

# Brand Strategy

## How do you build powerful and profitable brands?

Do you know what your brand **REALLY** stands for in your consumers' and customers' hearts and minds?

Does your brand stand out (in the **RIGHT** way) from your competition?

Do you know what drives brand choice in your market?

Business success in any industry, sector or category is the result of the interplay between two key factors:

- Power in the Mind, the underlying demand for a brand
- Power in the Market, the availability and attainability of a brand

Strong Power in the Mind can withstand lower Power in the Market as the inherent desire for the brand can overcome less favourable market conditions. Marketers therefore strive to build Power in the Mind.

How can your brand achieve strong Power in the Mind?

TNS recognises that emotion, not rational thought, is the gatekeeper to consumer behaviour. Brands must satisfy consumer needs, not just at a functional level but at a deeper emotive level. The key to developing powerful and profitable brands lies therefore in the ability to truly understand consumer needs and align your brand with these needs more strongly than any of your competitors.

To achieve this, TNS works with clients to develop and implement brand strategies shown to deliver long term brand equity and competitive advantage.

### Our expertise

TNS gives you the competitive edge by:

- Revealing not only the functional and social needs, but the **deeper emotive needs** which are the true drivers of brand choice within your category

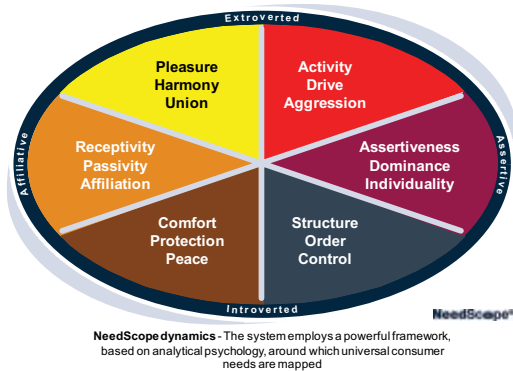


- Pinpointing **consumers' understanding** of your brand and those of your key competitors so you can develop a strategy to capitalise on your brand's strengths while minimising its weaknesses
- Identifying a **common global language** to enhance consistencies across countries and cultures while recognising local distinctions
- Identifying **core segments** within your market so that clear brand and advertising targets can be defined
- Creating a **framework** for your market and brand so that subsequent studies can 'talk to each other' for improved ongoing strategic planning
- Future-proofing your brand planning by identifying those consumers who are **shaping the future** of your market

## Our solutions

TNS offers a range of fully tailored segmentation and market understanding studies. In addition to traditional programmes, TNS offers two world-class business solutions that provide the foundation for our Brand Strategy research:

**The NeedScope System™** – a powerful needs-based segmentation and brand positioning tool based on a proven psychological framework. Needscope™ uncovers the fundamental conscious and unconscious elements linking successful brands and their consumers.

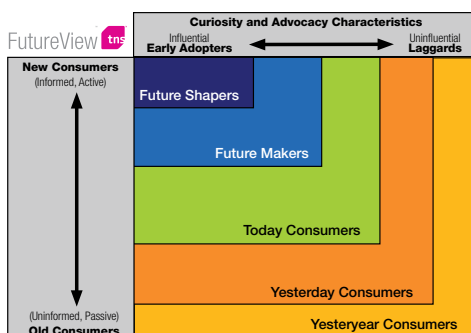


Using sophisticated projective techniques, it allows you to:

- Drive innovation that is based on unmet consumer needs
- Maximise your portfolio of brands to tap into the full range of needs in the market
- Motivate consumers to build a strong, long-term relationship with your brand
- Test brand or product concepts as well as advertising or packaging initiatives
- Monitor the progress of your marketing activities

**FutureView™** – a proprietary model of future influence that allows you to identify the people who will shape the future of your market, facilitating future-proofed brand development and strategy planning.

### The model of Future Influence



FutureView™ provides insight into:

- Category and brand purchasing – which sectors of the market have the most future potential and which of your brands or new product concepts have the most potential for future growth?
- Consumer segments and motivations – which groups within the consumer base are likely to exert the most influence on the market in the future and which needs are going to become more relevant in the future?

## Why choose TNS

- Comprehensive research expertise throughout the brand management cycle
- Globally supported world-class business solutions to underpin our research practice
- Proven ability to convert insight into action

## About TNS Brand and Communications

TNS Brand & Communications offers expertise throughout the brand management cycle:

- Brand Strategy – how do you build powerful and profitable brands?
- Brand Expression – how do you bring brand strategy to life?
- Brand Equity – how do you optimise in-market performance?

A combination of proven research solutions and best practice approaches deliver effective insights to support decision-making, cost-effective process and accumulated learning.

With a worldwide network of brand and communications specialists working with sector experts, TNS is able to provide highly tailored research designed to ensure you maximise your brand's potential.

## About TNS

TNS is a global market information and insight group. Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

**TNS is the sixth sense of business™**  
[www.tnsglobal.com](http://www.tnsglobal.com)

For further information or to discuss how TNS Brand & Communications can help your business, please get in touch with your usual TNS contact, see our website [www.tnsglobal.com](http://www.tnsglobal.com), or contact:

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