

TNS takes on 2009 Top Brands, Retail Awards survey

TNS Research Surveys has won Avusa Media's 2009 market research contract for the *Sunday Times* Top Brands Awards and *The Times* and *Sowetan* Retail Awards surveys, after a three-way pitch, it was announced earlier this week.



Now in its 11th year, the Top Brands Awards survey was previously run by Markinor, which rebranded to Ipsos Markinor in early 2008. The research company also conducted the inaugural Retail Awards last year.

"This year we wanted to combine the research for the two awards and decided to put it out to pitch. We are excited to partner with TNS Research Surveys, which has offered a very innovative and business-focussed approach," says Enver Groenewald, Avusa media GM advertising revenue and strategic communications.

"A new research model, as well as more in-depth research provided by the company, will produce even more interesting and credible insights for our clients this year. These fresh insights will not only relaunch the prestigious Top Brands Awards and further grow the Retail Awards but deliver on our promise to provide key knowledge and understanding of consumers to our clients, which is critical in these tough times."

"We are ecstatic about being awarded the Top Brands Awards and Retail Awards surveys as they represent two of the most high profile studies that sit right in our heartland of understanding brand relationships and building strong brands," says Karin Du Chenne, TNS Research Surveys managing executive.

"For this year's surveys we are offering original ideas on measurement and sampling and have looked beyond just brand size to what really makes a brand strong. It is always imperative to keep in touch with one's customer particularly in the current times of turbulence when people re-think their buying patterns and decision criteria," Du Chenne concludes.

The 2009 Top Brands Awards will take place on 12 August 2009 and the Retail Awards on 8 October.