



### ICON INTERNATIONAL – HOW TO WORK WITH ICON:

For ICON to decipher whether they can provide a media benefit, they must analyze their client's current media plans and investments. ICON utilizes both current and recent media plans from their clients to get an understanding of whether their media investments create a benefit against the client's regular benchmark rates.

### WHAT DATA IS NEEDED FOR AN ICON REVIEW:

- Local Broadcast TV/Radio/Cable
  - Medium
  - Buying demo
  - Market list
  - Flight Dates
  - GRP/TRP goals by market and by week
  - Commercial length
  - Net budget by Market
  - Radio Surveys
  - NSI TV Data Stream
  - Buying guidelines
  - Specific programming/network requirements
  - Market daypart mixes
  - Added value requirements

### THE PROCESS:

- ICON Performs Media Review
- ICON Reviews Results with Client
- ICON and Client Execute a Media Letter Agreement which gives the client the right, but not the obligation to place media through ICON

