

Client X Effectiveness Study

Conducted for BriteVision Media
(supplied for use in Canada to Fairway Media Sales)
Research conducted by Roper NOP World
June 2005



Methodology

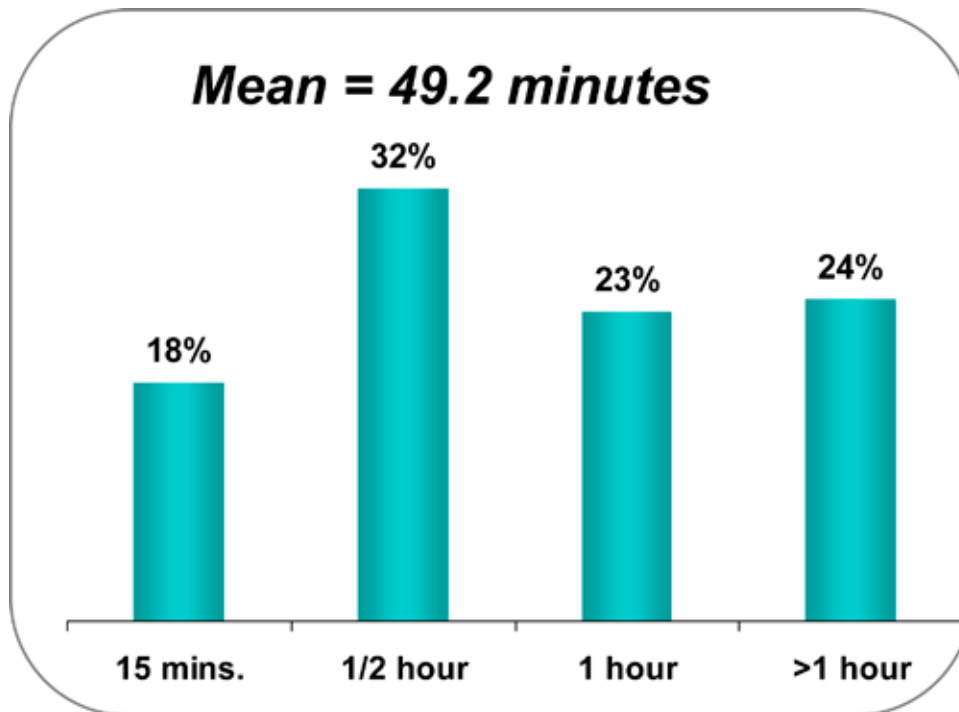
- Eighteen agreed upon questions were handed out by café owners via a coffee sleeve survey on a piece of paper
- Consumers were given a week to fill out the coffee sleeve survey and return it to the café location for a free cup of coffee, latte, etc.
- The research was conducted at ten café locations across four markets
- The total sample size of respondents was 338

Summary of Key Findings

- The average exposure time to the coffee sleeve ad was 49.2 minutes
- Each coffee sleeve garnered 7 total impressions including the consumer
- 65% recalled seeing the product (i.e. Client X) being advertised
- 79% of consumers feel that coffee sleeve advertising is equal or more noticeable than other out of home advertising
- 23% of consumers say that their opinion of Client X got better after seeing the coffee sleeve ad with this positive opinion being
- The Average age of respondents was 40 years old, and the average household income was \$73,100

Overall Exposure Time

- Average exposure time to the coffee sleeve ads is 49.2 minutes. Those who claimed to have seen the ad and those who found the coffee sleeve ad more noticeable than other OOH ads had longer exposure time (53 minutes)

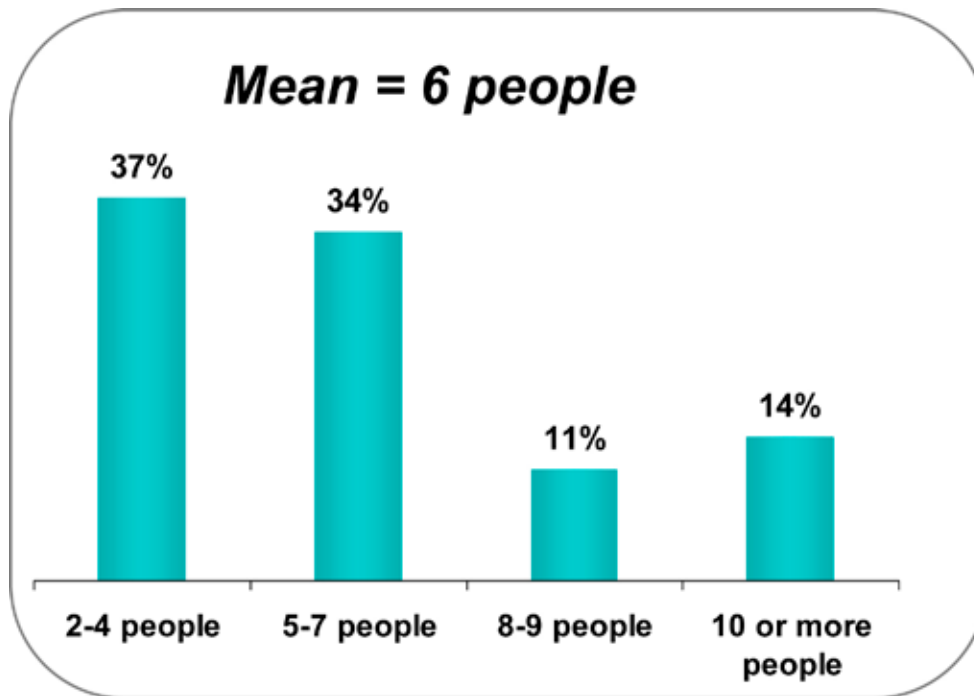


Base: All respondents (n=338)

Q. How long do you hold onto your cup of coffee and the sleeve before you dispose of it?

Reach per Coffee Sleeve

- Apart from the main coffee drinker, an additional six people are estimated to see the ad on the coffee sleeve, or a total of seven impressions total.

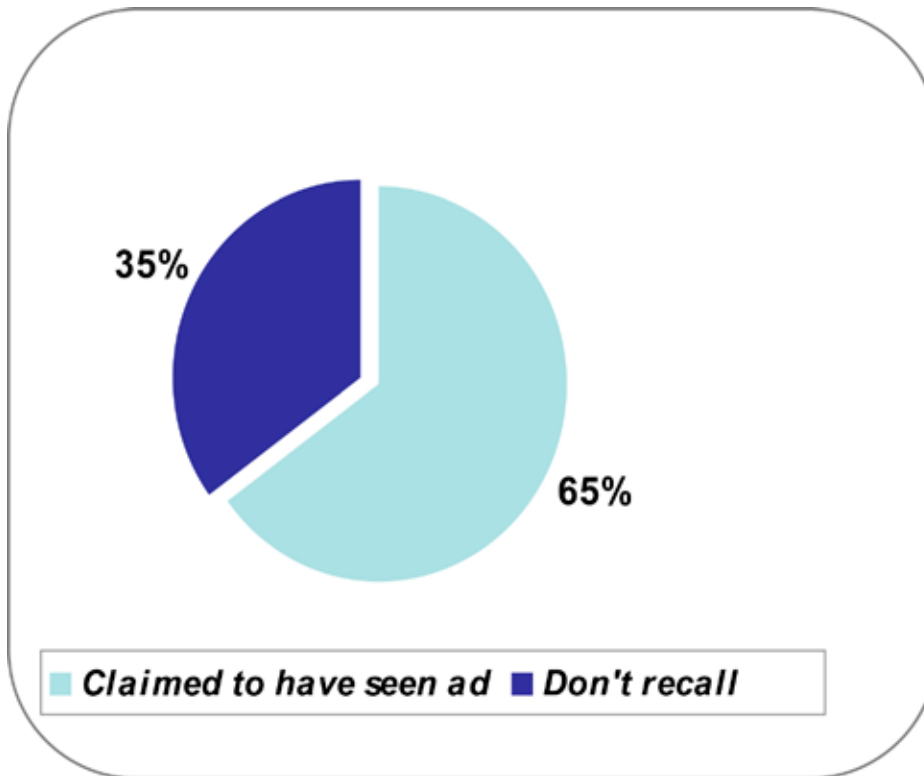


Base: All respondents (n=338)

Q. How many people do you estimate will see your coffee sleeve before you dispose of it?

Recall of the Product (Client X) on Coffee Sleeve

- 65% claim to recall the product advertised on the coffee sleeve.



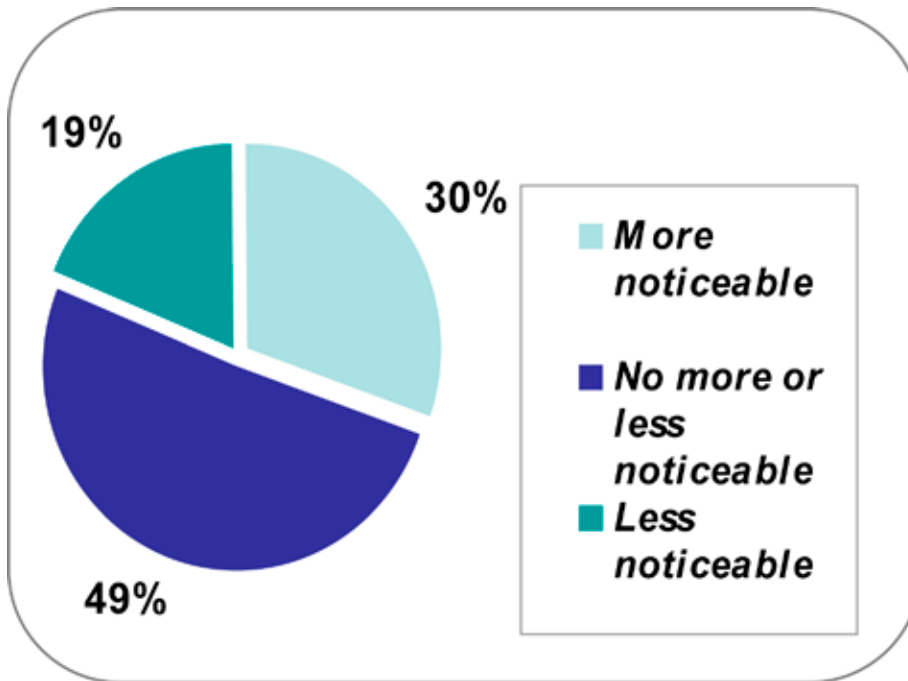
**Summary
"Yes"
Responses**

Time Exposed to Coffee Sleeve	Percentage
Less than 1 hour	56%
1 hour or more	74% ↑
Coffee Sleeve Ads vs other OOH Ads	
More noticeable	77% ↑
No difference	68%
Less noticeable	27%

Base: Claimed to have seen ad (n=232)
Q. Do you recall the product being advertised on the coffee sleeve?

Opinion on Coffee Sleeve Ads vs other OOH Ads

- 30% say that coffee sleeve ads are more noticeable than other out-of-home ads. This proportion is markedly higher among those who have been exposed to the coffee sleeve for 1 hour or more.



**Summary
"More Noticeable"
Responses**

Time Exposed to Coffee Sleeve

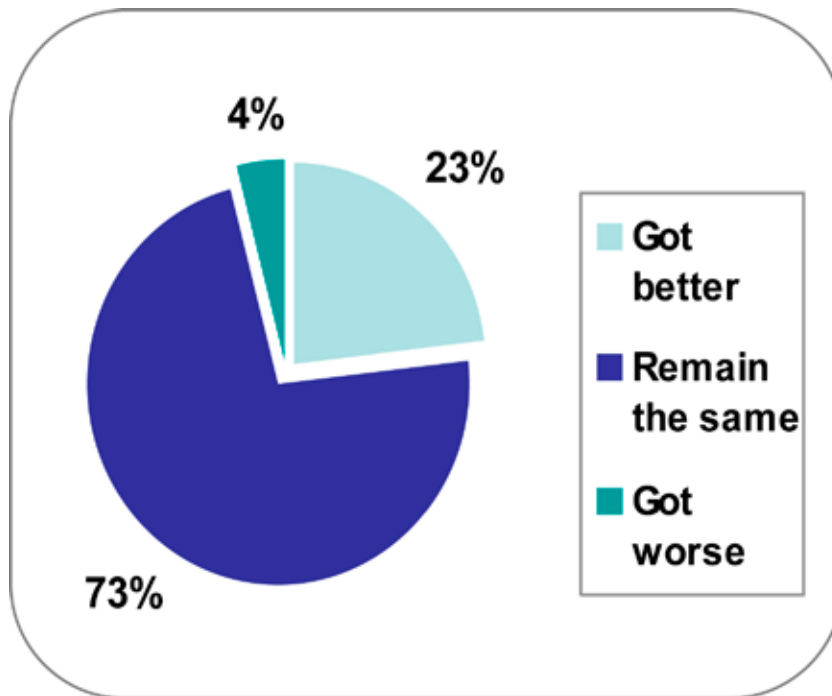
Less than 1 hour	25%
1 hour or more	36% ↑

Base: All respondents (n=338)

Q. Based on what you have seen, would you say that advertisements on coffee sleeves are more noticeable, no more or less noticeable, or less noticeable than other out-of-home advertisements such as taxi tops or bus stop ads?

Opinion of Client X Since Seen Ads on Coffee Sleeve

- 23% say that their opinion of Client X got better after seeing the coffee sleeve ad. This positive opinion is significantly higher among those who plan to buy a car within a year at 42%.



Summary "Opinion Got Better" Responses

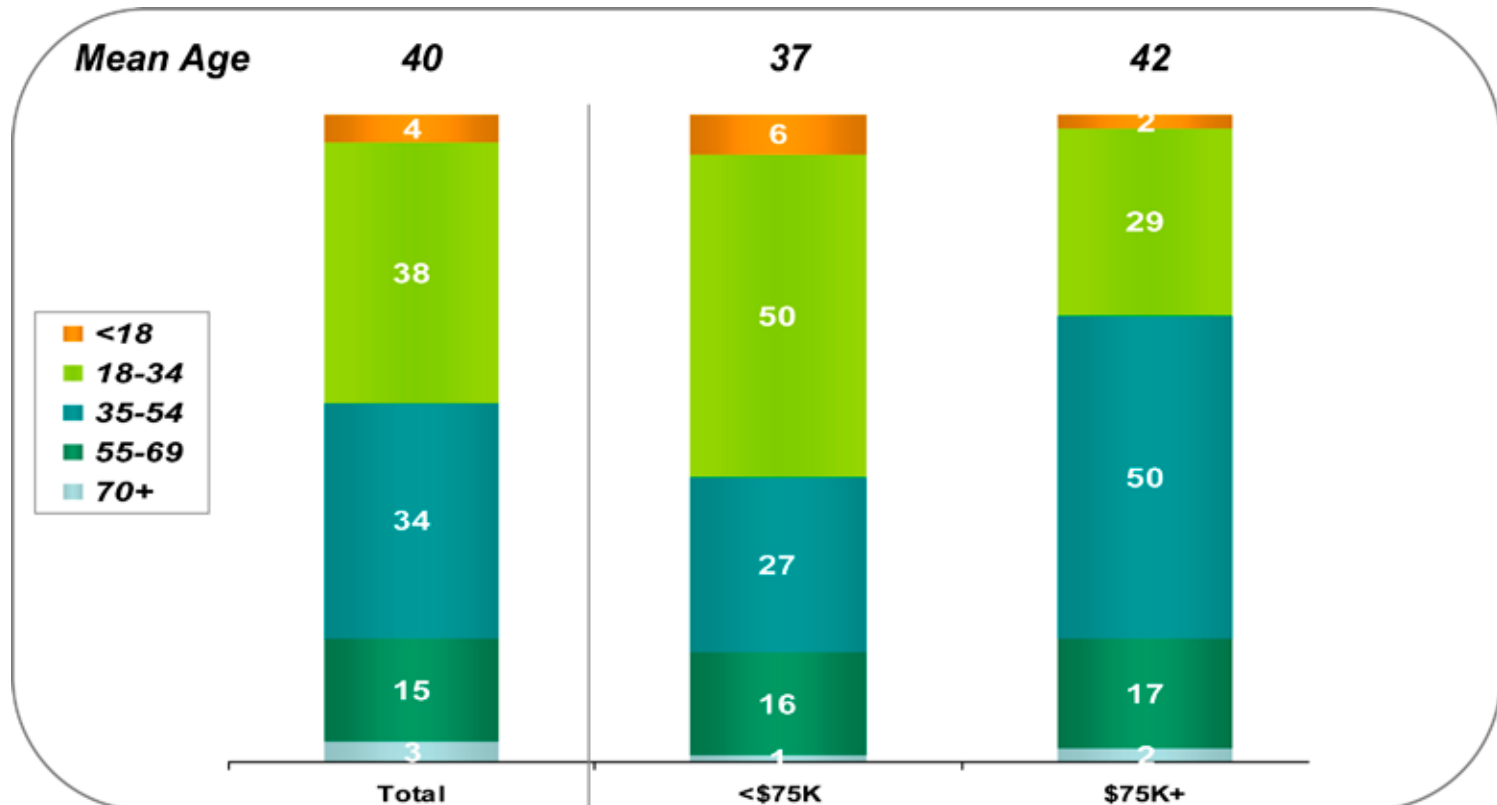
Coffee Sleeve Ads vw other OOH Ads	↑
More noticeable	38%
No difference	20%
Less noticeable	5%
Plan to buy a car	↑
Within a year	42%
Not within a year	20%

Base: All respondents (n=338)

Q. Does having seen advertising for the Client X on this coffee sleeve make your overall opinion of the brand get better, get worse or remain the same?

Age

- Average respondent is 40 years old.
- Those with incomes of \$75,000 or more are older than those with lower incomes

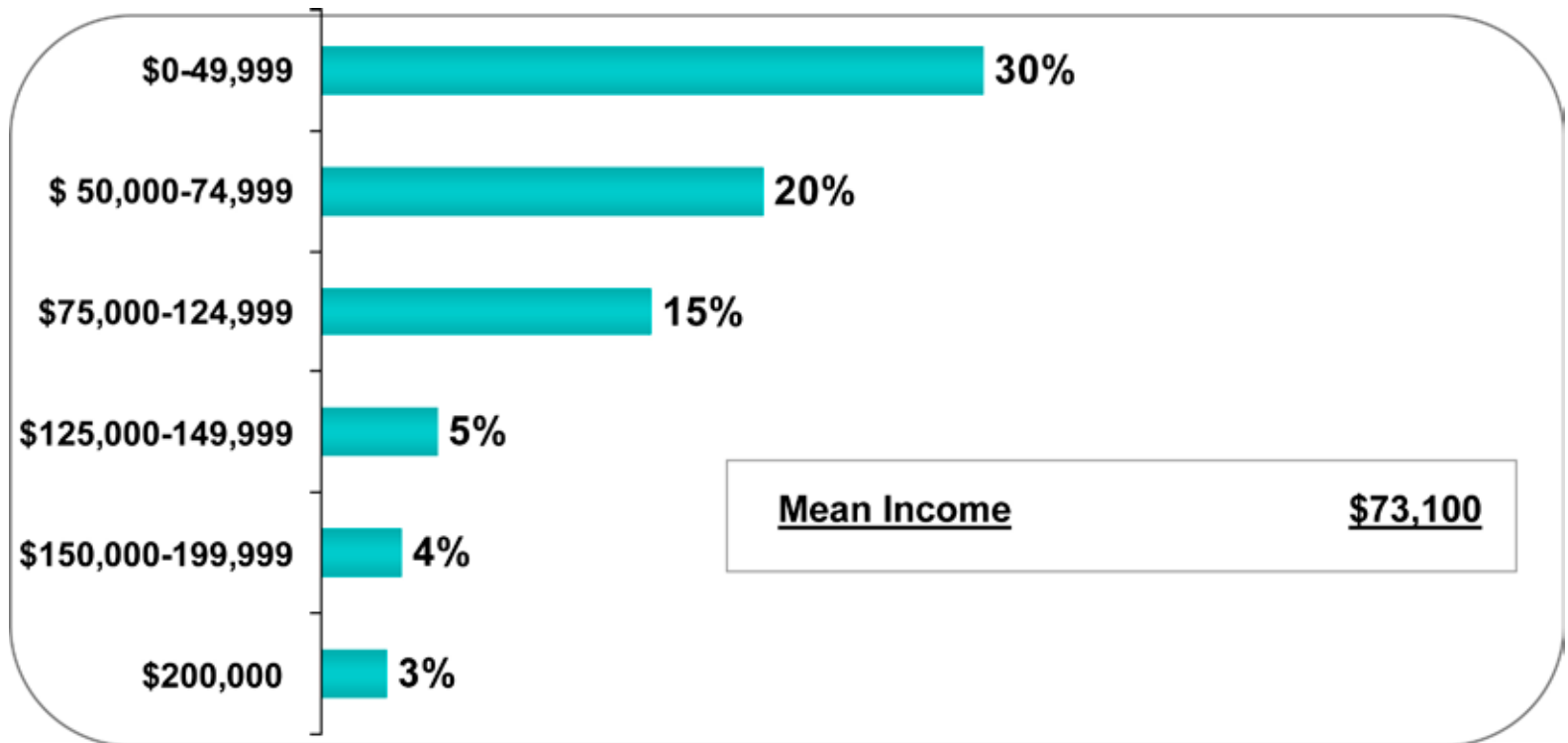


Base: All respondents (n=338)

Q. Check the box that appropriately represents your age.

Household Income

- The average household income is \$73,100.



Base: All respondents (n=338)

Q. Check the amount that appropriately represents your yearly gross household income.