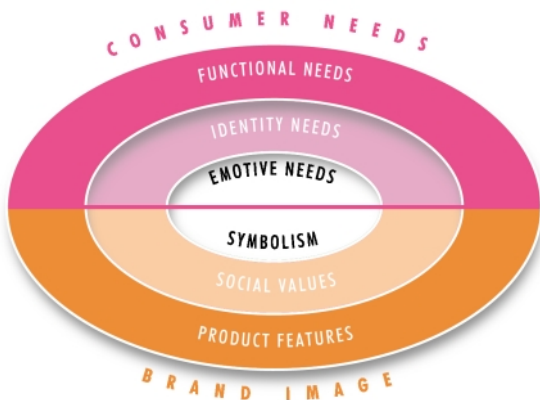


# If marketing is just satisfying needs, why is it so hard to get it right?

Because the needs that really drive consumers are both complex and hidden – usually even from the consumer. The NeedScope System<sup>™</sup> 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 and 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.

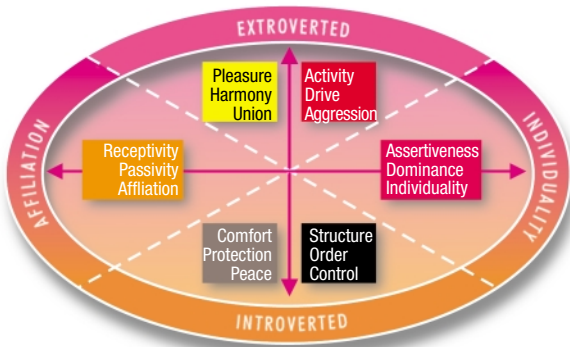


**NeedScope's suite of applications can be used for:**

- Driving innovation that is based on satisfying unmet consumer needs
- Maximizing 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

**About TNS** TNS is one of the world's leading market information groups, providing market measurement, analysis and insight through its operating companies in 70 countries. Working with national and multinational organizations, we help our clients develop effective business strategies and enhance relationships with their customers.

In the United States, TNS provides full-service, primary market research. Our mission is to become our clients' sixth sense of business™ by giving them a deeper understanding of their customers' behavior, better anticipation of their actions and greater insight into what they really want.



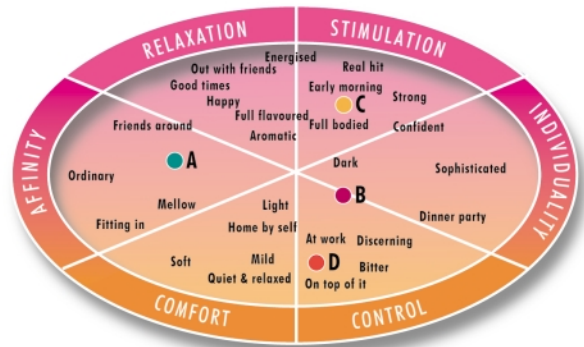
**NeedScope dynamics** – The system employs a powerful framework, based on analytical psychology, around which universal consumer needs are mapped.

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

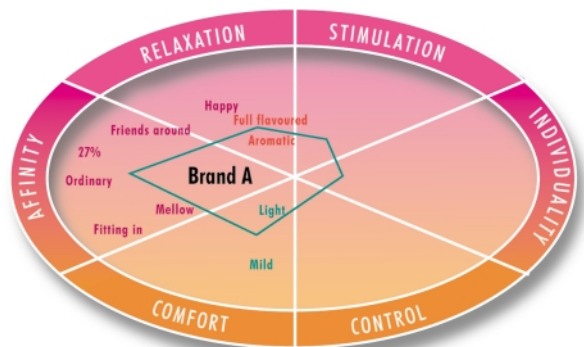
- **Modeller** – Builds a needs MODEL to understand market behavior and brand choice
- **Segmenter** – SEGMENTS consumer needs to identify profitable targets
- **Positioner** – Optimizes brand POSITIONING and portfolio management
- **Developer** – Identifies and DEVELOPS new product/brand opportunities
- **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 capitalize on its strengths and minimize 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



**NeedScope of your market** – Each model is customized 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.



**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-emphasize 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.

**For more information contact your TNS account representative or**

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