The connected consumer
TNS Digital Point of view

Gabriella Bergaglio
Digital Practice Lead
The challenge

Digital has opened different opportunities for consumers to communicate, to get information, to explore brand and services, to entertain, to take part in the brand experience.

To market successfully in this environment, having the most impact on their business growth objectives, brands must

- understand attitudes and behaviours of the connected consumer to focus their strategy and communication plans on precise KPI and actions to unlock business growth
- evaluate key driver for digital strategies
- monitor the effects of brand building digital communication strategy
- managing the role of digital (and the new opportunities arousing) in the path to purchase
People are not made of numbers, clickthroughs or page views. They are made of attitudes, needs and motivations and this is what drives their behaviour.

So, we need to look beyond digital analytics and understand what really drives consumer engagement and brand success.
The connected **consumer**

**We are getting used, involved in and empowered by digital. Digital is a part of our life. We want to be always on**
The connected consumer: questions marketers have to face and answer

**Understanding connected consumers**
- Who is my digital consumer?
- What are her/his attitudes and behaviours?
- Which are the digital lifestyles to segment target audience?

**Listening to the connected prosumer**
- Which are the discussions topics?
- Who are my influencers?
- How can I take active part in the game?
- How can I build digital relations and brand experience?
- What is my target media consumption?

**Evaluating the impact of digital media**
- What is my target media consumption?
- Is my target consumer reached by my adv message?
- Is my message considered worth to be shared? Is it generating desired call to action/buzz?
- What are the formats/channels best perceived?
- Are message and following interaction fitting with brand building promise and strategy?
- Are media channels synergic and augmenting each other?

**ROPO: research online, purchase offline**
- Is my owned media effective to satisfy shopper information needs?
- Are my owned media pages converting to the next step of the shopper journey? Is my digital product communication effective to bring people in the store/branch? Are my potential shoppers purchasing my competitor’s products? Is my digital communication or my branch failing? Why?

**Website usability experience**
- Is my consumer engaged with the brand story in my official website?
The connected **respondent**
Leveraging digital and brand engagement for market insights

**Mobilizing studies & Market Research Communities**
Interactivity and participation tend to make any task – including research tasks – much more enjoyable, engaging and yield richer outcomes.
It also means you can respond to the conversation or live events happening

**LISTEN**
to converse with them, leveraging their involvement and getting closer to improve engagement of respondents and enrich results

**INTERACT**
enables an evolution of the conversation with respondents, in real-time and, if mobile, wherever they are.
1
The connected consumer
The connected consumer: questions marketers have to face and answer

Understanding connected consumers

Listening to the connected prosumer

Evaluating the impact of digital media

Website usability experience

ROPO
Research Online
Purchase Offline
Understanding connected consumer
Attitudes and behaviours of digital/mobile users

We support brands in understanding attitudes and behaviours with syndicated digital and mobile research programs to identify and explain what have most impact on their business growth objectives.

**Connected Life** explores how digital is transforming the lives of consumers and impacts media landscape and brand activation.

(50 markets – 55,000 interviews – regular internet users 16-65 y.o.)

**Mobile Life**, an annual investigation into the behaviours, motivations and priorities of the world’s mobile phone users.

(43 markets – 38,000 interviews 16-60 y.o.)

**Mobile 360**, a 360° view on mobile consumer behaviours. An innovative survey that register passively mobile device users’ actual behaviours through an App.

(a representative panel of 1000 smartphone 400of which are also tablet users)
The connected consumer: questions marketers have to face and answer

- Understanding connected consumers
- Evaluating the impact of digital media
- Listening to the connected prosumer
- Website usability experience
- ROPO Research online, Purchase offline
Listening to the connected prosumer
Social media has a strong influence on consumer behaviour and brand commitment

57% of online consumers write comments about products or brands (they were 47% in 2011)

70% of online consumers forward contents about products or brands

77% ask a question to a brand online

86% agree that reading comments/reviews on brands made by other people helps them make quick and easy decisions about products or brands

Source: TNS Connected Life 2014, base regular internet user
Listening to the connected prosumer

We need to listen to genuine consumer conversations

- Own brand/category
- Competitor brands

**What do consumers talk about?**
- Does the buzz change over time?
- Why do they talk?
- How does this impact my business?
- Where do they talk?
- How do they talk (sentiment)?
Listening to the connected prosumer
Listen to conversations to answer a multitude of questions

- Consumer understanding
- Insights and idea generation
- Brand and communications evaluation
- Early warning system
- Issue management and trend scouting
- Brand protection and reputation management
- Competitor intelligence
- Product launch management
- Growing customer relationships
- Employer reputation management

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Listening to the connected prosumer
Our approach: finding meaningful insights to build the big picture and drive growth

- Clear understanding of the **business issues** through kick-off workshops
- Precisely define the project **objectives**, **research questions** and **KPIs**
- Specification of the **company processes**, i.e. who are the users of Social Media Insights
- **Validate** findings for the entire target group with other methodologies
- Ensure insights are **integrated with other information**
- Define necessary **actions** resulting from insights, inform implementation strategy and outline next steps
The connected consumer: questions marketers have to face and answer
Evaluating the impact of digital comms

New technologies, fragmented media, and a new generation of empowered consumers are rapidly changing the world of advertising...
Evaluating the impact of digital comms
Understanding more than reach for evolving communication patterns

Interrupting	engaging
Directing	connecting
Shouting
delivering content
Reacting	interacting
RO Investment	RO Involvement
Big promises	intimate gestures
Explaining	revealing

New paradigms are needed to interpret digital ad creative quality, brand shift, engagement
Evaluating the impact of digital communication
Testing the digital messages

Digital is integral to most marketing plans, posing the same questions over effectiveness—be that paid, owned or earned

Digital Testing

Pre-testing  effectiveness of creativity  TNS DACI

Post-testing  diagnostics and media planning  TNS digital Ad Effect
Evaluating the impact of digital comms - Pre-testing
Looking for insight about ad effectiveness with targets and in real time

- **Traditional measurement** tools used to pre test advertising proved to be **inadequate** to take into account the complexity and the proliferation of the digital channels and do not enrich the understanding of how **effective** the ads is going to be on **brand perception and behavior** – leaving researchers and advertisers asking themselves a number of key questions:
  - How well are the messaging and creative elements working to influence perception, and build brand awareness and loyalty?
  - What do they say? Will they talk about it?
  - Is the target audience **engaged**? Will they forward it to friends? Will they participate? Will they **interact**?

- **TNS DACI** methodology will represent an innovation in methods that have been developed to measure ad effectiveness by focusing on advanced:
  1. Survey metrics (attitudinal response) and
  2. Targeted usability metrics (behavioral response)
Evaluating the impact of digital comms - Pre-testing

**TNS DACI - Survey metrics: Engagement metrics**

<table>
<thead>
<tr>
<th><strong>Ordinal Scales</strong> (4=max; 1=min)</th>
<th><strong>DACI Index</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Relevance (rational)</td>
<td>▪ It consists of the average of the sum of individual scores obtained on each question</td>
</tr>
<tr>
<td>2. Enjoyment (emotional)</td>
<td>▪ It ranges between 100 (maximum indexed score) and 0 (minimum indexed score)</td>
</tr>
<tr>
<td>3. Attention getting (stop and explore)</td>
<td>▪ It generates a response pattern:</td>
</tr>
<tr>
<td>4. Word of mouth (willingness to share)</td>
<td>▪ Low Index level → Detached</td>
</tr>
<tr>
<td>5. Willingness to participate (interaction)</td>
<td>▪ Mid Index level → Advocate</td>
</tr>
<tr>
<td>6. Brand engagement (finding out more about the brand)</td>
<td>▪ High Index level → Caught and Involved</td>
</tr>
</tbody>
</table>

▪ The pattern of responses will be expressed in terms of share (eg % of Advocate)

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# Evaluating the impact of digital comms - Pre-testing

**TNS DACI - Survey metrics: Index components**

<table>
<thead>
<tr>
<th>%</th>
<th>Facebook Brand A</th>
<th>YouTube Brand B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance</td>
<td>Top box</td>
<td>Bottom box</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enjoyment</td>
<td>Top box</td>
<td>Bottom box</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td>Attention getting</td>
<td>Top box</td>
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<td></td>
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<tr>
<td>Word of mouth</td>
<td>Top box</td>
<td>Bottom box</td>
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<td></td>
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<tr>
<td>Willingness to share</td>
<td>Top box</td>
<td>Bottom box</td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand engagement</td>
<td>Top box</td>
<td>Bottom box</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

BASE: 107

BASE: 112
Evaluating the impact of digital comms - Pre-testing

TNS DACI - Survey metrics: DACI Index

![Graph showing DACI Index for Brand A and Brand B on Facebook and YouTube. The graph indicates the percentage of Detached, Advocate, and Caught & Involved for each brand.

- **Brand A on Facebook**:
  - Detached: 38%
  - Advocate: 28%
  - Caught & Involved: 34%
  - BASE: 107

- **Brand B on Facebook**:
  - Detached: 38%
  - Advocate: 29%
  - Caught & Involved: 32%
  - BASE: 112

© TNS
Evaluating the impact of digital communication
Digital or Analogue - Paid, Owned and Earned all need to be evaluated

Digital tagging is a technique to measure people’s actual exposure instead of relying on their recall. It enables accurate evaluation of Paid and Owned digital media.

TNS Digital Media Evaluation utilises Tagging and Effective Exposure metrics to provide marketers with precise ROI diagnostics and media optimisation recommendations to maximise impact on brand KPIs.

Benefits: Delivers actual exposure, viewtime and visibility – Analysis across exposure levels – integration of analysis – great control over sampling.
Evaluating the impact of digital communication
The panel-based approach enables adaptable designs tailored to client needs

Ad or page carrying tag served to panellists
TNS panellists who have agreed to load the TNS cookie
Server collects exposure information for cookied panellists

Demographic profiles
Survey screening

Tagged Ads may be served during normal browsing
Exposures logged in system

Classic Post test: 1-2 weeks after campaign
In-market optimisation for large campaigns

Panel
Control
Test

©TNS
Evaluating the impact of digital communication
Viewtime and visibility enabling more accurate and actionable media planning

Basic ‘Exposure’ metrics
Measure whether the ad impression is served to a person’s browser. However they do not measure whether the ad was viewable or engaged with.

You need viewtime and visibility to accurately measure impact of digital media

Visibility
TNS track how much surface area of the ad served to a panellist was actually visible on their screen.

Viewtime
TNS track how long the ad served to a panellist was visible in the browser window.
Evaluating the impact of digital communication on air
Addressing the marketer’s core questions... Reporting to deliver actionable insights

Are my communications being seen, heard, experienced?

1. Am I reaching the right people?
2. Are they seeing my ad / content?
3. Are they engaged, and for how long?
4. What formats and distribution channels deliver most efficiently?

Are they having the desired impact?

5. Is the call to action working?
6. Are the message elements coming across?
7. Does the ad fit with my brand promise?
8. Are the media channels reinforcing or augmenting each other?
The connected consumer: questions marketers have to face and answer

- Understanding connected consumers
- Listening to the connected prosumer
- Evaluating the impact of digital media
- Website usability experience
- ROPO: Research Online, Purchase Offline

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Website experience
Gain insights on usability: WebEval

What it is: WebEval is a proven website evaluation research package designed to let website owners understand, evaluate and test their customers perceptions of their website or online business.

When to use TNS WebEval™ is used across all sectors to evaluate:
- eCommerce websites
- Brand websites
- Brand promotion
- Corporate websites
- Intranet and Extranet sites
- e-Newsletters
- Sweepstakes/campaign/promotional sites

Benefit:
- Identify key elements of your property that drive specific behaviours
- Highlight content and ‘sign-posts’ that bring desired results
- Compare the performance of your website against your competitors
- Test how satisfied your websites' users are and improve loyalty
- Assess how people perform specific tasks and clarify any changes needed to enhance the experience
- Combine behavioural and opinion data to try to get an understanding of why people do what they do
- Drive the key enhancements to your website improve performs
Website experience
Gain insights on usability: WebEval

**How:** it provides a unique suite of user experience research tools in 3 modules:
- **Concept Module** (Focus Groups) Understand visitor’s needs and reactions to new site concepts (Online Discussion Boards) Gather reactions to screenshots/ mockups/ prototypes
- **Usability Module** (Eye tracking): Lab and remote – where do they look? where is attention focused? In Person Usability Testing: Assess strengths and weaknesses of a site/prototype
- **Effectiveness Survey Studies:** Determine effectiveness and motivational power of the site amongst relevant segments

**Outcome**
- the engagement level/ performance indexes of the site
- the Eye/ Click-Tracking statistics: saccades, fixations, densities, areas of interest, pathfinder, other interaction
The connected consumer: questions marketers have to face and answer

- Understanding connected consumers
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- Website usability experience
- ROPO
  Research Online
  Purchase Offline

© TNS
What is the **real impact** of Digital Owned Communication Activities, like websites, on **sales**?

We can **measure effectiveness** of **websites** through cookie tracking of the mentioned pages and then surveying the shoppers who visited the website.

The path to purchase analysis of the **online touchpoint** provide insights on how many shoppers/clients are in the conversion phase of the journey and are then converting on the branch/point of sales (owned or competitors’).
3

The connected respondent
Mobilizing research: the chance to collect attitudes and behaviours right in the moment and place where happening

- **OSSERVARE** Mobile Passive
  - Passive collection of behaviour and activities actually done on mobile devices
  - (mobile app ‘meter’)

- **ASCOLTARE** Mobile Active
  - Attitudes and behaviour surveys to converse with them, leveraging their involvement and getting closer and enrich results for (diaries, touchpoint info, test, photo, video collection, barcode scanning,...)
  - (mobile web or app surveys)

- **INTERAGIRE** Mobile Interactive
  - Interaction with mobile user in real time enables an evolution of the conversation with respondents, in real-time and, if mobile, wherever they are.
  - (mobile-enabled bulletin boards; mobile-focus groups; communities; ethnography)

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Introducing MobileBehave: Observe

A precise, always-on view of behaviours: uncovering the what, where, how, why & when

- Continuous on-device tracking
- To provide a precise view of the user: from how they use the features on the phone, how they download and use apps, to how they surf the mobile web
- Uncovering the what, where, how and why behind user behaviour
- Producing insights & recommendations to drive the growth of your business
Registering consumers mobile behavior

An application which runs for on the background of smartphones and tablets, will be installed on panelist device.

The application will capture mobile usage with a **passive measurement approach**.

The indicators will be **continuously monitored**, always and everywhere.

Data collected will be processed and analyzed to **understand user’s smartphone and tablets fruition of contents** and provide insights and plans for growth on mobile landscape.
MobileBehave
Giving a 360° view of the consumer

Combining passive and survey data - the power of the data collected through the metering application can be significantly enhanced by combining it with other survey data.

**Passive ‘Tracking’**
Detailed smartphone usage

A wealth of valuable information surrounding behaviours – the “what” of mobile usage

**Active Profiling / U&A**
Depth profiling, usage and attitudes

Link deeper profiling to behavioural patterns – matching behaviours to media consumption, attitudes, demographics, and off-mobile behaviours.

Compare actual and reported behaviours. Investigate the ‘why, where, with whom’ context to allow a comprehensive understanding of passive patterns observed.
Mobile Active: Participants responding to direct research questions

• Listen to consumer/shopper story
• Collect respondent study stimuli (text, barcode, video, photo, audio, etc.)

Methodologies:

Mobile Internet

Application
What sorts of client business issues can it answer?

- **Native Understanding**
  - Putting yourself in your consumers’ shoes

- **Moments Of Truth**
  - Identify & optimise specific moments of truth for your brand and product

- **Consumer Journey**
  - How can I deliver a more integrated, consistent & personalised consumer journey?

- **Communications Efficiency**
  - How can I measure and optimise communications across all touchpoints?

- Triggers and emotions for a specific occasion, event or place
- Context and emotions at the moment of consumption
- Influences both offline and online in the journey
- In-store influences

- Which touchpoints are noticed by my target market?
- Which have the most positive impact upon exposure / experience / open wallet

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What are Mobile Diaries?

- Short, repeated survey
- Conducted via smartphone app
Why do a Mobile Diary?

- **CONTEXT**: Capture individual’s experience **at the time**, not recalling it days/weeks later
  - E.g. immediately after they have bought a product

- **RICH DATA**: survey responses + timestamp + GPS location + photos

- **ENGAGING** for respondents – short and via smartphone

- **INTEGRATE** with other data – surveys, passive mobile

- **FAST**: as little as one week
What sorts of client business issues can it answer?

- Why they behave / feel like this?
- Where they are when they interact with the category?
- How they’re shopping for the category?
- What they’re reading or writing about on social networks?
- When do they do this?
- What they’re searching for on the Internet?
- How they’re using their mobile phones to research or purchase?
- Who is that consumer?
- What influences they see on TV or elsewhere?
How do we run these?

1. Understand business objectives
2. Diary design
3. Participants recruited
4. Participants download app

- Participant logs entries via app
- Diary entries analysed with other data sources
- Recommendations defined
What can it deliver?

Why, What?
I was feeling a bit nervous so it gave me a confidence boost.

When?

Why + What + When + Where + Whilst

Where?

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## Global Examples of TNS Mobile Diaries

<table>
<thead>
<tr>
<th>Case Example</th>
<th>Business Issue</th>
<th>Lifestream Design</th>
<th>Outputs</th>
<th>Growth Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPG United States</td>
<td>Need to understand 6W's of category consumption</td>
<td>Mobile Diary for two weeks all beverage interactions, 200 consumers</td>
<td>Who, What, When, Where, Why, Whilst quantified + Photo context of moment</td>
<td>Understanding category dynamics, relevant messaging created to activate needstates and reach new consumers</td>
</tr>
<tr>
<td>CPG China</td>
<td>Discover, prioritise touchpoint planning in category</td>
<td>50 people mobile Diary, record one week for interaction with the category</td>
<td>All touchpoints offline or online recorded, including photos for context</td>
<td>Client prioritised specific touchpoints that influenced the decision, differentiated at those and increased market share within category</td>
</tr>
<tr>
<td>CPG Romania</td>
<td>Need to gain greater understanding Out of Home Usage</td>
<td>Two week mobile diary based on consumption in category</td>
<td>Photos, Diary of consumption events through the day</td>
<td>Client understood usage occasion out of home and volumes associated in competitive context to prioritise POS activities</td>
</tr>
<tr>
<td>CPG Australia</td>
<td>Understanding the In Store experience and decision making influences</td>
<td>200 consumers mobile diary based on interactions in store</td>
<td>Responses from full consumer journey pre / instore / post store with photos</td>
<td>Amongst TG, increase yield / market share by relevant brand interjection in decision process at POS and in context of meal itself</td>
</tr>
<tr>
<td>CPG Italy</td>
<td>Understanding breakfast</td>
<td>300 consumers (women) mobile diary</td>
<td>Who, What, When, Where, Why, Whilst quali-quant-photo context of moment</td>
<td>Understanding occasion habits for different category consumption and whilst of media usage</td>
</tr>
</tbody>
</table>

© TNS
Interact enables an evolution of the conversation with respondents, in real-time

Interactivity and participation tend to make any task – including research tasks – much more enjoyable, engaging, and yield richer outcomes. It also means you can respond to the conversation or live events.

**Mobile Interactive combines:**
- Group dynamics
- Multimedia
- Respondents can be anywhere
- Researcher moderation

<table>
<thead>
<tr>
<th>Interact</th>
<th>Observe</th>
<th>Listen</th>
<th>INTERACT Mobile Interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Interactive</td>
<td>Device functions</td>
<td>Chat</td>
<td>Device functions</td>
</tr>
<tr>
<td>Chat</td>
<td>Device functions</td>
<td>Voting</td>
<td>Device functions</td>
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<td>Voting</td>
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</tbody>
</table>

©TNS
## Case histories

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Media Italy</td>
<td>Product placement: understanding relations/dynamics in the fruition</td>
<td>24 Consumers with a Mobile Interactive Survey</td>
<td>Emotions/reactions aroused by product placement</td>
<td>Choose the right product placement activity brand strategy coherent</td>
</tr>
<tr>
<td>CPG Italy</td>
<td>Understanding category and brand issues – hair styling</td>
<td>12 online Ethnografic Deep Dive – young consumers 15-22 yo – user and non users Blog – interactive – one week with week end</td>
<td>Photo – Open answers description of usage – issues in usage - Videos</td>
<td>Visualize issues faced by consumers when using the brand – Outline way to solve issues to reply in different digital channels to consumer</td>
</tr>
</tbody>
</table>
The connected **respondent**

**Leveraging brand engagement**

**Market Research Communities**

Interactivity and participation tend to make any task – including research tasks – much more enjoyable, engaging, and yield richer outcomes. It also means you can respond to the conversation or live events happening

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**LISTEN**

to converse with them, leveraging their involvement and getting closer to improve engagement of respondents and enrich results

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**INTERACT**

enables an evolution of the conversation with respondents, in real-time and, if mobile, wherever they are.

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Market Research Communities
A wide range of different study designs and target groups can be applied in an online research community.

Online communities (Social Web)

- Customers
  - Current customers
  - Lead user
  - Potential customers
  - Employees
  - Supplier
  - Retailer
- Other stakeholders
- Experts
  - Designer
  - Market experts
  - Creative work

- Market research (acquisition of information)
  - Product design
  - Advertising design
  - Customer satisfaction

- CRM
  - Customer loyalty
  - Customer acquisition
  - Complaint management

- Public relations & internal marketing
  - Agenda setting
  - Corporate social responsibility
  - Suggested improvements

©TNS
Market Research Communities
Online community – an instrument for market research

Advantages of online communities:

- **Direct contact** with the target group - spatially and temporally independent
- **Interaction** - direct feedback from the target group or company (exchange of information)
- **Communication** - no status differences, largely anonymous discussion
- **Maintaining relationships** - communities help companies to build up and deepen the relationship with the target group
- **Inter-personality** - insight into the interpersonal communication within the target group
- **Real-time** - immediate provision and retrieval of information
Market Research Communities
Specific application field research

- **Obtaining qualitative and quantitative information** (e.g. ideas, feedback on product and marketing concepts, trends and leading indicators)

- **Low social desirability** - free interaction and discussion with other participants over a long period of time as well as the independent and industry-specific moderation by TNS reduces the likelihood of socially desirable opinions expressed

- **Multiplier effect** – users communicate with each other and thus provide insight into motives, emotions, barriers, judgments and social interactions

- **Creativity** - interaction and flow experience in a community foster the emergence of creative ideas (e.g. product development, advertising design)

- **Early detection** - live viewing of customers and regular reporting by TNS provides rapid detection of and response to problems / potential crises

- **Market research expertise** – leadership of the community by TNS as a renowned market research institute provides firstly the necessary trustworthiness / anonymity and allows secondly the linking of the findings to the results of traditional qualitative and quantitative market research
Market Research Communities
Requirements for market research online communities

- **Expertise:** Market research online communities require just as traditional market research the use of **professional market research methods** as well as the support provided by an independent institute (e.g. high-skilled, industry experienced moderators)

- **Complementarity:** The findings cannot replace the results of traditional market research (e.g. advertising effectiveness, product and price research, image research), but **complete** them (e.g. deepening of issues, further insights into trends, lifestyles and future scenarios, ad-hoc real-time results)
TNS shows wide know-how and practical experience with initialization and management of sophisticated and long-term online communities.

<table>
<thead>
<tr>
<th>Conception</th>
<th>TNS provides a competence-mix for the areas automotive, online research, qualitative methods and recruiting.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suitable &amp; valuable recruiting</td>
<td>As a subsidiary company of the Kantar Group, TNS has national and international leading online panels which enable to recruit a suitable sample of target groups.</td>
</tr>
<tr>
<td>Web 2.0 research expertise</td>
<td>TNS Digital Center bundles industry-wide leading competences in the area of social media research and profits from TNS expertise in online programming.</td>
</tr>
<tr>
<td>Expertise in qualitative market research</td>
<td>The success of a project depends significantly on independent, branch relevant moderation. This element is guaranteed steadily by TNS.</td>
</tr>
</tbody>
</table>
Market Research Communities
Quantitative surveys

With a brand engaged community to source from consumers to be interviewed, Clients can activate survey to screen innovation, activate co-creation projects, evaluate product concepts, alternative packs, new communication ideas... or simply to collect information or opinions on specific issues.

To leverage process and earn cost savings, template questionnaires can be prepared for every different methodology, or simple ad-hoc survey, together with pre-defined outputs delivery and structured reports, for any custom need.
Market Research Communities
Qualitative studies

- Sourcing form communities’ members can offer new eligible criteria (best members for analysis, involvement, demographics,...) to survey life styles, special issues, suggestions for finalizing new ideas (products, packs, adv concept/activities,...)

- It allows continuous interactivity monitoring and analysis of real time issues/proposals

- Great flexibility in testing for changing/adapting contents/proposal while surveying (posting images, links, comments,...)

- Clients can access the online platform, being able to assist the development of the study in real time, interacting with TNS moderators/researchers to propose new suggestions /ideas.
Qualitative Digital methodologies

TNS Forum-Online
(Moderated online discussion forum)

TNS Co-creation
(Source a large number of ideas using a multi-phased process)

TNS online Deep dive
(Participants will use text, images, video to tell behaviours. Moderated solution)

Long term communities
(A large number of respondents to follow for a long period of time)
Address a wide range of topics by connecting with a group of people via a moderated online discussion forum. People will connect everyday to answer our questions and to comment other respondents’ opinions directly from their home, where it is easier from them find and post materials to enrich the discussion.

WHAT?

Understanding Graffiti Offenders

“I can't be caught painting trains. But I was sort of lucky they got me when I was in the middle of my piece. It was still unvarnished, so I made up a fake tag to tell police that it was my first. I took the back of my real tag which could have shown me dealing [with] something a lot more serious.”

“When you're that age, and you're doing these first pictures you never think about it being illegal — it's just art. You're so young you don't know you aren't going to jail at that age. It doesn't seem like it's illegal.”

“You get to a point where legally you can't do it — you get put in jail.”

Forum online

- Discussion board
- 5 – 14 days
- 12 – 25 participants
TNS Online Deep Dive

Participants will get their individual blogs, and use text, images, video to document their life over an extended period of time.

Thanks to our mobile app they can access to their blog everywhere, to maximize the analysis of the context.

Moderator will set directions, further probe on entries when necessary for deeper understanding.


Wed 17 Sep: male 35+, London

23:30 Home. Caught Newsnight, Yuzan interviewed Naomi Klein and some vivid capitalist and got some good answers from both.

07:45 Home. Switched between BBC Breakfast and Sky News to check the latest on the financial crisis.

08:05 Work. Went to BBC News website and scanned the headlines to see if there were any interesting developments with the financial story. Throughout the day at work I clicked on the BBC News website to check the latest - on average every hour.

12:45 Work. Lunch. BBC Website, I looked at the latest sports stories and Gossip and Transfers section. I read a match report of Liverpool v Marseille. Throughout the day at work I clicked on the BBC News website to check the latest - on average every hour.

18:30 Train home. Picked up free copy of the London Paper and flicked through it. I skipped to the non-hard news bits as they were out of date and read a few entertainment bits.
TNS Co-creation

What?
Source a large number of ideas, by taking creative Futureshapers through a multi-phased process utilizing discussion forums, ideation activities and other events.

Details

Co-creation

- Online co-creation process
- 5 - 10 days
- 15-25 participants
TNS Long term Communities

Bring large group of consumers together in a protected online community environment, a large number of respondents easy to activate on a topic.

**Asking + Listening:** get ongoing input from community members via qualitative and quantitative studies as well as peer-to-peer discussions and proactive feedback.

Both forum online and deep dive could be combined in a community.

**Continuously engaging members...**

- **Guided Activities**
  - Polls
  - Discussion threads
  - Surveys
  - Focus Groups
  - weekly
  - weekly
  - 2 per month
  - monthly

- **Unguided Activities**
  - Discussion amongst opticians
  - daily

**Facts:**

- B2B Community in the UK
- Members:
- # of Profiles / Accounts: N ~ 200
- Average Activity: 78%
Thank you

Gabriella Bergaglio
Digital Practice Lead TNS Italia
Cell. +39.334.60.91.720
gabriella.bergaglio@tnsglobal.com