

Corporate Reputation Management

In today's news-driven business environment, building and maintaining a strong corporate reputation has never been more imperative.

Truly successful corporations are much more than just today's Wall Street favorites. Market leaders like Disney, Intel, Johnson & Johnson and Coca-Cola have created corporate identities that define their companies and what they stand for.

A strong corporate reputation generates confidence—in the present as well as the future—and can power a company's success by:

- Driving profitable sales in crowded markets
- Attracting, motivating and retaining talented employees
- Deterring competitors
- Attracting capital resources and strategic business partners
- Facilitating entry into new markets
- Defining corporate financial value (market capitalization)

Tools to maximize a precious company asset

TNS recognizes that a company's value is more than just its current level of market capitalization. We focus on a company's total equity as perceived by the public, including the quality of its products and services, its market position, its ethics, its management and employees. Our proven approach to measuring and managing corporate reputation provides you with the tools you need to maximize this most precious asset. Our experienced professionals assist you with:

- Recognizing the specific ways corporate reputation impacts your company and the "symptoms" of reputation issues.



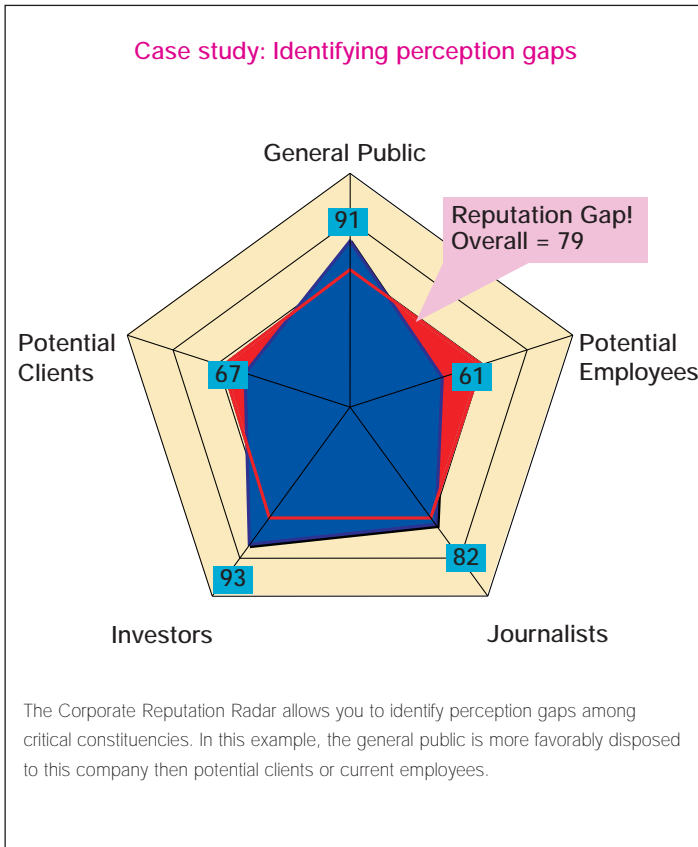
- Identifying appropriate stakeholders that impact your company's success such as investors, employees, community leaders and opinion leaders.
- Tying corporate reputation to business outcomes in a trackable way.
- Setting priorities based on perceptions, importance, impact and competitive position by using meaningful diagnostics.
- Improving reputational capital through action plans based on strategic priorities.

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 multi-national 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.

A 360-degree view of your company's reputation

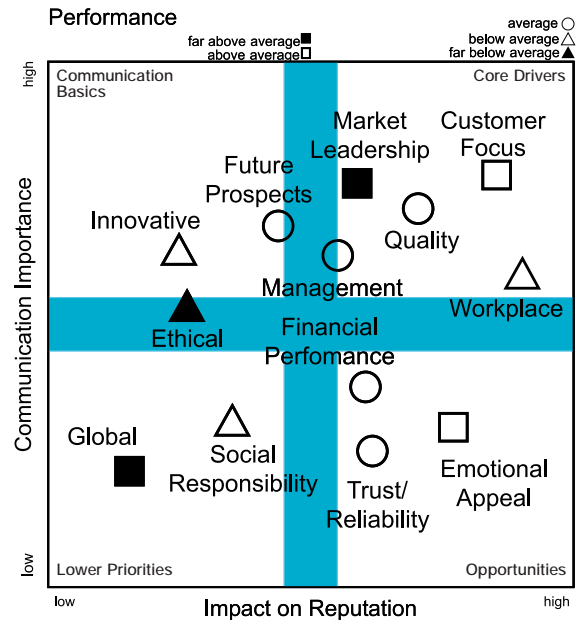
TNS Corporate Reputation Manager identifies your company's core equity drivers by providing a 360-degree view of its image from the diverse viewpoints of individual stakeholders such as Wall Street analysts, opinion leaders, community officials, investors, employees, etc. It separates the key characteristics that drive reputational equity from those that add little to corporate strength. It not only provides a candid analysis, comparing the company to its closest competitors, it prescribes actionable management direction.



Case study: Identifying important issues

The TRI*M Grid is a clear, visual representation of the answers to three critical questions:

1. What aspects do stakeholders talk about (Communication Importance)?
2. How is your company performing (Symbols)?
3. Which aspects really drive your reputation (Impact on Reputation)?



In this example, the company is performing well on customer focus, which is a core driver of the company's reputation. Unfortunately, it is underperforming on factors that relate to the workplace, also a critical core driver. Based on these results, we would encourage this company to leverage its strong customer focus as a competitive advantage in marketing, sales and investor relations activities, while focusing on changing the perception that it provides a below-average quality work environment.

Effective communications programs

A strong communications plan, consistent across the company, is essential to protect and build your company's reputation. Results from TNS Corporate Reputation Manager are the basis for an action plan that starts with a common vision of what must be done to create your desired reputation. This vision is translated into action by all market-facing activities including investor relations, public relations, marketing, sales and service staff. Our Reputation Management experts will guide your company and agency partners to work with your senior management to prioritize reputation issues based on study results and then develop action plans. These plans will include objectives/performance targets, activities, timelines and responsibilities.

Compare against global norms

TNS Corporate Reputation Manager is powered by TNS TRI*M methodology and supported with a database of global norms that put company-specific results in perspective. Our corporate reputation programs are easily integrated with our customer management and human capital programs.

To learn more about TNS Corporate Reputation Management, contact us today!

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