



## Press information

**Contact details:**

Nancy Narraway

t 212-991-6169

f 212-661-0408

e [nancy.narraway@tns-global.com](mailto:nancy.narraway@tns-global.com)

**TNS ANNOUNCES ACQUISITION OF SORENSEN ASSOCIATES,  
THE INNOVATIVE LEADER FOR IN-STORE MARKET RESEARCH  
*TNS EXPANDS SHOPPER RESEARCH BUSINESS AND CREATES NEW  
GLOBAL PRACTICE***

**New York, February 19, 2007** – TNS, a world leader in market information, today announces the acquisition of Sorensen Associates, "The In-store Research Company®", in the United States to support the rapid expansion of its successful shopper research business. TNS has also created a global practice, TNS Retail and Shopper Insights, to meet the growing international demand for more sophisticated shopper insights and marketing initiatives. Research and consultancy services for shopper research that can be delivered consistently in traditional consumer markets, is experiencing growth across multiple sectors including technology.

Through their 'science of shopping' philosophy, Sorensen Associates is recognized as the thought leader, specializing in shopper behaviour, motivations and perceptions at the point of purchase. Sorensen Associates has delivered innovative tools such as PathTracker® and the metrics for measuring in-store traffic. This acquisition significantly strengthens the TNS's shopper research operations and makes it one of the leaders in this field.

With the in-store expertise of Sorensen Associates, including its revolutionary shopper-tracking technology, TNS is now equipped to offer insights into the full spectrum of the "shopper journey" – before shoppers enter a store, as they walk through the store, at the point of purchase, and after they have selected a product for purchase. This breadth and depth of shopper research capabilities is unmatched in the marketplace. TNS custom operations bring significant experience in understanding brands and consumer motivation, while TNS Worldpanel provides the industry standard for the continuous measurement of

consumer purchasing and behaviour. TNS will combine these long-established offerings with Sorensen's knowledge of shopper behaviour in-store and will use its global network to deliver sophisticated shopper research to clients around the world through its new global practice – TNS Retail and Shopper Insights.

“TNS has responded to the growing needs of retailers and manufacturers by significantly strengthening our offering, allowing us to service the needs of the many large companies that are forming ‘shopper insight’ groups. Sorensen has created excellent tools for the US market and we have gained a talented business head – Herb Sorensen, Founder & CEO – whose expertise will be of considerable benefit.”, said David Lowden, Chief Executive of TNS.

“Manufacturers are becoming increasingly aware that they have little control over the actual act of purchase in-store and this is driving growing demand for information and insight from our clients. TNS Retail and Shopper Insights will leverage our long track record in shopper research and take it to a new level, providing major multi-nationals with consistently high standards of shopper research internationally. We will help clients maximize their retail channel strategy, activate in-store marketing, optimize their brand performance in the retail environment and drive long-term partnerships between the brands and the retailers.”

Kimberly Till, CEO TNS North America, said:” I am delighted to have Sorensen Associates as part of our portfolio in North America. They will significantly strengthen our ability to deliver value added insights in the retail area. We also look forward to leveraging Sorensen's capabilities in other industries.”

TNS Retail and Shopper Insights will also link all three parties involved in a retail purchase – shopper, retailer and manufacturer. Retailers and manufacturers will achieve greater understanding of consumer needs and will be able to engage more actively with each other to drive mutual growth and profitability.

**-ends-**

**About TNS:**

TNS is a market information group:

- The world's largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The group's employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.

TNS' strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

**TNS is the sixth sense of business.**

[www.tns-global.com](http://www.tns-global.com)

**About Sorensen Associates** ([www.sorensen-associates.com](http://www.sorensen-associates.com))

Sorensen Associates is "**The In-store Research Company**<sup>®</sup>". It captures shopper behaviours, motivations and perceptions at the point of purchase. Sorensen Associates specialises in telling retailers and suppliers how well products or packages perform in the retail environment, what shoppers truly value, how they shop in store, and how to maximise the real estate and resources of a store.

**For more information please contact:**