

COVID-19 RAPID RESPONSE PLANNING

MMA's COVID-19 Rapid Response module is a web-based simulation and optimization capability that resides within our Activate Unified Marketing Measurement and Optimization platform. It leverages MMA's Unified MMM/MTA results and updates them dynamically through an advanced algorithm that combines real-time data with expert input to build forward-looking optimized marketing plans.

1 PREDICT DEMAND



Modify assumptions around the people, financial and media aspects of the pandemic to build a more accurate prediction of future demand through the phases of the recovery.

2 MANAGE INVENTORY & COST



The combination of the pandemic and upcoming presidential election will result in one of the most dynamic and potentially challenging media markets ever. Leverage real-time media inventory and cost data to recalibrate response curves on a weekly basis, by market, to build the most cost-effective media plan.

3 ADJUST CHANNELS

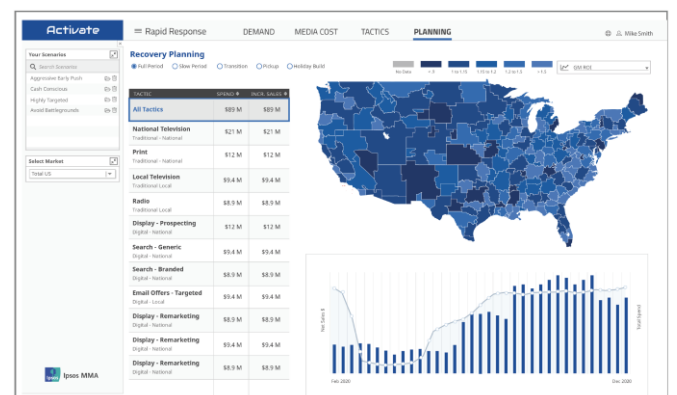
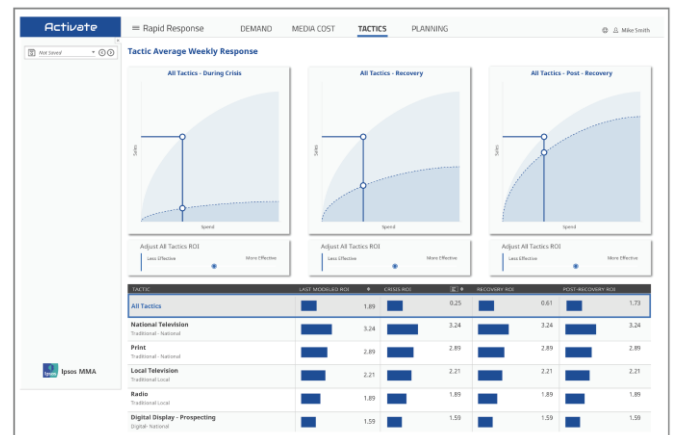
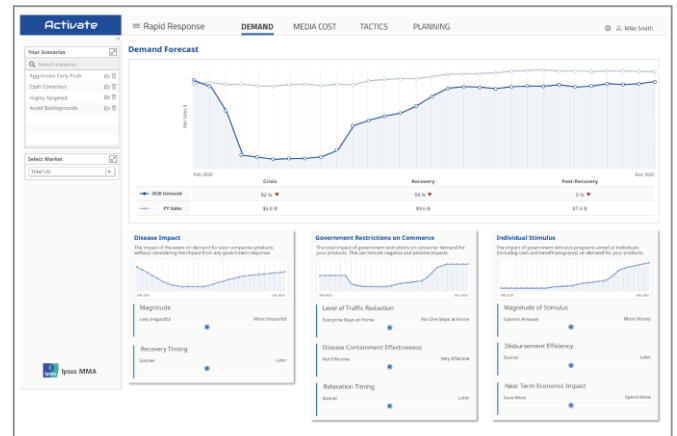


Dynamically recalibrate media response curves at a market-level by incorporating key people, financial and marketing variables to account for the evolving realities of the recovery.

4 PLAN & OPTIMIZE



As consumer demand evolves during the recovery, have the ability to on a state-by-state basis, continuously re-optimize marketing plans by taking advantage of the dynamic media response curves.



ABOUT IPSOS MMA

MMA is a business unit of leading global custom market research company Ipsos. Ipsos MMA provides predictive analytics services via its unified marketing measurement and optimization and consulting platform for companies in automotive, apparel and luxury goods, consumer products, durable goods, consumer electronics, financial services, pharmaceuticals, restaurants, retail and telecommunications.