

TNS Retail and Shopper harnesses the power of the shopper

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"Retail and shopper insights are 'hot' at the moment," says Michaela Murning, Head of Retail and Shopper at TNS South Africa. She should know - with 20 years of FMCG sales and marketing experience locally and internationally at brand level and as a consultant, she understands that right now the power lies firmly in the hands of the shopper, and brands and retailers need to take heed of this.

That's where TNS comes in. Murning explains that the research company works with global and local clients to get the best possible shopper insights to address their retail or shopper specific business issues. These could be centred on channel development, making it easier and faster for shoppers to shop at shelf, or making shopping within a category easier.

TNS South Africa is optimally positioned to share best in class shopper insights gleaned locally, as well as from across the AMME region and globally. Murning is part of a team of 14 people from the TNS network around the world who share ideas and utilise what the company has come to know to be best practice within this area of insight. This is particularly useful for clients operating in the South African space, but also those potentially wanting to grow within Africa or globally, as it provides them with the most relevant insights to direct a winning in-store strategy.

However, Murning emphasises the importance of pushing clients to decide what their key challenges are. Shopper research is relatively new within the South African business context and it is tempting to want to know everything, without considering its relevance. She says this kind of client guidance can only come from truly identifying with and understanding each client and realising that the end goal is not simply to get a piece of research out, but to share real insights that speak to key business issues.

Murning ends that, thanks to TNS's dedicated shopper structure that works toward ensuring clients approach to this research in a more meaningful way, many clients have seen real benefits in the insights they have been provided with. When money previously wasted on unused or wasted POS material is now being saved, or ROI of trade marketing investment at store level is finally being maximised to really drive sales, there is little doubt of the importance of retail and shopper insights, or that TNS is a serious player in this field.

About TNS

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