



# Digital Life



**Digital Life will deliver a fundamental understanding of how people use Digital, the role it plays in their lives and the needs and motivations that drive their behavior. Through TNS Digital 'Segments' and 'Occasions', Digital Life will allow clients to develop and implement Consumer driven digital Strategies.**

## Business issues addressed

- In what online occasions do consumers interact with my brand
- What are the digital segments of the target market of my brand
- Where, when (time) and how (messages) I can reach my target online
- What is the right message and content to engage them

## TNS Digital Segments and Decisions

- Understanding **digital segments** will enable clients to understand what key sections of their target market are doing online – for example social networking.
- Understanding their motivations within an '**occasion**' will enable better targeted advertising & consumer communication via social media campaigns.



## Client benefits

Three levels of insights and benefits:

- **Understand:** Overview of the global digital consumer segments and benchmarks / differences across countries
- **Design:** design strategies based on analysis of Segments and Occasions for target markets
- **Implement:** segments can be rollout into any research, CRM or cookie / web analytics programs, allowing one to one actions based on needs and motivations

Based on a unique combination of survey and actual online behavior, as well as mutli- country coverage .

**Availability**

**Q3 2010: For all countries joining the program**

	Innovation & Product Development	Brand & Comms	Shopper Insight	Stakeholder Management	Qualitative
Discover	✓	✓	✓	✓	
Develop					
Deliver					



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