

In today's economic climate it is critical to be conducting regular competitive reviews

Issued by [Ornico](#)

18 Nov 2008

The Xmas season is a critical period in your business to make or break your budgets. Either way it will be necessary to conduct a competitive advertising review in the New Year.

Ornico would like to provide you an introductory offer to our Brand Intelligence™ competitive advertising review.

Brand Intelligence™ Includes

Marketing Drivers

Industry Assessment drawn from Editorial Media & News

Advertising Analysis

Analysis of advertising activity in the public domain

- Creative analysis of competitor creative executions from a strategic standpoint and/or
- Media analysis of competitor spend by defined parameters.

Competitor Creative Brand Intelligence™

- Competitor positioning
- Accumulation of creative executions to be seen as a whole
- Campaign Features & Benefits
- Tonality of Campaign
- Likely target markets
- Insight into possible changes in positioning, branding elements and new product launches

Competitor Media Brand Intelligence™

- Analysis of media spend on TV, Radio and Print per
- Station/Publication
- Genre
- Analysis of deliverables of media choices by AR's (Audience Ratings), Reach, CPP (Cost per Point), CPT (Cost per Thousand), SOV (Share of Voice), SOS (Share of Spend), Duration splits,
- Activity
- Flow plan for period under review

Ornico Media Information, distilling competitor brand and media information into knowledge.

The review can be customised to client specific competitor set. Please contact me to provide a costing for the introductory offer or any further queries.

Angela Adamson
Sales & Marketing Manager

Tel. 011 884 5041, Cell. 082 882 6387, , www.ornico.co.za

- **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023
- **Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey** 12 Oct 2023

Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>