

10 GOOD REASONS

Ten Good Reasons to partner with DWA

1. DWA are technology specialists

At DWA we work exclusively with technology companies – we have many years of knowledge and experience in media planning and buying in this sector providing our clients with first class solutions and results.

2. We understand the IT buying chain

Because we are passionate about IT, not only do we understand how IT decision makers consume media, we also know how media consumption impacts the manner in which IT products and services are considered and more importantly purchased. We'd be happy to share with you the findings of numerous independent surveys that will help you make the right media investment decisions.

3. We plan and buy all forms of media

Technology decision makers are exposed to many different forms of media including:

Press – Specialist, Trade, National Newspapers, Lifestyle

Digital – Websites, Email Marketing, Webcasts, Webinars, SEM, Content Syndication, Mobile

Outdoor – Billboards, Taxis, Airport sites, Exhibitions, Sports Events

Broadcast – Radio and Television

Other – Sponsorship, Product Placement, Point of Sale

Our understanding of how to best utilise and integrate the numerous media routes available ensures that all of our clients' media campaigns are fully optimised to deliver quantifiable returns on marketing investment.

4. We have tremendous buying power

Due to our technology specialisation and sheer volume of spend within the technology sector, our buying power rivals that of any of the world's large agency networks. This buying strength ensures that any campaigns purchased through DWA are extremely cost efficient - we have never been beaten on rate for comparable plans and we are happy to be tested.

5. We understand the importance of ROI

We fully understand that every penny our clients spend on media has to be justified and that all campaigns must produce measurable results. Many of our clients have clear lead targets for each campaign. Our considerable experience in Cost Per Lead (CPL), Cost Per Acquisition (CPA) Search/Pay Per Click and guaranteed lead model campaigns means that we are well placed to help you achieve your targets.

Our average EDM (Electronic Direct Mail) response rate for 2006 was 0.8%, which is four times the industry standard. (Source: Atlas DMT 06).

6. We have access to all major media research

The quality of media research relevant to technology decision makers varies greatly region to region and from research organisation to research organisation. In order to use research effectively for your business critical media investment decisions, it is vital for you to know which research sources and formats can be trusted.

At DWA we have many years' experience of international media research and keeping up to date with developments is a top priority for us. We also have a considerable amount of historical data from the hundreds of integrated campaigns we have run for technology clients.

7. We have full time resource in all three critical time zones

With DWA offices in London, San Francisco and Sydney we have a truly rounded view of international media. It also means that we have experienced personnel available to speak to our clients during business hours regardless of which time-zone they sit in.

8. We provide in-house tracking and reporting for digital campaigns

Digital media has seen massive growth over the past few years and it now accounts for a large part of our work. We spotted this trend early and were the first technology specialist agency to recruit an in-house trafficker. Our trafficking department has grown and we now offer full reporting and campaign metrics with real time access for our clients, which allows us to optimise campaigns and track in significant detail.

Having this resource in-house means that we are not reliant upon online media owners to provide campaign reporting. We can be certain that the agreed impressions have been served and that the creative has been placed correctly. Additionally it enables DWA to continually monitor the performance of a campaign in real-time and to use the feedback (click through rates / conversions etc.) to refine the campaign ensuring that it is continually optimised.

9. We work for many of the world's leading technology companies

At DWA we have a client list that we're extremely proud of. We have a current client roster of over 60 technology vendors, and work with some of the largest blue chip technology companies in the world. However we are also proud of the fact that a number of our best known clients came to DWA when they were start-ups and as they have grown, so have we.

10. We can save you time and money by managing production for you

Any media campaign (especially pan-regional) can generate significant production work. Even if your creative agency has experience with all the various media properties used, it can still be time consuming for them to get all the information they require quickly and accurately from the various media owners. At DWA we have well established systems and processes in place that enable us to manage the production requirements of our clients in partnership with their agency or in house team. This can mean anything from getting deadlines extended to controlling the delivery of creative in multiple languages and formats across numerous regions.

We also monitor all vouchers (for press) and screen grabs (for online) to ensure that everything has run as planned.

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