

Comparable measures for effective cross media planning



Assess all types of consumer media consumption in a neutral, consistent manner

Assess at-a-glance the relative strengths of each medium in reaching a given target

Leverage a more comparative tool than relying on weight of usage by medium

Build more compelling sales arguments and improve campaign efficiency

About TGI Media Neutral Quintiles

TGI's Media Neutral Quintiles (MNQs) split consumers of each medium into five equal-sized groups based on their level of consumption of that medium. The resulting groups range from the top 20% (heaviest consumers) to the bottom 20% (lightest consumers). Those who do not consume the medium at all are consigned to a separate group of non-consumers. MNQs represent an easy-to-use and comparable set of media measurements which have a number of uses, from improving campaign efficiency by pinpointing the best media mix, to building a compelling sales argument for a specific medium over others.

Media to which quintiles applied

