



PARC is pleased to announce the release of TGI UAE

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



Category / Brand - TGI covers ;

- 18 Sectors
- 400 Product categories
- 5000 Brands

Psychographics

- Lifestyles (300+ statements on a 5 degree scale)
- Attitudes

Demographics

- Comprehensive Socio-Economic profile data

Time Diary

- Daily Activities reconstruction using a comprehensive time diary

Media Exposure

- Media Consumption: Print media, TV, Radio, Cinema, Internet and Outdoor
- Readership survey integrated with TGI
- Frequency, Recency and Intensity of viewing TV & Radio listening by time segments and by titles
- All elements of Outdoor Tracking included
- Region's most advanced **strategic video planning, digital media planning and Cross Media planning suite** attached to main software.

Powerful analysis software A central element of the TGI proposition is a specially developed suite of analysis software enabling subscribers to conduct powerful analyses for themselves, ranging from simple cross-tabulations to complex multivariate segmentations according to factors of relevance.

TGI Arabia

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| • TGI Saudi Arabia (n=7000) | • TGI Egypt (n=6000) |
| • TGI UAE (n=5000) | • TGI Lebanon (n=4000) |
| • TGI Kuwait (n=3000) | • TGI Jordan (n=3000) |
| • TGI Bahrain (n=1500) | • TGI Syria(n=3000) |
| • TGI Qatar (n=2000) | • TGI Algeria (n=2750) |
| | • TGI Morocco (n=3000) |

TGI Niche Studies

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