

HARNESSING INFLUENCE

Consumer Opinions & Trends

Moving at the Speed of the Market

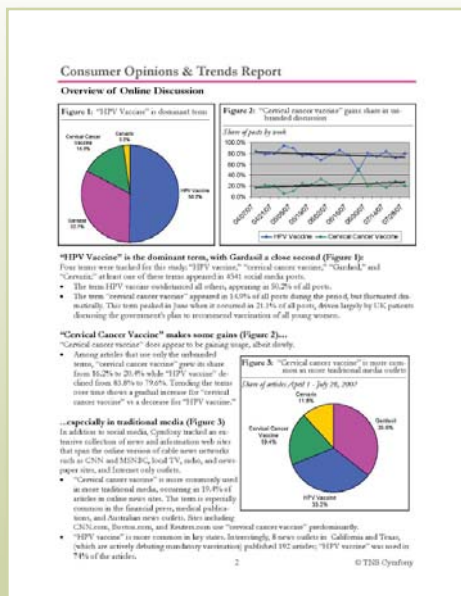
Influencing perceptions of your brand and market is more difficult than ever due to the millions of consumer-to-consumer conversations that are diluting the impact of your company's marketing programs.

Consumers no longer simply absorb your marketing message. They may praise or lampoon your product online. They ask their fellow consumers which products they love and which products they hate. And any consumer can see it at any time. But marketers can also see it. Consumers are telling you how to improve your product or message. They are telling you where your competitors are vulnerable. They are telling you their unmet needs which may lead to new breakthrough products.

TNS Cymfony Consumer Opinions reports answer questions like:

- What features, benefits, and ideas are consumers engaged about in your category?
- What market conditions and issues have the greatest impact on consumer preferences and opinions?
- Why do consumers buy the products they buy? What barriers do they encounter in the purchase process?
- What unmet needs do consumers have that may lead to new breakthrough products?

TNS Cymfony identifies and tracks the most significant consumer trends influencing your brand and your customers.



Stay in tune with your target

TNS Cymfony's Consumer Opinions & Trends Reports analyze potentially thousands of consumer conversations to reveal consumer's unfiltered attitudes about key business issues such as:

- > brand perception
- > brand affinity
- > product strengths & weaknesses
- > product category drivers
- > price/value perception
- > corporate image perception
- > ad recall & likeability
- > message acceptance

You'll receive a monthly report that highlights which of these issues are - and are not - top of mind for consumers. These insights will allow you to benchmark your brand against competitors, quantify changing consumer preferences, profile the speakers on social media sites and get an early warning of negative issues that could become crises. TNS Cymfony also researches and maintains a list of the most influential social media sites specific to your brand and product category.

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 an audit for a one-time snapshot

TNS Cymfony's three month audit scans a select group of top traditional and social media sources to provide a baseline view of your current position in the market.

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.