

COMMERCIAL MONITORS

...advertising information, monitoring & resources

ADREVIEW: ADVERTISING INTELLIGENCE

AdReview is a customized web-based competitive advertisement tracking and analysis service. It provides your organization with quick and easy access to review advertisements from across Australia, including television, radio, press, magazines, direct mail, outdoor and internet media.

AdReview is a web solution that provides 24/7, organization-wide access to continuously updated competitive advertising content, media placement and print spend estimates. Search, compile and analyze creative content across all media types, right from your desktop. Personalized for each individual user, **AdReview** facilitates content sharing, centralization of media data and manages all your competitive content.

Continuously updated content is always at your fingertips for you to access or share with colleagues. Download creative to your desktop in digital format or have the creative delivered to you in hardcopy.

PERSONALISED:

AdReview is personalized for each user with setup matched to your competitive brief. For advertisers with multiple brands, **AdReview** offers a top level overview as well as a brand filtering for individual brand analysis. You can search, download and order creative content in a manner that best suits your ad intelligence needs.

ADALERT:

Alerting you to new campaigns as they break, your **AdReview** subscription provides custom email alerts that let you stay on top of competitive activity.

AdAlert keeps you constantly abreast with scheduled hourly, daily weekly or monthly email notifications of relevant ad activity. Simply create a 'brief' to specify what category, products and brands you wish to monitor, and you will receive notice of new content.

Each **AdAlert** contains a link to gain quick access to competitive advertising at the **AdReview** site, removing the need to search our archive.

SEARCH & SHARE:

AdReview lets you search and view competitive advertising from a single online source. Search breaking and historical advertising campaigns by advertiser, product, key word, tag line, catalogue number or select from more than 250 categories suited to your industry.

Search, drill down results, review content, download digital copies of creative, forward to colleagues, dump into presentations or send to colleagues.

The image displays three screenshots from the AdReview and AdAlert web applications. The top screenshot shows the AdReview dashboard with a sidebar menu and a main content area displaying various ad creatives and analytics. Below it is a 'Welcome Mark...' notification box with a list of categories like Automotive, Retail, Finance, etc. The middle screenshot shows the AdAlert interface, featuring a table of advertising alerts with columns for Advertiser, Product, Date, and Spend. The bottom screenshot shows a search results page with filters and a detailed view of a specific advertisement for a car.

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SUBSCRIPTION FEATURES:

Web-based storage and management of competitive advertising creative content

- Single source for creative across press, magazines, television, radio, internet, direct mail and outdoor advertising
- Delivery of current content with access to historical archive
- Delivery of creative in your choice of digital and physical formats
- Web content updated every 15 minutes
- Alert notification of breaking campaigns hourly, daily, weekly or monthly
- Access to print expenditure, occurrence and audience data.
- Multiple search options

SUBSCRIPTION BENEFITS:

Ability to review and analyze competitive strategy across all media

- 24/7, intelligence that can help ensure success by revealing and creating opportunities
- Centralized storage and management of advertising intelligence for organizational cost efficiencies
- Productivity enhancement with powerful search, data filtering, reporting, archiving and digital delivery capabilities

GETTING STARTED:

For further information on AdReview, contact Mark Scatchard:

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AdReview requires no special software, but is best viewed using Internet Explorer 6+ and Media Player 9. You can create a customized version of **AdReview**, or deliver the **AdReview modules** through your own extranet or brand portal. **AdReview** can include an '**Dashboard**' which is a complete intranet management solution that creates a centralized marketing and media hub for your organization to build, manage and deploy an intranet or extranet.
