

Targetbase Builds Communications Planning Business

What is holistic communications planning?

Over the years, there have been several shifts in the way the advertising industry has organized:

- Historically there has been a distinct separation between full-service traditional advertising agencies and the direct marketing, promotional and other specialized agencies considered below-the-line.
- In the last 10 years, traditional agencies have begun to separate media planning from the creative side of the agency. As a result, media planning has taken on a more strategic role with clients.
- The next big shift has already started ... the Communications Planning agency.

Communications planning is different from traditional media planning. Communications planning is simply defined as planning marketing spending across all consumer touchpoints ... including traditional above-the-line media such as TV, radio and print, as well as non-traditional below-the-line media such as direct mail, promotions, PR and events.

Holistic communications planning leverages consumer-centric targeting techniques to optimize media spending based on the consumer's media habits and preferences. This approach not only enables clients to optimize marketing spending across all consumer touchpoints, but also when combined with rigorous, standardized measurement helps clients to evaluate results and significantly strengthen their marketing efforts from one planning cycle to the next.

Targetbase has a unique communications planning business model.

Targetbase, an Omnicom Group (OMG) company based in Irving, Texas, has a long history of building consumer knowledge and insights into world-class consumer targeting and CRM programs. Now, Targetbase has built on this solid foundation a new kind of Communications Planning model (see below).

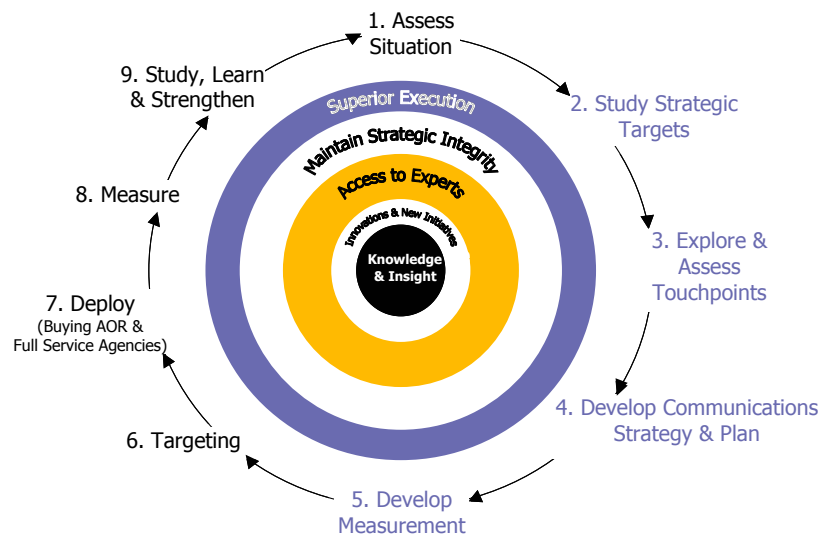
Communications Planning Model			
Planning		Analysis	
Traditional Media Planning (Targetbase)	Non-Traditional Media Planning (Targetbase & Marketing Service Companies)	Consumer Insights (Targetbase)	Media Touchpoint Insights (Targetbase)

The key difference in Targetbase’s approach is the seamless linkage of communications planning and analysis capabilities. In particular, Targetbase’s in-depth understanding of consumers—their needs and motivations, their relationships with categories and brands and their affinity for media types and touchpoints—provides a necessary and superior foundation for communications planning.

In a world where consumers are constantly bombarded with media and messaging, this unique approach gives Targetbase’s communications planners superior consumer knowledge and insight to ensure that its highly-targeted, consumer-centric communications plans not only break through the clutter, but also minimize waste.

Targetbase’s planning model is very adaptive and can work well in virtually any business situation. In fact, it has been designed to seamlessly link and collaborate with multiple marketing services companies that would be responsible for executing plans. Targetbase positions itself as “stewards of the strategy” and its close relationships with marketing services companies ensures that plans are executed correctly, results are accurately measured and programs are strengthened for the next planning cycle.

When asked why a direct marketing agency is entering the Communications Planning business, David Scholes, Targetbase President and CEO replied: “We have always been in the marketing strategy and planning business. The only difference now is that we are simply extending our unique planning model to new touchpoints outside of direct marketing channels and interactive.”



At the core of Targetbase’s communications planning process is consumer knowledge and insight, key historical strengths of the Targetbase business model.

The nine-step planning cycle (see above) begins with a comprehensive situation assessment, then a deep-dive exploration of best prospects and touchpoints. This is



where Targetbase's business model is significantly different from competitive media planning companies. Instead of merely accepting best prospect definitions from the client, Targetbase is actively involved in creating the best prospects definitions as well as determining their media habits and usage.

In particular, Targetbase adds significant value to the best prospects definitions by determining their value to the business. Not all consumer segments or best prospects have the same value, and Targetbase's approach clearly targets the ones that will have the highest return on marketing investment.

Also, Targetbase's highly analytical approach is perfectly suited to developing and executing standardized measurement plans. A critical part of the planning cycle is studying results to ensure that the client has met their financial goals as well as to continuously strengthen their marketing efforts and communications plans.

Targetbase measures its successes using return on investment (ROI) ... how the marketing programs motivate consumers and drive purchases. This is a key difference versus traditional media planning agencies that typically measure themselves on media efficiency (CPM).

Targetbase's longstanding mission has been to turn data into profits ... and this unique Communications Planning model clearly leverages historical strength and positions the company for significant growth in the coming years.

