

TNS CONVERSION MODEL



UNDERSTAND AND STRENGTHEN CUSTOMER COMMITMENT TO YOUR BRAND

Commitment explains the kind of attachment customers feel for brand and helps predict how they will interact with the brand. The TNS Conversion Model helps you assess the levels of commitment your current and prospective customers have to your brand. In quantifying the brand commitment experienced by customers, the TNS Conversion Model tells you which of your customers are at risk, which are loyal, and how you can increase your brand's strength. Widely implemented by the world's leading companies, the TNS Conversion Model helps you boost your brand with an accurate gauge of your customers' motivations, competitive standing and opportunities.

COMMITTED CUSTOMERS FORM THE BACKBONE OF STRONG BRANDS

Why is it that satisfied customers aren't always loyal, while dissatisfied customers sometimes are? The answer is commitment. Commitment binds a customer to a brand, even when the brand disappoints them. And when there's no commitment, even satisfied customers are at risk. The TNS Conversion Model™ can provide the answers, quickly and economically.

The TNS Conversion Model, based on respondent-level segmentation, quantifies a market, category, or product in terms of user commitment and non-user attraction. This predictive, psychologically based measure of brand health provides you with a way to measure consumer attachment to your brand, perform more directed competitive analysis, and assess opportunities to gain share as well as threats to losing share. The Conversion Model can also assist in assessing potential cannibalization within your product lines and examine openness to new products or concepts.

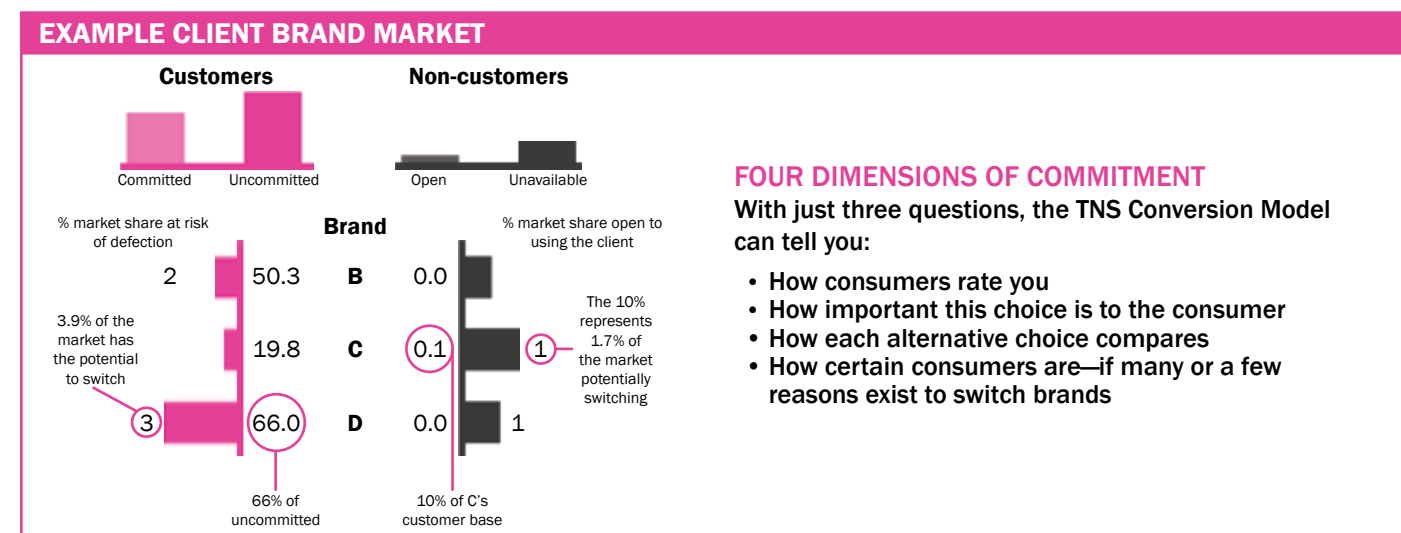
The TNS Conversion Model Segmentation

The TNS Conversion Model sorts consumers into one of eight segments, according to the strength of the relationship consumers have with the various providers.



Protect and Grow the Brand

The TNS Conversion Model is a tool that enables you to classify all of your current and prospective customers according to their levels of commitment to your brand. Using the Conversion Model, TNS can help you strengthen commitment with current customers as well as target and attract new customers.



THE ADVANTAGE OF PREDICTIVE POWER

Use the TNS Conversion Model to fully understand brand health, your competition and competitive opportunities, targeted segments, and consumer motivation:

Brand Health

- How many people in each segment for each brand?
- Which brands are winning, which are losing?

Competition

- How much of a threat is each competitor?
- How much can be won from each competitor?

Targeting

- Who is in each segment?

Motivation

- Why are people committed, uncommitted, or somewhere in-between?
- What are the problems, and what can we do about it?

HIGH VALUE FOR ALL TYPES OF RESEARCH

Use the TNS Conversion Model to add value across the market research you may already be exploring:

- Concept/product testing
- Launch monitoring
- Brand health studies
- Competitor analysis/benchmarking
- Communication analysis
- Customer satisfaction/loyalty and relationship surveys

CONVERSION MODEL BENEFITS

The TNS Conversion Model has been used by 85 percent of the world's most valuable brands in more than 300 product or service categories. The Conversion Model has been used globally in more than 8,500 studies to evaluate more than 86,000 brands.

COMPLEMENTARY SOLUTIONS

Our marketing research solutions provide insights into how to unlock the heart and mind of your target market. In addition to the TNS Conversion Model, we also offer:

- **TNS WebEval™:** For direct recommendations to guide your Web site development and help you meet the needs of your target audience and build your brand at the same time.
- **TNS AdEval™:** For brand communication to help determine the right communication to build a rational and emotional connection between the consumer and your brand.

ABOUT TNS

TNS is one of the world's leading market information groups, providing market measurement, analysis, and insight to help you market products and services successfully and efficiently.

We are:

- The world's largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and Internet, TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the minute and high quality information and analysis.

Our employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, we combine in-depth market sector knowledge with expertise in the areas of new product development, positioning, and segmentation research, brand and advertising research, and stakeholder management.

TNS' strategic goal is to be recognized as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

TNS is the sixth sense of business.

TNS: COMBINING WORLDWIDE RESOURCES WITH AGILITY & FLEXIBILITY

At TNS, we deliver competitive advantage through deeper, more relevant and actionable insights about the future marketplaces you are focusing on today. These "advance" insights are embodied in wholly integrated research solutions that flow from our experience, approach, and holistic methods:

- **Gain competitive advantages through our 360 degree reach, resources, knowledge and expertise.** Our global company, end-to-end capabilities, extensive sector knowledge and deep business solution expertise can meet any need.
- **Find deeper and more relevant and actionable insights through our customized, executive-level approach.** Our highly tailored solutions coupled with high level service, give you definitive focus and senior executive-level relationship opportunities.
- **Obtain a detailed road map to the future through our integrated understanding, analysis, and insights.** Our holistic way of examining, interpreting, and presenting one, unified set of insights offers you a detailed road map into the future.