

Creative Monitoring: Overview

The Most Comprehensive Creative Library

Competitrack has the most comprehensive creative archive in the country. Covering U.S. and international advertising, and including up to the minute as well as historical information, the archive's breadth of coverage is unsurpassed in the industry.

Every day thousands of new ads—from 153 U.S. markets and more than 60 countries worldwide—are uploaded to the Competitrack website. These are added to an online archive of millions of ads and more than 10 years of data. If you need to go back further, Competitrack reps can deliver U.S. and international ads going back more than 30 years.

Media Schedules for Every U.S. Ad

Our tracking doesn't stop when an ad breaks. We continue tracking, recording every occurrence. And occurrence schedules, spending estimates or clearance schedules are available for every ad.

And if your needs go beyond creative, we can provide timely, custom-defined spending reports for any category or group of competitors.

Detailed, Customized Ad Classification

At Competitrack, we don't believe in generic, one-size-fits-all ad classification. Our classification system is tailored to the unique information needs of each industry. And beyond classification, our Custom Message Coding process enables clients to monitor the unique messaging elements of every ad. So whether you need to track price points, deal terms, special offers or any specific messaging trends, we can tailor a program to fit your needs.

Most importantly, whether an ad is from TV, print, radio, the internet or outdoor, classification and Custom Message Coding are handled by a centralized team of industry specialists. For each industry, the people who classify TV are the same people who classify other media. What does this mean to you? It means that information in our database is consistent across all media, and that we can easily and accurately report on campaigns running in different media.

We believe that no other service comes close to offering the level of detail and



consistency available in Competitrack's creative archive.

Powerful Search Capability

Competitrack offers a powerful yet intuitive search so you can easily pinpoint only the ads you want. Need to see all spots running during a period or only new spots? Want to limit your search to ads targeted to business? Eliminate all recuts? Search by product, campaign or keyword? Find ads running in a key market? These are just some of the key variables available in Competitrack's search interface.

Fast Alerts

Competitrack's operations run 24/7, working around the clock to deliver new ads to your desktop within hours of their first appearance. TV and radio spots breaking in primetime are delivered early the next morning, and spots breaking on morning programming are delivered by early afternoon. Subscribers to Competitrack's Same Day Print service receive breaking ads from more than 50 newspapers on the day of publication.

Quality Digital Video Formats

Competitrack offers the highest quality video files in the industry. All of our television deliverables are digitally processed, rendered directly from Motion JPEG master files (30 frames/sec, 720x480 pixels). This results in a high resolution,

broadcast quality product suitable for the most demanding needs.

For those wishing the highest possible quality deliverable, Competitrack can provide MPEG2 digital video or even our MJPEG masters. No other service in the country offers video files of this caliber. And of course, in addition to video on tape or DVD, we can deliver all standard digital video formats, including MPEG, QuickTime, MOV and RealVideo.

Outstanding Customer Service

Every supplier will tell you that they have great customer service. We will too. But don't take it from us alone. Here is what one of our clients recently said: "Competitrack's customer service is absolutely outstanding. It is probably one of the main reasons I have always stayed with Competitrack." Our client managers consistently receive "A" ratings when we solicit customer feedback.

Competitrack's reps are available from 9AM to 9PM EST Mondays through Fridays to help with tough searches and handle your requests.

To learn more about our service or to receive a free sample report, contact your account manager or Rob Redding at 718-482-4254 or email him at redding@competitrack.com.