



**TNS Introduces the  
*TRI\*M™ Digital Reputation Manager***

*Insights that build a comprehensive understanding of the real reputation drivers among online conversations and how to harness them*

**London, 20<sup>th</sup> September, 2011** - TNS, the world's largest custom research company, today announced the introduction of its *TRI\*M Digital Reputation Manager*, designed to help companies to understand the drivers of reputation in a digital environment and tailor their communications approach to protect and strengthen their corporate brand.

*"Consumer engagement with social media has led to a massive change in the way companies need to manage their corporate reputation to maximise the opportunity to drive advocacy and supportive stakeholder behaviour. We developed TRI\*M Digital Reputation Manager to help companies cut through the noise of online conversations to understand the exact topics and engagement strategies that really will support business objectives."* said Peter Pirner, Global Director Stakeholder Management.

Building on TNS's long history as leaders in stakeholder management research and corporate reputation benchmarking, the *TRI\*M™ Digital Reputation Manager* identifies the exact drivers of digital reputation for an organisation and makes precise recommendations of actions that will support long-term growth. Applying the suite gives companies the insights they need to proactively manage their corporate reputation online *and* offline, by:

- **Identifying** - Advanced social media screening to understand what is being discussed about a company online, the frequency of individual themes and issues, where the discussion takes place and the sentiment of these conversations.
- **Evaluating** - Applying the world leading, *TRI\*M Corporate Reputation* to online conversations identifies the topics - both positive and negative - that will impact on a company's corporate reputation among key audiences, identifying the need for action and the priority topics that will protect and strengthen corporate reputation.



## Press Release

- **Managing** – Digital Lifestyle segmentation based on TNS's Digital Life, the world's most comprehensive study into digital attitudes and behaviours, gives a deep understanding of the digital attitudes of the company's target groups and how they behave online, leading to precise recommendations about the digital channels and engagement strategies for corporate communication.

Steffen Hermann, Senior Reputation Advisor from the Global TRI\*M Centre adds:

*"With this new integrated solution, we are drawing on our strong heritage in stakeholder management research and comprehensive insights into the way people behave online, to give companies precise recommendations on the digital touchpoints and conversations they should participate in to protect and strengthen reputation and drive advocacy with their key stakeholders."*

The TRI\*M Digital Reputation Manager draws on TNS's corporate reputation benchmarking database with over 1,700,000 interviews across 16 individual stakeholder groups, such as potential customers and employees, journalists, investors and the general public. It is completely integrated with TNS Digital Life, the most comprehensive and holistic study of on-line behaviour and attitudes ever. A snapshot of the findings can be found at [www.discoverdigitallife.com](http://www.discoverdigitallife.com).

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### **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.

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

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

### **About Kantar**



## Press Release

Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at [www.kantar.com](http://www.kantar.com).

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