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Vodafone and TNS Infratest win the German market research society (BVM) innovation award 2014

Munich, 21 May 2014 - On Monday 19 May, Vodafone Germany and TNS Infratest were announced as winners of the German Society of Market and Social Researchers (BVM) 2014 innovation award. The award was given for the joint development of the 'Continental Drift Platform' – a market simulator that provides an understanding of and utilises opportunities and competitive movements in the mobile phone market. Stefan Spangenberg (Head of Brand Strategy and Insights, Vodafone Germany), Sonja Dlugosch (Director of Technology, TNS Infratest) and Dr. Thomas Liehr (Senior Director of Innovation & Product Development, TNS Infratest) received the award at the gala dinner for the 49th BVM congress. Michael Pusler, Jury-Chairman for the innovation award, gave the speech. He explained that the fact that the approach reliably and comprehensively managed to model and forecast movements in the highly complex and competitive mobile phone market was what made it win the award.

The annual BVM innovation award features particularly innovative methods or approaches that are highly effective and efficient compared to existing approaches.

The 'Continental Drift Platform' is based on the TNS ValueManager approach and allows Vodafone to forecast movements in the mobile phone market in order to optimise tariff structures, providing strong and immediate value for Vodafone.

The simulator covers the entire, highly complex cellular market and integrates various sub-segments such as prepaid, postpaid and combined rates, as well as voice and data rates. The platform enables Vodafone to anticipate market movements in this extremely dynamic market. It accurately and efficiently simulates 'what if'- analysis for the introduction of new rates and corresponding competitive reactions to support sustainable business decisions. "A particular challenge of this approach is adapting the simulation model in a cost-efficient way to the rapidly changing market situation. We achieve this with a modular model design where only individual parts of the simulation platform have to be updated", explains Dr. Thomas Liehr, Senior Director Innovation & Product Development, TNS Infratest.



"For the model development and refinement, we rely on our long-standing experience in building complex and precise market simulation models. In fact, we are recently observing an increasing demand for such powerful planning tools for the analytical optimisation of marketing strategies across different industries - and we are very well prepared to respond to this trend", adds Dr. Markus Eberl, Senior Director, Applied Marketing Science, TNS Infratest.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world. TNS is part of Kantar, one of the world's largest insight, information and consultancy groups. Please visit www.tnsglobal.com for more information.

About Kantar

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