New tool targets influential consumers to provide future insights

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TNS OPENS A WINDOW ON THE FUTURE WITH FUTUREVIEW ACQUISITION
New tool targets influential consumers to provide future insights

London, 20 July 2006 - To meet growing demand for predictive market research, leading global market information company TNS has invested in the acquisition of intellectual property that will increase the effectiveness of its Segmentation and Positioning Area of Expertise.

The new tool, FutureView, measures and classifies consumers according to how â€˜future influentialâ€™ they are. A significant improvement on the classic early adoption model, FutureView segmentation goes much further by questioning the extent to which consumers demonstrate elements of new consumerism such as social responsibility and self-expression.

FutureView will ultimately become inherent within TNS respondent or customer databases such as TNSâ€™ 6thdimension online managed access panels. In the case of stand alone or bespoke studies, FutureViewâ€™s use will be individually tailored to meet the projectâ€™s particular objectives.Â Â The new tool will enable TNS to elicit responses from influential individuals, providing clients with insights to shape new product and service developments of the future.

TNS Chief Executive David Lowden said: â€œThis acquisition is a significant and progressive step forward, reflecting our ongoing commitment to delivering greater insights to our clients. As part of the due diligence process, TNS closely observed how multinational companies apply FutureView to successfully map out future consumer trends.Â From the results we have seen, I am confident that FutureView will add immediate value to our clients.â€•

FutureView was developed in Australia and New Zealand by Malcolm Law who, as part of the acquisition, will join TNSâ€™ Segmentation and Positioning Area of Expertise where he will support the introduction of the methodology working under TNS Global Head, Par Kaelleskog.