

TNS embraces neuroscience to augment its brand and communications offer

TNS has long been associated with its strong brand and communications offer. The marketing research company has now taken this a step further by combining its brand and communications understanding with neuroscience to get to the heart, or brain as it were, of what people are thinking when they make decisions.

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Partnering with HeadSpace Neuromarketing has given TNS the ideal opportunity to validate its communications testing approach based on neural theory. Underpinned by science, the company's approach moves beyond what people claim is the reason for their brand decisions based on rationalisation after the fact, to get closer to the truth based on their unconscious responses to advertising.

TNS's Alida Jansen and Lorcan McHarry presented an award-winning paper at the recent Southern African Marketing Research Association (SAMRA) conference, showing how the marketing research company's quantitative communication testing approach mirrors the way in which the brain processes information when exposed to an ad.

This means that TNS now offers a holistic view of communications success, from second-by-second analysis using HeadSpace Neuromarketing's EEG technology, to an aligned quantitative assessment based on the same principles, once the ad has been flighted.

Explains John Laurence of HeadSpace Neuromarketing, "Our ability to examine the effectiveness of various elements of communication in fine detail, combined with TNS's bigger picture analysis allows brand owners to benefit from unprecedented insight into their marketing communications and the ability to maximise the punch of their marketing budget."

TNS's new communications measurement approach was officially launched late in 2013, but the company is now ready to begin incorporating EEG and other neuromarketing techniques into its client offering. Jansen explains, "This comes from a need to cater to what clients want, in order to help them make better decisions and help them grow. Neuroscience has offered the industry new ways of answering questions by providing a fresh look at tapping into unconscious responses to stimuli. This adds a level of precision and depth necessary as both the research and marketing industries evolve."

Jansen reiterates the importance of providing tools that work best for the company's clients, in order to further strengthen these relationships, as well as being able to answer clients' questions within the neuroscience space.

Jansen is confident that TNS's new brand and communications approach will offer significant benefits to its clients, not least because the company does not view its neuromarketing capabilities as a stand-alone offer, but rather as one that underpins the company's existing thinking. She concludes, "TNS has always had a very strong point of view about how humans make decisions. Adding neuroscience to the offer augments this because it is aligned with what we have always said - it is not a nice-to-have or bolt-on feature, but one that we hope will fluidly become part of what we do."

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

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