

# In today's economic climate it is critical to be conducting regular competitive reviews

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The Xmas season is a critical period in your business to make or break your budgets. Either way it will be necessary to conduct a competitive advertising review in the New Year.

Ornico would like to provide you an introductory offer to our Brand Intelligence™ competitive advertising review.

## **Brand Intelligence™ Includes**

### ***Marketing Drivers***

Industry Assessment drawn from Editorial Media & News

### ***Advertising Analysis***

Analysis of advertising activity in the public domain

- Creative analysis of competitor creative executions from a strategic standpoint and/or
- Media analysis of competitor spend by defined parameters.

## **Competitor Creative Brand Intelligence™**

- Competitor positioning
- Accumulation of creative executions to be seen as a whole
- Campaign Features & Benefits
- Tonality of Campaign
- Likely target markets
- Insight into possible changes in positioning, branding elements and new product launches

## **Competitor Media Brand Intelligence™**

- Analysis of media spend on TV, Radio and Print per
- Station/Publication
- Genre
- Analysis of deliverables of media choices by AR's (Audience Ratings), Reach, CPP (Cost per Point), CPT (Cost per Thousand), SOV (Share of Voice), SOS (Share of Spend), Duration splits,
- Activity
- Flow plan for period under review

Ornico Media Information, distilling competitor brand and media information into knowledge.

The review can be customised to client specific competitor set. Please contact me to provide a costing for the introductory offer or any further queries.

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**Ornico**



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

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