

Brand Equity

How do you optimise in-market performance?

How strong is your brand relationship?

What drives the brand relationship?

How can you optimise your marketing spend?

In the past, brand perceptions were heavily influenced by mass-marketing programmes, giving the brand owner considerable opportunity to control a brand's image. However, in the current environment of media fragmentation and social connectivity, this level of control has diminished. So how can you increase your understanding of other brand influences?

In this context, the role of brand equity research takes on added importance. At TNS we can help you 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 how they affect your brand.

Our expertise

TNS approaches brand equity research from the standpoint that sales result from two broad factors: the power that brands develop in peoples' minds; and the power of brands in the market place.



Of course, the two interact: the strength of a brand in the market place helps to drive its power in the mind. But they are two distinctive arenas of value creation which require tough decisions from marketers:

- Should more resources go into communications?
- Or should more go into the creation of new distribution channels?

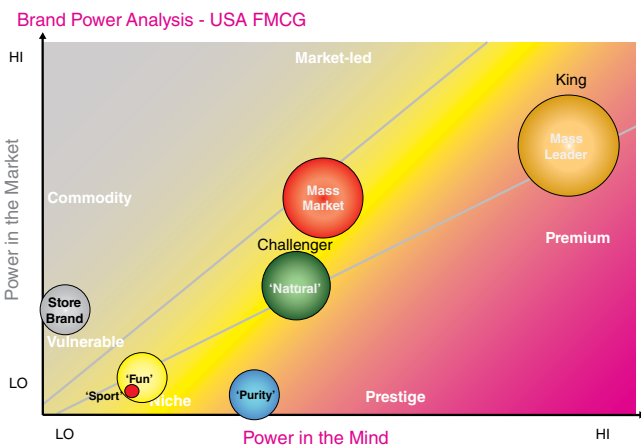
To answer these questions effectively, you need a research approach which links both arenas to sales and provides a holistic view of brand performance.

Our solutions

TNS has developed a brand equity research framework that brings together our best practice tools and thinking to provide a holistic brand measurement tool. It is underpinned by the Conversion Model™, the world's leading measure of psychological brand commitment, which provides a meaningful and validated measure of the brand relationship.

Brand Performance Optimisation (BPO)™:

- 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™
- Explores emotive responses to brands and communications in your market
- Measures the impact of market factors (such as price and availability) on the brand's potential to succeed
- Is backed by TNS' deep understanding of media and communications, bringing new insights into how you reach relevant consumers with the right messages and customer touch points
- Provides a complete analysis for strategic planning



The BPO framework can also be enhanced to address specific marketing issues such as:

Media effectiveness – diagnoses the overall impact of the campaign including the impact of media to assess cross-media synergies and improve efficiency.

Consumer generated content – tracks online messages to understand how the brand or company is perceived and what action needs to be considered.

Future-proofing – identifies the consumers that will shape the future of the category, offering the opportunity to bring a future focus to research.

Touch point optimisation – measures how effectively a brand connects and engages with consumers through different touch points relative to its competitors.

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 to 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

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, or contact:

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