



Advertising Monitoring Services



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PARC is Middle East's most trusted monitoring service for broadcast TV, radio, print, cinema and outdoor media. Our products and services are invaluable tools for advertising agencies, account planners, media houses, auditors and marketers. We offer the most comprehensive and in-depth coverage in 13 media markets covering GCC, Pan Arab media, Pan ArAsian media and Levant media.

PARC's 450+ full time researchers, research executives, analysts, programmers, translators, and marketing team members across 10 fully equipped offices across the region have commendable experience in the field of monitoring & research.

Since 1976 invaluable archives consisting of actual clips (tvc's and press scans), monitoring notes, summary notes and transcripts have been maintained. Nowadays we can search for and locate material monitored across PARC's wide regional network and ensure timely delivery of the information to you.

Our breadth of services saves you the burden of data collection, entry, plus the time-consuming chore of printing, inserting, collating, labeling, and analyzing. PARC's efficiency means real cost savings to you, while commitment to quality service and accuracy means professional standards are achieved.

Why use PARC's Monitoring Service?

Our monitoring service converts piles of press cuttings, television and radio tapes into a clear, concise and comprehensive information management system. You may subscribe to PARC's monitoring services for the following reasons:

- To track message delivery accurately and timely
- To compare and measure regional performance of media vehicles
- To get timely information about breaking competitive creatives
- To fine-tune the targeting of advertising and PR campaigns
- To prove success to the Client
- To evaluate agencies' creative performance
- To improve the effectiveness of your campaigning measures

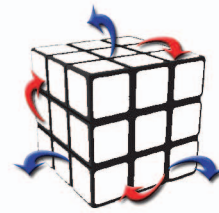


Images: Courtesy of Regional Advertising Resource

Spiral©: Comprehensive Advertising Monitoring & Analysis System

When the advertising efforts to be analyzed span across 13 Arab markets and hundreds of media vehicles, including television, newspapers, magazines, outdoor, radio and cinema, a highly flexible, powerful and fast tool is required to analyze it in real-time.

A revolutionary tool in bringing about this fundamental change is Spiral Freestyle.



This tool constructs the different variables of the data into a 'magic cube'. By applying multi dimensional analytical method called 'On Line Analytical Processing' the user is able to "slice and dice" the data to extract the needed information, while maintaining the underlying database for greater control.

The key characteristics of Spiral Freestyle are:

- Processing of huge volumes of data
- Delivery format allows for easy transfer and sharing of data
- Easy navigation and conversion of data
- Interactive analysis of data variables
- Multi-dimensional reporting options provides users the freedom to add reports by simply twisting the cube
- Allows for storage of pre-calculated data
- Analyzes trends and correlations pertinent to ad spend operations, including Time Series analysis
- Saving report layouts and adding new, personalized ones
- Exporting data and reports to spreadsheets, etc.

Magic?... Simply Freestyle

The technology of tomorrow that masters data packing leaving behind the flat surfaces...

Freestyle's data structure and enhanced viewing capabilities allow users to interact with and view information from a number of **perspectives** and aggregations with minimal computing expertise.



Weblog©: Proactive Competitive Intelligence System

Weblog is aimed at improving the access to the vast multi-market data provided by PARC's advertising monitoring services. Weblog combines the power of the internet, timely delivery, ease and user-friendliness of the Windows environment to provide proactive competitive intelligence, right into the hands of Media Managers, Account Planners, Client Servicing personnel etc.

Weblog is a giant leap ahead from the days of both Ad Logs and Daily alerts. It not only radically simplifies the process of analyzing large-scale advertising and media data but also allows you to define alerts and observation posts in advance, which monitor your competitor's activity on your behalf.



Main Features of Weblog:

- Easy accessibility of daily logs through the internet
- Speed of delivery
- Intuitive and user-friendly design
- Daily reports for both Print & TV by brand, product and media (for TV and for Press).
- Ability to define your own Competitor's Bouquet comprised of frequently advertised Brands or Products, for instant notification of any activity within these.
- Weblog reports breaks news on new creatives and allows both viewing and saving of the artworks / creative for both Press & TV, right from the desktop. The new creatives are optimized for web-delivery and thus take negligible time to fetch.
- Single Click Export to Excel
- Easy importing of Creatives to presentations and much more...

Story©: Comprehensive Qualitative Monitoring Analysis System

Story is a comprehensive analysis system for creative works comprised of advertising copy viewer, browser and analysis applications for the windows environment. With Story you can efficiently search, browse through and analyze Ad-clippings for Television & Print. You can produce the selected ads on CD with a host of intelligent features and capabilities that are well appreciated by creatives and planners in the agency.

All new ads find their place inside your computer and constitute an impressive library that can be consulted anytime, by anyone in the organization. Story is the software that makes the audiovisual information come to life and directly usable by your staff across all departments. Story provides a user-friendly interface to view the ad-creatives efficiently and intelligently

Main Features of Story:

- **Build an in-house large scale Qualitative database:** Ad Clips stored at a central storage location (for eg. Server) allows access to any number of staff members across the organization.
- **Intelligent Keyword Search:** Filter the result using wildcard search. The user can search for any word appearing anywhere in the resultant grid, for example "Kellogs", "Father", "Mitsubishi" etc. Story offers Asymptotic Filter Mechanism.
- **Elaborate Content Search:** Each Ad is full-text indexed making it possible to search for contextual info appearing in the clipping (Television clipping) say for example display all the creatives where a "rose" is shown. Or search for all ads where the following keywords have been used: 100%, Pure cream, Children, Kitchen, Instrumental music, Breakfast etc.
- **Preview Ads:** The ad (MPG, JPEG) can be viewed by double clicking on the ad-creative.
- **Export:** The result that appears on the grid can be exported to:
 - An Excel sheet for Quantitative Reporting.
 - A browser without the ad-creative for internal distribution within the organization
 - A browser along with the ad-creative for Qualitative Reporting to the client distribution
- **View from CD:** An option to view the data and perform all the above tasks directly from CD.



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Story is not a program to view ads stacked in a PC, but a comprehensive full-scale audio visual library management and distribution system that accepts, stores, manages and answers the with the power of intelligent extended information integrated in the audio visual records to answer needs of the most demanding creative and strategy planners.