



The only technology that is making marketing more effective, more efficient, and accountable

## Optimizing global demand with the **MCA/System**

**MCA**<sup>®</sup>/System  
Effective. Efficient. Accountable.

**INTΣGRATION**  
MARKETING & COMMUNICATIONS

**What marketing needs is  
not more demands.  
It needs more **support for  
the right initiatives****

## **Support for the right initiatives**

Marketing communications (marcom) executives have never seen such an explosion of different communication activities—from the global to the very local, from broad traditional media to detailed multi-channel initiatives. Coping with this and coming up with the right ideas to exploit them is one of the most important functions for growth in any company.

Meanwhile, the same executives are being asked to comply with almost impossible levels of accountability. So they are like Formula One pilots that are being asked to monitor their own driving instead of keeping their eyes on the road and doing what they do best.

Ultimately, what marketing needs is not more demands. It needs more support for the right initiatives, such as a comprehensive measurement and marketing information system that is integrated into the business management.

## **The MCA/System : let's deliver effectiveness**

**The MCA/System is a comprehensive and systematic solution, from Integration group, that includes:**

- **the MCA/Metrics**
- **Six-Sigma processes backed by integrated software and**
- **the coaching and tips to extract all the power.**

It delivers process management that enables marketing accountability and the optimization of precious marketing resources. It does this by measuring the effectiveness of all the brand's marketing communications activities from the consumers' perspective. Enterprises that use the MCA/System increase the speed of innovation, realize substantial cost savings and improve demand generation—everywhere and all the time.



## The on-going deliverables

MCA Key Business Indicators help improve accountability and align resources to market needs

The MCA-KBIs		Marketing Status	Actions		
Com-Mix	Sales-Mix	Results	What to Do ?		
Higher Interaction	+	Higher Transaction	=	Best Marketed	<ol style="list-style-type: none"> <li>1 Learn best practices to re-apply</li> <li>2 Consider increasing marcom expenditures to increase brand experience</li> <li>3 Optimize – eliminate wastage</li> </ol>
Higher Interaction	+	Lower Transaction	=	Over-Promoted	<ol style="list-style-type: none"> <li>1 Review sales mix</li> <li>2 Consider reducing marcom activities/ expenditures until transaction ratio is improved</li> </ol>
Lower Interaction	+	Higher Transaction	=	Under-Promoted	<ol style="list-style-type: none"> <li>1 Review communication-mix</li> <li>2 Consider increasing marcom activities/ expenditures to grow brand experience</li> <li>3 Maintain sales mix</li> </ol>
Lower Interaction	+	Lower Transaction	=	Niche or Under-Performing	<ol style="list-style-type: none"> <li>1 Assess position or review All-Mix Marketing</li> <li>2 Improve first brand transaction ratio</li> <li>3 Increase investments in marcom only when position and sales mix is sustainable</li> </ol>



## The on-going benefits

- Optimized marketing mix management and resource allocation
- Implement accountability and best practices management in marketing
- Typically yields minimum 20% cost efficiencies in marcoms within 2 years of application (at a fraction of 1% of the costs of marcoms)

## For Marketing & Brand Management

## The on-going deliverables

MCA Key Diagnostics Indicators help improve marcom effectiveness & efficiency

Indicators	Learnings	Actions
<b>Category</b>		
Cloud Contact Factor (CCF)	What are the most influential contacts ?	Use the right contacts to improve effectiveness
Most/Least Associations Index	What does the category do ?	Use the right contacts to differentiate the brand
Threshold Scores	What is needed to achieve visibility in the category ?	Avoid spending money ineffectively
<b>Brand Effectiveness</b>		
Brand ExperiencesShares (BES)	How is the brand's performing vs. competition ?	Evaluate overall marcoms effectiveness
Brand Experience Points (BEP)	What are the brand's strengths and weaknesses ?	Assess reasons for brand success and possible future gains
Brand-Contact Credits & Deficits	What are the brand's opportunities and threats ?	Fix the mix
<b>Brand Efficiency</b>		
Cost per 1% BES	Is the brand's Return in Brand Experience improving ?	Evaluate overall marcoms efficiency
Internal Costs per BEP	What are the costs of BEPs per contact ?	Identify contacts activities where contribution per \$ is eroding
Competitive Costs per BEP Benchmarks	Performance vs. comparable brands in a given contact ?	Highlight opportunities to improve efficiency



## The on-going benefits

- Get on-going consumer-led SWOT analysis of the communications' mix across all marcom activities
- Evaluate which of the brand's marcom activities are :
  1. effectively contributing
  2. need improvement or
  3. should be reconsidered
- Conceive and execute brand initiatives that effectively and efficiently engage with consumers

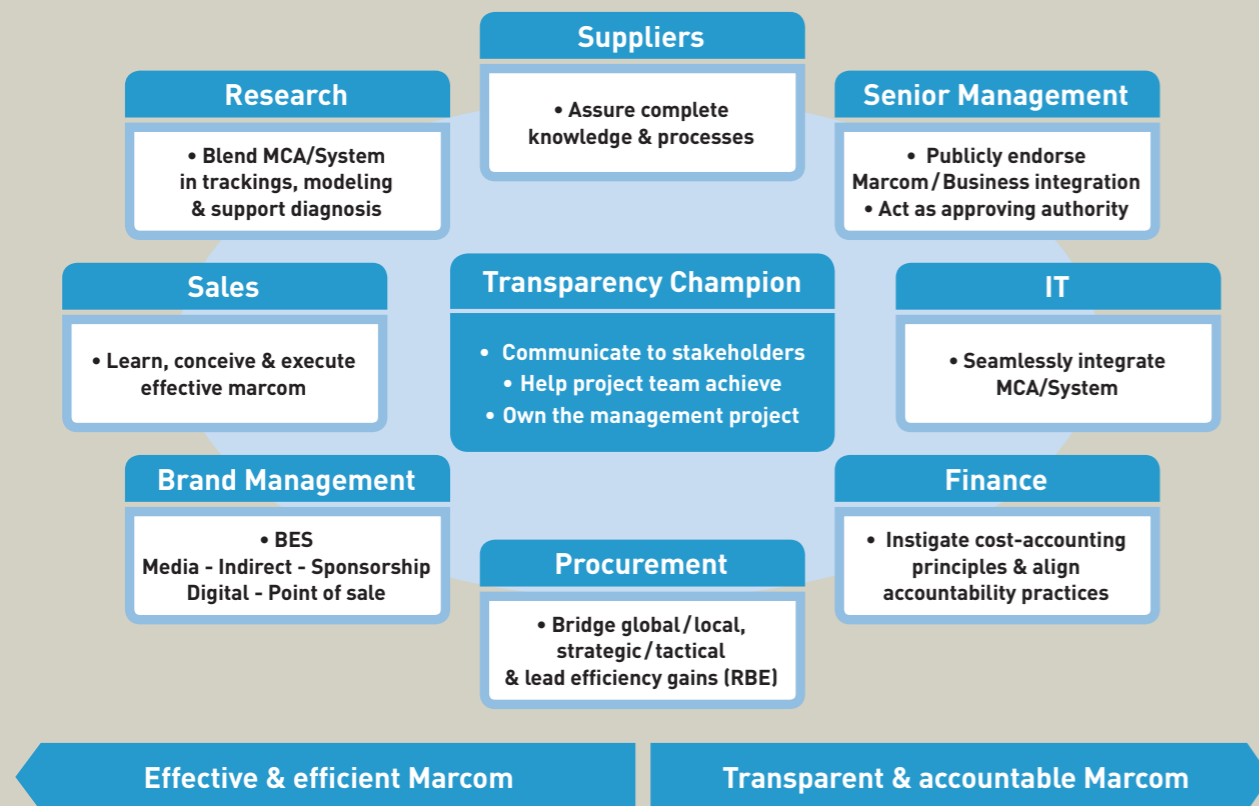
# Extracting benefits

## MANAGEMENT MUST MANAGE

The experience of auditing more than 35,000 brands in every sector and right around the world is incorporated into the MCA/System. Best practice has taught us that the way to guarantee delivery of the MCA/System is to commit to two things:

- Supplying the enterprise with a regular stream of MCA metrics and related key business and diagnostics indicators
- Ensuring active top management endorsement to build acceptance

# Who does this involve ?



In order to ensure a positive change, we have to involve all the key stakeholders, support them adequately and deal with possible pockets of resistance.

The final goal is to ensure that all stakeholders have the means and support to “manage marketing by the numbers”.

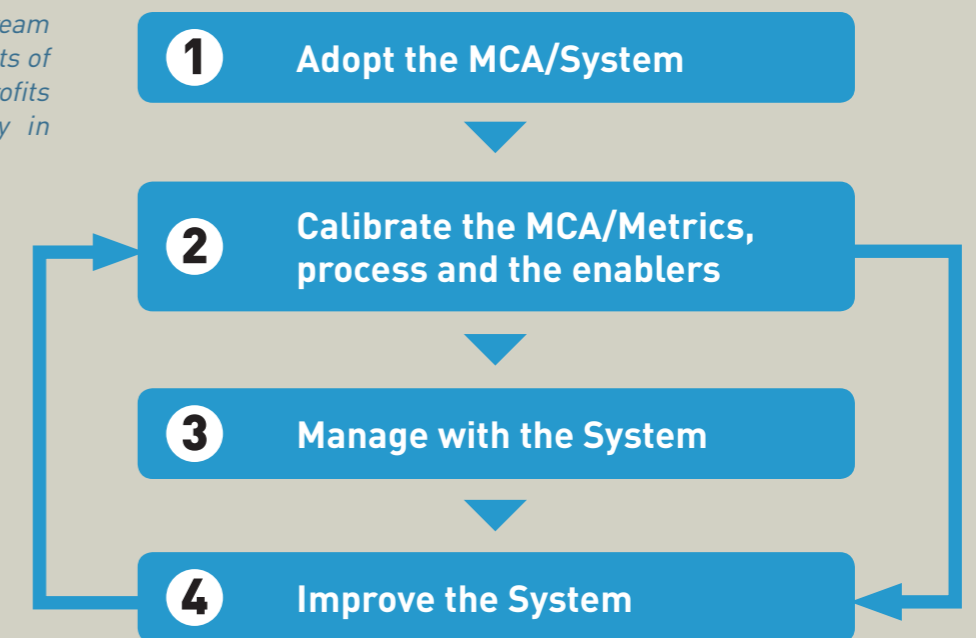
# Deployment of the MCA/System

## Four steps to accountability in marketing

To reach better on-going marketing results, organizations must carefully implement four steps:

- **Adopt** MCA/System across the enterprise to measure the brand experience
- **Calibrate** the MCA/System components
  - The MCA/Metrics to measure what counts (what categories, markets?) & track efficiently (how to measure?)
  - The MCA/Process to automate the integration of business and metrics data
  - Agree on a frame of analysis, inference engines and automated reporting systems
- **Manage** with the MCA/System
- **Improve** the system to deliver more insights to marketers and accountability to all.

*The result is an on-going stream of insights into which elements of the marketing are driving profits and growth—accountability in marketing.*



With the help of Integration, a first audit report can be drawn up within eight weeks of project start. On-going support by Integration over a two-year period allows further customisation to suit the enterprise’s evolving needs.

Get more info and connect  
with your local specialist at  
[www.integration-imc.com](http://www.integration-imc.com)



28 Gladstonos Street, 1095 Nicosia, Cyprus  
**Phone** +357 22 662 010 **Fax** +357 22 451 126

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