



The **MTM Measurement Group** delivers innovative solutions for measuring the effectiveness of your experiential, event marketing or Out-of-Home advertising campaigns. Utilizing our proprietary audience and impression measurement technologies, electronic data capture tools and in-field fulfillment teams, we provide customized solutions that verify your results and allow you to demonstrate your return on investment.

**Target Your Audience.
Measure Your Results.**

Audience Measurement.



The MTM Measurement Group's audience measurement platform provides information and data never before available. Our systems allow advertisers, agencies and event marketers operating in the Out-of-Home space to:

- Measure actual audience exposure to a marketing display or ad.
- Measure engagement within an event footprint or in proximity to a product display.
- Measure the true effectiveness of their campaigns.
- Quantify and report the actual return on their marketing and advertising investments.

Actual Opportunity-to-See

Rather than relying on audience estimates or gauging audience size through sampling and extrapolation, we place leading-edge video and infrared technologies in the field to collect actual audience size and characteristics data for our clients.

Using our proprietary machine learning measurement software, we quantify and verify this data, resulting in easy to use reports that are available to our clients in real-time over the Internet.

Multiple Applications

Our cutting edge infield audience measurement appliance and audience analysis software has a wide range of indoor and outdoor measurement applications:

- People counting at events - total counts or counts within client defined areas of interest.
- People counting at promotional and marketing stations, or in proximity to advertising and product displays.
- Traffic flow analysis and vehicle counting in proximity to all forms of Out-of-Home advertising (indoor & outdoor billboards, electronic displays, etc.).



Audience size and traffic flow measurement for Pepsi at the Daytona International Speedway.



MTM Measurement Group's audience measurement appliance is used to measure your results at any indoor or outdoor location.

Impression Measurement & Quality Analysis.



Counting the size of your audience is a baseline capability for the MTM Measurement Group, but we don't stop there. Our proprietary measurement solutions allow advertisers, agencies and marketers the ability, for the first time, to understand how many actual impressions are generated by their ad, marketing event or campaign. We provide insights into the quality of those impressions by tracking ad exposure duration and by analyzing the interaction of your target audience with your ad or marketing display.

Dwell Time - Engagement

Our approach to advertising impression measurement involves tracking which members of your audience linger and interact with your message, and for how long.

Our proprietary machine learning technology can track the interaction duration between an individual, or members of an audience, with any marketing

Dwell Time	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	Total
0.0 - 0.5 min	52	120	356	427	430	396	578	559	334	210	3462
0.5 - 2.0 min	12	25	42	65	54	48	52	30	22	15	365
2.0 - 5.0 min	3	10	17	25	38	12	9	19	21	2	156
> 5.0 min	0	3	2	1	12	0	0	2	6	3	29
Total	67	158	417	518	534	456	639	610	383	230	4012

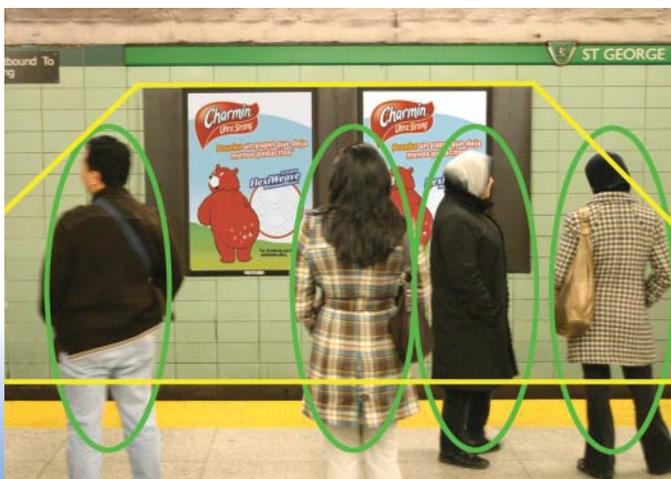
footprint, static or electronic, indoor or outdoor Out-of-Home advertising media on the market today.

Impression Counts & Impression Quality

Is an advertising impression or engagement achieved when a person simply passes by your display, or does it matter if the person actually looks or interacts with your content or product?

The MTM Measurement Group's approach to advertising impression measurement is to track which members of your audience interact with your display and are engaged by your message.

This approach to impression measurement results in reports for our clients that go beyond simple audience opportunity-to-see counts, and provides insight into the quality of the impressions themselves, including data describing how many people interacted with the advertising media, event foot print or product display, when they did so and for how long.



MTM Measurement Group impression counting – analyzing dwell time in proximity to Out-of-Home advertising.



MTM Measurement Group impression quality analysis – measuring audience interaction and engagement with Out-of-Home advertising.

Impression Measurement & Quality Analysis.



Demographic Analysis

What is more valuable? An impression made on a member of your target audience or an impression made on a person who is not a consumer of the goods or services being offered?

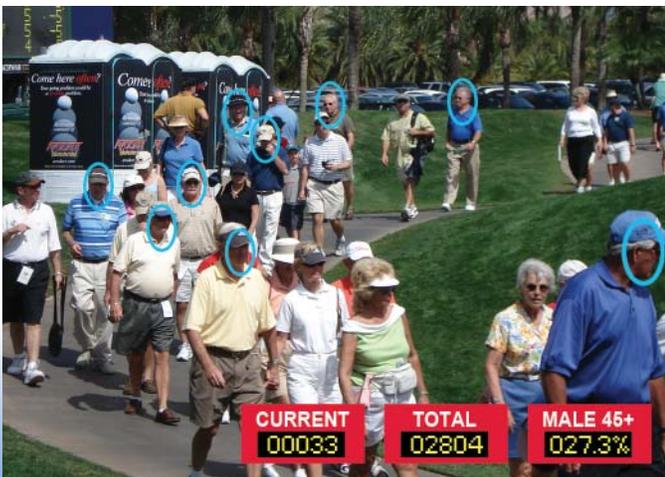
Our approach to impression measurement is informed by the knowledge that quantifying and qualifying advertising and event marketing impressions is good, but verifying the demographic makeup of the audience on which those impressions are delivered is better.

And our clients agree. That is why the MTM Measurement Group's proprietary video measurement technology has been engineered to identify demographic traits as it detects, tracks and measures targeted audiences.

This approach to impression analysis allows us to deliver reports to our clients that go far beyond impression count and quality data, and cut to the heart of whether your campaign successfully is reaching your target audience.

The MTM Measurement Group does this by analyzing and verifying the demographic make-up of the audience interacting with your advertising or marketing display. Our proprietary video measurement analysis solution can be configured to isolate members of your indoor or outdoor target audience based on:

- Age Markers
- Gender Markers
- Ethnicity Markers
- Content Reaction



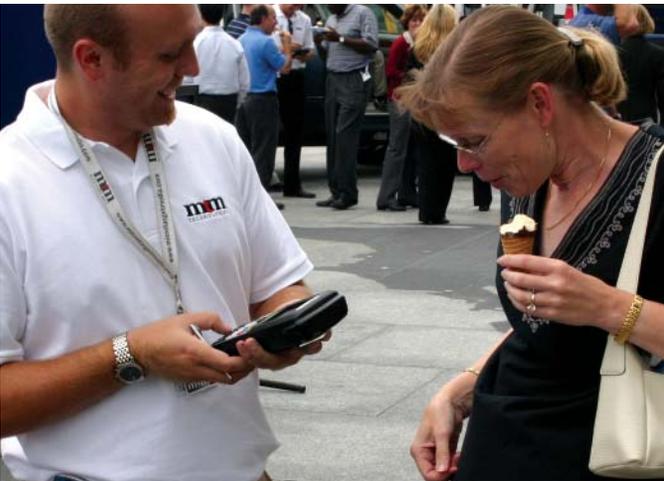
MTM Measurement Group impression measurement solutions can be configured to identify and track audience demographic characteristics of interest as specified by our clients.



EDC, Lead Gathering & Activation.

A rapidly growing number of our clients are implementing in-field marketing and promotional campaigns to increase brand and product awareness, conduct consumer surveys, capture leads and drive customer traffic to retail locations.

This segment of Out-of-Home represents another area of focus for the MTM Measurement Group. By leveraging the maturation of electronic data capture (EDC), RFID and barcode technologies we have developed a range of customizable handheld product offerings in this space.



MTM Measurement Group's in-field Electronic Data Capture, lead gathering and customer activation solutions deployed at GM experiential marketing events across the United States.



Surveys & Transactions

The MTM Measurement Group's handheld computing platform automates the in-field collection of your lead data. Our solution eliminates keying errors and reduces the time required to collect data by incorporating scanning and OCR (Optical Character Recognition) technologies.

Our lead capture solutions can run stand alone, or they can be combined with our customer activation, surveying and transaction processing applications. Our clients can run these themselves or they can be deployed by MTM in-field fulfillment teams.

Activation & Tracking

When RFID and barcode technologies are layered on top of our handheld computing platform, truly automated customer activation and tracking becomes possible.

When a member of your target audience is provided with an MTM RFID or bar code-enabled coupon, at a marketing event or product sampling, our solution gathers and securely stores data regarding each of your target consumers. Subsequently, our system tracks the redemption of each coupon, including the location and date where the offer was redeemed.



In-Field Fulfillment and Reporting.

Audience Measurement Tracking Vehicles

Our proprietary audience measurement, electronic data capture and activation technologies are available to be deployed anywhere in North America, thanks to our state-of-the-art AMTVs and our in-field fulfillment teams.

An AMTV measures impressions under any weather condition with minimal set-up time. A 40' vertical boom holds high performance video cameras that capture events within client defined areas. This video is fed through our proprietary software systems to automatically extract vital information and provide customers with invaluable feedback regarding the impact of their campaign.

The AMTV onboard workstations support all mobile command center operations:

- The control and coordination of all deployed technologies, from RFID-enabled customer activation tools to ad effect measurement systems.
- The analysis of video and other sensor data.
- Onsite presentation of real-time event data.
- The integration of performance measurement and business intelligence systems with the MTM Measurement Group's unique solutions to offer comprehensive, user-friendly performance reporting.



Web-Based Reporting & Analytics

The MTM Measurement Group's innovative solutions provide Out-of-Home advertisers, agencies and marketers audience impression measurement and demographics data never before available. But data is just data, and if decision makers don't have the tools to turn their data into actionable, result-driven information, then the real value inherent in that data is lost.

That is why the MTM Measurement Group provides customized reporting portals summarizing the raw data we collect. More importantly, we work



with our customers to organize the most pertinent information to conform with client specified key performance indicators.



The MTM Measurement Group's in-field fulfillment teams use the AMTV to develop audience and impression measurement data and reports for the GM Hard Day's Work Tour.



Turnkey Measurement and EDC Solutions.



The MTM Measurement Group is the leading provider of turnkey audience impression measurement and electronic marketing solutions in the event marketing and Out-of-Home advertising market today.

Our solutions resonate with advertisers, agencies and marketers who find themselves under increasing pressure to verify their advertising campaign results and demonstrate a return on their marketing investments.

We work with customers in North America and Europe to develop turnkey solutions tailored to meet their specific ad measurement and electronic marketing data collection needs.

Our growing roster of clients includes General Motors Corp., Saturn, GM R*Works, Toyota, Procter & Gamble, PepsiCo, International Speedway Corporation, Mobile Marketing Solutions and the Game Day Management Group.

Technology Enabled Measurement

Our custom solutions are built on a robust suite of patent pending platforms:

- The MTM Measurement Group delivers solutions for measuring audiences and Out-of-Home

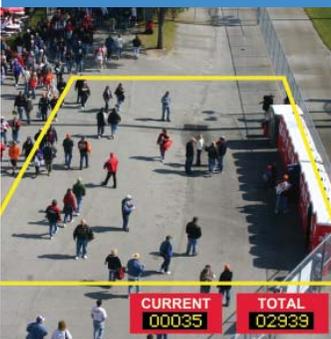
advertising campaign effectiveness. Our proprietary machine learning technology identifies demographic traits as it detects, tracks and measures your target audience.

- Our innovative audience measurement appliance allows our infield teams to deploy and measure your results at all indoor and outdoor event marketing and advertising locations.
- We use the latest in electronic data capture, RFID, GPS and barcode technology, to automate in-field marketing campaigns with our lead capture, couponing, surveying, customer activation and electronic transaction applications.
- Our state-of-the-art analytics & reporting package provides real-time information in user-friendly, secure client portals, allowing key decision makers in your organization immediate access to the data they need to verify results.

Quantified Results

To find out more about the MTM measurement Group, please contact your sales representative.

Audience Measurement Applications



Impression Measurement Applications



EDC, Lead Gathering & Activation Applications



In-Field Fulfillment



Web-Based Reporting & Analytics Available in Real Time



Contact your sales representative to find out more about the MTM Measurement Group.

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SAATCHI & SAATCHI



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Toyota Cup - Engines of Change

The Toyota Cup – Engines of Change Series is a platform of sponsored triathlons and running events designed to create a relevant, distinct brand resonance and advocacy for Toyota’s Hybrid Synergy Drive® brand among the community-driven, influential endurance athlete audience.

Business Challenge

Toyota and their Agency of Record Saatchi & Saatchi required a solution to gather data and metrics and compare the relative success of the individual events which made up the program, calculate ROI, and demonstrate and report to senior management the overall impact of their sponsorship, event marketing and brand awareness program.

Business Solution

The MTM Measurement Group seamlessly integrated its proprietary video audience measurement solution with the Toyota Cup – Engines of Change 40' x 40' event expo presence.

Results

MTM’s proprietary audience measurement technology was used to quantify:

- the size of the opportunity-to-see audience & walk-by traffic
- the number of impressions generated by the Toyota Cup – Engines of Change 40' X 40' event expo presence
- the percentage of walk-by traffic which converted into interactions with product displays within the event footprint
- the percentage of walk-by traffic which converted into engagements with display vehicles within the event expo footprint

MTM’s Electronic Data Capture solution was used to automate Toyota’s brand awareness surveys.

The survey, measurement and metrics data forms the basis of MTM’s Comparative Event Index. Saatchi & Saatchi used MTM’s Event Scorecard and Executive Reporting Dashboard to deliver the individual event and overall program results to Toyota senior management.



MTM measurement technology integrates seamlessly with event footprint.



MTM’s EDC solution automates survey data capture for Toyota Engines of Change.



Secure client portals provide executive summary and detailed measurement reporting.



Target Your Audience. Measure Your Results.

Pepsi 400 - Pepsi Stage

The Pepsi 400 at the Daytona International Speedway is a marketing platform the company uses to reach the influential and highly-sought after NASCAR audience. Pepsi executes a number of experiential events at the race each year, highlighted by driver appearances at the Pepsi Stage. During specified times throughout the race weekend, attendees are provided the opportunity to meet their favorites Pepsi-endorsed NASCAR drivers, take pictures and get autographs.

Business Challenge:

Pepsi required data and metrics to analyze and demonstrate the interest generated and impact of the driver appearances at the Pepsi Stage, calculate ROI and communicate the overall success of the program to senior management.

Business Solution:

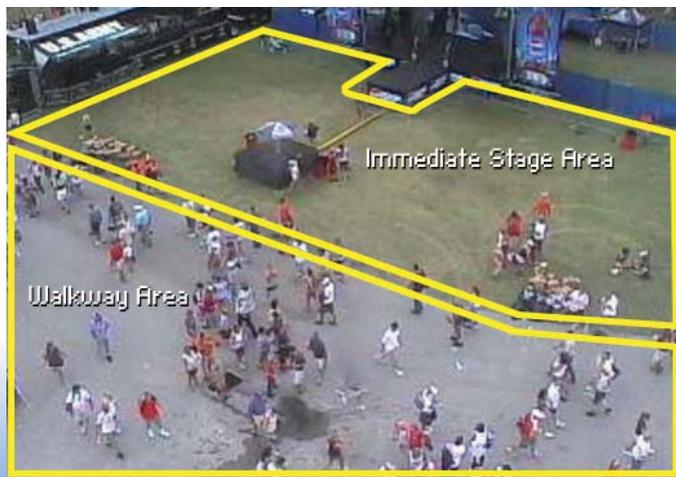
The MTM Measurement Group seamlessly integrated its proprietary video audience measurement solution with the Pepsi Stage NASCAR display, to monitor and compare pre-event, event and post-event traffic.

Results:

MTM's proprietary audience measurement solutions were used to quantify:

- the size of the walk-by/opportunity-to-see audience
- the number of impressions generated by the Pepsi Stage display
- the percentage of walk-by traffic which engaged the Pepsi Stage during driver appearances

The measurement and metrics data gathered was fed into the MTM Measurement Groups' event scorecard and executive reporting dashboard, which was used to report individual event and overall program results to Pepsi senior management.



Walk by traffic monitored with MTM video measurement solutions pre-event and post-event.



Walk by traffic and audience size monitored during Pepsi NASCAR driver appearances.



Nicorette



Target Your Audience. Measure Your Results.

Spevco - Nicorette

Spevco is a pioneer in the experiential live marketing arena and has evolved into a dynamic operation specializing in innovative and exhilarating mobile marketing exhibits, experiences and consumer entertainment facilities.

The company takes great pride in its "NASCAR roots" and is the industry leader with regard to all aspects of this high powered experiential marketing platform.

Spevco designs, manufactures and provides the "heavy lifting" of diverse mobile systems and successful mobile programs for agency partners and brand clients, including Nicorette.

Business Challenge

Spevco was selected by Nicorette to build their mobile marketing exhibit for the 2008 NASCAR season.

Nicorette required data and metrics demonstrating the impact of their mobile marketing exhibit at the Pep Boys Auto 500, to calculate ROI and communicate the overall results of the program to senior management.

Business Solution

The MTM Measurement Group, using proprietary solutions, provided an audience measurement solution which integrated seamlessly with the Spevco designed Nicorette NASCAR display. The solution was noted for its easy of set-up and teardown, key considerations on any mobile marketing program.

Results

MTM's proprietary audience measurement solutions were used to quantify:

- the size of the opportunity-to-see audience & walk-by traffic
- the number of impressions generated by the Nicorette NASCAR mobile marketing exhibit
- the percentage of walk-by traffic which entered and engaged with product displays and representative on the Nicorette exhibit footprint

The measurement and metrics data gathered was fed into the MTM Measurement Groups' event scorecard and executive reporting dashboard. The system was used by Spevco and Nicorette to report individual event and overall program results to senior management.

Based on the success of the Nicorette program, Spevco now makes the MTM Measurement Group's audience measurement solutions available to all customers of its mobile marketing solutions.



Walk by traffic monitored with MTM video measurement solutions during event.



Fundraising, Powered by MTM.

Israel Cancer Research Fund

The Israel Cancer Research Fund (ICRF) is a charitable organization with operating chapters in the United States, Canada and Israel. Since its inception, the ICRF has raised more than \$33 million for cancer research.

Business Challenge

The Toronto chapter of the ICRF hosts fundraising events throughout the year. The organization receives its entire income from private donations, and is always looking for ways to maximize the fundraising opportunity at its events.

However, event fundraising has its challenges, including:

- Small window of opportunity during each event
- Inefficient process to collect credit card payments
- Lack of insight into total sales until post event
- Insufficient controls for volunteers handling large amounts of cash
- Contributor identification for post event fundraising

Business Solution

The MTM Measurement Group provided a comprehensive technology solution for the ICRF that met these challenges and maximized the fundraising opportunity at the inaugural "Men of Distinction" event.

The ICRF utilized MTM's Electronic Data Capture platform to automate raffle ticket sales during the event. Volunteers selling raffle tickets were trained on and operated handheld computers equipped with

scanning technologies to collect the information required to efficiently process credit card and cash transactions. In addition, bar-coded raffle tickets were issued which uniquely identified each attendee who purchased a raffle ticket.

An onsite fundraising dashboard was provided to allow ICRF event coordinators real time insight into total ticket sales, volunteer performance, and the amount of cash float.

Results

MTM's results exceeded the ICRF's expectations. Compared to a recent similar event, volunteers powered with MTM fundraising tools were able to execute more total transactions and raise more total funds despite having 33% fewer volunteers. The MTM powered volunteers, on average, were able to execute 59% more transactions and as a result raised 58% more money. Post event, synchronization of the event data into ICRF's database was seamless. The resulting micro targeted list of ticket purchasers has augmented the ICRF's database providing new leads to be pursued through post event fundraising.



MTM Measurement Group's mobile handheld computing device.