



**CROSSMEDIA for
GeoDev Meetup in Cologne**

GIS in media landscapes

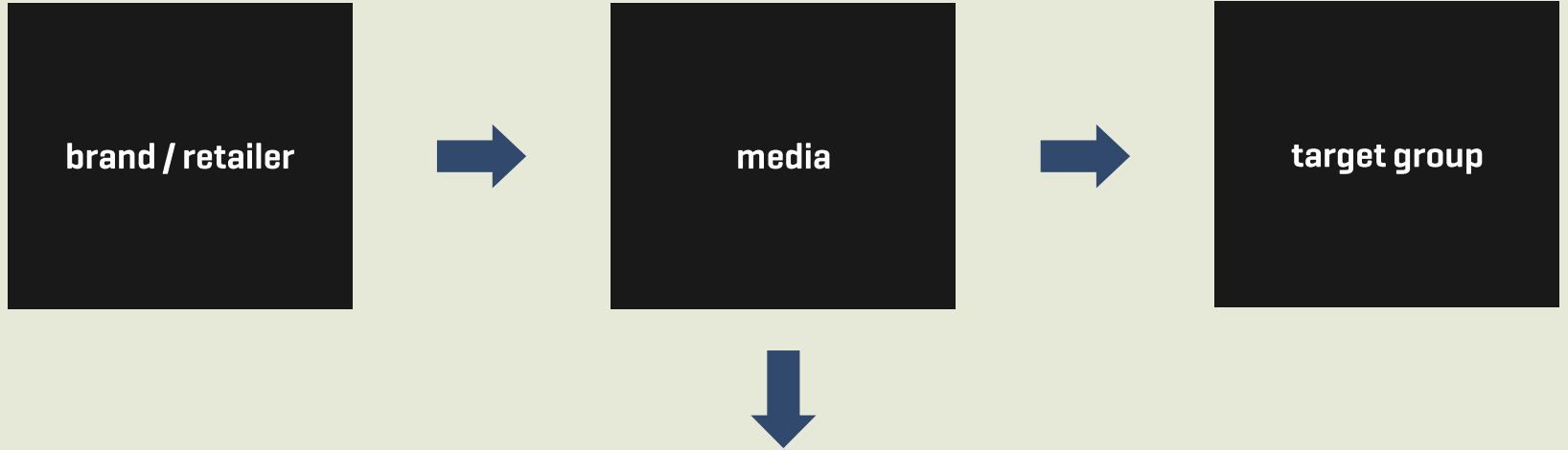
20.11.2014

CROSSMEDIA in 5 minutes

- ▶ Owner managed media full service agency founded 1997
- ▶ With more than 275 million € billings von über 275 Mio. € and 190 employees second independent media agency in Germany
- ▶ Only media agency with a transparency report
- ▶ Locations in Düsseldorf, Hamburg and Berlin plus 3 locations Büros in the USA
- ▶ Active in more than 140 countries

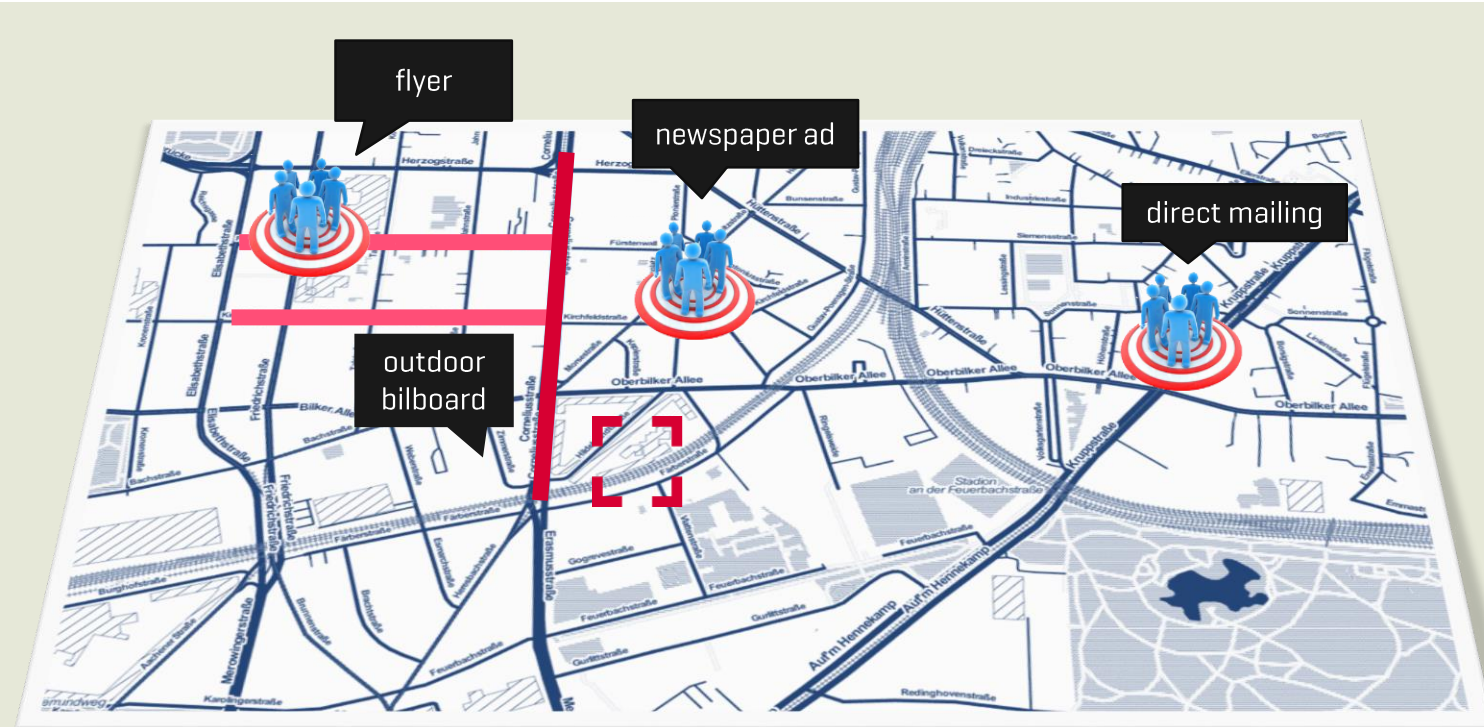


What exactly is media planning?

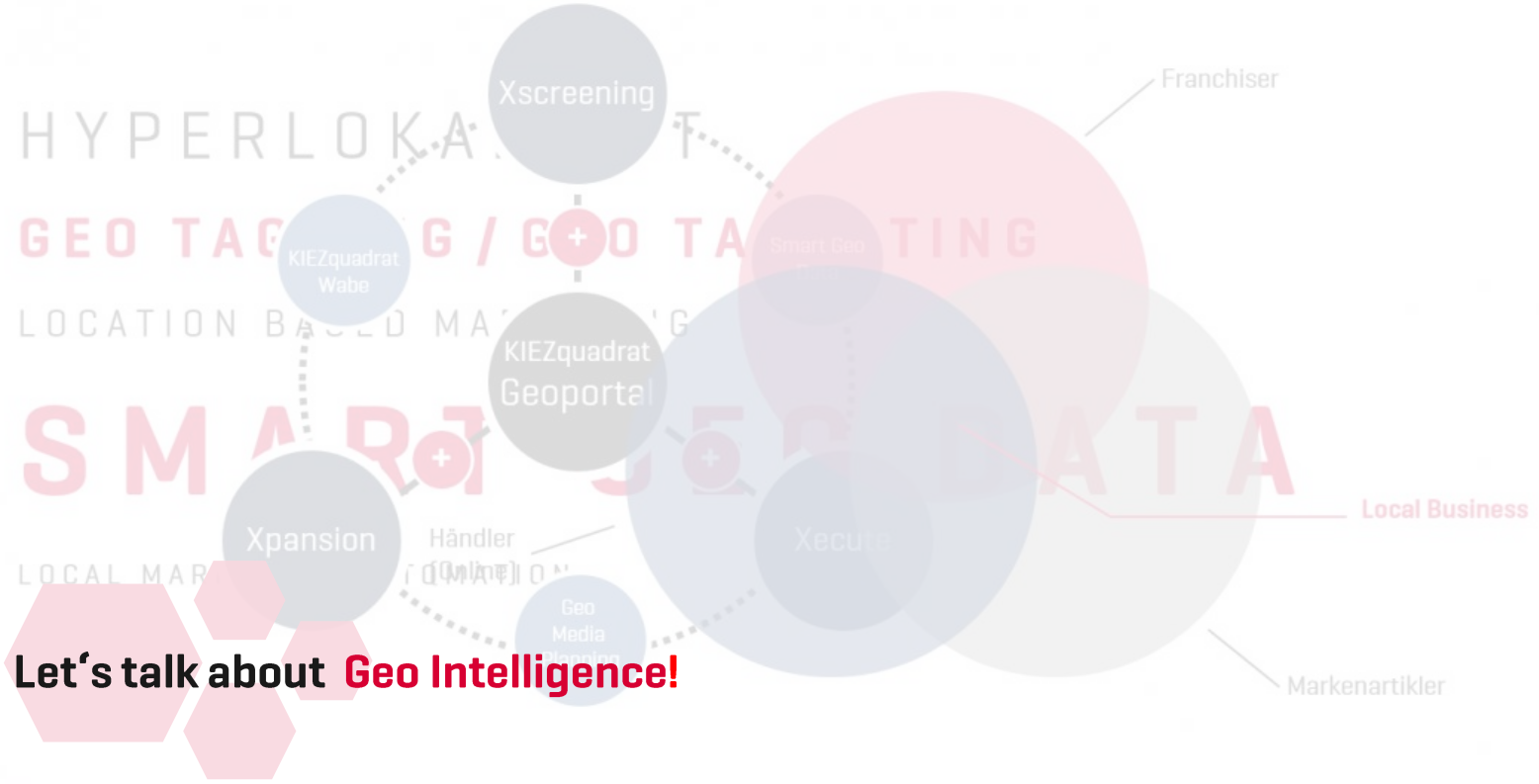


Media planning is the target-oriented selection of media types, which can transport the advertising message to the defined target group as effective and efficient as possible.

Daily (local media) business...



-  location
-  target group
-  low frequency
-  high frequency



Let's talk about **Geo Intelligence!**



Marketing evolved in the past **5 years** faster than in the past **50 years**!

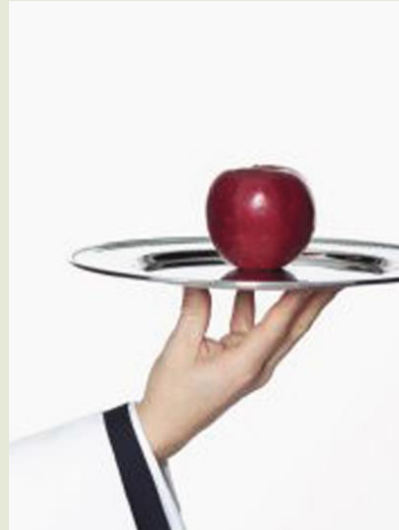
Change in communication

in the past



a lot helps a lot.

today



targets define means.

tomorrow?



all **business is digital?**

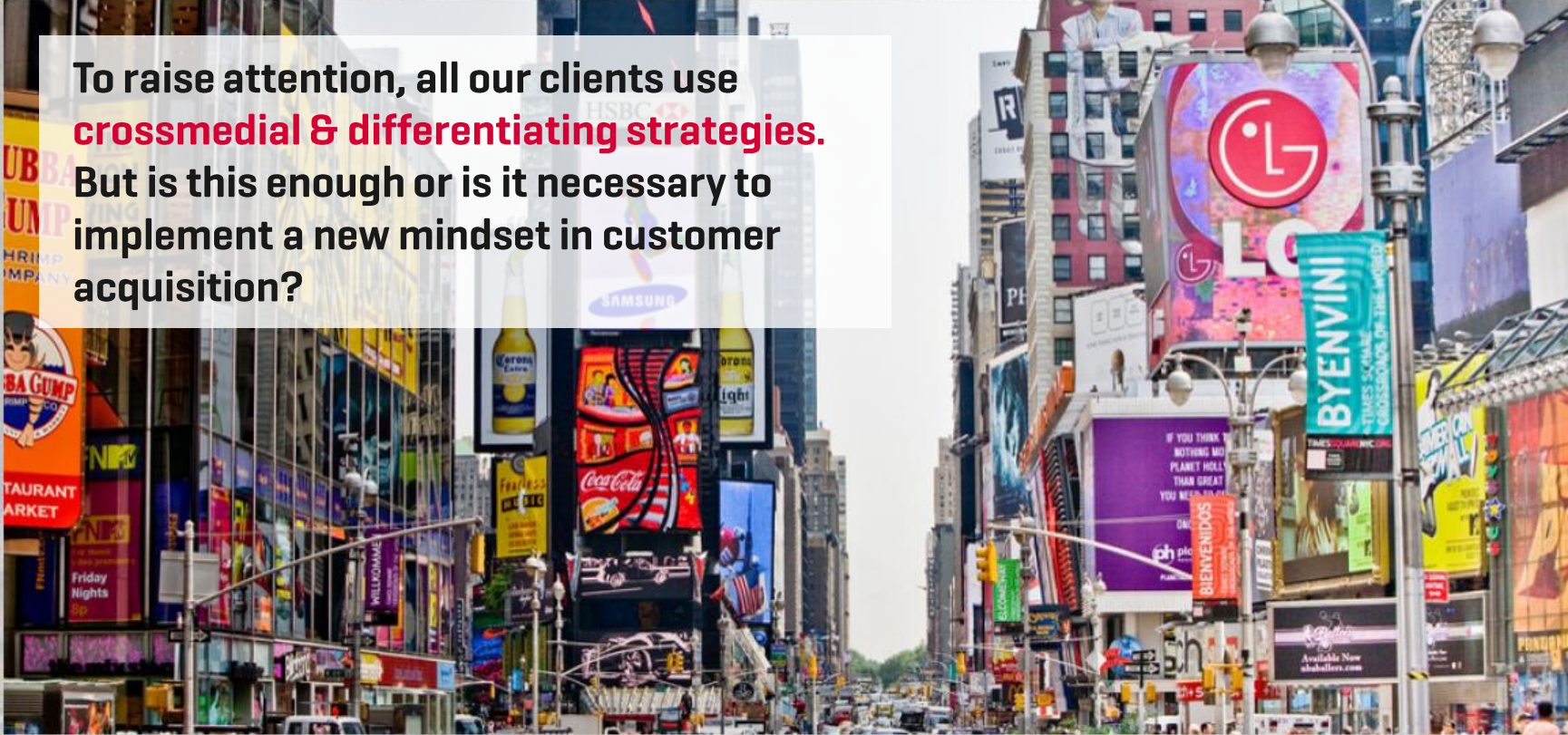
Still, most **business is local!**

Especially local marketing and local media changed dramatically.

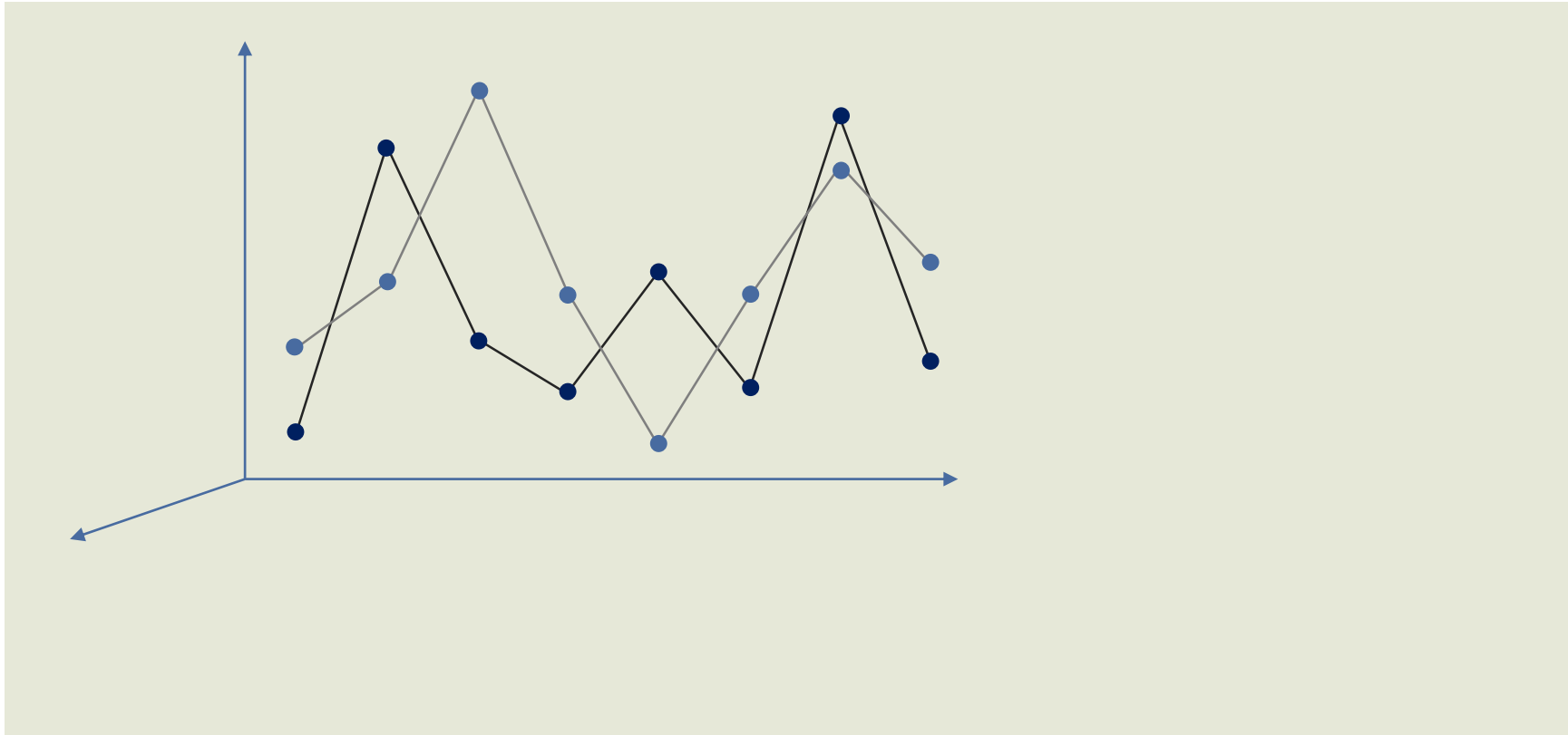
Digitalization forces fragmentation and slipping reach of common media.

Increasing mobilities & complex routines in working- and recreational behavior does not make **local marketing easier.**

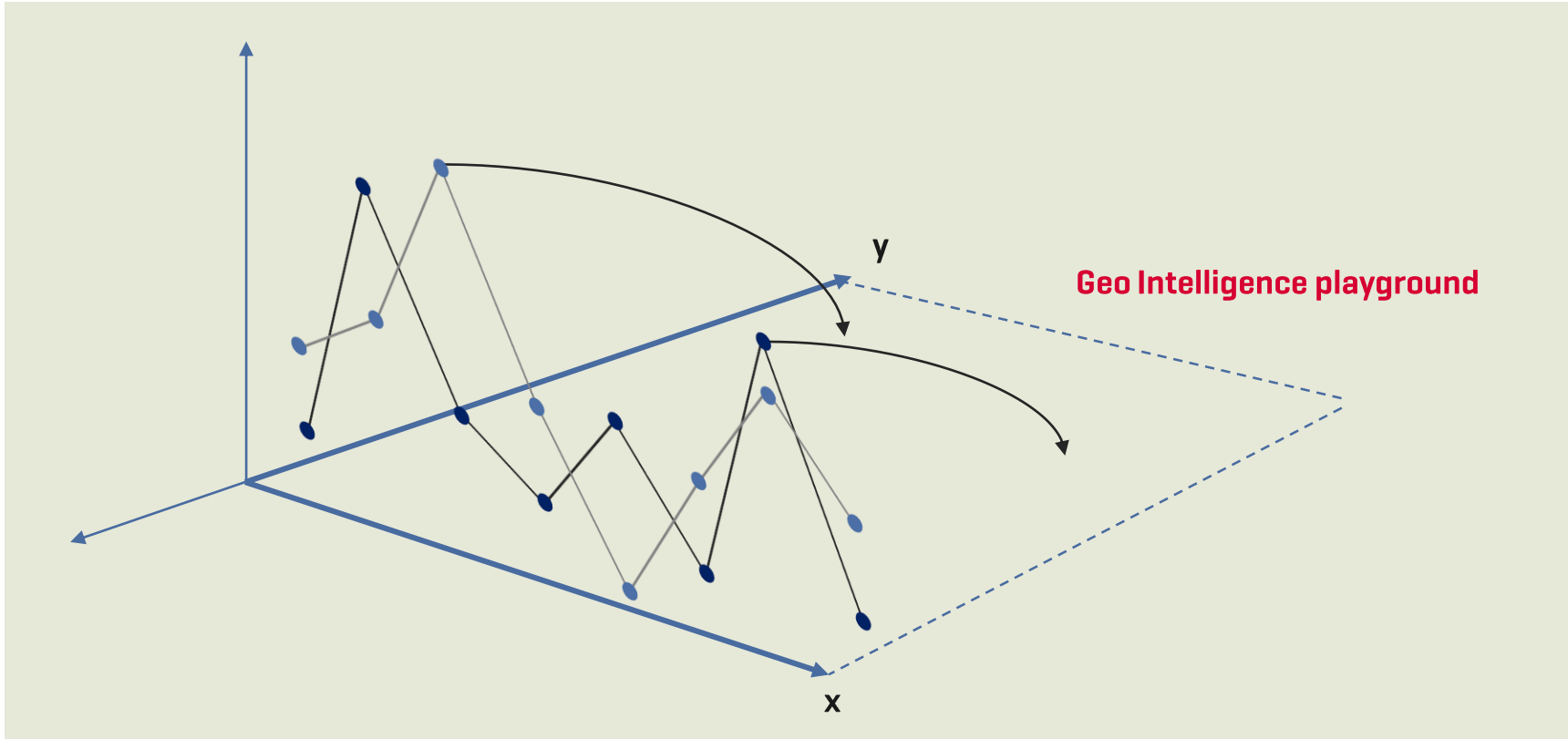
To raise attention, all our clients use **crossmedial & differentiating strategies.** But is this enough or is it necessary to implement a new mindset in customer acquisition?



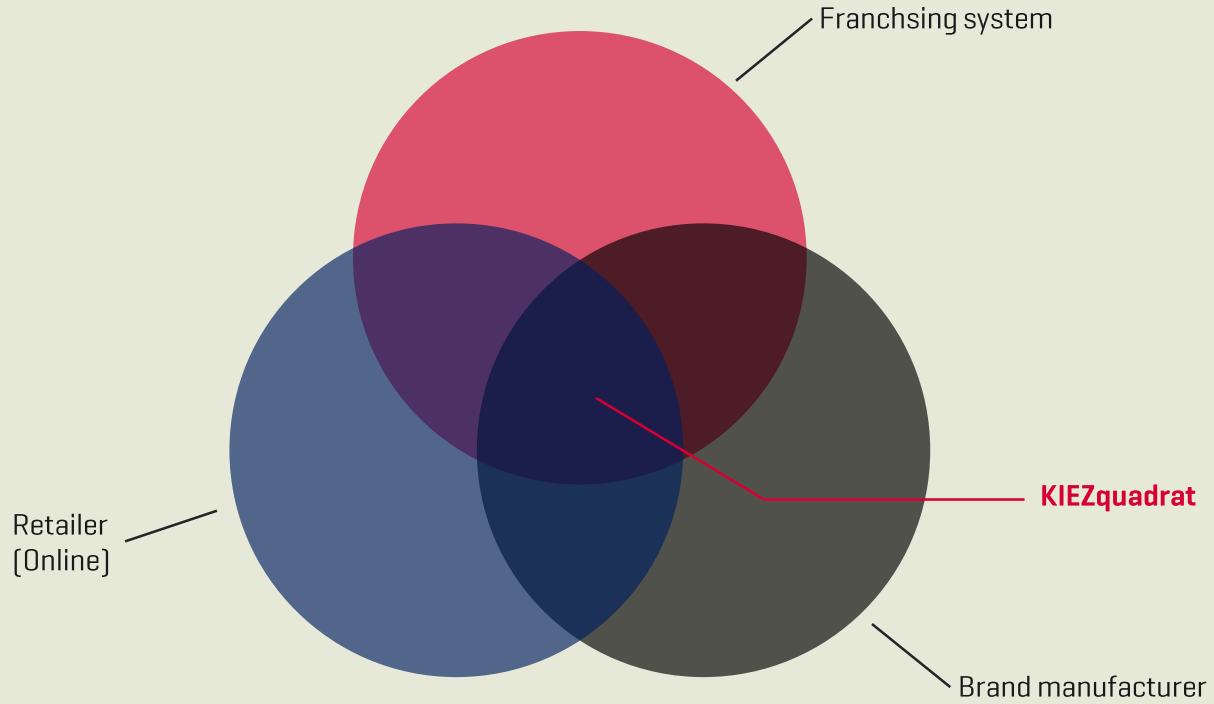
All hail **Business Intelligence Analytics!**



But KIEZquadrat to the rescue: **Geo Intelligence Analytics** runs the show!




Playground for Geo Intelligence



marketing **future** for local business

Geo Intelligence = Smart Geo Data = KIEZquadrat



What the heck is  **KIEZ**
QUADRAT

KIEZ ['ki:ts]– German word for 'neighborhood' // 'ambience' // 'daily life'

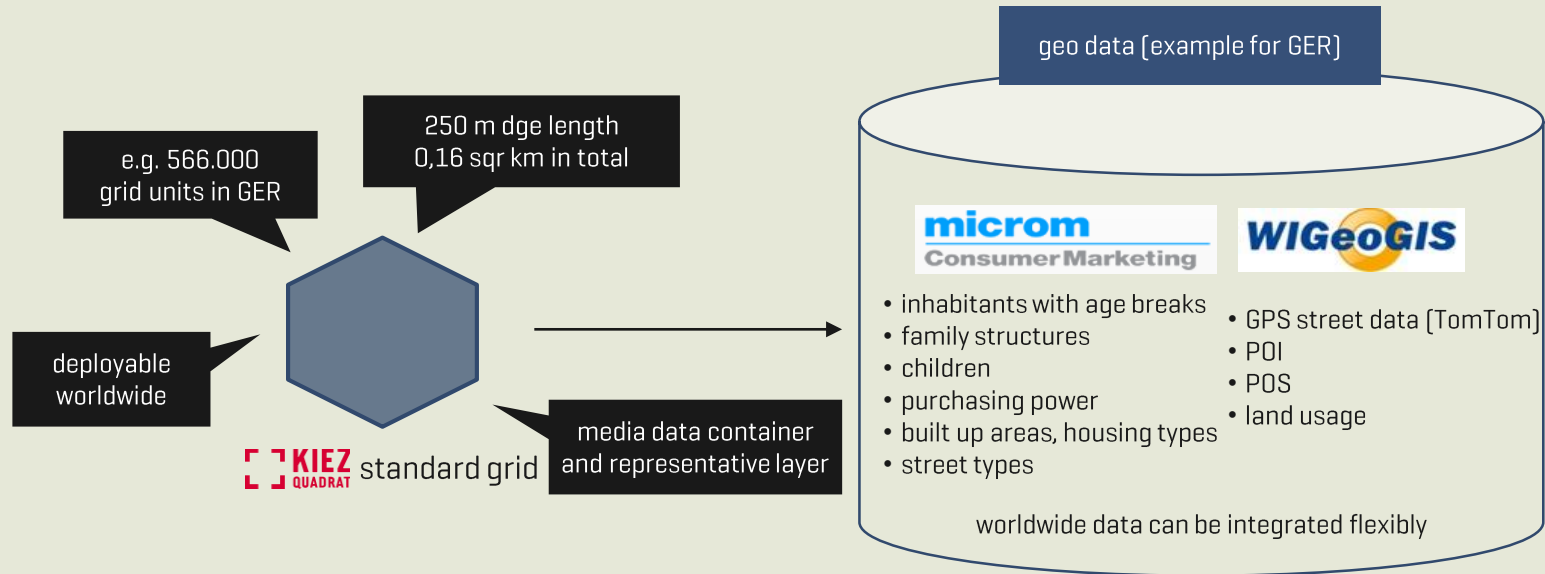


KIEZquadrat // Geo Intelligence for all KIEZes with our standard grid

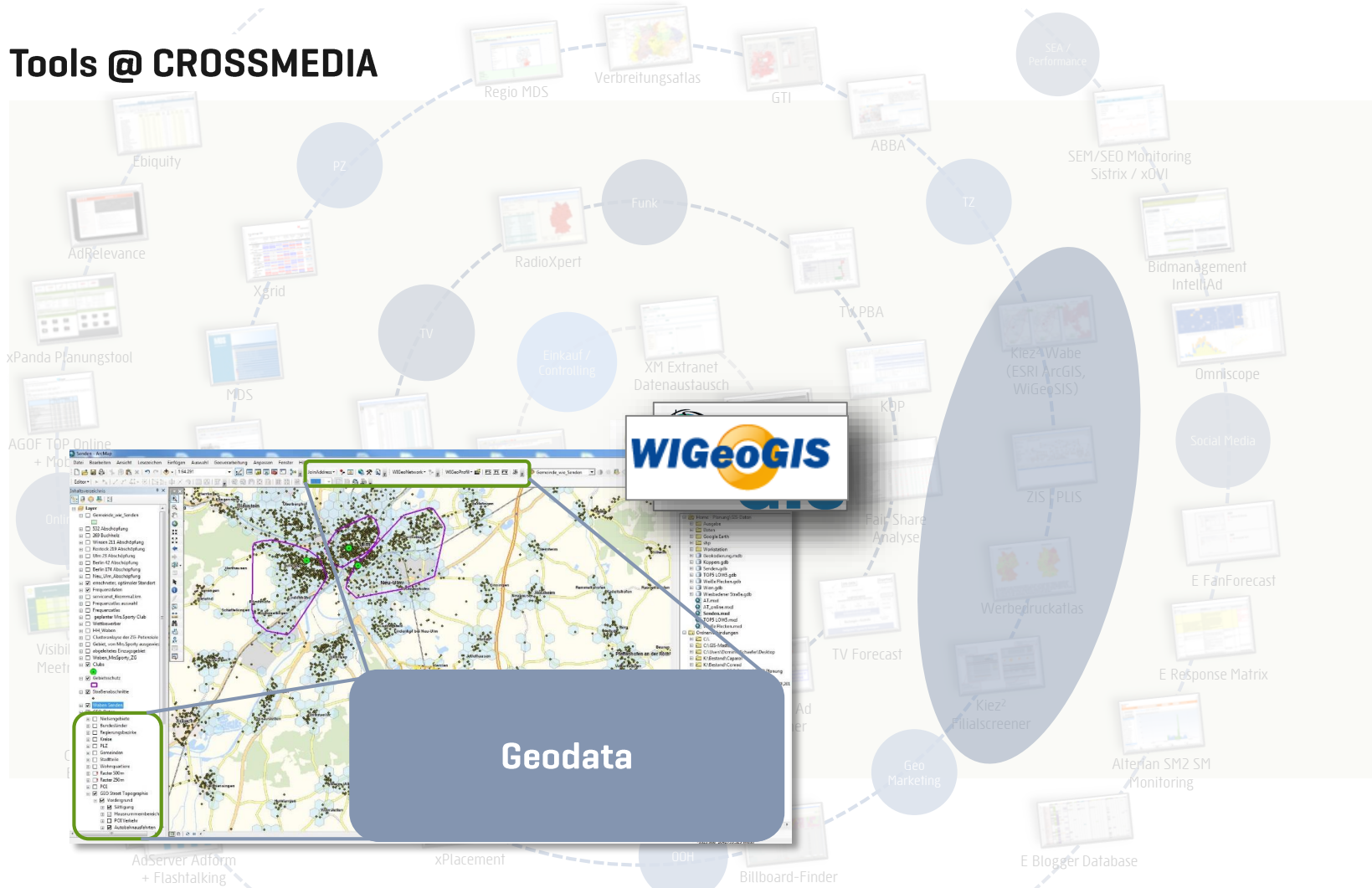


The secret of Geo Intelligence / KIEZquadrat standard grid (KIEZquadrat Wabe)

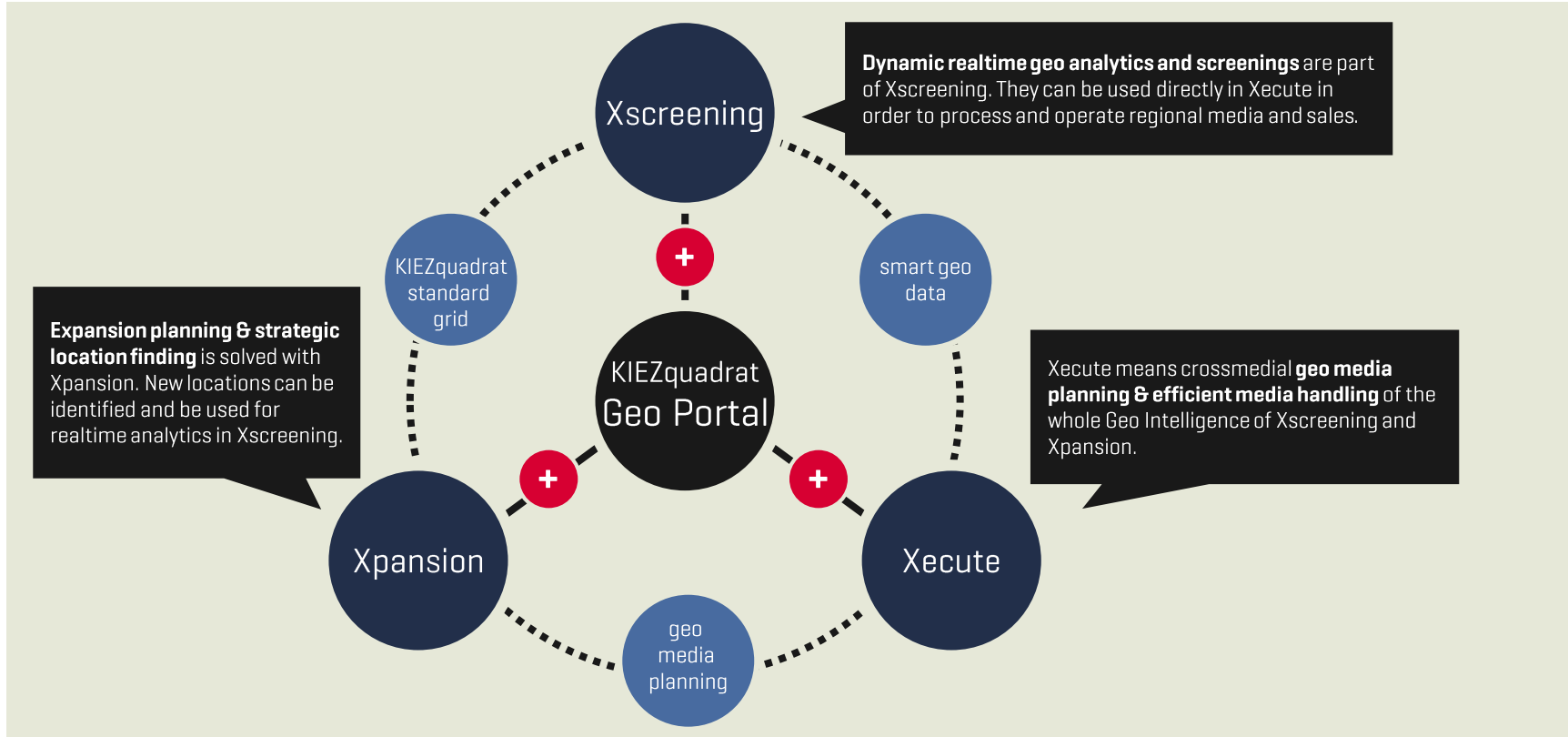
► consistent micro geographical grid for analytics, media planning and adjustment for Germany



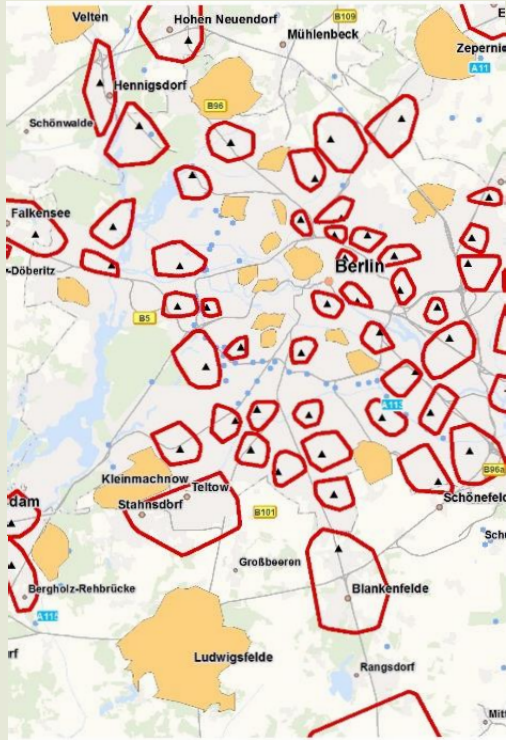
Tools @ CROSSMEDIA



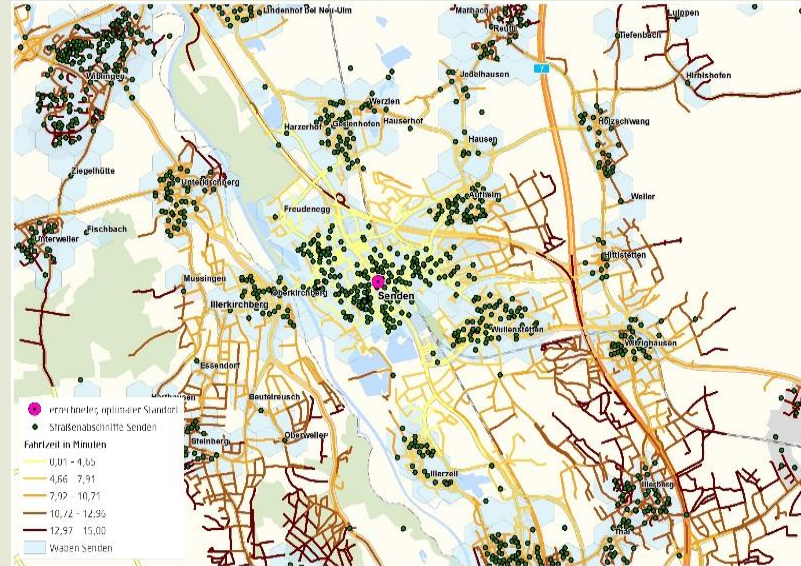
our hybrid platform for Geo Intelligence



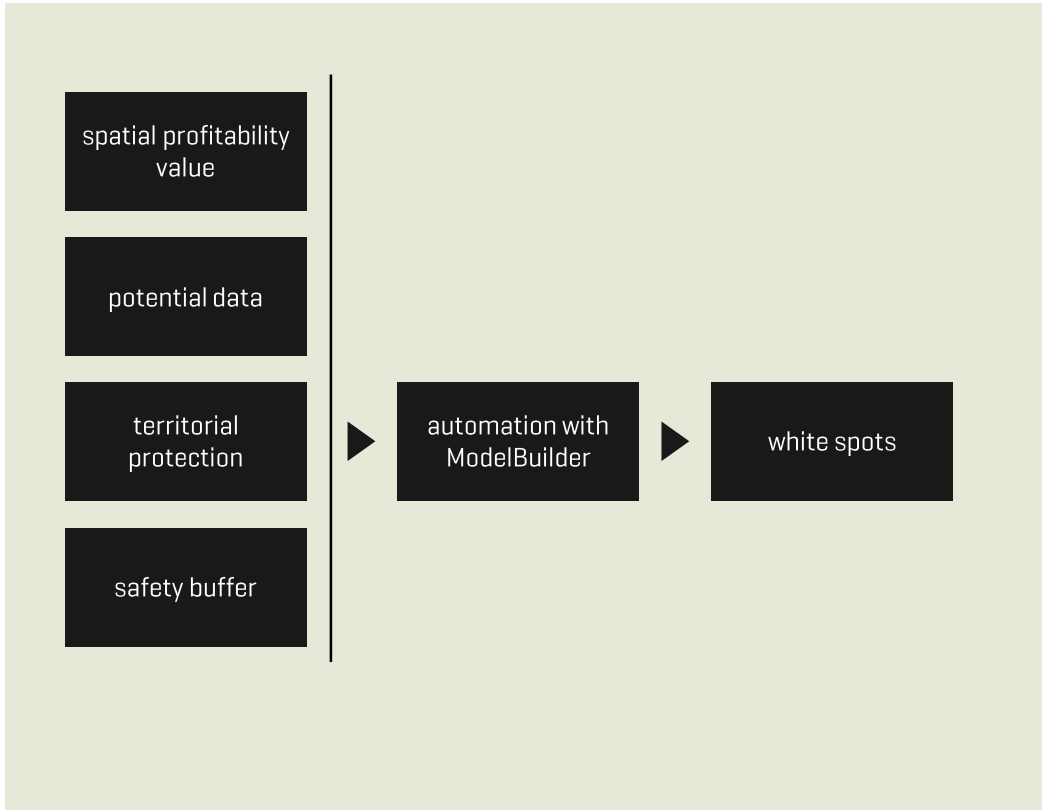
Xpansion // strategic location finding // white spots



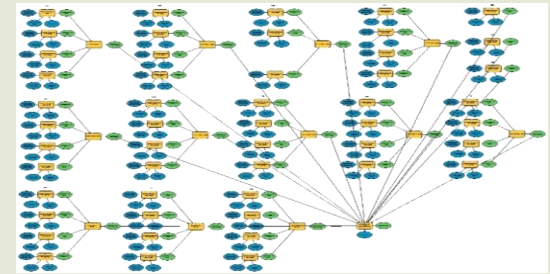
► Identification of white spots for further expansion of Mrs.Sporty as well as individual profit analytics



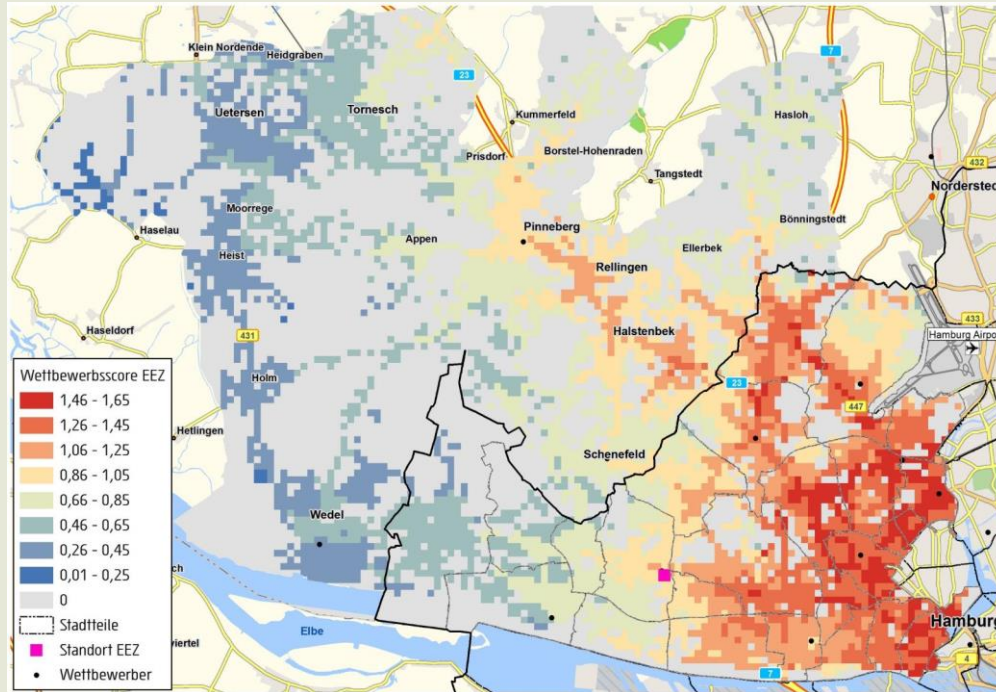
Xpansion // strategic location finding // white spots



- ▶ input parameter set by customer
- ▶ enhanced with geo-data
- ▶ development ModelBuilder process through federal states



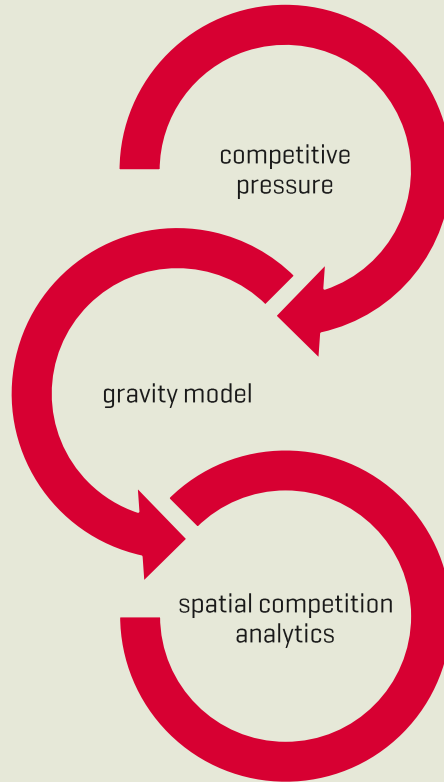
Xscreening // spatial analytics // competitive pressure



- ▶ Referring to gravity models
- ▶ Retail is dependent on market value and market distance.
- ▶ Complex processual model with significant potential for automation

Xscreening // spatial analytics // competitive pressure

► challenge



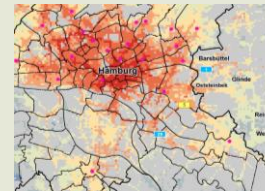
► GIS solution with automation



location input
own & competitors



service net with specified parameters
sales area & distance



ArcPy script development
field calculation, multiple layering, scoring



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