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It's no secret that the CPG industry is suffering today from a lack of adequate information on emerging channels such as club and dollar stores. Additionally, these same retail channels have been slow to cooperate with information suppliers like ACNielsen. Meanwhile, the investment community is hard-pressed to understand the CPG industry for the very reason of the incomplete picture that is available. This is a current state that satisfies no one.

All that said, the manufacturer/retailer communities are emphatic about the need for...

- Broader channel coverage
- More markets
- Retailer Trading Areas
- Deeper insights into key consumer groups
- Ethnic tracking
- More granular detail to enable category-level cross shopping analysis
- Immediate consumption tracking

We believe we can substantially address these needs through a significantly expanded panel service that will provide the industry's best coverage.

In discussions with literally dozens of clients and the Grocery Manufacturers Association (GMA), one viable alternative that has consistently surfaced is the use of consumer panel information enhanced via shipment calibration. This would require delivery of a "surrogate scanner" tracking service that would yield "all outlet" views to drive CPG business results.

Consequently, a transformational plan is in place to expand dramatically the ACNielsen Homescan Consumer Panel.

Here are just a few of the many benefits of such a mega-panel:

- Delivers "all outlet" views, providing the industry a more complete perspective on business results;
- Allows for a clear understanding of channel incrementality.
- Provides observations of consumer behavior in emerging channels;
- Delivers unique consumer solutions:
  - Teens, elderly, mothers with newborns, etc.
  - Out-of-home and in-home consumption

To date, VNU has made a significant investment in making this expanded panel a reality. We cannot do it alone. We will roll out this initiative as aggressively as the industry will support. To participate, contact your local ACNielsen representative today. **C**