# TNS Alliance with Integration

Contributed by TNS
Wednesday, 21 March 2007

TNS ANNOUNCES STRATEGIC ALLIANCE WITH INTEGRATIONÂ®

TNS to promote Integrationâ€™s Market ContactAuditâ„¢ (MCAâ„¢) solution measuring effectiveness of marketing communications

London, 20 March 2007 â€“ TNS, a world leader in market information, today announces a global strategic alliance with IntegrationÂ®, a pioneer in measuring the effectiveness of marketing communications, to sell Integrationâ€™s core product MCAâ„¢ through the TNS global network. TNS and Integration will also collaborate on developing new business solutions for brand and advertising management.

MCA â€“ or Market ContactAuditâ„¢ â€“ measures brand experience by detailing the effectiveness of a brandâ€™s marketing activation plans. By quantifying how consumers experience brands, it enhances the accountability of marketing communications (marcoms) teams and programmes.

Already used by global companies, MCA creates a common "marcoms currency" that compares the effectiveness of brand activities by measuring the contribution to sales from different consumer contact points (or "touchpoints").

Denis Delmas, Deputy CEO of TNS Europe, said: "Integration pioneered the idea of monitoring communications effectiveness from the consumer perspective. We see MCA as an exciting new capability for TNS. MCA complements the four TNS Areas of Expertise encompassing each stage of the marketing cycle (from new product development on through segmentation and positioning, brand and advertising research and stakeholder management)."

Integrationâ€™s Founder and CEO, Oscar Jamhouri, added: "Winning TNSâ€™s support is a major step forward in establishing MCA metrics as a common currency for the marketing industry. MCA is an unbiased, industry-neutral tool that is available to all brand owners on equal terms. The global presence of TNS will help us find new MCA customers. For existing customers, there are immediate opportunities to bring added value by combining MCA with TNSâ€™s innovative Brand & Advertising Research solutions."

About TNS:

TNS is a global market insight and information group.

Our 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.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide.Â  We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the worldâ€™s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management.Â  We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

www.tns-global.com

About IntegrationÂ® (www.integration-imc.com)

IntegrationÂ® is an international consultancy that develops tools and processes to measure and improve the effectiveness/cost efficiency of Marketing Communications (Marcoms). With registered offices in Cyprus and Singapore, and representatives in New York, San Diego, London, Paris and Frankfurt, Integrationâ€™s main asset is the Market ContactAuditâ„¢ (MCAâ„¢) solution. Integrationâ€™s subsidiaries include STeP (which develops customized dashboard software and web interfaces for market research applications) and MeTHOD (which provides advisory services to strengthen accountability, practices and returns in marketing).