



Introduction to Kantar Media TGI

The Who, Why and How of Consumer Behaviour

Kantar Media's TGI surveys measure consumers: who they are, why they behave and make choices the way they do and how best to reach them.



WHO?

Detailed profile of product and brand users including demographics, retail and leisure habits



WHY?

Understand their mindset by exploring in-depth both attitudes and motivations



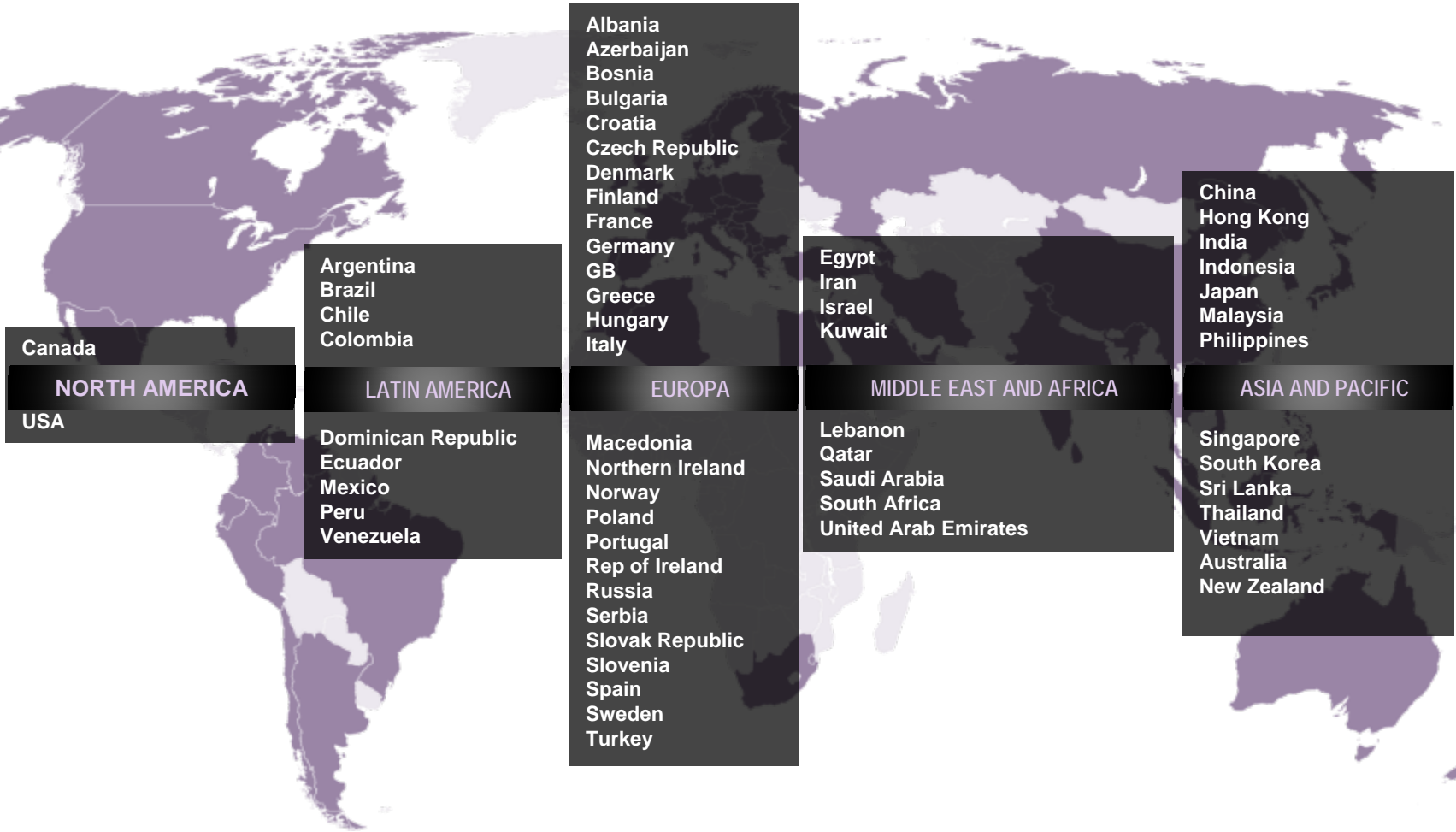
HOW?

Full analysis of all ATL & BTL Media consumption to identify most effective channels and tone of communication to reach each segment



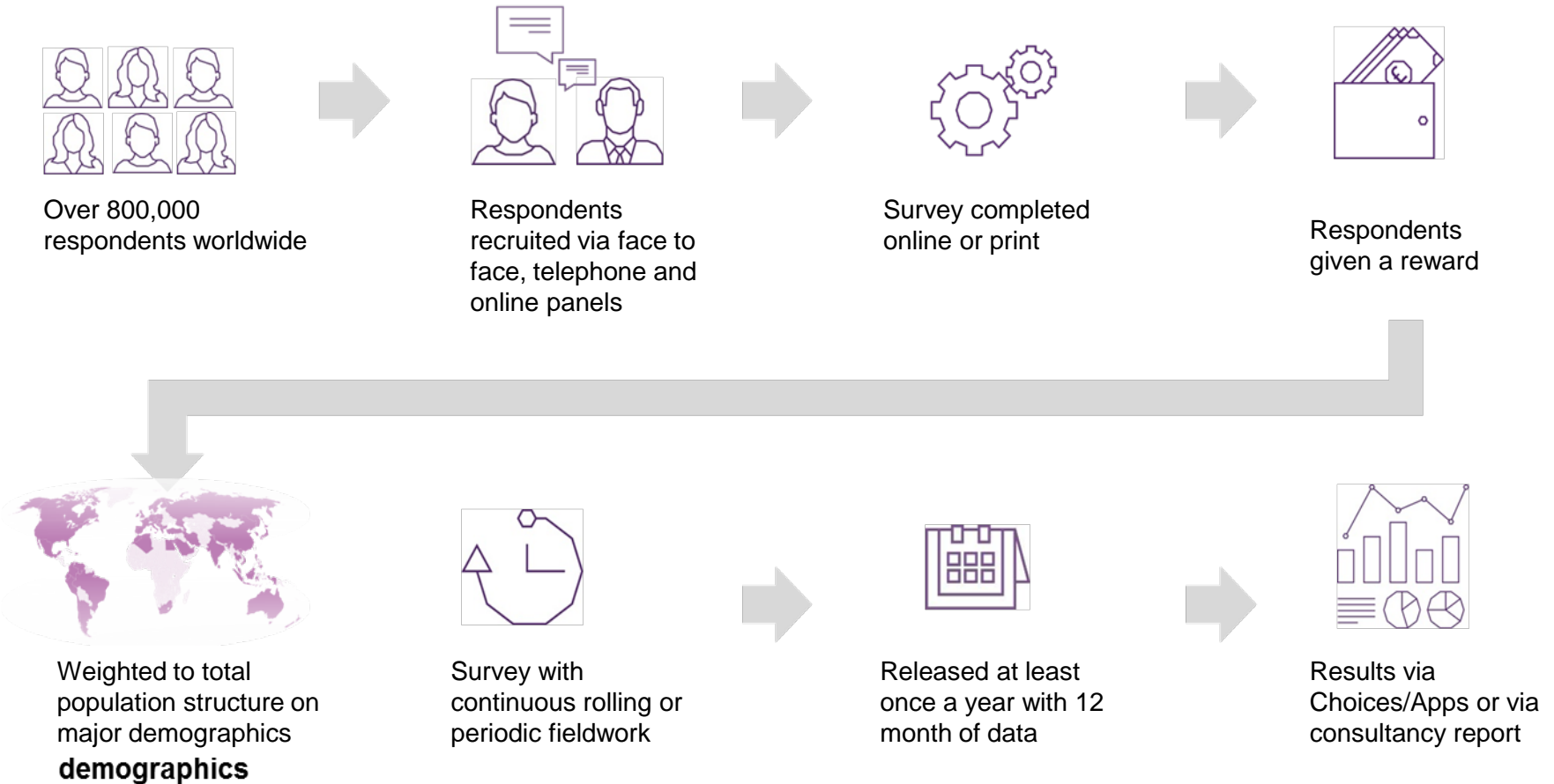
TGI Global Coverage

We offer our TGI surveys in almost 70 countries around the globe.



A methodology to provide high quality and robust data

In the majority of our markets, our clients use TGI data as the reference for media targeting and planning. Kantar Media TGI surveys more than 800,000 people in more than 65 countries every year with the data being released on an at least 12 month basis.



TGI EUROPA

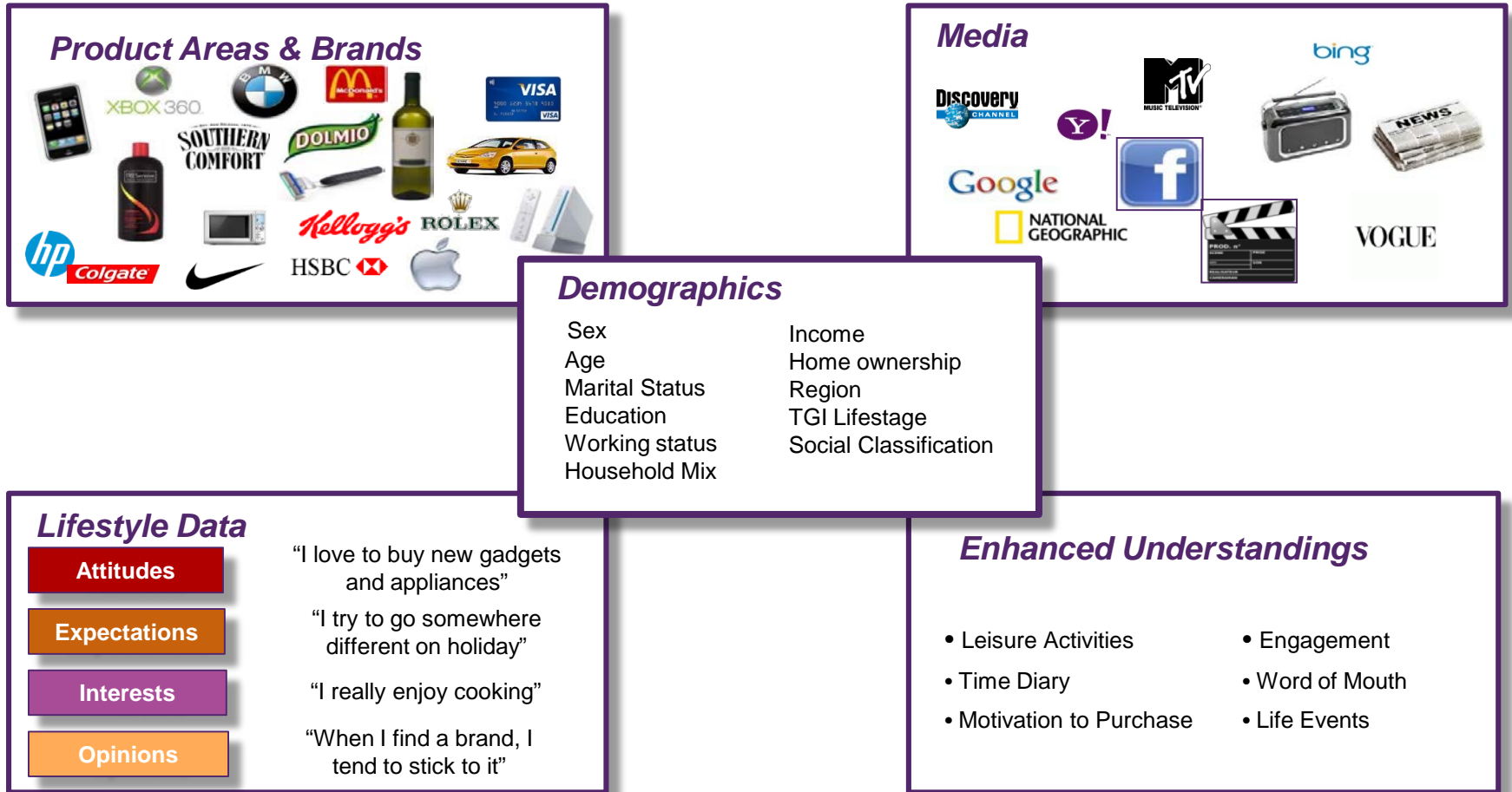
- Harmonized Data in D, GB, ES, F
- Weighting:
 - to national population
 - to local readership studies
- Respondents 15+*
72.000 respondents each year
- Continuous fieldwork
- Data release: 2x a year



Coverage

We measure online and offline consumer behaviour, brand usage, attitude and media consumption.

More than 40 000 variables are available in each country to identify, describe and understand your target audiences.



Contacts

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value.

For further information, please visit us at www.kantarmedia.com