



## ***PARC is pleased to announce the release of TGI Qatar***

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 offers an extensive and flexible range of solutions to meet your marketing needs.

TGI can help in determining and understanding

- Who are your consumers (demographics & Psychographics)
- How your customers think
- What drives customer choice
- What you need to know when launching a new product
- Your ideal marketing partners
- How your brand can enter a new territory
- Segmenting the consumers
- Targeting them (TV, Press, Radio, Internet, Outdoor & others)

### **TGI Arabian Releases**

- **TGI Qatar (n=1500)**
- TGI Saudi Arabia (n=7000)
- TGI UAE (n=5000)
- TGI Kuwait (n=4000)
- TGI Bahrain (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

### **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
- Frequency, Recency and Intensity of reading Daily Newspapers, Weekly & Monthly magazines by Publication title & Topics of Interest for Press
- Frequency, Recency and Intensity of viewing TV & Radio listening by time segments and visiting websites
- Recall of outdoor advertising by type

**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.

## Market Overview

- Essential market insights to help expand into a new category or territory.
- Evaluate the opportunities for expanding your brand into new markets
- Facilitate market evaluation - gain a broad understanding of market dynamics and your potential customers
- Gain insight on your potential new customers
- Evolve your marketing strategy through further knowledge of:
  - ☐ The size of the market
  - ☐ The demographic profiles
  - ☐ The trends over time
  - ☐ Who the leading players are



## Brandscape/Mediascape

- Gain an overview of the makes and brands landscape to help steer your marketing strategies
- Evaluate which consumer groups offer the best opportunities
- Predict what might happen in the future - appreciate how makes and brands have performed over time
- Understand the motivations behind makes and brand choice - identify the key attitudinal themes that differentiate users
- Refine your approach - identify the key attitudinal differences and similarities between users of competing brands

## **User 360 degree perspective and Targeting them**

- A better understanding of existing and potential customers
- Engage your customers on a more personal level
- Ensure the personality of your makes and brand correlates with the lifestyles of its owners and users
- Tap into your customers' interests - understand their favorite newspaper sections, music, films and TV programs
- Develop marketing strategies that are relevant to your customers - get a grip over what motivates them
- Identify interesting sponsorship opportunities that exist for your target audience

## **New Enhancements**

- Cross Media Planning Module
- Understand Internet Incremental Reach Over Other Media Vehicles
- Readership Survey Questionnaire integrated and Press Media Optimization
- TV Programs
- Outdoor Media including Metro
- Online Newspaper, Smartphone, lifestyles and many more..