



HARNESSING INFLUENCE

Crisis AWARE

Managing Potentially Devastating Marketing Situations

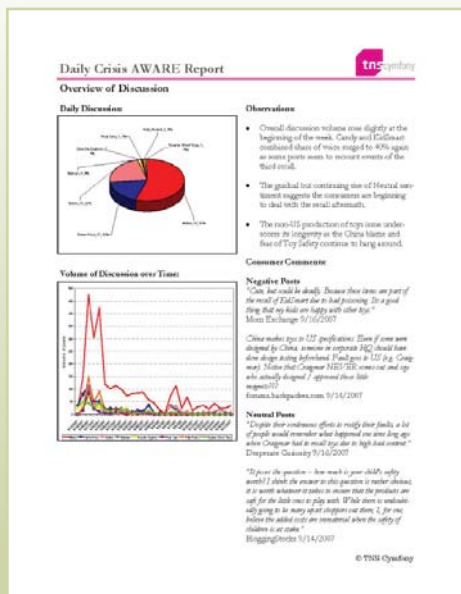
With the click of a mouse, your brand can be damaged with potentially devastating revenue implications. Consumers have more influence than ever with the rapid growth of blogs, consumer review sites, message boards, and Usenet groups.

Influential consumers can alter the opinions and purchase decisions of millions of potential customers. Since journalists are picking up stories and remarks from bloggers, these issues end up as headlines in traditional media, amplifying the impact of the crisis. When a crisis is brewing you want early warning so you can head it off. When a crisis breaks, you need all the facts fast to mitigate the damage. TNS Cymfony provides up-to-the-minute monitoring of both traditional and social media content during a crisis, enabling rapid response to minimize damage to your reputation and your revenue.

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

TNS Cymfony Crisis AWARE reports answer questions like:

- Who are the most influential journalists and bloggers, and what are they saying?
- How is coverage of the crisis evolving?
- How are your responses affecting the course of the crisis and what more can you do?
- What long-term impact will the crisis have on your company or brand?



Stay ahead of the issues

TNS Cymfony's Crisis AWARE is an eight-week program that keeps you abreast of a rapidly evolving crisis.

Daily monitoring reports will alert you when action is needed. You'll know immediately who's saying what, and you'll have the information you need to plan and execute your defense.

TNS Cymfony will provide a list of top 25 most influential blogs and social media sites and a summary report assessing the long-term impact of the crisis and recommendations for actions you can incorporate into your future plans.



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.



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.