TNS Media Intelligence Honoured For Media Evaluation Excellence With Five Awards

Contributed by TNS
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TNS Media Intelligence, the worldâ€™s leading provider of Media Evaluation and Monitoring, received five awards at the recent Association of Measurement and Evaluation of Communication (AMEC) International Communication Effectiveness Awards in London.

TNS Media Intelligence achieved awards in all short-listed categories, including a top Gold Award and the Young Professional of the Year.

This yearâ€™s awards follow 2008â€™s two golds and one silver, making the total of AMEC awards held by TNS Media Intelligence now nine, one of the highest in the industry.

Best Use of Communication Measurement: Business to Business (Gold): TNS Media Intelligence for Diageo. The report delivered an accurate measure of the scale of debate and a detailed understanding the issues and protagonists surrounding responsible drinking.

Best Use of Communication Measurement: International- Multi-market Activity (Silver): TNS Media Intelligence for Dubai Holding.

Best Use of Integrated Communication Measurement / Research (Bronze): TNS Media Intelligence for BRIT Awards 2009.

Best Use of Measurement for a Single Event (Bronze): TNS Media Intelligence for BRIT Awards 2009.

Young Professional of the Year: Matthew Couchman (joint winner with Gemma Plant, Echo Research).

Madeleine Kernot, Managing Director at TNS Media Intelligence commented â€œAMEC recognises excellent work across the international media evaluation market and we are delighted that the judges have once again recognised the abilities of a very talented and experienced evaluation team.â€•

The awards, now in their eighth year, attracted a 7% increase in entries .The judging panel was chaired by Trevor Morris, Visiting Professor in Public Relations at the University of Westminster.

About TNS Media Intelligence
Established in 25 countries, TNS media intelligence explores all the media - print, radio, TV, Internet, cinema and outdoors worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analyses.

Its services include advertising expenditure monitoring, advertising creation monitoring, news monitoring, sports sponsorship evaluation, etc.

TNS media intelligence tracks 3 million brandsand is a partner to 16,000 customers in the world.

Further information: www.tnsmi.co.uk

About Kantar
TNS Media Intelligence is part of Kantar, one of the world's largest insight, information and consultancy networks.

By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle.

The groupâ€™s services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at www.kantar.com

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