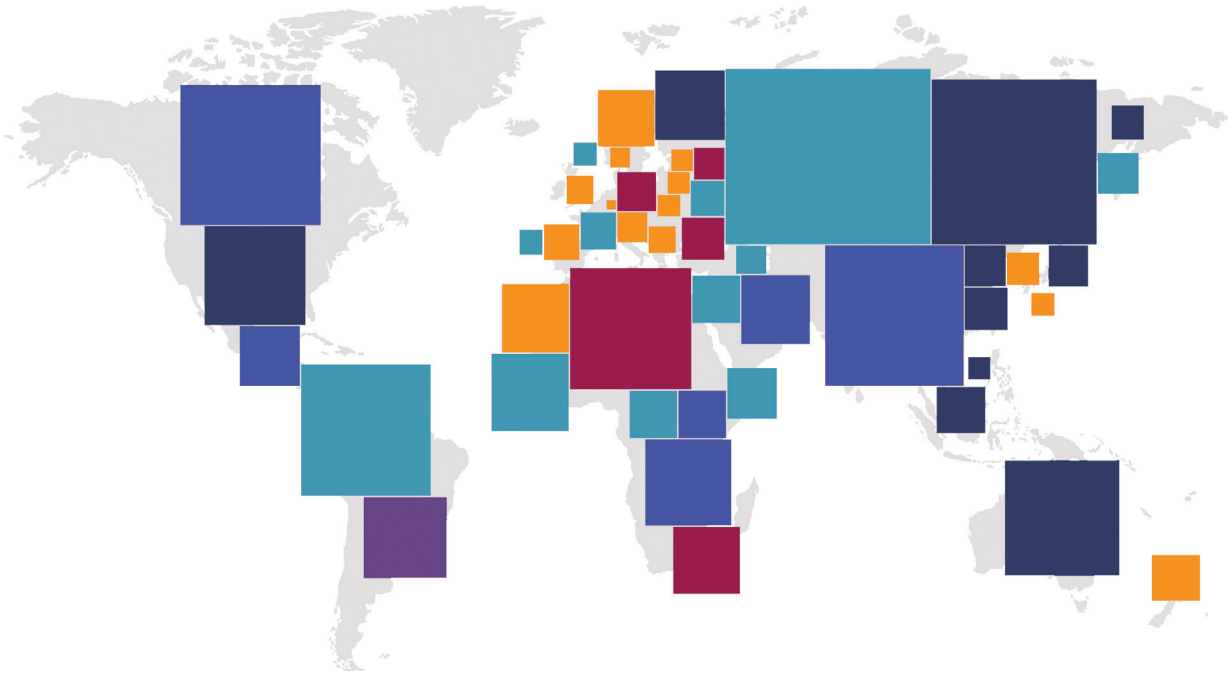


Digital insights to power growth.



The largest global study into people's attitudes and behaviour online

The Internet has made our world and the way we build businesses more dynamic and more complex than ever. Opportunities and threats exist on a global basis that were unprecedented just a decade ago. The Internet impacts all elements of a business' growth plans and in order to succeed brands need to embed digital into their marketing strategies.

Engaging effectively with customers online requires a deep understanding of their motivations, opinions and attitudes – and their resulting actions and behaviour. Developing strategies and content that really

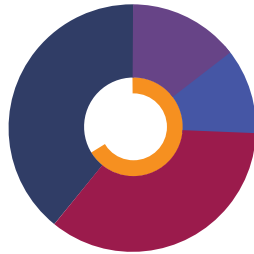
drive engagement can help a brand achieve its growth ambitions. Integrating this seamlessly into processes already in place for product development, marcomms and relationship management will reap significant benefits.

Digital Life makes this complex environment simpler to navigate, cutting through the clutter to identify the precise strategies, channels and content to inform your marketing plans and make digital a key driver in achieving growth.

What is in Digital Life?

Digital Life provides recommendations on how to use digital channels to grow your business, through a precise understanding of human behaviours and attitudes online.

Based on in-depth conversations with 72,000 people in 60 countries, Digital Life's size, scale and detail make it the most comprehensive view of consumer attitudes and behaviour online, at a global and local level.



Digital Life also introduces the Digital Growth Index, a single number score defining the opportunity across product categories and countries for growth through digital channels, and showing the diversity of opportunities available in the online world.

Across countries and product categories, Digital Life pinpoints the range of growth opportunities available to brands in the online world.

Digital Life applies TNS's long-established expertise and deep consumer understanding to develop insights and address the key questions that inform marketing investment:

- How can I use digital channels to help grow my business?
- Who can I reach through digital platforms?
- How do I build my brand through engagement with new and existing consumers online?
- How do I identify and cultivate brand advocates online?
- How do I target and convert the in-the-market customer online?

About TNS

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

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.

Contact Us

The latest Digital Life findings will be available from November 2011. To stay informed, contact your TNS team, email digitallife@tnsglobal.com, visit www.tnsdigitallife.com, or follow us on Twitter [@tns_global](https://twitter.com/tns_global)