



Multimedia Ad Sales

Eduardo Olano Managing Director

岁寒，然后知松柏之后凋也

 *QUE VENGA EL INVIERNO Y SE VERÁ QUE PINOS Y CIPRESES NO PIERDEN LAS HOJAS*

Agenda



I. Advertising Market

II. Advertisers' Needs

III. Response: ATRES advertising

IV. New challenges

Advertising Market

Market Agents



Advertiser

- More products
- More complex



Media

- New media
Internet
Free Press
Digital-Local-Cable TV
- More competition per medium



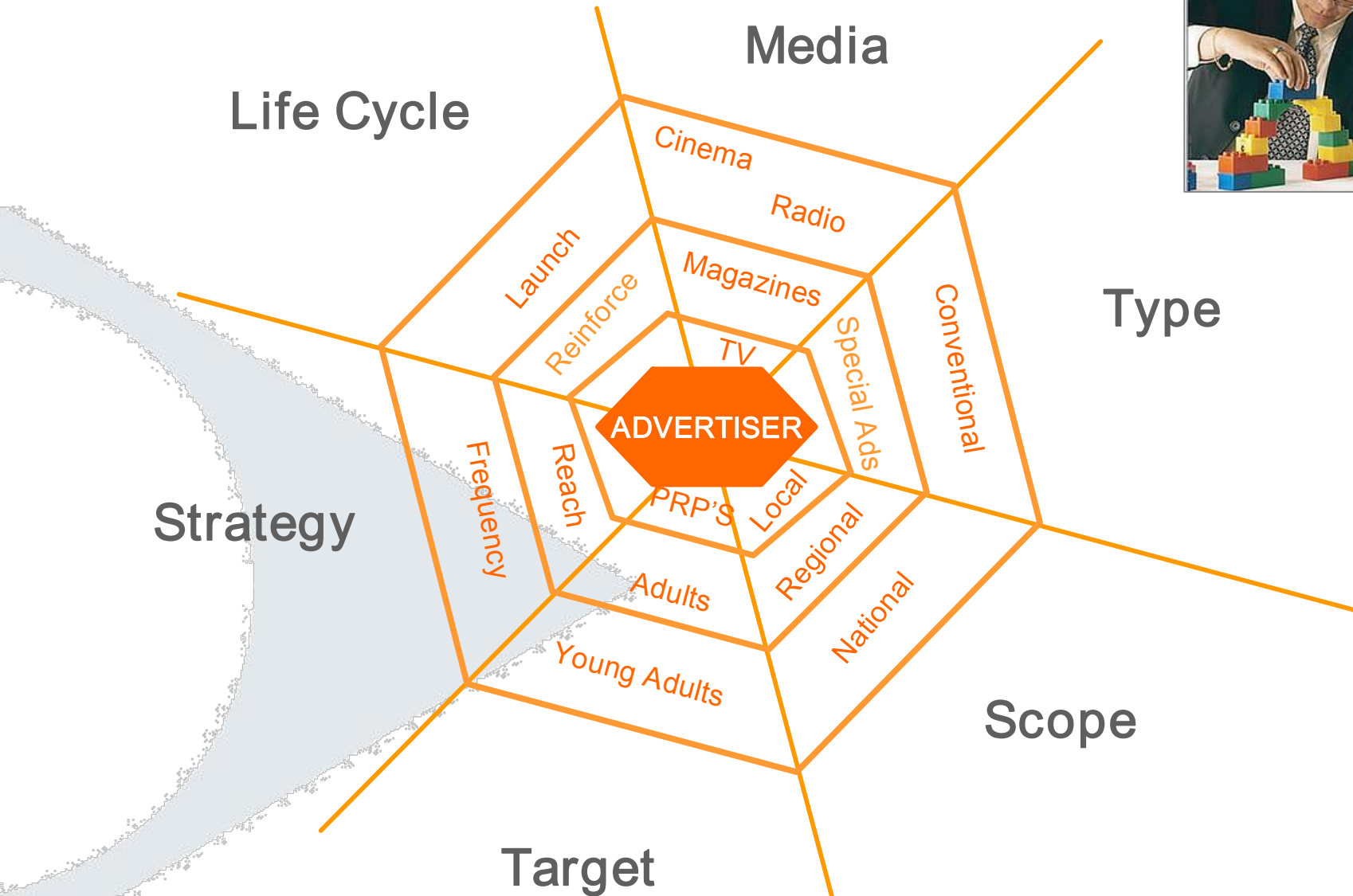
Consumer

- Difficult to impact
- Very demanding
- Receives millions of impacts



Advertiser's Needs

“Trapped” in this environment



Response: ATRES advertising

Foundation of ATRES advertising



Enjoy your success in comfort



- **Prepared** for any situation
- **Advertising Consultancy**
- Focussed on **satisfying** the advertiser's needs
- The **customised campaign**



Grupo Antena 3 founds ATRES advertising,
multimedia advertising Sales House



Response: ATRES advertising



Satisfy all advertiser's needs

Example 1: Product Launch Campaign

Target: Young Adults

Goals: Brand awareness & Reach



Life Cycle

Media

Strategy

Type

Example 2: Reinforcement Campaign

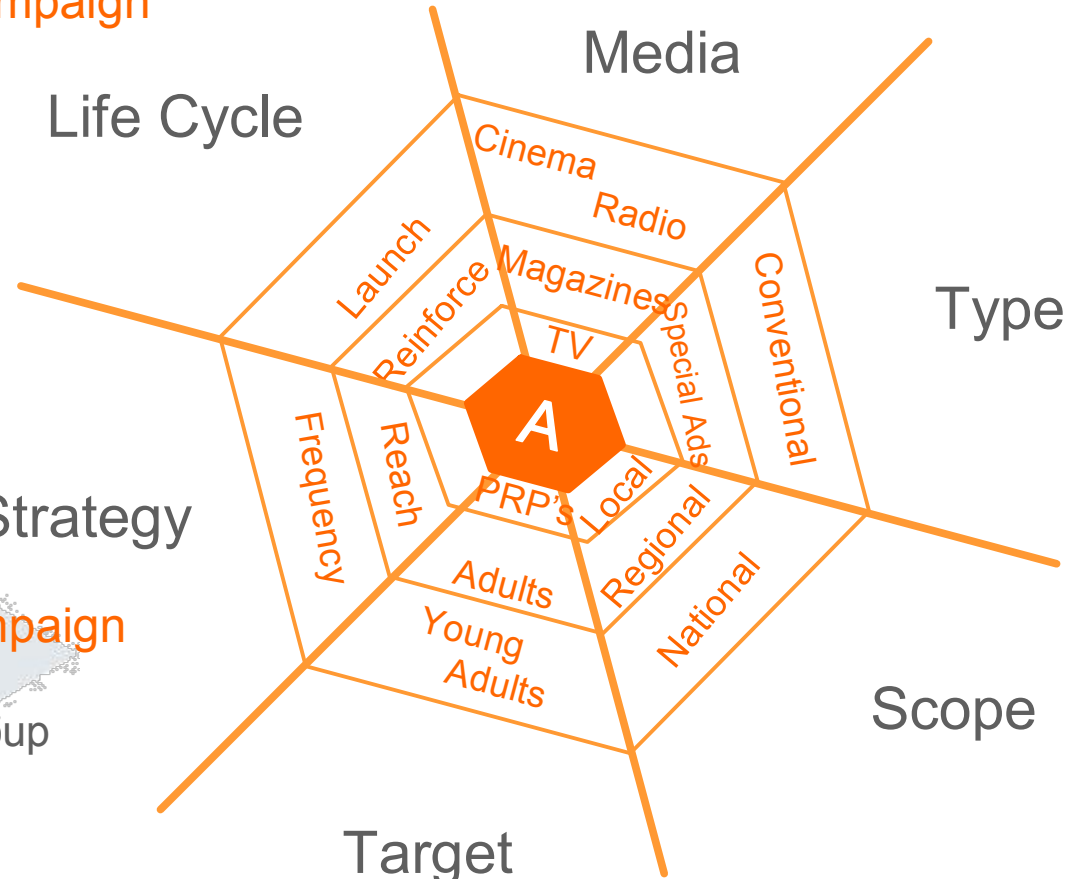
Target: Adult Core Target

Goals: increase quality of target group despite budget cuts



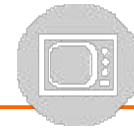
Target

Scope



Response: ATRES advertising

Creation of a Multimedia Group. Benefits



- Each media platform contributes its specific **benefits**
- Each media platform contributes its own **targets** and **profiles**
- “One face” sales concept
- **Integration** of sources and resources
- Allows us to offer best **communication solution**

Response: ATRES advertising

Creation of a Multimedia Group. Media Platform



BENEFITS

Reach
Low CPT
Awareness

Frequency
Low CPT
Geographic Segmentation

Quality
Awareness
Brand Image

TARGETS

Adults
PRP's
Family Target

Ind. 25-54 H-
MH-MM
Men

Young Adults
Indiv. <44
Urban

Young Adults
Indiv. <44
Urban

Response: ATRES advertising

Functional Structure. Project's Philosophy



Previously specialised in **MEDIA**



Now focussed on the **ADVERTISER**



MULTIMEDIA SERVICES
GLOBAL COMMUNICATION SOLUTION



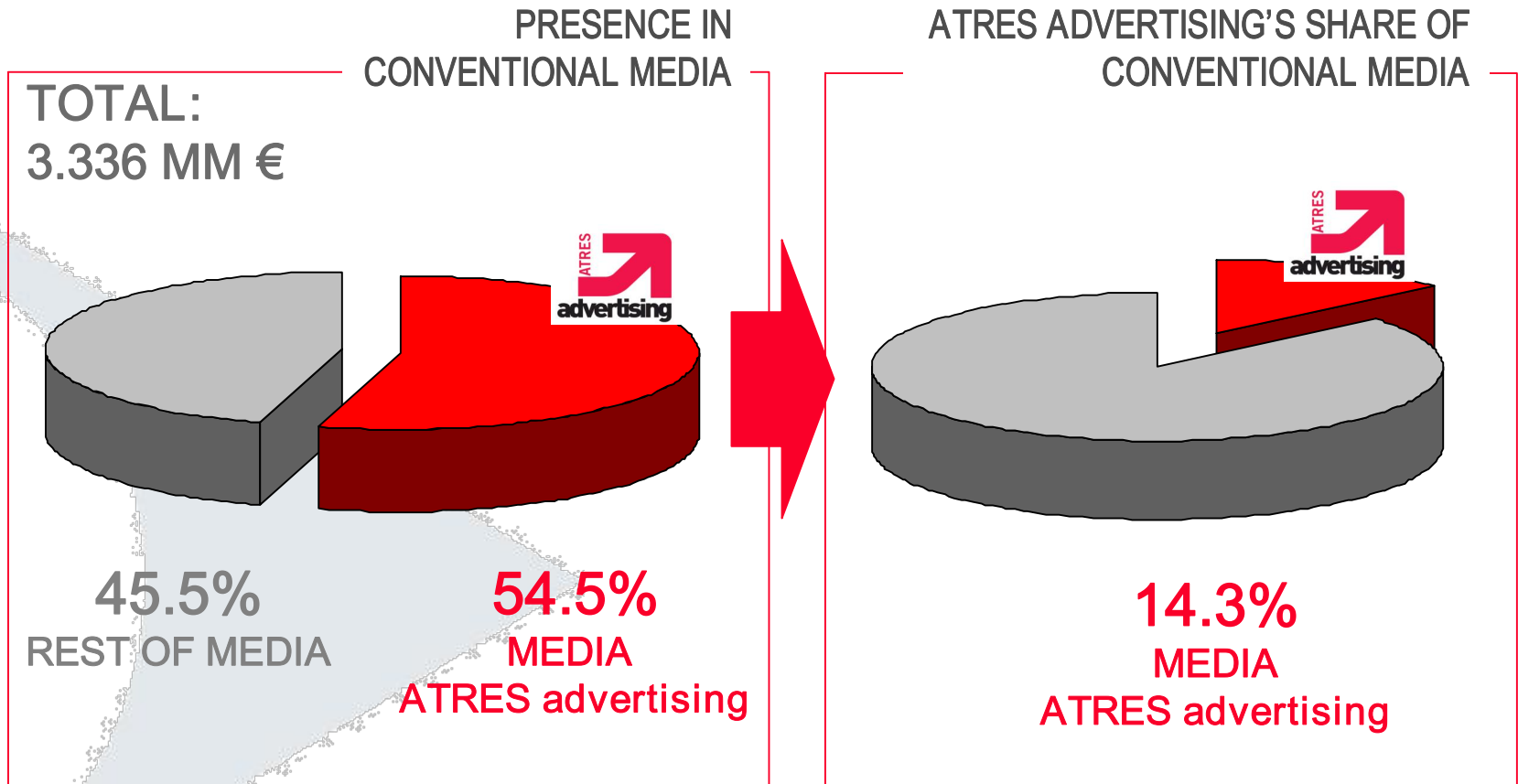
MULTIMEDIA Executive



Response: ATRES advertising



Presence in advertising market



SOURCE: Infoadex 1ST Half '05

Response: ATRES advertising

Technical capacity and economies of scale



Team

+200 people

SALES

OPERAT.

MKTG.

Special
Ads



Procedures

TECHNICAL CAPACITY



Sources



+3 MM €

DYMPANEL
HOMESCAN
IRI NIELSEN
A.I.M.C MARCAS

E.G.M.
GECA
I.O.P.E

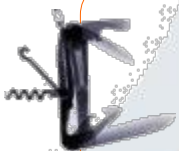
SOFRES
INFOADEX
ARCE Media

Tools

Business Management System

NGC

CLIENT'S EXTRANET

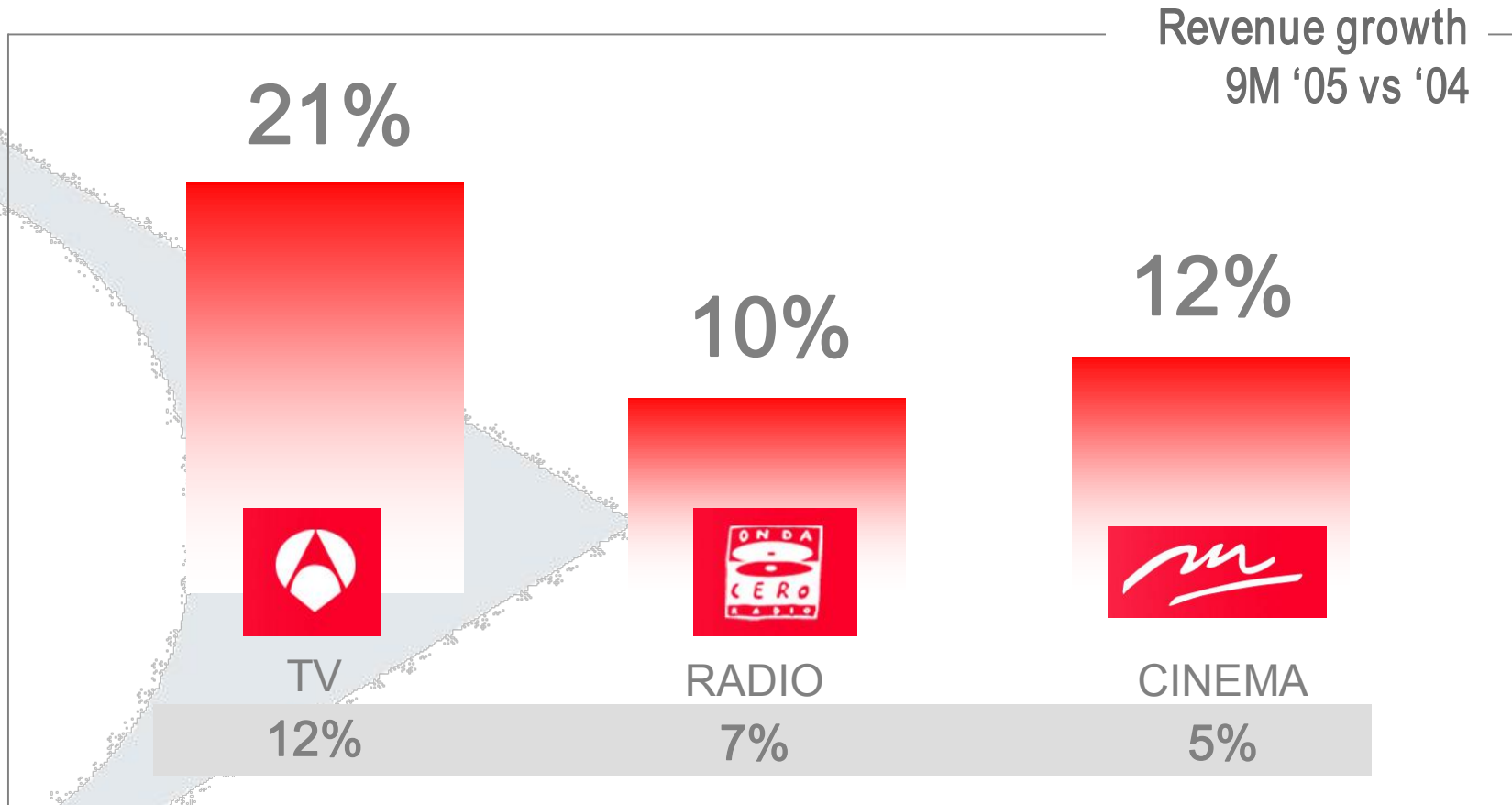


Response: ATRES advertising



Revenue Performance

→ ATRES advertising makes its media platforms grow above the average of their respective markets



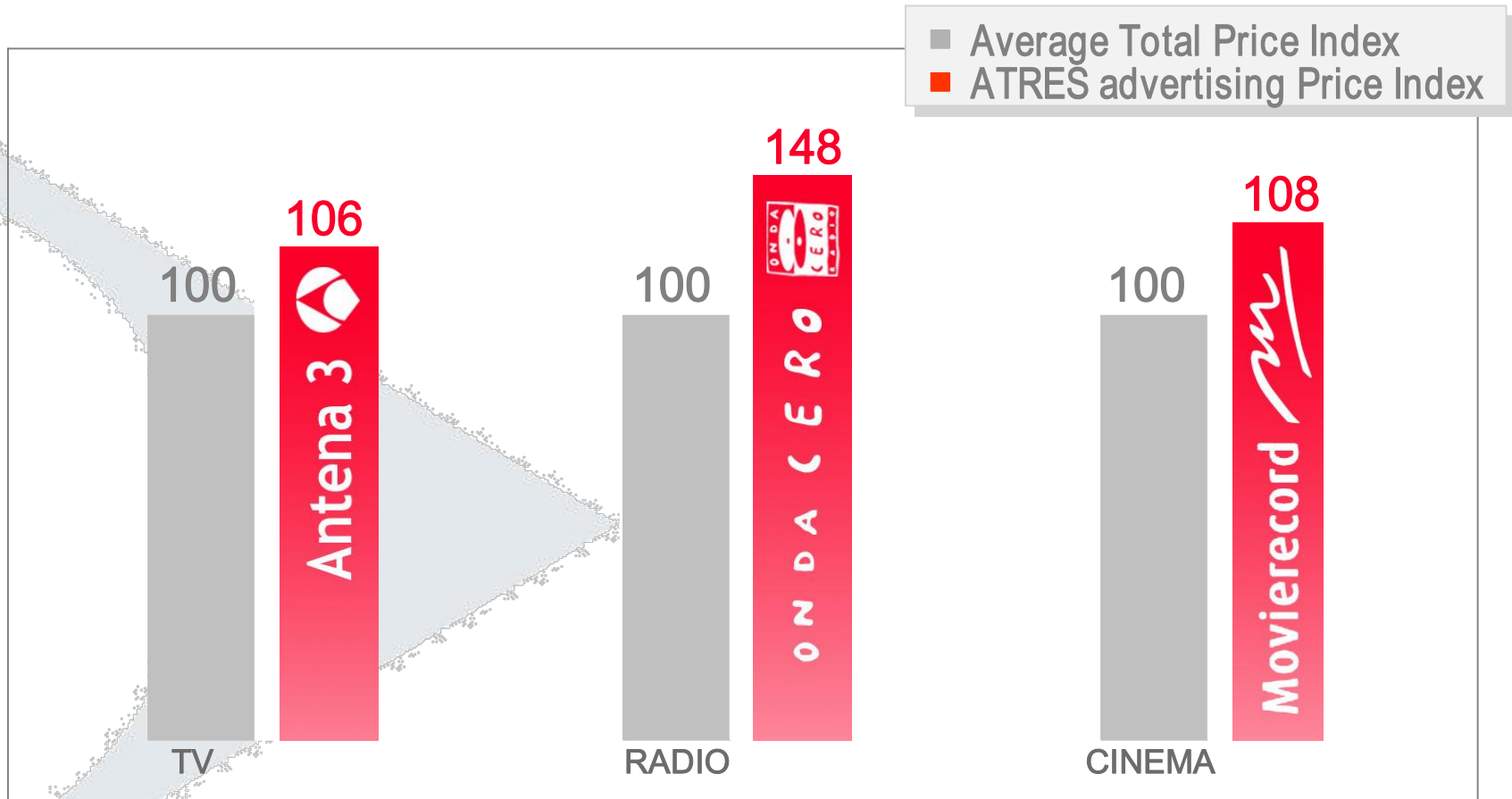
Source: Company Data + MKTG Forecast. ATRES advertising

Response: ATRES advertising



Revenue Performance

→ ATRES advertising sells products with a high market value



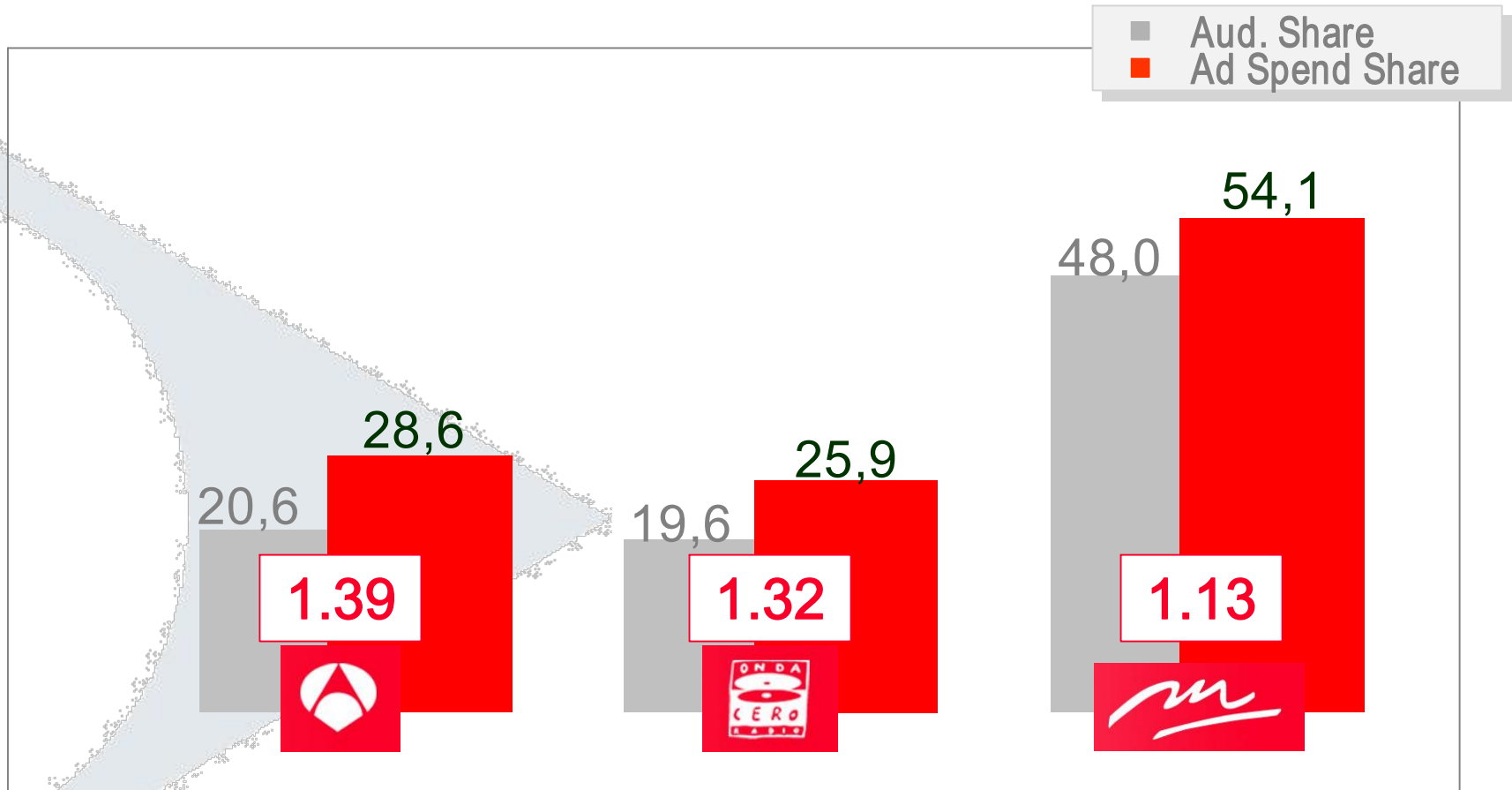
Source: EGM 2nd wave '05, Sofres 2004 Adults. Infoadex

Response: ATRES advertising



Power Ratios

→ ATRES advertising obtains an effectiveness greater than 1 in all media



Source: Infoadex + TNS + EGM

1st Half '05

TV AUDIENCE: Adults

RADIO AUDIENCE : Indiv. 14+ 2ND Acum.05

Response: ATRES advertising

New Clients/Multimedia Clients



2004



2005

85 Advertisers

went from Television to
Radio

+300

Advertisers

Multimedia

Response: ATRES advertising

Multimedia Clients



Multimedia Advertiser

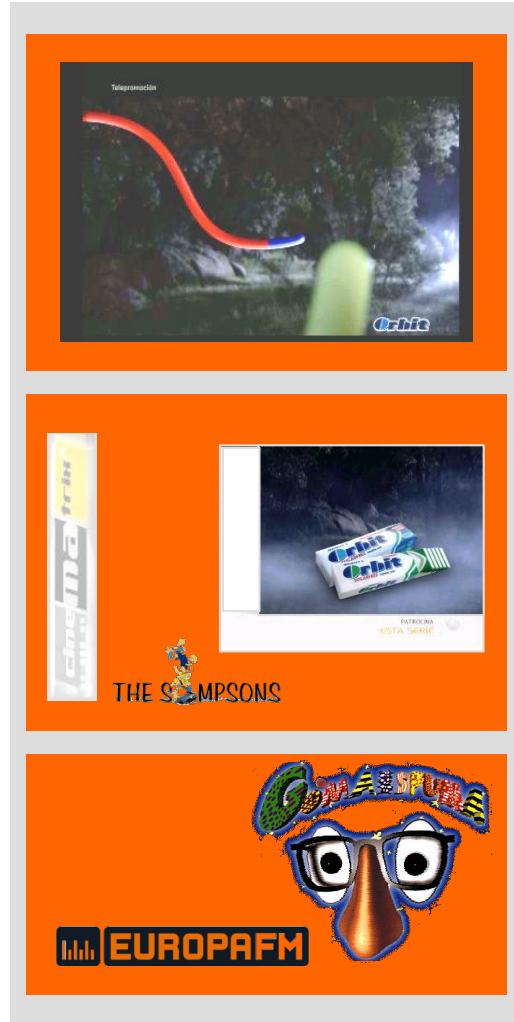
- Specific Creativity
- Non-Specific Creativity

Response: ATRES advertising



Specific Creativity. Orbit Example (Mayo Galáctico)

- Conventional Advertising
- “El Peliculón” Tele-promotions
Integrated with Star Wars
- Cinema Tele-promotions
Integrated with Star Wars
- Sponsorship “Cinematrix”-Simpsons
Saga Star Wars
- Europe FM and “Gomaespuma” Sponsorship Spot
Creatively linked to Star Wars

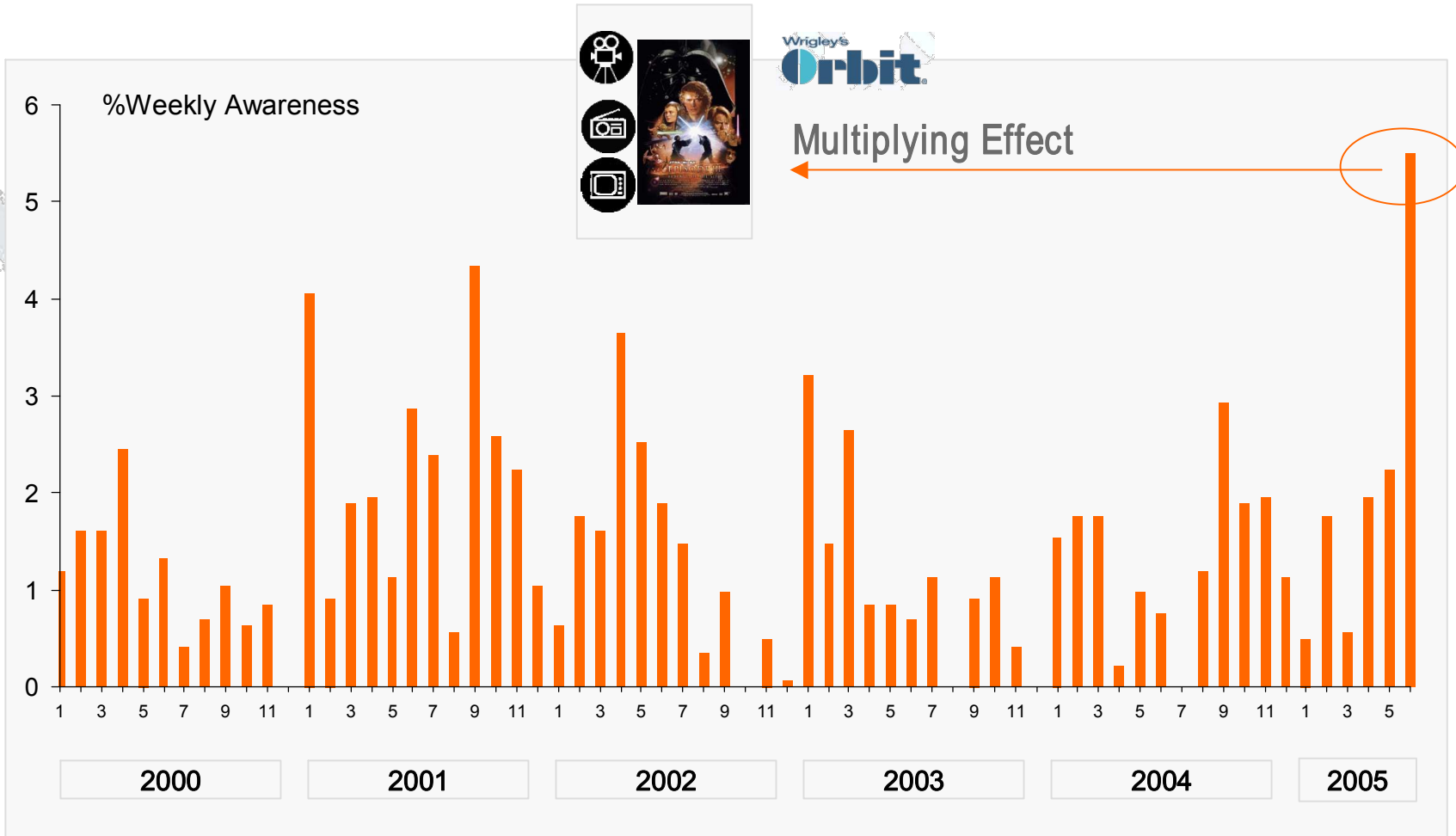


Response: ATRES advertising



Specific Creativity. Orbit Example (Mayo Galáctico)

➔ Orbit reaches new brand awareness record for ALL MEDIA



Response: ATRES advertising

Non-Specific Creativity. Schweppes Example



Opening its "Tonic" product to a new younger audience

Therefore, it's going to use the integrated image in all media



It proposes a **MULTIMEDIA CAMPAIGN** through all its media platforms:



ANTENA 3



EUROPA FM

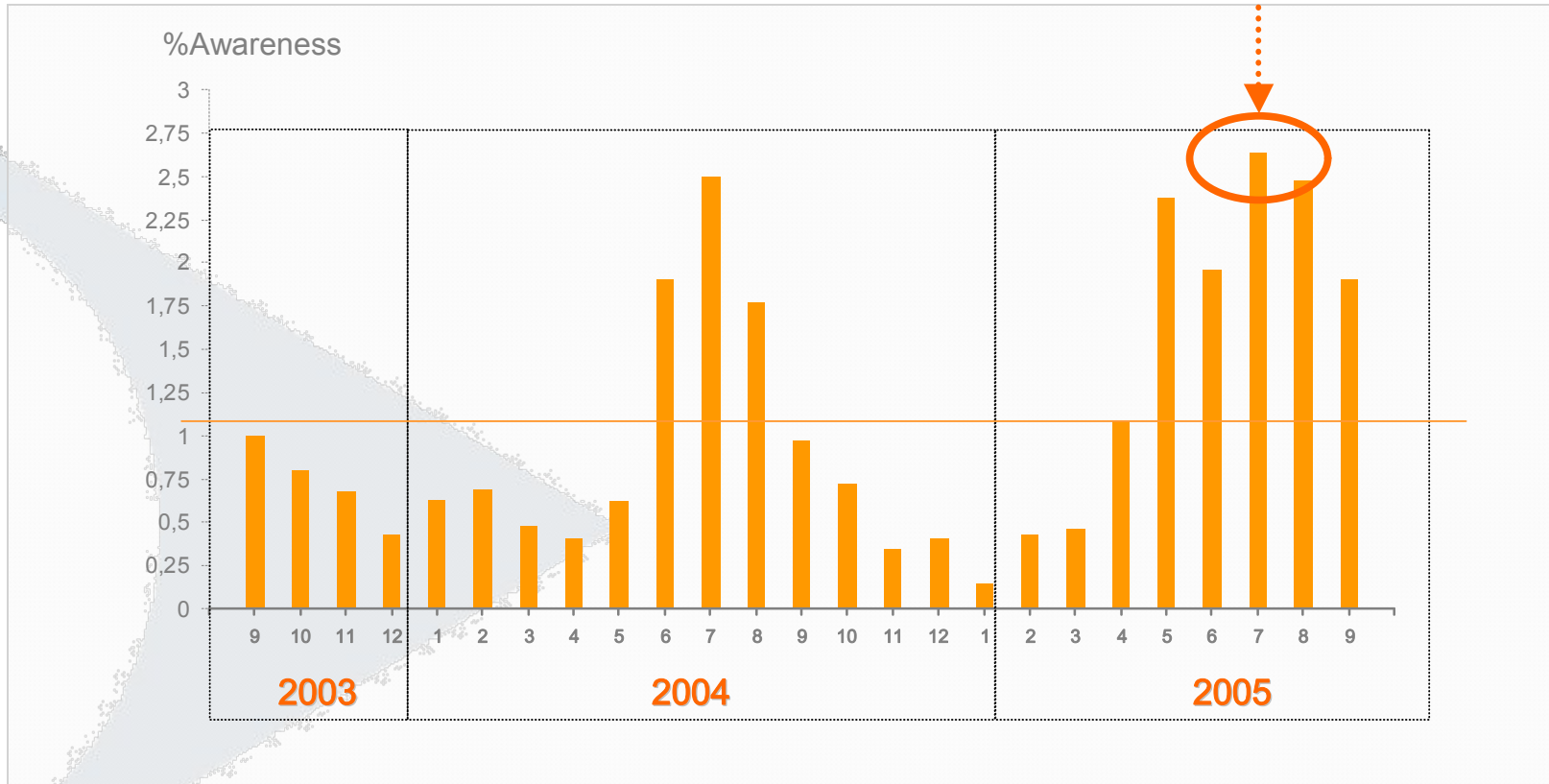
Movierecord

Response: ATRES advertising

Non-Specific Creativity. Schweppes Example



→ Record high in multimedia awareness (tv+radio+cinema)



Source: IOPE

New Challenges

Free Press



to be seen

to be heard

to be remembered

to be **read**

QUANTITATIVE

Very interesting business profile
Growing Market

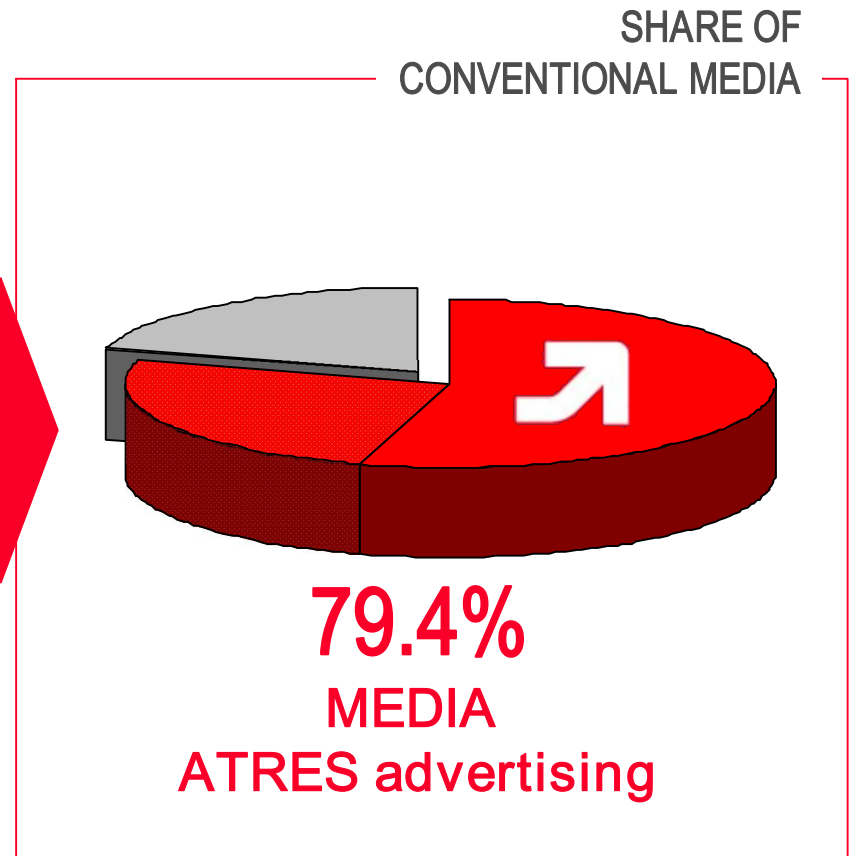
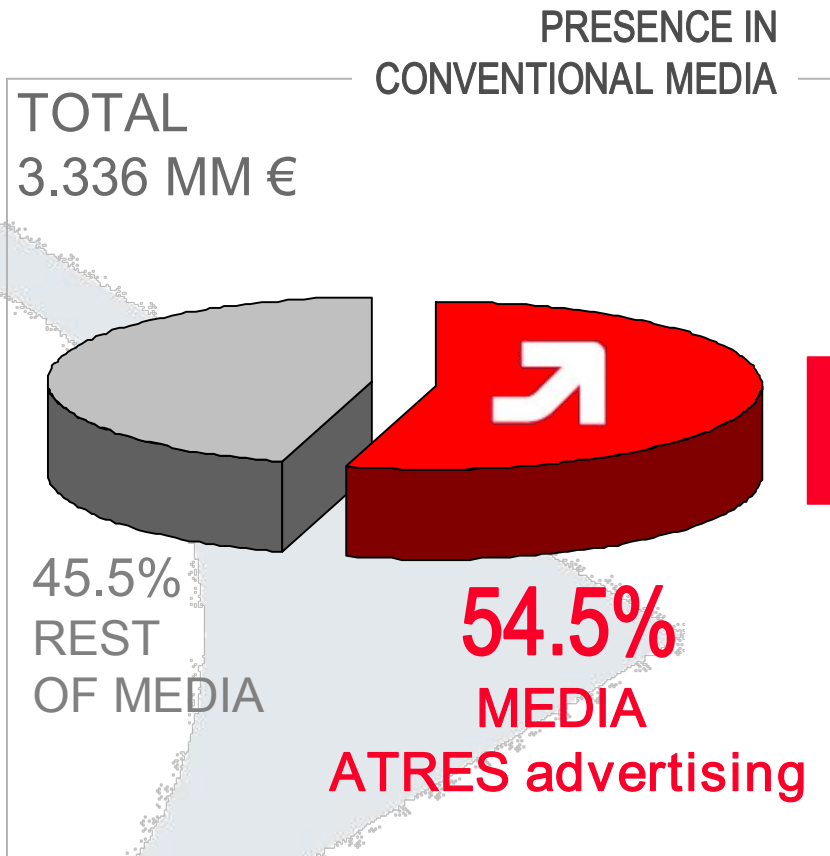


QUALITATIVE

Permanent message
Detailed communication

New Challenges

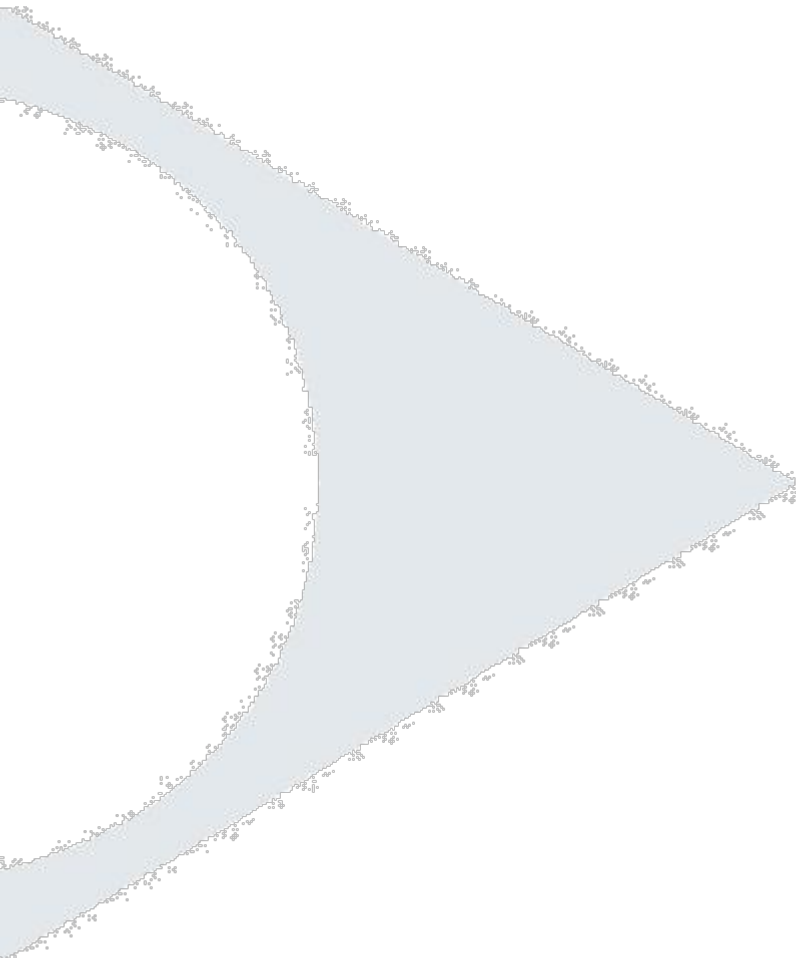
Presence in advertising market



SOURCE: Infoadex 1ST Half '05

ATRES advertising

Advertiser's guarantee



advertising

to be known



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