TNS Vietnam Launches Marketing Book Pink Pages 2008-2009

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Combining 12 years of monitoring and analysis across numerous industries in the Vietnamese market, TNS Vietnam has launched a comprehensive book - the â€˜TNS PINK PAGES - MARKETING BOOKâ€™ providing insights into the evolution of Vietnamese society and changing consumerism.

The 224 page book, the proceeds from which will be donated to UNICEF in support of the Vietnam Provincial Child Fund, includes all need-to-know information about Vietnam including summaries of insights generated by TNS Vietnam, key facts and statistics, a full overview on economic trends, changing lifestyles and values, consumer trends, major FMCG markets, and the changing retail environment as well as an outlook on several reference markets including Advertising, Automotive, Banking & Insurance, Healthcare, Luxury goods, Media and Technology.Â

Â â€œVietnam is rapidly changing and it is becoming more challenging to gain an accurate picture of this fast moving country today,â€• says Fabrice Carrasco, General Manager of TNS Worldpanel Vietnam and initiator of the project. â€œAlthough currently facing a global economic crisis, Vietnam still holds huge potential for the coming years and understanding Vietnamese consumers is key for manufacturers and investors alike.â€• He added.

â€œCorporate social responsibility is essential to helping Vietnamâ€™s less fortunate, especially its children. It is with pride and conviction that we hope we meet our objective of raising enough money to truly make a difference for the children of Ninh Thuan Province,â€• concluded TNS founding member Ralf Matthaes.

**Copies of the book are available by emailing pink.pages@tns-global.com and cost US$100 each.