

TNS to launch mini crowdsourcing tool at Mobile World Congress 2015

Contributed by TNS
Friday, 27 February 2015

TNS to run its new ThinkTank solution live at the event, providing real-time responses on burning issues faced by brands TNS will be launching ThinkTank, its new bespoke approach to online communities, at next week's Mobile World Congress (MWC) in Barcelona.

To see the tool in action, delegates will be able to submit questions live at the event, interacting with a community of tech savvy, influential and future-orientated consumers in the UK. They will receive a quick and intelligent point of view from the ground on recent innovations and hot topics at the event, with responses being displayed live at the Kantar stand.

In doing so, TNS will demonstrate the powerful impact this mini crowdsourcing tool can have for businesses in guiding innovation and marketing strategy. ThinkTank has been designed to harness the co-creative and forward-looking power of the internet, enabling clients to interact and debate with a carefully selected group of leading-edge consumers, future shapers and prosumers on a range of issues that truly matter to their business. Drawing on TNS's extensive qualitative expertise and unique understanding of cultural specificities around the world, ThinkTank provides clients with clear insights relevant to live issues in their category.

Anjali Puri, Global Head of TNS Qualitative, said: "Clients increasingly need real-time analysis of the marketplace that they are operating in to inform key marketing decisions. We have developed ThinkTank to help them access in real time a more relevant, engaged and connected audience that will make the insights more valuable.

"The MWC event will provide clients with a chance to see the palpable benefits of the tool for themselves, asking questions to our community to understand the ramifications of technological innovation to consumers in their everyday lives."

TNS will be exhibiting at MWC in Barcelona from 2-5 March on the Kantar stand in Hall 8.1 stand D51. A ThinkTank expert will be on hand to offer insights into the tool and help delegates to submit any questions they may have for the community.