

# Is your brand *future* proof?

# FutureView™

TNS is pleased to introduce FutureView™, a proprietary model of future influence that allows you to identify the people who are shaping the future of your market.

## New consumers - who are they?

New consumers are those people whose attitudes and behaviour put them at the forefront of some of the biggest macro-trends influencing consumer behaviour globally.

They are the new breed of active, savvy consumer rather than the passive, naive consumer of yesterday. New consumerism is an essential ingredient of future influence, as this move from 'old consumerism' to 'new consumerism' is a global paradigm shift in consumer behaviour and no individual can be truly future-influential if not acting in 'new' ways.

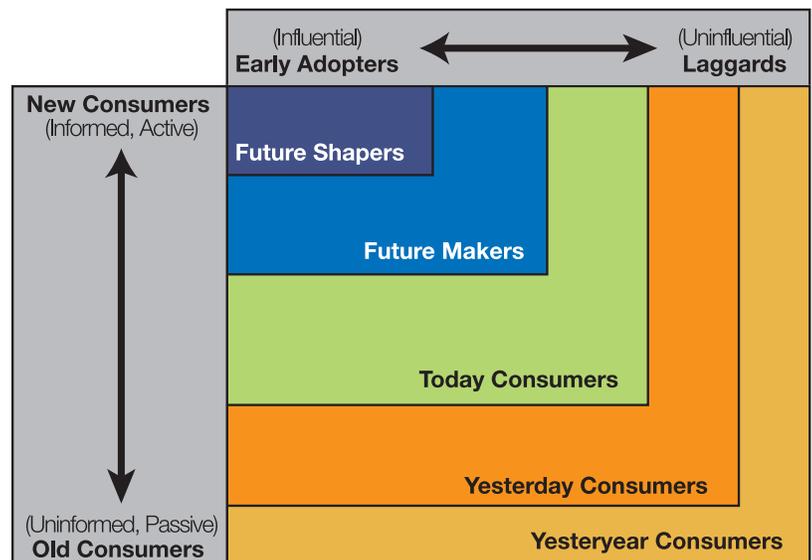
## The FutureView™ model

The FutureView™ model is hierarchical in nature and groups people into one of five categories:

- Future Shapers being the most influential on the future direction of a market, followed by;
- Future Makers
- Today Consumers
- Yesterday Consumers; and
- Yesteryear Consumers

A unique and powerful feature of FutureView™ is its ability to take any piece of existing research data measured at a fixed point in time and evaluate its **future potential**. So, as well as being able to say "X% of people do this now" we can go on to say "and more (or less) people are likely to be doing it in the future". This analysis can be applied to virtually any piece of consumer data.

- **Category purchasing** - what sectors of the market have the most future potential?
- **Brand purchasing** - which of our brands have the most potential for future growth?
- **Consumer segments** - which groups within the consumer base are likely to exert the most influence on our market in the future
- **Consumer motivations** - what needs are going to become more relevant in the future? Which will decline in relevance?



The model of Future Influence

The deeper definition of future influence used by FutureView™ ensures that we can identify those pivotal consumers whose impact on markets is ongoing, rather than merely transitory. These are the consumers who have a permanent worth to marketers. They are far more likely to be **Trend Creators** than **Fad Creators**.

The worth of these Future Shapers is apparent in new product launches, where it has been shown that they are at least **four times more likely to meaningfully adopt\*** a new product than other consumers.

(\* meaningful adoption = not only tried a new product, but retained it in their repertoire AND told other people about it)

Insight is our business. We want to make it yours.

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