

CTTC Fiscal Year 2008-2009 Brand Advertising Matrix

	Domestic Spring 2007	Canada Spring 2007	Winter 2007	Canada Fall/Winter 2007/2008	Domestic Spring 2008	United Kingdom Spring 2008	Japan Spring 2008	Domestic Fall/Winter 2008/2009
Targeted Households	53 million	2.1 million	16 million	4.5 million	53 million	16 million	15 million	53 million
Ad Awareness %	56%	73%	27%	62%	74%	71%	68%	70%
Ad Aware HHS	29 million	1.5 million	4.5 million	2.8 million	39 million	11 million	10 million	37 million
Media Costs	\$9.0 million ¹	\$800,000 ¹	\$970,000 ¹	\$1.2 million ¹	\$15.2 million ²	\$3.9 million ²	\$4.9 million ²	\$7.5 million ²
Cost per HH	\$0.31	\$0.52	\$0.22	\$0.42	\$0.39	\$0.37	\$0.49	\$0.20
Incremental Trips	2.6 million	39,000	86,000	118,000	2.9 million	177,000		
Average Trip Expenditures	\$1,126	\$2,535	\$2,103	\$3,503	\$1,643	\$3,775		
Total Incremental Spending	\$2.9 billion	\$100 million	\$180 million	\$414 million	\$4.7 billion	\$670 million		
Incremental Tax Revenue	\$190 million	\$6.5 million	\$12 million	\$26.8 million	\$305 million	\$43.3 million	Available Q2 2009	Available Q3 2009
Campaign Spending ROI	\$323 to \$1	\$126 to \$1	\$185 to \$1	\$351 to \$1	\$310 to \$1	\$171 to \$1		
Campaign Tax Revenue ROI	\$21 to \$1	\$8.20 to \$1	\$12 to \$1	\$22 to \$1	\$20 to \$1	\$11 to \$1		

Media Costs: 1= TV only; 2= TV and Print; only includes costs for media purchases

Sources: Strategic Marketing & Research, Inc.; Rakuten Research; Mering Carson; Times Media Group; Yomiko