



“ohal’s work has been excellent, both in terms of the thoroughness of their analysis, and also in their approach. They have remained focused on generating understanding that is actionable and will drive real business benefits”

services

[marketing ROI](#)

[media](#)

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Dynamic, responsive, actionable

Our results and support help you develop the most effective plans, achieve your brand objectives and utilise your marketing budget more effectively. We can run scenarios and forecasts, compare alternative strategies and provide substantiation for the marketing investment.

Our unique method for analysing advertising, based on actual consumer response, enables valuable input into the overall investment and decision process, including:

- Budget setting – by country, brand or product
- Budget allocation – within country or brand
- Portfolio management – between brands or by product within brands
- Utilisation of alternative communication channels
- Most efficient and effective laydown

We also provide ongoing consultancy support and advice as and when our clients need it.

Typical client questions:

- How can I minimise the effect of a budget cut?
- Where can I best allocate additional budget?
- Would additional budget be profitable?
- How should I respond to competitive activity?

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client support

ohal provides ongoing client support as and when required:

- Test design and evaluation
- Benchmarking performance
- Help with developing the strategy for NPD or launch/re-launch of products