

TNS RMS scoops Marketing Research Agency of the Year

Contributed by TNS RMS
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TNS RMS, the leading global market research agency, has been named Marketing Research Agency of the Year at the 2014 Marketing World Awards (MWAs).

The annual MWAs recognise excellence, innovation and inspiring initiatives across the African marketing industry. The Marketing Research accolade is awarded on the basis of an industry-wide vote, which highlights the stellar work and reputation of TNS RMS among clients and operators.

The prestigious event, which was held at the Oriental Hotel, Lagos, attracted leading figures across the integrated marketing and communications sectors.

The ceremony provided a platform for the marketing industry in Africa to demonstrate and celebrate the advances made in the key areas of digital, experiential, media, stewardship, efficiency, innovation, corporate social responsibility and creativity.

Receiving the award, Thomas Walker, CEO of TNS RMS, said: “We are honoured to have won this award amid such stiff competition in this category. Our focus is on providing accurate research and expert advice to our ever-growing customer base. This award pays tribute to the quality of our work and the dedication of team members throughout the business.”

Adeola Tejumola, Managing Director of West, Central Africa and Middle East at TNS RMS, said: “Industry recognition of this scale will help to propel TNS RMS to the next level. As a business we are committed to delivering market-leading insights to our clients and this award acknowledges our performance against this objective. As we look towards a new year, we pledge to continue our good work and look forward to carrying this award into 2015 with pride.”

Richard Ingleton, Global CEO of TNS, said: “TNS is a multinational company, operating in 90 territories worldwide, so for our Nigeria business to receive such an award garners a huge amount of respect amongst our world-wide community and is a credit to the quality of our team in the country. We are very proud of their achievements and hope that we continue to serve Nigerian businesses and their government in such a positive way.”