



Global TGI update



The global bulletin of the original single-source marketing survey – now in 60+ national markets around the world

We are pleased to send you the latest newsletter from TGI, the global source of marketing and media information. Its aim is to show how some of the options available from TGI can help your business.

To contact us, please email enquiries@tgisurveys.com or visit <http://www.tgisurveys.com>

FREE Global Product book 2009 - download topline data from 63 markets for free!



We are very excited to bring you TOTALLY FREE OF CHARGE the Global TGI Product book 09 – a valuable comprehensive, carefully selected set of Global TGI free data comparing figures from 52 categories across 63 markets.

TGI Product book 09 will provide you with percentage penetration and total users (in 000s) of each product category in each market.

Global TGI measures individuals' usage of products, services and media, as well as personal attitudes and lifestyle preferences. Over 800,000 interviews are conducted around the world a year to produce this valuable data.

TGI can help you find the answers to all types of marketing questions, quickly and flexibly. Whatever the priority: whether it is consumer profiling, market segmentation, targeting, re-positioning, market entry, product development, brand insight, cross-promotions, media planning... TGI will be at hand.

[Download here the FREE 2009 Global TGI product book with data on 52 product categories across 63 markets](#)

TGI goes Nordic!

We are delighted to announce that TGI is expanding its Nordic offering with three of the top-10-GDP-per-capita countries in the world! With the new addition of Denmark, Finland and Norway to Sweden, TGI has now excellent coverage of the Nordic region.

The four surveys:

TGI Denmark – Index Danmark / Gallup (NEW!)

TGI Finland – TNS Atlas (NEW!)

TGI Norway – Forbruker & Media / TNS Gallup (NEW!)

TGI Sweden – Orvesto Konsument

[Learn more about the surveys on our TGI website](#)





TGI Latina celebrates its tenth anniversary with an exclusive study!

TGI Latina just celebrated its tenth anniversary. To mark the occasion, a special trend study has been released: TGI 10 Years, 10 Trends. The study, in form of a PowerPoint presentation, reveals how consumer behaviors and patterns have developed and changed over the last ten years in the eight countries surveyed by TGI Latina.

The presentation reports the common trends that emerged in the Latin American markets throughout the last decade, comparing data from 2000 to 2008 in Argentina, Brazil, Peru, Mexico, Chile, Colombia, Venezuela and Ecuador.

The trend analysis provides fantastic insights into the key trends and changes that took place in the last decade. It is a must-have for strategic decision making.

[Click here to read some of the key findings and download the presentation](#)

Air Travel in Asia: Singaporeans The Most Well-Traveled Amongst Asia Pacific Countries

The latest TGI Media Index survey reveals that four out of 10 Singaporeans have traveled by air in the last 12 months – making them the most well-traveled in Asia Pacific.

[Click here to read more on Asian air travel + exclusive snapshot of Global air travel behavior](#)





About TGI

TGI is recognized as a market-leading source of information on consumers' demographics, attitudes, product and brand usage, and media consumption.

- Syndicated, single-source marketing and media research
- World leader: available in 66 countries across six continents
- Co-ordinated globally by Kantar Media
- Representing over 1.5 billion consumers worldwide
- Based on over 800,000 interviews annually

- Wide range of information:

- 18 product sectors - 260+ attitudinal statements
- 400+ categories - Media use
- 3000+ brands - Demographics

Why TGI will help your business

- Consistent single-source information across multiple countries
- Available for use right now
- Brand usage and consumer attitudes at a fraction of the cost of a U&A study
- Analysis on an international or local basis including:
 - Consumer profiling
 - Brand positioning
 - Strategic planning
 - Segmentation
 - Tactical marketing and media strategy
 - Trend analysis
 - Strategic development

Contact us at enquiries@tgisurveys.com

Global TGI: www.tgisurveys.com

[Click here for more information on the TGI surveys](#)
