

# Brand and Communications

## How do you manage brands as strategic assets?

**How strong is your brand?**

**Do you know what your brand stands for in the hearts and minds of your customers?**

**Are you fully leveraging your brand's strength?**

For many organisations the brand is the most valuable asset it owns. Companies are constantly striving to develop their brands, keep them relevant and contemporary, and manage them across categories, cultures and continents.

How can you leverage your brand's assets? TNS helps clients create enduring brand relationships through the development of relevant strategies brought to life through every aspect of the brand experience.

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.



**Brand Strategy**



**Brand Expression**



**Brand Equity**

We provide expertise throughout the brand management cycle:

**Brand Strategy** – How do you build powerful and profitable brands?

In today's crowded market places, a deep understanding of customer needs and a clearly positioned portfolio of offers provides the platform for key competitive advantage. To achieve this, TNS works with clients to develop and implement brand strategies shown to build consumer commitment and deliver long term brand equity.



**Brand Expression** – How do you bring brand strategy to life?

All brand experiences must enhance or build consumer commitment to the brand. They must be consistent with the strategy and designed to future-proof the brand. TNS has the expertise to help you bring your brand strategy to life and to deliver relevant and compelling brand experiences.

**Brand Equity** – How do you optimise in-market performance?

The current environment of media fragmentation and social connectivity makes it more challenging than ever to understand the various influences on the brand. At TNS we can help you to understand the extent to which your brand is achieving its ambition. We identify and evaluate the various influences on category and brand perception so that we can fully explain their effects.

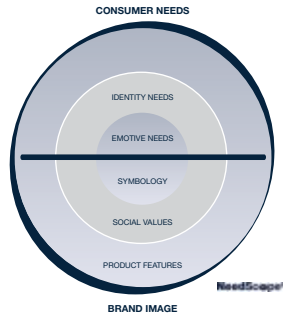
## Our expertise

TNS Brand & Communications research is underpinned by three core principles, supported by world-class solutions:

- **Emotion** – successful brands engage with customers not only by satisfying rational needs, but emotional needs as well. A systematic approach to understanding emotion and integrating this learning into strategic analysis and brand planning is therefore critical.

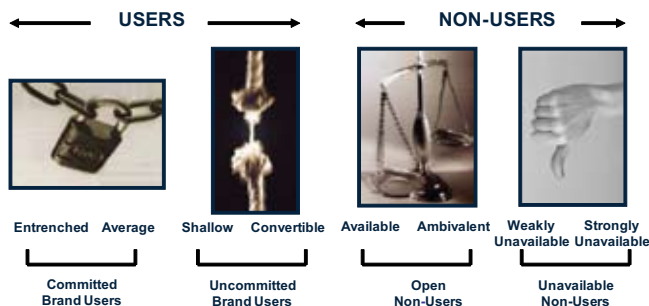
### The NeedScope System™

– a powerful needs-based segmentation and brand positioning tool, which uncovers the fundamental conscious and unconscious elements linking successful brands and their consumers.



- **Commitment** – if consumer needs are truly satisfied, strong and enduring brand relationships can be formed. To truly understand the brand relationship, you must go beyond behavioural loyalty to capture the psychological attachment – or commitment – to the brand.

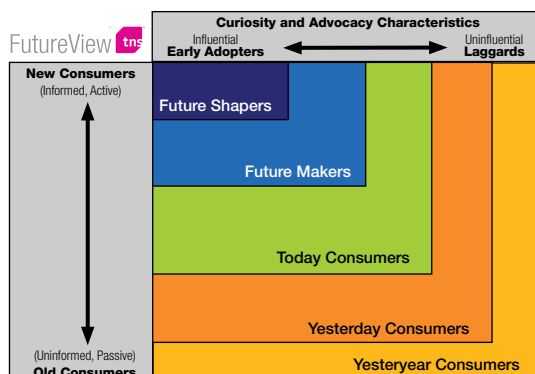
**Conversion Model™** – the world’s leading measure of psychological brand commitment, which provides a meaningful and validated measure of the brand relationship.



- **Influence** – numerous factors influence the way that people form opinions and make decisions. In addition to brand and consumer generated media, TNS recognises that some consumers are more influential than others in shaping the future of a market.

**FutureView™** – a proprietary model of future influence that allows you to identify the people who will shape the future of your market.

### The model of Future Influence



Encompassing all three core principles is **BPO™**, a brand equity research framework that brings together our best practice tools and thinking to provide a holistic brand measurement tool.

## 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

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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