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ARSgroup Campaign Synergy Focused on Consumer not Media
Consumer-Centric Holistic Approach Provides Solutions for Total Campaigns

Evansville, IN—ARSgroup (www.ars-group.com), long known as a leader in marketing research, has succeeded in answering questions about the relevance of copy-testing techniques in today's world of proliferating media channels.

A debate has been raging in the marketing industry for the last two years. Research firms still tend to be TV-focused, despite the proliferation of new media channels. Although some have developed stand-alone techniques for individual channels, they use metrics and analytics which cannot be combined to give a holistic read across media types.

The issue flared at the March 12th ISBA conference when research firm Millward Brown's techniques were described by a marketing executive as '35 years old' and not 'relevant' in this 'new age of marketing' ("MarketingWeek," March 9, 2007). Bob Meyers, CEO of Millward Brown Group, responded as being 'aware that we need to move on and get a broader media research footprint, with more focus beyond TV' ("Daily Research News," March 12, 2007).

By comparison, the ARSgroup recently presented a fully integrated, multi-channel campaign test in a Webcast hosted by the Advertising Research Foundation. (To view the Webcast, visit www.ars-group.com.) The ARS Impact Campaign solution utilizes a consistent set of consumer-centric metrics across media channels, providing individual reads on each campaign execution, their synergies and the campaign as a whole.

About ARSgroup

ARSgroup has long been recognized as the leader in consumer behavior and response metrics, with a knowledgebase of more than 40,000 tests conducted over the last 35 years. The company continues to be an innovative industry leader, developing metric and diagnostic tools that not only provide insight, but are also predictive of the consumer demand generated by communications. ARSgroup's client roster contains major retailers and manufacturers well-known for their market leadership and insistence on the quality and relevance of customer knowledge.

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