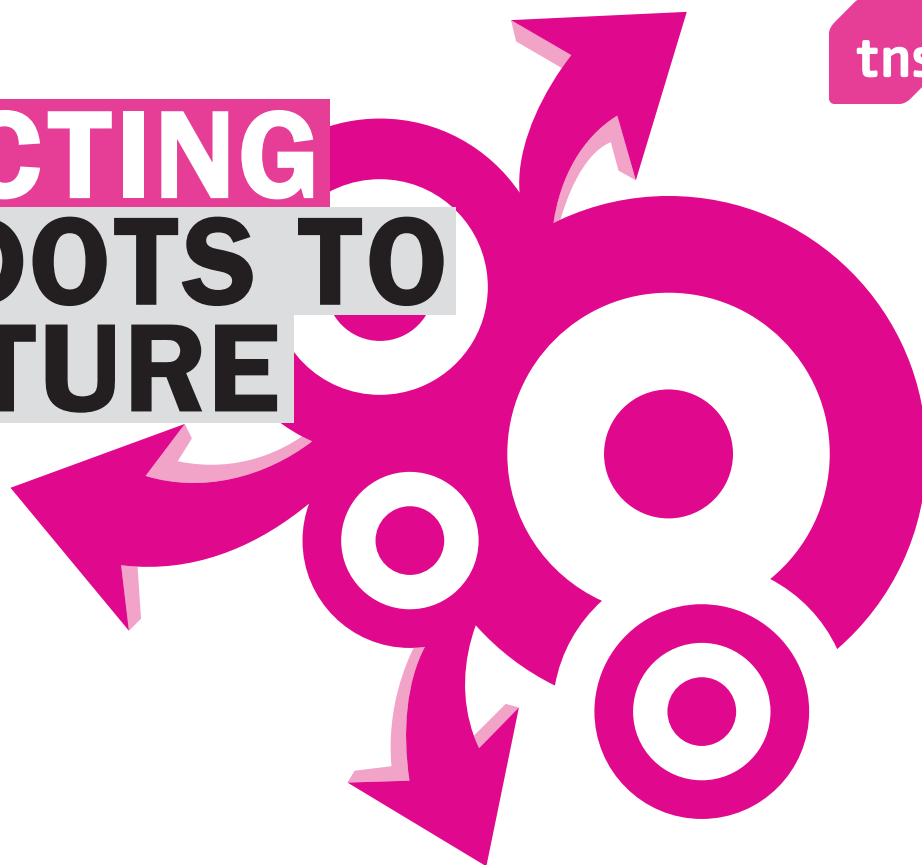




CONNECTING MORE DOTS TO THE FUTURE

TNS NORTH
AMERICA



TNS DELIVERS ADVANCE INSIGHTS ABOUT THE FUTURE, THAT HELP COMPANIES LIKE YOURS MAKE MORE EFFECTIVE BUSINESS DECISIONS. WE'RE THE WORLD'S LARGEST PROVIDER OF CUSTOM MARKET RESEARCH AND ANALYSIS. OUR EDGE IS PROVIDING HIGHLY UNDERSTANDABLE AND ACTIONABLE MARKET INFORMATION, INSIGHTS AND RECOMMENDATIONS THAT GIVE BRANDS AND BUSINESSES COMPETITIVE OPPORTUNITIES AND SUPPORT FOR LONG-TERM STRATEGIES.

360-DEGREE REACH, RESOURCES, KNOWLEDGE AND EXPERTISE

A global company spanning 70+ countries with end-to-end capabilities and extensive sector expertise that enables us to meet any client need, anywhere.

Scalability: Extensive structural and operational capabilities make any type or scale of project easily manageable.

Expertise: Deep expertise in and across sectors gives us a thorough understanding of businesses and their challenges.

Virtuosity: A wealth of practical experience makes us comfortable with every marketing intelligence scenario.

Accuracy: Expertly managed global access panels yield high response rates and uniformly accurate results.

CUSTOMIZED, EXECUTIVE-LEVEL APPROACH

Highly tailored solutions coupled with exceptional service give clients definitive focus and senior executive-level relationship opportunities.

One-on-One Service: Personal attention parallels that of boutique research providers.

Customized Approach: Tailored solutions directly and precisely address clients' needs and situations.

Exceptional Execution: Desired results are achieved exactly when needed to inform clients' critical marketing decisions.

Global But Nimble: A large and global yet nimble and accessible company.

INTEGRATED UNDERSTANDING, ANALYSIS & INSIGHTS

A holistic way of looking at, interpreting and presenting one unified set of insights gives each client a clear and detailed roadmap into the future.

In-Depth Analysis: Advanced analytics add significant depth and dimension to our ultimate findings from the key issues we identify to the final recommendations we make.

Sophisticated Business Marketing Minds: Business understanding, knowledge and experience enable us to effectively advise clients on future and current marketplace issues and future opportunities.

Unified Actionable Solutions: Delivering one complete, meaningful solution clients can understand and act on.



EXTENSIVE SECTOR EXPERIENCE

Our experience in major industries is far-reaching. Our specialists deliver insights and solutions not just data around current and future marketing, behavioral attitudes, purchasing information and long-term market trends.

CONSUMER GOODS & SERVICES	A deep understanding of consumer-to-brand relationships, underpinned by over 50 years of industry experience. Expertise assessing brand health, evaluating concept potential and product use in consumers' homes, and optimizing brand-in-market strategies.
FINANCIAL SERVICES	Proven custom research methodologies in key areas in an industry we've worked for over 40 years.
TECHNOLOGY	Research solutions that meet any information need at any stage of the product life cycle backed by over 30 years of IT sector experience.
MEDIA & ENTERTAINMENT	Widely recognized and well seasoned professionals with direct, long-term experience in television, film, radio, print and new media.
TRAVEL & LEISURE	Syndicated products, including the only global customer service delivery and satisfaction benchmark, with over 25 years of experience.
TELECOM	Syndicated products, including the only in-house syndicated tracking study supported by professionals with long and proven expertise.
AUTOMOTIVE	World leading consumer automotive research for over 40 years. Today, every global, top-ten automotive manufacturer is a client.
POLLING & SOCIAL	A unified, global response to information requirements. Plus the benefit of established partnerships with a wide variety of public opinion organizations.
PROFESSIONAL SERVICES & AGENCIES	Strategic and actionable insights that help consultants and ad agencies deliver high quality results to their clients.
THIRD-PARTY COLLABORATION	Best-in-class capabilities in qualitative and quantitative research for leading market information companies; including intimate knowledge of the entire industry.

INNOVATIVE BUSINESS SOLUTIONS

Using cutting edge business solutions that address marketing issues across industries and countries and help to build competitive brand advantage.

BRAND & COMMUNICATIONS	Optimize communications for the best impact with your audiences.
NEW PRODUCT DEVELOPMENT	Determine best product configurations and predict the success of new products.
SEGMENTATION & POSITIONING	Assess and improve brand value, positioning, and relationship drivers.
RETAIL & SHOPPER INSIGHTS	Improve equity, sales and profitability of a brand, category or retailer through consumer centric changes to the retail environment.
TNS MULTICULTURAL	Understand diverse, developing markets and access them successfully.
STAKEHOLDER MANAGEMENT	Gauge satisfaction, loyalty, and perceptions of the people who can affect your bottom line.
SPORTS & EVENT SPONSORSHIP	Negotiate effectively and gain a full view of the return on sports sponsorships.
MYSTERY SHOPPING	Receive global, customizable investment protection, quality assurance, and growth enablement.
OMNIBUS	Gain rapid access to customers for many different research applications.
QUALITATIVE	Use innovative avenues to gain a true, full understanding of consumers' minds and hearts.
6TH DIMENSION PANELS	Understand consumer behavior through online and offline interactive access panels worldwide.
PROPRIETARY PANELS	Execute your research plan more efficiently and improve your understanding of new clients and/or prospects.

TNS is a global company spanning 70+ countries, providing timely, high quality and internationally consistent information and analysis. A major market information resource, TNS is also the world's largest provider of custom research & analysis, a leader in political and social polling and a top supplier of consumer panel, media intelligence and Internet, TV and radio-audience measurement services.

Around the world, TNS is known by many as the "sixth sense" of business.

For more information, contact your account representative, visit us online at www.tns-us.com, or call us at 212.991.6000.