

TNS - The Wanted Ads

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TNS APPOINTED BY THE NEWSPAPER SOCIETY FOR THE WANTED ADS STAGE III

London, UK. 16 March 2007. The Newspaper Society has appointed TNS to undertake the third stage of its research programme, the wanted ads.

There was a three-way pitch for the six-figure project, which will commence in March with a major agency/advertiser marketing programme planned across the summer.

the wanted ads Stage III will research in-market tests across combined local press platforms, including print and digital media, for specific categories including finance, retail, leisure/entertainment and IT/telecoms.

Robert Ray, marketing director at the NS, commented: "the wanted ads I and II have helped advertisers and agencies better understand the unique potency of local press as a communications channel where advertising is both welcomed and acted upon by readers across all ages, classes and lifestyles. Stage III will look at the combined impact of local cross-platform channels, including print and on-line and will provide advertisers with fresh and actionable insights".

Neil Sharman, director, TNS Media, said: "TNS are proud to be involved in stage III of the Newspaper Society's the wanted ads series. The series builds a step by step understanding of the role regional newspapers can play in building brands. Demonstrating the role of local press digital platforms is an exciting next step and we feel we have come up with an ideal hall-based methodology to do this, showcasing the value of cross platform campaigns".

the wanted ads is a research series that has been produced by the Newspaper Society since spring 2006. the wanted ads Stage I established the unique role of regional press as a communication platform where advertising is an integral part of the reader experience. the wanted ads Stage II established the link between effectiveness and use of the regional newspapers via six compelling brand case studies. Full details of both stages can be found at www.thewantedads.co.uk