



*One stop
shopping for
food & drink
research*

Single Desk service simplifies all your food and drink research needs

Today's marketers and researchers have access to a host of different information sources and research techniques to help them make better, more informed decisions. With so many information sources available, collating, summarising and interpreting data from all these sources and presenting it in one cohesive format, can prove to be a daunting task.

That's where *Taylor Nelson Sofres'* International Fresh Foods' Single Desk Service can help. Through one contact at *Taylor Nelson Sofres*, our clients can have access to all of the services, continuous and ad-hoc, that the group offers. Your contact will discuss your issues in detail and then recommend the optimum research solution, utilising the relevant information sources available. He or she will manage and co-ordinate the entire programme and call in the relevant specialists when required.

The result is a truly integrated and planned research programme that is both efficient and flexible. It is an evolving process that takes place in stages. At each stage more questions are answered and the next stage is adapted accordingly.

Who needs this information?

This approach is relevant to everyone who buys marketing information and data in the food and drink industry whether it be from one source or many sources, continuous or ad-hoc, national or international. It may be that you have a well established product that needs to be rejuvenated or you need to launch a new product into the market for the first time. Having the *right information*, at the *right time* will make all the difference.

Benefits of our Single Desk Service

- Removes any overlap between different divisions and information sources making your research spend more efficient
- Integrated analysis and a greater insight into how your markets work and how your products sit within those markets
- Communication is streamlined with only one contact
- Access to all of the specialists in their fields but without the need to search them out yourself
- Well designed solution to your marketing planning queries, both at a strategic and tactical level
- One source for all your information requirements from market entry through to New Product Development and total Category Management

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What the service includes

- Design and management of all stages of your research programme
- Cost efficient methodology with no overlap
- Integrated presentations giving greater understanding

Continuous Panel Services

Superpanel - one of Europe's largest consumer panels, with 10,000 homes providing food, drink and toiletries purchasing information twice weekly via electronic terminals in the home.

Impulse - a panel of 4,350 individuals designed to measure markets with a high proportion of out-of-home consumption.

SandwichTrak - a continuous survey of sandwich purchasing in Great Britain. In the first continuous study of its kind, up-to-date, accurate information is collected from 24,000 interviews per year.

WineTrak - a new data source which combines Superpanel (grocery) and FashionTrak (independents and specialists) data systems and isolates the wine data.

Family Food Panel - the largest rolling usage database covering food and drink in Great Britain and Germany. The database tracks usage of all food and drink on a continuous basis with 11,000 individuals reporting every 6 months.

MealTrak - provides continuous data on the eating out of home market in Great Britain and Germany. It gives accurate, up-to-date information, which is gathered from over 60,000 interviews per year.

Syndicated Omnibus Services

Fruit, Vegetables, Fish, Meat, Dairy, Poultry and Home Meal Replacement.



For further information on the Single Desk Service please contact:

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