

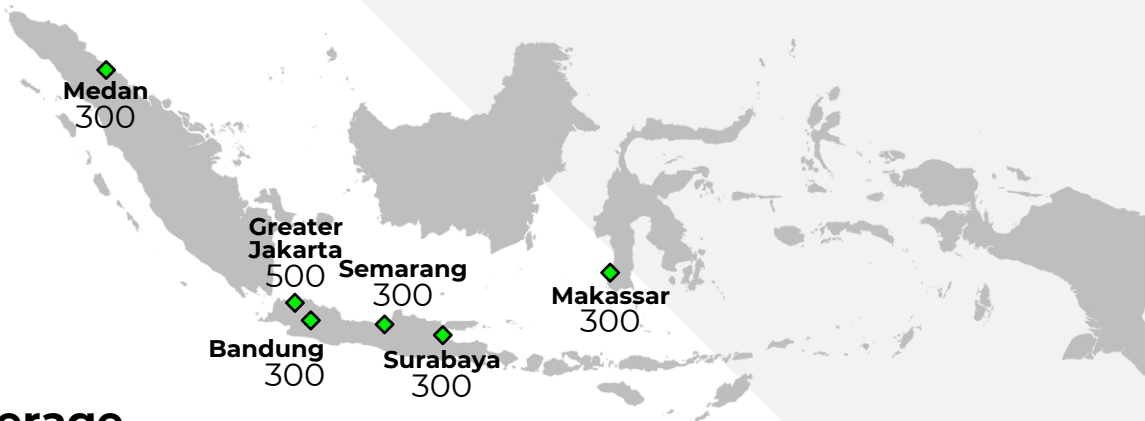


Create consumer-oriented marketing plans with

NielsenIQ Omnibus

What is NielsenIQ Omnibus?

Our quick-check syndicated study that has clients **share setup** and **fieldwork cost**, and tailored questions exclusively for each client. Using **stratified random sampling**, resultant data can be projected to the population in **6 cities** covered.





Coverage

2,000 respondents across 6 urban cities in Indonesia.

Investment

Price per question (subject to deliverable and question type):

	Close-ended	Open-ended/grid
Excel 	IDR 6,625,000	IDR 8,320,000
Powerpoint 	IDR 8,320,000	IDR 10,050,000

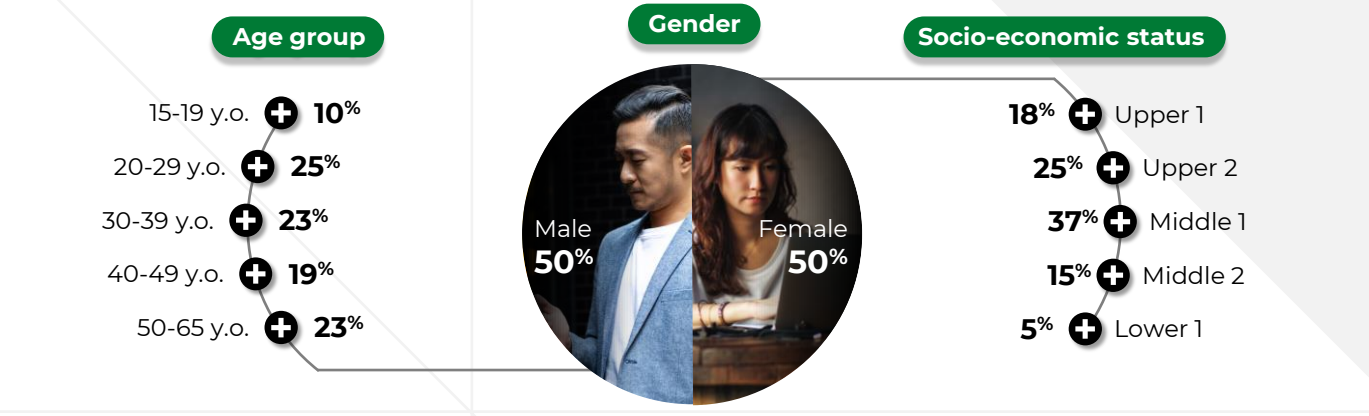
Additional cost for Presentation is IDR 8,750,000.

Minimum of 3 to maximum of 20 questions per category.
All costs will be subject to 11% VAT

Special header for tabulation incurs additional cost of IDR 795,000
All costs are exclusive of Presentation.

For more information about NielsenIQ Omnibus, contact gita.dwiputri@nielseniq.com & rivan.wijaya@nielseniq.com

Profile of Omnibus respondents



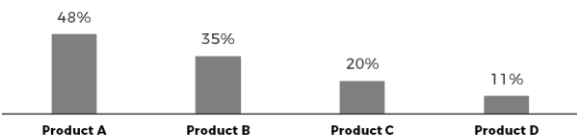
What can you find in the omnibus?

Vast range of information regarding your consumers and markets, adjustable to needs, such as:

- Market Structure, Usage & Purchase Behaviour
- Brand Performance & Brand Shares
- Brand & Advertising Awareness
- Brand Positioning, Strength & Weakness Analysis
- Other customized analysis based on objective

Sample report output

P3M Product Penetration



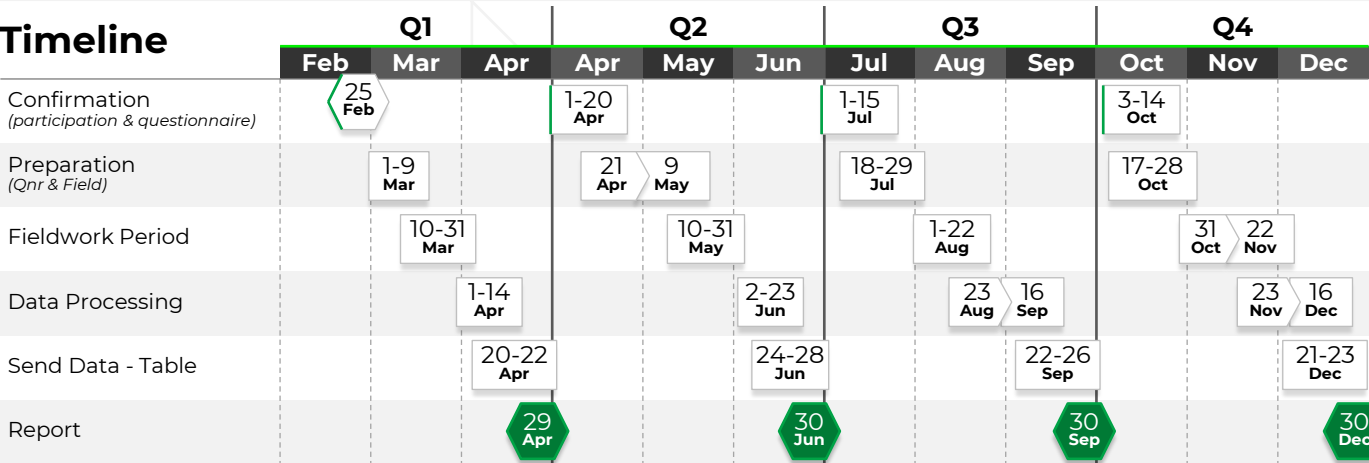
Profile of Consumer on Respective Products

	TOTAL	Product A	Product B
CITY			
Jabodetabek	25%	37%	24%
Bandung	15%	13%	18%
Semarang	15%	12%	20%
Surabaya	15%	10%	14%
Medan	15%	20%	13%
Makassar	15%	10%	11%
GENDER			
Male	50%	30%	60%
Female	50%	70%	40%
SES			
Upper	43%	50%	40%
Middle	52%	34%	50%
Lower 1	5%	16%	10%

Brand Funnel

	BRANDA	BRANDB	BRANDC	BRANDD	BRANDE
BUMO	10	12	4	10	1
PIM	15	10	4	10	1
PSM	19	15	5	10	1
PBM	24	30	7	10	2
PIY	35	40	10	20	3
Awareness	8 28 75	41 77 86	19 57 74	10 50 70	5 15 30
BUMO Conversion (BUMC/BUM)	53%	80%	80%	100%	100%
Retention Rate (P3MEver Used)	54%	38%	50%	50%	33%
Conversion Rate (B ver Used/Based)	47%	47%	14%	29%	10%

Timeline



Note: In case of insufficient clients, a wave may be postponed up to 4 weeks. NielsenIQ Indonesia reserves the right to change schedule or cancel a NielsenIQ Omnibus run if total subscriptions falls below the required minimum.

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