

Kwendi Media Audit

■ Media Audit Worldwide

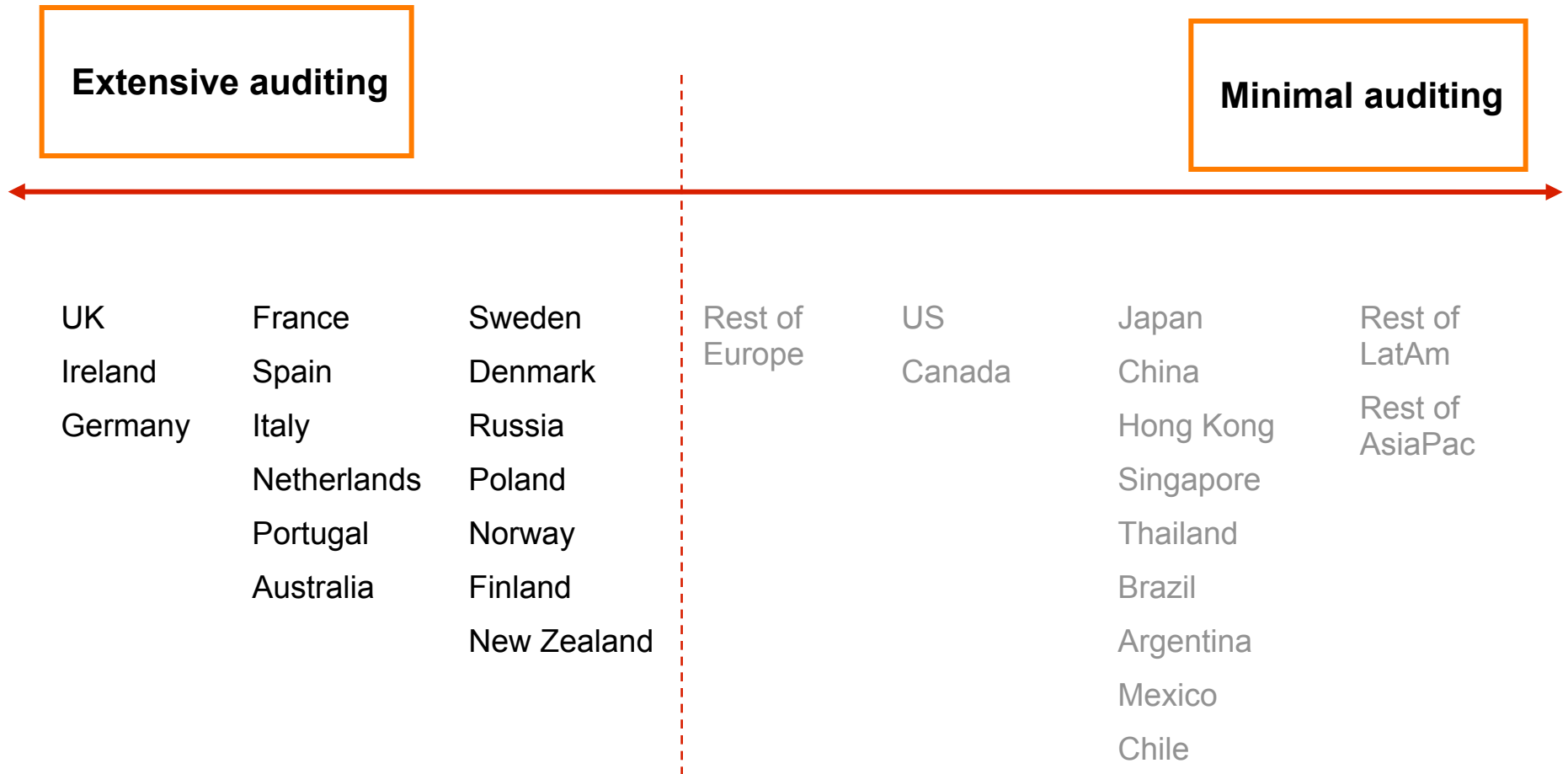
Launched in late 70's in Britain, media audit spread around the globe, with focus on European markets

more than 35% European budgets audited currently

more than 70% British advertisers hire media auditors

Media Audit moving towards expanding its coverage to new markets, esp. in Eastern Europe

Media Audit Worldwide



■ Media Market in Ukraine

- Ukrainian media market has grown enough to need an independent expertise on quality of media performance
 - sophisticated planning/buying technologies need external specialist brains to track
 - budgets big enough to balance cost vs. savings
 - **cost of wrong decision is too high**

- Kwendi, a group of media experts, launched media audit service

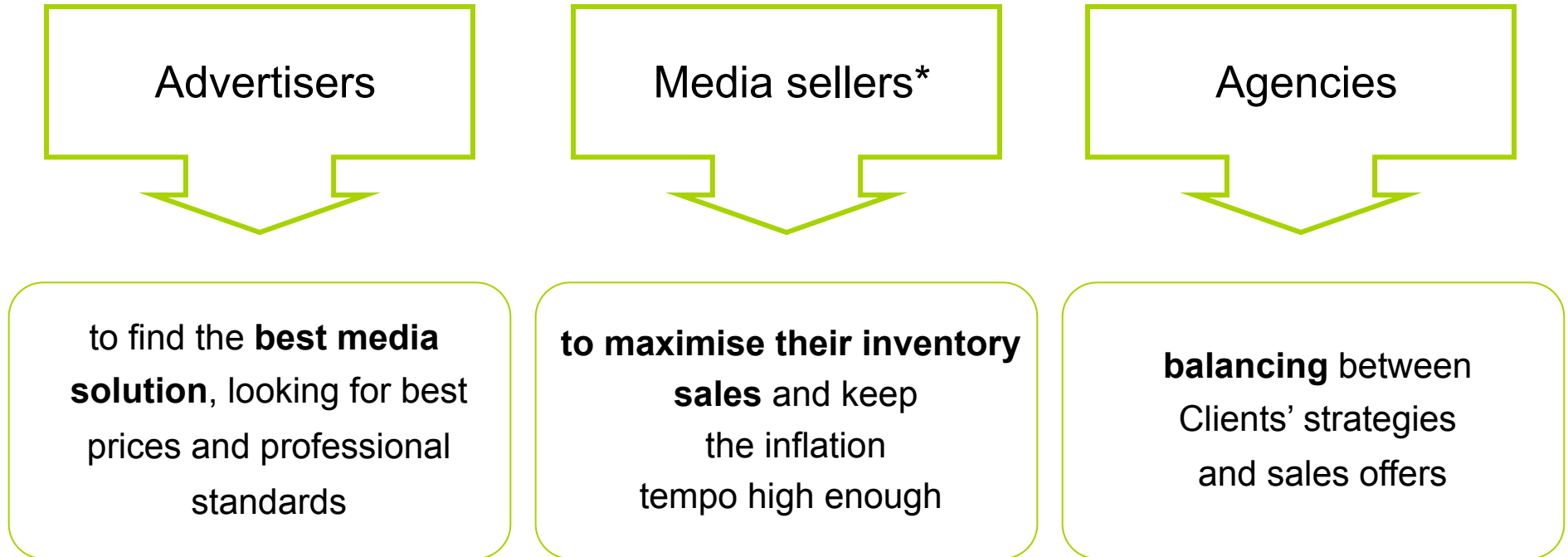
Media Market in Ukraine

Particularities and tendencies

- Ukrainian advertising market is
 - **Sophisticated**
 - More than 20 parameters for TV planning and buying that influence cost on every channel
 - **Non-transparent**
 - major part of TV deals based on ‘additional discount’ that does not correspond to any standard market practices, leaving enough room for manoeuvre
 - advertisers under pressure of price increase threat in case of tender, limiting their ability to check prices

Media Market in Ukraine

Personages, their key purposes and task



- **Counting on high demand, sellers in better position vs. buyers**

■ Figures that Matter

- More than 20 parameters in each TV deal
- Agency alone takes the decision on most of them

Strategic planning parameters

- target group definition
- reach/frequency objectives
- effective reach/
frequency objectives
- target weight
- affinity indices

Buying strategy parameters

- channel split
- sales house split
- channel shares
- buying audience
- rating supply
- cost per rating
- system of discounts and extras
- penalties

Tactical planning parameters

- *placement format*
- (fixed, floating, premium positions)
- day part split
- TVC mix
- zero-rating cost etc.

■ Kwendi Media Audit

- Kwendi expert group was founded in March 2005 in Kiev for independent media consultancy.
- Kwendi Media Audit was launched in March 2006.
- High professionalism and competence of Kwendi are based on more than 10 years work experience of each Kwendi partner, on various positions in media and in advertising agencies, as well as in research companies and consumer brands' marketing departments.
- For the last 2 years, Kwendi audited of more than 150 ad campaigns, prepared more than 70 analytic reports, managed more than 20 media tenders

Kwendi Media Audit

■ Key People

- Svetlana Kalinina
 - started on Ukrainian State TV in 1986. In 1995 moved to Linea12/ McCannEricson media department as media director. In 2001-2005 – media director at Universal McCann. Since 2006 - managing partner of Kwendi Media Audit
- Andrey Taranov
 - started in 1995 as media assistant at Provid Advertising. Left Provid/BBDO Group in 2004 from Media Direction Ukraine managing director position. Worked in media marketing and media strategy fields independently in 2004-2005. Founded Kwendi group in 2005
- Marina Natanova
 - started in 2000 in Monitoring.ru research company. In 2001 joined Initiative Media, where obtained experience of working with large FMCG clients. Since 2007 she is a managing partner of Kwendi Media Audit in Russia

Kwendi Media Audit

■ Main services

- Media audit, media controlling
- Media consulting, media training
- Pitch management
- Marketing communications consulting

Kwendi Media Audit

■ Key areas of competence

- Media Strategy Evaluation
 - compares media strategy to marketing strategy, communication strategy and media brief
 - compares to industry best practices and international professional standards
- Media Buy Evaluation
 - evaluates media buys against objectives, targets, the market and other relevant Key media Performance Indicators (KmPI's)
- Tactical Planning Evaluation
 - evaluates tactical planning KPIs and clarifies Client-Agency communications on tactical planning stage

Kwendi Media Audit

What Else?

- Pitch management
 - when you need right media agency, that will service your campaign the best for right cost within your budget
- Media campaigns supervision
- Competitive analytics and forecasting
- Consulting on CIS media markets situation and trends

■ International partnership & experience

- We cooperate with European media-audit agencies
 - ETAT Control (Germany, Norway, Sweden)
 - Billets (UK)
 - EMM international (UK)
 - Fairbrother Lenz Eley (UK)
- We add international experts to our team when needed
- Outside Russia and Ukraine we have working experience with media markets of Moldova, Belarus, Kazakhstan and Azerbaijan
- Clients & Partners references and recommendations are available upon request

Kwendi Media Audit

Contact person

- Svetlana Kalinina – managing partner
- Phone:
 - +38 044 494 12 65
 - +38 067 230 82 56
- E-mail:
sk@kwendi.net

We Are Ready to Help You!