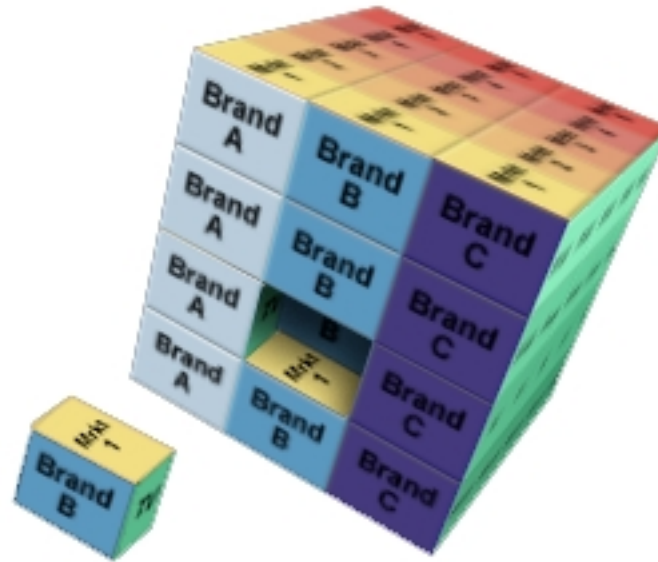


# Response Curves for Each Marketing Vehicle



In this example, each cell in the cube represents the relationship between marketing support and sales for the given product, market and marketing vehicle. In this case, the exploded cell represents Brand B's TV advertising response function in Market 1.

