



How much should you invest in media to deliver your message?

Which media mix is best for you?

How can you optimise contact frequency and spread in a mixed media campaign?

The IM! Analysis performs an in-depth analysis of your concept to provide practicable recommendations on the best media mix for your project.

Methodology:

- 1) Evaluation by a team of cognitive experts of the strengths and weaknesses of your concept options using a **scientific analysis grid** comprising 150 questions based on cognitive science.
- 2) Use of the findings of **theoretical studies conducted on memorisation**:
 - Contribution of visual and audio components and the visual + audio mix
 - Contact spread (best options)
 - Media planning

Results:

- **Highly accurate analysis of the strengths and weaknesses** of your advertising messages.
- Concrete, practicable **avenues for optimisation** of non-finalised messages.
- Concrete recommendations for **building the most effective media plan**.

Get every cent of your investment back in useful contacts!

The result for you is a highly visible, memorable and effective campaign

Main benefits:

- **End-to-end support: content and delivery optimisation**
- **Cost-effective, fast analysis**

Medias covered:

Print, television, radio, billboards and online advertising.