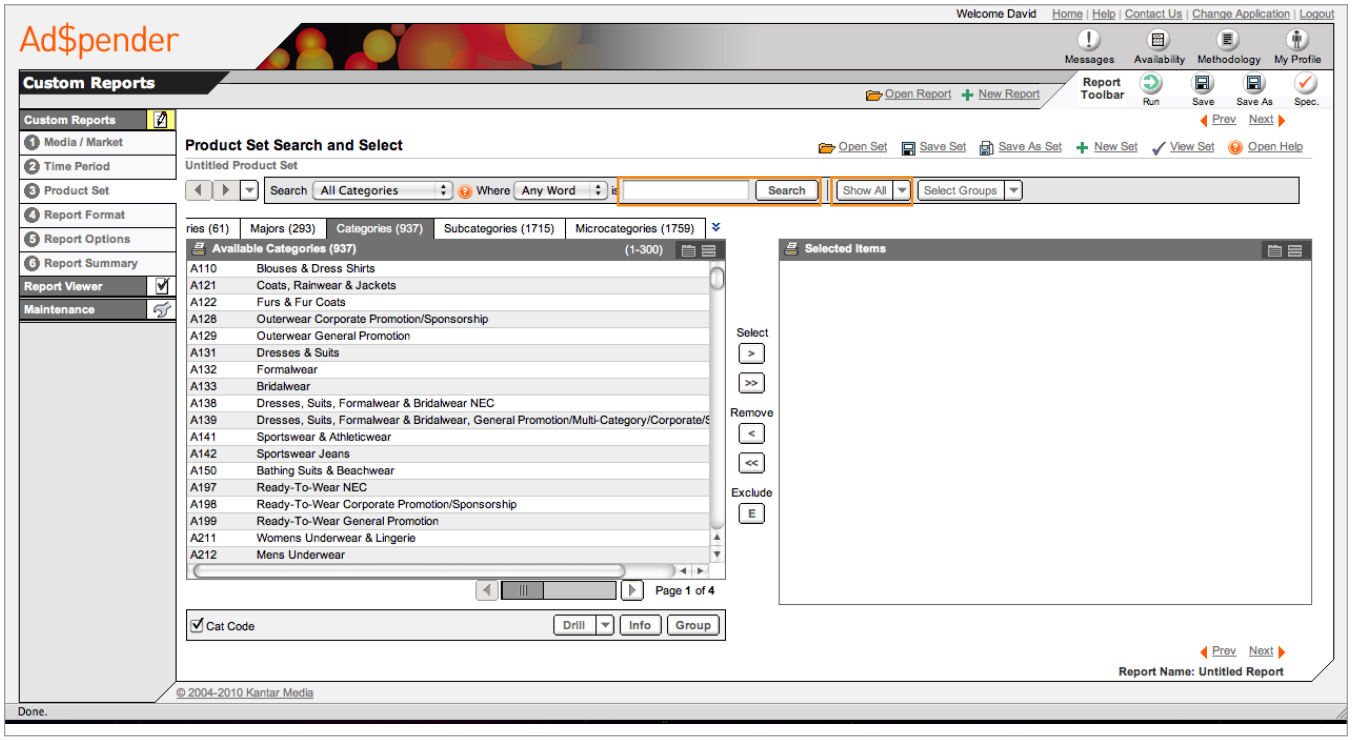
3. Select **Week** from the **Select Frequency** drop down menu

4. Specify a week date range (optional)



Setting Up Key Reports
Customizing Your Product Set

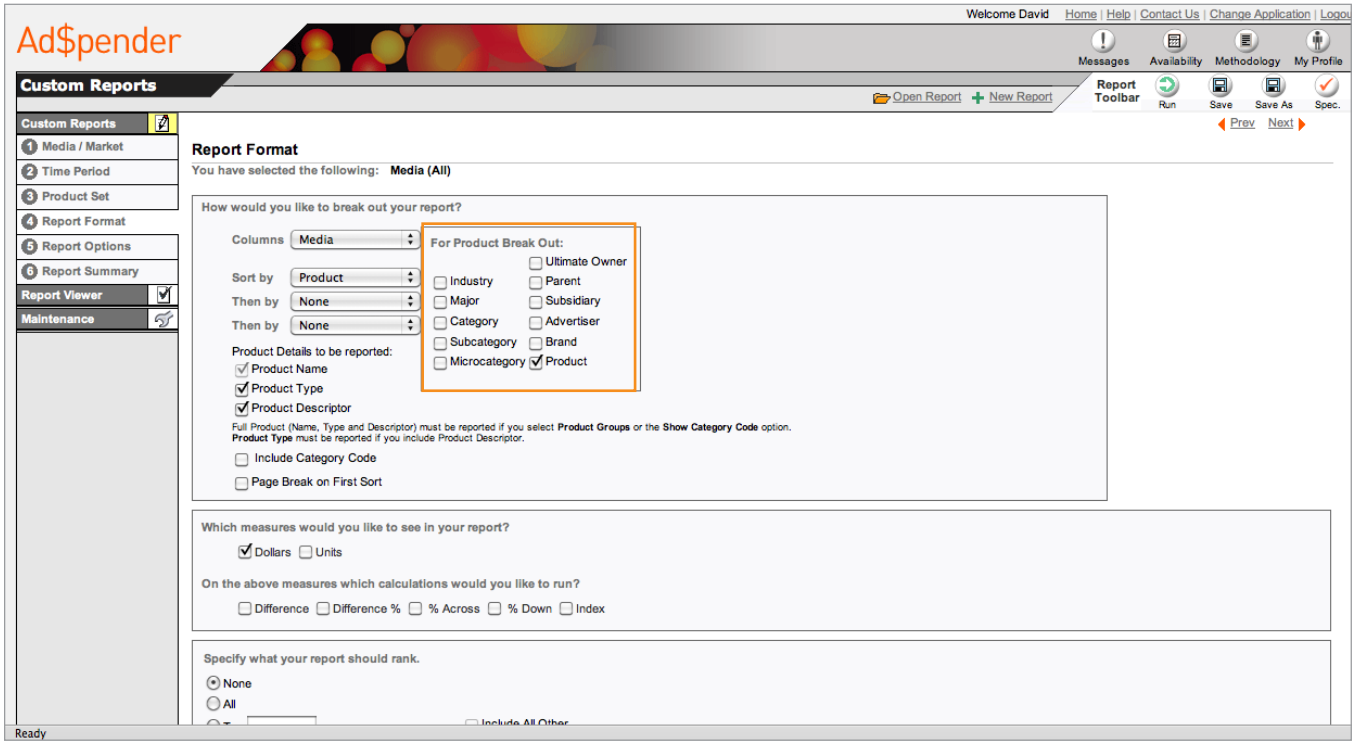
1. Specify a Product in the **Search** Box or click on the **Show All** button to Show All Category Levels and make selections
   - All Categories can be segmented by Industries, Majors, Categories, Subcategories, and Microcategories
   - All Products can be segmented by Ultimate Owners, Parents, Subsidiaries, Brands, and Products



Setting Up Key Reports
Setting Up Your Report Format

1. Choose the sort options you would like to appear in the rows of your report

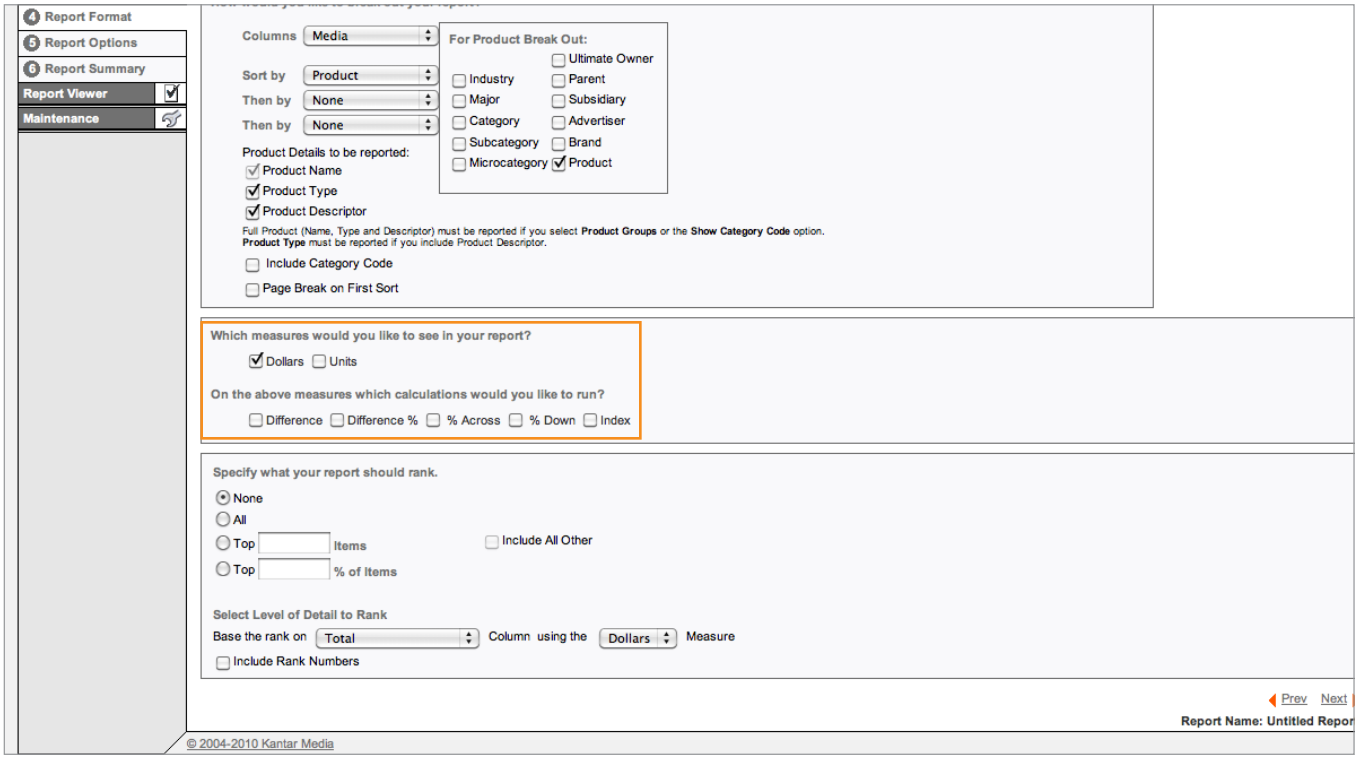
- The order of the sorts will determine the organization of your report
- The default column is Media and the default row is Product
- The Product **sort by** option enables the display of the Product Break Out box, which allows you to select other Product and Category levels.



Setting Up Key Reports
Setting Up Your Report Format (Continued)

Report Format

2. Choose the measurement options you would like to appear in the rows of your report



- To select a calculation check the box of your choice

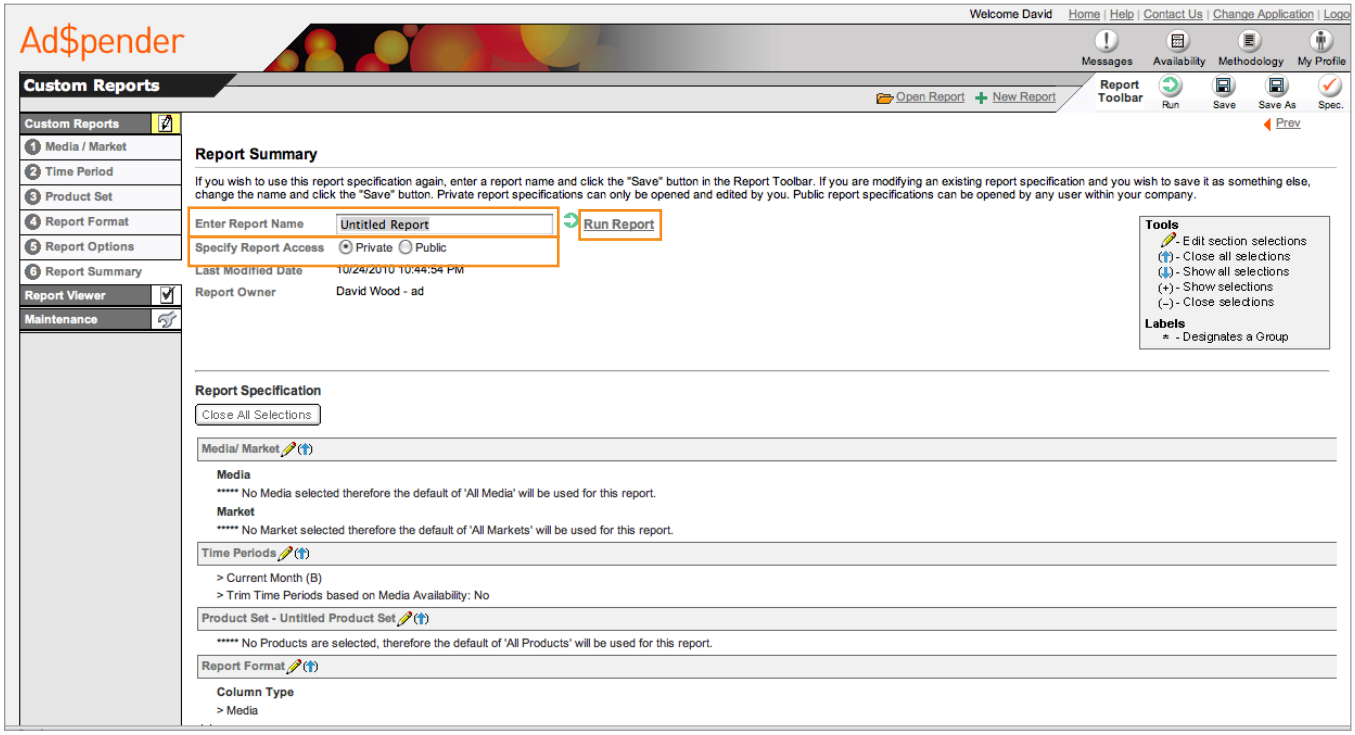
Setting Up Key Reports
Reviewing The Report Summary

1. Enter a Report Name

2. Specify a report access, **Privilege Private** or **Public**.

- Public reports can be viewed and used (but not modified) by anyone with access to AdSpender within your company

3. Click on the **Run Report** button



Ad$pender Measures & Calculations Explanations

Measures

 # - Units: *Units* are simply the number of advertisements placed. There is no weighting (based on spot length, size, etc.) at all. Units are also called “placements”.

$ - Expenditures: *Expenditures* are the dollars attributed to the given amount of advertising. Expenditures do not take into account volume discounts or sales commissions. Expenditures are “Gross” dollars. Expenditures are stated in thousands (000) within Trend, Media Mix, Pod Position, and Summary. You are given an option of thousands (000) or actual numbers for all other report types.

Calculations

Difference: *Difference* shows the difference between the given column and the base column* as a pure numeric difference.

Difference %: *Difference Percent* shows the percent difference between the given column and the base column* as a percentage.

% Across: *Percent Across* compares the numbers within the column to the total for the report for the given measure across all columns as a percentage. This gives the percentage of the total that the given column accounts in the selected measure.

Index: *Index* divides by the total for a given row and multiplies by 100.

% Down: *Percent Down* compares the numbers within the row to the subtotal for the report for the given measure. This gives the percentage of the subtotal that the given row accounts in the selected measure. For example if sorting by Parent then Brand, % Down on expenditures would show brand’s expenditures as a percentage for the parent.

**Base Column: The column to calculate differences from. Note that if a base column is not designated (within either the time period tab for trend reports, or the applicable column in the Finder for Media Usage) then the Total column will be used.*

Terms & Definitions

ALL
If no selections are made, the system defaults to "All," which means everything is automatically selected.

All other-ranking
When ranking and limiting to the Top "N", there is an option for an all other total which would group together the remaining activity beyond the top "N".

Brand
The name associated with the maker or provider of a Product or service. Also referred to as an Account.

Category
Groups of brands that do business in the same general area. Each brand belongs to one category.

Cutoff
Setting a number below or above which activity will not be reported. For example, reporting only brands that spent more than $100,000 and less than $1,000,000. Available as a tab within the measures/calcs page. **Note that you must rank in order to cutoff within reports**.

Dynamic Time Periods
These change based on data availability so you do not have to continually change your time periods. These can be a single time period or multiple time periods such as current month and current year broken out by month.

Grand Total
Total for all items within the report. Grand totals can be at the top or bottom of the report, set within the Report Options page.

Groups
A combination of the same entity type (i.e. brands) to show on a report as one item.

Major
A level of brand classification above category. Majors contain numerous categories.

Not-Itemized
Not-Itemized advertising does not receive a specific Brand. Examples of this include the following: Classified Ads and advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-To-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

Commonly Used Abbreviations

ADV	Advertising or Advertisement
ASSN	Association
CO	Company
CORP	Corporate
COS	Companies
CP	Corporate Promotion
DISC	Discount
DOM	Domestic
DOW	Day of Week
DR	Direct Response
FSI	Free Standing Insert
HISP	Hispanic
LOH	Ladies of the Household
LTD	Limited
M	Men
M&W	Men and Women
MA	Mergers and Acquisitions
PDTS	Products
RTS	Ready to Serve
RTW	Ready to Wear
VAR	Various
W	Women
WW	Working Women

Parent Company
Represents the company that produces/markets/distributes — and is usually the source of the ad dollars for individual brands. Each brand or account has one parent company. If a brand or accounts parent company is not known it will be placed under 'Parent Unknown'. Note that 'Parent Unknown' will not show as an available parent within Product Sets.

Product Sets
A container of product related selections including special class, industry, major, category, parent company, subsidiary, and brand. Product sets can be saved so they can be reused for other reports. If you don't want to reuse a product set, you would just make selections and continue. If you want to reuse it, you would save and name it.

PSA (Public Service Announcements)
Ads created to convey a public service. Placement can be paid or unpaid.

Public Report
Specifications, Product Sets, Media Sets, Daypart Sets, Groups, and Report Results can be shared across your company. When you save, you would change to the public option. Public items are public read-only, meaning only the owner can modify them. All other users can use them as is or save under another name.

Ranking
Ordering a report based on the selected measure in a descending order. User can also select Top "N" such as Top 25 which limits the report.

Special Class
An additional attribute on a brand to group brands across categories. Some examples of Special Classes are Corporate Promotion brands or Online brands.

Static Time Period
Specifically defined time periods that do not change.

Subsidiary
A company at least 50% controlled or owned by another company.

Subtotals
Intermediate totals within the report. The default is to subtotal all sorts except the innermost. These can be deselected on the Report Options page.

Summary Totals
Show totals for inner sorts that may be under more than one outer sort. For example, if you were to run Parent then Category as sorts, if a summary total was reported the total by category across all parents would be shown on the report as well.

Time Period Frequency
Option to determine how time periods will be reported. (i.e. by week, month, etc.)

Totals
All totals are net totals, which means if there is duplication within a report, the totals wouldn't show the duplication. For example, if I select a brand and I create a brand group that also contains that brand, the total will only count the brand once.

Units
Refers to a single measurement such as one TV spot or one newspaper ad. Media such as Local Radio, Outdoor, and Internet do not have units of measurement so will show an empty field. Units ARE NOT PRORATED based on size or length.

Vignette
A short literary sketch sponsored and bundled with a commercial. It may be a trivia question, cooking tip, public interest item or program-material-related sketch. Vignettes will air nationally with many national products.

FAQs

What does "There were no results for the report you requested" mean?

This means that there was no activity found for the report you ran. This could happen for a number of reasons. For example, the brands included in your report may not have had any activity during the time period you requested, or perhaps dollars or ratings were not yet available for the time period you included in the report. In this situation you should check data availability or change some of your selections before running your report again.

(Note that there is no more "No data met all report specifications")

How can I see what brands are included in a particular category?

On the Product Set Summary page, click on Category and you will be taken to the category selection page. After searching or browsing for your desired category, highlight it. Now, in the box below, select "Show Me Brands For Highlighted Available Items" and click on the Search button. You will now see a list of brands within the category you highlighted. Note that you may also highlight multiple categories in order to see the brands in each.

If you want to drill down to these brands using a keyword, click the show advanced link first. Then select a begin date of 1/1/1998 and enter your keyword. With your category highlighted, click search. This will search all brands within the database.

How do I find new brands that were added into the database within a particular time frame? (Also referred to as a Brand Audit)

On the Product Set Summary page, click on Brand. With brand still shown in the dropdown of the Product Set search box, click on Show Date Criteria to make your date selections. Type your desired keyword in the box and click on search. If you would prefer to search all new brands, leave the keyword box blank and click on search. If you would like to see new brands within a particular category or parent, go to the Product Set Summary page and click on Category or Parent. After searching or browsing for your desired category or parent, highlight it. Now, in the box below, click on Show Advanced and choose a date range. Then, select "Show Me Brands For Highlighted Available Items" and click on the Search button. You will now see a list of brands within the category or parent you highlighted.

What is the difference between a static and a dynamic time period?

Static time periods are specific dates to be included in your report. Static time periods do not change over time. Example: January 2005

Dynamic time periods are based on media availability. With a dynamic time period, such as "Current Month", the days, weeks, months, or years covered in a given report will change over time depending on when a report is run.

For example, if a report includes "Current Month", the report will always include the most recent month of available data. Therefore the report output will cover a different month in June than it would if it the report is run again in December.

What does COMB, COPY & NEC mean?

Comb Copy and NEC (Not Elsewhere Classified) means that a particular brand or combination of brands did not fit into any category within a specific class, and is therefore put into the Comb Copy and NEC for that class. For example, Category F611 is for Regular Beer & Ale, Category F612 is for Light & Low Alcohol Beer & Ale. If both a regular and a light beer are advertised together, then the brand and ad spending will go in F619 Beer & Ale: Comb Copy and NEC.

How can I view the DMA rank of a market?

Check off Display DMA rank under the market tab within the MediaSet Selections.

How do I find out when the most recent data will be available? When will spending/ratings be available for a certain media?

Please see Data Availability chart or click on Availability button in the upper right hand corner of Ad$pender.

Data Availability

	Network TV	Syndication	Cable TV	Spot TV
Units & Dollars	6-8 Weeks	6-8 Weeks	6-8 Weeks	Unadjusted: 1-2 Weeks

	Net Radio	Natl Spot Radio	MK Local Radio	Magazines	Sunday Mags
Units & Dollars	3-5 Weeks	8-10 Weeks	6-8 Weeks	1-2 Weeks	1-2 Weeks

	Local Magazines	Hispanic Magazines	B-To-B Magazines	Internet	Outdoor
Units & Dollars	1-2 Weeks	1-2 Weeks	6-8 Weeks	24-48 Hours	5-6 Weeks

	National Newspaper	Newspaper	Hispanic Newspaper
Units & Dollars	About 4 Weeks	About 4 Weeks	About 4 Weeks