



Head Office – South Africa

Lakeview Office Park, 137 Muckleneuk Street,
Nieuw Muckleneuk, Pretoria 0181, South Africa
P.O. Box 2088, Brooklyn Square 0075, South Africa

Tel: +27 12 428 7400 • Fax: +27 12 346 5366

Subsidiary Office: Stellenbosch

www.askafrika.co.za

PRESS RELEASE

TGI IN SA IS CONSTANTLY INTEGRATING BENCHMARKS AND CURRENCY SUPPORT

- ***South Africa's marketing industry to get first hand exposure of new digital innovations from TGI/Ask Afrika***

Johannesburg 10 June 2016 South African advertising, marketing and media industries will soon have access to highly optimised consumer measurement tools, thanks to the introduction of new, innovative survey delivery software developed by Kantar Media's Target Group Index (TGI), licensed locally to the Ask Afrika Group.

TGI, a global products and brands survey, is used by the majority of top 50 advertisers and media owners in South Africa. It currently compliments latest media measurement currencies, namely the Establishment Survey, the Out of Home Survey), Radio Audience Currency Survey (RACS) and the Television Audience Measurement Survey (TAMS). The TGI sample is in the process of being aligned to the new currencies.

Addressing thought-leaders at a conference hosted by Ask Afrika in Johannesburg yesterday, London-based Head of TGI International at Kantar Media, Geoff Wicken, said TGI's latest innovations offer sophisticated marketing solutions in the digital space, and are soon to be introduced in South Africa.

One is the TGI Target Snapshot, a web app designed for advertising, marketing and media agencies to enable their workforce to quickly and simply access and understand key insights into a product or brand's consumers. Another is TGI Clickstream, metered consumer mobile behaviour, enabling better planning and selling amongst all players in the digital media marketplace by evaluating the most effective online inventory. Further programmatic solutions empower the delivery of effective campaigns for clients, allowing trading desks to access data from multiple sources.

“These innovations, combining online and offline data, will provide marketers with key brand insights at their fingertips, and the beauty of TGI is its ability to tie up with existing measurement currencies in South Africa. TGI will integrate seamlessly with these currencies,” said Wicken.

Wicken added that TGI’s advanced tools are not only able to provide advertisers, agencies, media owners and publishers with a better understanding of their markets, they can also be integrated with a client’s own consumer studies, enhancing a brand’s own survey information to optimise consumer profiling and segmentation.

TGI has various integrated software modules - harmonised to 70 global markets –providing a complete view of consumer behaviour and characteristics, covering product and brand use, attitudes and motivations, media and digital engagement, leisure activities and demographics. Thus TGI is the ideal vehicle for product brand positioning,

“TGI is not a measurement currency itself, but it’s the only current products and brands survey that compliments all the new measurement currencies, enriching their data and enabling smarter, more integrated marketing solutions,” explained TGI director Maria Petousis.

Ask Afrika is South Africa’s largest independent market research company, used as a preferred research partner across various industries to co-craft customer service strategies. Aside from its wide South African footprint, Ask Afrika operates in a dozen African countries.

CEO of Ask Afrika, Andrea Rademeyer, told the conference delegates: “Ask Afrika is one of Kantar Media TGI’s top five global partners, and our partnership has yielded many cutting edge developments over the past eight years. TGI in South Africa is constantly integrating benchmarks and currency support, making it a powerful player in the new brand and product currency landscape. We look forward to continuing this partnership, and to bringing new innovations to South Africa, ensuring fluidity between all our measurement currencies.”

About the Ask Afrika Group:

Ask Afrika Group is the largest independent South African market research company. The company focuses on local relevance, benchmarked against the global context and is also a member of ESOMAR. Apart from its large South African footprint, Ask Afrika Group also operates in a dozen African continental territories.

Ask Afrika Group is well known for delivering strategic and large scale field projects and for creating benchmarks for industry. With regards to service excellence Ask Afrika Group is the preferred research partner across industries to co-craft customer service strategies through meaningful research methodologies across the value chain and customer service touch points.

TGI research, for which Ask Afrika Group owns the South African copyright, has an annual single source sample of 15 000 locally and 800 000 globally. It has a global geographic coverage of 70 markets, and measures services, products, media, and brands. Ask Afrika's knowledge of brands is extensive and TGI is already used by the majority of Top 50 advertisers and media owners in South Africa. TGI compliments local and global currencies. It has various integrated software modules and offers the most comprehensive insights into demographics, behaviour, product and brand use and attitudes.

The Ask Afrika Groups' exclusive product suite includes the Ask Afrika Orange Index®, the Trust Barometer™, TGI (Target Group Index), Ask Afrika ICON Brands™ and Ask Afrika Kasi Star Brands, the Digital Barometer and Gateway. Ask Afrika is known for its exceptional service delivery and innovation.

website: www.askafrika.co.za

Issued on behalf of Ask Afrika Group

For further enquiries contact Vuma Reputation Management

Thabile Manala

+27 72 704 6506

thabile@vumareputation.com



