



the sixth sense of business™

It's time you saw us in a different light...

We give you more than you'd expect from a market research agency



# We give you more than you'd expect from a market research agency:

Ever increasing R&D costs, a decrease in the number of new blockbuster products, the need to find new line extensions for existing products and pressures on the bottom line are just some of the problems facing companies today.

We use our expertise to provide strategic support for both your new and in-market brands as well as advice on the tactical implementation of resources to optimize performance at brand, portfolio and company level.

We see your business from your point of view and give you evidence based actionable insight to generate a positive financial result. We are the only truly global and local consulting market research agency.

## Brand and Advertising research

You cannot afford to put your brand and as a consequence, all your investment at risk by failing to measure brand strategy and performance, as well as assessing brand health. At TNS ICAP we can tell you:

- whether your brand communications are affecting positive changes in consumer attitude or behaviour
- if your brand is enhancing its competitive edge and growing market share and sales – who's winning and who's losing
- if your current brand strategy can be built upon or whether it needs a rethink to optimise its potential
- how your customers feel about your brand and whether they intend to stay with you or defect to a competitor in the future

## Segmentation and Positioning research

To gain a competitive advantage in an already crowded marketplace, clear positioning is key. To achieve this you need an accurate segmentation of your market, as well as a detailed understanding of your competitors' activity and your customers' needs and attitudes. At TNS ICAP we can:

- see what current brands are already delivering and show how to differentiate yourself from the competition
- determine the best brand fit in a desired market
- identify gaps and opportunities for new and established brands

## Stakeholder Management

Stakeholder management is decisive in determining whether or not a company is, or will remain, successful.

Most managers lack a simple, accurate measure of the health of their business relationships across multiple stakeholder groups – from customers, employees and shareholders to suppliers, dealers, retailers and the media.

TRI\*M is our comprehensive platform for Stakeholder measurement, management and monitoring these multi-channel relationships, offering highly actionable recommendations to our clients. So, whether customer retention, employee commitment, corporate reputation or any other relationship is your issue, we can identify the solution for you.

## New Product Development

Creating and developing a winning brand is a complex challenge. All developmental elements such as the product, packaging, price and marketing strategies must be exactly right.

At TNS ICAP partnering with you from the earliest NPD developmental stages, we can help you manage all the risks associated with the NPD process and can ensure your brand concepts are on target for success. We can help you to:

- unearth potential winning ideas
- evaluate the potential of a concept
- identify the most compelling packaging and pricing
- maximise the business opportunity for new products
- determine the most responsive target audience
- uncover both rational and unconscious consumer motivations

## Our research capabilities and infrastructure

TNS ICAP undertakes both qualitative and quantitative research projects for its clients and has the ability to conduct research not only in Greece but also in over 110 countries worldwide through the TNS network.

We also use TNS' proprietary Business Solutions, which are sophisticated techniques for solving common marketing problems across any industry sector or country in order to help our clients build stronger brands.

To find out how we will help you make more from your brands, email [tnsicap@tnsicap.gr](mailto:tnsicap@tnsicap.gr), call [Lela Charavgi 210 7260600](tel:2107260600) or visit [www.tns-global.com](http://www.tns-global.com).