



American Association of Advertising Agencies
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CREATIVE MONITORING SERVICES

AdForum

www.adforum.com

Library of creative work for creative research and monitoring needs.

AdGooRoo

<http://www.adgooroo.com>

Monitors display ads, including banner, text and rich media.

BurrellesLuce

www.burrellesluce.com

Media monitoring and press clipping service, including online (including social media, blogs, and video), print, broadcast. Does not monitor ads.

Cision

www.cision.com

Monitors social media, broadcast, print and online press coverage of companies.

Coloribus

www.coloribus.com

Online archive of ads in traditional and new media.

Competiscan

www.competiscan.com

Tracks direct mail, email, online banners, social media and trade publications.

Competitrack

www.competitrack.com

(acquired by Market Track 10/2013)

Full service ad tracking of all major industries.

Comperemedia

www.comperemedia.com

Mintel subsidiary is a searchable competitive database tracking direct mail, email, mobile, print and banner ads.

Creative Sandbox

<https://plus.google.com/+CreativeSandbox>

From Google, archive of online ads submitted by agencies.

CREW

www.aaaa.org

Creative Running Everywhere Worldwide is a database containing more than 18 million advertisements from 68 countries in seven media. 4A's members may search the database on our website, for print, television, radio, outdoor, and Internet ads (there is a charge to obtain the actual creative).

Ebiquity

www.ebiquity.com

Collects and analyzes competitor creative from over 70 countries.

Facebook Studio

www.facebook-studio.com/gallery

Showcase of some of the world's most successful social marketing.

Infomercial Monitoring Service Corp.

www.imstvonline.com/

Tracks long and short-form direct response on national broadcast, cable and satellite television. Monitors direct response radio in over 20 million hours of radio broadcasts. Tracks Spanish language DR commercials and infomercials.

PLEASE NOTE: The 4A's maintains this list of recognized consultants and/or suppliers to the agency industry as a service to its members. A listing here should not be construed as a 4A's endorsement or approval.

Ranks monthly top 100 long and short form DR spots.

Jordan Whitney, Inc.

www.iwgreensheet.com

Monitors, ranks and critiques long and short-form direct response spots on cable and select broadcast stations. Extensive database of reviews and analysis of DR commercials.

Kantar Media

www.kantarmediana.com

Delivers competitive television, online and multiplatform creative intelligence within 24-72 hours of airing via AdDetector, Evaliant and AdScope products.

Market Track

www.markettrack.com

(acquired Competitrack 10/2013)

Monitors retail promotion, e-commerce and pricing solutions, including access to retailer Internet ads, websites and FSIs.

Media Information Services

(formerly Advertising Information Services)

www.welcome.misnyc.com

Creates customized monitoring reports for advertisers and networks, provides media buyers with television content screening reports, and verifies network commercial schedules for traffic agencies.

Moat

www.moat.com

Searchable database of what and where display ads are running for the top brands and sites.

TNS Media Intelligence

(now Kantar Media)

Who's Mailing What

www.WhosMailingWhat.com

Analyzes approximately 4,000 to 5,000 pieces of direct mail in nearly 200 categories -- consumer, business, fundraising, catalogs, etc. and provides full-color scans of direct mail campaigns in thumbnail and full-size versions.