



HARNESSING INFLUENCE

## Brand Snapshot

*Capture the voice of the customer - right now*

Consumers post their opinions, share experiences, and join the online conversation that happens 24 x 7 x 365. With millions of these conversations every day, how do you begin to understand where your brand stands?

TNS Cymfony's Brand Snapshot gives you a high-level overview of what consumers are saying about your brand - right now. This report delivers a rapid evaluation of your company's or brand's standing in the social media universe and is perfect as an initial exploration or for a quick read on a breaking event. For agencies, it is a powerful, affordable new business tool.

**Each report contains a qualitative assessment of a sample of social media posts specifically discussing your brand. You'll get answers to questions like:**

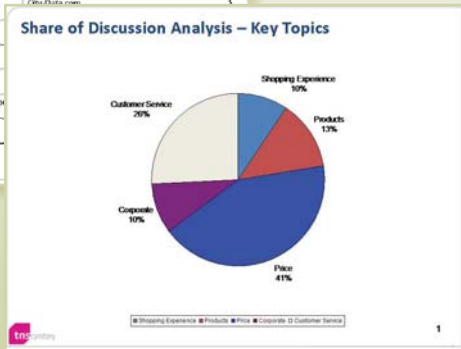
- How much conversation is going on right now around my brand?
- What key topics and themes do consumers associate with my brand?
- Are consumers discussing key benefits? Price? Customer Service?
- What positive and negative issues should I be aware of?

### TNS Cymfony's Brand Snapshot

is a low cost, quick turn-around resource to give you a point-in-time view of your brand's current position in the social media landscape.

**High Volume Social Media Discussion Sites**

BLOG SITES	MESSAGE BOARD SITES
<a href="http://social.etsy.com/view.blogspot.com">http://social.etsy.com/view.blogspot.com</a>	<a href="http://forums.nikeuk.ikeboard.org/">http://forums.nikeuk.ikeboard.org/</a>
<a href="http://twitter.com">twitter.com</a>	<a href="http://answers.yahoo.com/">http://answers.yahoo.com/</a>
<a href="http://beststrandgymreviews.blogspot.com">http://beststrandgymreviews.blogspot.com</a>	<a href="http://www.stripevolare.com/strtalk/">http://www.stripevolare.com/strtalk/</a>
<a href="http://www.ettejyhawkesfootball.blogspot.com">http://www.ettejyhawkesfootball.blogspot.com</a>	<a href="http://the.itsa.com">http://the.itsa.com</a>
<a href="http://moooses.blogpot.com">http://moooses.blogpot.com</a>	
<a href="http://spidibjournal.com">http://spidibjournal.com</a>	
<a href="http://astore.atorist.co.uk">http://astore.atorist.co.uk</a>	
<a href="http://iamethelgasmblinsexercise.blogpot.com">http://iamethelgasmblinsexercise.blogpot.com</a>	
<a href="http://aridcultures.blogspot.com">aridcultures.blogspot.com</a>	



## Get a social media snapshot

TNS Cymfony's Brand Snapshot samples up to 250 current social media discussions around your brand. An 8-page presentation provides a voice of the customer report with insight into the word of mouth surrounding your brand. Each report includes:

- > most frequent topics discussed
- > representative verbatim posts
- > list of sites with high discussion volume

For more information, contact us at [sales@cymfony.com](mailto:sales@cymfony.com) or 617-673-6000 Ext. 2.



## TNS Cymfony Advantages

### Access the greatest breadth of content

TNS Cymfony provides you with the greatest breadth of content from over 200,000 local, regional, and international media outlets, in addition to over 50 million blogs and tens of thousands of message boards, usenet groups and online opinion/review sites.

### Customized for your needs

Of course, every organization's needs are unique. TNS Cymfony's team of experienced analysts will work with you to customize a tracking and measurement strategy for your specific business requirements. As your business needs evolve, your dedicated account manager will make sure these reports continue to provide the valuable data and insights you need.

### Award winning technology and expert analysis

Maestro, Cymfony's 3rd generation listening and influence platform, integrates innovative Natural Language Processing (NLP) technology with expert analysis to identify the people, issues and trends impacting your business – *at the speed of the market*. Maestro's online dashboard gives you instant access to up-to-the minute reports and TNS Cymfony analysts will assist you in interpreting the findings to help you meet your business goals.



## Start with a program that's right for you

### Choose a Consumer Opinions & Trends Audit for a more complete view

Need a deeper view or the ability to understand trends over time? The Consumer Opinions & Trends audit scours the full range of the social media universe to provide even more insight into your brand and competitors. Ask your sales representative for details.

### About TNS Cymfony

TNS Cymfony, a market influence analytics company, scans and interprets the millions of voices at the intersection of social and traditional media. TNS Cymfony works with marketing, research and PR professionals worldwide, offering a range of packaged services that address areas such as social media strategy, consumer opinions and trends, customer satisfaction, PR measurement, and reputation management.