



FOR IMMEDIATE ISSUE

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RESEARCH CAN DELIVER MORE WITH 2.0
Marketing challenges can be overcome with new and emerging approaches, TNS claims

Sydney, 28 February 2008 – Research agency TNS begins its series of knowledge-sharing seminars today in Canberra, demonstrating the benefits of using Web 2.0 approaches to offer incremental research insights.

“There is a lot said about Web 2.0 at present,” says Jon Briggs, TNS’ Regional Director of 6thdimension Interactive, who is hosting the events in Canberra, Melbourne, Sydney, Brisbane and Perth.

“Most commentators agree that it represents some sort of ‘second generation’ of web services, powered by collaboration – but perhaps the current discourse is too heavily focused on community as an expression of the emerging realities.

“Communities do represent a great opportunity (and challenge) for researchers to add value to our marketing clients’ business objectives – but Web 2.0 can be so much more than this.

“Our sessions will display an Interactive Roadmap that can help to ‘future-proof’ some of the marketing challenges our clients face and, in conjunction with existing research, can enable them to get much closer to the customer and the market in an integrated way.

“For example, one of the megatrends of Web 2.0 is amplification of the customer voice. If we can harness this we can gain immense insight into the opinions of niche markets,” says Briggs.

The seminars will delve into applications such as social networks, online discussion forums, 6dTV IP broadcast, Consumer Generated Media Monitoring and more.

Melbourne: Friday 29 February
Sydney: Monday 3 March
Brisbane: Tuesday 4 March
Perth: Wednesday 5 March

For more information and/or an invitation to the seminars, contact Leila Butcher on 02 9563 4200 or 0410 595 559.

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 80 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.

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