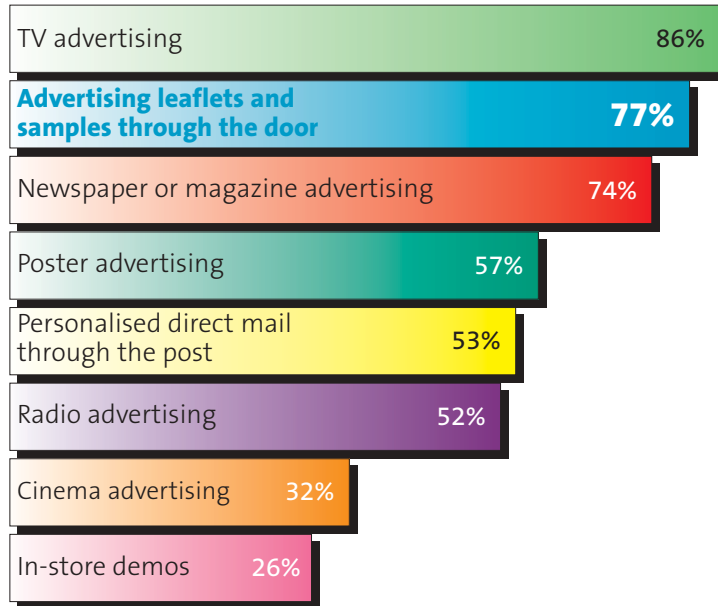


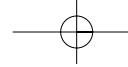
Door drops get noticed more than almost any other medium

Next to TV, door drops are the medium most people remember having seen, outperforming press advertising, posters, cinema, radio and direct mail. But it's not just a question of being noticed. Readership leads to response and consumer reaction to door drops regularly outperforms other media. Because the medium offers unlimited flexibility, it is an ideal tool to support promotions or regional advertising campaigns.

Which of the following have you seen or heard over the last two months?

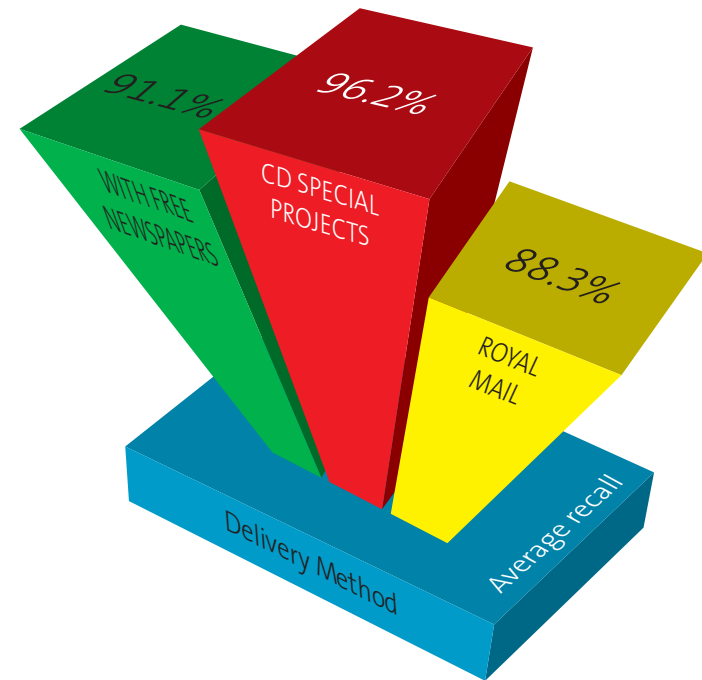


Source: BMRB Omnibus Survey December 2003. All adults 15+ (weighted sample 1960)



Door drops consistently achieve the highest recall levels

Door drops are one of the few media where you can actually measure impact. Random validation backchecks carried out by companies like Stepcheck, Frontdoor and SynergismESA show that door drops consistently achieve remarkable levels of efficiency from the main delivery methods – CDNewshare 'with free newspapers' and CD's distributors. Doorstep interviews and consumer response analysis provide effective and economical methods of measuring consumer awareness and campaign participation.



Source: Stepcheck 2004 Efficiency/Recall Scores 'On target, on time.'

