



DJIA	11111.11	11.11
S&P 500	111.11	1.11
NASDAQ	1111.11	11.11

DELL Vostro/Latitude - Overview



Client: Dell

Flight: July, 2009 - August, 2009

Market: National

Description: Dell partnered with The WSJ Office Network with the following goals:

- *Reach small businesses of 100 employees or less to promote the Dell Vostro

- *Reach mid-size businesses of 100-500 employees to promote the Dell Latitude

Our tenant profile capabilities enabled Dell to target small and mid-size companies by delivering their two different campaigns to each building in proportion to the small and mid-size companies present in the building.

Study: The WSJ Office Network commissioned Brand Keys to execute a post-campaign awareness and intent to purchase study among building tenants in New York, Chicago and Los Angeles.

DELL Vostro/Latitude - Campaigns

<p>THE WALL STREET JOURNAL. OFFICE NETWORK™</p>		<p>Tuesday, July 28, 2009</p>	<p>3:31 pm</p>
<p>DJIA 8331.68</p>	<p>S&P 500 900.65</p>	<p>Nasdaq 1793.21</p>	<p>Delivered 15 Minutes 185.16 -0.40 37.18 85° OMN</p>
<p>WHAT'S NEWS MARKETPLACE MONEY & INVESTING PERSONAL JOURNAL</p>			
<p>*** The Dow industrials inched higher, as a two-week rally in equities paused on a mixed round of earnings. Verizon shares fell.</p>		<p>RECEIVE A \$120 REBATE FROM AT&T when you activate a new, 2-year DataConnect service plan TEXT: "BROADBAND" TO 30241</p>  <p>Standard rates apply. Reply HELP to any message for HELP and STOP to stop. You will receive no more than three text messages from Dell.</p> <p>at&t DELL.COM/ATTWIRELESS</p>	
<p>s of New Homes Post Monthly Rise ***</p>		<p>Silverman Exit ***</p>	

Dell Vostro Ad - Standard Ad

<p>THE WALL STREET JOURNAL. OFFICE NETWORK™</p>		<p>Friday, November 6, 2009</p>	<p>4:54 pm</p>
<p>DJIA 10023.42</p>	<p>S&P 500 1069.30</p>	<p>Nasdaq 2112.44</p>	<p>At Market Close 17.46 2.67 7.12 61° OMN</p>
<p>WHAT'S NEWS MARKETPLACE MONEY & INVESTING COMMUTER TRAFFIC</p>			
<p>TO LEARN MORE CALL 1-888-679-3355 OR TEXT "DELL" TO 30241</p> <p>DELL LATITUDE E6400.</p> <ul style="list-style-type: none"> • SECURE MOBILITY • DATA PROTECTION SERVICES • SOLID STATE DRIVE • SECURE CREDENTIAL MANAGEMENT TECHNOLOGY • MOBILE BROADBAND BUILT-IN  <p>MOBILE BROADBAND IS AVAILABLE TO MORE THAN 100 MILLION PEOPLE IN 200 COUNTRIES WORLDWIDE. ADDL IN THE U.S. OFFER AND COVERAGE. CHARGES BY SERVICE. NOT AVAILABLE EVERYWHERE. NETWORKS FOLLOW A CARRIER MAP AT ANY TIME. © 2009 VERIZON WIRELESS.</p> <p>STANDARD RATES APPLY ACCORDING TO YOUR CARRIER RATE PLAN. REPLY HELP TO ANY MESSAGE FOR HELP AND STOP TO STOP. YOU WILL RECEIVE NO MORE THAN THREE TEXT MESSAGES FROM DELL.</p> <p>verizon wireless</p>		<p>*** The new board of directors at Chrysler Group is pushing back against the company's aggressive chief executive, showing signs it won't simply rubber-stamp Fiat's plans to revamp the car maker.</p>	
<p>September ***</p>		<p>AIG Contracts Complicate Pay Cuts ***</p>	

Dell Latitude Ad - Standard Ad



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DELL Vostro/Latitude – Case Study Results

Dell’s campaign on The WSJ Office Network generated a significant increase in brand strength and purchase intent.

Key Metrics	3 Market Average	CHI	LA	NY
Telephone Interviews Conducted	116	115	112	120
Likelihood to Consider (Extremely/Somewhat Likely)	55%	40%	56%	70%
Increase in Brand Strength Based on WSJON Exposure	From 85% to 91%	From 85% to 90%	From 85% to 91%	From 85% to 92%



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DELL Vostro/Latitude – Case Study Results

Recall of the Dell campaign on the WSJ Office Network was notably stronger than other means advertising.

Where Respondents Had Recently Seen/Heard Dell Advertising	3 Market Average	Chicago	Los Angeles	New York
WSJ Office Network (in building)	37%	39%	35%	37%
Magazine	4%	-	7%	6%
Newspaper	43%	39%	40%	50%
On-line	6%	-	7%	11%
Outdoor	36%	33%	33%	44%
Radio	13%	6%	27%	6%