

TURF Analysis

Multivariate Solutions

What is TURF Analysis

- Total Unduplicated Reach and Frequency
- Used to:
 - Maximize 'reach' while minimizing costs for media markets.
 - Calculate the incremental value to the full line of adding each additional possible product or variant.
 - Attract the largest number of consumers with the fewest number of entries or varieties.

How TURF Analysis Works

- Take Measurements
 - Purchase Intent
 - Informational requests
 - Product preference
 - Budget coverage information (for media)
- Calculate 'Reach'
 - Discarding 'duplicates' over given choice sets
 - Produce simulator for all choice settings
- Determine optimal scenario

Structure of the TURF Survey Instrument

As They Appear in the Questionnaire:

On a one-to-five scale, how likely are you to purchase any of the following ice cream flavors?

Pralines & Cream

Caramel Mocha Fudge

French Vanilla

Mint Chocolate Chip

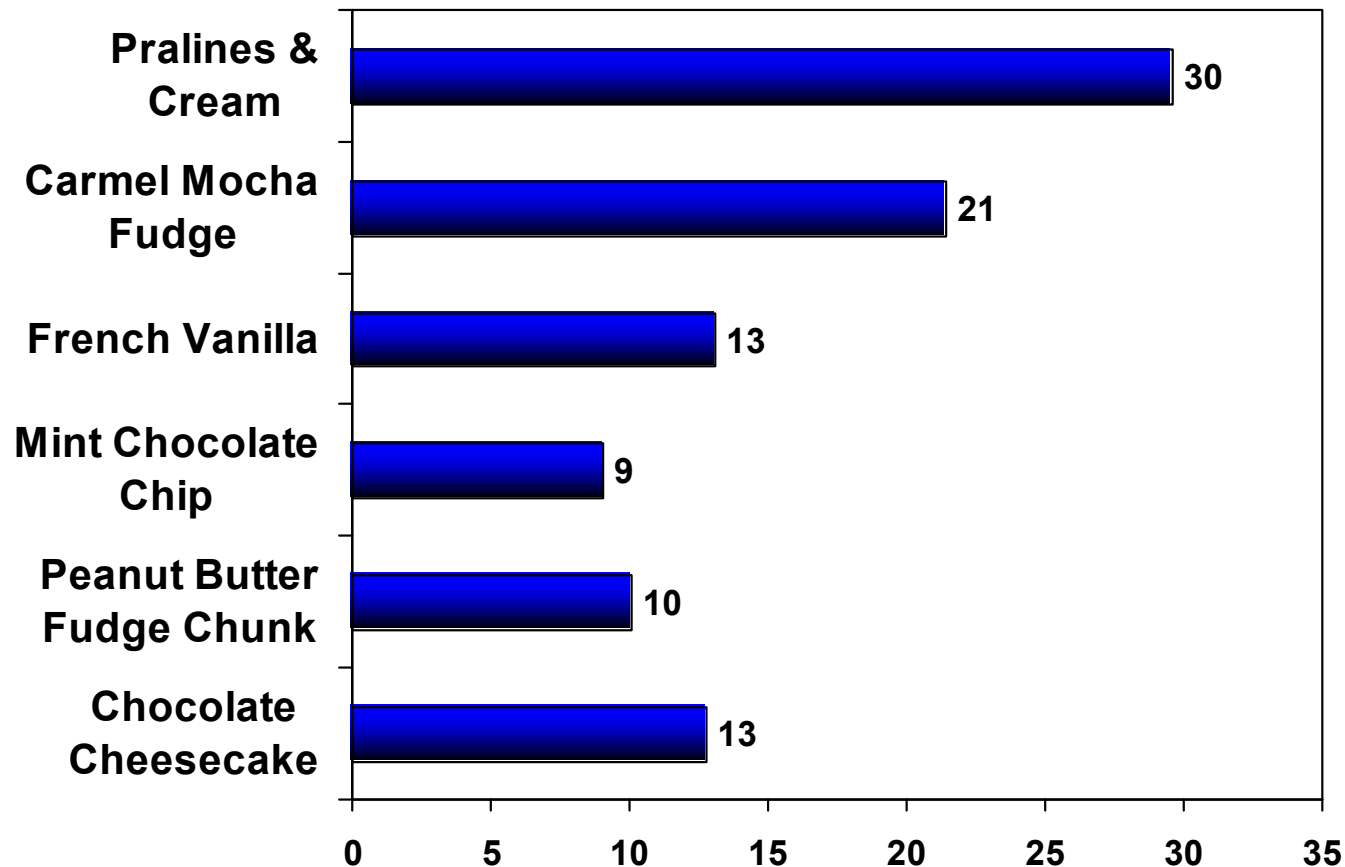
Peanut Butter Fudge Chunk

Chocolate Cheesecake

Determine First Level Purchase Intent

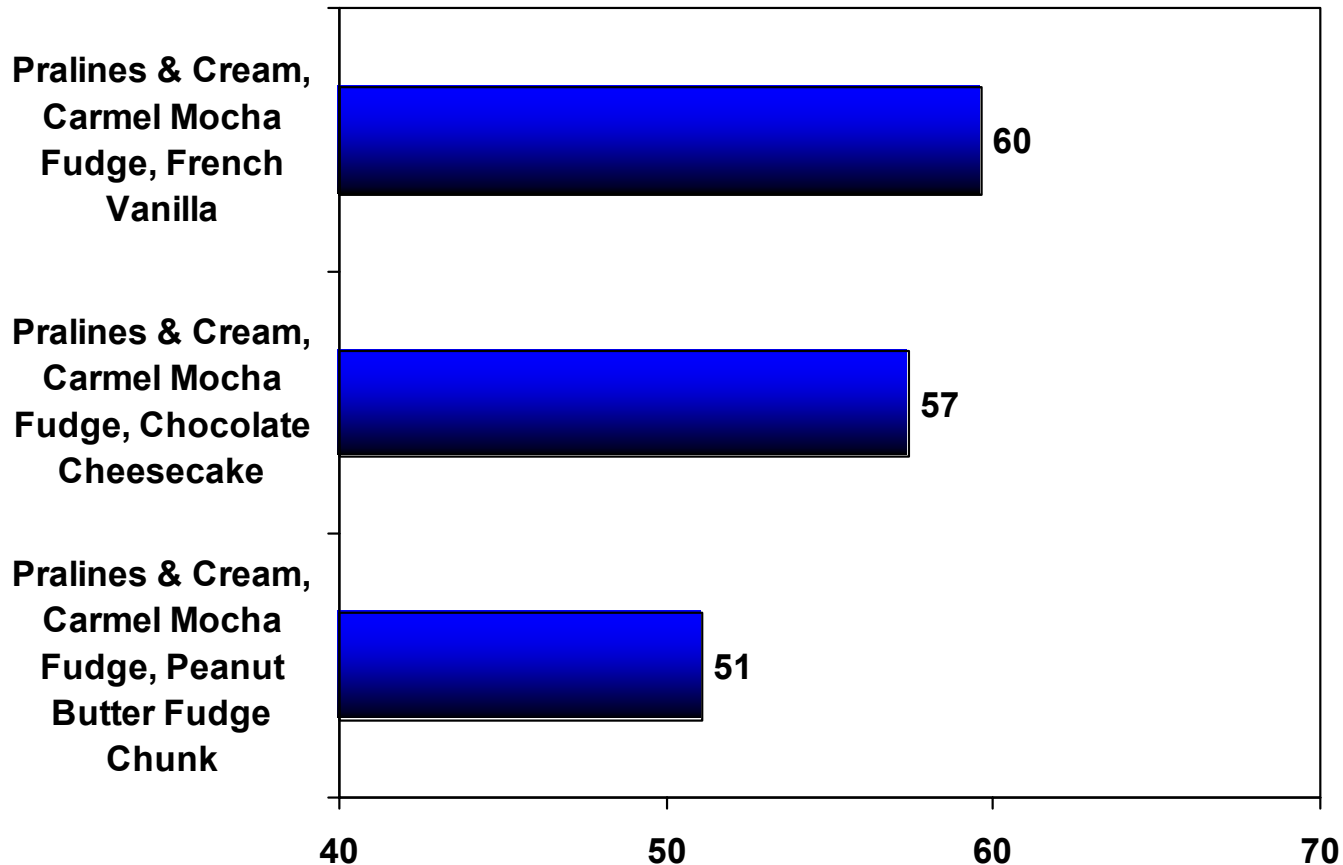
Simple Purchase Intent 'Reach'

Top Box (4 5) Purchase Intent Percentages



Determine "Optimal" Three Choices That Gives the MAXIMUM Unduplicated Reach

Combined Top Box (4 5) Purchase Intent Percentages



Advantages of TURF Analysis

- Easy administration of survey
- Simulator provided that calculates all possibilities and creates 'what-if' scenarios based on market realities
- Can be 'filtered' by markets and simulations run