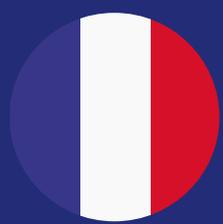


TGI Europa

Enhanced pan-market consumer understanding and targeting



213 million
consumers (aged 15+) across



Introduction

TGI Europa is a unique insight resource that measures all aspects of consumer characteristics and behaviour in great detail, from an industry leading, representative sample.

The study enables effective targeting of consumer groups across the most prominent Western European markets – Germany, France, Great Britain and Spain.

Whether you need a consistent overview of particular behaviour across countries, or an in-depth dive into a specific market's consumers, TGI Europa has the breadth and depth of insight to identify, reach and engage target audiences with confidence.



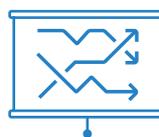
Target consumers at local, national or international level through a single, harmonised dataset



Analyse cultural differences and identify cross-border synergies



Optimise pan – European marketing and advertising strategies



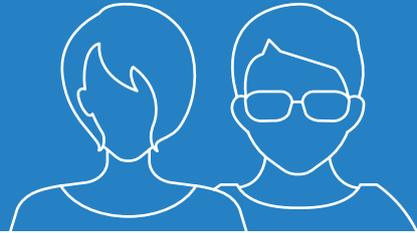
Stay ahead of international market fluctuations

Our methodology

60,000
interviews
per year



Representative sample of
adults aged 15+



Countries included



Great Britain



Germany



Spain



France

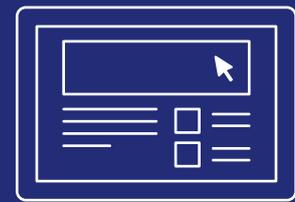
High quality
data thanks to
single-source
methodology



The go-to media
and marketing
insight resource



Data collected across the
year with two releases –
spring & autumn



In-depth behaviour coverage

TGI Europa covers all kinds of consumer characteristics and behaviour in great detail, so the right target can be precisely identified and reached as efficiently as possible. Our measures include:

- Demographics
- Media habits: TV, print, radio, video, OOH, digital, cinema, direct mail, Word-of-Mouth, social media (consumption and engagement)
- Leisure activities
- Over 250 attitudes, motivations and lifestyles
- Product and brand usage – over 10,000 brands and 500 products. Sectors include:
 - Food
 - Household Products
 - Pets & pet food
 - Pharmaceutical
 - Drinks
 - Confectionary and snacks
 - Tobacco
- Motoring
- Shopping, retail & clothing
- Sports & leisure
- DIY & gardening
- Holidays & travel
- Financial services
- Communication & internet
- Appliances and durables
- Personal items and electronics

Discover the right insights immediately

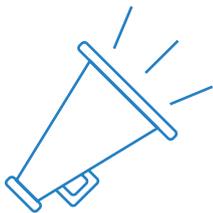
Key characteristics of TGI Europa that make it particularly straightforward to find and leverage the insights you need.

Best of both worlds: international comparison

Almost all of the data in the 4-country TGI Europa study is measured across all of the markets, meaning that insights are fully comparable. In addition, each country also has its own locally-relevant data for any deep-dive analysis required to fine-tune campaigns.

Ready-made consumer segments and summaries

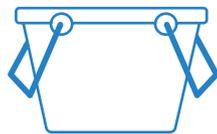
There are a number of consumer segmentations available in all four markets, giving you instant insights into a variety of key consumer types, including shopper, lifestyle, generation and total brand audience.



Lifestyle summaries

Key social and personal attitudes:

- Outgoing
- Image Conscious
- Optimistic
- Always On The Go
- Home Orientated
- Blasé
- Family First



Shopper summaries

Purchasing behaviour and preferences

- Low Cost
- Quality Orientated
- Brand Wanted
- Ad Impressionable
- Expert Influence
- Consumer Influence
- Promo Addict



Total Brand Audience

All instances of brand use across categories

- Adidas
- Amazon
- Apple
- Disney
- L'Oréal
- Nike
- Nivea
- Samsung
- Sony



Generation segments

Segmentation based on respondent year of birth

- Pre-War
- Baby Boomers
- Generation
- Millennials
- Generation Z

Contact us

For more about [Kantar Media's TGI Europa data](#) and how it can help your business, please get in touch:

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com/uk

