TNS Announces Acquisition of In-Store MR Specialist

Contributed by TNS
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TNS ANNOUNCES ACQUISITION OF IN-STORE MARKET RESEARCH SPECIALIST, SORENSEN ASSOCIATESÂ Â

TNS CREATES NEW GLOBAL PRACTICE â€“ TNS RETAIL AND SHOPPER INSIGHTS

London, UK. February 19 2007 â€“ TNS, a world leader in market information, today announces a key acquisition in the United States to support the rapid expansion of its successful shopper research business.Â TNS has also created a global practice, TNS Retail and Shopper Insights, to meet growing demand for more sophisticated shopper research and consultancy services that can be delivered consistently across multiple markets.

TNS has acquired Sorensen Associates, "The In-store Research CompanyÂ®", which specialises in understanding shopper behaviour, motivations and perceptions at the point of purchase.Â This acquisition significantly strengthens the groupâ€™s shopper research operations and makes it a world leader in this field.

With the in-store expertise of Sorensen Associates, including its revolutionary shopper-tracking technology, TNS is now equipped to offer insights into the full spectrum of the â€œshopper journeyâ€• â€“ before shoppers enter a store, as they walk through the store, at the point of purchase, and after they have selected a product for purchase.Â This breadth and depth of shopper research capabilities is unmatched in the marketplace.Â TNS custom operations bring significant experience in understanding brands and consumer motivation, while TNS Worldpanel provides the industry standard for the continuous measurement of consumer purchasing and behaviour.Â TNS will combine these long-established offerings with Sorensenâ€™s knowledge of shopper behaviour in-store and will use its global network to deliver sophisticated shopper research to clients around the world through its new global practice â€“ TNS Retail and Shopper Insights.

David Lowden, Chief Executive of TNS, said: â€œRetailers and manufacturers feel their needs are not being met by current shopper research services so TNS has responded by significantly strengthening its offering, allowing us to service the needs of the many large companies that are forming â€˜shopper insightâ€™ groups.Â Sorensen has created excellent tools for the US market and we have gained a talented business head â€“ Herb Sorensen, Founder & CEO â€“ whose expertise will be of considerable benefit.

â€œManufacturers are becoming increasingly aware that they have little control over the actual act of purchase in-store and this is driving growing demand for information and insight from our clients. TNS Retail and Shopper Insights will leverage our long track record in shopper research and take it to a new level, providing major multi-nationals with consistently high standards of shopper research internationally.Â We will help clients maximise their retail channel strategy, activate in-store marketing, optimise their brand performance in the retail environment and drive long-term partnerships between the brands and the retailers.â€•

TNS Retail and Shopper Insights will also link all three parties involved in a retail purchase â€“ shopper, retailer and manufacturer.Â Retailers and manufacturers will achieve greater understanding of consumer needs and will be able to engage more actively with each other to drive mutual growth and profitability.

About TNS:

TNS is a market information group:

- The worldâ€™s largest provider of custom research and analysisÂ
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.Â

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.

The groupâ€™s employees deliver innovative thinking and excellent service to local and multi-national clients worldwide.Â In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.Â

TNSâ€™ 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.

TNS is the sixth sense of business.
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