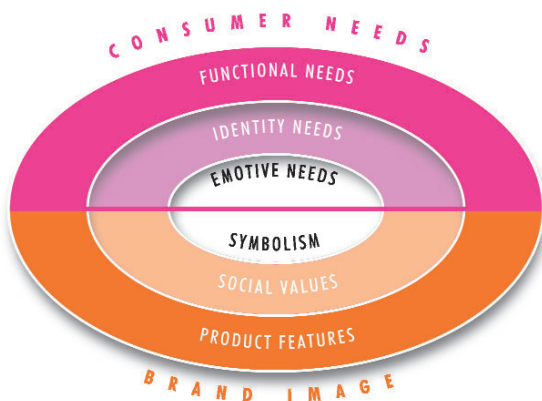


If marketing is just satisfying needs, why is it so hard to get it right?

Because the needs that really drive consumers are both complex and hidden - usually even from the consumer. The NeedScope System[™] can measure them.

The world's most successful brands all have one thing in common - a strong relationship with their consumers. Like all good relationships this has passion and commitment, it is enduring and highly valued. Loyal brand followers wouldn't dream of swapping this relationship for another, even if competing brands offer identical products or services. And all because their needs are truly satisfied, not just at the surface functional level but at the deeper emotive level.



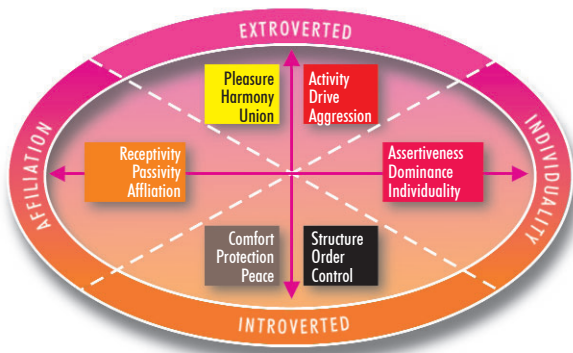
The layers of needs: NeedScope taps the emotive needs at the core, which are the real drivers of brand choice

The key to developing brands which truly satisfy needs is to first understand the needs. That's where the NeedScope System can help. Based on a proven psychological framework, it uncovers the fundamental conscious and unconscious elements linking successful brands and their consumers. Using sophisticated projective techniques and proprietary desktop software, NeedScope is a powerful needs-based segmentation and brand positioning tool. A model that can be used across countries and categories, it delivers real insight into how to strengthen that vital consumer-brand relationship.

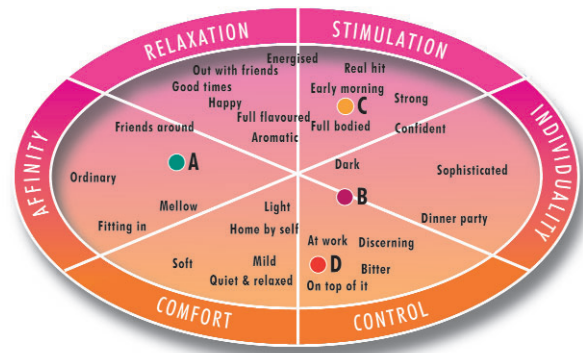


NeedScope's suite of applications can be used for:

- Driving innovation that is based on satisfying unmet consumer needs
- Maximising your portfolio of brands to tap into the full range of needs in the market
- Motivating consumers to build a strong, long-term relationship with your brand
- Testing brand or product concepts as well as advertising or packaging initiatives
- Monitoring the progress of your marketing activities



NeedScope dynamics - The system employs a powerful framework, based on analytical psychology, around which universal consumer needs are mapped



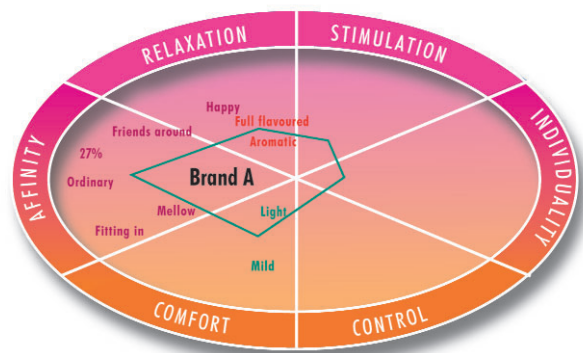
NeedScope of your market - Each model is customised to fit your product category. Here, a needs model of the marketplace for coffee gives an overall picture of that market's unique dynamics and brand positions.

The NeedScope System is divided into six modules which can be combined or undertaken separately. This overcomes the problem of different outputs from different phases of research by providing a consistent framework for strategic analysis and planning; effective local branding strategies while maintaining international consistency

- **Modeller** - Builds a needs MODEL to understand market behaviour and brand choice
- **Segmenter** - SEGMENTS consumer needs to identify profitable targets
- **Positioner** - Optimises brand POSITIONING and portfolio management
- **Developer** - Identifies and DEVELOPS new product/brand opportunities
- **Tester** - TESTS propositions, products, packaging, advertising and brand concepts
- **Monitor** - MONITORS marketing progress

NeedScope gives you the competitive edge by:

- Revealing not only the functional and social needs but the deeper emotive needs which are the true drivers of brand choice, and showing you how your brands are satisfying these
- Pinpointing where your brand sits in the market compared to your major competitors so you can develop a strategy to capitalise on its strengths and minimise its weaknesses
- Identifying consistencies as well as differences across countries and cultures so you can develop the most effective local branding strategies while maintaining international consistency
- Creating a framework for your market and brand so subsequent studies can 'talk to each other', providing a consistent currency for ongoing strategic planning



Brand footprint - A footprint of Brand A, for example, is overlaid with earlier analysis to check how well the brand fulfills the needs of the "Affinity" segment. There is a strong fit (purple attributes) but for a better fit, the brand should de-emphasise the Light and Mild values (green) and adopt the Full flavored and Aromatic values (red).

Who should use the NeedScope System

Anyone involved in local or international marketing who wants a more powerful understanding of consumer needs to drive better brand relationships.

About TNS

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling.

From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations.

TNS is listed on the London Stock Exchange (TNN).

For more information please contact your usual TNS representative or email us at the address below.

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