

Media Monitoring Services

SRGB Media Monitoring Services, allow the tracking of the competitive advertising activities in all media:

- + **TV:** a continuous recording of all the terrestrial and satellite TV stations, 24 hours a day
- + **Press:** on-going monitoring through all the daily, weekly and monthly press
- + **Billboard:** weekly monitoring of all the existing billboards on the field
- + **Radio & Cinema:** quantitative reports on all advertising campaigns

Vast quantities of information are added to the SRGB database on a continuous daily basis. This information is presented in document, tape or CD format and is highly exploited in all sorts of qualitative and quantitative multimedia reports. Activities other than media are also monitored; namely, Below the line activities in the market place.

All the above services make the tracking of competition possible, wherever it may be. The in-depth reviews on the advertising scene, in any category it may be in, help in enriching the presentations as well as the new business pitches.

SRGB has access to highly sophisticated advertising expenditure analysis software. It is a multi-media, multi-user, multi-currency and multi-country software, very flexible, fast, adaptable, manageable, powerful, complete and comprehensive. It has different modules: Qualitative monitoring, Quantitative monitoring, Below the line monitoring, TV programs monitoring, Search, Alert and Ad View.

QUANTITATIVE MONITORING

In this module, advertising expenditure reports by Brand, by Product, by Advertising Agency, by Advertiser and by Media can be printed. The update of the data in this module is done by e-mail, on daily or weekly or monthly basis. In this module, reports of TV, Press, Radio, Billboard or Cinema can be printed separately. But also Multimedia cumulative reports are available, where the expenditures on all media are gathered in one report. Selection of reports in this module is very sophisticated: reports can be generated by days, by weeks, by weekdays or weekends, by month or quarter or semester or by year. Furthermore, top spenders reports in any category or sector are available in this module.



QUALITATIVE MONITORING

Qualitative reports, by Product, by Brand, by Advertising Agency, by Advertiser or by Media. The update of data in this module is done daily by e-mail.

Qualitative TV Monitoring



It is a daily report(s) that can be sorted for any selected Brand, Product, Advertising Agency, Advertiser or TV station, TV program or Typology. It is a broadcast certificate giving information about the position of the selected TV spot, the program and time where and when it was broadcasted, in which break of spots, and the position of the break according to all other breaks in the same program, the language of the spot, its duration as well as the quality of the image and the sound. It also alerts about the presence of any competitor spot, from the same category, that was aired in the same break or even in the same program and it gives the length of the program and the percentage of advertising space inside the program, in addition to many other variables.

Branding Time Monitoring

It is the monitoring of all sponsored events such as sport, entertainment or any other events transmitted on TV. It gives the number of times the sponsoring brand appears on television, as well as the time duration during which the brand was seen. All this information is included in a special numeric report, for any brand that is sponsoring any event.

Qualitative Press Monitoring

It is a daily report(s) of any selected Brand, Product, Advertising Agency, Advertiser, Publication or Typology. It gives the client information about the position of the selected press ad, its size, and its color and in which page it was published, in addition to many other variables.

Qualitative Radio Monitoring

It is a daily report(s) of any selected Brand, Product, Advertising Agency, Advertiser or Radio station. It is a broadcast certificate giving information about the position of the selected Radio commercial, the broadcasting time, the language of the commercial, and its duration. It also alerts clients about the presence of any competitor spot, from the same category, that was aired in the same break.

Qualitative Billboard Monitoring

A team of specialized people working on the field and monitors all the billboard networks, on a national level. It is a detailed weekly report(s) selected by region or network or by Brand, Product, Advertising Agency, Advertiser, of any billboard campaign. It gives the total number of the billboards, the positioning of each billboard the location, its quality, the type of each billboard, the traffic way in front of the billboard, the lighting, the angle of the billboard, the height and a CD with the photo of each billboard. The report will be accompanied with a statistical summary report.

BELOW THE LINE MONITORING

A team of specialized people visits major points of sales in order to gather information about all promotional activities in these outlets. Additionally the report mentions all the promotions and sponsors appear in the media. All kinds of promotions are monitored and photographed: Premium, Offers, Competition, Lottery, Demonstration, Testing, Sponsorship, etc. An edition of all these promotions is sorted out on a Bi-Monthly basis, with photos and details covering each promotion. The details covered include, a description of the promotion, its size, its price, etc. A video tape showing all the advertisements of the promotions done on TV can also be complimented with the BTL monitoring report.



TV programs Monitoring

Daily reports of all TV programs and programs previews, in all TV stations are available. The reports can be sorted by date, by name of program, by type of programs and by language of program, with details of each program, such as the main actors, the distributor and the producer. Programs previews reports are also available with all details.

ALERT

TV Alert

Each day all new TV commercials are put in the Alert report, or even cut down versions or longer versions or re-launched campaigns that were aired on all TV stations, from all categories, or from any single category needed. This report also gives details about the TV commercials, like the program(s) and the TV station(s) where it was firstly broadcasted, typology, the title of the spot and the relative advertising agency and client.



Press Alert

Immediately after their first appearance, clients can be alerted of all the new press ads that appeared in all publications or modified visuals or even re-launched campaigns, from all product categories or from any selected category. This report also gives details of the press ad, such as the number of the page in which it was firstly published, its title and its advertising agency and client.

Radio Alert

It is a daily report(s), alerting the client of all the new Radio commercials that were aired on all Radio stations, from all categories, or from any single category needed. This report also gives details about the Radio commercials, such as the radio station(s) where it was firstly broadcasted, the title of the spot and the relative advertising agency.

Billboard Alert

Clients can be alerted of all new billboard campaigns or modified or re-launched campaigns, with the details of each campaign, such as the Billboard Company where it firstly appeared, the title of the visual and the advertising agency of the campaign and the client.

AD VIEW

The AD VIEW module provides reports by Brand, Product, and Advertising Agency. Viewing of the TV spots or Press and Billboard visuals can be done instantly from AD View through your computer or server hard disk, or by simply introducing the right CD in the drive, and the ads can be viewed on the computer screen.

The variables shown in each report are the following:

- ✎ Product
- ✎ Ad title
- ✎ Summary of the Ad
- ✎ Slogan of the Ad
- ✎ Visual type
- ✎ First appearance date
- ✎ Version
- ✎ Commercial type
- ✎ Media
- ✎ Subject of the Ad
- ✎ Advertising agency
- ✎ Advertiser
- ✎ Digital photo of the Ad
- ✎ Code of the Ad



In Ad view, selection and search by any of the above variables can be done.

SEARCH

Provides information about the data available in the software in the different ways to reach the needed information, from the broadcast to the very specific level, without getting into advertising expenditure figures. Search can be done by:

- Sector
- Category
- Product
- Brand
- Advertising agency
- Advertiser
- Media



VIDEO DOC



Video Alert

Every time a competitor runs a new commercial, SRGB Media Monitoring Team remains the most efficient and reliable source of information regarding that Ad. Upon request and almost immediately a VHS tape or CD of any television commercial from any product sector, can be provided.

Video Editing

All commercials are recorded and archived on a regular basis. Each commercial is stored into its corresponding category. When a commercial for any product is needed, in a record time, a complete review tape or CD, covering any period over the past years can be compiled. The VHS tape or CD can either show the Ads of a particular brand, or it can show all the brands in the category, a detailed index is attached to the VHS tape or CD to facilitate accessibility.

Video Bank

It is a tape or CD compiled on a monthly basis containing all new TV commercials aired on all TV stations. The Commercials are divided by sector of activity and are accompanied by an index of all commercials on the tape.

Video Coverage

All major TV news and programs are monitored around the clock by specialized teams - 24 hours a day, 7 days a week. Therefore, any news broadcast, special event, product launch, or any other subject matter that could be of interest, can be ordered on a VHS tape or CD.

Media Doc

It is a very practical package, which includes:

- A Video tape or CD
- Press Cuttings
- Media expenditures (TV, Press, Radio, Cinema, Billboard)
- Billboard photos
- BTL report and photos

All these are prepared to cover all available information for one product category and are usually ordered for a one-year period.

Billboard

Monthly CD of all new visuals on all billboard companies by country, classified by sector of activity.

Press DOC

Monthly CD of all the new ads in the press classified by sector of activity is available. The service could be on ad-hoc bases, whenever specific cuttings of press Ads are needed, in any product category, they can be delivered in a very short time.

Press Document

It is a Press Document that includes cuttings of all the articles that are published in any newspaper, or magazine, covering several topics. A daily coverage of any subject, press releases are sent daily by fax or email.

For any enquiries or further details, please call us.



**Centre For Research &
Management Consulting
SRG Bangladesh Limited**

House 12, Road 2A (Chairmanbari), Banani, Dhaka 1213, Bangladesh * PO Box 7092, Dilkusha, Dhaka 1000, Bangladesh
Tel: +88 02 9851853, 9852805, 9871927, 9871059, 9870915, 9870861 Fax: +880 2 9871436, eFax: +1 484 303 7583
E-mail: srgb@btcl.net.bd, srgbangladesh@gmail.com Web Address: <http://www.srgb.org>