



# Your Key to Effective Allocation

The consumer-centric MediaPlanIQ: China is the next plateau in driving ROI. Knowing how consumers are influenced to purchase through consumption of different media categories (including traditional, digital, and in-store) is essential for consumer-centric allocation. It is resource allocation at the beginning that holds the key to increased ROI.

## About MediaPlanIQ: China

For almost a century, marketers have struggled at attempting to estimate or calculate the returns received from their marketing and communication investments. It is resource allocation at the beginning that holds the key to measurement success. The issue in marketing measurement is not how much the firm spends or what media and communication tools it uses. It is whether or not the consumer accepted or internalized those efforts.

By connecting media usage, media influence to purchase in nine product categories, and shopping/consumption data from BIGresearch's China Quarterly survey with advanced proprietary analytics developed by Don Schultz, Ph.D., Martin Block, Ph.D. and Prosper Technologies, advertisers are now able to generate idealized media allocation plans for a broad array of products and services using

## MediaPlanIQ: China.

## About the China Quarterly Survey

The MediaPlanIQ: China was developed using data from the China Quarterly survey. The China Quarterly provides insights on over 15,000 Chinese consumers between the ages of 18 and 54, with a primary focus on upwardly mobile 18-34 year old consumers. This segment represents an estimated population of 360 million, with 184 million being men. This group of digitally connected consumers in a large market for luxury brands with a high potential for sales in other markets. The surveys are conducted online and they cover purchase behaviors, brand preferences, purchase intentions, media consumption, simultaneous media usage, and media influence on purchases.

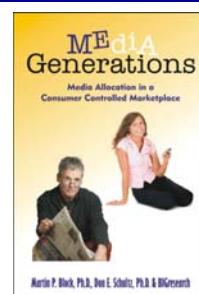
## MediaPlanIQ: China Advantages

- Holistic view of consumers and their media behaviors
- True inter-media usage knowledge (across media categories)
  - Other solutions are intra-media (comparison of vehicles within a media format)
- Only view of media consumption in both online and offline media forms
- Beyond Media
  - Sales promotion, in-store, word of mouth
- Trends—China Quarterly

*Two key questions that advertisers need to ask themselves:*

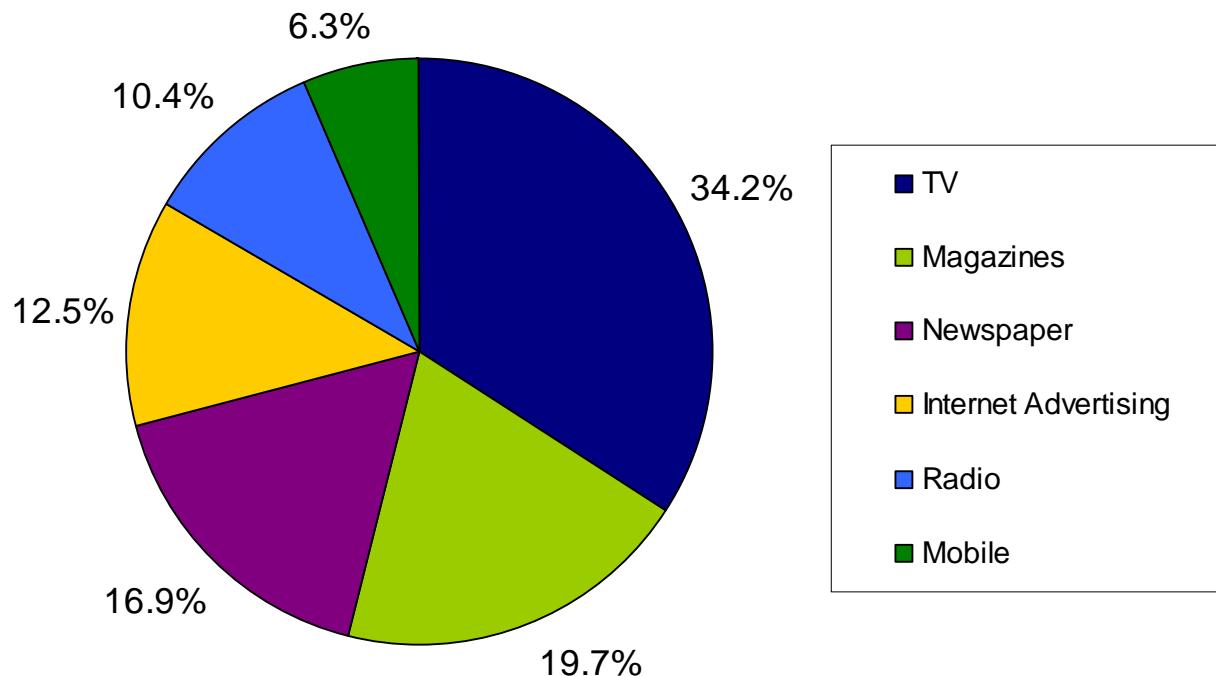
1. *Are they listening to the consumer?*
2. *How well are they allocating their marketing dollars to match what consumers say influences their purchase decisions?*

- Don Schultz, Ph.D.  
Co-Author of *Media Generations*



# Your Key to Effective Allocation

**Chinese Consumers who Plan to Purchase Car/Truck in the Next 6 Months—  
Weighted by Influence and Consumption**



MediaPlanIQ: China allows users to create customized media allocation plans. According to the chart above which was pulled from MediaPlanIQ: China, 34.2% of media dollars should be allocated to TV when trying to influence car/truck purchase intenders to purchase a car/truck. In addition to TV, 19.7% should go to Magazines, 16.9% to Newspaper, 12.5% to Internet Advertising, 10.4% to Radio, and 6.3% to Mobile.

These numbers are based on two key elements: how car/truck purchase intenders are influenced when planning to purchase a car/truck and how car/truck purchase intenders consume media.

MediaPlanIQ: China offers multiple ways to customize your allocation. You can add/delete media types from the media mix (22 available media), customize targeted consumer groups by demos, retail shopping channels, product usage, and more, rename and regroup media types to fit your company language and customize each allocation.