

Measure and manage the brand experience holistically

TNS MCA addresses the marketing communications challenges

Marketing communications managers today face the challenges of fragmented and emerging communications channels ('Contact' points).

In this new environment, consumers act more like radar screens, which makes it challenging to effectively engage with them.



At the same time, never before has marketing been so accountable and it is essential to provide answers to the following questions:

- Which contacts to use?
- How to optimise contacts?
- How to allocate spending?

Nevertheless, being able to answer to these questions is far from obvious. In most organisations, information about touchpoints is scattered in different departments, and the measures used to assess their efficiency are generally very different from one channel to another.

"We lack an industry standard for measurement... We need a method to determine the effectiveness of our efforts." – Jim Stengel, P&G Global Marketing Officer



MCA (Market Contact Audit) provides a platform to introduce accountability in marketing communications by measuring through a universal metric – a common currency – the effectiveness of a brand's different communication channels from the consumers' perspective. With MCA, managers must no longer manage in fragments.

Measures of consumer experience with contacts, beyond exposure and recall

MCA measures how effectively a brand connects and engages with consumers through different contacts in a given category and market, relative to its competitors.

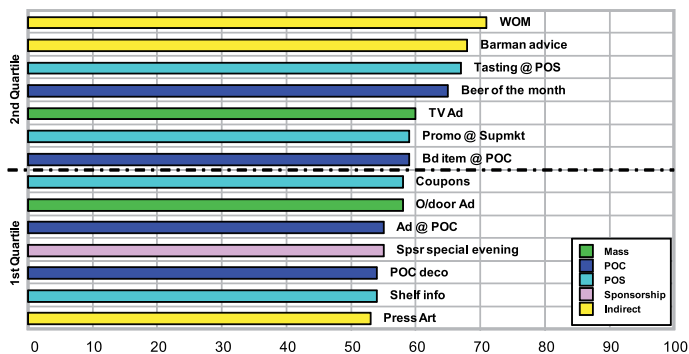
MCA comprises an initial qualitative phase (generally focus groups) that defines the competitive landscape and determines the universe of consumer contacts and, of these are more relevant and influential with the consumer.

The quantitative phase then measures how successfully each brand engages with consumers, by:

- the degree to which they recall encountering it through all possible contacts in the relevant category; and
- the contacts' influence factor in that category (contacts are not neutral).

Category Influence Factors

CCF (Contact Clout Factor): France Beer



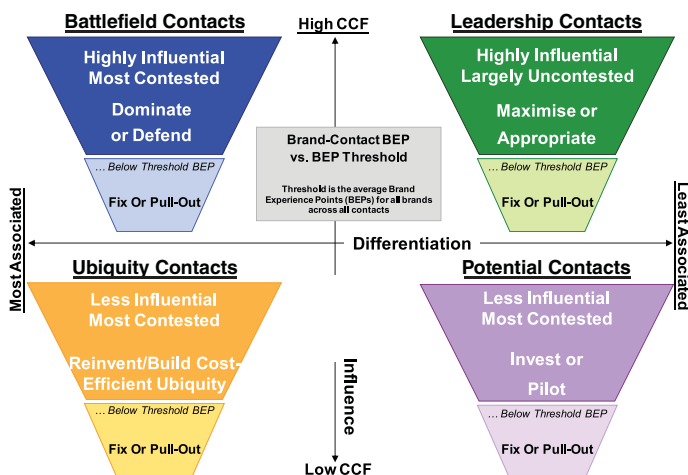
MCA finally allows ROI accounting

MCA delivers 3 key metrics:

- **Contact Clout Factor** – capacity of contact to influence consumer attitudes towards brands
- **Brand Experience Points** – compares efficiency of contacts, by brand. (Is my TV more efficient than my sponsorship? Is my sponsorship more efficient than my competitors?)
- **Brand Experience Share** – weight of brand activities, relative to competition

Synchronising MCA's 3 main metrics with market share and cost reporting provides a line-of-sight to establish accountability in marketing & communications, improving demand generation and streamlining the marketing process:

Applying MCA Clusters To Brand Learning



TNS global MCA experience

MCA is the core product from Integration IMC for over a decade, during which there have been over 500 audits, covering 30 categories, in 25 markets and 18 languages.

Since early 2007 TNS has forged a strategic alliance with Integration IMC to market MCA with the benefit of TNS' standards of fieldwork and insights. As a market leader in the field, we have extensive experience in conducting studies worldwide.

MCA metrics are validated and standardised, which allows global deployment across categories and countries.

Who can benefit from MCA?

More than 65% of the top 100 global brands are working, piloting or scoping MCA based solutions.

Brand owners with significant franchises supported by multi-channel marketing communications budgets, and Marketing services companies supporting such brand owners, can benefit from TNS and MCA.

About TNS

TNS is a global market insight and information group.

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

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

Need more information?

To discuss the advantages of MCA, please get in touch with your local TNS contact or visit our website at: www.tnsglobal.com

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