



 **tns** healthcare

Do you feel the love?

TNS NeedScope

Let's face it...

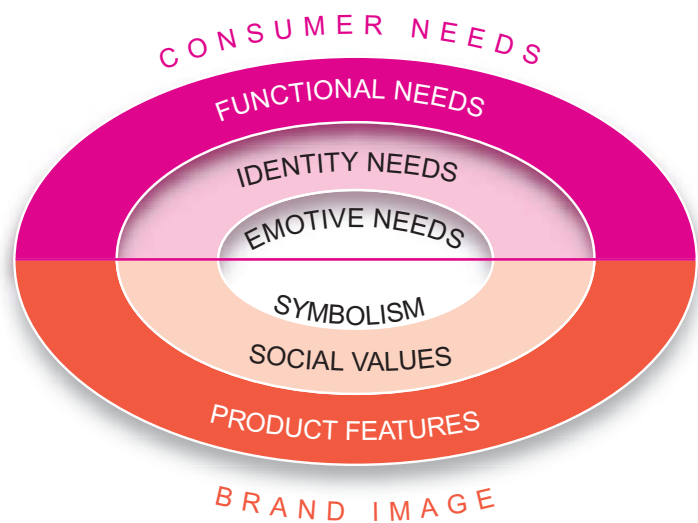
the holy grail of marketing is the key that unlocks the complex and often hidden needs that really drive consumers. When marketers understand and meet the unconscious needs of their consumers, deep, lasting and profitable consumer-brand relationships are built.

The NeedScope System™

The world's most successful brands all have one thing in common — a strong relationship with their consumers. Like all good relationships, this has passion and commitment and is enduring and highly valued. Loyal brand followers wouldn't dream of swapping this relationship for another, even if competing brands offer identical products or services. And all because their needs are truly satisfied, not just at the surface functional level, but at the deeper emotive level.

The key to strong brands - Needs

The key to developing brands which truly satisfy needs is to first understand the needs. That's where the NeedScope System can help. Based on a proven psychological framework, it uncovers the fundamental conscious and unconscious elements linking successful brands and their consumers. Using sophisticated projective techniques and proprietary desktop software, NeedScope is a powerful needs-based segmentation and brand positioning tool. A model that can be used across countries and categories, it delivers real insight into how to strengthen that vital consumer-brand relationship.



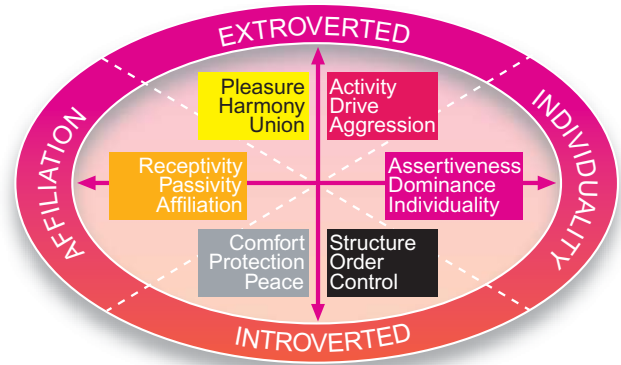
The layers of needs: NeedScope taps the emotive needs at the core, which are the real drivers of brand choice

NeedScope's suite of applications can be used for:

- Driving innovation that is based on satisfying unmet consumer needs
- Maximizing your portfolio of brands to tap into the full range of needs in the market
- Motivating consumers to build a strong, long-term relationship with your brand
- Testing brand or product concepts as well as advertising or packaging initiatives
- Monitoring the progress of your marketing activities

The NeedScope System is divided into six modules which can be combined or undertaken separately. This overcomes the problem of different outputs from different phases of research by providing a consistent framework for strategic analysis and planning, and effective local branding strategies, while maintaining international consistency.

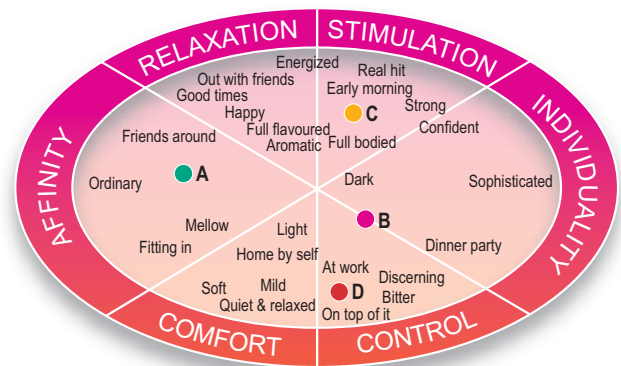
- **Modeller** – Builds a needs MODEL to understand market behaviour and brand choice
- **Segmenter** – SEGMENTS consumer needs to identify profitable targets
- **Positioner** – Optimizes brand POSITIONING and portfolio management
- **Developer** – Identifies and DEVELOPS new product/brand opportunities
- **Tester** – TESTS propositions, products, packaging, advertising and brand concepts
- **Monitor** – MONITORS marketing progress



NeedScope dynamics – The system employs a powerful framework, based on analytical psychology, around which universal consumer needs are mapped.

NeedScope gives you the competitive edge by:

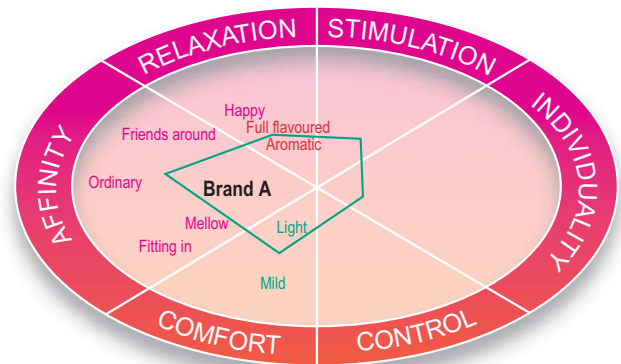
- Revealing not only the functional and social needs but the deeper emotive needs which are the true drivers of brand choice, and showing you how your brands are satisfying these
- Pinpointing where your brand sits in the market compared to those of your major competitors so you can develop a strategy to capitalize on its strengths and minimize its weaknesses
- Identifying consistencies as well as differences across countries and cultures allowing you to carry out the most effective local branding strategies while maintaining international consistency
- Creating a framework for your market and brand so subsequent studies can “talk to each other,” providing a consistent currency for ongoing strategic planning



NeedScope of your market – Each model is customized to fit your product category. Here, a needs model of the marketplace for coffee gives an overall picture of that market’s unique dynamics and brand positions.

Who should use the NeedScope System

Anyone involved in local or international marketing who wants a more powerful understanding of consumer needs to drive better brand relationships.



Brand footprint – A footprint of Brand A, for example, is overlaid with earlier analysis to check how well the brand fulfills the needs of the “Affinity” segment. There is a strong fit (pink attributes) but for a better fit, the brand should de-emphasize the Light and Mild values (green) and adopt the Full flavored and Aromatic values (red).

Do you feel the **LOVE?**

TNS NeedScope

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