

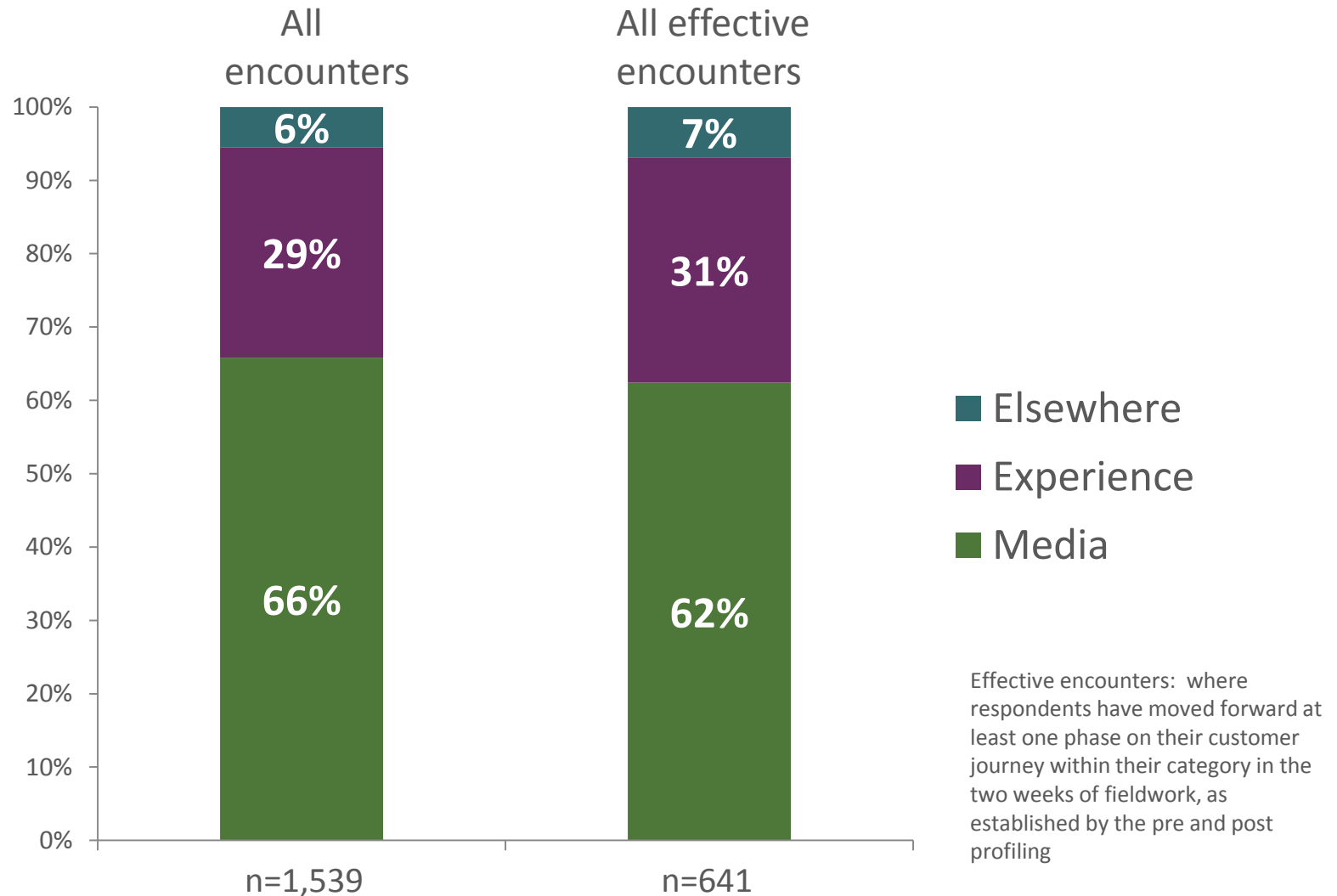


Methodology

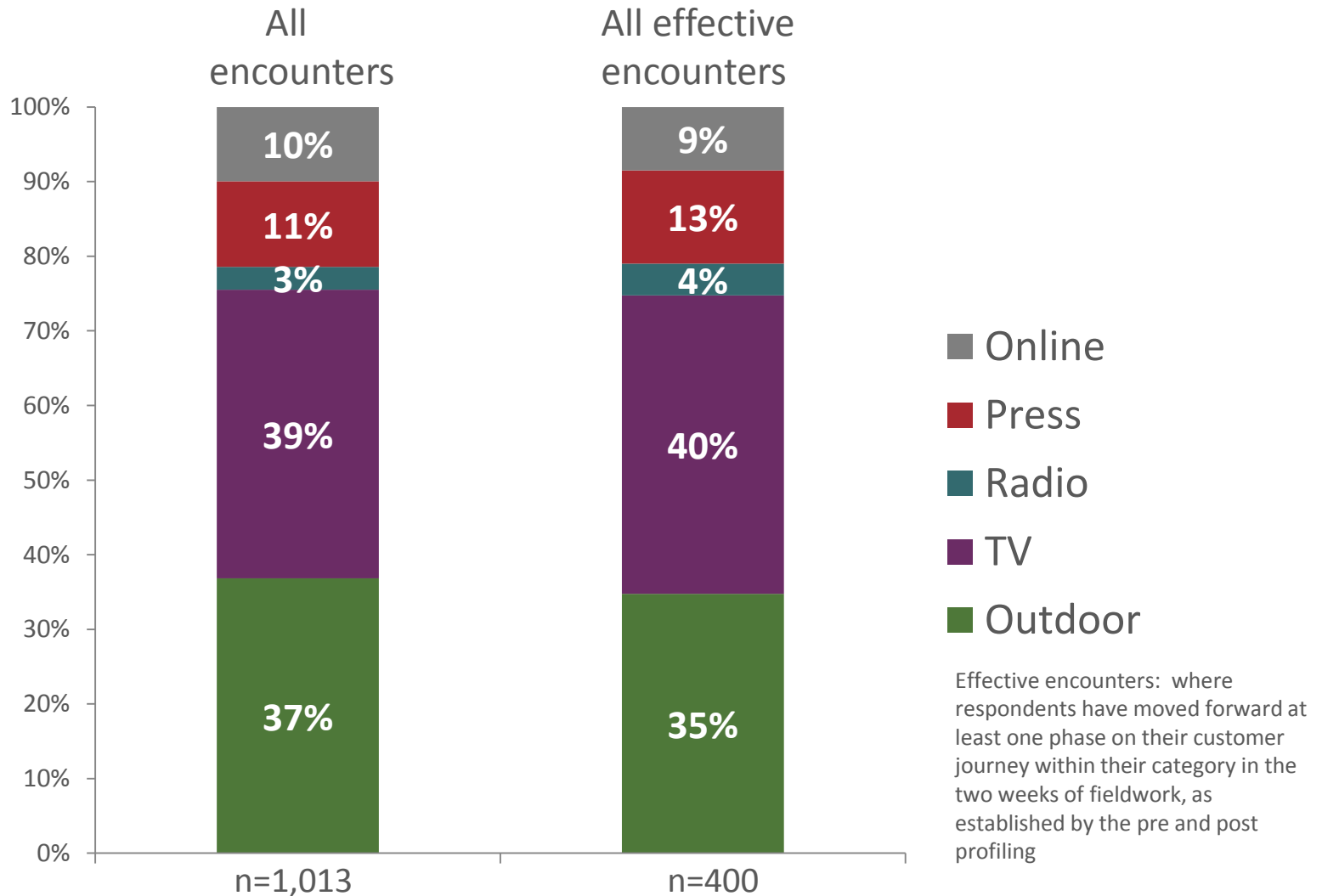
- What drives the journey: advertising or other influences like word of mouth?
- Fieldwork through On Device Research in Sept-Nov 2011. 2,141 respondents selected to complete a 2-week mobile diary giving a total of 27,833 diary days
- 9 product categories covered in diary phase. Respondents were asked to 'check-in' and report brand encounters in their category. As well as media encounters, respondents could report word of mouth, hands on use of the product, non advertising reading, or "elsewhere"
- Pre- and post-profiling survey determined which of 4 phases they started and ended in, i.e. whether they had moved forwards to another stage of the journey
- Post-analysis of the over 13,000 encounters showed what type of encounters respondents had, whether media based or non media based



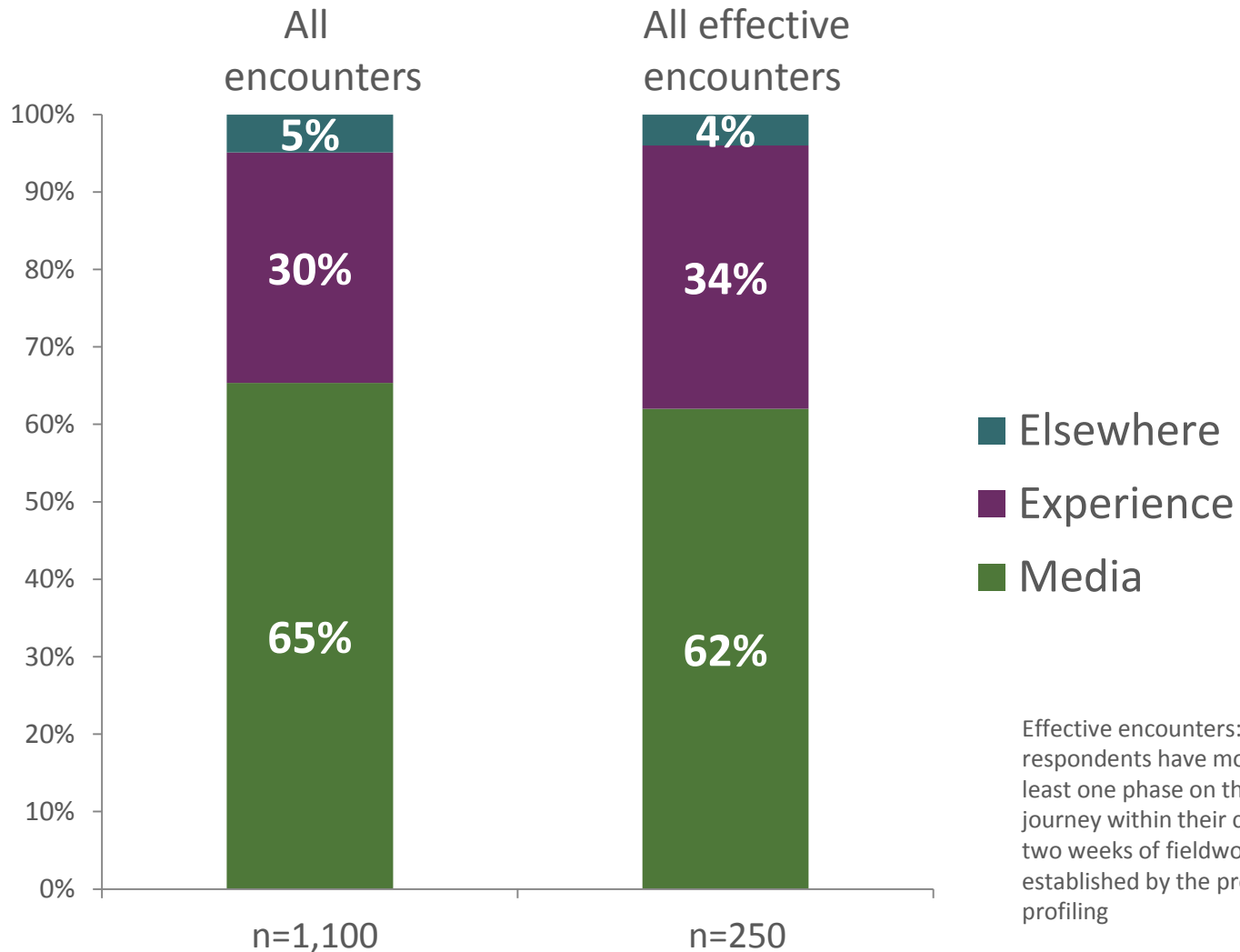
Share of encounters - Films



Share of media encounters - Films

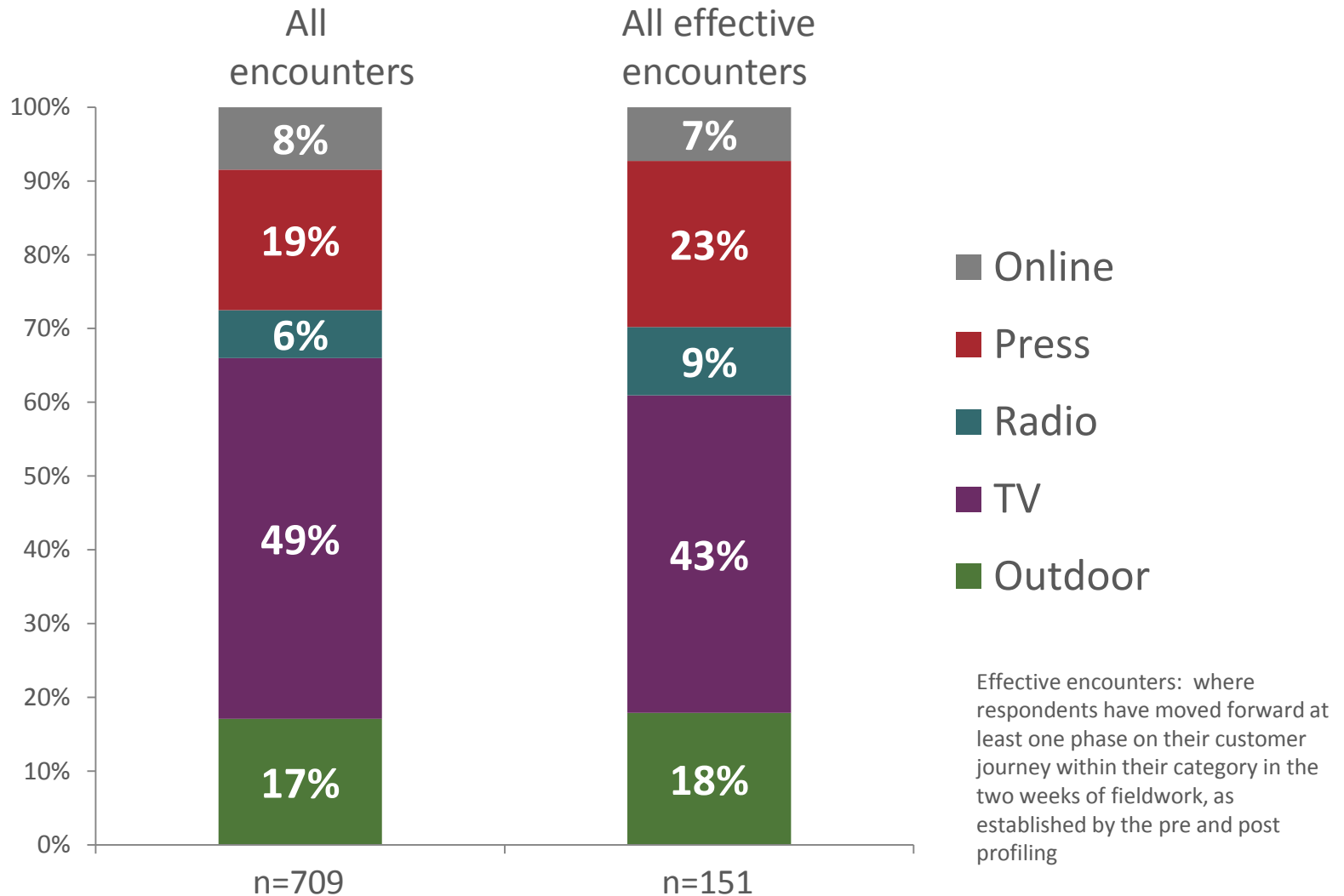


Share of encounters - Cars

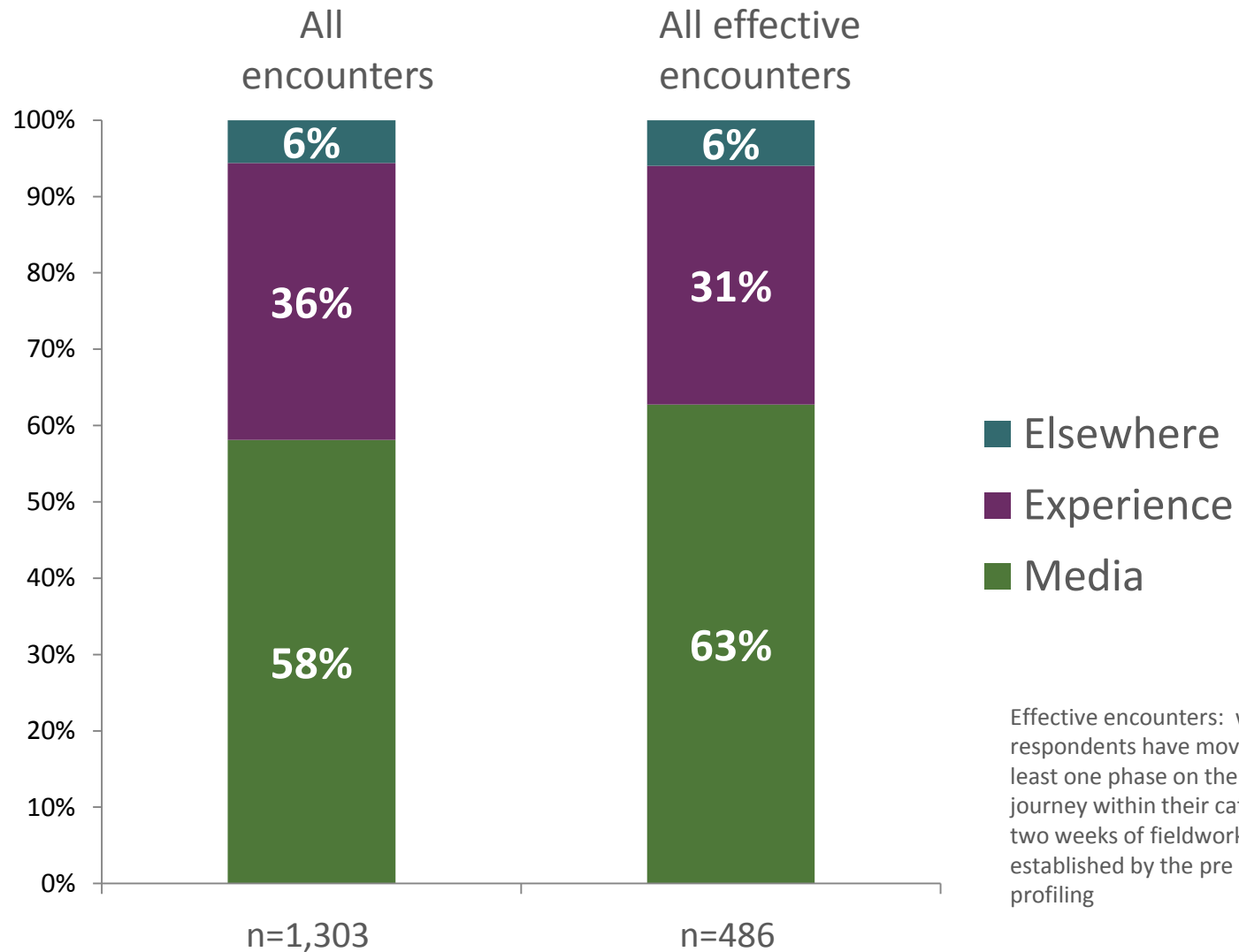


Effective encounters: where respondents have moved forward at least one phase on their customer journey within their category in the two weeks of fieldwork, as established by the pre and post profiling

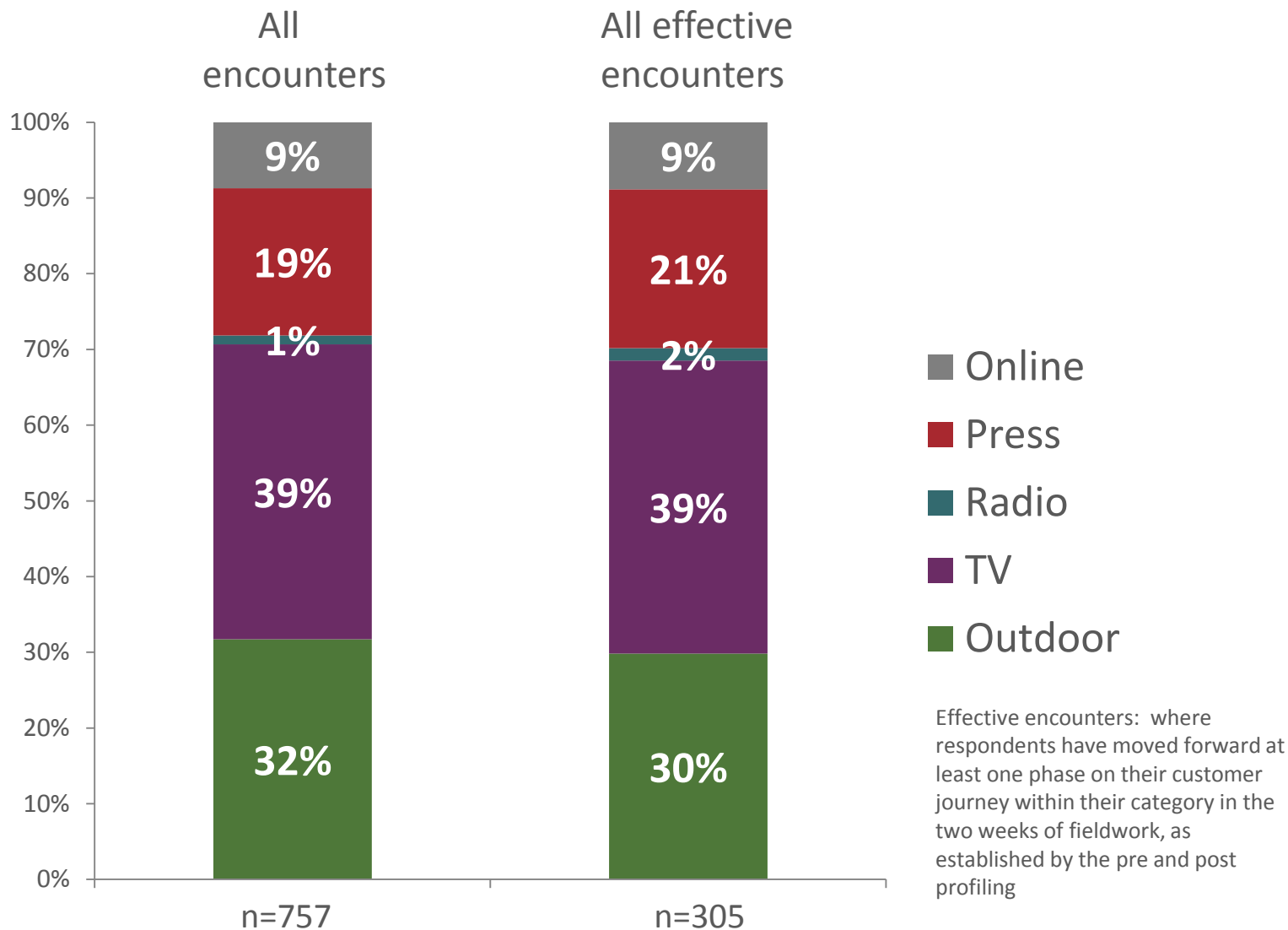
Share of media encounters - Cars



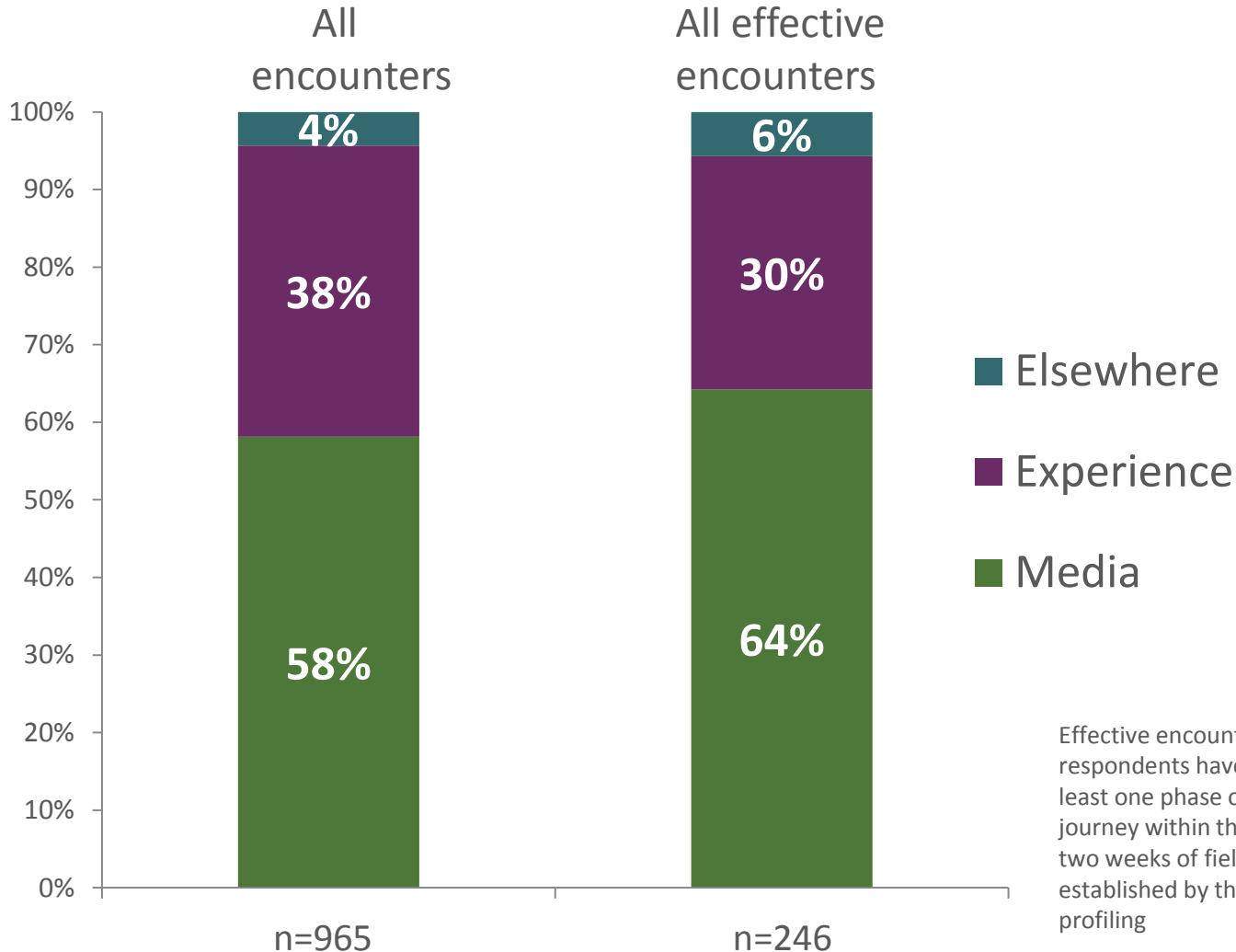
Share of encounters - Perfume



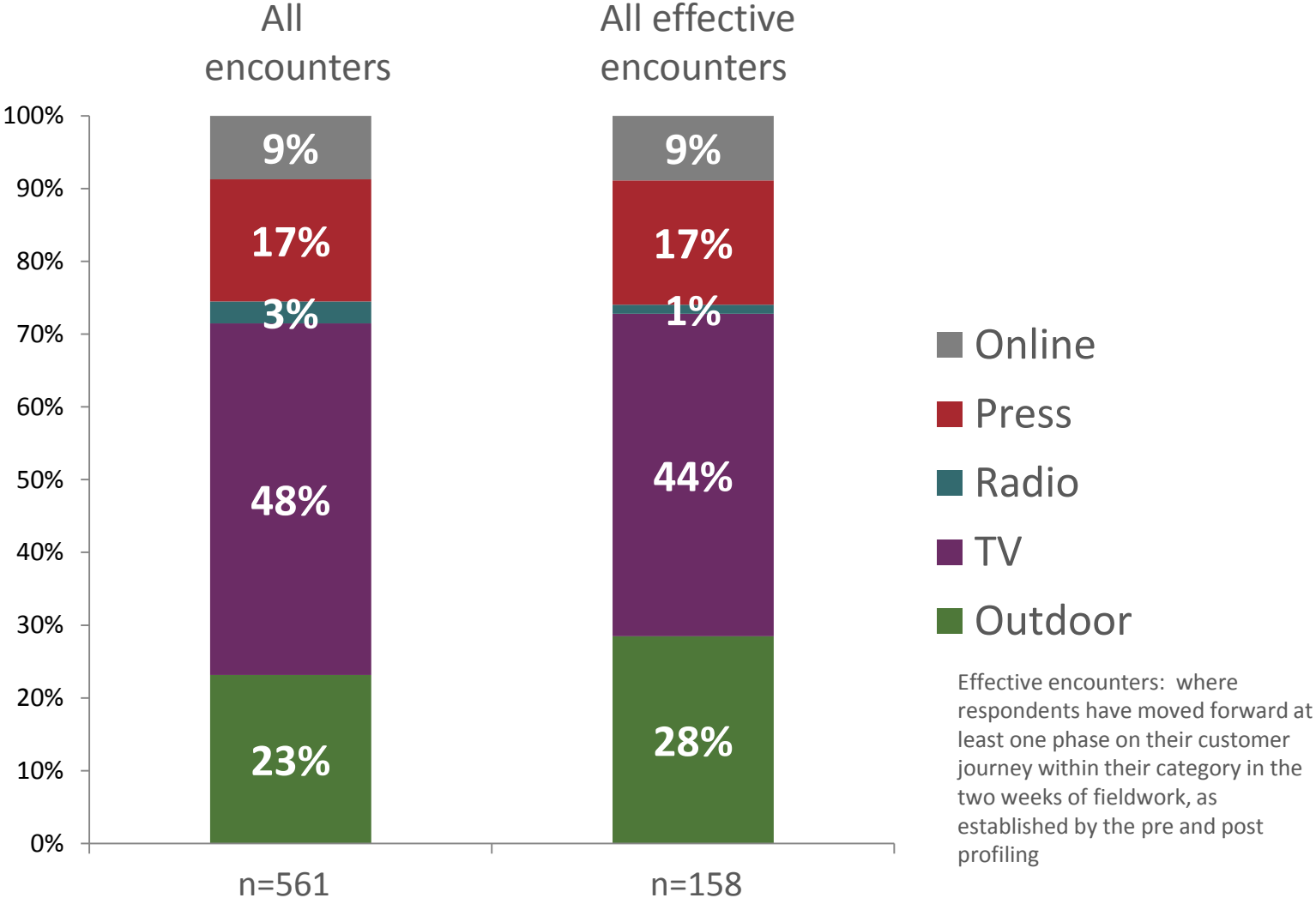
Share of media encounters - Perfume



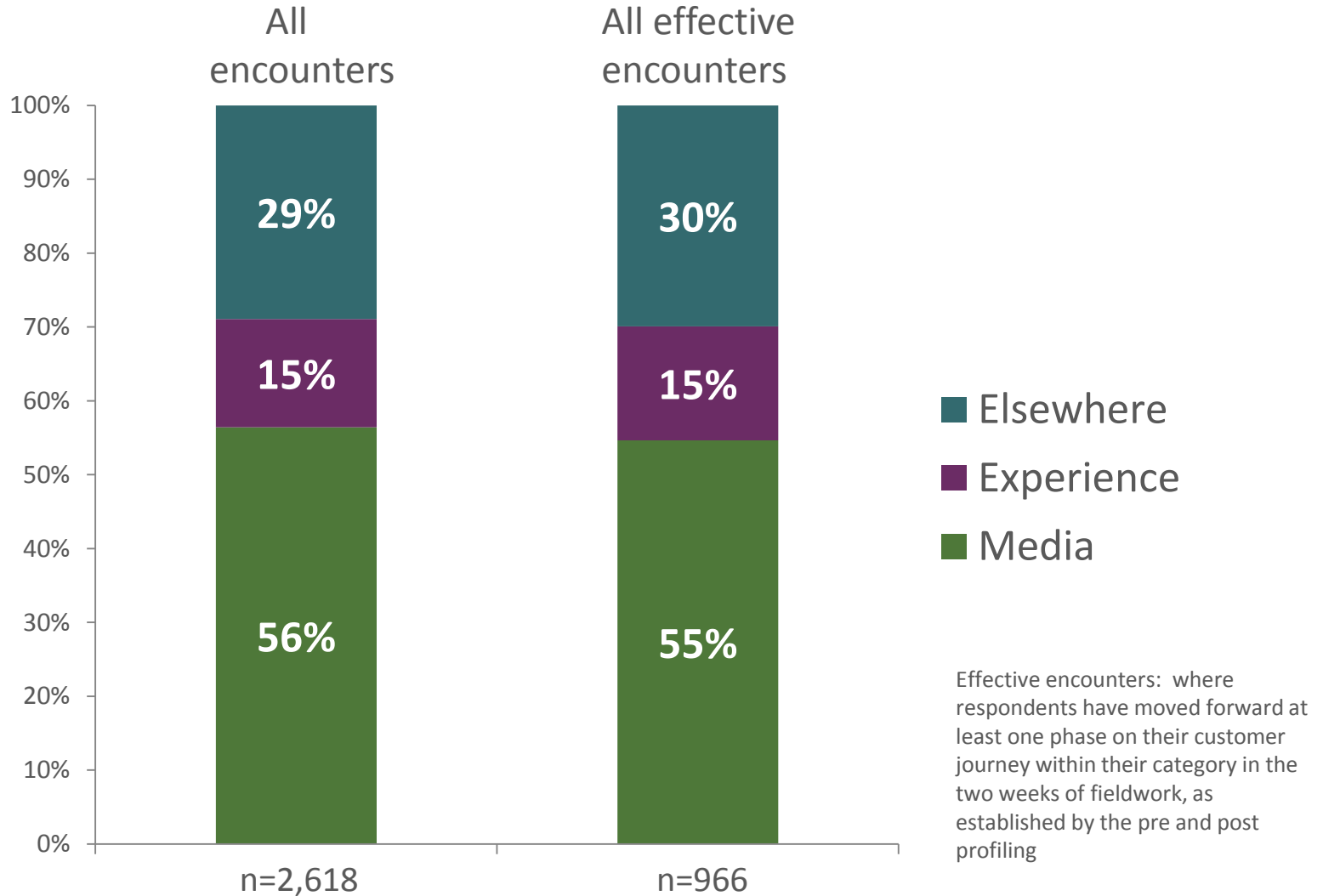
Share of encounters - PayTV



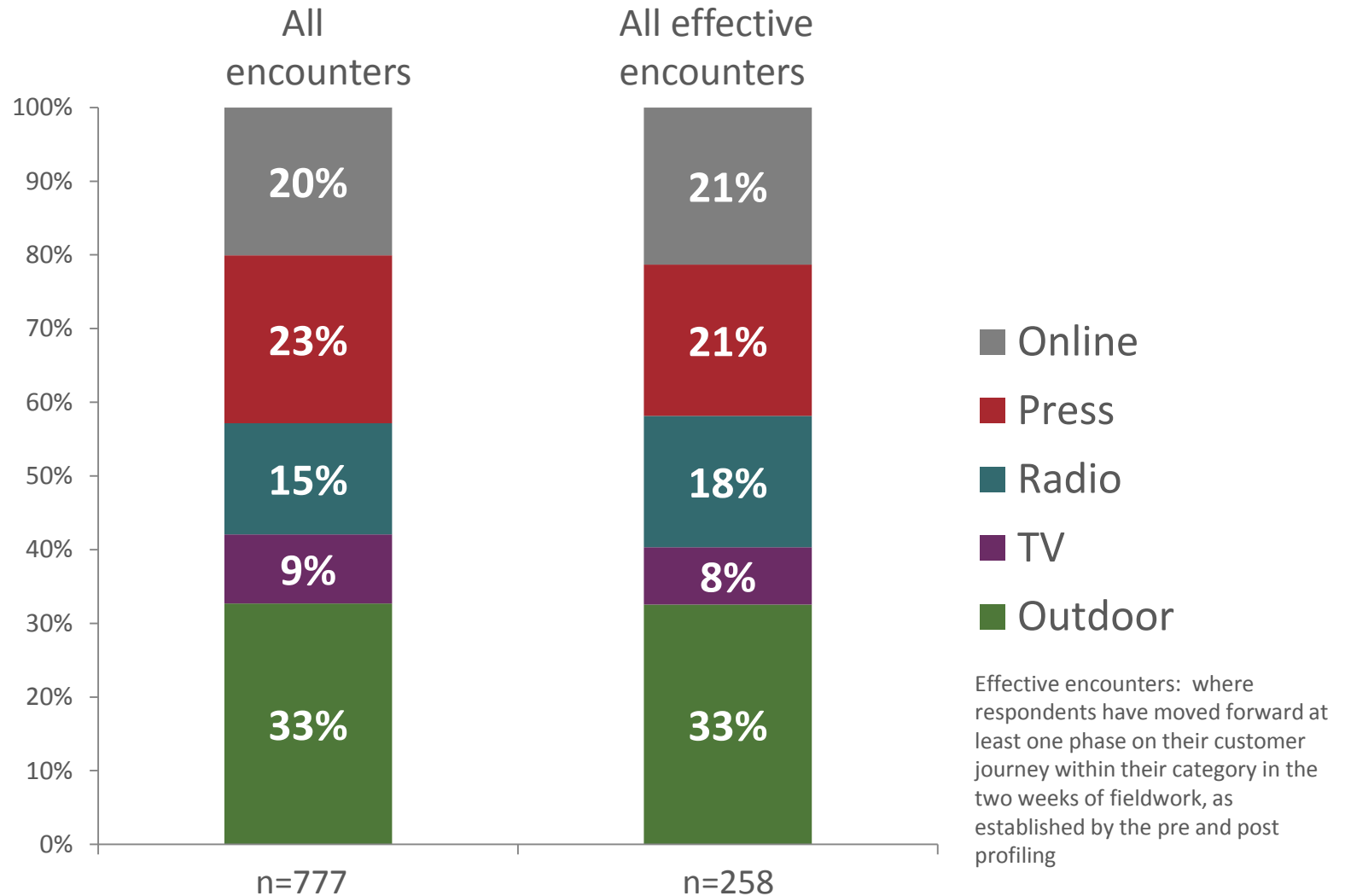
Share of media encounters - PayTV



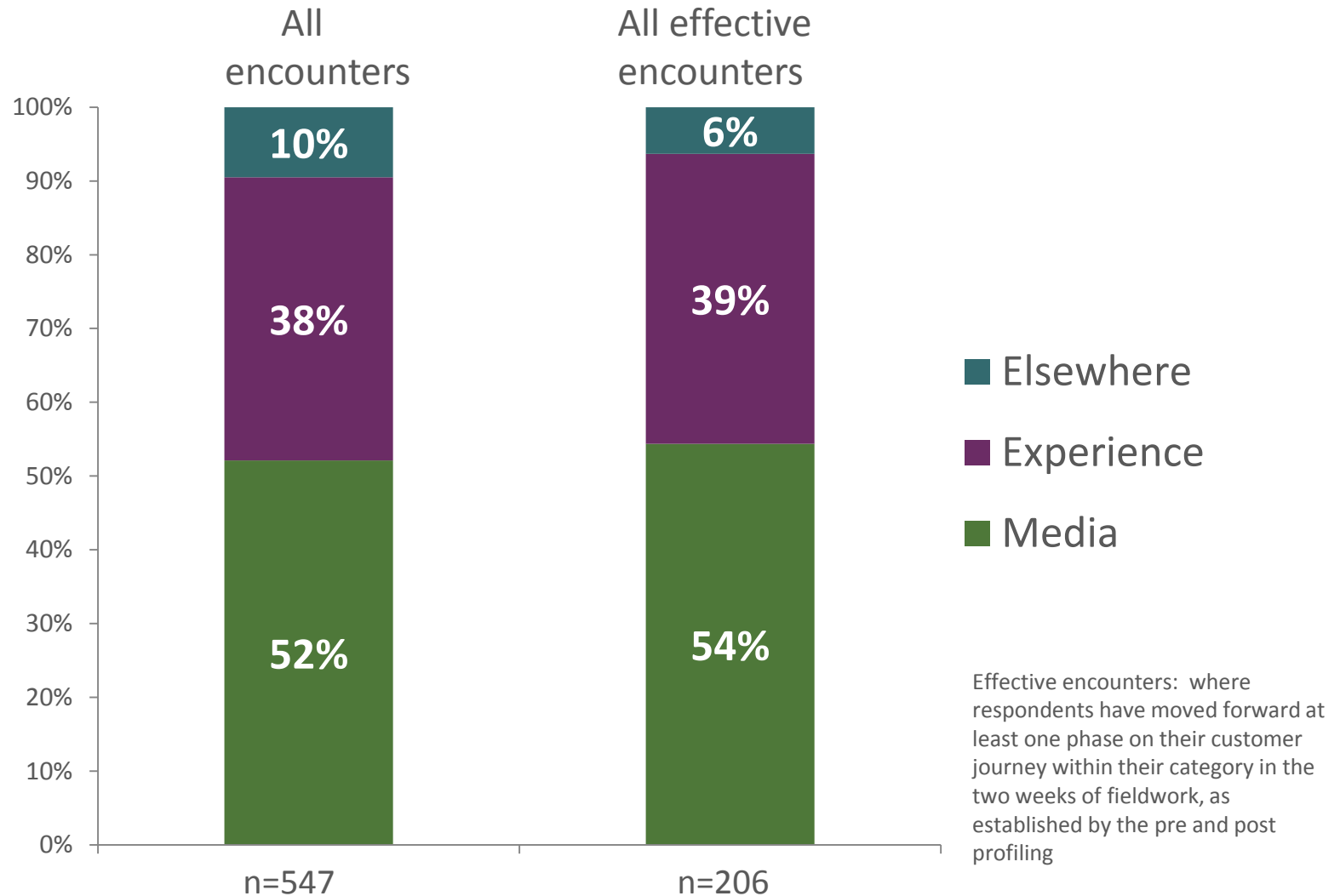
Share of encounters - Fashion



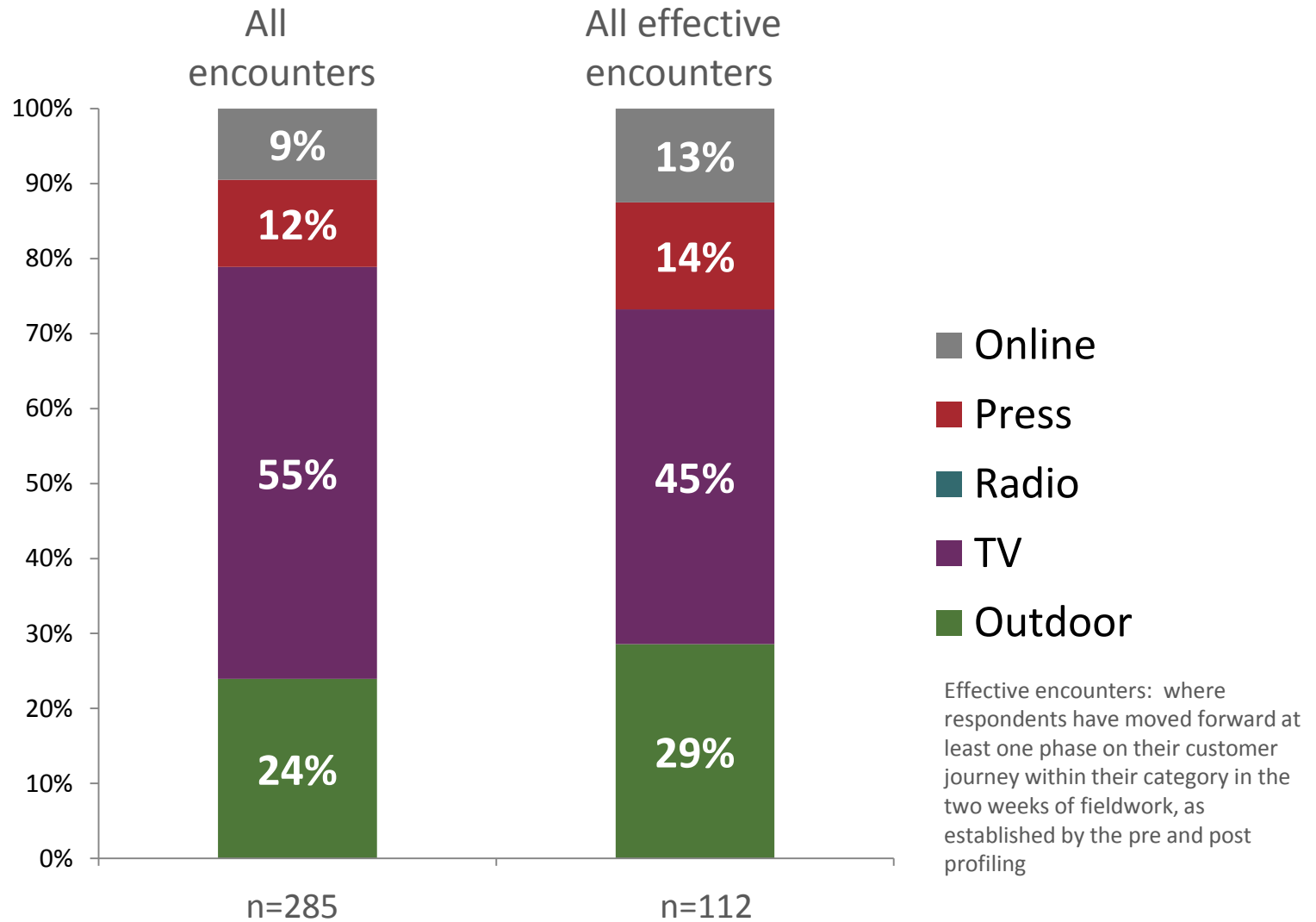
Share of media encounters - Fashion



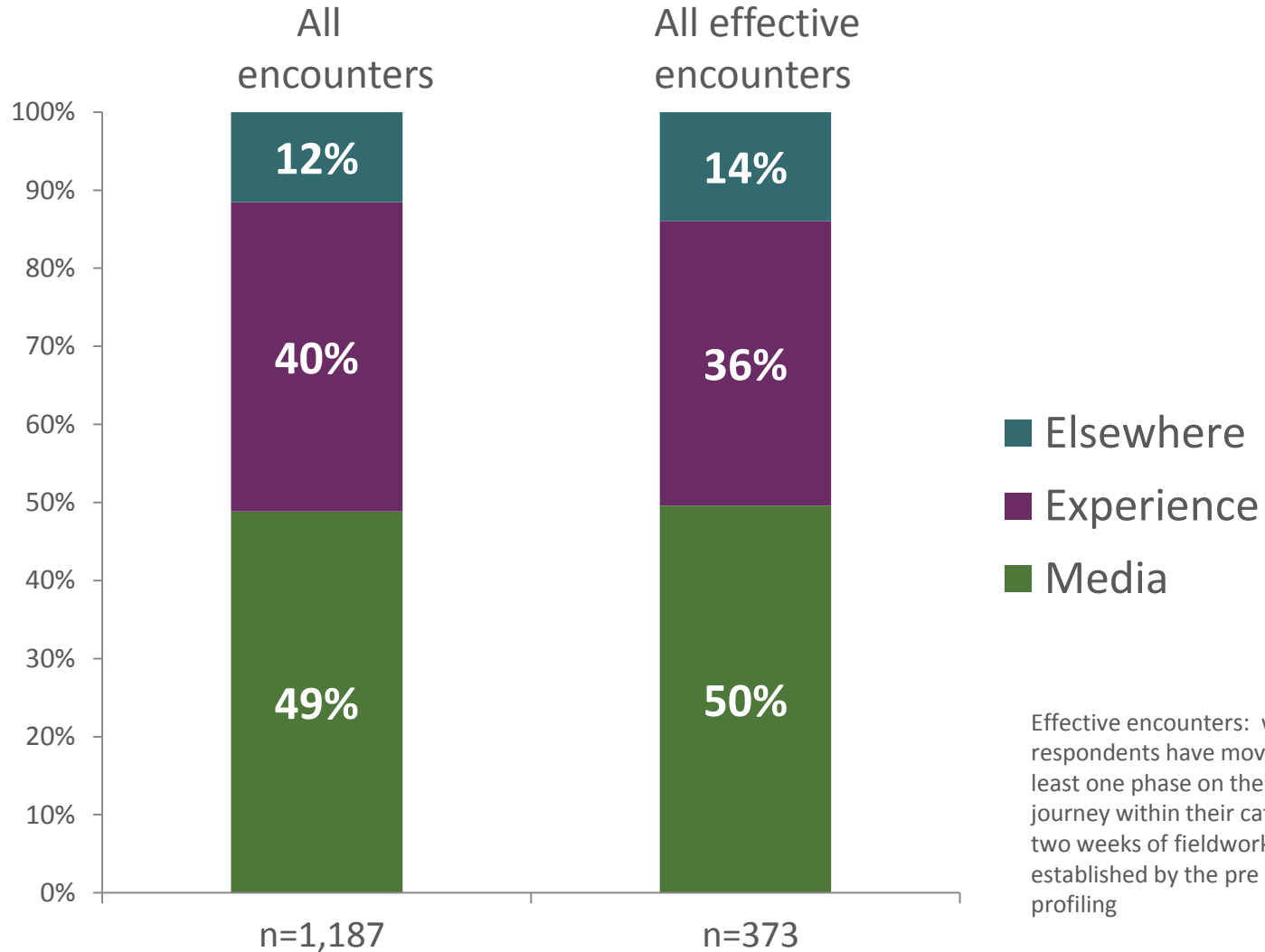
Share of encounters - Finance



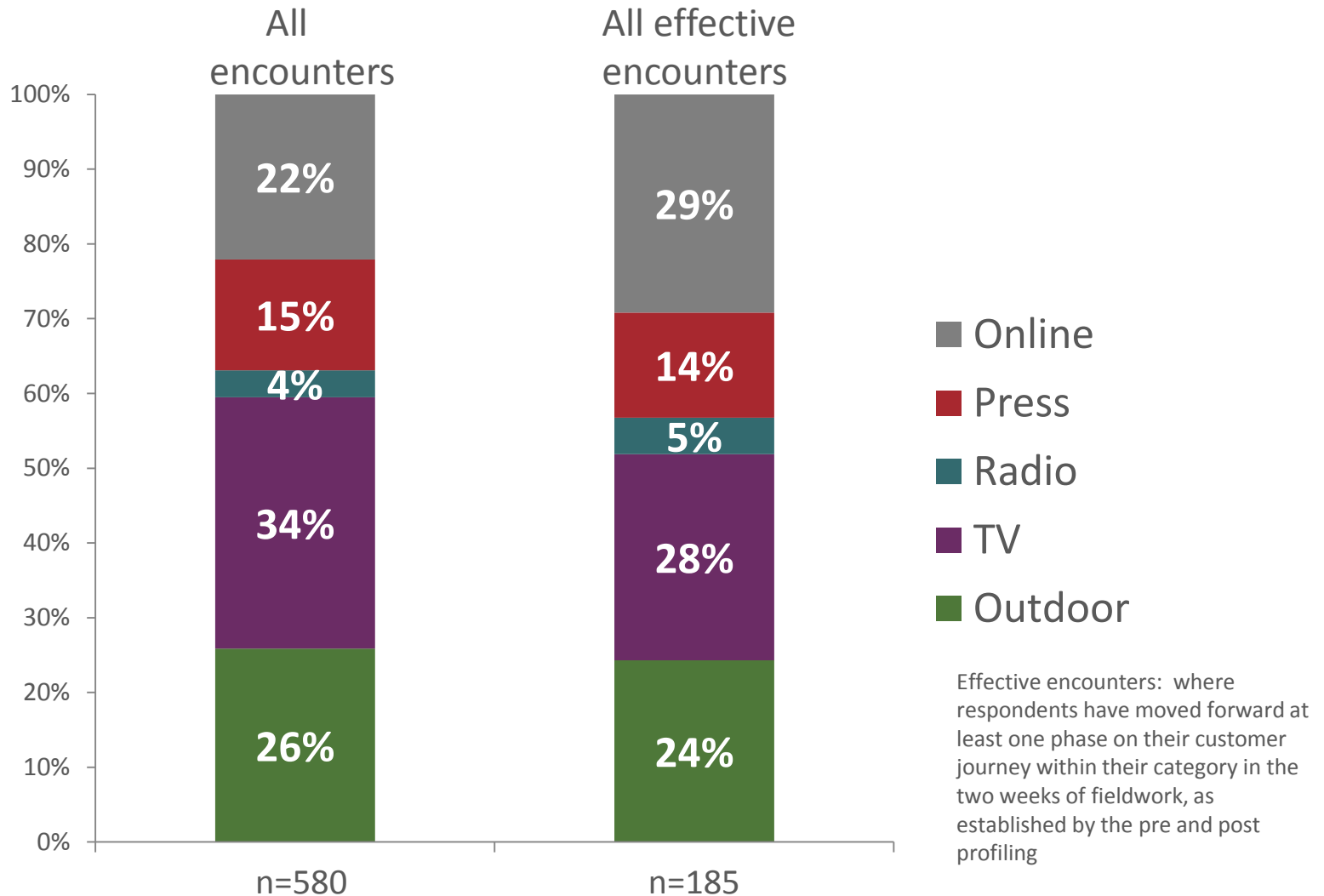
Share of media encounters - Finance



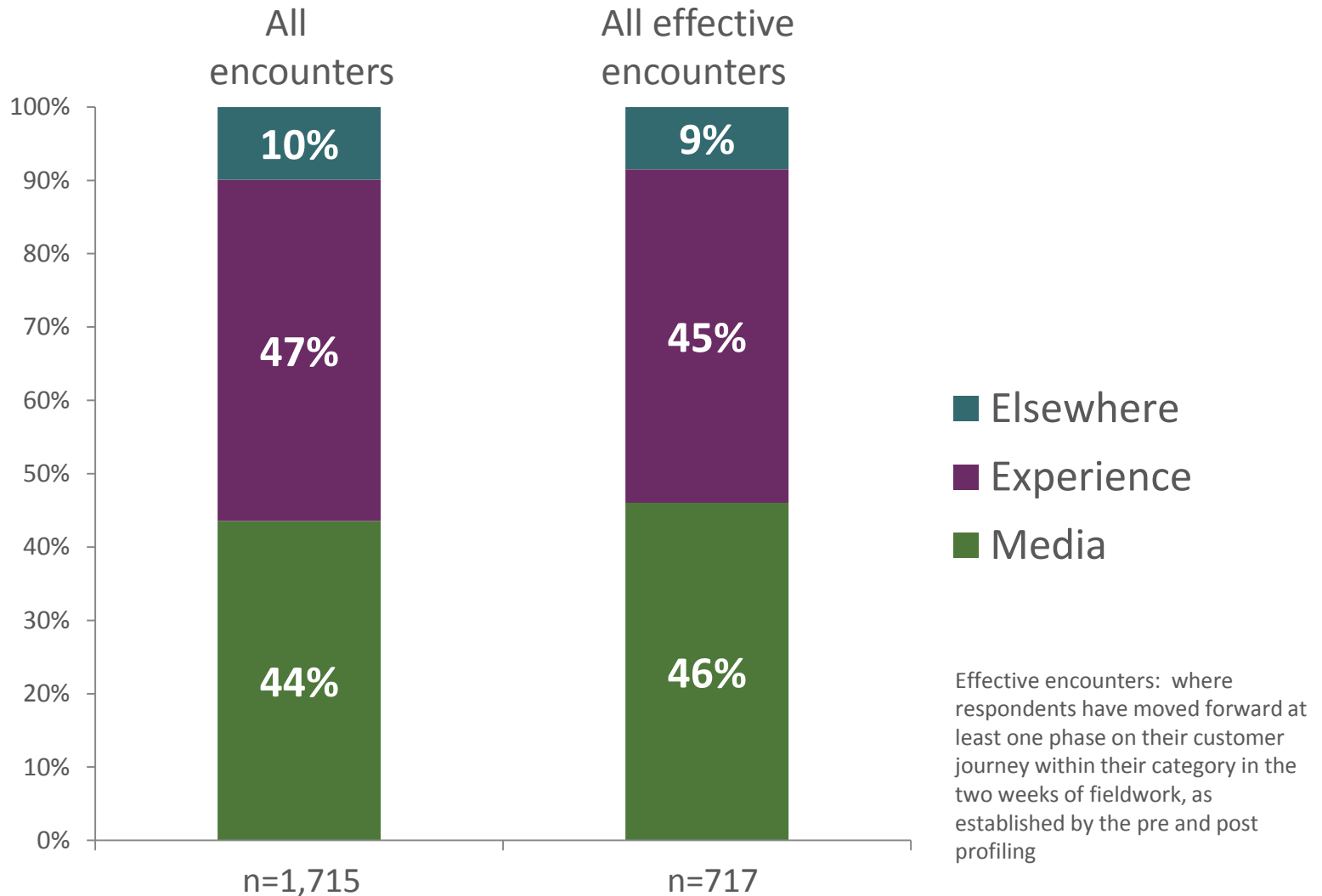
Share of encounters - Travel



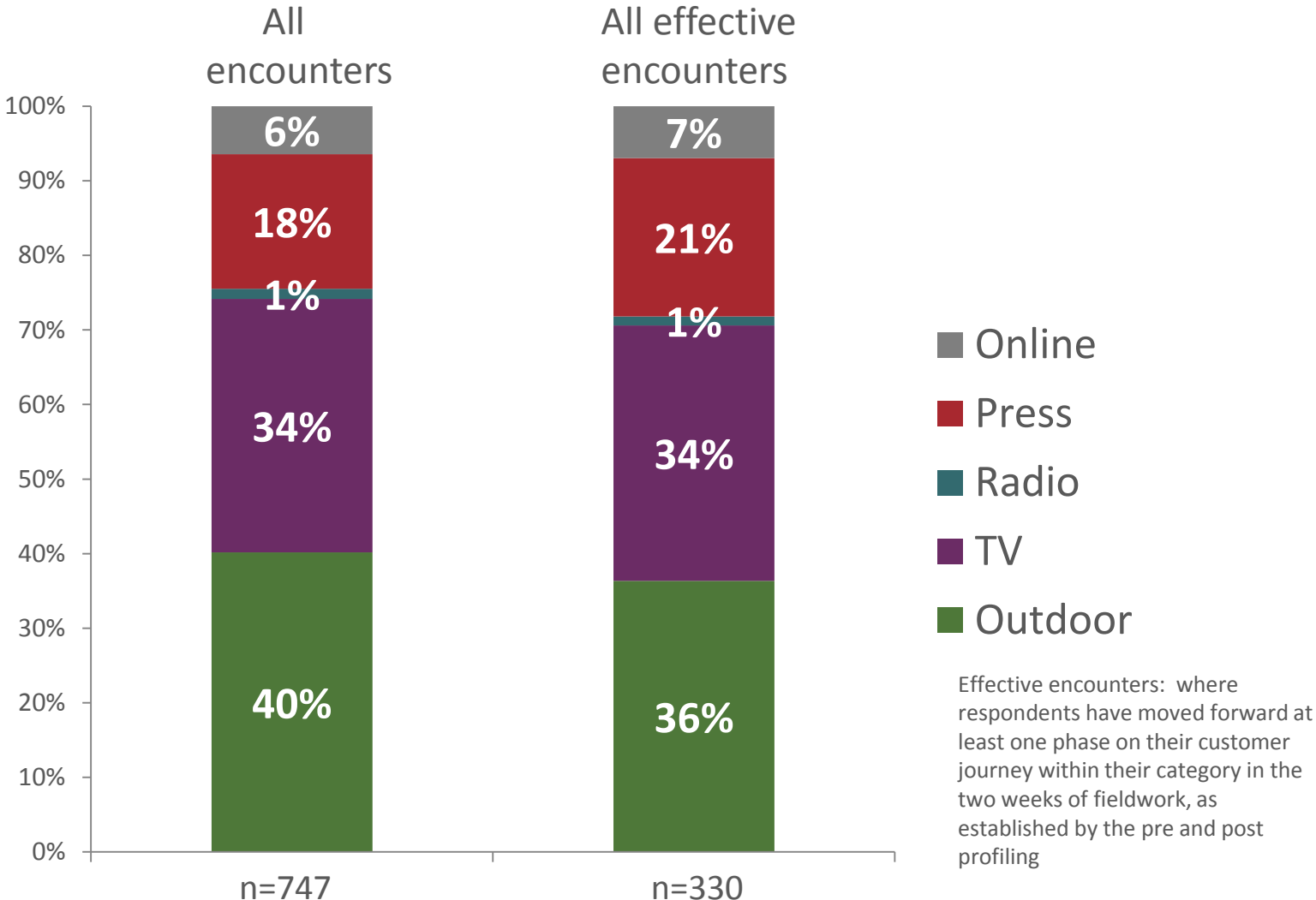
Share of media encounters - Travel



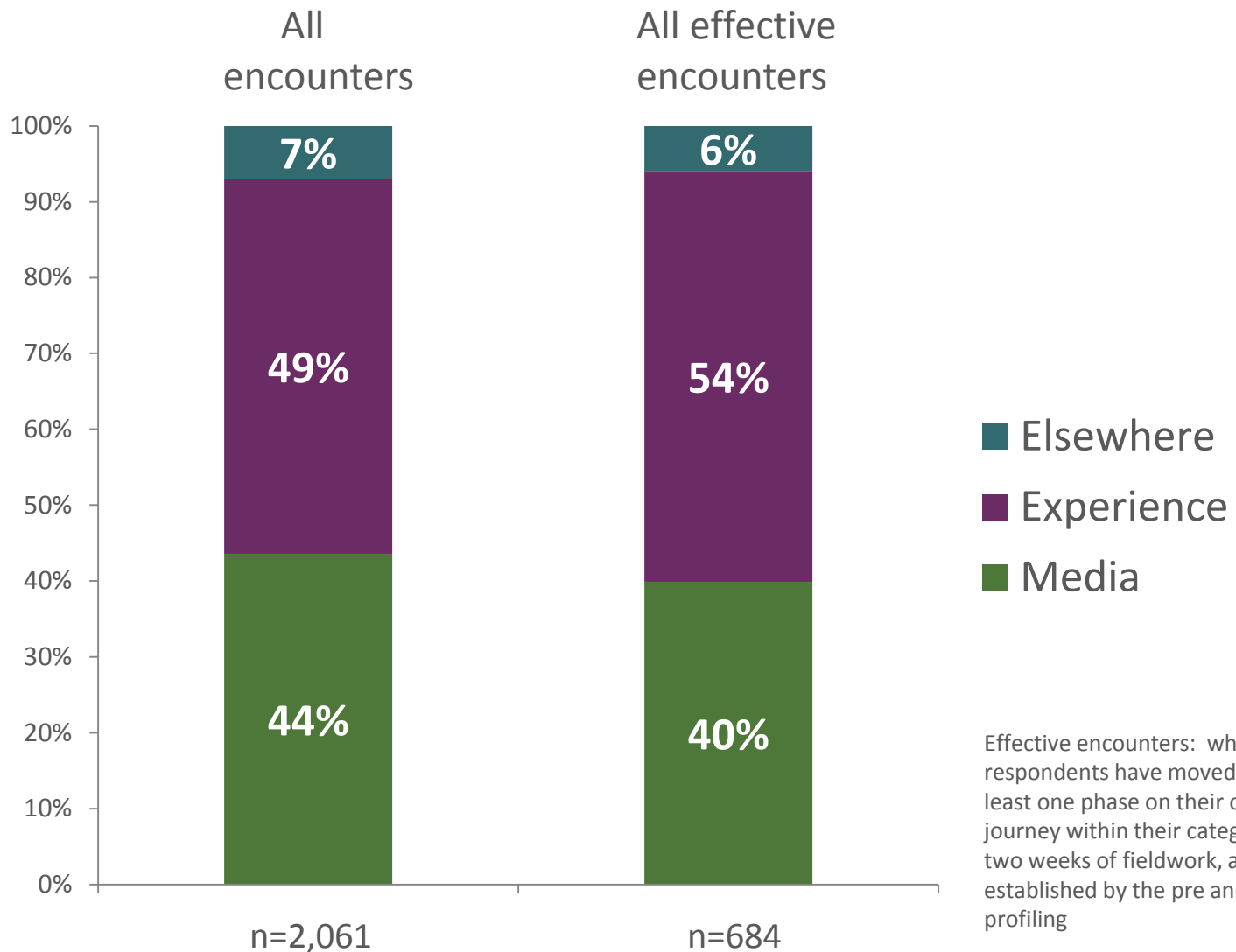
Share of encounters - Drinks



Share of media encounters - Drinks



Share of encounters - Telecoms



Share of media encounters - Telecoms

