



GUIDELINES ON THE USE OF DYNAMIC LOGIC DATA

Note: This document is meant to serve as a guideline on the external use of Dynamic Logic AdIndex[®], CrossMedia Research[™], MarketNorms[®] and other data collected by Dynamic Logic. Dynamic Logic is happy to assist in complying with these guidelines.

Please address any questions to:

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Introduction

Dynamic Logic recognizes that clients may want to leverage study results (AdIndex[®], CrossMedia[™], etc.), aggregated MarketNorms[®] and ClientNorms data and information from MarketNorms Reports for external use. These uses include statements to investors, sales presentations, marketing collateral, press releases, trade shows, newsletters, industry conferences and other public uses.

Dynamic Logic encourages the use of our data for these purposes. However, consumers of this information want guidance from us on its use so that presentation of the data are consistent, make readers feel confident in the source and maintain the credibility of the Dynamic Logic, AdIndex, CrossMedia and MarketNorms brands.

General Principles

Dynamic Logic, a Millward Brown company, is a marketing research company serving advertisers, agencies, publishers and others as an objective third-party. The resultant credibility that Dynamic Logic brings must be maintained in all outgoing marketing and PR communications; therefore, **Dynamic Logic cannot be portrayed as endorsing one marketing approach, technology, agency, brand or publisher.**

We make our services equally accessible to all so that each publisher, agency and advertiser has the same opportunity to leverage our services to their benefit. Dynamic Logic will work with its clients to provide information and research services that may be supportive of their marketing and PR efforts. Of course, there is no guarantee that commissioned research will reveal the desired results.

Pursuant to the terms of their agreement with Dynamic Logic, clients may make internal use of MarketNorms data in any way they see fit for their business. Citing Dynamic Logic or MarketNorms (or depicting data in such a way as to imply Dynamic Logic or MarketNorms involvement) in any public or otherwise external use is subject to review and approval by Dynamic Logic Public Relations.

Definitions

ClientNorms Data. ClientNorms is a generic term used to describe the study data that make up the normative information for a specific client of Dynamic Logic. The data included in ClientNorms for a specific client refers to data derived solely from studies either commissioned by that client or added to the set of commissioned studies via permission from the commissioning party.

MarketNorms Data. This generally refers to the complete set of study data that meet the thresholds of standardization required to be uploaded into the normative database. Anyone using this complete dataset or any subset that includes at least one study not in their ClientNorms is said to be accessing MarketNorms data.

Client. Any party that receives services from Dynamic Logic.



Data Ownership

See contract.

Press Releases

Dynamic Logic may not be characterized as “co-releasing” data in headlines, sub-headers or content within the release. At the end of press releases mentioning Dynamic Logic, the following should be used:

About Dynamic Logic

Dynamic Logic is a leading research company with expertise in measuring marketing effectiveness. Dynamic Logic’s research includes: AdIndex[®] to test and analyze advertising across digital platforms, CrossMedia Research[™] to evaluate multimedia campaigns, MarketNorms[®], a syndicated ad effectiveness planning and benchmarking database, and LinkSelect for Digital, an online copy-testing solution developed jointly with Millward Brown. Founded in 1999, the company is headquartered in New York City with offices in Chicago, San Francisco, Providence, London, Paris, Frankfurt and Tokyo. Clients include leading marketers, advertising agencies and media companies. Dynamic Logic is a Millward Brown company, which is part of The Kantar Group, the information and consultancy arm of WPP. www.dynamiclogic.com

For press releases using **MarketNorms** data, additional language must be included depending on the methodology:

Dynamic Logic’s MarketNorms[®] is a marketing effectiveness database. The results cited have not been adjusted for exposure frequency, demographics, ad size, websites, advertiser industry and other factors that may contribute to brand lift. These findings are aggregate in nature, reflect past results and are not a guarantee of future results for individual campaigns.

If, in fact, the reported findings did adjust for various factors, the above language can be modified, subject to review and approval from Dynamic Logic.

Please allow at least one week (five business days) for Dynamic Logic approval on all press releases.

Terminology and Data Reporting

- **Brand Metrics.** Dynamic Logic uses standard terms for the brand metrics evaluated in the studies. Clients should use the same terms. These terms are Ad Awareness, Aided Brand Awareness, Unaided Brand Awareness, Sponsorship Association, Message Association, Brand Favorability and Purchase Intent.
 - The term “Online Ad Awareness” should be used instead of “Ad Awareness” when there is ambiguity between multiple media.
 - In cases where Unaided Brand Awareness data are not presented, the more simplified term “Brand Awareness” may be substituted for “Aided Brand Awareness”.
- There is some flexibility granted when reporting behavior “Intent” metrics since a wide variety of intentions including intent to visit a doctor, web site, offline store, etc., may be measured. The Client can report the term originally used by the researcher who prepared the report or may use their own discretion provided there is no intent to mislead.



- **Delta and Lift definitions.** When reporting Dynamic Logic data, the terms “Delta” and “Lift” should only be used in the way defined here. Delta is the PREFERRED metric that must always be used when presenting results and can be presented alone, without accompanying lift number. Delta is the *actual* point difference between control and exposed (calculated as exposed percentage-control percentage). Lift is another way of expressing the same thing, but is the *relative* percentage increase between control and exposed. **IF USING LIFT, IT MUST ALWAYS BE ACCOMPANIED BY CORRESPONDING DELTA.** Lift is calculated as: $100\% \times (\text{exposed percentage} - \text{control percentage}) / \text{control percentage}$.
- **Delta and Lift estimates.** When reporting data from one of Dynamic Logic’s products, one should take into account that the research method relies on sampling. Since we do not survey 100% of those exposed to the test and control advertising, the delta and lift metrics reported are estimates of the true delta and lift. As such, it would not be correct to state, for example, “The campaign lifted Brand Awareness by 10%”. “The campaign lifted Brand Awareness by an estimated 10%” is more accurate.
- **Norms are estimated averages.** When reporting normative data, one should recognize that these norms are averages. So, for example, “Campaigns on sitexyz.com exceeded Brand Awareness MarketNorms by 10%” would be misleading and inaccurate. “On average, campaigns on sitexyz.com exceeded Brand Awareness MarketNorms by an estimated 10%” is more accurate.
- **Statistical significance and sample size.** Dynamic Logic uses an overall alpha level of 10% in its studies. As such, we only refer to observed advertising effects as statistically significant if the 90% level of statistical significance ($p < 0.10$) is achieved. When reporting Dynamic Logic data, we require clients to use the same criterion. Deltas, lifts and other reported metrics that do not achieve the 90% significance level must be footnoted as “not statistically significant” or by giving the actual significance level. If the significance level is less than 80%, the data should not be reported. Empty bars with a footnote such as “insufficient data” may be used. Sample sizes should be included in footnotes as well. For single studies, such as AdIndex and CrossMedia, the total number of respondents should be indicated. Partial results may not be released before the campaign has closed. For MarketNorms, both the number of campaigns (using “N”) and the number of respondents (using “n”) should be provided.
- **Sources.** When Dynamic Logic data are reported, proper references must be used either in text or in footnotes. For example:

“As a result of the campaign, Purchase Intent was lifted an estimated 5 percentage points (delta) or by 33% (lift).”

(Source: Dynamic Logic, AdIndex, 8/03, n=800 respondents)

When quoting MarketNorms, the time-period reported should include the most recent data available unless the analysis requires otherwise. When referencing a particular AdIndex or CrossMedia Research study, the date of the study and the respondent sample size of the study (n) should also be reported:

“On average, Automotive advertisers have been more successful in lifting Brand Awareness online than Financial Service advertisers.”

(Source: Dynamic Logic, MarketNorms, Q4/2003, N=1,277 campaigns, n=1,024,988 respondents)

MarketNorms usage examples

Advertising agencies. Agencies use MarketNorms data in several ways. First, agency researchers sometimes add agency or client-specific normative data to AdIndex reports. Second, sales development personnel use ClientNorms and MarketNorms data to benchmark themselves versus industry or overall norms.



Finally, MarketNorms Tool access and MarketNorms Reports are used to discover insights about a certain target group or industry that can assist with planning and buying among other areas of exploration.

Publishers. Publishers primarily use MarketNorms data to benchmark themselves versus industry, website category or overall norms for use in sales and marketing collateral. In addition, some use the data to help advise their clients on how to optimize their website within specific industries and branding goals.

Advertisers. Advertisers use MarketNorms data in two main ways. They want to benchmark themselves against industry and brand attribute norms. They also use the data to make planning, buying and creative and format decisions.

Other groups. Groups such as the IAB, OPA, AMA, ARF and offline media advocacy groups may leverage Dynamic Logic data to advocate their media, keep their membership informed about recent research, provide media effectiveness benchmarks and offer best practices. They will primarily leverage Dynamic Logic data via commissioned studies in which they participate, MarketNorms Tool access and MarketNorms Reports such as the MarketDrivers Report.

Other Public Uses

Web site use

- Client may list Dynamic Logic on its Web site as a "Research Partner" specifically in areas where research is mentioned. In addition to the Dynamic Logic logo, there is a "Powered by AdIndex" logo (right) when AdIndex results are mentioned. Similar "Powered by MarketNorms" or "Powered by CrossMedia" logos should be used as appropriate.



Sales and marketing collateral

Partners may list Dynamic Logic on its sales and marketing collateral as a "Research Partner" specifically in areas where research is mentioned. In addition to the Dynamic Logic logo, there is a "Powered by AdIndex" logo for where branding data and reports are mentioned.

How To Seek Dynamic Logic's Approval

- Contact Dynamic Logic Public Relations at +1 212.844.3743 or +1 800.245.2455 or send email to: marketing@dynamiclogic.com
- Please include a draft copy of any press releases and other marketing materials such as newsletters, email campaigns, direct mail, etc. for review.
- We will reply by email within two business days.
- **Please allow at least one week (five business days) for Dynamic Logic approval on all press releases.**

Changes

- Dynamic Logic reserves the right to change these guidelines, at any time, without notice.
- These guidelines are for general informational purposes only and Dynamic Logic reserves any and all rights to the Research including but not limited to the right to deny any and all uses of the Research.