

FOR IMMEDIATE RELEASE

Contact: Julia Vasilev

Environics Analytics

416.969.2733

julia.vasilev@environicsanalytics.ca

FROM PLACE TO PROMOTION: New Software Easily Integrates Real Estate Analysis with Marketing Data

TORONTO, DECEMBER 19, 2011 – When it comes to site location, many franchisors and franchisees assume that census data is the only source for information about a prospective site. And those looking for lifestyle and expenditure data relied for years on complex desktop software that required experts to create reports and maps for site location and market analysis.

But a new generation of innovative site location tools allows even novice users in real estate and marketing departments to evaluate sites with comprehensive data and a variety of marketing applications. The recently updated and enhanced tool ENVISION, developed by Environics Analytics, is designed for site evaluation, customer profiling, sales forecasting and target marketing. With easy-to-use, web-based software, ENVISION can analyze any site in Canada with current estimates of consumer demographics in trade areas, as well as projections three, five and ten years into the future.

Launched in Canada two years ago, ENVISION has just been released for the U.S., allowing Canadian companies to reach consumers and markets anywhere in North America. With its links to large media surveys and customer segmentation systems, ENVISION can identify which media is best for reaching consumers in a designated trade area. The datasets include consumer expenditures in more than 270 categories, such as spending on restaurants, home furnishings, recreation and pet food. Designed for use by real estate analysts and marketers, the software generates reports and maps that can identify growth opportunities, improve site selection and result in cost-effective marketing strategies.

“ENVISION has proved invaluable for identifying the right opportunities in key markets,” says Mark Palmer, GIS Manager at Wendy’s International, Inc. With more than 6,500 restaurants worldwide—nearly 80 percent of which are franchised—Wendy’s has used ENVISION for several years to evaluate sites, map competitors and target local promotions by store. ENVISION also has provided Wendy’s with critical details about specific Canadian sites through datasets on daytime population, shopping centres and competitive restaurants. “Without the vast resources it provides, our teams would be flying blind,” says Palmer.

The latest release of ENVISION comes at a time when older desktop systems, first developed in the 1980s, are being retired because of their high costs and the need for specialists to maintain them. With newer, user-friendly systems, analysts have built business intelligence into the reporting and mapping capabilities, allowing users to create detailed analyses on the fly. For example, a real estate broker with a laptop can input a street address anywhere in Canada or the U.S. and in minutes obtain reports and maps based on a drive-time or radius of the prospective trade area boundaries; the analysis can help determine whether a site is worth pursuing or a territory can support a franchise.

“Instead of spending three days gathering data about a prospective site, franchisors and franchisees using ENVISION can create a comprehensive report and maps within three minutes,” says Michele Sexsmith, Environics Analytics vice president and leader of the company’s retail, real estate and entertainment practice area. “New software like ENVISION helps users evaluate the best potential locations within a new market with an ease of use that was only dreamed about in the past. The results also can be used to maximize the number of franchise territories within a market, reflecting a better understanding of the total market opportunity.”

###

About Environics Analytics

Environics Analytics is the premier marketing and analytical services company in Canada. Specializing in segmentation, site modelling and custom analytics, the Toronto-based company provides data-driven market insights to help clients find and keep their customers. It has the most experienced team of micromarketing experts in Canada, and is a member of the Environics group, a unique alliance of companies dedicated to providing intelligent research, analytics and communications. To learn more about Environics Analytics, please visit our website at www.environicsanalytics.ca or call Julia Vasilev at 416.969.2733.