



Research Methodology

Media Types

- Central printed press
- Regional printed press
- Information Agencies
- Internet

Appraisal (Type) of Brand Reference:

Positive Brand Reference – a publication containing positive information referring to a participant of the FMCG market or containing its reference in positive context

Negative Brand Reference- a publication containing negative information referring to a participant of the FMCG market or containing its reference in negative context

Neutral Brand Reference – a publication containing information or a context reference that is neither positive nor negative.

Focus of mentions:

- Exclusive focus: - an article is devoted to brand entirely
- High focus: big part of article is devoted to brand
- Part focus: small part of article is devoted to brand
- Single mention: mentions of competitors, just listing etc.



Research Methodology

References On Research Topics

Market Development/Regulation – information on prospects and key trends on the FMCG. market, government bodies that regulate the market; legislation referring to the field

Corporate news – Company news, information on dismissals/appointments at the Company, negotiations, new contracts, Company development plans, reorganization, conflicts, Company Social Responsibility, etc.

New Products/Services – information on launching new products

Awards/Ratings/Product Testing – information on ratings, exhibitions, contests, product testing of the Brands subject for research

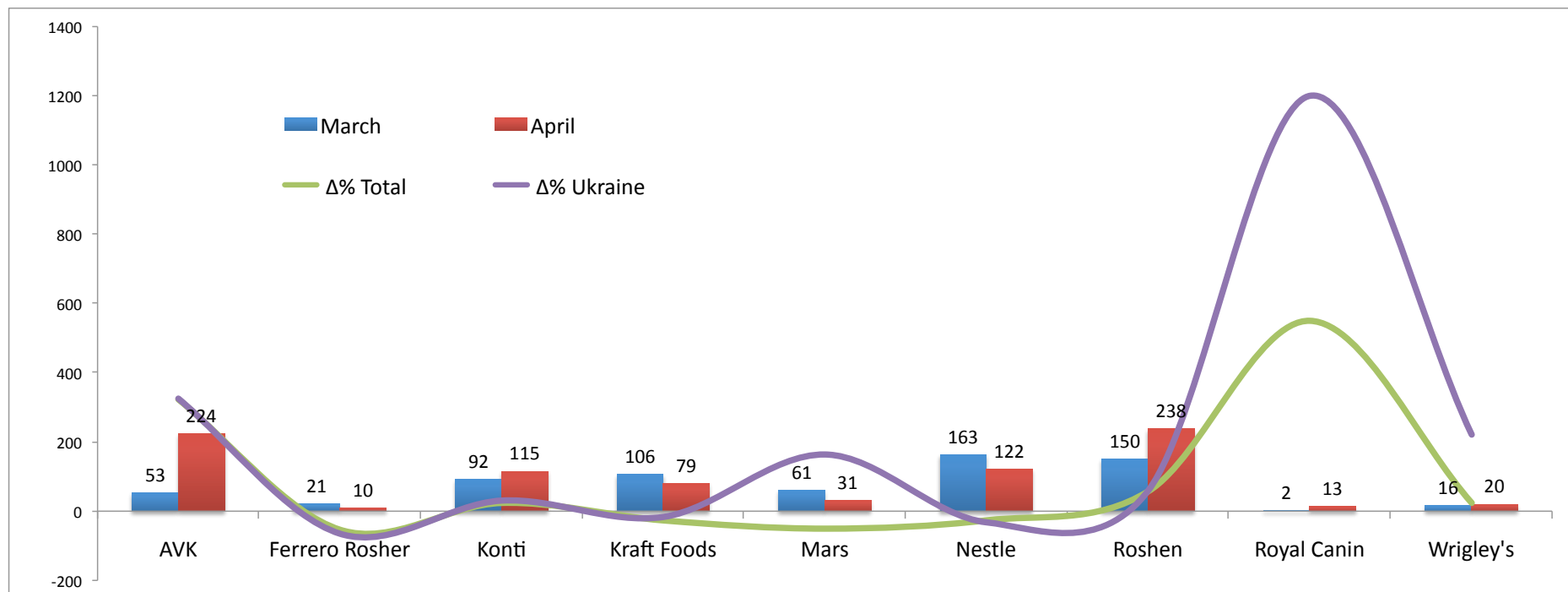
HR company – a company representation as an employer

Healthy Eating - main information about balanced daily food that contains a variety of different foods (vegetables, whole grains, fruits, dairy products, legumes, lean meats, poultry and fish and enough fluids like water). Healthy eating and lifestyle are important to how we feel, look and how much we enjoy life.

Event – information about any corporate event including presentations, round tables, training.



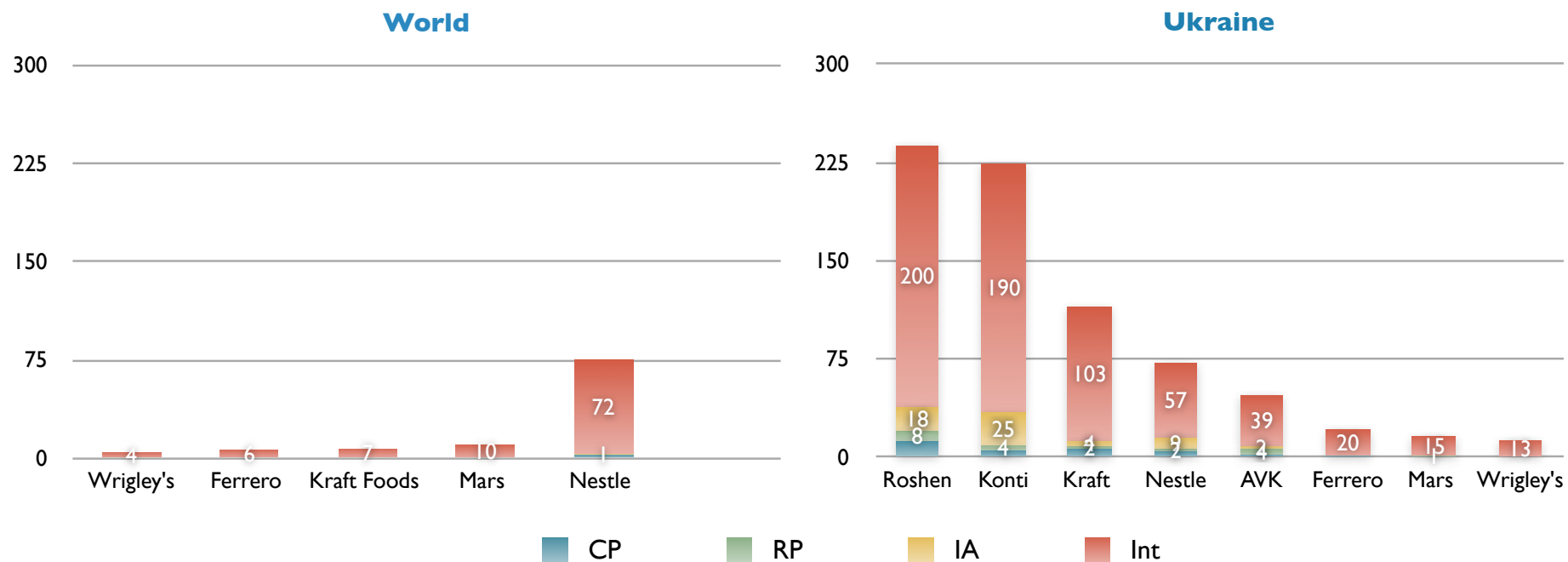
FMCG market (dynamic and increase) General Reference Rating in Media



	March		Total	April		Total	Δ% Total	Δ% Ukraine
	UKRAINE	WORLD		UKRAINE	WORLD			
AVK	53		53	224		224	323	323
Ferrero	12	9	21	4	6	10	-52	-67
Konti	89	3	92	115		115	25	29
Kraft Foods	88	18	106	72	7	79	-25	-18
Mars	8	53	61	21	10	31	-49	163
Nestle	71	92	163	47	75	122	-25	-34
Roshen	150		150	238		238	59	59
Royal Canin	1	1	2	13		13	550	1200
Wrigley's	5	11	16	16	4	20	25	220
Total	477	187	664	750	102	852	28	57



Breakdown Based on Media type



	CP		RP		IA		Int		Total
	UKRAINE	WORLD	UKRAINE	WORLD	UKRAINE	WORLD	UKRAINE	WORLD	
Roshen	12		8		18		200		238
AVK	5		4		25		190		224
Nestle	2	2	4		2	1	39	72	122
Konti	6		2		4		103		115
Kraft Foods	4		2		9		57	7	79
Mars	1			2			20	10	31
Wrigley's			1				15	4	20
Royal Canin							13		13
Ferrero			1				3	6	10
Total	30	2	22	0	58	1	640	99	852

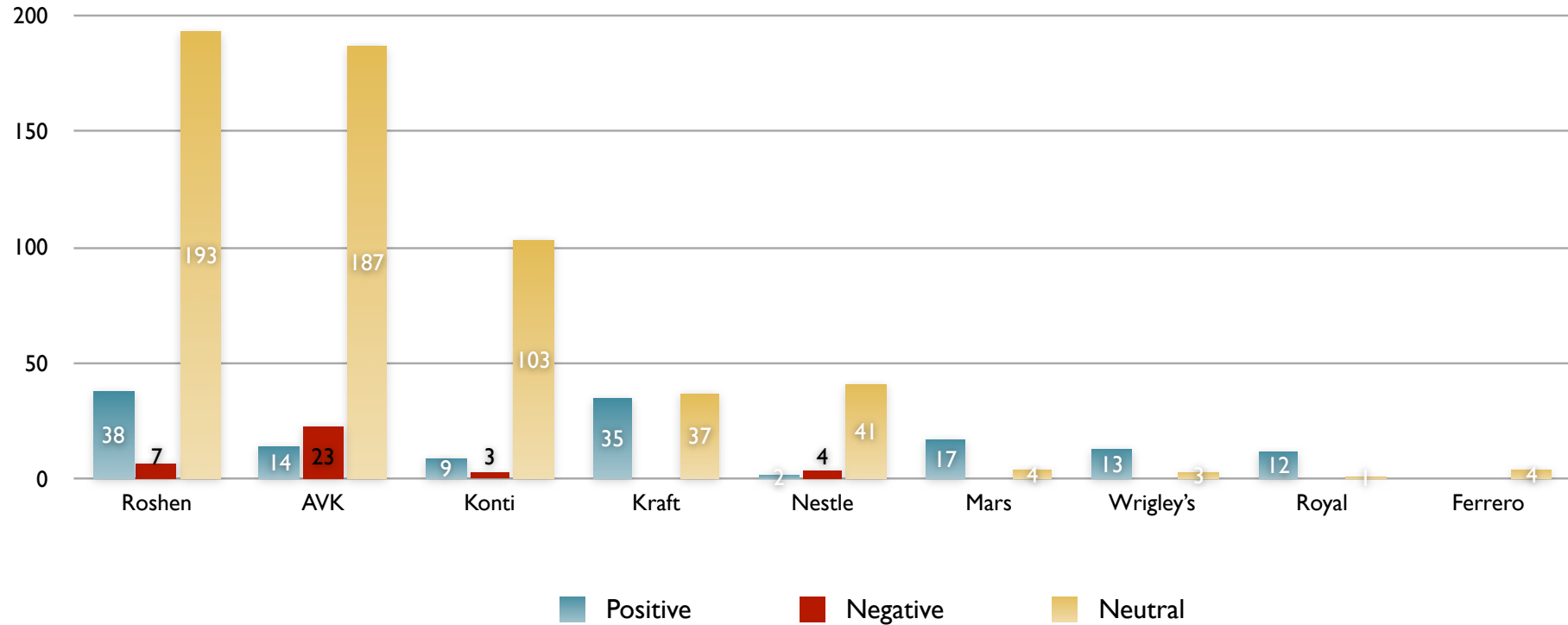


Printed regional press





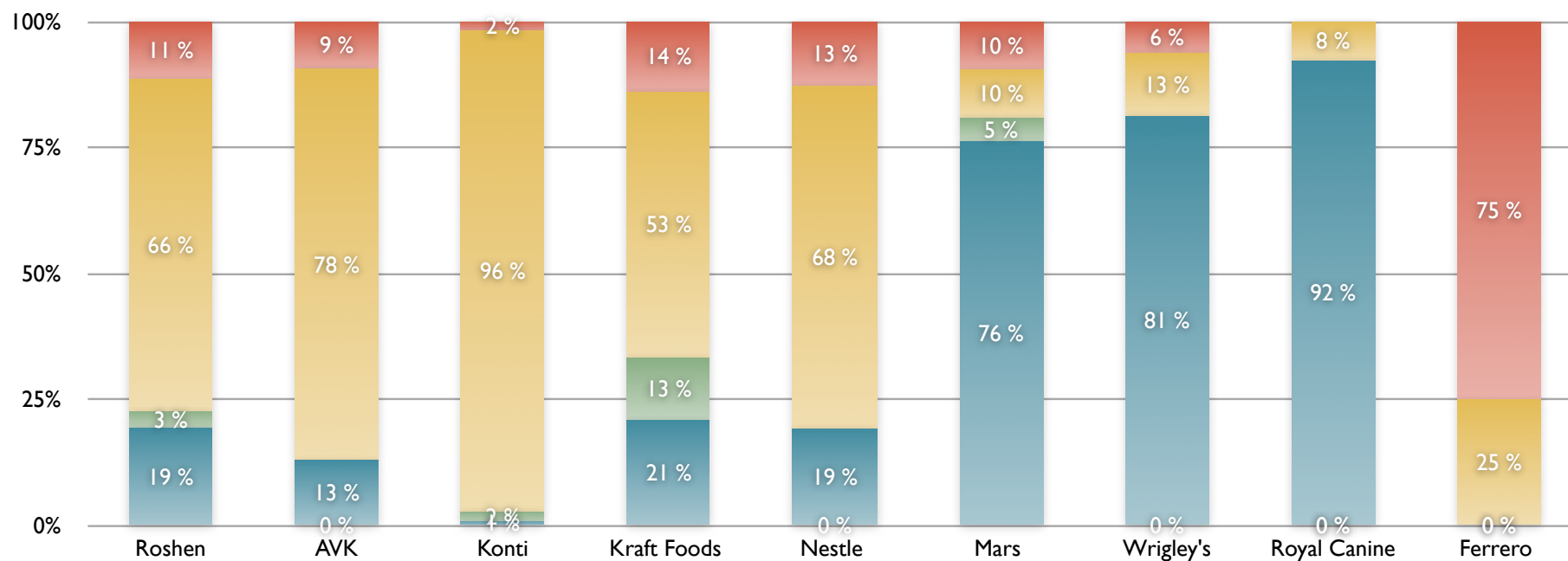
Descriptive adjectives (Ukraine)



UKRAINE	Positive	Negative	Neutral	Total
Roshen	38	7	193	238
AVK	14	23	187	224
Konti	9	3	103	115
Kraft Foods	35		37	72
Nestle	2	4	41	47
Mars	17		4	21
Wrigley's	13		3	16
Royal Canine	12		1	13
Ferrero			4	4
Total	140	37	573	750



Focus of article (Ukraine)

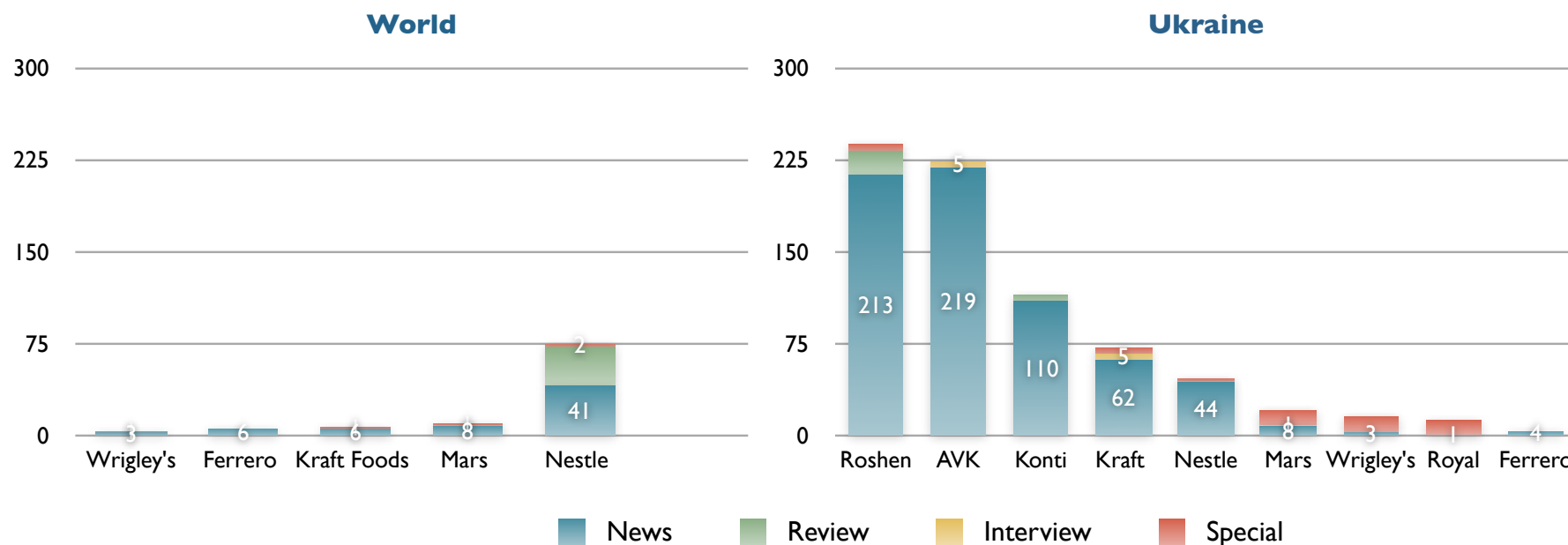


Exclusive High focus Part focus Single ment.

UKRAINE	Exclusive	High focus	Part focus	Single ment.	Total
Roshen	46	8	157	27	238
AVK	29		174	21	224
Konti	1	2	110	2	115
Kraft Foods	15	9	38	10	72
Nestle	9		32	6	47
Mars	16	1	2	2	21
Wrigley's	13		2	1	16
Royal Canine	12		1		13
Ferrero			1	3	4
Total	141	20	517	72	750



Breakdown Based on Mentions' style

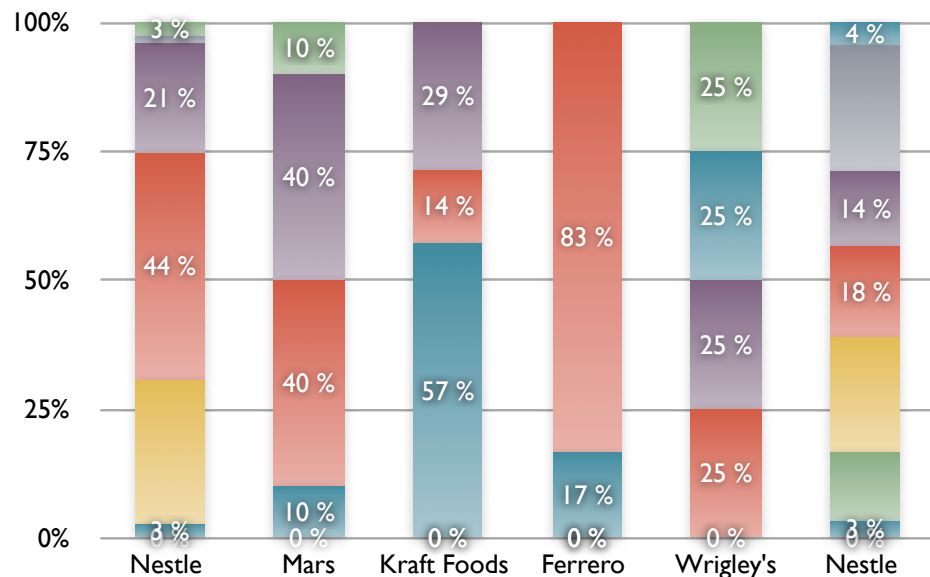


	News		Review		Interview		Special		Total
	UKRAINE	WORLD	UKRAINE	WORLD	UKRAINE	WORLD	UKRAINE	WORLD	
Roshen	213		19				6		238
AVK	219				5				224
Nestle	44	41	1	32			2	2	122
Konti	110		5						115
Kraft Foods	62	6			5		5	1	79
Mars	8	8		1	1		12	1	31
Wrigley's	3	3					13	1	20
Royal Canin	1						12		13
Ferrero	4	6							10
Total	664	64	25	33	11	0	50	5	852

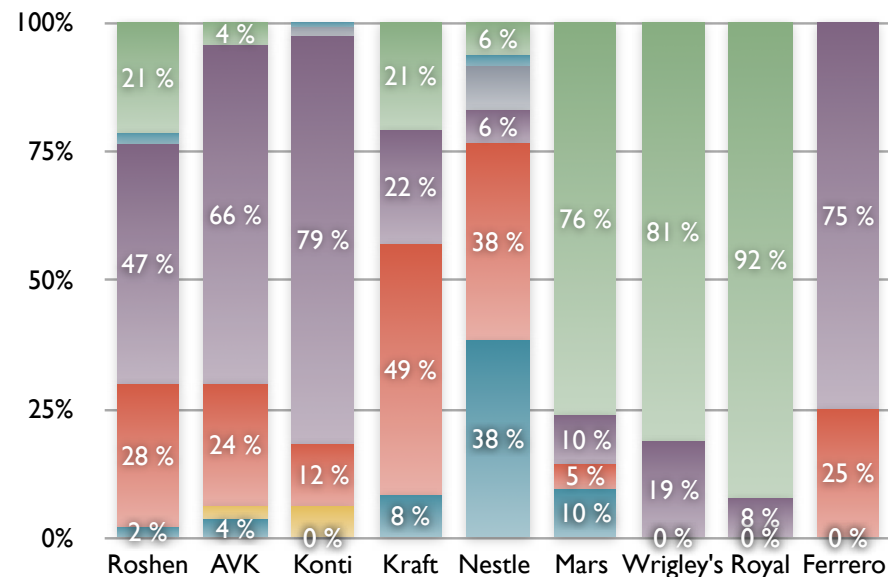


Breakdown based on topics

World



Ukraine



HR Healthy Eating Awards Corporate Market Unhealthy Eating New products Events

	HR		Healthy Eating		Awards		Corporate		Market		Unhealthy Eating		New products		Events	
	UKR	WOR	UKR	WOR	UKR	WOR	UKR	WOR	UKR	WOR	UKR	WOR	UKR	WOR	UKR	WOR
Roshen	5						66		111				5		51	
AVK	8				6		53		147						10	
Nestle	18	2				21	18	33	3	16	4	1	1		3	2
Konti					7		14		91		2		1			
Kraft Foods	6	4					35	1	16	2					15	
Mars	2	1					1	4	2	4					16	1
Wrigley's								1	3	1				1	13	1
Royal Canin		1							1						12	
Ferrero							1	5	3							
Total	39	8	0	0	13	21	188	44	377	23	6	1	7	1	120	4