

Powerful Insights for Consumer Targeting

Spectra is the world leader in enabling clients to identify their most strategic consumer targets for tactical marketing execution and retail channel development

In today's world, success is all about understanding and reaching your target shoppers. You have an idea of who your key consumer is, but how can you really target them without resorting to guesswork?

In the increasingly competitive and fragmented retail landscape, mass marketing is no longer the most efficient and cost-effective option. To succeed in today's marketplace, you need to locate and target your key consumers where they shop.

Introducing Spectra, a groundbreaking service of The Nielsen Company. Spectra allows you to go beyond basic demographic targeting to engage your consumers precisely where they shop. Integrating consumer insights from multiple sources, Spectra allows you to target the specific areas (as well as individual stores) in which your high

potential consumers are shopping, thereby supercharging your marketing potential.

Bring your consumers to life

Spectra's innovative segmentation platforms use a combination of demographic, consumption and media data to help you identify and profile consumers who represent the maximum opportunity for growth, allowing you to focus your spending on those consumer segments who are most likely to reap higher returns.

Through our proprietary BehaviorScope Plus framework, you can examine the lifestyle and lifecycle of your target consumer, to find out where they live, shop and socialize, in order to develop focused and efficient marketing strategies.



Spectra Key Benefits:

- Understand not just who your consumers are, but where and how to find them
- Target consumers at the most granular level with accuracy and precision
- Build this insight up to more efficient sales and marketing execution (i.e. clustering)
- Identify the potential for your brand i.e. not based on past performance but future potential
- Make the consumer the common language between manufacturers and retailers

Industry-Standard Core Models

Behavior-Based Consumer Segmentation



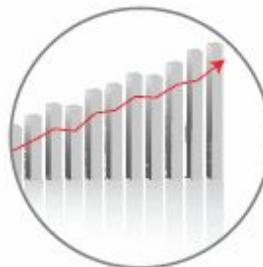
TARGETING INSIGHT

Consumer Trade Areas



SHOPPING INSIGHT

Consumer-Based Volume Forecasting



DEMAND INSIGHT

TURN INSIGHTS INTO ACTION

Spectra uses Consumer Trade Areas (CTA's) to evaluate the shoppers in every store, providing a unique store profile or 'fingerprint' that indicates the store's potential customers and sales.

While many solutions have traditionally measured opportunity based on past sales data, Spectra estimates sales potential based on the fit between a brand's most valuable consumers and a store's shoppers to provide actionable solutions that maximize the potential.

Spectra identifies the top stores or areas with the greatest potential for growing your product sales and focuses your trade marketing and in-store merchandising activity to ensure you never run out of stock again.



For Retailers

Spectra can help you optimize each of your stores to better serve the kinds of consumers that frequent them. Spectra's targeting insight can help answer the following questions:

- Which categories/products have the best fit (highest demand) with store shoppers?
- How do I group/cluster my stores based on shopper demographics and preferences?
- How can Manufacturers talk to me about 'our' consumers using a common language?
- What other stores (across different channels) are competing for my customer's dollars?
- How can more targeted direct to home communication be used to drive store traffic?

For Manufacturers

Your products have been painstakingly developed to meet the needs of a specific market. Spectra helps you in ensuring that your distribution strategies fit like a glove. With Spectra, find out:

- How can I target my consumers and people like them more efficiently?
- Where am I most likely to find these people?
- What other products are they likely to buy?
- Which stores have the potential to sell more volume of my brand? (Identify sales gaps)
- How can I gain/defend my product listings?
- What are the top areas for sampling and top stores for in-store activities (i.e. demonstrations) and promotions?

For more information contact your Nielsen representative at 800-553-3727 or visit www.nielsen.com