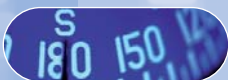


# Global TGI

for Brand Owners



## What is Global TGI?

TGI (Target Group Index) is a global network of single-source market research surveys providing invaluable, comparable consumer insights for nearly 60 countries.

Use TGI to identify target groups for a broad spectrum of consumer goods and services, and the best methods for communicating with them. TGI presents virtually endless opportunities for market analysis and segmentation and can help you find the answers you need quickly and flexibly.

### Use TGI for...

- Category and brand management
- Understanding your market
- Exploring new markets
- PR opportunities
- Effective targeting
- Communication planning
- New product development
- Cross-selling and promotions
- Customer relationship marketing



With a total annual sample of 700,000 respondents across six continents, and the same consistent approach around the world, Global TGI can meet the research and consumer insight needs of any business requiring internationally comparable data for marketing and media solutions.

## Offering key insights into a range of markets

In addition to extensive demographic, media and attitudinal data, TGI includes product and brand usage information in the following areas:

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| Food                              | Motoring                           |
| Household Products                | Shopping, Retail & Clothing        |
| Pets & Pet Food                   | Sports & Leisure                   |
| Toiletries & Cosmetics            | DIY & Gardening                    |
| Pharmaceutical & Chemist Products | Holidays & Travel                  |
| Non-Alcoholic Drinks              | Financial Services                 |
| Alcoholic Drinks                  | Communications & Internet          |
| Sweet & Salty Snacks              | Appliances & Household Durables    |
| Tobacco Products                  | Electronics & other Personal Items |

## Global TGI services for brand owners

Our brand owner clients can draw insight from Global TGI in two different ways:

### Subscription to the full database or specific product sectors

This gives you unlimited access to the data from your own offices, with the freedom to run analyses quickly and flexibly in Choices3 software. We offer full training plus the ongoing support of a TGI client service representative.

### Consultancy services

Drawing on its extensive database resources, the Global TGI consultancy service can help you to find out what your customers think, what drives their choices and who your ideal marketing partners are. We can provide quality data, graphical presentation and interpretation all with a fast turnaround.



## Accessing Global TGI information

Prices for accessing Global TGI vary according to the selection of countries and specific requirements of each client.

As a broad indication, a mid-priced market might be priced at US\$75,000 for a year's access to the entire database or around US\$25,000 for a single product sector subscription. All TGI subscriptions include access to standard demographic, media and attitudinal information, plus analysis software, training and support.

The Global TGI consultancy service runs projects of all sizes. We handle large strategy and segmentation work for major global organisations, but can also run smaller projects for which prices typically start at around US\$10,000.

Please contact your local TGI representative for further details and to get a quote.

## Did you know?

- A fifth of Americans consider themselves to be 'TV addicts'
- 94% of South Koreans own a mobile phone
- A third of Brazilians would undergo cosmetic surgery to improve their appearance
- 73% of South Africans worry about violence and crime
- Internet penetration in urban China has almost doubled in the past 5 years
- 7 in 10 Britons own a credit card
- Almost two thirds of Italians think that it's important to keep young looking
- 1 in 10 Poles intend to buy a car in the next 12 months

**Contact us or visit our website to find out more...**

## Contact Global TGI

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