

Optima™ - a true understanding of market behaviour and attitudes

Today marketing managers have the challenge of fierce competition in almost all markets. Competing brands constantly seem to improve in positioning and targeting. In addition consumption patterns are regularly changing and new categories suddenly 'eat into' some of your brands' markets. So obtaining an accurate and complete understanding of the usage and attitudes in play is becoming more crucial.

How Optima can help

Optima™ is a sophisticated and validated mathematical model for market understanding. By analysing the proven relationship between brand perceptions and utility, as well as customers' buying behaviour for both your brand and its competitors, Optima builds a complete picture of the market. This means you can see clearly where your brand sits in the marketplace in relation to its competitors. Optima provides a comprehensive framework for Usage and Attitude studies based on how and why consumers choose the brands they do. It goes beyond the basics of usage and attitudes and delivers strategic insights.

For developing stronger, differentiated brands

Optima will show you how you can differentiate your brand from competitors and delivers insights into:

- Strengths and weaknesses of your current offerings, relative to competitors
- The reasons for consumer behaviour existing in the market and which ones are being addressed by your brands
- Which other brands are in direct competition
- What aspects of your brand is important to the market so you can develop the most appropriate strategy and messages to maximise your marketing resources
- Which consumers to target to ensure you are reaching the right people with your particular product or service



For brand portfolio management

For existing products, Optima is an ideal brand portfolio management tool which gives a deeper understanding of how your brands interrelate in the market.

We can determine the position of your brand in relation to competitors to ensure it is attacking your competitors' brands instead of 'cannibalising' one of your own products or services.

Optima segments the market in terms of reasons for usage to help you understand where your brands are positioned and where your portfolio is weak.

For identifying gaps and opportunities

Optima provides you with an understanding of how the consumers in your market are segmented according to attitudes and life stage. It even goes beyond this and segments the brands consumers use and the reasons for choice.

By analysing both segmentations, we can highlight where opportunities may exist by:

- Understanding which groups of consumers are being targeted effectively and with whom your brands are weaker
- Highlighting which reasons are driving existing brands
- Simulating the introduction of a brand to strengthen your brand portfolio

For evaluating new product concepts within your portfolio

In relation to your Optima study, you may wish to evaluate new product concepts. Optima's unique approach tests product concepts by understanding the role new concepts will play in the market.

It investigates brand interest for each concept, together with cannibalisation of existing brands (i.e. the source of gain). It also maps the current market structure and the likely position of new concepts, together with the strengths or weaknesses of each concept in relation to the existing market.

We can also examine the range of products in your portfolio by looking at the optimum combination of products, in terms of market penetration and share. Given such pressure on shelf space, this is a valuable analysis for today's marketing teams.

It helps you:

- Identify the benefits of new concepts in relation to the existing market
- Identify the competitors for new concepts and the source of volume
- Interpret brand positioning and key targets using rich diagnostic data

Who should use Optima?

Optima is ideal for brand, category, marketing and communications managers and directors involved in the development and management of brand strategies. A perfect tool for those wanting to enhance the standard Usage and Attitude Study (U&A).

Optima is ideal for international research and utilises the market structure in each region to accommodate cultural differences.

About TNS

TNS is a market information group:

- The world's largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The group's employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management.

TNS' strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

TNS is the sixth sense of business.

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