



PARC is pleased to announce the release of TGI Kuwait

TGI (Target Group Index) is a world's largest single source survey providing invaluable, comparable consumer insights for over 68 countries across 6 continents. TGI enables you to define, understand and effectively reach key target consumer groups by providing you with comprehensive 'who, why and how' insights into consumer behavior.

What makes TGI such an indispensable tool for Agencies, Media Owners and Brand Owners alike is the depth and breadth of our insights into consumer choices (including attitudes, product use, leisure activities and media consumption online and offline).

Why choose TGI Surveys ?

Reliable

Leverage accurate descriptions of the key characteristics of target consumer segments with robust sample size

Business-creating

Identify new strategies to reach specific target audiences

Valuable

Insightful information on opportunities for existing and new brands

Cost-effective

Helps you build more effective marketing strategies and advertising campaigns



TGI Who, Why and How

Who – All the consumer-centric insight agencies and media owners need. This includes metrics profiling everything from consumer demographics and geo-demographics, to brand loyalty/repertoire, volumetrics and lifestage. TGI covers over 4,000 brands across 500 product areas.

Why – In an age when many businesses are overwhelmed with data telling them what consumers are up to, gaining an understanding of the reasons behind behavior is, despite its crucial importance, is far more scarce. This is where our TGI studies are immensely revealing, with 300 plus attitude statements covering all aspects of day-to-day consumer life, as well as insight into motivation to purchase in specific sectors.

How – TGI studies are genuinely media neutral tools that measure all relevant above and below the line communications channels, vehicles and brands in great detail. This allows media owners to effectively promote their brands and agencies to find the most successful and efficient means to reach their target audiences. TGI studies are also for profiling of the audience prior to its purchase.

- TGI Saudi Arabia (n=7000)
- TGI UAE (n=5000)
- TGI Kuwait (n=3000)
- TGI Bahrain (n=1500)
- TGI Qatar (n=1500)

- TGI Egypt (n=6400)
- TGI Lebanon (n=4000)
- TGI Jordan (n=3000)
- TGI Syria (n=3000)
- TGI Algeria (n=2750)
- TGI Morocco (n=3000)

TGI Niche Studies

- TGI Net
- TGI Premier
- TGI Banks
- TGI Sports