



Optimizing marketing performance with the **MCA/System**

MCA[®]/System
Effective. Efficient. Accountable.

INT Σ **GRATION**
MARKETING & COMMUNICATIONS

**What marketing needs is a
systemic and holistic approach to
measurement and management
that integrates with other KPIs
in the organization**

The Management Challenge

Marketers have never seen such an explosion of different communication activities — from the global to the very local, from traditional media to complex multi-channel initiatives. Coping with this and coming up with the right ideas to exploit them is one of the most important functions for growth in any company.

But as a consequence of this, it has become harder to communicate with management in ways they understand, so marketers are not earning the trust of their colleagues. There is a growing gap between the ways marketers evaluate success, and the visibility that management needs to allocate resources with confidence.

What both sides of the table need is a systematic approach that helps marketers perform better, whilst delivering the accountability that management needs.

MCA/System: Effectiveness, Efficiency and Accountability

MCA/System users are able to answer three fundamental questions that enable better performance and accountability:

- **How effective are our marketing communications activities and how can we improve?**
- **How efficiently are we managing communications and achieving sales?**
- **Are our budgets well spent and our decisions leading to improved performance?**

MCA/System can be deployed in any category (both B2C and B2B) and in any market globally. It provides users with comparable data across markets and categories, and tracking over time. It is based on robust management techniques and is very fast and cost efficient to deploy.

Enterprises that use the MCA /System increase the speed of innovation, realize substantial cost savings and improve demand generation - everywhere and all the time.

Key Business Indicators

Communications Effectiveness:

MCA/Metrics provides an ongoing single currency of measurement called BRAND EXPERIENCE POINTS (BEPs) to understand the contribution of all marketing communications. This is the Voice of Consumer/Customer and is based on robust and validated research.

Sales Conversion:

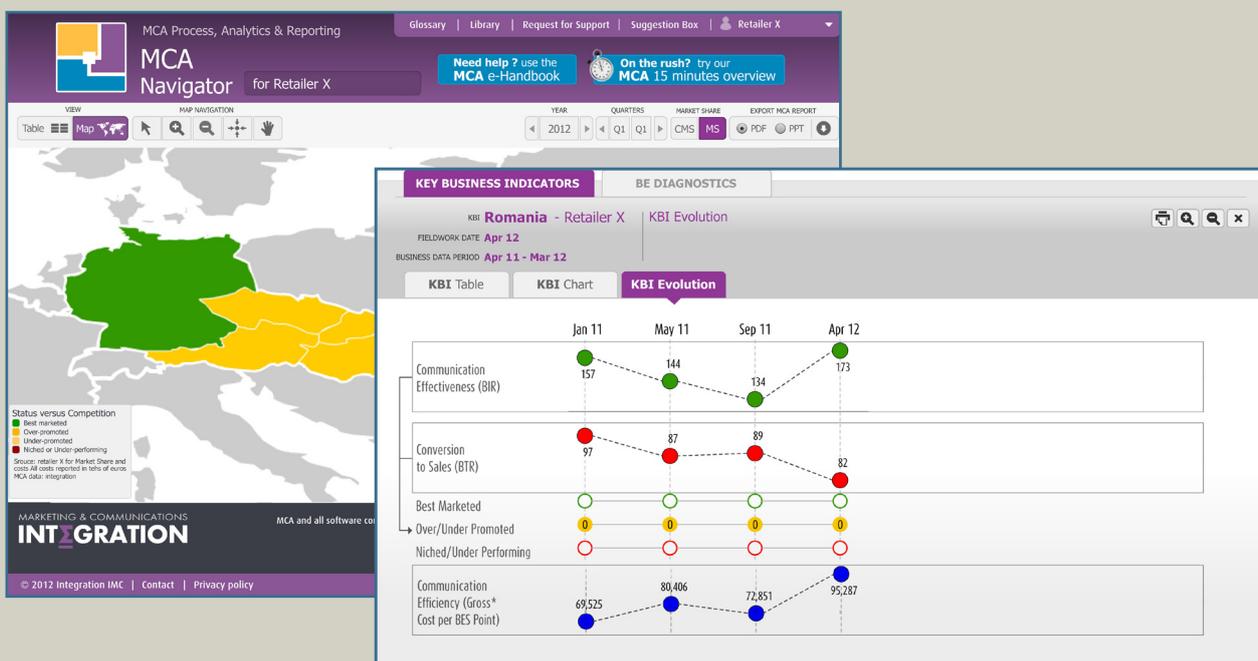
Integrate MCA/Metrics with in-market performance of the business (market share, transactions, NPS etc.) to track how marketing communications are converting to a business outcome. This is critical to setting priorities and allocating resources to the right place, because it points to the most important and urgent opportunities to improve performance.

Communications Efficiency

Integrate MCA/Metrics with activities, so managers develop a clear line of sight from spending and execution to the outcome of these activities. In other words, accountability.

What Do Enterprise Managers Get?

A cloud based solution that provides visibility on the overall status of a brand's marketing in every country, and how it is developing over time. Enterprise managers can quickly see where best practices are and spot problems developing early.

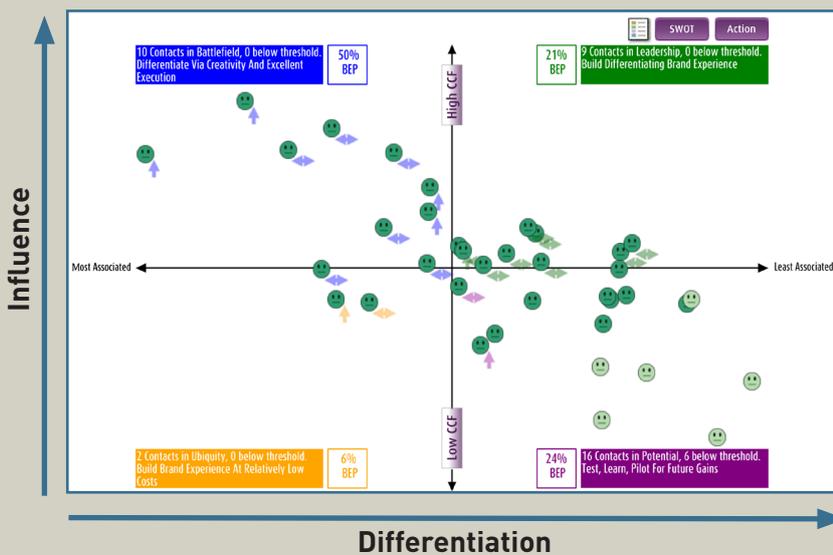


Brand Management Diagnostics

Operational consumer-led SWOT analysis across all marcom activities. This provides analysis and decision support to understand which of the brand's marcom activities are:

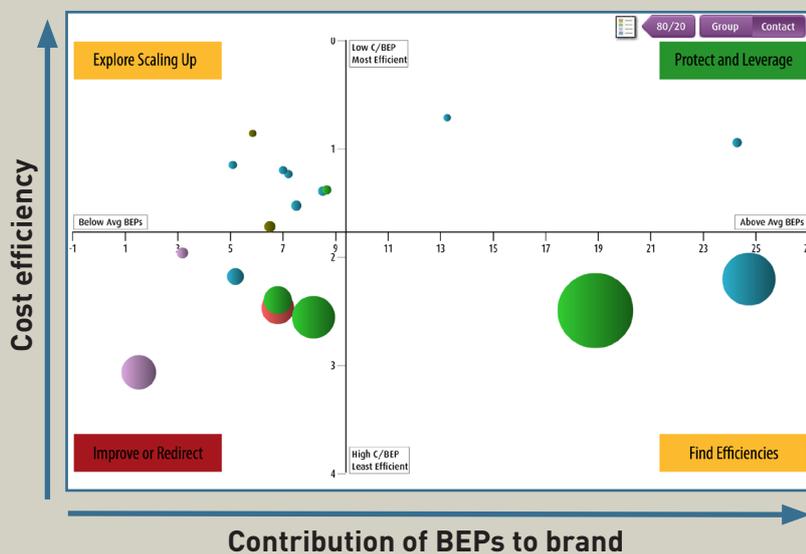
- Effectively contributing
- Need improvement
- Should be reconsidered

Shows current brand SWOTs (colours and smileys) and actions recommended based on multi-variate analysis (Up arrow = DOMINATE. Horizontal arrow = DEFEND. No arrow = RECONSIDER)



Diagnostics reveal how marketing activities (or contacts) play a role in consumer's choice process, and evaluate which opportunities are most important to DOMINATE and to DEFEND.

It also supports the hardest decision managers have to take i.e. what is NOT important.



The diagnostics also show the relationships between contribution of brand experience, size of budget and cost efficiency. (Size of bubbles indicates budgets.)

This allows you to protect the most important communications activities, and eliminate wastage.

The On-Going Benefits

1

Optimizes marketing mix management and resource allocation.

2

Implements accountability and best practices management in marketing.

3

Typically yields minimum 20 % improvements in performance and efficiencies in marcoms within 2 years of application.

“Overall, we have found MCA to be a stimulating and insightful marketing metric. It challenges commercial teams to reinvent their thinking and to get the best out of their agencies. And in all markets it has broken a persistent thought, MCA gives more bangs for less bucks.”

Dr. Les Buckley

Group Commercial Director, Asia Pacific Breweries Limited

“Integration’s MCA is an innovative tool that addresses an urgent need of the industry: It analyses the whole communication portfolio in a category from a consumer point of view. It also looks at the ROI of the various activities and thus helps making marketing accountable. And it’s no magic. It is based on a simple and solid consumer interview, from which a wealth of data is derived.”

Hans Ulrich Krause,

Global Media Research, Procter & Gamble



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