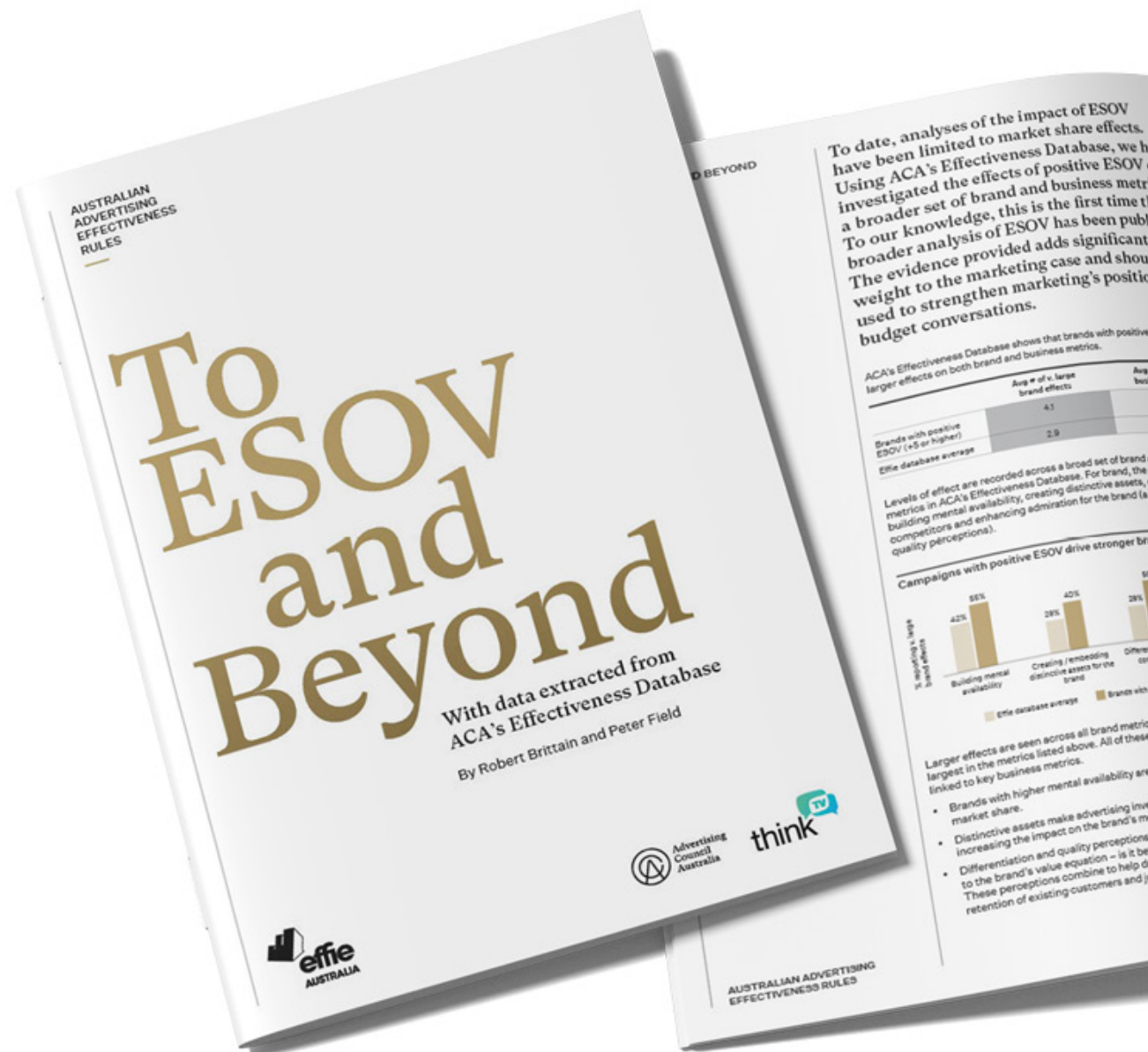


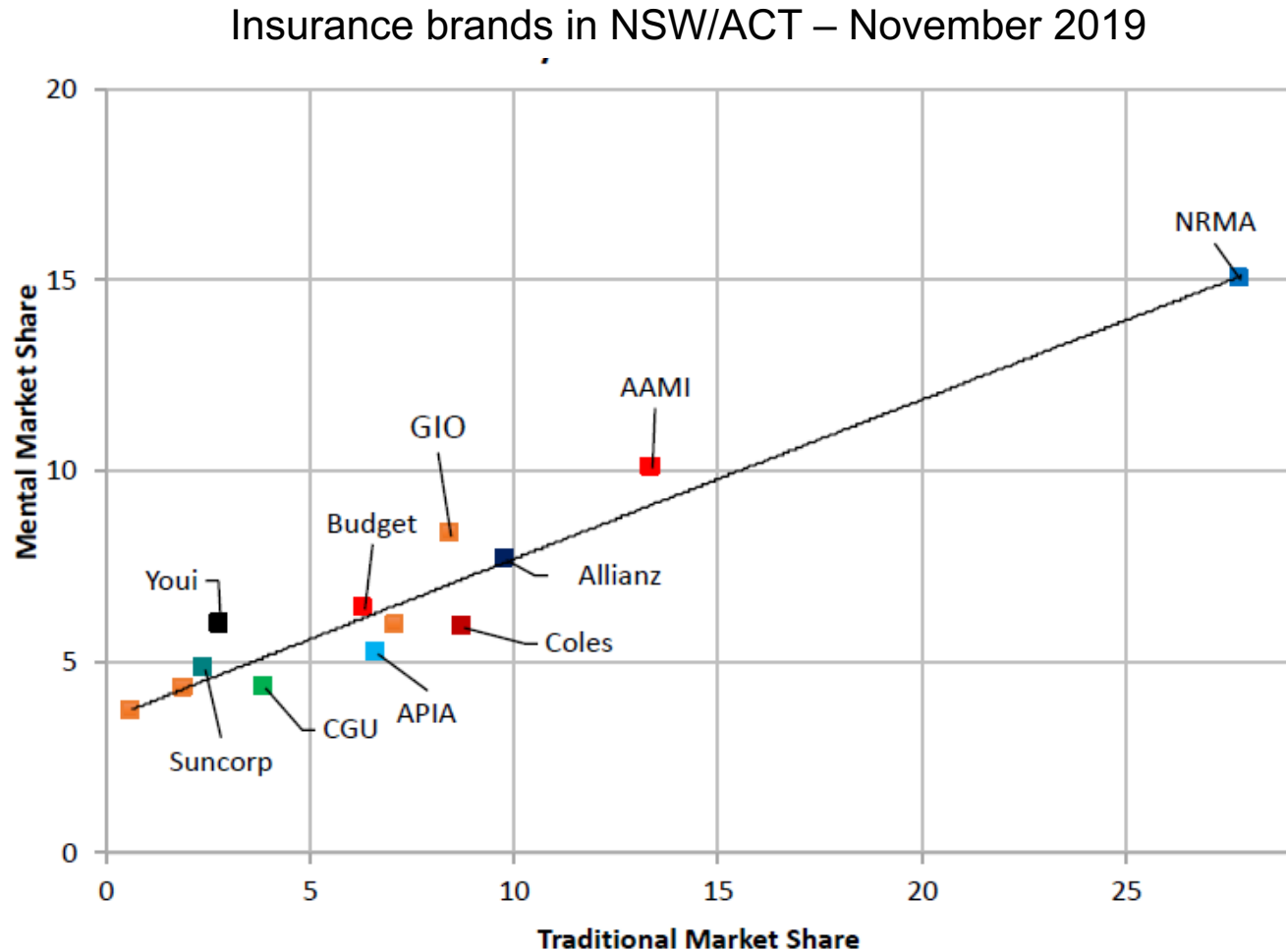
TO ESOV AND BEYOND

# Selected charts

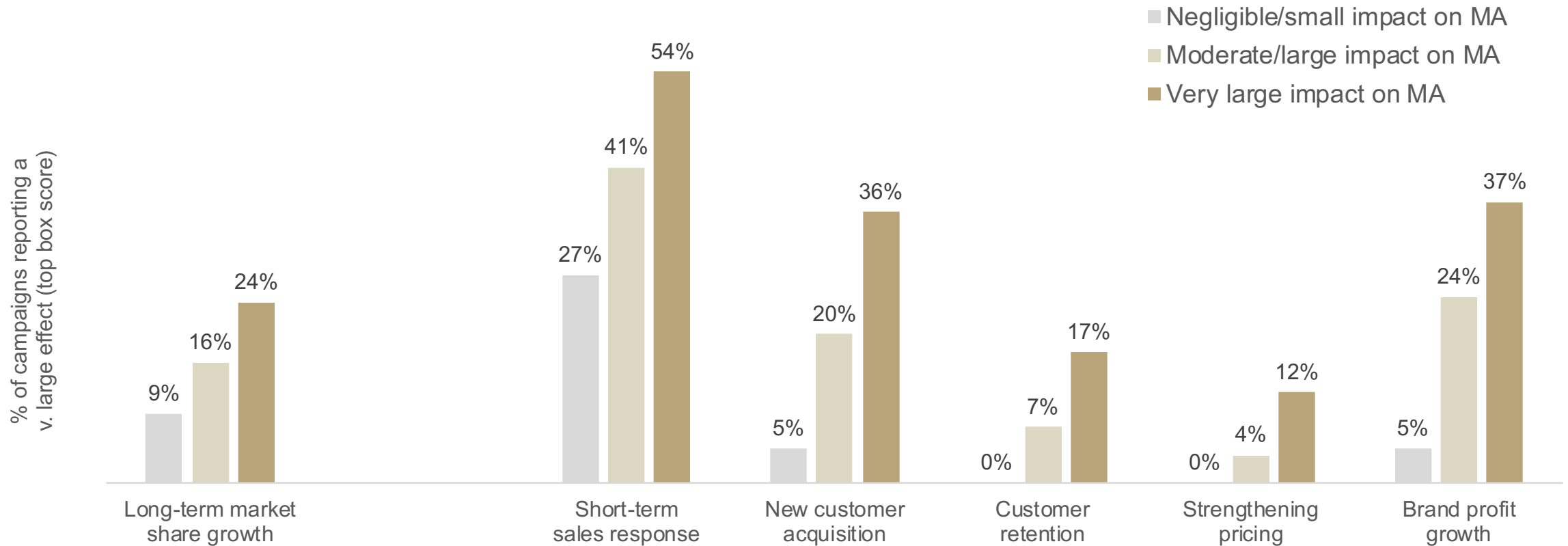


# Mental availability is critical to growth

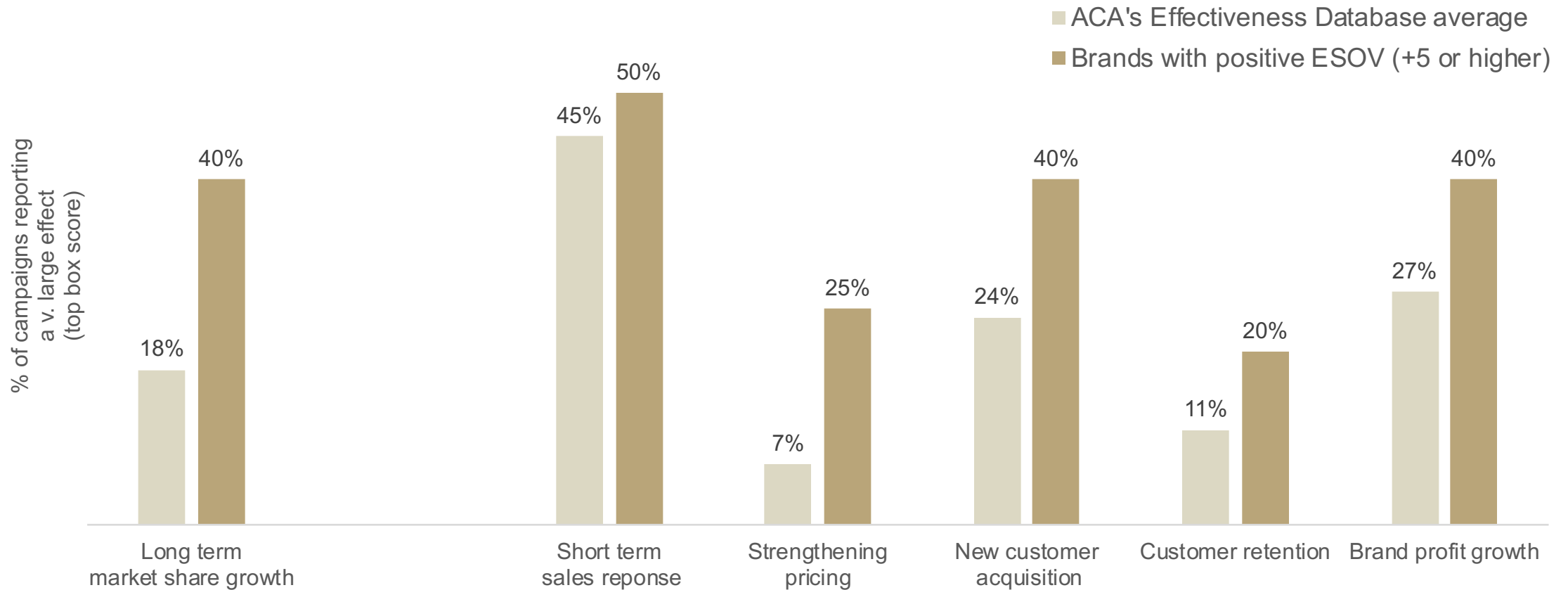
Bigger brands have higher mental availability



# The larger effect that a campaign has on mental availability, the stronger the effects on business metrics

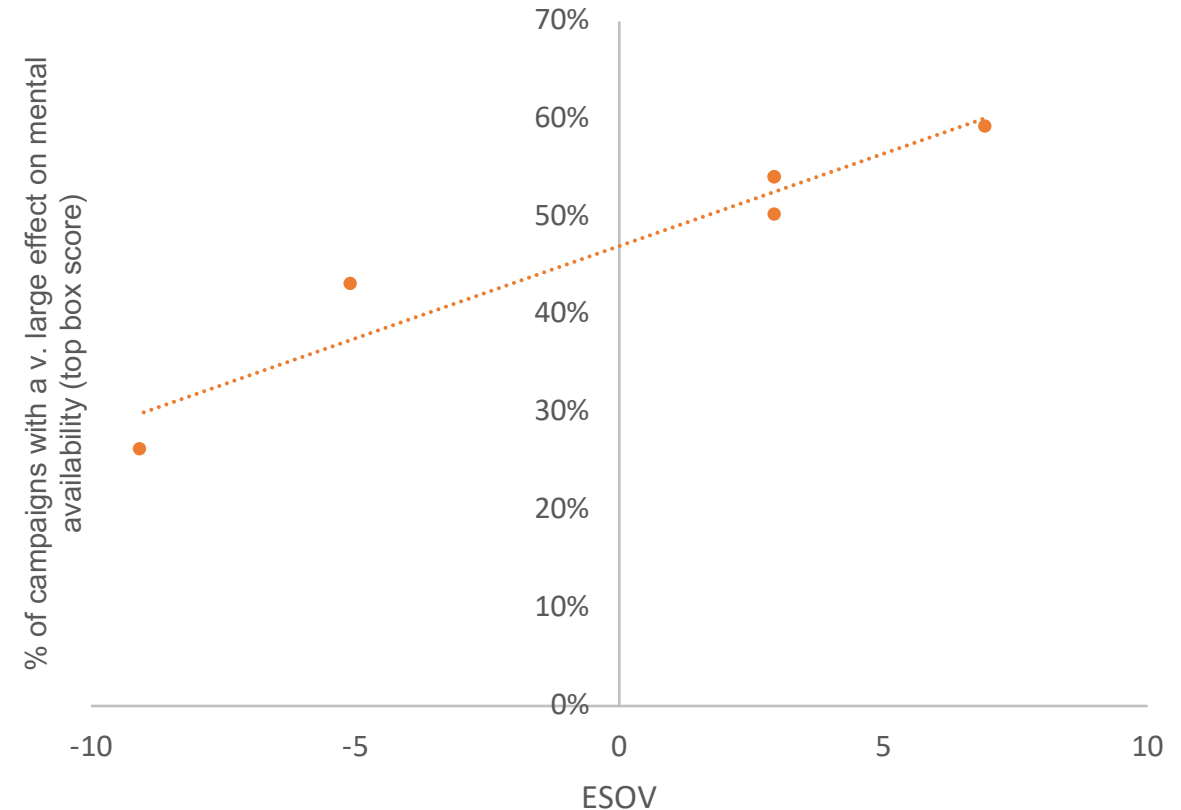


# Positive ESOV is strongly linked to a raft of long-term success metrics



# ESOV, not absolute spend, is more important to driving mental availability gains and business effects

Media budget	# of v. large business effects	Average ESOV	% of campaigns with high impact on building mental availability (score = 6, top box)
Small: Up to \$500K	Zero or 1	-9	26%
	2 or more	+3	50%
Medium: \$1-5M	Zero or 1	-5	43%
	2 or more	+3	54%
Large: \$5M+	Zero or 1	+3	54%
	2 or more	+7	59%



# Allocation of media spend to video is an important factor

Media budget	# of v. large business effects	Average ESOV	% of campaigns with high impact on building mental availability (score = 6, top box)	Average # of media channels used	% of paid media spent on video
Small: Up to \$500K	Zero or 1	-9	26%	4	49%
	2 or more	+3	50%	4	62%
Medium: \$1-5M	Zero or 1	-5	43%	7	56%
	2 or more	+3	54%	6	66%
Large: \$5M+	Zero or 1	+3	54%	9	68%
	2 or more	+7	59%	9	60%