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Marketing
International

Accelerated Performance through Research



Phoenix
Healthcare



Cholesterol Ad Performance Index (AdPi) Audit

Revolutionizing Ad and Brand Tracking In Healthcare

The Cholesterol Ad Performance Index (AdPi) Audit, recently launched by Phoenix Marketing International, provides an entirely new approach to evaluating your advertising and brand performance in the marketplace. The Audit takes a “category” approach to tracking. It includes all brands and broadcast advertisers in the category and indexes your performance against category norms as well as against individual competitors.

Results are tracked every month so you can make quick decisions on both pre-launch and post-launch advertising. Large monthly sample sizes provide precise, accurate projections of the brand and business growth delivered by your advertising.

The Audit is designed to overcome the deficiencies of your current ad and brand trackers: specifically, clear **linkage** between creative drivers, media spending, ad recall, persuasion and response.

Phoenix is the only company in the marketplace that has built advertising databases, predictive models and ad scores which take all of these elements into account. AdPi Audits are now being conducted across fourteen different consumer and business categories including healthcare.

Audit Supports Three Strategic Initiatives

- Ad Optimization: making the best and most efficient use of your marketing dollars every month by identifying which ads are working as well as which ads aren't working
- Ad Contribution: evaluating which ads in your campaigns are contributing most to recall, persuasion and response

- ROMI: what return your marketing is delivering in short-term sales and long-term growth in brand value

Key Benefits For Clients

- Turnkey solution: you can get started next month
- Cost effective, subscription-based service
- Monthly reports customized to your specifications
- Trend analysis, access to large ad and media databases
- Creative AdPi scores that accurately predict in-market advertising performance
- In-Market AdPi scores that accurately predict ROI
- Relevant norms
- “Real Time” competitive intelligence
- Advertising best practices based on rich historical database with 3+ years and millions of ad observations



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Survey Design

- Monthly online study consumers diagnosed with the condition
- 1,500 total surveys per month
- Advertising evaluated represents 100%+ share-of-voice for national TV, print, radio and digital advertising in the cholesterol category
- Clients can insert additional free ads per month
- Survey consists of three sections:
 - Brand leading indicators for all brands
 - Advertising recall, response and ratings
 - Actions taken as a direct result of the advertising

Deliverables

- All reports are customizable to meet your specific needs
- Proprietary questions on your brand attributes and ad messaging are inserted into "flex" modules and reported only to you

Accelerated performance through research.

Phoenix Healthcare is a division of Phoenix Marketing International, one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the healthcare, financial services, consumer package goods, automotive, and travel and leisure industries worldwide. Phoenix offers advanced advertising and brand measurement along with direct marketing expertise. Phoenix has offices in Rhinebeck (NY), New York City, Salisbury (MD), Chicago, Miami, Detroit, Horsham (PA), Somerset (NJ), Boston, Durham (NC), and London.

Phoenix offers a unique combination of expertise methods and consulting services, combining primary and syndicated marketing research expertise with database analytics and modeling proficiency. Applying this information assists clients in improving the profit dynamics of their business.

For more
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