



TGI (Target Group Index) is a fast-growing, global network of single-source market research surveys, providing invaluable, comparable product, brand, media, attitudinal and demographic data for 60 countries across 6 continents.

On the TGI survey we have collected information on many different aspects of the respondents.

Adults, 15 years and above, across Jordan, were asked not only about their product and brand usage but also about their leisure activities, their use of services, their media exposure and preferences, their attitudes and motivations and of course demographics. This means that the data available to you is extremely broad and flexible, presenting virtually endless opportunities for market analysis and segmentation and helping you develop your targeting and consumer understanding.

Respondents were asked about their use of 5000+ brands in over 400 product areas. Broad categories of product and activity coverage include:

1. Food
2. Household Products
3. Toiletries & Cosmetics
4. Pharmaceutical & Chemist Products
5. Drinks
6. Sweet & Salty Snacks
7. Tobacco Products
8. Motoring
9. Shopping, Retail & Clothing
10. Sports & Leisure
11. Holidays & Travel
12. Financial Services
13. Communications & Internet
14. Appliances & other Household Durables
15. Electronics & other Personal Items

TGI deliverables

TGI also delivers the following, making it a truly Single Source survey:

Demographics

- Comprehensive Socio-Economic profile data

Psycho-graphics

- Lifestyles
- Attitudes

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 and Radio by time segment
- Recall of outdoor advertising by type (Road Side, Bus, Airport etc...)

Time Diary

- Daily Activity reconstruction using a comprehensive time diary (At home, in a car, at work, having lunch etc...)

Powerful analysis software

A central element of the TGI proposition is specially developed suites of analysis software. These enable subscribers to conduct powerful analyses for themselves, ranging from simple cross-tabulations to complex multivariate segmentations. Whatever the project, the software provides fast and flexible access to the data.

TGI solutions

TGI goes beyond simply providing data. TGI can provide you with the answers to all types of marketing questions, quickly and flexibly. TGI can provide you with a simple market overview or a more detailed analysis of the competitive environment, right through to bespoke customer segmentation.



Market Overview

Objective: 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
- Begin to develop your marketing strategy through knowing:
 - The size of the market
 - The demographic profiles
 - The trends over time
 - Who the leading players are



User Profiles

Objective: A better understanding of existing and potential customers

- Engage your customers on a more personal level
- Ensure the personality of your brand correlates with the lifestyles of its users
- Tap into your customers' interests - understand their favourite newspaper sections, music, films and TV programmes
- Develop marketing strategies that are relevant to your consumers - get to grips with what motivates them
- Identify the best sponsorship opportunities that exist for your target audience
- Get the complete picture on your customers' lives and attitudes



Brand Scenario

Objective: Learn about the key brands driving the category, in terms of users and positioning

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



The Competitive Environment

Objective: Understand more about the interrelation between competing brands within the category

- Uncover the opportunities to exploit, and the threats to defend
- Refine your approach - identify the key differences and similarities between competing brands
- Predict what might happen in the future - understand how the category and brands have fared over time to create the current market conditions
- Gain a comprehensive overview of the competitive environment to help steer your marketing strategies



Key Drivers

Objective: Recognise what motivates consumers in your target group, and makes them choose one brand over the competitive set

- Understand your existing and potential customers' behaviour based on their fundamental priorities in life
- Identify the key factors that drive consumers to choose one brand over the competitive set
- Reveal synergies between your brand and the attitudes of its users
- Develop marketing strategies that tap in to your customers' core interests and values



Relationship Dynamics

Objective: Identify what characterises your target group, and spot suitable sponsorship and promotional opportunities

- Search across all categories in order to identify the optimal sponsorship and promotional opportunities
- Pick out the top relationships for your brand without bias from user input or selection
- Understand the key dynamics within a target audience's broader lifestyle repertoire
- Improve strategic planning for a brand

Please schedule an appointment to experience TGI, the indispensable, marketing research tool.



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