

All you need is love



TNS Conversion Model™

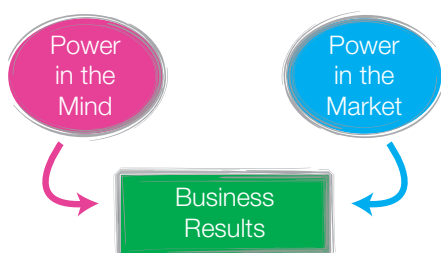
The world's leading measure of ~~love~~ commitment

Love... people need it, swans need it, and nowadays, more than ever, brands are prospering or failing depending on their ability to create this kind of intense, unshakable connection with their customers.

On the surface, the notion of love may feel a bit overblown in the world of business and brands. However, think for a minute of how you would describe your favourite brand of coffee, cell phone, jeans or car and *love probably has something to do with it.*

That's where Conversion Model can help. As the world's leading validated research tool for assessing brand or service commitment and its impact on profitability, Conversion Model segments consumers according to the intensity of their relationship with the brand or product category.

Loyalty measurement has traditionally been used to measure the strength of brands. But loyalty is behavioural, and refers only to the likelihood of repurchase based on past behaviour. A consumer who is loyal is not necessarily deeply committed to your brand.

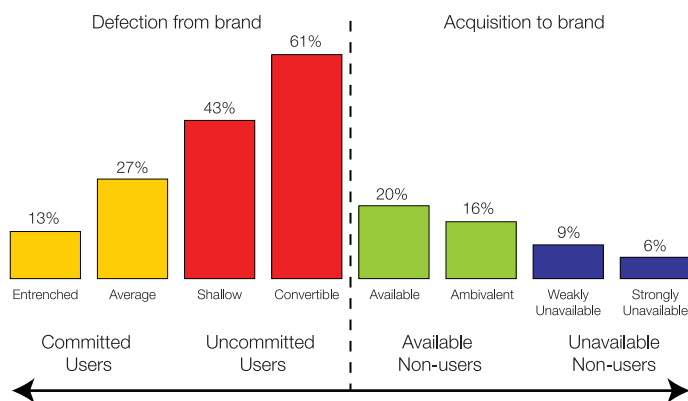


Commitment, is psychological, and refers to what is in the consumer's mind – the strength of the relationship between the consumer and the brand (Power in the Mind). If the consumer is committed to a brand, he will be loyal as long as there are no barriers to behaviour (Power in the Market). Committed customers also like your advertising more, pay more for your brand, and go out of their way to find it.

Why are committed consumers important to a brand?

- They devote most of their category spending to your brand
- Less persuasion necessary to repurchase the brand
- More resistant to competitive claims
- Less likely to accept alternatives to their brand
- Less price sensitive than uncommitted consumers

Commitment has been proven to be indicative of future behaviour: where the brand relationship is strong, there is a higher likelihood of repurchase, and life-time value is higher.



Conversion Model gives you the winning edge

- Assessing your brand's overall market position - how many users are secure versus vulnerable; whether the brand has growth potential or is in danger of declining
- Identifying the strengths and weaknesses of your brand
- Ascertaining how other brands compare - which are strong/weak; who they appeal to, and motivating factors
- Analysing switching patterns of your users - which competitor brands are your vulnerable users attracted to; from which brands are available non-users most likely to be acquired
- Establishing user motivation – what are the core drivers; what undermines uncommitted customers' commitment; why some non-users are unavailable

TNS global Conversion Model experience

Conversion Model has been extensively validated against behaviour purchase panels. It has been used in over 9,700 studies, across more than 100 countries. Clients include over 90 multinationals and almost 80% of the world's leading brands.

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