

About The MCA[®]-Marketing Information System

Designed For Executives Who Aim To Manage
More Effective, Efficient And Accountable Marketing, Globally!

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For information and demonstration of the MCA-Mk.I.S., please contact:


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Integration is the inventor, owner, and operator of the MCA® Mk.I.S.

What is the MCA-Marketing Information System?

Metrics:	Process:
<ul style="list-style-type: none">⊞ The earliest outcome indicators of what consumers perceive of brands<ul style="list-style-type: none">▪ Free of the biases of input variables!⊞ Delivers single currency to make comparable the effect of different marcoms activities;⊞ Widely validated: valuable strategic business tool;⊞ Available globally	<ul style="list-style-type: none">⊞ Puts MCA metrics in business context;⊞ Combines the MCA-Metrics with appropriate business data (market share and marcom cost expenditures);⊞ Delivers global, on-going, automated dashboards.
Enablers: Softwares & Tutorials:	
<ul style="list-style-type: none">⊞ Allows the Enterprise to customize, set-up and deploy the system, globally;⊞ Include:<ul style="list-style-type: none">▪ MCA-Learning Center;▪ MCA-Library & Archives;▪ Admin support to monitor 'Work In Progress' and 'Best Practices'..	

WHICH INFORMATION DOES THE MCA-MKIS DELIVER?

"A company must decide what information it needs to operate its affairs, otherwise it will drown in data" - Peter Drucker -

- ⊞ Senior management is interested in the financial performance and health of the company, thus all performance metrics need to ultimately connect to the dollars.
The MCA metrics are the only data that can integrate the marketing and communications function with the business planning process.
- ⊞ The marketing questions that management will answer with MCA-MkIS are:
 - How well does the marketing function generate demand?
 - How well does the business convert leads to sales?
 - At what cost are these results achieved?
 - Are the actions improving marketing performance and marketing efficiency?

WHAT ARE THE BENEFITS OF MCA®-MKIS?

The MCA-Marketing Information System provides decision making information, globally and across all levels of the Enterprise, viz:

- ⊞ **For Enterprise Managers To Better Generate Demand, by:**
 - Optimizing marketing mix management and resource allocation: Typically, the MCA-System yields minimum 20% cost efficiencies in marcoms within two-years of application (at a fraction of 1% of the cost of marcoms).
 - Implementing accountability and best practices management in marketing.
- ⊞ **For Brand Managers To Improve 'Brand Experience' or marcom, by:**
 - Getting on-going consumers'-led SWOT analysis of the communications' mix across all marcom activities;
 - Evaluating which of the brand's marcom activities are:
 - Effectively contributing,
 - Need improvement or
 - Should be reconsidered.
 - Conceiving and execute brand initiatives that effectively and efficiently engage with consumers.

HOW TO ACCESS THE MCA®-MK.I.S?

All the stake-holders in the Enterprise manage via a control-panel:

<p>The MCA Metrics:</p> <ul style="list-style-type: none">o Ensuring quality and optimum standardization of MCA-research (i.e. balance between multi-market comparability and meaningful in-market needs);o Allowing efficient scoping and managing of MCA-research.	<p>The MCA-Process:</p> <ul style="list-style-type: none">o Automating the input of business data (Market Share & Costs of marcom)o Ensuring comparability over-time and across marketso Automatically outputting & distributing relevant dash-boards and reports to the various stakeholders
<p>The Enablers:</p> <p>Allowing efficient deployment of the MCA System:</p> <ul style="list-style-type: none">o The MCA-Learning Centre – that can be customized by Company Managemento Relevant coaching by Integration of the MCA-Champion-Team.	

This MCA-MkIS Control Panel is accessible through the web or via the company own intranet: indeed, every MCA-Using-Enterprise customizes the MCA System via its own exclusive portal. [CLICK TO DISCOVER THE DIGITAL SUITE BEHIND YOUR CONTROL PANEL.](#)

WHAT DO THEY SAY?

Integration's MCA is an innovative tool that addresses an urgent need of the industry: It analyses the whole communication portfolio in a category from a consumer point of view. It also looks at the ROI of the various activities and thus helps making marketing accountable. And it's no magic. It is based on a simple and solid consumer interview, from which a wealth of data is derived.

Hans Ulrich Krause, Global Media Research • Procter & Gamble

The Coca-Cola Company has tested the MCA methodology in many markets and has found that it is a unique tool to measure and compare the effectiveness of different marketing communication activities. The Coca-Cola Company acknowledges that the MCA methodology is based on certain critical techniques and concepts developed by Integration Marketing & Communications Ltd. including the MCA algorithm, questionnaire and models for calculating metrics and indicators useful for planning integrated marketing campaigns. The Coca-Cola Company and IMC have entered into a non-exclusive license relating to certain aspects of the MCA methodology. The Coca-Cola Company acknowledges that IMC has been a pioneer in the development and implementation of integrated marketing measuring methodologies. The MCA tool, including its algorithm and questionnaire, include proprietary information of IMC that can be a valuable marketing asset.

The Coca-Cola Company

It looks to me like Integration has managed to actually render what we always wanted: a model with constructs born of intelligent, creative hypotheses, consistent with the best of the literature, but then truly confirmed by appropriate empirical experience. In other words, Science done right.

**Dr. Lew PRINGLE, ex-Chairman & CEO BBDO Europe,
EVP of BBDO Worldwide and Associate Editor of Marketing Science**

MCA is a unique model to measure the impact of our marketing communications activities on the consumers' brand experience. It complements researches aimed to measure the brand image in order to have a comprehensive view of marketing communications activities effects; The metrics are simple and easy to share with managers from different backgrounds; MCA can be used as a platform to manage the marketing communications in an integrated way; Based on MCA results, we modified our marketing plan in a selected market by identifying areas of brand experience relevant to the consumers: The sales in the period for the specific products grew by 30% and positive changes were measured for "trustworthiness" and "good quality products" in our brand tracking; Last but not least, Integration is a very professional and dedicated team that can support the client from the outset of the research to the implementation of the learnings.

**Vincenzo BRUGALETTA,
Global Integrated Communication Manager • Indesit Company**

Colgate Palmolive (Guangzhou) has conducted Market Contact Audit study for Toothpaste category in 2006 and 2007, which is a proprietary model from Integration Marketing & Communication. The study included 3 phases, i.e. Qualitative, Quantitative and Tracker stage. It has helped Colgate to identify the most influential contacts or touch points in the category and to gather learning that helps in the design of an optimal Colgate brand experience. Learning from interaction with MCA system has been applied in Colgate marketing communication strategy to enhance brand experience.

Colgate Palmolive China

WELCOME TO ACCOUNTABILITY & CREATIVITY IN MARKETING!

(Extracts from the MCA-Learning Centre: [click here to register to the Learning Centre](#)).

UNDERSTANDING THE PROBLEM

Current Situation

For a brand-based business, marketing accounts for a major portion of the corporate spend. In some cases marketing is the largest spend category, exceeding expenses for manufacturing, supplies and administration. Yet, [marketing accountability lags behind other business groups](#). Often millions of dollars for promotional campaigns have less scrutiny and justification than a new office copier. The rationalization is that marketing cannot be accountable by conventional standards because it is a creative endeavor and cannot be measured. Worse, it is argued that measurement will stifle creativity: you can't let the "bean counters" run marketing!

For these reasons and also because marketing organizations typically wield significant power in organizations (since they control so much money), [marketing evades accountability](#). This is not to say that they avoid scrutiny. Metrics that typically exist measure "reach": How many people saw my ad? They measure efficiency: How many did I reach per dollar? These are the kind of metrics that drive hard-nosed negotiations with the agencies and the media. They try to squeeze dollars from suppliers and get preferential deals for a 30 second spot. Never mind the effectiveness of that spot.

Another measure of efficiency is measuring the impact of a specific promotion campaign. All else being equal, what lift did we gain from the promotion? We know how much it cost, so we can calculate a ratio. But do we know how it affected the brand image? Did it erode the margin? Was it cannibalistic? And most importantly, was this the most effective thing that we could have done for the money?

The fact is that marketing is a collection of brand encounters but is seldom measured as a holistic "brand experience".

Since the messages reach consumers from different direction and through different channels, they have an interactive and an integrating effect.

[We must measure effectiveness of the entire marketing and communication strategy, not just efficiency of individual components](#). To know for sure, [marketing effectiveness has to be assessed first and foremost before measuring efficiency](#). One can be very efficient at an ineffective campaign. It is this knowledge that is paramount.

We accept that marketing is a creative endeavor. So how do you measure creativity? You don't and you can't. But you can measure effectiveness of the creative effort. The argument is that through proper measurement, the creative effort is not stifled, but rather enhanced. By measuring the results, effective efforts are boosted, while ineffective ones are eliminated, thus providing space for more and new creativity.

[THE MCA-MARKETING INFORMATION SYSTEM IS BASED ON INTEGRATING INNOVATIVE AND WELL-PROVEN METHODS](#). Each has a trail of successes providing outstanding benefits to the users. Integration of:

- (a) The measurement ability of the MCA®, with
- (b) The process structure of Six Sigma, and
- (c) The enablers to help implement Change Acceleration Process (CAP)

[... CREATING A POWERFUL ARSENAL TO TRANSFORM ANY BUSINESS INTO AN EFFECTIVE AND EFFICIENT SYSTEM.](#)