

Ad and Brand Tracking.

Customer Business Challenge

- A sector leader that invests significant resources in advertising its service offerings wanted to ensure its advertising was reaching its target audience, that its message was cutting through market clutter, and that the brand was benefiting from this exposure.

Approach

- TNS engaged its Brand and Communications, and stakeholder management expertise to measure the impact of advertising across several media (including digital), and its effects on shaping brand perceptions among customers and non-customers in target demographic groups..

Solution/ Customer Benefits

- TNS' research helped shape the direction of the client's campaigns.
- Advertising was fine-tuned to emphasize key messages and appeal to the most important market segments.
- In turn, brand perceptions were more aligned with the client's long term growth strategy.