



INSIGHTS IN ACTION

ACTIVATION WORKSHOP

Creatively designed interactive workshops to help your team internalize and apply strategic learnings, and develop action plans to grow your business

LEVERAGING INSIGHTS

Some say insights are dead—not because the insights are “wrong” or undervalued, but simply because they are underutilized.

Is your organization leveraging insights to their fullest potential?

Do you have a clear understanding of how to leverage insights that will significantly impact and grow your business?

Introducing TNS Activation Workshops, creatively designed interactive workshops to help your team internalize strategic learnings, apply the knowledge, and develop action plans that will grow their business.



Research Findings



Implications for Business



How to Leverage

WHAT ARE ACTIVATION WORKSHOPS?

- Experiential sessions that bring insights to life in a tangible, meaningful way
- Leverages key TNS insights as a launching pad for deeper understanding and exploration
- Custom-designed, professionally facilitated sessions —grounded in an Activation Brief—to ensure that your team’s business objectives are clear and delivered upon
- Socialization and internalization of learnings among your multidisciplinary team
- Ideally held at a creative venue to ignite receptivity, collaboration, and creative thinking
- Output includes action summaries and action plans that spark immediate changes and longer-term initiatives



5-STEP ACTIVATION PROCESS



Upon completion of a TNS market research study, we will work closely with you to prioritize the insights to be leveraged in the Activation Workshop. We then develop an **Activation Brief** to capture your key strategic objectives and set the guardrails and parameters for the session.

Each Activation Workshop is custom-designed to meet our client's unique needs. Using best practice techniques, such as creative problem solving, lateral thinking and tapping into various thought centers, we create an interactive session plan that will bring the insights to life.

The Activation Workshop is a hands-on experience that involves your multidisciplinary team, as well as a team of TNS experts who were intimately involved in the research and who are familiar with your business. During the full-day session, your team will participate in a variety of creative exercises, resulting in **Action Summaries** and **Action Plans** that will launch insights to action.

WHY ACTIVATION WORKSHOPS

Actionable results from a trusted, strategic partner—TNS delivers actionable results, simplifies the data, and offers clarification where it's most needed to pave the way for successful innovation and implementation.

Insights are brought to life in a tangible, meaningful way—We involve and engage our clients to internalize learnings and explore strategic possibilities in fun, exciting ways. You will see a significant increase in ROI because the research is more likely to be leveraged and revisited than kept on a shelf.

Seamless integration of insights and action—Activation Workshops are that critical "bridge" between our Discover and Develop offers, meaning there are no hand-offs or risk of dropping the ball in the learning-to-application process. Our clients reap the benefits of working with one comprehensive partner who knows their strategic business objectives inside-out.



DISCOVER

A Changing World, New Territories, New Media, New Opportunities

TNS is the global leader in the custom market research. With a powerful combination of a strong international network, industry sector structure, and a world-class product offer that stretches across the entire range of marketing and business issues, TNS delivers actionable insights and research-based business advice to help clients: discover our ever changing world, move into new territories, uncover new business opportunities and harness new media to commercial advantage.



DISCOVER MORE

Contact TNS to learn how we can partner with you and your team to interpret and leverage strategic consumer insights that will help solve your complex business issues in an exciting and engaging way:

Anita Watkins

SVP, Qualitative Research
(404) 832 3422
anita.watkins@tnsglobal.com

Susan Newhouse

VP of Innovation, Qualitative
(312) 981 5764
susan.newhouse@tnsglobal.com