

Highlighter is an innovative online tool that allows marketers to evaluate the effectiveness of written or visual communication used on products, product packaging, advertising copy, or anything for which words or images are important.

An ideal approach to Concept Testing, Highlighter enables respondents to isolate and “highlight” individual words, phrases and graphics that elicit positive or negative reactions with the simple point and click of a mouse.

Reaching your target audience

Using TNS’ vast online panel resources and sampling methods, Highlighter studies can be administered to targeted audiences of any size, within any geographic or demographic parameters. Highlighter provides you with diagnostic information that hones in on the most effective concept messages and graphics for each stakeholder group.

Advanced analytics

Instead of evaluating your test concept against existing benchmarks or other concepts, Highlighter incorporates results across multiple tests at once—enabling you to create “mega-concepts” which combine the best aspects across concepts. In addition to concept testing, use Highlighter for:

- Copy testing
- Package testing
- Concept refinement/enhancement
- Product improvements/extensions
- Virtual shelf set testing



About TNS TNS is a market information group. We are the world's largest custom research company and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services.

TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organizations.

We combine our specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information.

We think differently to help our clients build a competitive advantage, making TNS the sixth sense of business.greater insight into what they really want.

There is no need to pour through reams of data; output is presented in a colorful, visual format. Deliverables include:

- **Highlights Report**
Aggregating responses across surveys, demonstrating the overall strength of negative or positive responses.
- **Impact Analysis**
Revealing the impact of individual words or images on overall liking, purchase intent or other actions.

Highlighter allows you to test the same or similar words, phrases, or graphic areas across multiple messages.

Faster studies, faster decisions

With Highlighter, you will quickly see the results you need—no matter how many respondents are participating—so you can make decisions faster than ever before.

To learn more about Highlighter, contact us today!

www.tns-global.com