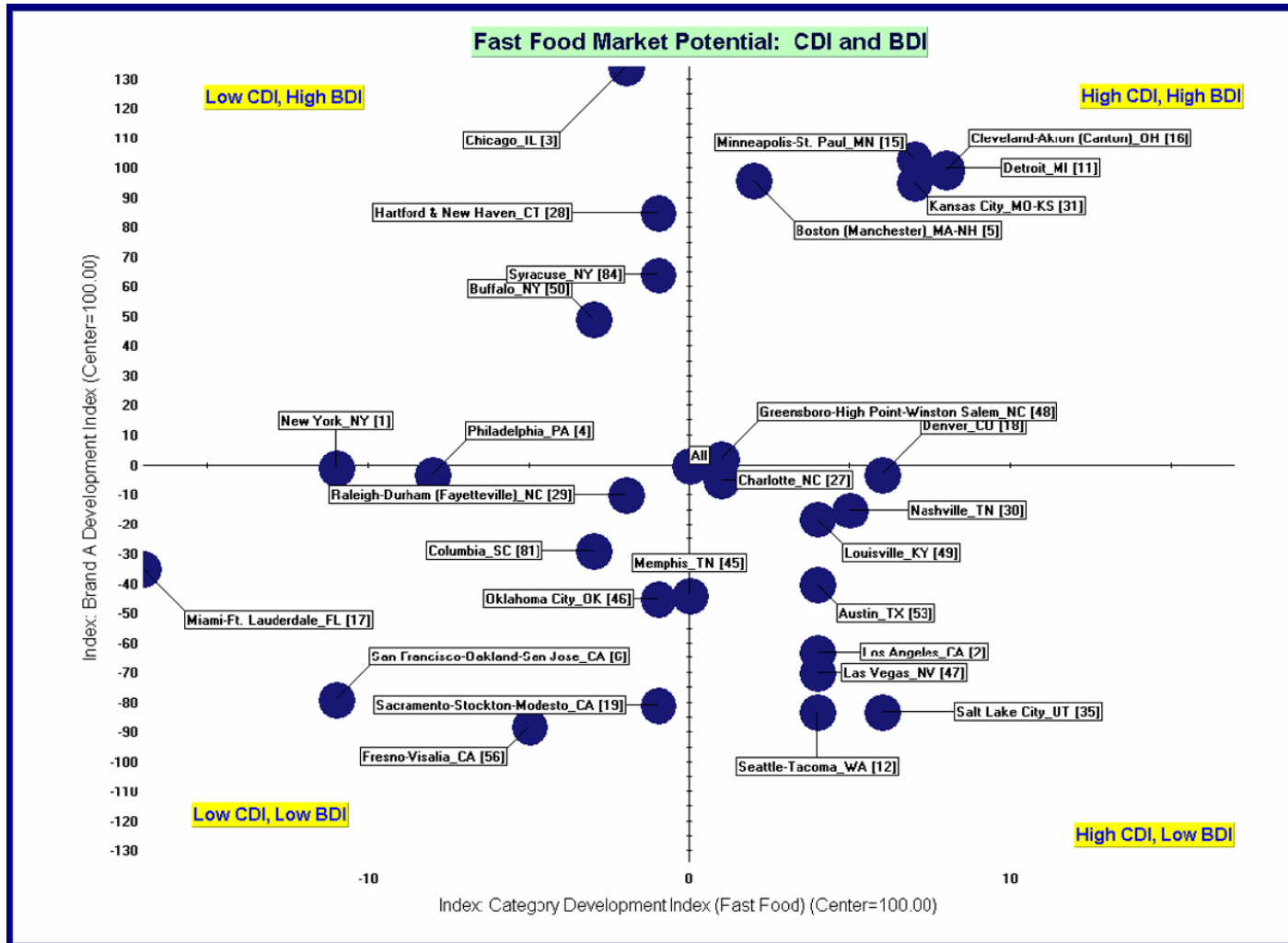


By plotting DMA's according to High/Low CDI and BDI, MRI Quad Maps reveal market potential at both the category and brand levels.



MRI Quad Map

The preceding Quad map was generated using real client data. Each of the quadrants in the map indicates the relative market potential for the category and the brand.

- **High BDI and High CDI (Upper Right Quadrant):** These DMA's show strong sales for both the product category and the brand. They are key markets for maintaining market share.
- **Low BDI and High CDI (Lower Right Quadrant):** The product category shows high potential, but the brand does not perform well in these markets. These DMA's are the "sweet spots" for the brand and converting category users is the challenge.
- **High BDI and Low CDI (Upper Left Quadrant):** The category is not strong in these markets, but the brand, a big fish in a small pond, does comparatively well. These DMA's are probably good areas in which to maintain existing promotion, but sales trends should be closely monitored to gauge markets' continuing value.
- **Low BDI and Low CDI (Lower Left Quadrant):** Both category and brand perform poorly in these markets; brand marketing or advertising in these DMA's should not be a priority.