

Homescan®

A 360° view of consumer behaviour



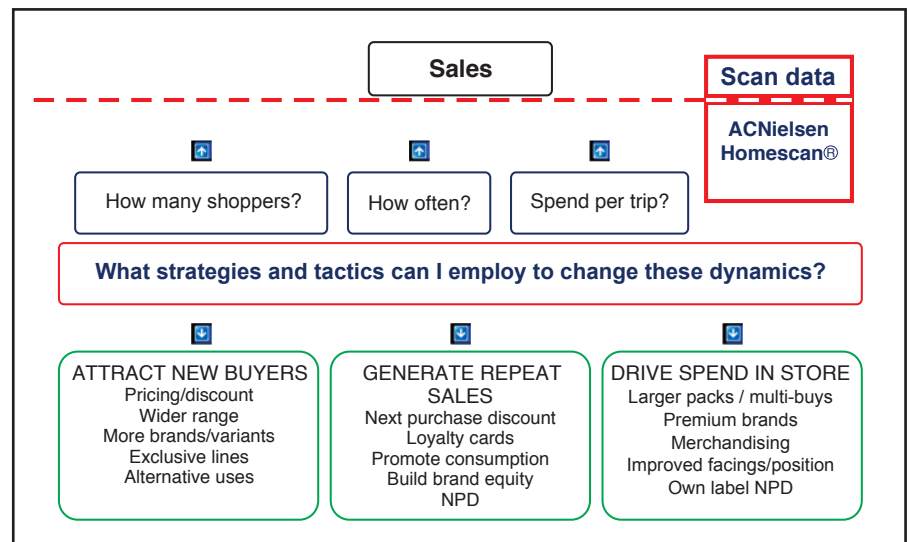
ACNielsen | Homescan® is the essential marketing tool to provide unique, insightful and actionable diagnostic information to understand key drivers of consumer purchasing behaviour.

Homescan, the largest per capita consumer panel in the world, has recently expanded to 10,000 households providing demographically and geographically balanced coverage of the entire nation.

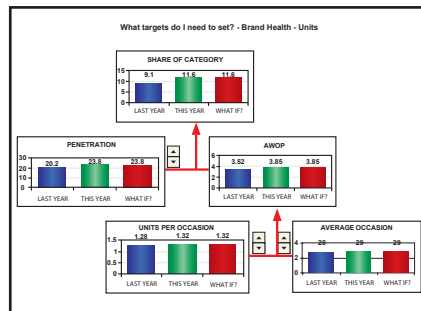
Homescan adds clarity to the scanning picture and thus helps with critical decision making. For example, if brand sales are in decline, Homescan can quantify the consumer behaviour driving this – have you lost buyers, or are your buyers spending less on your products and more on other brands within the category? Should you be trying to attract back your lost buyers or encourage greater brand loyalty?

The Homescan® advantage:

- Data is based on actual scanned purchases, not claimed purchasing behaviour
- Continuous longitudinal trend information. The same households are measured over time so that you can accurately judge the impact of your initiatives and react accordingly
- Actionable data driven by speed of reporting and easy to use software
- Complete and representative data. All channel and unique grocery coverage including Aldi
- Consultative information from accredited consumer panel experts.

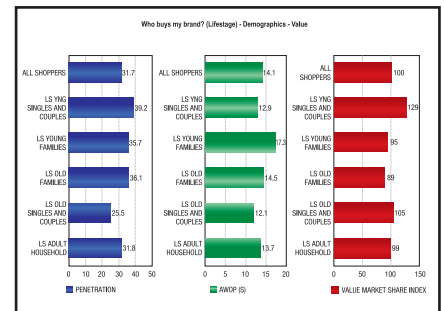


Homescan® can address many of your business questions



Category and brand health

- How do I grow my brand share – do I focus on attracting more buyers or encouraging them to spend more?
- Can I get my buyers to buy more often or should I launch a larger pack size?
- How often should I promote – am I giving my brand buyers time to repeat purchase?



Buyer demographics

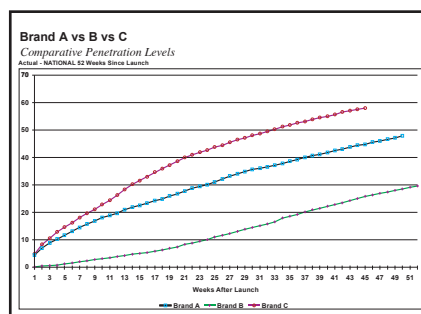
- Who is buying my brand?
- Is my advertising achieving its desired reach?
- Should I change my communication strategy to appeal to a different group?
- Can we change our product mix to attract the category's heavier buyers?

For more information on how Homescan® can benefit your business, please contact your ACNielsen account manager or phone:

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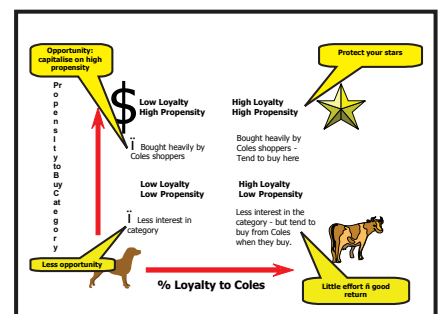
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Measuring trial and repeat for new products

- How many households have trialled my new brand and how does this compare to others?
- Are we converting trialists to repeaters and therefore does the product have a long term future?
- Should we continue to support the launch?
- Are we contributing to category growth?



Retailer shopping dynamics

- Are my brand buyers important in driving store traffic?
- Are my buyers a close match to the retailer demographic?
- Should we be using more in-store tactics to grow sales or will above-the-line support produce better results?
- Are we contributing to category growth?