

# AD360 set to revolutionise advertising performance research

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Ornico and Columinate are launching AD360© - a unique and first-of-its-kind collaboration that will give advertisers and brands better, faster and more cost-effective insights into their marketing campaigns' performance relative to their competitors. By combining Ornico's brand and media intelligence data with Columinate's agile ad testing, AD360© provides advertisers with a holistic view on how their brands are doing in the market and how consumers perceive this marketing by asking them first-hand. AD360© offers clients big data intelligence on media spend, tracking and monitoring, with the added benefit of adding the consumer's voice.



With increasing demands on making better ads that tend to cost more every year, clients and agencies have a greater responsibility to ensure optimal return on investment for their marketing campaigns. One way to measure this has been through traditional ad testing and tracking, which historically came with its own price tag, timeline and typically a

fragmented approach that looks at ad monitoring, spend and consumer sentiments separately.

Clients who subscribe to AD360© will not only know how their own campaign is performing but will also get their performance relative to competitors. Ornico and Columinate deliver two distinct sets of data intelligence, which were previously fragmented, to allow clients to create meaningful strategies and to monitor how their current strategies are performing in the market. Clients will receive weekly dashboards, monthly reports and consolidated reviews after each quarter.

Other benefits include the ability to continuously keep track of challenges and successes by combining AD360© in the current marketing mix. Clients will be able to identify trends and stand-out variables that can enable strong strategies in the particular segment. The approach will be steered by both the Ornico and Columinate methodologies, which are strongly rooted in the behavioural sciences.

AD360© breaks away from traditional ad tracking methods and embraces the advances of technology and internet access in South Africa, to allow advertisers to benefit from the reduced price tag and much improved timelines.

To find out more about Ornico and Columinate's AD360© please contact:

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## **About Ornico:**

Ornico provides reputation, media, advertising and brand research with a suite of products that includes Brand Intelligence™ across the African continent. It does this to help marketers and brand owners make sense of the flood of information that occupies traditional and social media. By collecting and analysing media data across many channels,

Ornico informs brand owners and marketing decision-makers about the most important strategic decisions they'll ever make regarding their brands.

From editorial and advertising monitoring services, social media analytics to advanced brand research, Ornico provides a holistic and independent view of brand performance as reflected by television, radio, print media as well as social and digital media. In May 2015 Ornico acquired Fuseware, the social analytics company that tracks and interprets online media mentions, sentiment and share of voice.

Ornico employs a dedicated team of over 120 people in offices in South Africa, Nigeria, Kenya and Ghana and enjoys partnerships with expert researchers that reaches across the continent. It provides brand insights and intelligence to many of Africa's top companies and public entities.

Find Ornico on Facebook and LinkedIn.

Ornico on Twitter - [@OrnicoMedia](#)

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## **About Columinate**

Founded in 2008, Columinate is one of South Africa's preferred digital market research companies, providing insight through a fully managed research service.

The specialist agency has worked with leading clients across a variety of industries including blue-chip companies in the FMCG sector, the financial services sector, the media, advertising and telecommunications industries as well as various academic institutions. The research they conduct range from concept testing and development research to customer satisfaction and communications testing and employee brand perception surveys.

Columinate has become best known in the market for the extensive annual research they conduct to determine consumers' internet banking experience and preferences. The Columinate Internet Banking SITEisfaction® survey has become the gold standard to measure digital banking performance. Columinate has won several awards at leading market research conferences.

For further information about Columinate, please visit [www.columinate.com](http://www.columinate.com).

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Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

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