



Mexican Direct Marketing Study



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News Release

Mexican Direct Marketing Study Launched

Direct Marketers in México now have for the first time access to ongoing information on the Mexican consumers' purchases from direct marketing companies. The information which is updated quarterly by Trendex México is based on in-home personal interviews conducted quarterly with 3,000 women in fifteen of México's largest cities.

The program, called Mexican Direct Marketing Study, provides quarterly the following information separately for each of twenty major Mexican direct marketing companies:

- Catalogs Seen
- Catalogs Purchased From
- Products Purchased
- Age and Social Class Profile of Purchases from each Catalog

In addition the study provides information on:

- Cross shopping patterns (e.g. How many Avon México purchasers also purchased from Jaffra)
- Cross representation, that is, what percent of women who are a representative for one company are also representatives for other direct marketing companies.

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In commenting on Trendex's newly launched study Daniel Rodriguez, General Manager of Trendex México and program director noted "Direct marketing, while a growing industry in México, has historically lacked an ongoing tool for measuring/tracking consumer direct marketing activity. Trendex's Direct Marketing Study, having been designed in consultation with key direct marketing companies, provides the information that the industry has long sought as an input into marketing plans and as an ongoing tool for measuring market shares and cross representation trends".

Trendex México is the largest provider of ongoing information on the Mexican consumer's purchasing behavior, and counts among its clients Wal-Mart México, Hanesbrands México, Flexi, and VF México. Additional information on Trendex México's Direct Marketing Study is available by contacting Daniel Rodriguez by phone at 5255 5641 9840 or by email at: rodriguez@trendexmexico.com.

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