



Getting fresh insights with limited research budgets

We are experiencing the most difficult economic times that many in business have ever known. Increasing numbers of companies are reducing expenditures where they can. For those involved in marketing and insight-driven analysis, this can mean cutbacks being imposed; national and international research budgets are being scaled down.

Yet the need to plan ahead still exists – perhaps it is greater than ever. Marketers who want to drive their businesses forward still need to find ways of getting ahead of the competition.

The question becomes: how to continue getting fresh new insights, but with limited research budgets? This is where TGI can help. The

TGI network consists of over 60 markets worldwide, with a total of over 800,000 respondent interviews conducted annually.

The studies are available for use right now, and they contain a huge breadth of information. Almost all businesses can find something of value in TGI.

Attitudes, media use

The insights offered by TGI range across 18 major sectors of consumer activity. Typically 500 categories and over 5,000 brands are covered. Consumers' attitudes and values are included, as well as their media use.

TGI information is comparable across all markets for multi-country insights.

Because TGI studies are syndicated, the costs are shared between clients. Therefore you don't need to bear the cost of conducting a large-scale study alone.

There's a wide variety of analysis possibilities, and we can tailor our information and insight packages based on individual brand owners' requirements.

We can even enhance TGI with custom adaptations. It's often possible to revisit TGI respondents with client-specific survey modules. Or we might use data fusion techniques to integrate your own custom projects with TGI, thereby extending the range of insights you can generate.

Your research budget may be limited, but TGI can offer you great possibilities.

Why TGI?

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Fresh insights and information available right now
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Syndication means costs are shared with other clients: you don't bear all the costs alone
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Consumer information across 60+ countries, based on large sample sizes
 - Brand use
 - Attitudes and values
 - Media use
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Wide range of information
 - 500+ categories
 - 5,000+ brands
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Multi-country comparability
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Flexibility in delivery
 - Survey databases with software analysis tools
 - Our own consulting teams
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Wide range of project possibilities
 - Strategic development
 - Segmentation
 - Profiling
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Enhance with your own custom studies
 - Re-contact studies of TGI respondents
 - Data fusion techniques



TGI

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