

HARNESSING INFLUENCE

Launch AWARE

Tracking the success of new product and campaign launches

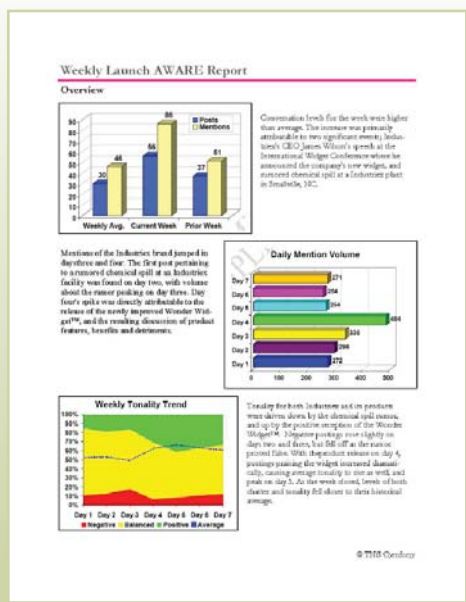
You've worked for months researching and planning the launch of a new product or campaign, but you can't be sure how your target audience will respond to it until you are in market. Traditionally, results don't come in until it is too late.

With the growth of blogs, discussion boards, and other forms of social media, marketers now have a real-time source of feedback on these campaigns and product launches. They are like a 24/7, real-time research panel giving you their spontaneous, unvarnished reactions, if you choose to listen.

TNS Cymfony Launch AWARE reports answer questions like:

- Are your ad campaigns creating buzz and driving customers to buy your product?
- How is your new product being accepted...what are consumers saying about it?
- Are the signs positive that it will become the next marketplace leader?
- Which key influencers are excited about the launch?
- What is the impact of negative comments...what can you do to turn opinion around?

TNS Cymfony provides immediate feedback and insight into how your market is responding to your new marketing campaigns.



Receive timely campaign data

TNS Cymfony's Launch AWARE is a sixteen-week program which keeps you abreast of how the market is responding to your launch.

> Pre-Launch

A pre-launch benchmark is established during the four weeks prior to launch.

> Campaign Launch

During the first eight weeks of the campaign, you'll receive weekly reports focusing on launch progress, key issues, warning alerts, and recommendations for actions to improve results.

> Post-Launch

The project wraps up with four weeks of post-launch analysis.



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.