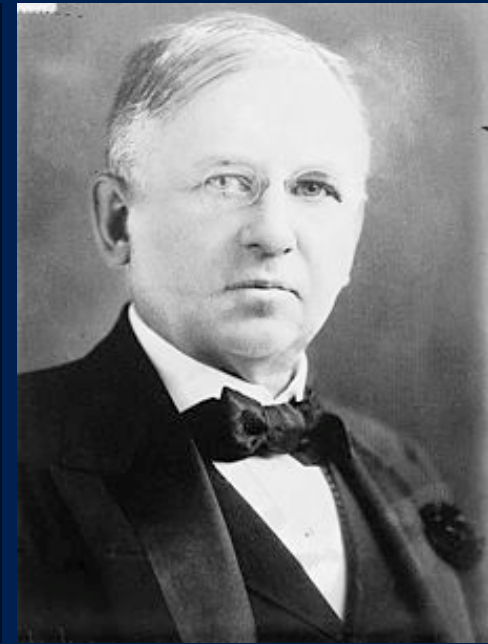


Advertising's Effects Are Very Difficult to Measure.

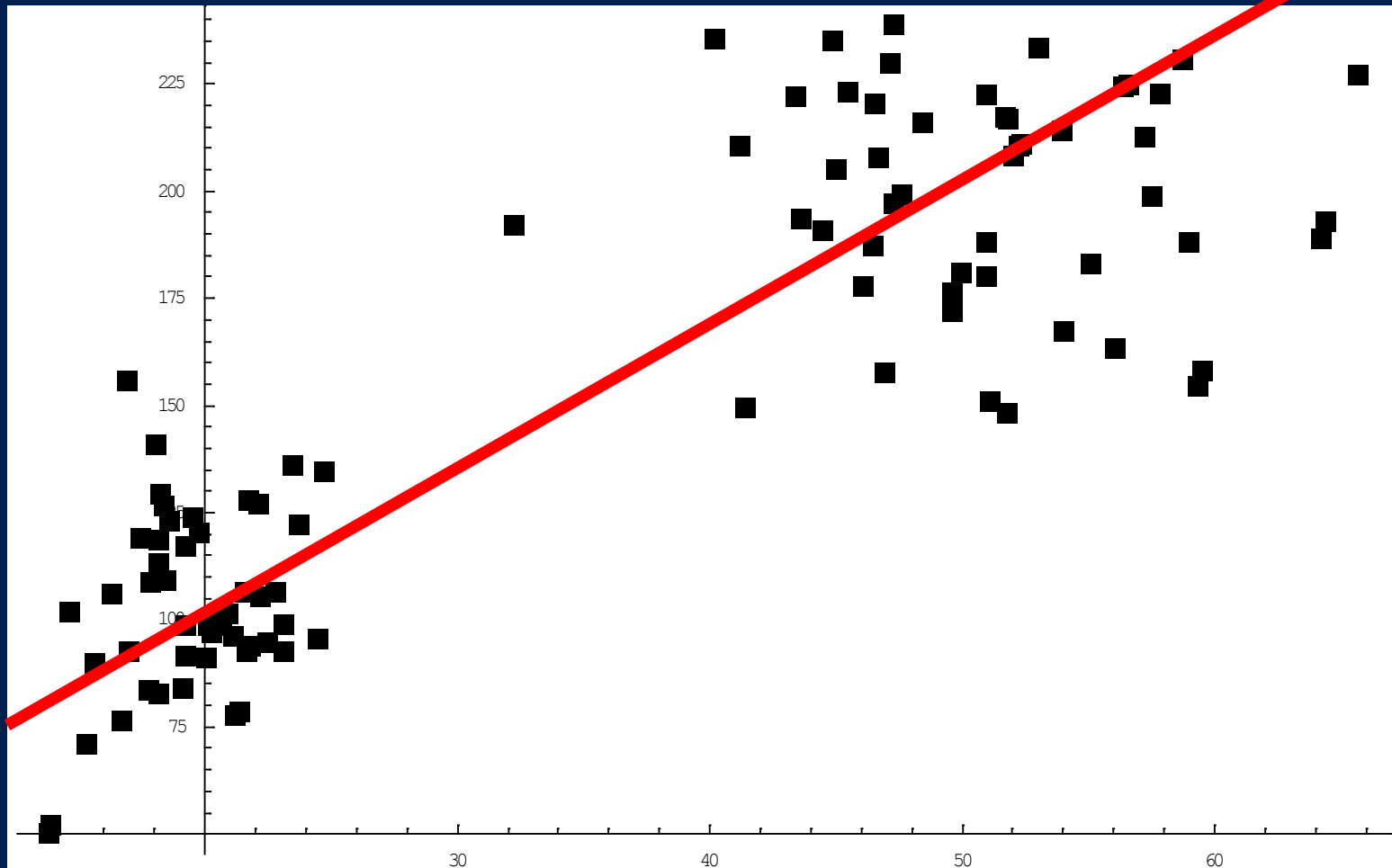
"Half the money I spend on
advertising is wasted; the trouble
is I don't know which half."

-John Wanamaker, 1838-1922



Why Hard To Measure?

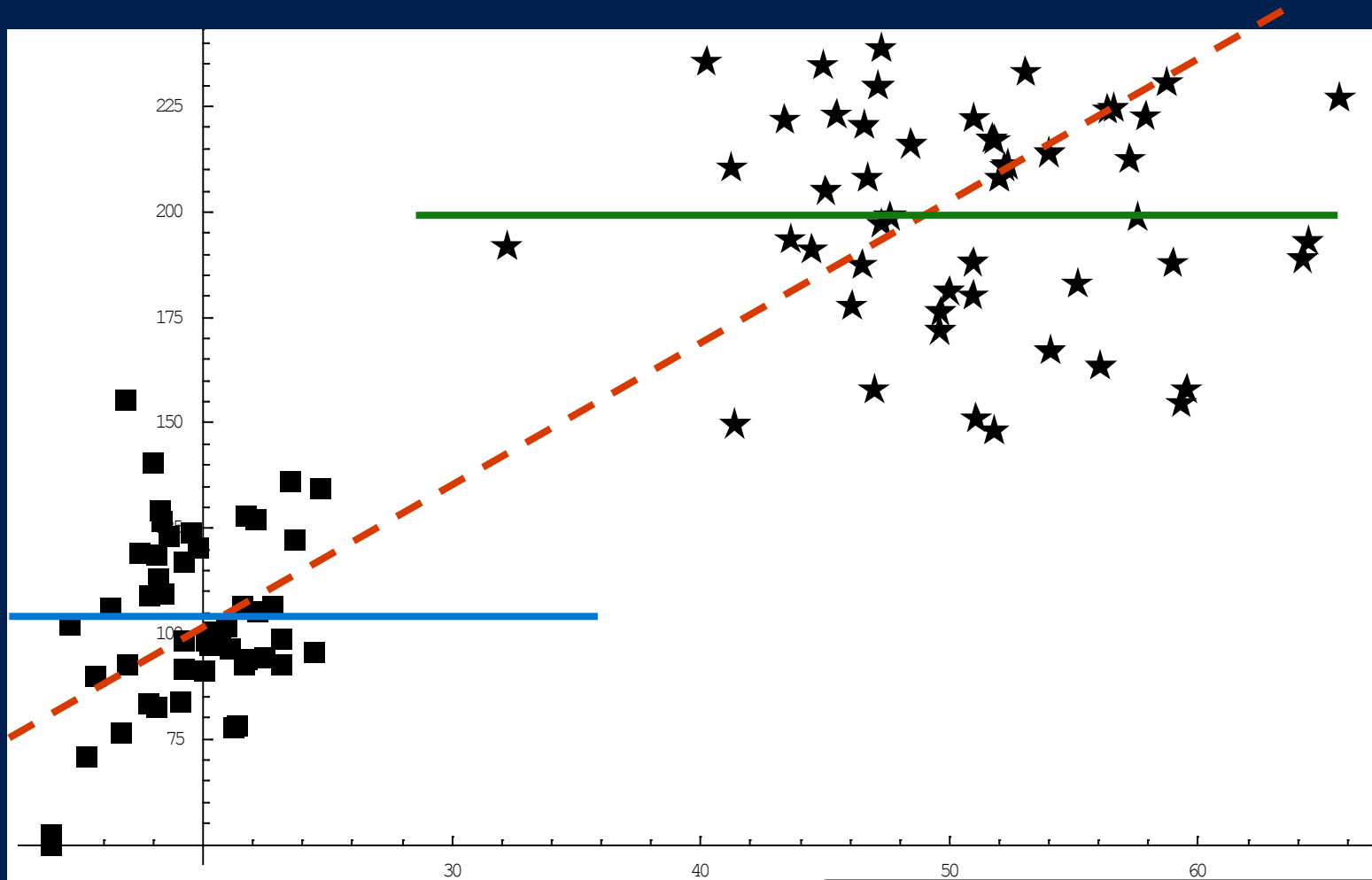
Revenue



Advertising Spend

Advertise More at Christmas (★)

Revenue



Advertising Spend