

For Immediate Release

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ADVERTISING IMPRESSIONS FOR JAPANESE CARS
SPEED PAST DOMESTIC AND EUROPEAN AUTOMAKERS' CAMPAIGNS
DURING FALL 2007

Research report shows importance of gathering and interpreting data from multiple platforms to get accurate read on effectiveness of advertising campaigns

SAN MATEO, Calif., Nov. 26, 2007 – Even with the home court advantage, U.S. automakers had a hard time keeping up with their Japanese counterparts when it came to reaching U.S. consumers, according to the results of a research report released today by Integrated Media Measurement Inc. (IMMI), a leading provider of data to media companies and advertisers that links media exposure to consumer behavior.

The research, which was collected by monitoring actual individual ad exposure in 6 key markets, also shows that marketers advertising on multiple platforms need to look at combined data, in this case television and radio, to get a true assessment of the effectiveness of their campaigns.

Japanese auto manufacturers reached on average 22 percent more audience than U.S. automakers and 27 percent more than European manufacturers. The study was based on the number of times car ads were seen by consumers in New York, Houston, Denver, Chicago, Los Angeles and Miami on both television and radio during August-October 2007.

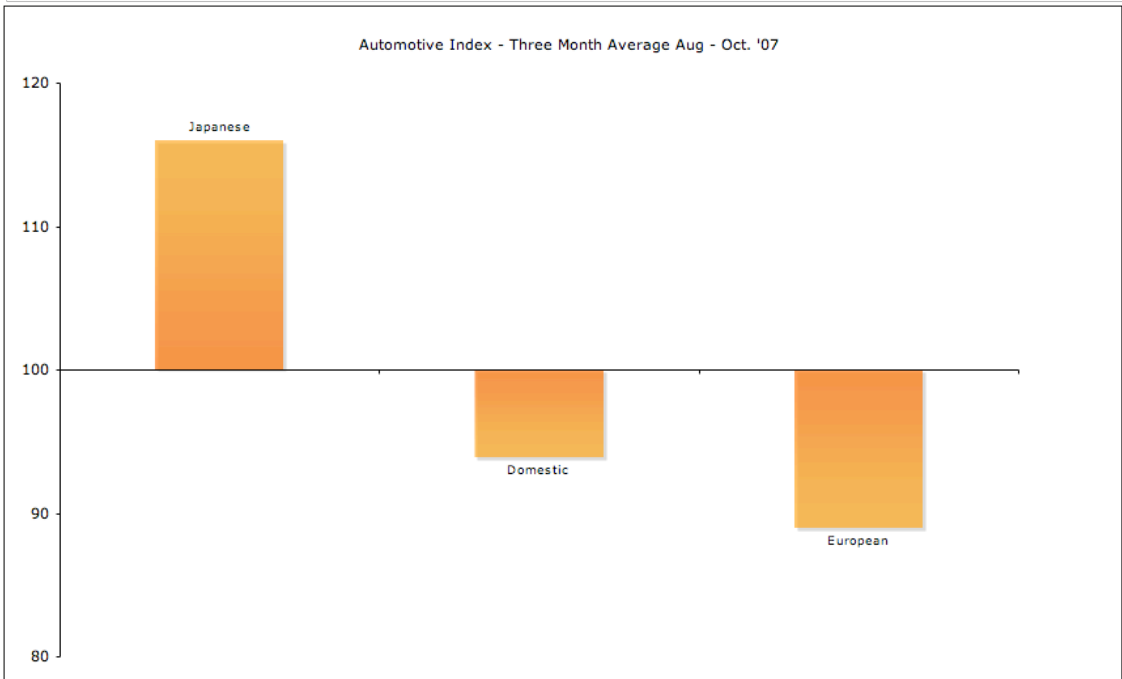
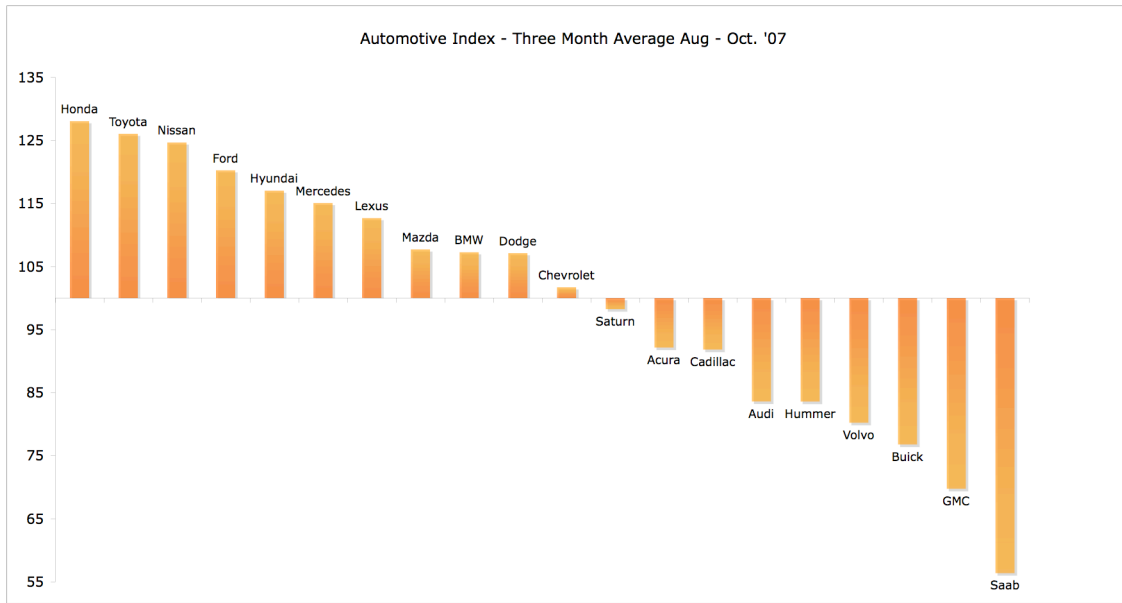
The automaker with the greatest number of overall net impressions on both radio and television was Honda, which garnered 28 percent more reach than the average of all the other automakers combined. Mazda had the most television net impressions at 37 percent above the average and BMW was an overwhelming leader in radio with 239 percent more impressions than the average.

When it came to effectively using a cross-platform strategy, Ford had the highest percentage increase in their overall unique audience when adding a second medium, in this instance radio. Ford showed a 37 percent increase in their overall reach when the number of radio impressions were factored into their television numbers.

“Looking at just radio, or just television, does not give advertisers a true sense of their campaign’s performance,” said Amanda Welsh, head of research for Integrated Media Measurement Inc. “Rather than looking at isolated data, which will yield an incomplete picture, marketers need to implement a cross-platform measurement strategy to evaluate the effectiveness of campaigns that are on multiple platforms. In addition to providing a more accurate analysis, this will also give marketers insight on how to use their budgets more efficiently and exponentially increase their reach by exploiting the synergy between media platforms.”

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Following is a ranking of auto manufacturers included in the study, as well as averages for Japan, the U.S. and Europe. 100 represents the average index number for all manufacturers; the amount each number falls above or below 100 is the percentage above or below the industry average that manufacturer placed and the distance between manufacturers is the percentage difference in the number of impressions made by each.



Following are the leading manufacturers in each medium. The numbers in the radio and television columns show the total percentage for each medium (i.e., Ford's 214 in radio shows that Ford had 114 percent more reach than the study average; likewise, Honda's 92 shows Honda had 8 percent less reach than the industry average). The change over television column shows the overall percent increase in total reach when radio was added to the television numbers.

Brand	Radio	TV	Cross Platform	Change over TV only
BMW	339	73	107	34
Ford	214	83	120	37
Honda	92	112	128	16
Mazda	14	137	108	-29

The study was implemented through a research panel built by IMMI that mirrors U.S. Census results for fundamental demographics in key markets. IMMI provides thousands of panel members in key markets with a mobile phone, asking them to carry it with them wherever they go. The mobile phone is equipped with a technology that creates digital signatures of all the audio media (television, radio and movies) to which it has been exposed. IMMI can determine viewing audiences, as well as certain types of consumer behavior based on a timeline of when the media was viewed or heard.

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at www.immi.com.

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