

Spatial Analytics / GIS Overview

Providing intelligence, insight and quantifiable facts to the Acosta/AMG/Mosaic business units adding value to their products and services and creating a competitive advantage.



#1
EVENT MARKETER

Winner of the
2008 & 2009
EX Award for best
production of a consumer
event for Bud Camp

2010 winner
of Best Nightlife Campaign
for Smirnoff Experience

Dallas, Chicago,
Toronto, Montreal,
Bentonville,
Minneapolis, L.A.

\$250M+
in revenue

Privately held NA company with a
25 year history

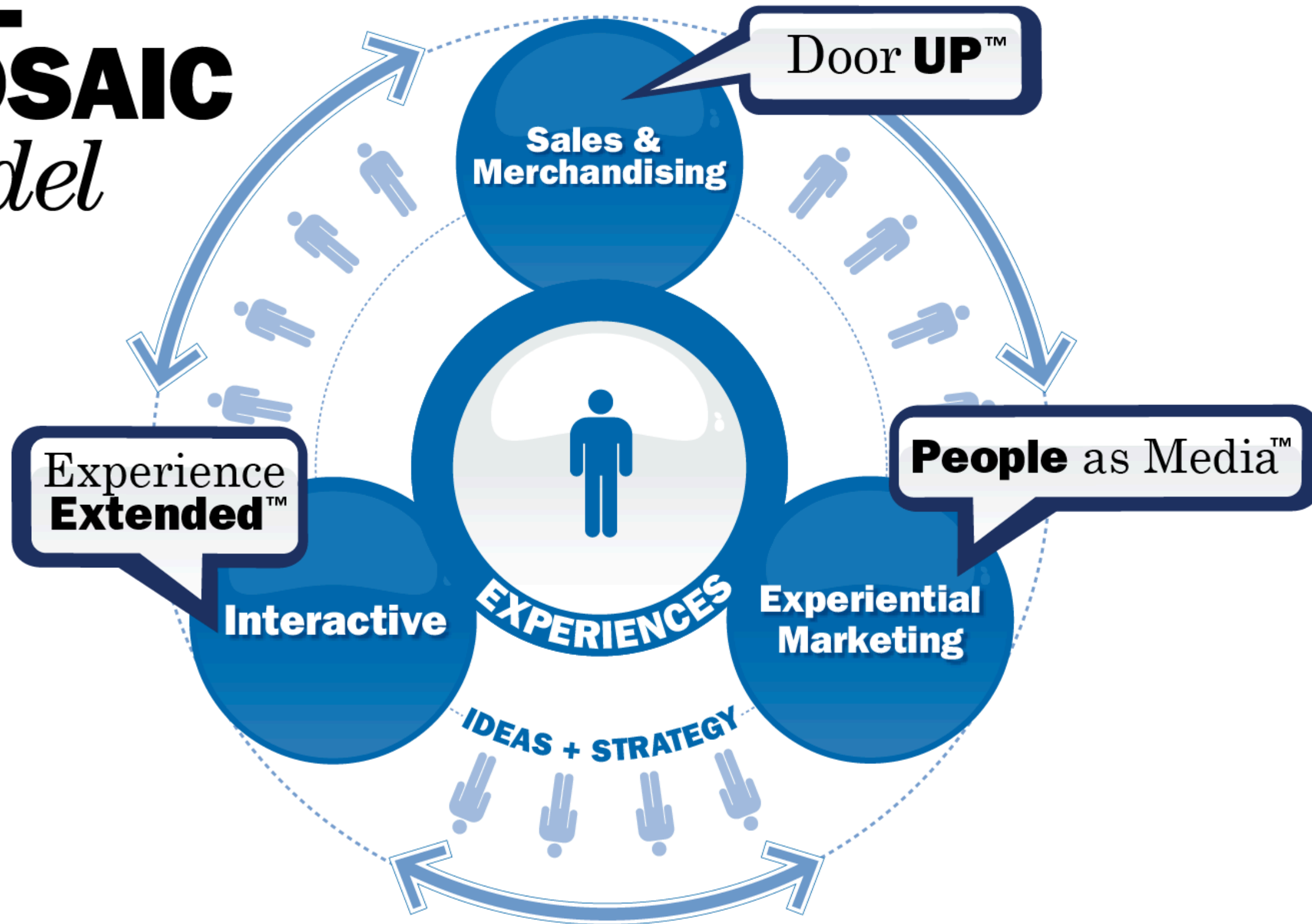
950
Full Time
employees
across NA

On-campus presence at
186+ Colleges & Universities
across NA
53 Campuses across Canada

12,000+
field staff in NA



THE MOSAIC *Model*



Merchandising Services

Planogram Assurance



Syndicated Coverage Team



Relationship Management

Promotional Campaign Development & Execution



Tactical Executions

Auditing Real-Time Reporting



Experience-Driven Processes and Solutions

Proprietary Field Team Structure



Innovative Technology



Employee Model

Category Solutions

Outsourced Sales Forces

Cost Efficient

Talent Acquisition

Category Solutions

Web-based Reporting and Analytics

SSRS Data Capture

Customizable Technology

Dedicated Sales Forces
Experience-Driven
Processes and Solutions

Syndicated Sales Forces

Strategy

Retail Expertise

Industry Compliant



Retailtainment Campaigns



Promotional Campaigns



Retail Events

POS Development



POS Development



Midnight Events



Product Demonstrations



Brand Launches

Stunts



Mobile Campaigns

This is the final week to vote! Just one week until we crown the winners of the ultimate residence reno. Learn more <http://bit.ly/aeLbk3>

PR Events

Festival Activations



Stunts



Location Management



Brand Launches

Leasing Agreements

Pop-up Retail



Interior Design



Environmental Design

Celebrity Management

Viral Stunts



Location Scouting

Musical Performers



VIP/Media Events



PR Conferences



Sampling Campaigns

Regional/National/International Campaigns

Sample Management

High Velocity Campaigns



Program Design



Route Scheduling

Partner Distribution Negotiations

Target Market Focused Planning



Digital Ambassadors

Digital Promotions

Hey Toronto! We are at the rogers centre outside the #jays game with fun prizes and cold sprite! Look for the #splashmob!

8:41 PM Sep 22nd via CoTweet

Strategic Brand Positioning

Voice of the Brand

Hockey season is almost here! @Vancouver, are you going to the #canucks vs #oilrs game tonight? Come see the #splashmob!

8:40 PM Sep 22nd via CoTweet

Content Creation

Murray serving in the second set #rogerscup
<http://twitpic.com/2f47va>
6:13 PM Aug 15th via TweetCaster

Brand Advocacy

Word-of-Mouth Campaigns

Influencer management

Email Deployment

Highly-Trained Staff

Social Media Integration

**Facebook Page Development
& Management**



YouTube Channel Management

Communication Planning



Online Contesting

Foursquare

Live Event Amplification

Content Creation

Twitter Presence

Viral Development

**Blog Seeding &
Relationship Management**



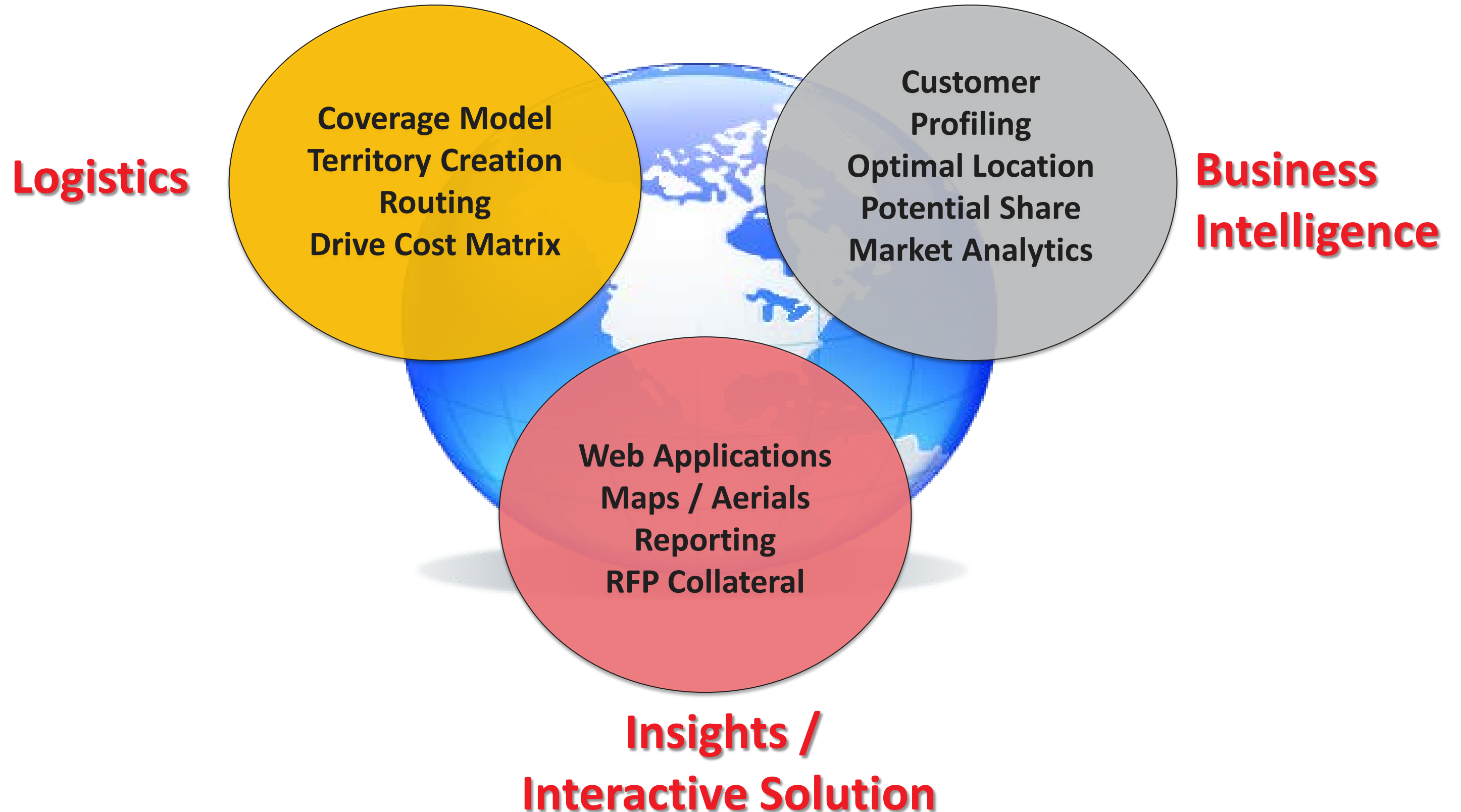


Acosta | AMG | Mosaic Spatial Solutions

Core Spatial Analytic Services

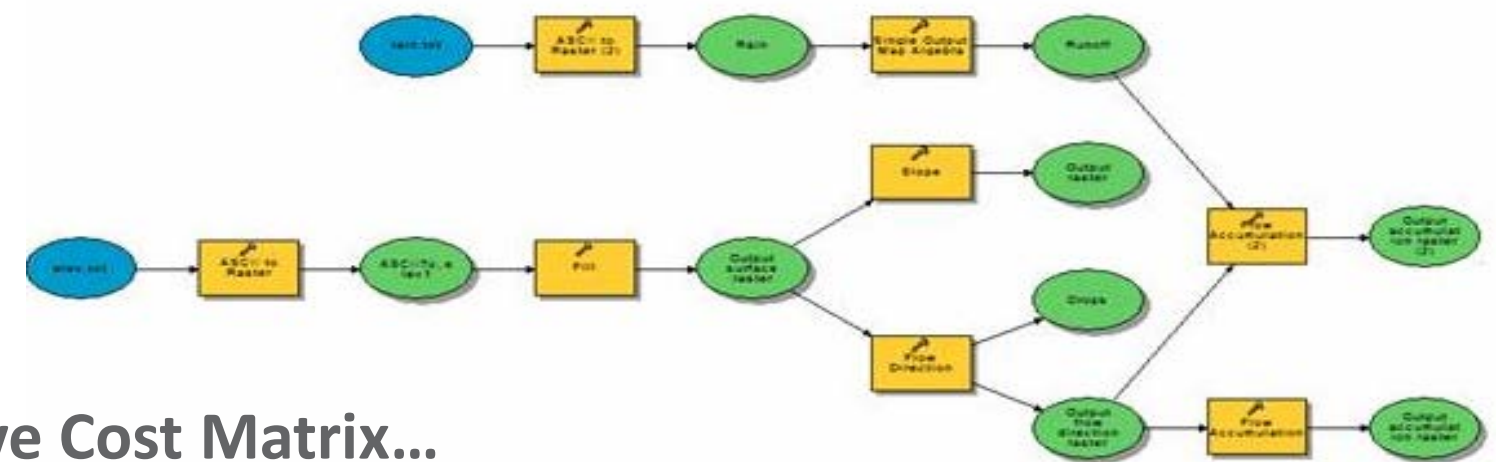
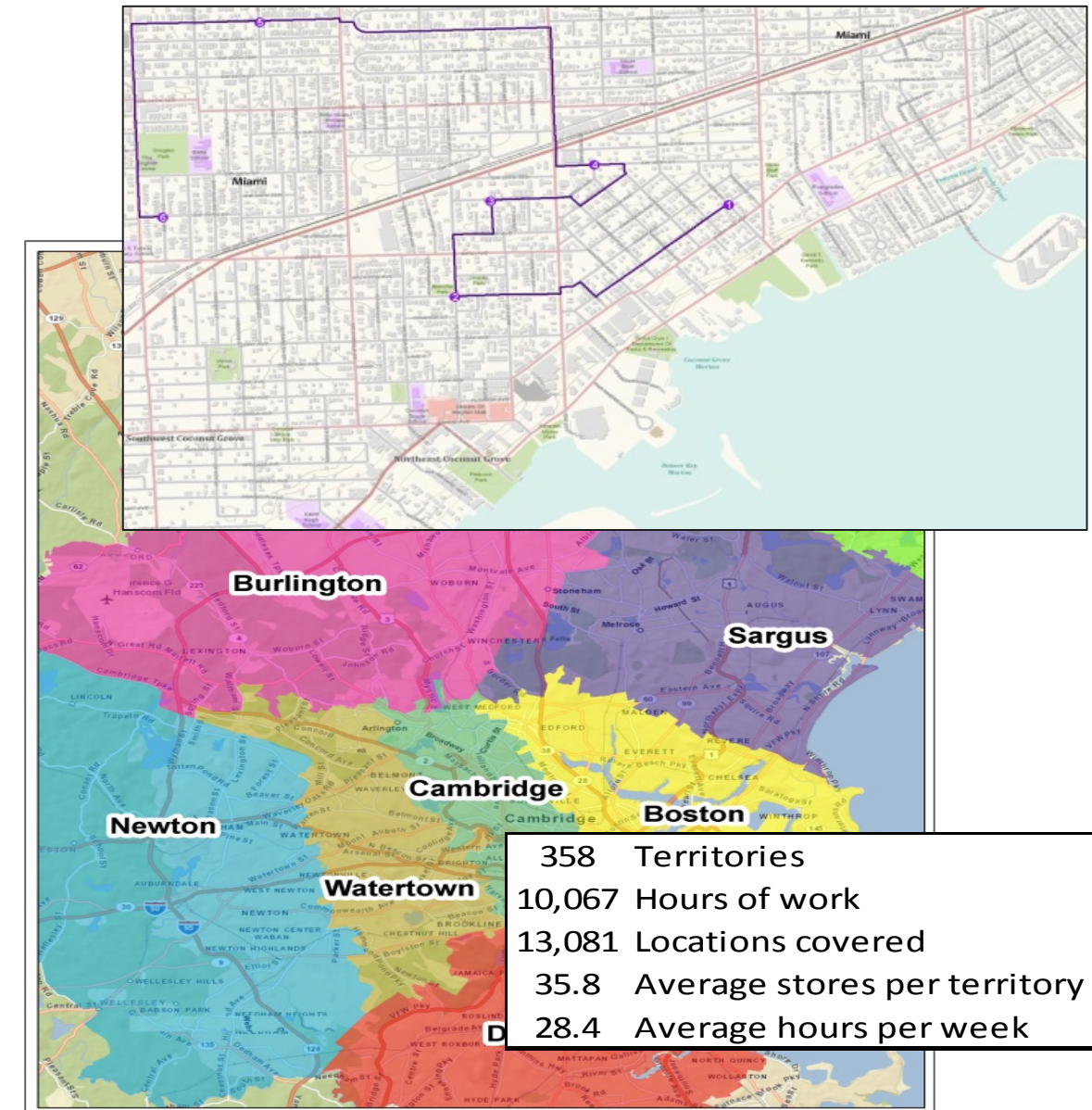


Core Spatial Analytic Services



Logistics

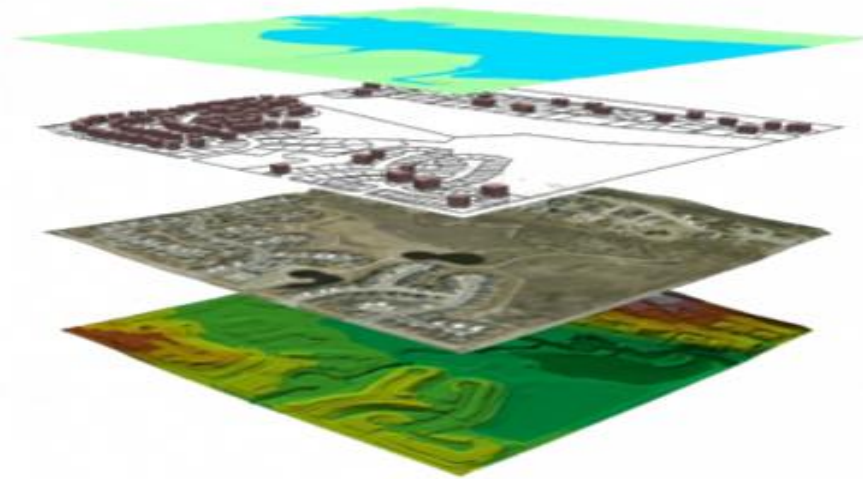
- Field deployment to the right place at the right time based on facts
- Minimize travel time and maximize productivity
- Intelligence to enable the most efficient and effective program execution



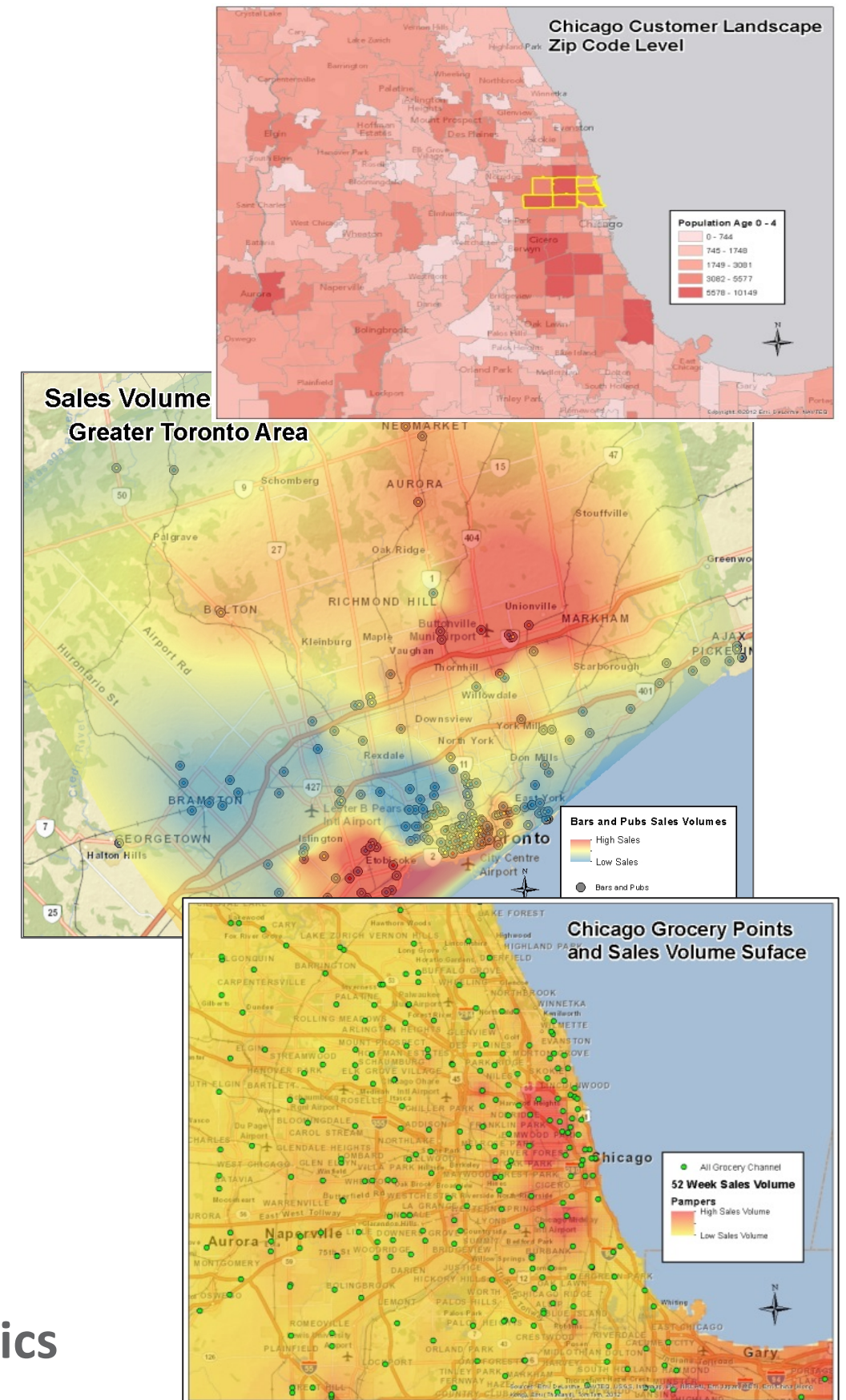
Coverage Models, Territory Creation, Routing, Drive Cost Matrix...

Business Intelligence

- Screen locations across multiple variables
- Fit solutions to your project constraints / budget to maximize ROI
- Identify market potential
- Rank opportunities



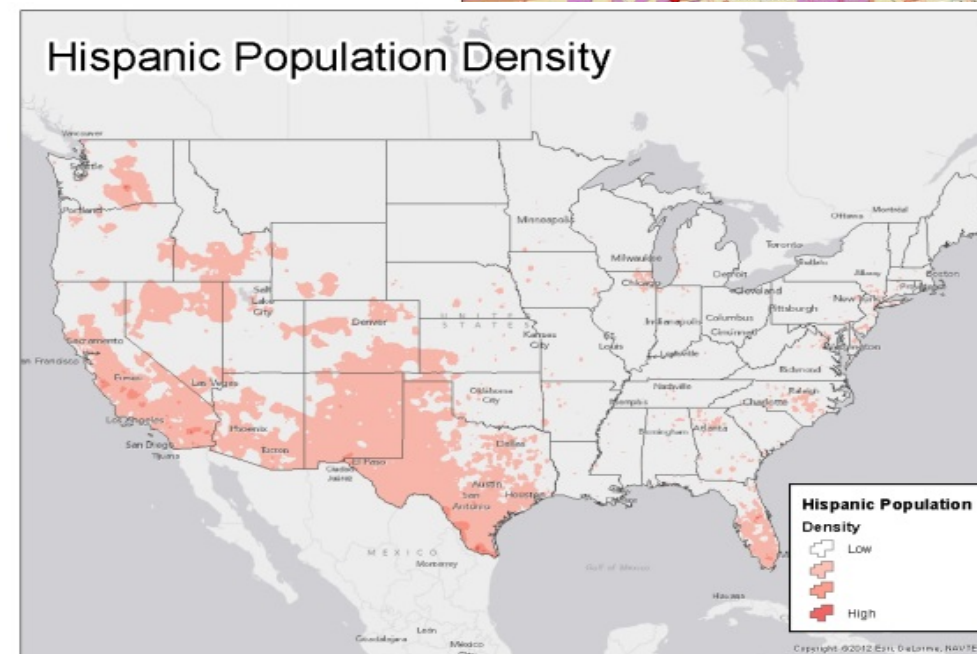
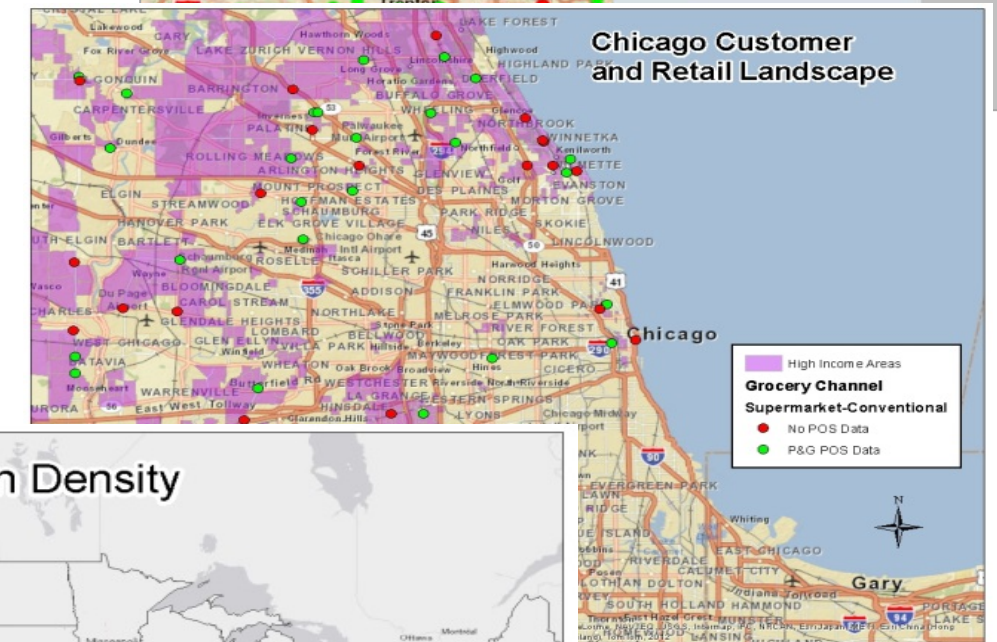
Customer Profiling, Optimal Locations, Share Potential , Market Analytics



Insights / Interactive Solutions

- Interactive “Self Service” web based solutions
- Insightful pattern and trend recognition
- Support for your narrative, enabling understanding of your data
- Identify opportunities and risk

Web Apps, Maps & Aerials, Reporting



P&G Growth Potential Model



Utilize demographic and POS data to spatially map sales opportunities

Objective: Identify market growth opportunities for Pampers Diaper Sales in Dallas/Ft. Worth among Hispanic consumers

Variables included in model:

- Pampers brand sales volumes

- Presence of children ages 0-4

- Percent Hispanic population

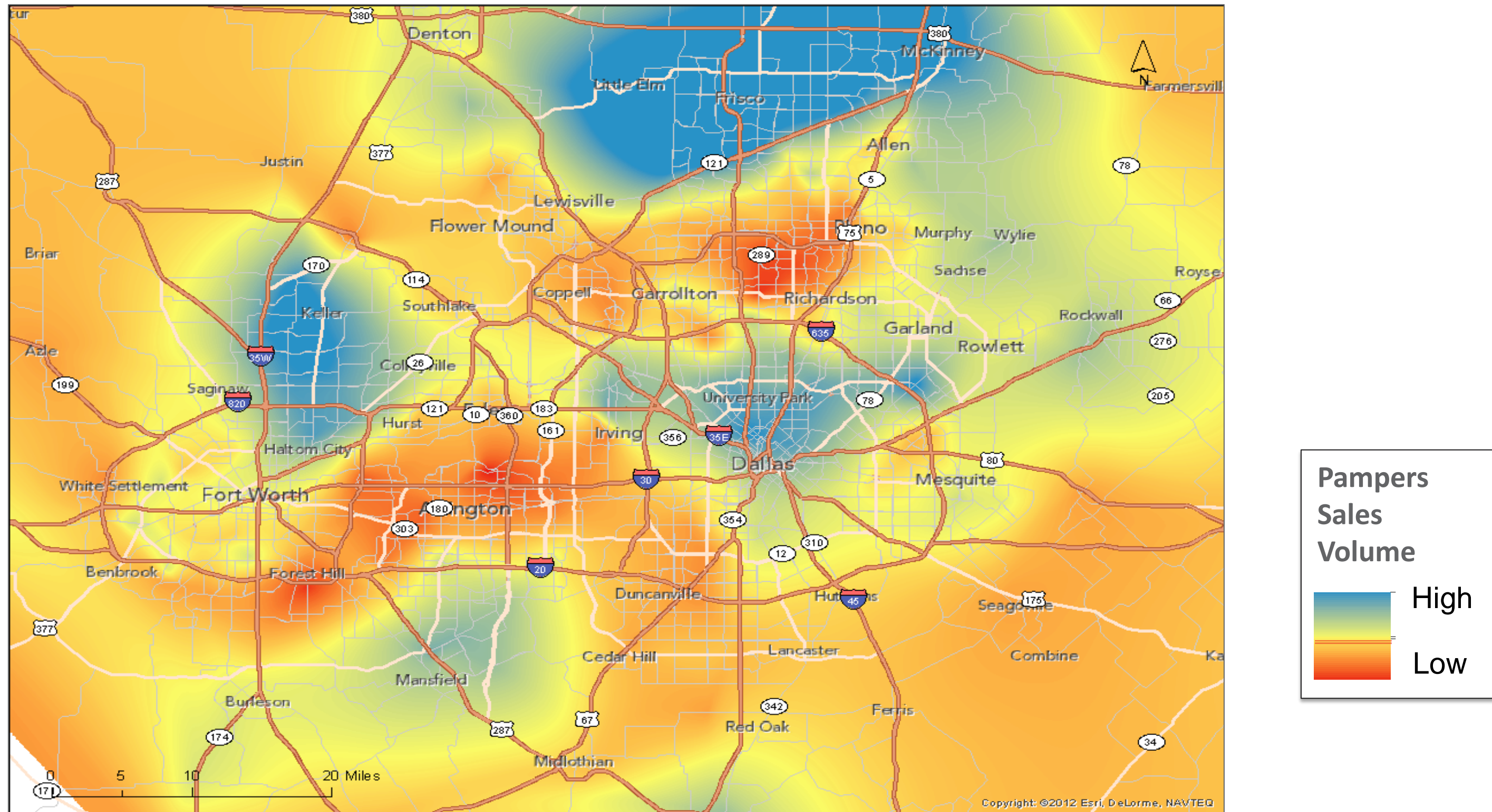
Variables are independently weighted and aggregated to create a demand model

Goal is to identify highest opportunity areas to grow Pampers sales in Dallas/Ft. Worth

Growth Potential Modeling capability executed through Acosta Analytics using Acosta store coverage data and Mosaic spatial data modeling

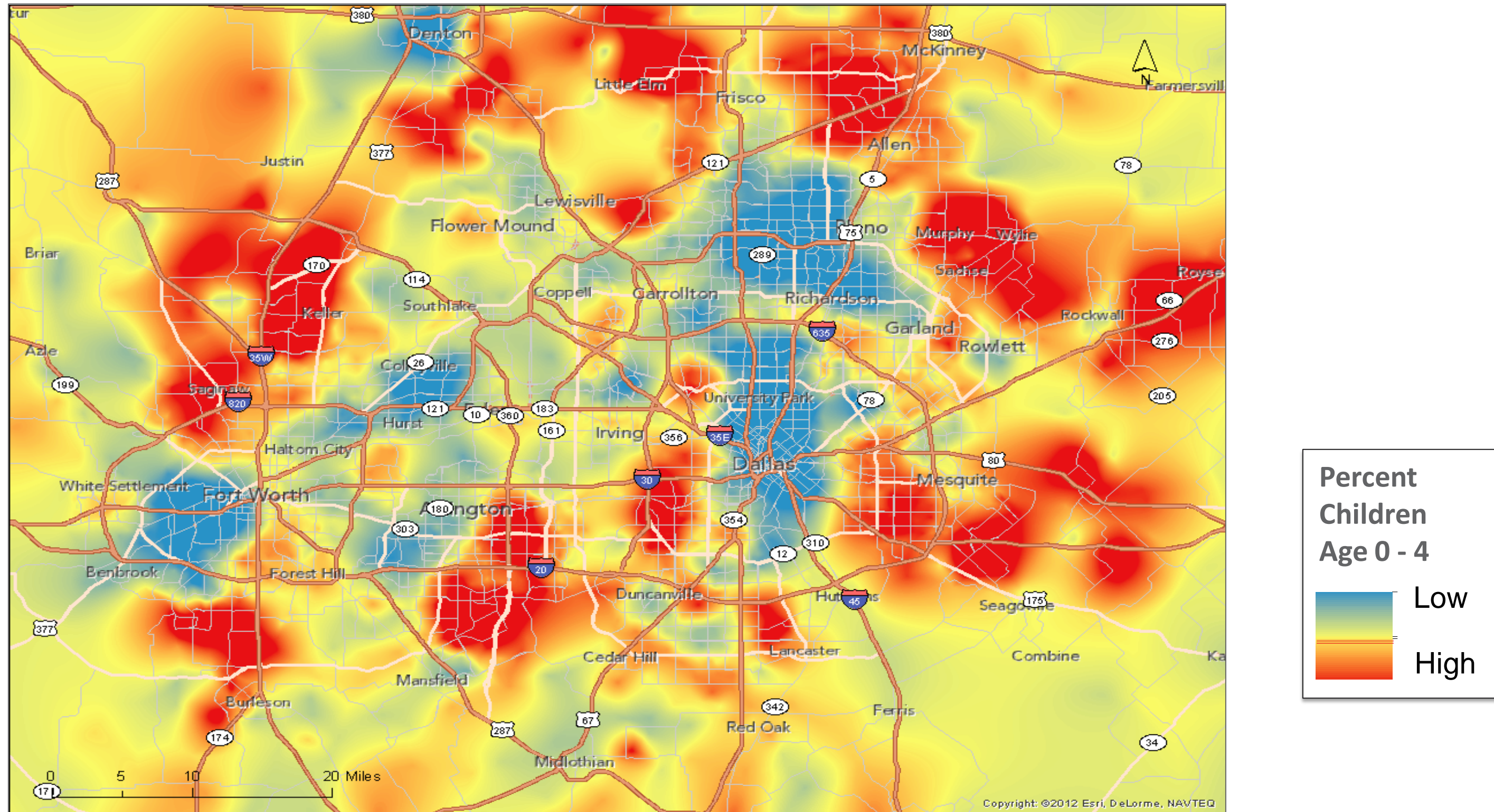
Variable 1: Pampers Brand Sales Volume

Acosta POS data used to identify areas where Pampers sales are low



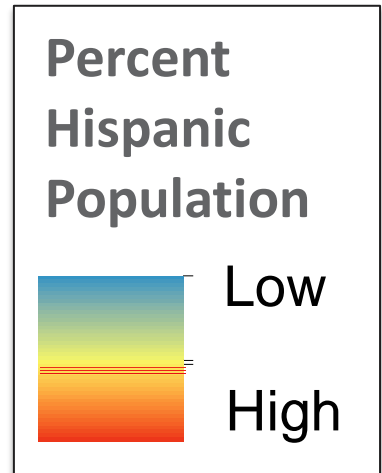
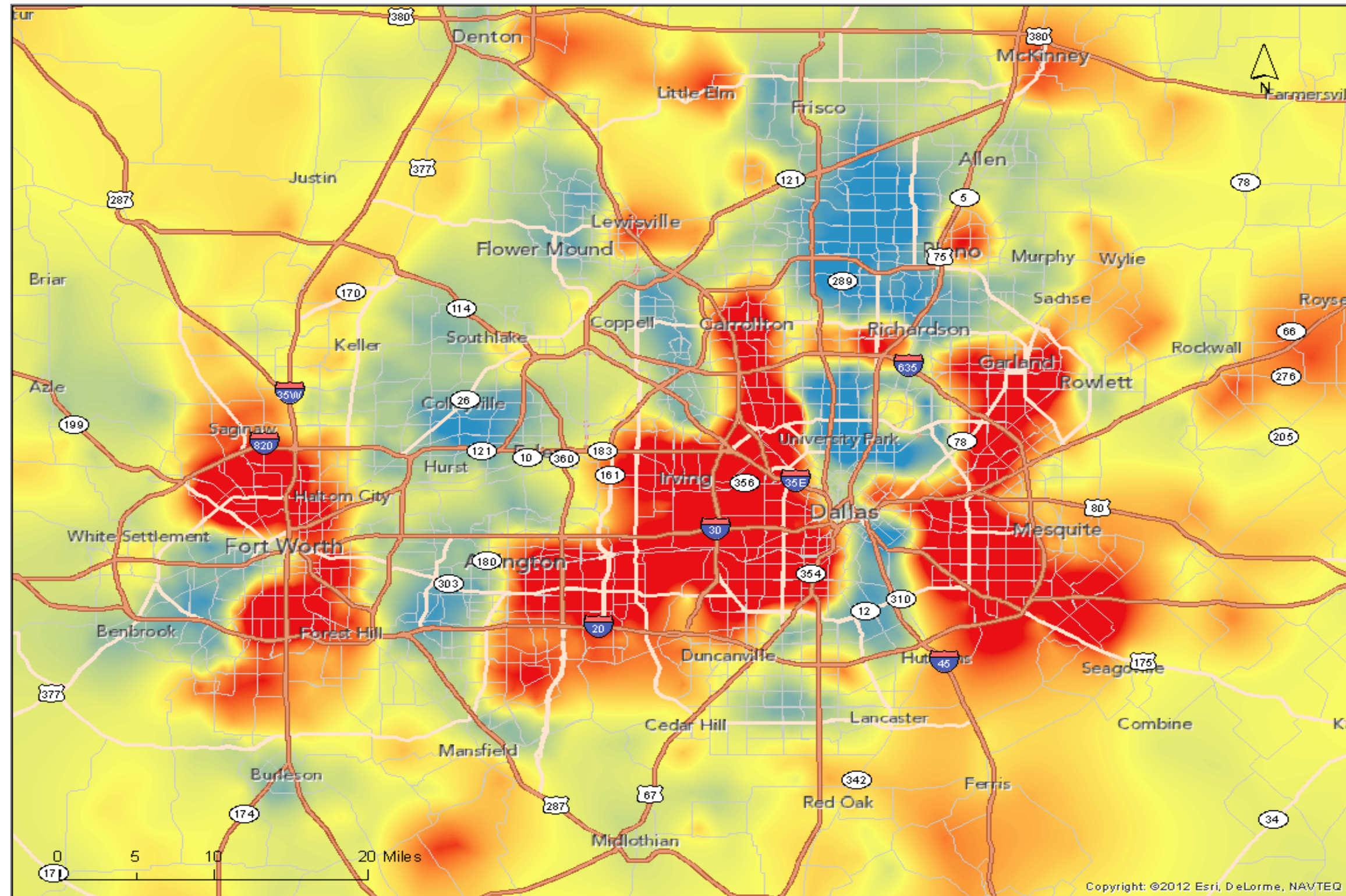
Variable 2: Presence of Children Ages 0-4

ESRI 2011 Census estimate data used to map high population of children



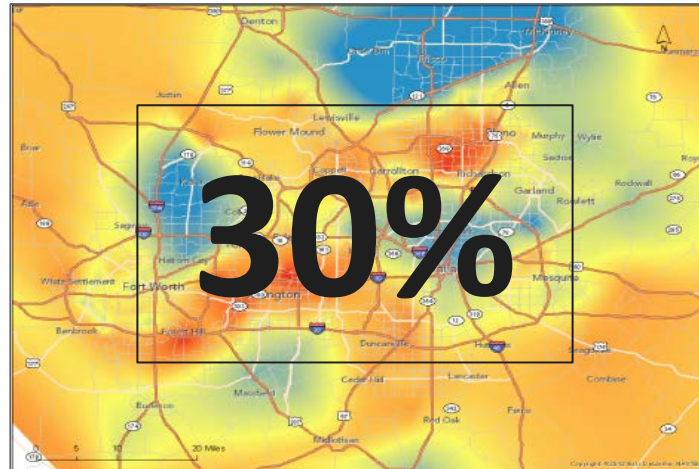
Variable 3: Percent Hispanic Population

ESRI 2011 Census estimate data used to map areas of Hispanic population



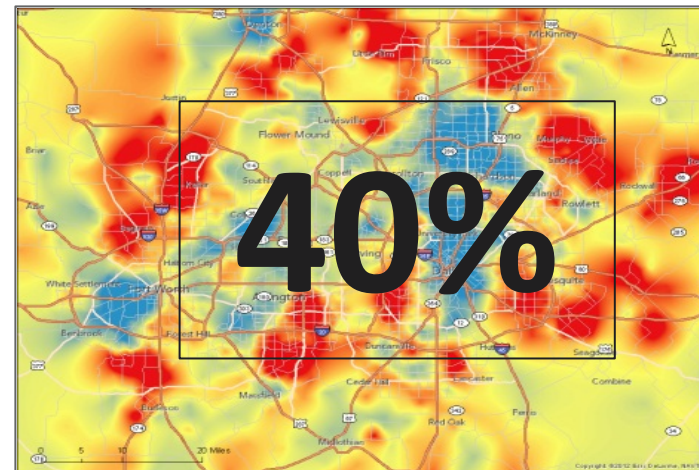
Growth Potential Model Description

Low Pampers Store Sales



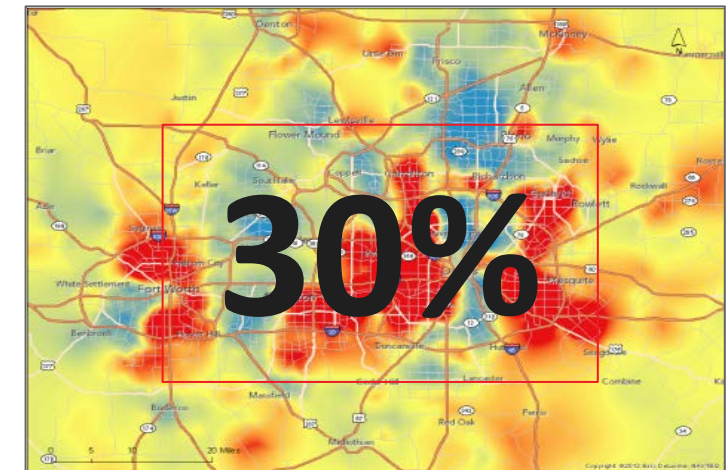
+

Target Ages (0-4)



+

Hispanic



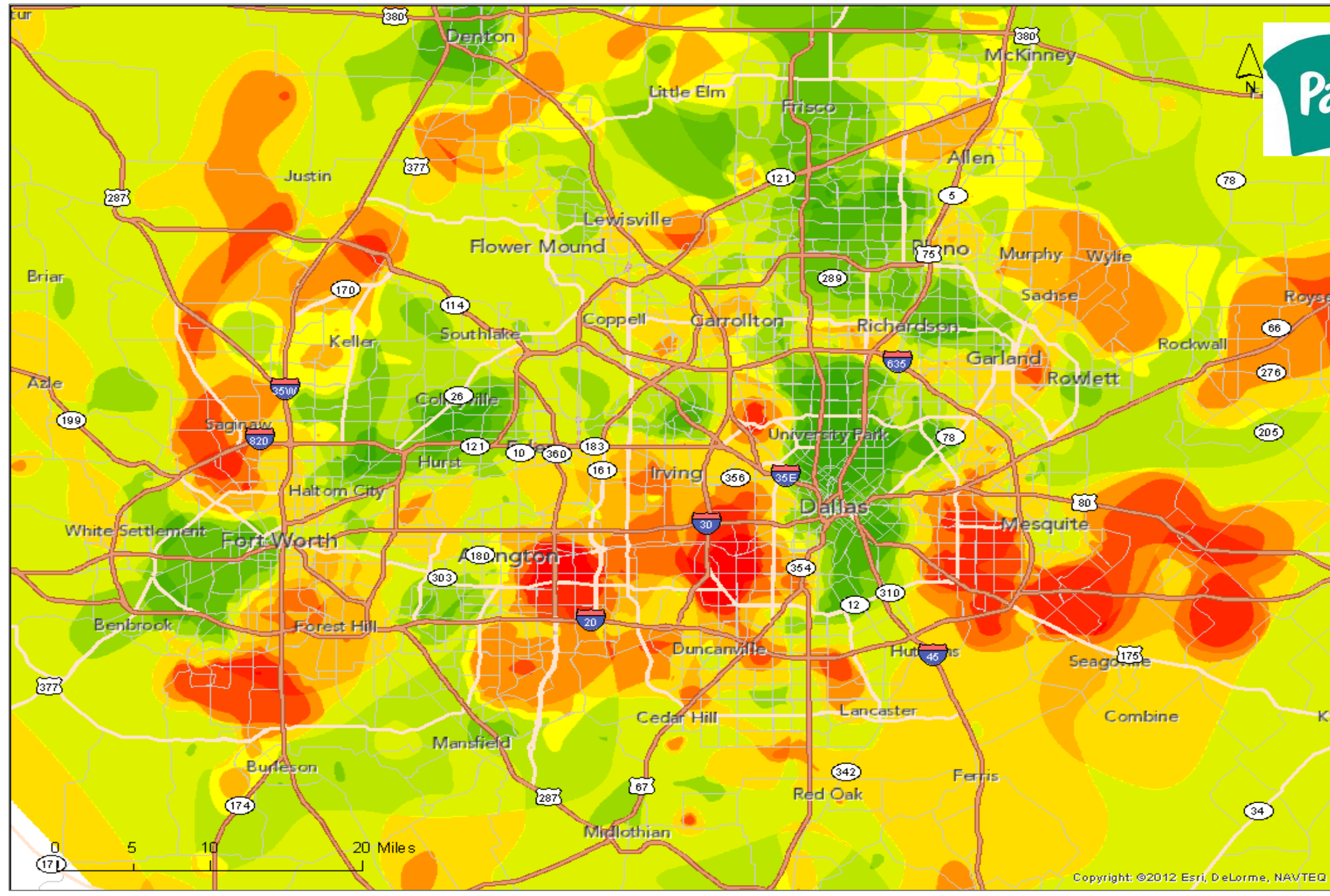
Each variable is independently weighted then aggregated to create the market growth potential surface.



Pampers
Sales Growth
Potential

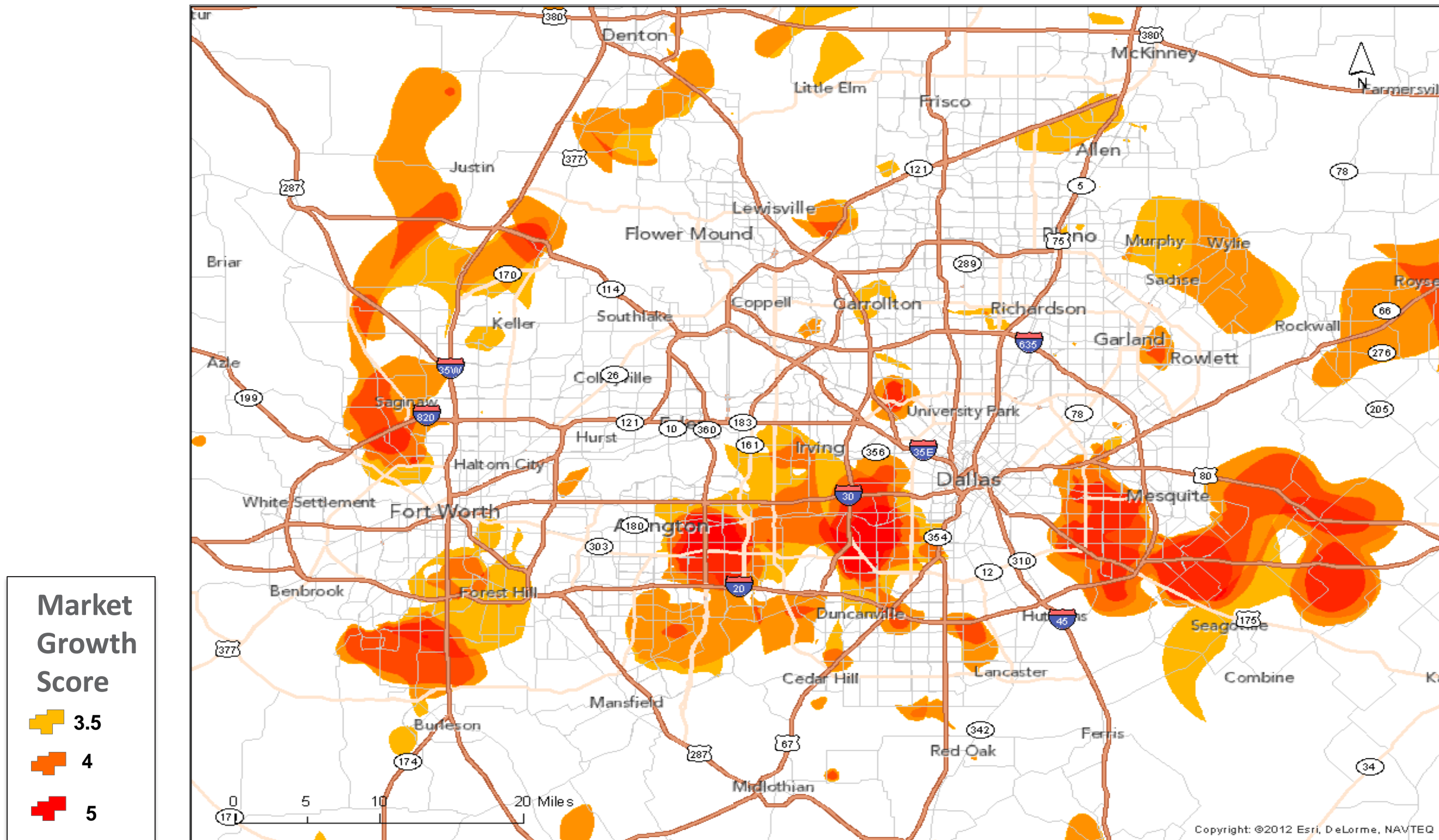


Growth Potential Model Results

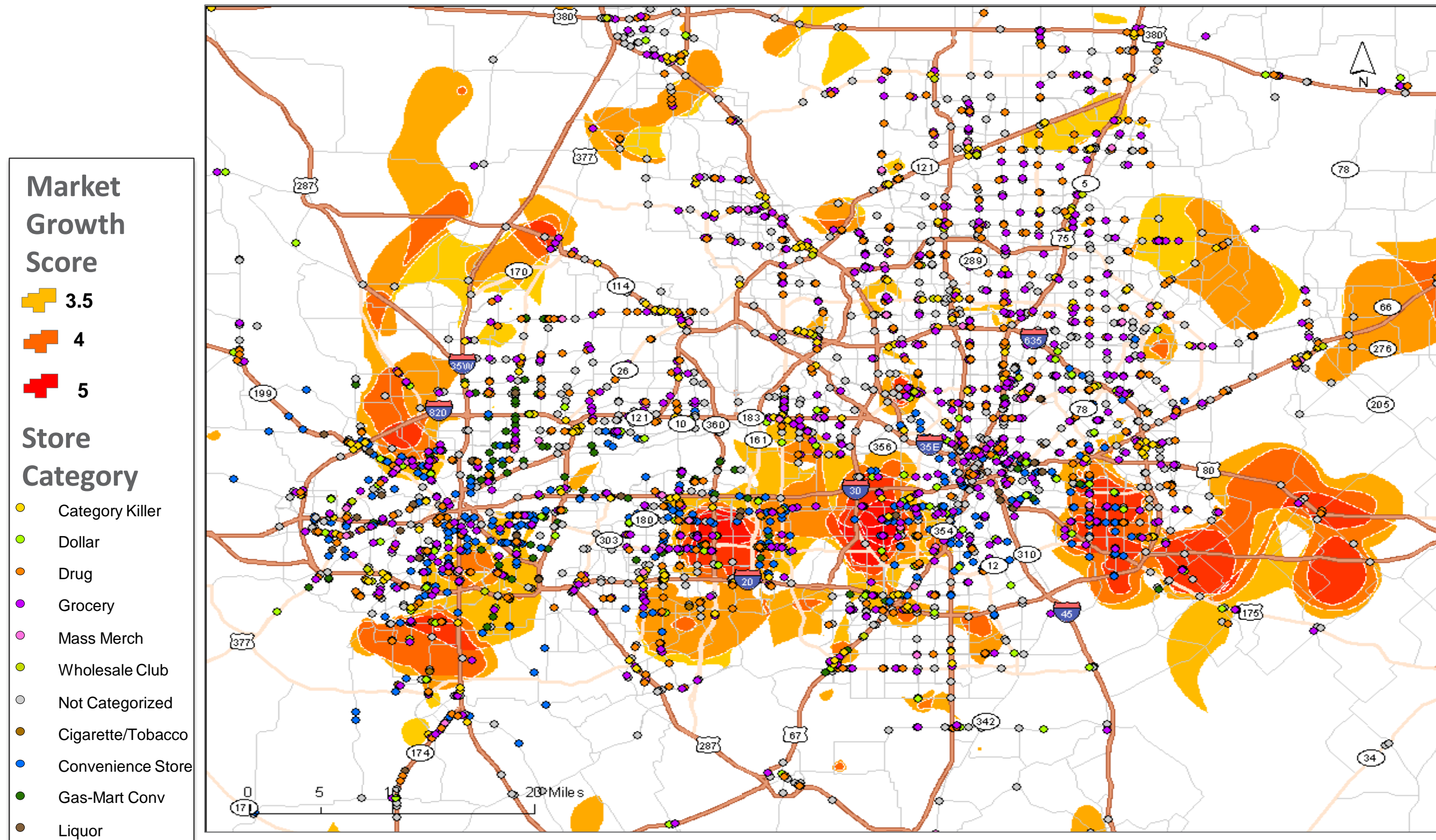


Market growth potential surface identifies the best opportunities for targeting retail coverage, local events, out of home advertising, mobile/digital, DTC, etc. to increase ROI

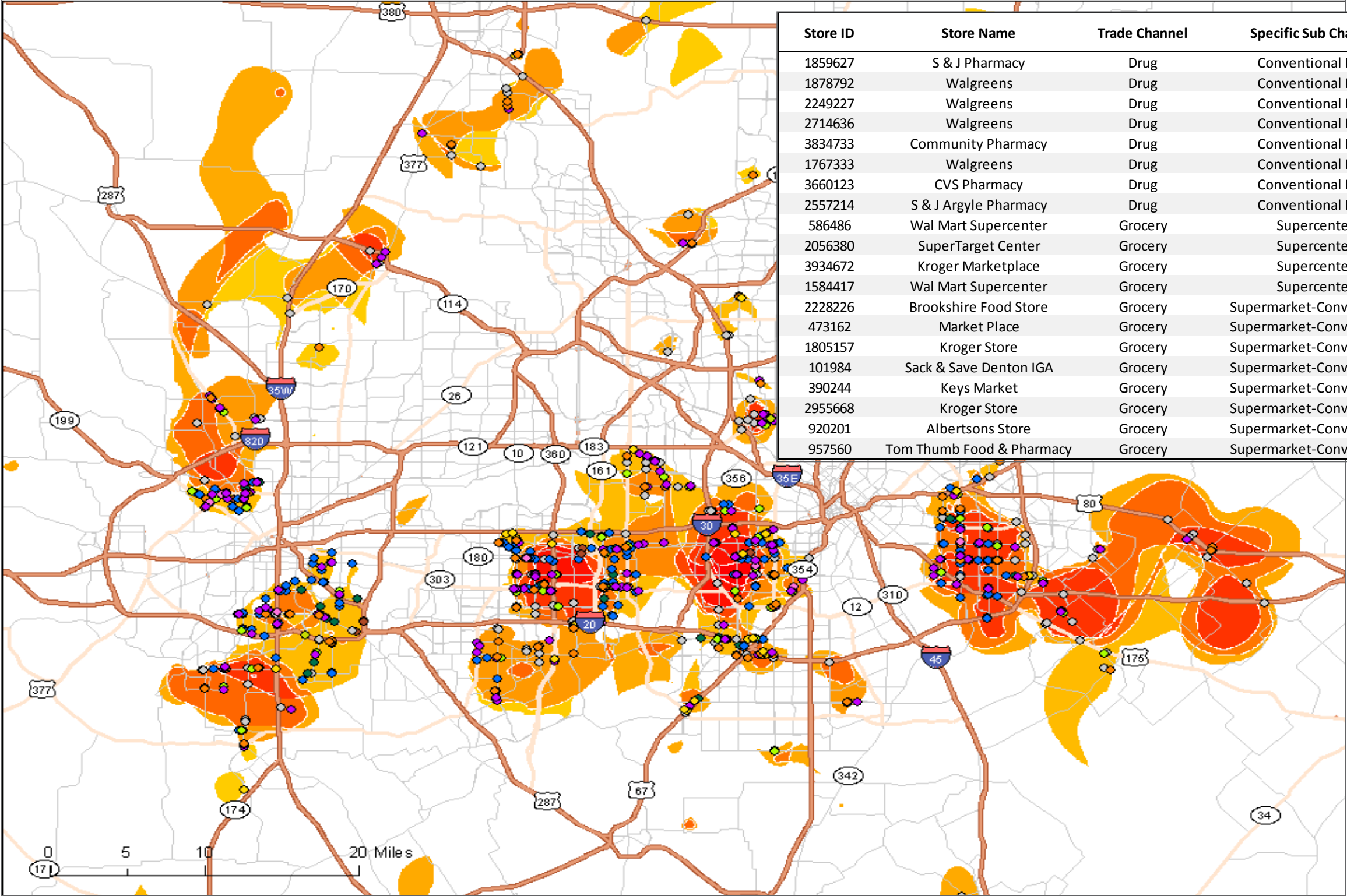
D/FW areas with highest market growth potential



Overlay store locations to identify best opportunities



Select only stores in high market growth potential areas



Store ID	Store Name	Trade Channel	Specific Sub Channel	Source Type	Project Score
1859627	S & J Pharmacy	Drug	Conventional Drug	NonPOS	12
1878792	Walgreens	Drug	Conventional Drug	NonPOS	13
2249227	Walgreens	Drug	Conventional Drug	NonPOS	12
2714636	Walgreens	Drug	Conventional Drug	NonPOS	13
3834733	Community Pharmacy	Drug	Conventional Drug	NonPOS	13
1767333	Walgreens	Drug	Conventional Drug	NonPOS	12
3660123	CVS Pharmacy	Drug	Conventional Drug	NonPOS	11
2557214	S & J Argyle Pharmacy	Drug	Conventional Drug	NonPOS	12
586486	Wal Mart Supercenter	Grocery	Supercenter	NonPOS	13
2056380	SuperTarget Center	Grocery	Supercenter	POS	12
3934672	Kroger Marketplace	Grocery	Supercenter	POS	11
1584417	Wal Mart Supercenter	Grocery	Supercenter	NonPOS	12
2228226	Brookshire Food Store	Grocery	Supermarket-Conventional	POS	14
473162	Market Place	Grocery	Supermarket-Conventional	NonPOS	11
1805157	Kroger Store	Grocery	Supermarket-Conventional	POS	13
101984	Sack & Save Denton IGA	Grocery	Supermarket-Conventional	NonPOS	12
390244	Keys Market	Grocery	Supermarket-Conventional	NonPOS	11
2955668	Kroger Store	Grocery	Supermarket-Conventional	POS	13
920201	Albertsons Store	Grocery	Supermarket-Conventional	POS	12
957560	Tom Thumb Food & Pharmacy	Grocery	Supermarket-Conventional	POS	11

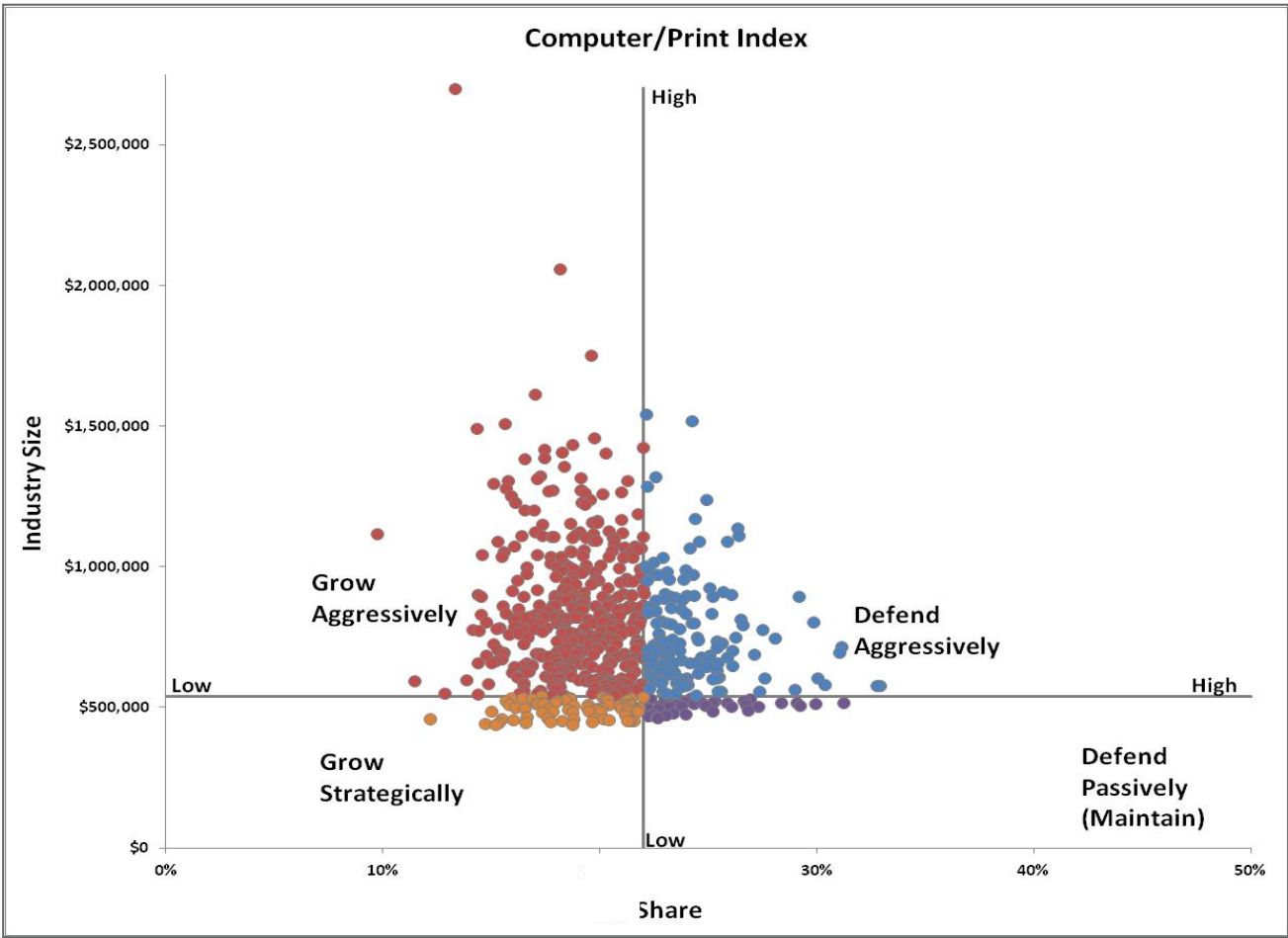
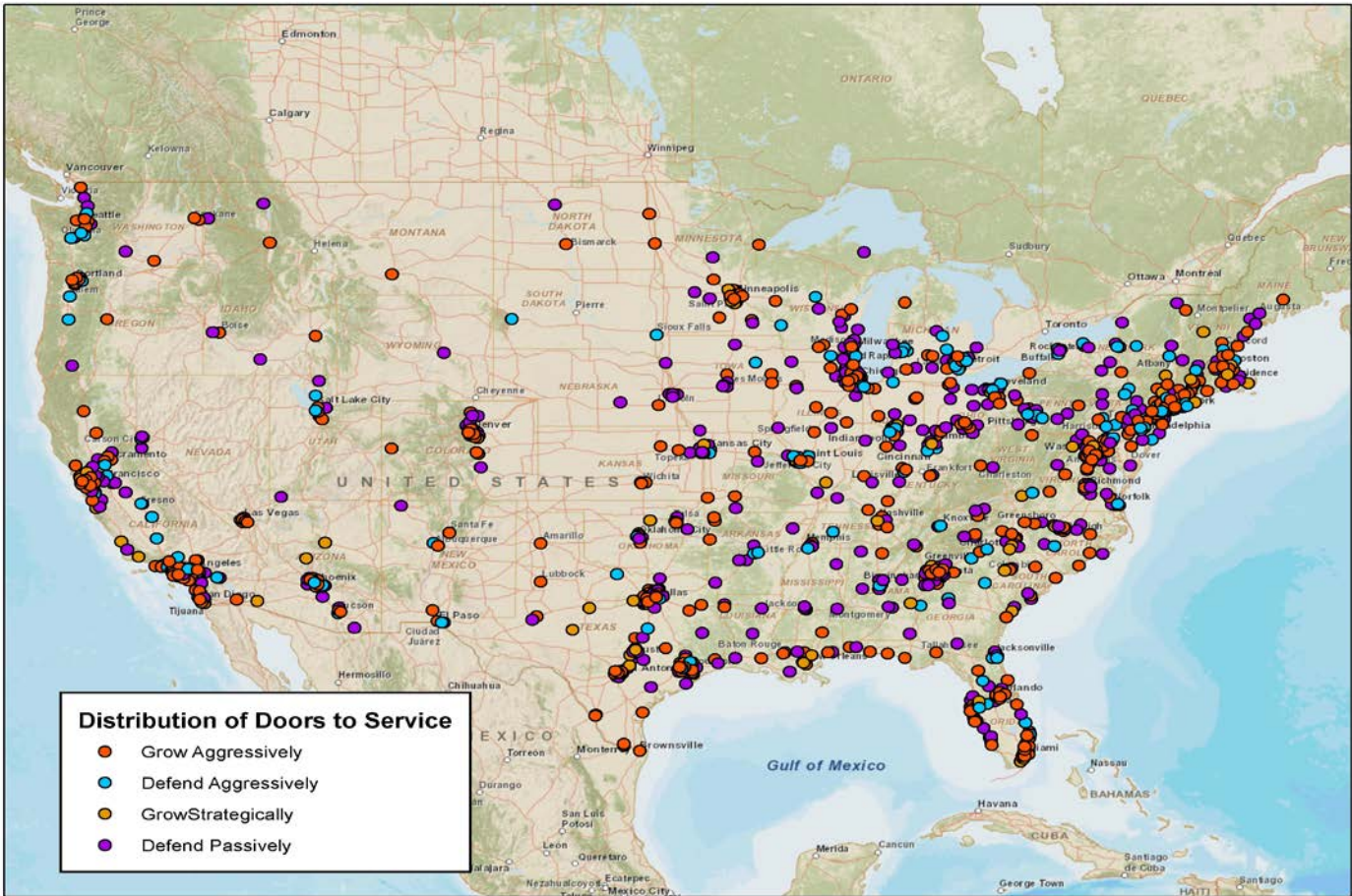
AMG | Mosaic Spatial Solutions

Project Samples



Show Me the Money

With limited resources what stores have the highest potential for market growth? Quantifiable analysis driving nation wide strategic decisions.

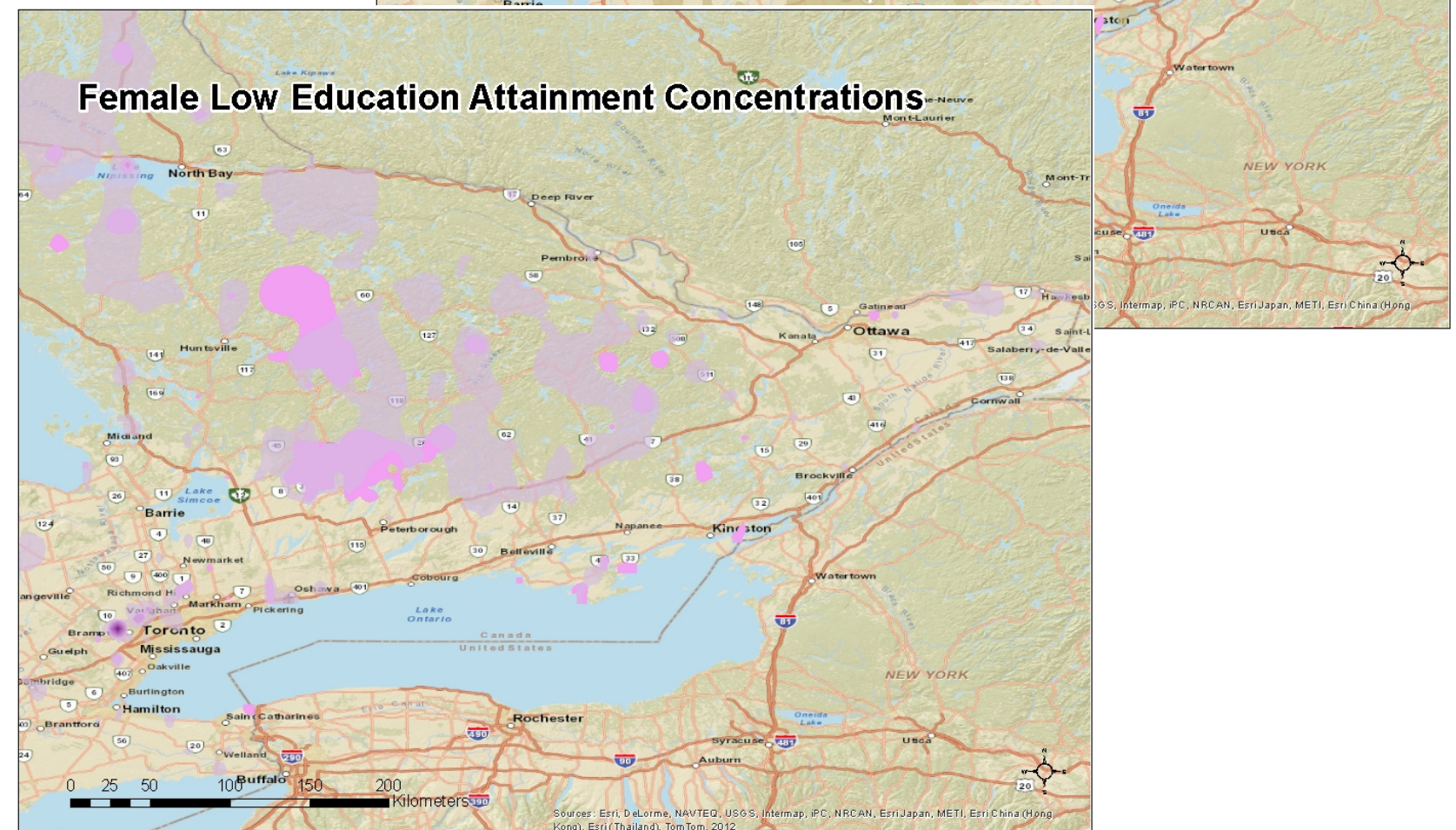
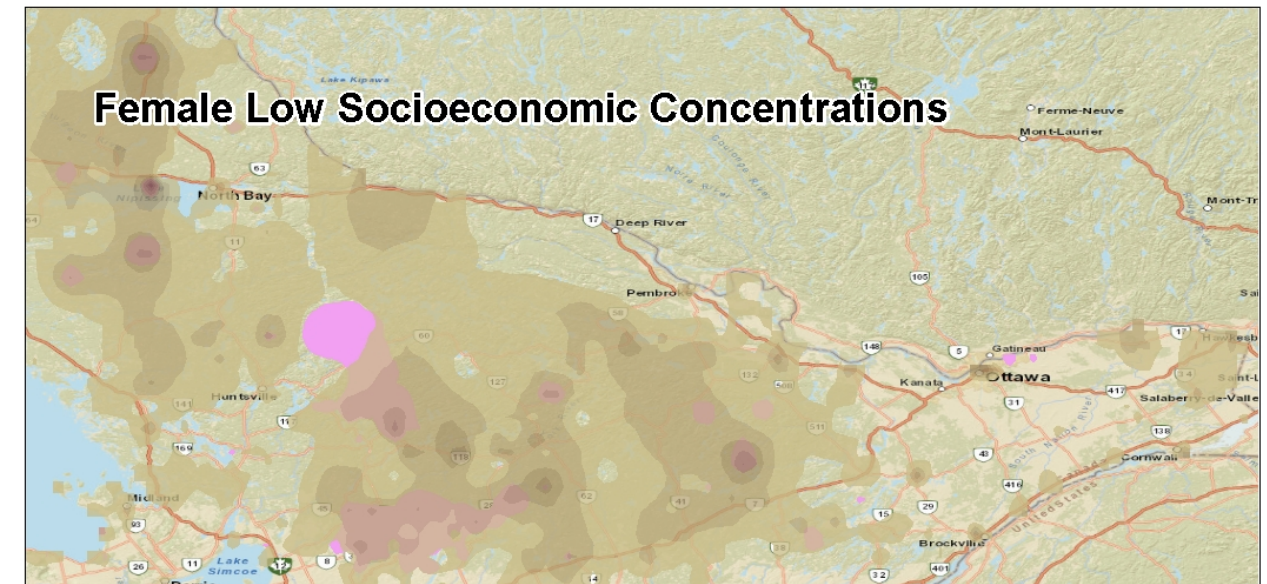
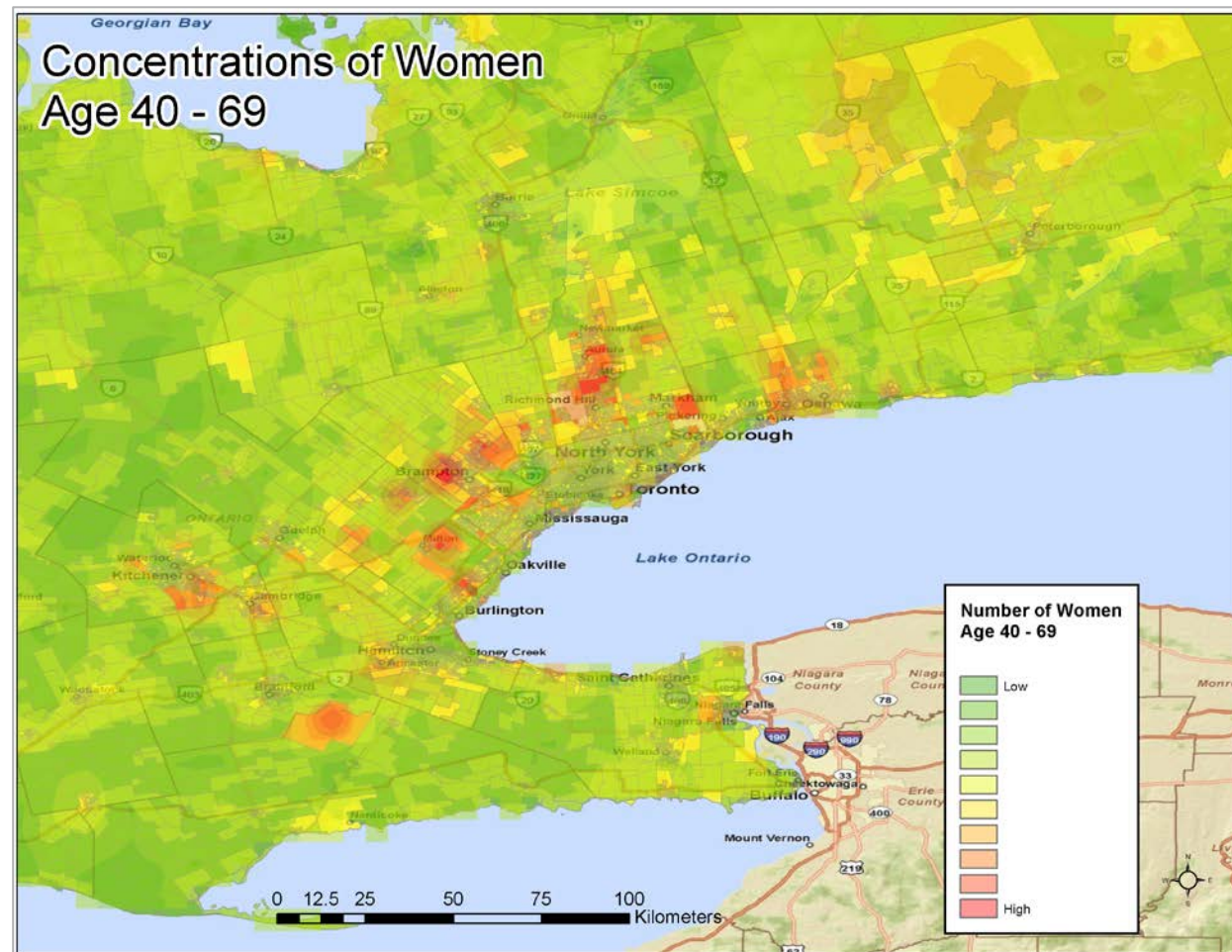


Retailer	Total Doors Analyzed	Count from 1000 Weekend Sheet	Recommended Number of Doors to Service
Best Buy Grow Aggressively	411	411	411
Best Buy Defend Aggressively	140	140	140
Best Buy Grow Strategically	141	129	75
Best Buy Defend Passively	411	161	41
B&H Photo	1	1	1
Costco	94	94	69
Frys	21	21	
Micro Center	23	23	
J&R Computer World	1	1	
Nebraska Furniture Mart	2	2	
Office Depot	3	3	
Office Max	2	2	
Sams Club	4	4	0
Staples	8	8	3
TOTAL	1262	1000	776

- Recommendations:**
- Reduce coverage 23%
 - Remove 174 doors from coverage

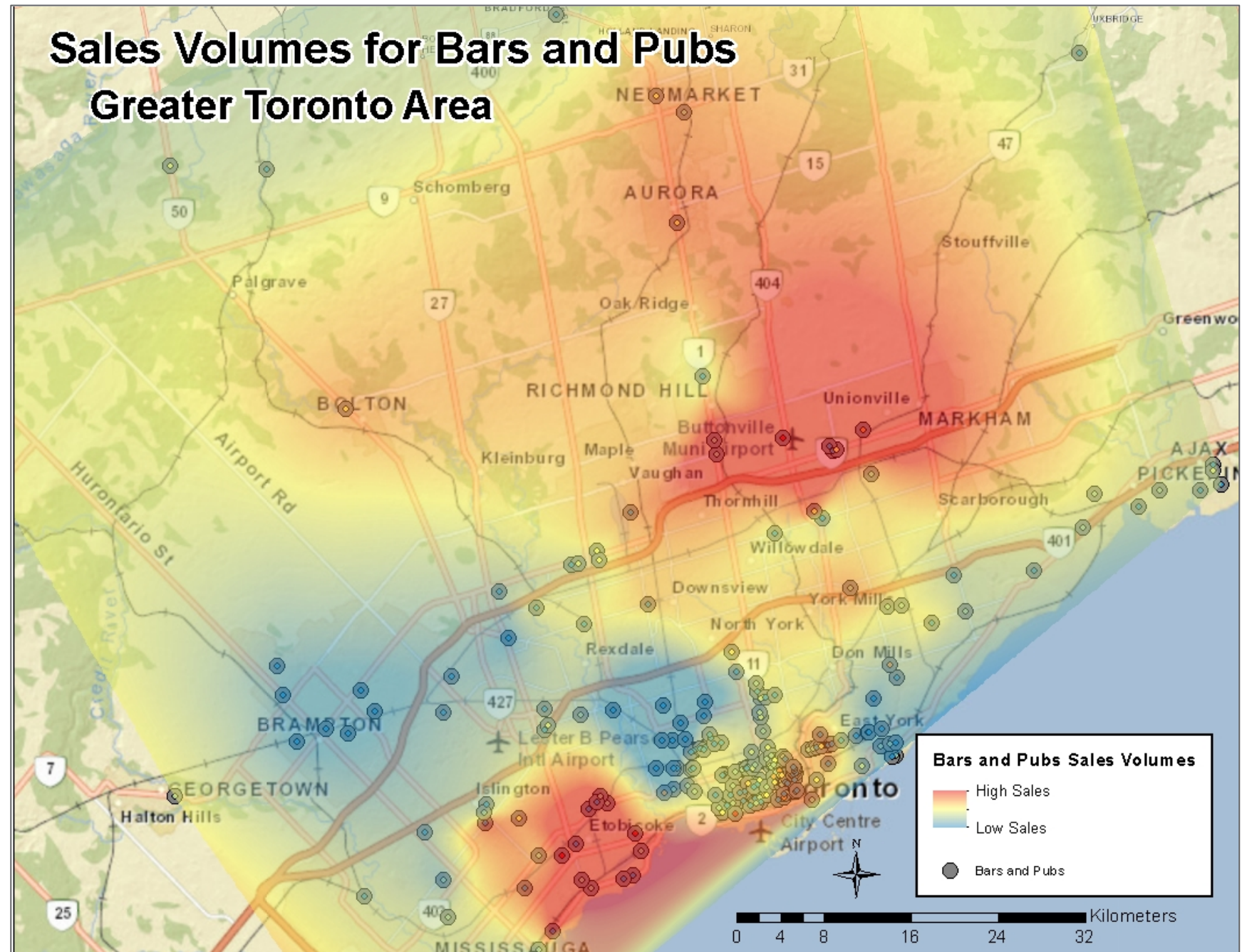
Canadian Breast Cancer Foundation

Since 1986, the Canadian Breast Cancer Foundation has been at the forefront of a nation-wide movement to raise awareness and mobilize action on breast cancer.



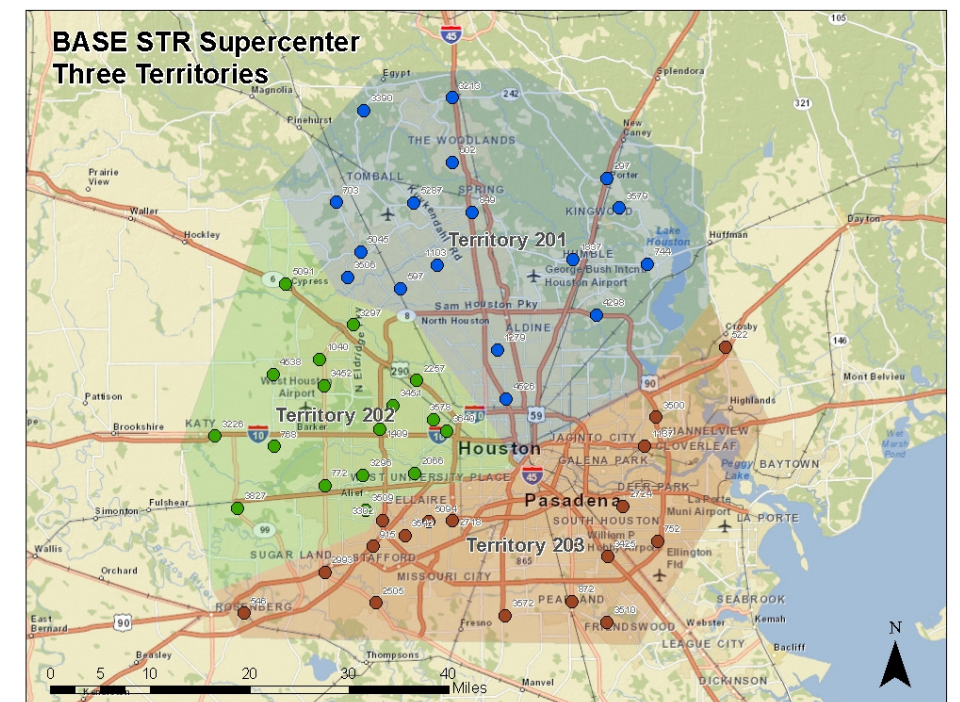
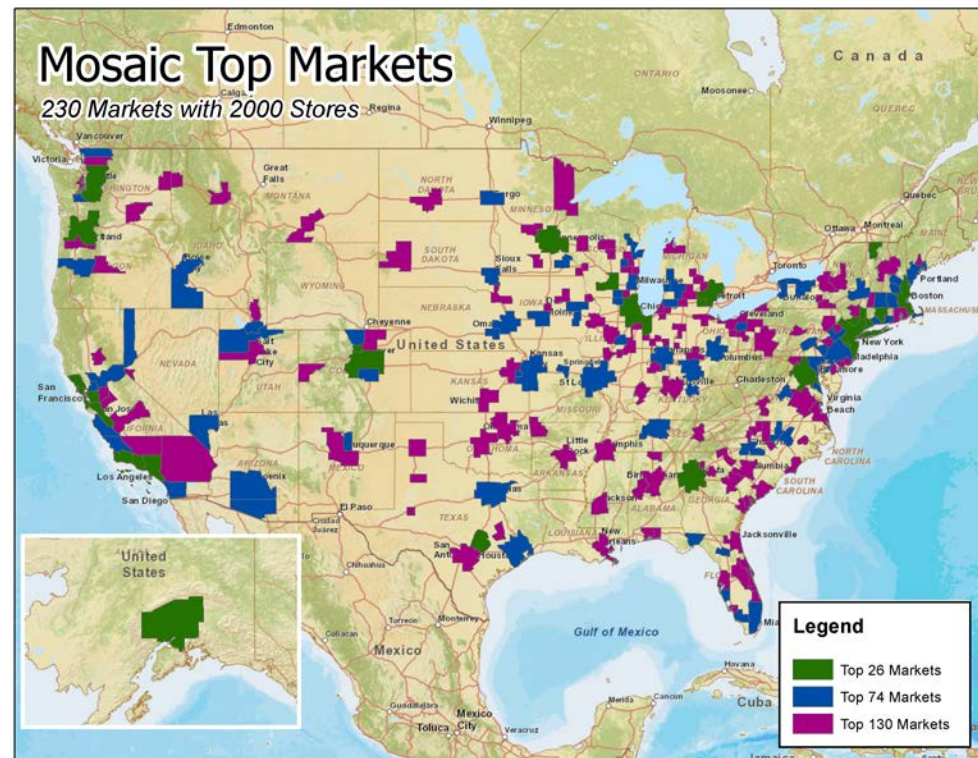
I Could Use A Drink

Where are the areas in GTA with the highest potential for success for an InBev program?



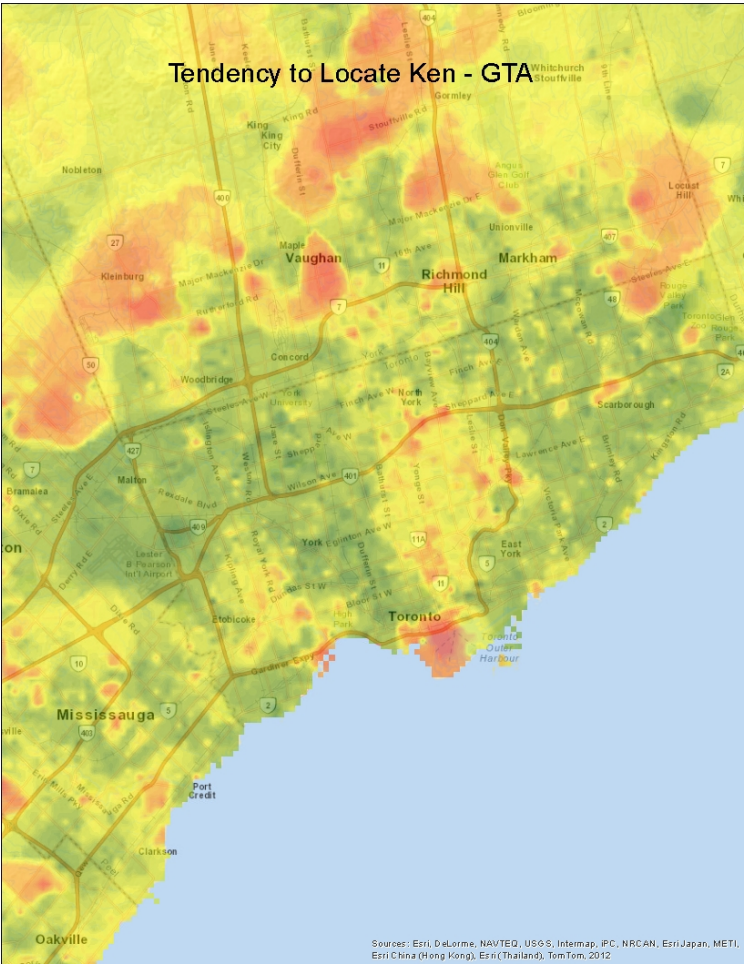
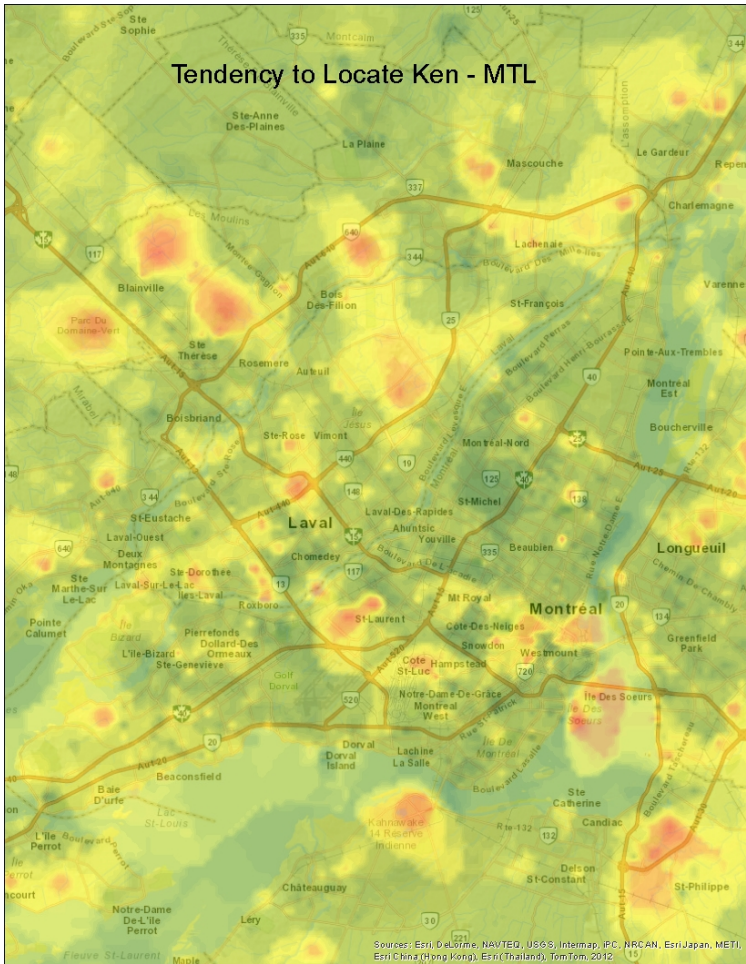
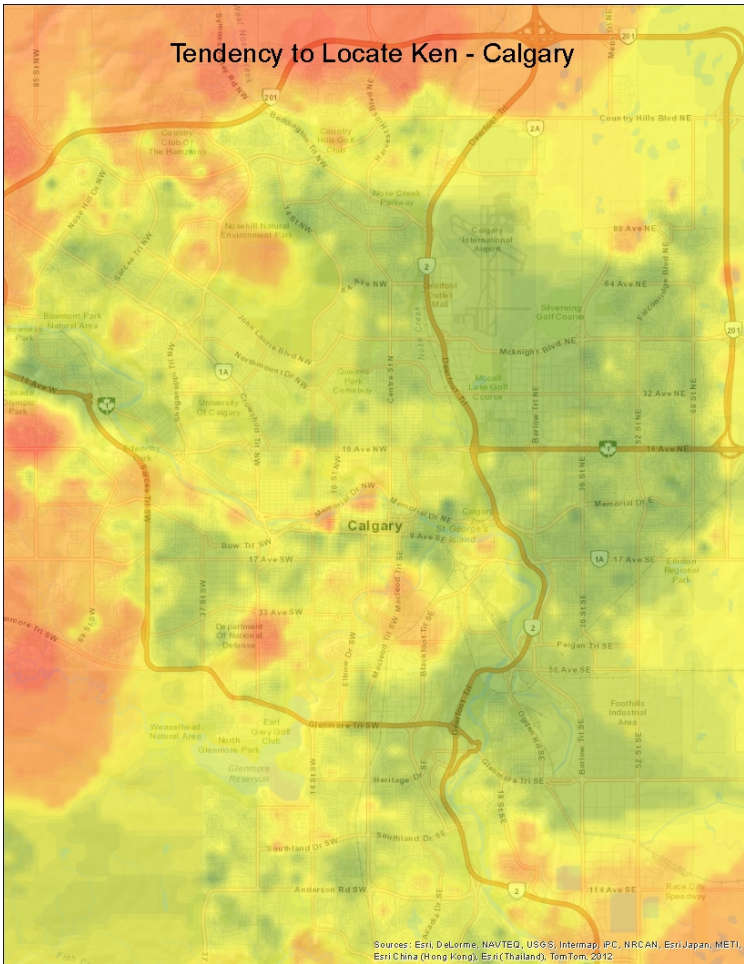
Walmart Gamer

Parents: If you want to know more about the games your kids are playing, Walmart now has professional gamers who provide product information, and reviews online and in-store.



Where is Ken?

Michelob Ultra Ken- male 25 – 35
Fitness is important
Frequents golf shops
Professional employment
\$85K income

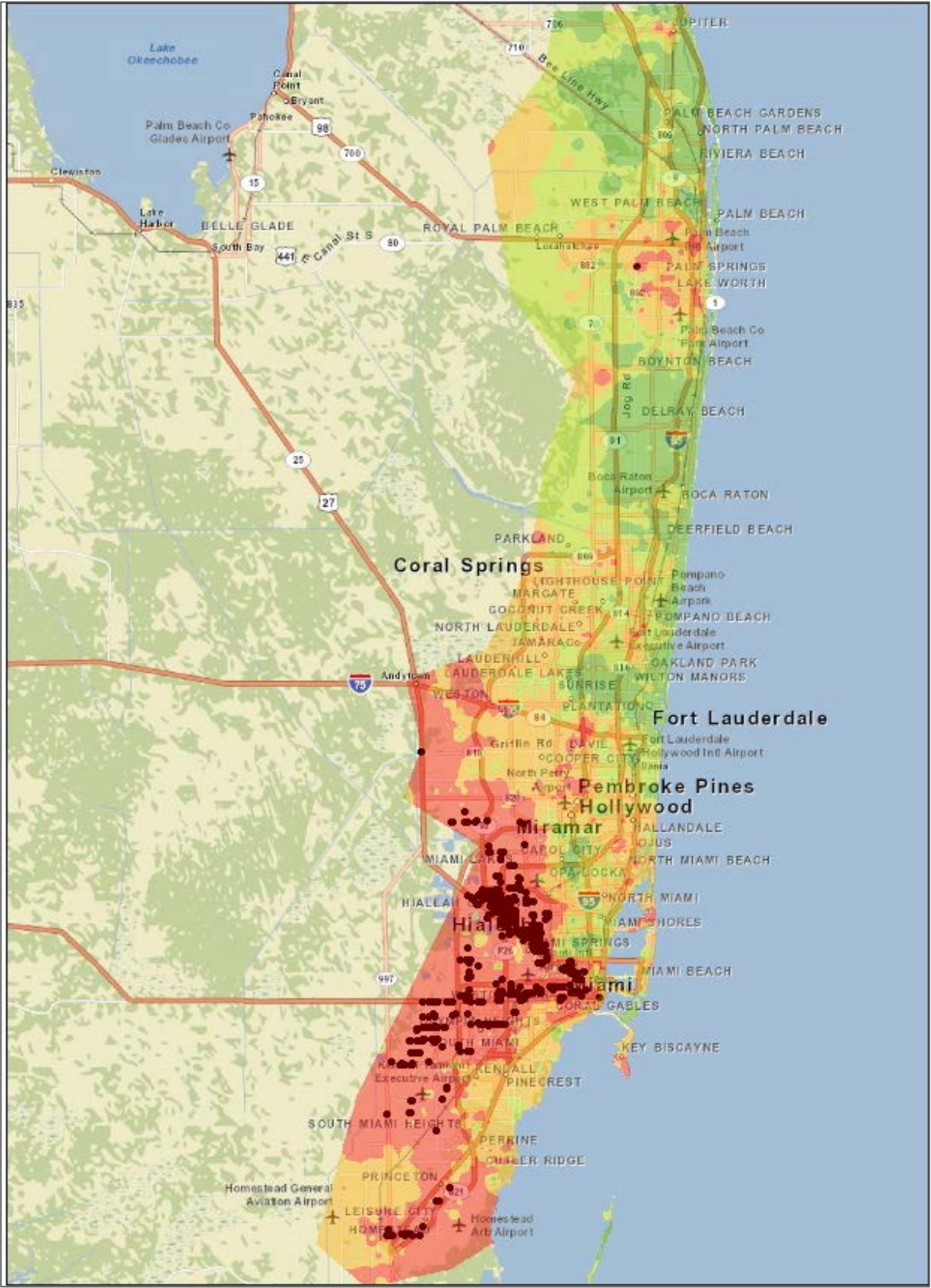


Web Application

Hispanic Grocery Targeting

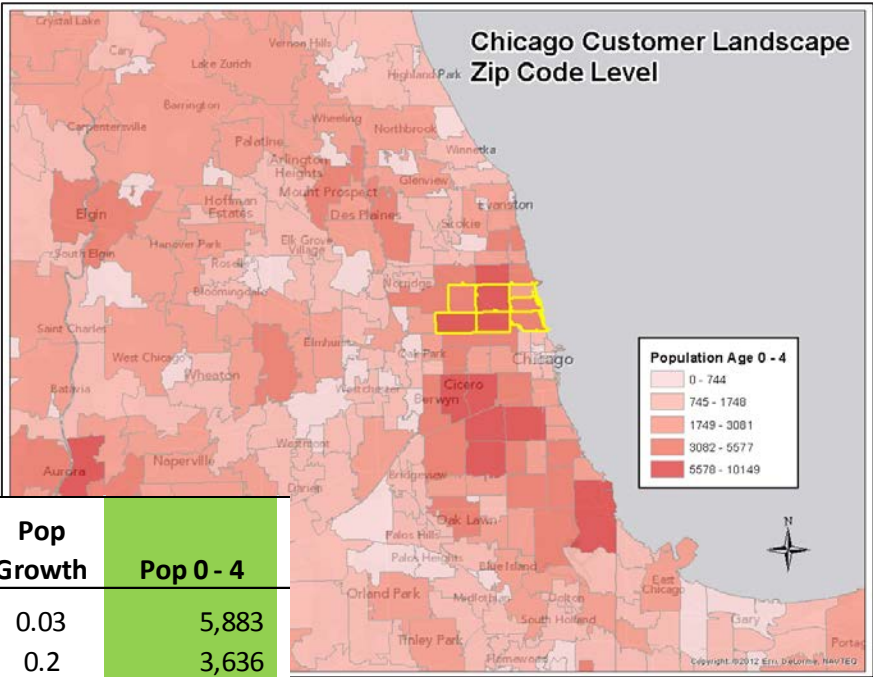
Score grocery store locations across the U.S. by local Hispanic demand.

Hispanic Score	TDLinx	Status	Subbanner	Store_Name	Store#	Street_Add
5	1777631	O	HEB San Antonio	H E B	590	901 Trenton Rd
3	7037243	O	-	MCX Main Store		Bldg 1108
3	0515301	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	2032	2001 N Rose Ave
5	0515301	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	2032	2001 N Rose Ave
4	1652290	O	HEB Houston (ASAP)	H E B	540	3111 Woodridge Dr
2	1765926	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	5147	1521 N Cockrell Hill Rd
5	0106253	O	HEB San Antonio	H E B	205	721 Castroville Rd
3	1765926	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	5147	1521 N Cockrell Hill Rd
5	0923519	O	HEB San Antonio	H E B	431	2700 W Freddy Gonzalez Dr
4	0419864	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	1279	10411 North Fwy 45
3	1539147	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	456	3500 W Alton Gloor Blvd
2	0419864	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	1279	10411 North Fwy 45
2	1539147	O	Wal-Mart Supercenter (ASAP)	Wal Mart Supercenter	456	3500 W Alton Gloor Blvd
5	0463416	O	Wal-Mart Division 1 (ASAP)	Wal Mart Store	1747	2560 N Perris Blvd

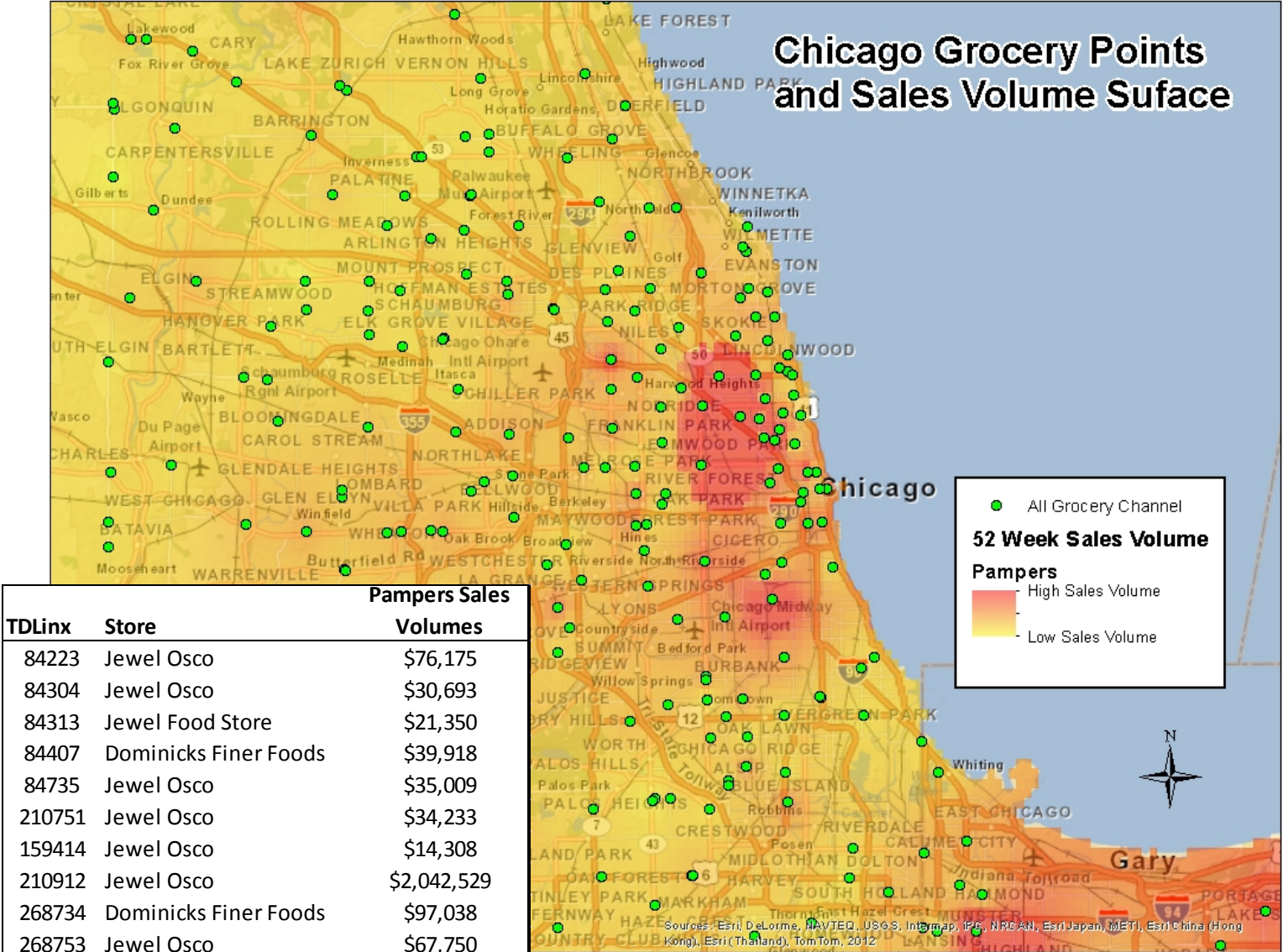


Oh Baby!

Where is there store level market potential for P&G and their Pampers brand?



Area				Pop	Pop 0 - 4
Zip Code	SqMiles	Total Pop	Households	Growth	
60625	3.8217	79,585	77,640	0.03	5,883
60630	4.5817	56,710	56,664	0.2	3,636
60640	2.745	69,395	66,065	-0.55	3,646
60646	4.0705	25,319	25,277	-0.29	1,520
60659	2.4573	37,724	37,268	1.03	2,701
60660	1.52	43,246	40,220	-0.33	2,115
Total 0 - 4 Pop				19,501	



Pampers Sales		Volumes
TDLinx	Store	
84223	Jewel Osco	\$76,175
84304	Jewel Osco	\$30,693
84313	Jewel Food Store	\$21,350
84407	Dominicks Finer Foods	\$39,918
84735	Jewel Osco	\$35,009
210751	Jewel Osco	\$34,233
159414	Jewel Osco	\$14,308
210912	Jewel Osco	\$2,042,529
268734	Dominicks Finer Foods	\$97,038
268753	Jewel Osco	\$67,750
198678	Jewel Osco	\$172,607
295630	Dominicks Finer Foods	\$34,400
371636	Dominicks Finer Foods	\$208,132
362228	Strack & Van Til Market	\$39,389
386823	Strack & Van Til Market	\$74,767
490136	Jewel Osco	\$64,109
553249	Food 4 Less	\$292,342
915904	Jewel Osco	\$73,607
1528763	Food 4 Less	\$73,165
1537033	Town & Country Market	\$104,293
Total		\$3,595,813
Max		\$2,042,529
Min		\$14,308

AMG | Mosaic Spatial Solutions

Providing intelligence, insight and quantifiable facts to the Acosta/AMG/Mosaic business units adding value to their products and services and creating a competitive advantage.

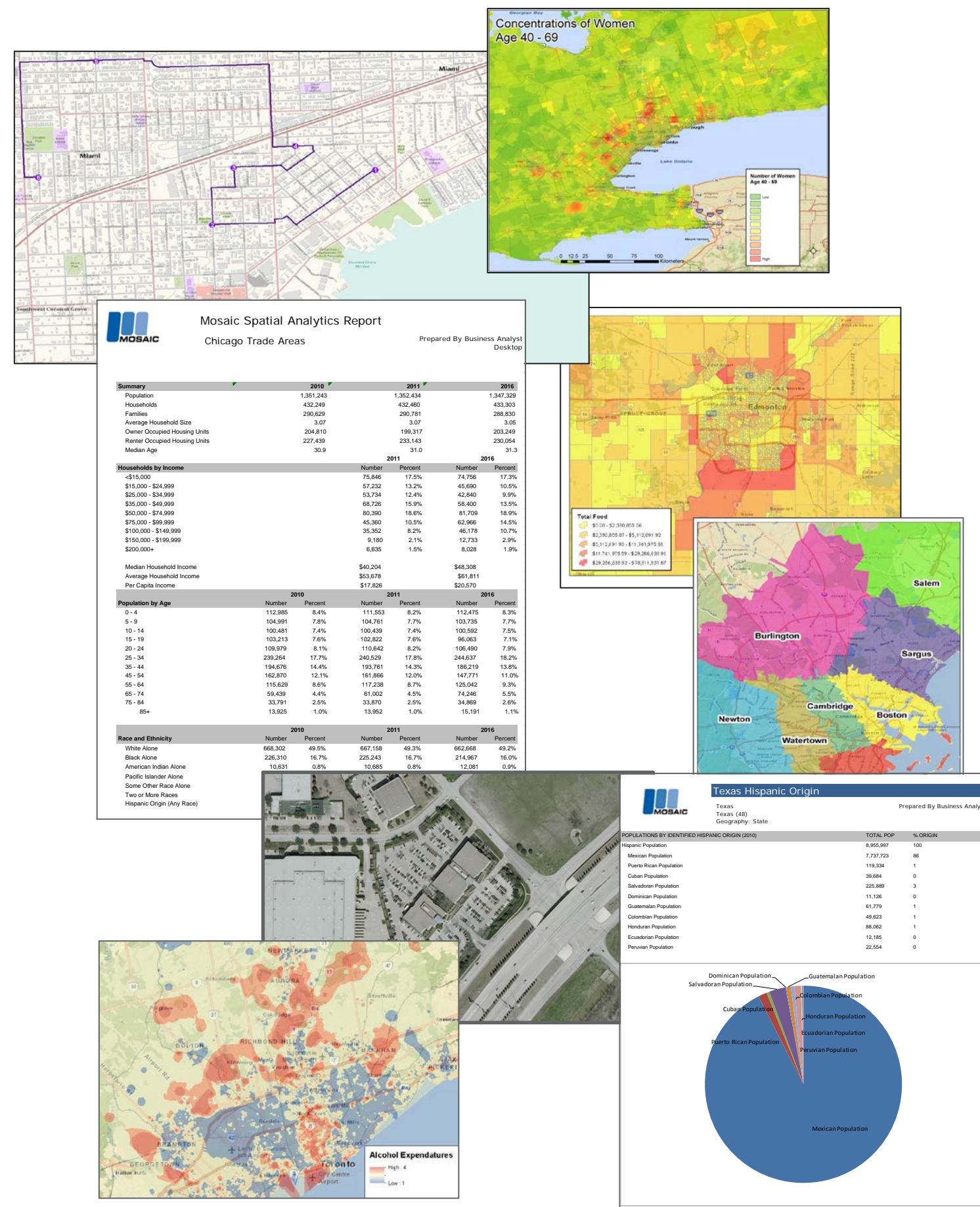
Spatial Platform



Spatial Technology Platform



ArcGIS for Desktop
ArcGIS Spatial Analyst
ArcGIS Network Analyst
ArcGIS Server
Arc GIS for SharePoint
Business Analyst
Business Analyst Online



People changing the way
brands connect with consumers
one experience at a time.

