



Ad Dynamix All Media

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www.addynamix.co.uk

Ad Dynamix is the most powerful advertising expenditure and creative monitoring tool available. We use cutting edge technology to give you access to advertising monitoring data plus creatives over the last 5 years. You can easily create reports, view and download a comprehensive archive of creatives across all media.

Emailed creative alerts ensure you are the first to know when, where and what competitors are advertising. Dynamic reporting for power users enables fast, flexible and precise analysis of trends, brands and campaigns across all media and sectors. You can instantly produce formatted reports and build automatic PowerPoint presentations.

You can track thousands of advertisements, not available any where else. No more hours of leafing through piles of magazines or trying to remember which channel an ad went out on, Ad Dynamix does all the hard work.

You get a complete picture of the advertising marketplace across national, consumer, regional and financial press, TV, Radio, Outdoor, Cinema, Internet, Direct Mail and Door Drops.

Advertiser Spend Summary
Filters: Abbey National Competition (Advertiser)
Dates: 01 Jun 2006 - 30 Jun 2006

Abbey Natl PLC	2,135,076
FALLANCE & LEICESTER PLC	2,474,186
BARCLAYS BANK PLC	1,565,247
HALIFAX PLC	5,167,714
HSBC BANK PLC	3,206,494
Lloyds group of items	2,620
LLOYDS TSB PLC	3,478,310
NATIONWIDE BS	1,804,067
NATWEST	554,735
Grand Total	20,388,502

Advertiser Market Share Graph
Filters: The media type(s) TV, Dates: 01 Jun 2006 - 31 Dec 2006

COI COMMUNICATIONS (0.85%)
SFS FURNITURE PLC (0.84%)
HELLOO COMPANY OF GB LTD (0.74%)
LOREAL ODDEN LTD (0.46%)
MASTERFOODS (0.46%)
NESTLE (0.50%)
PROCTER & GAMBLE LTD (19.47%)
RECHOTT BENICHER LTD (10.31%)
UNILEVER UK LTD (66.92%)
VAUXHALL MOTORS LTD (0.72%)

Reporting Ad Dynamix
Media Research | Admin | Filters | Reporting | Wizard | Help | Log Off | Home

1. Name of report

2. Down the Side
2A Select Criteria
2B Select Criteria
2C Select Criteria
2D Select Criteria
2E Select Criteria

3. Across the Top
3A Select Criteria
3B Select Criteria
3C Select Criteria

4. Measures

	Expenditure	Incidence
This Year	<input checked="" type="checkbox"/>	<input type="checkbox"/>
% Vertical	<input type="checkbox"/>	<input type="checkbox"/>
% Horizontal	<input type="checkbox"/>	<input type="checkbox"/>
Last Year	<input type="checkbox"/>	<input type="checkbox"/>
% Vertical	<input type="checkbox"/>	<input type="checkbox"/>
% Horizontal	<input type="checkbox"/>	<input type="checkbox"/>
Year on Year	<input type="checkbox"/>	<input type="checkbox"/>
Year on Year %	<input type="checkbox"/>	<input type="checkbox"/>

5. Filters

Holding Company: All Holding Companies
Advertiser: All Advertisers
Sales Territory: All Sales Territories
Agency: All Agencies
Category: All Categories
Date: All Dates
Media Owner: All Media Owners
Media Region: All Media Regions
Media Type: All Media Types
 Cinema Direct Mail Internet Old Internet Outdoor Press Radio TV

6. Time period
The Period: Year | Month | Day | From: 01 Jun 2006 | To: 30 Jun 2006

7. View
Export to Excel | Sun to HTML

All this means that you can measure competitive activity and market performance more accurately. You can identify and target new sectors, track agency buying plans, and save time & resource with no need for in-house tracking.

To find out more about how Ad Dynamix can help you monitor your competition, contact your account handler or our New Business Team.