

A landmark approach to brand management and measurement

TNS BPO (Brand Performance Optimisation) builds stronger brands

From the earliest stages of a brand's life, understanding brand commitment through expert market research lets you predict and impact future market share. By retaining consumer commitment as your brand develops, you can reduce the risk of a consumer switching to another brand and can help maintain brand health and vitality.

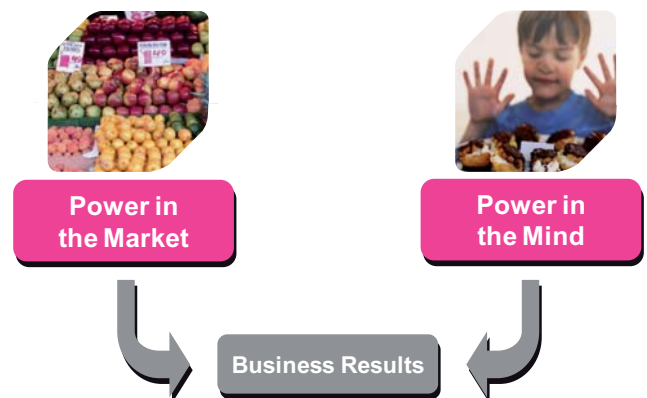
However, in a market influenced by the emotional needs of consumers, traditional quantitative market research is not always enough to effectively measure brand commitment.

BPO is the first market research methodology that looks not only at how brands build emotional commitment to drive Power in the Mind™, but also how brands support or undermine this through Power in the Market™ – a brand's performance on key market factors.

By measuring both the rational and emotional effects that a brand has on consumers, BPO provides actionable insight into the ways that communications affect the relationship between brand and consumer. This helps you understand the drivers of motivation and optimise brand messaging.

What makes BPO superior when it comes to building stronger brands?

- BPO provides a holistic approach that integrates Power in the Mind and Power in the Market.
- BPO is underpinned by the TNS Conversion Model™, the world's leading measure and segmentation of psychological brand commitment.
- BPO offers a competitive advantage by defining the emotional drivers of brands and advertising in your market.
- BPO is backed by TNS' deep understanding of media and communications, bringing you new insights into how to reach relevant consumers with the right messages and with the right customer touchpoints.



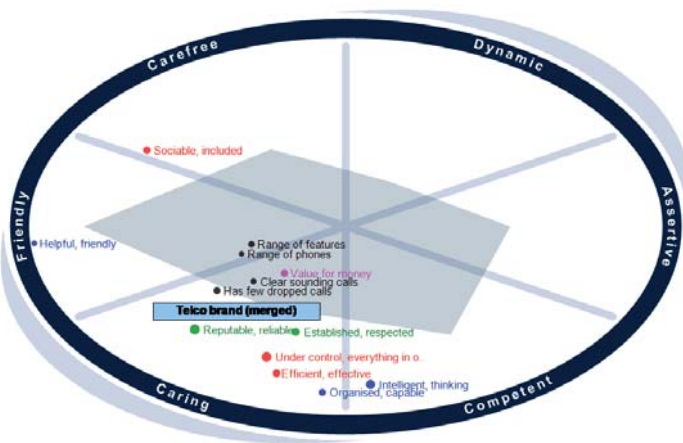
BPO includes a powerful measure for brand commitment

To effectively gauge the psychological attachment consumers have to a brand, the TNS Conversion Model measures commitment across three dimensions:

- **Needs fit** – how well a brand meets the needs and expectations of a consumer.
- **Involvement** – how important the choice is among different brands in a category; in relative terms, how much a brand decision matters.
- **Ambivalence** – how much a consumer is torn between the appeal of different brands

BPO incorporates emotional positioning

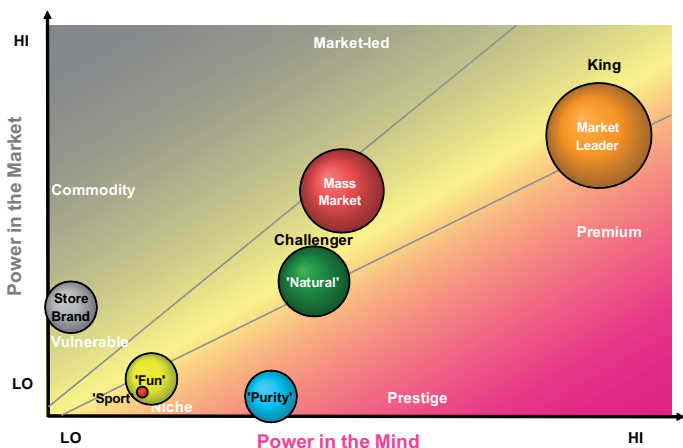
BPO uses NeedScope™’s validated projective tools to provide a unique understanding of the emotional and functional drivers of brands in the marketplace.



BPO recognises the importance of market factors

BPO measures a brand’s performance on key market factors, such as price and affordability; distribution and availability; degree of switching inertia; and other sector-specific factors.

Brand Power Analysis – USA FMCG



TNS global BPO experience

As the market leader in this field, TNS has extensive experience in conducting studies worldwide.

Since launching BPO more than two years ago, TNS has developed and validated specific batteries of questions for all major industry sectors. Client testimonials attest to the insights that BPO offers.

Who can benefit from BPO?

TNS has pioneered brand work across a variety of market segments. With a worldwide network of brand and communications experts, TNS ensures consistent, high-quality service and can provide you with the sector-specific focus that you need, regardless of the size of your market or its geography.

About TNS

TNS is a global market insight and information group.

Our 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.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world’s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

Need more information?

To discuss the advantages of BPO, please get in touch with your local TNS contact or visit our website at: www.tnsglobal.com

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