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This failure to realise their full sales potential is often driven by market factors such as brand availability or price, which can prevent consumers from accessing their preferred brands. It may also be a function of brand messaging failing to create strong brand preference.

In China challenger brand Maxwell House has the opportunity to grow their share of the instant coffee market by up to **\$25 million** mostly through in-store visibility and changes to pack format. In France the cider market represents a **\$555 million** growth opportunity by increasing cider consumption amongst females and strong messaging about socialising after work. And in Nigeria, laundry detergent brands Ariel or Omo can gain up to **\$15 million** by taking on Chinese brand So Klin.

In today's dynamic marketing environment, realising a brand's full potential is harder than ever. A deep understanding of customer and market dynamics is needed to understand the unexpected patterns of spending, the hidden influences of buying behaviour and the underlying factors that cause people to move from brand to brand. Only then can you identify precisely where a brand's growth opportunities lie – and how to unlock these opportunities.

The growth opportunities above are some of the insights from the Commitment Economy, a global study from TNS. The Commitment Economy uses ConversionModel to explore brand and category dynamics in different categories across 17 markets, based on conversations with over 39,000 people. It provides deep insights into emotional engagement, commitment to brands and the real drivers of brand choice, identifying where the biggest growth opportunities lie for brands and how to exploit these opportunities. It explores how to gain share of mind and market to build enduring customer relationships and win the brand share battle.

How many dollars are you leaving on the table?



Contact us at
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Click on the links on the right to see some of the insights from The Commitment Economy.



\$555m

Growth opportunity for cider in France



\$38b

At risk for card companies in Turkey



\$25m

Growth opportunity for Maxwell House in China



\$7m

Growth opportunity for headache remedies in the Netherlands



\$15m

Opportunity in Nigeria for laundry detergent brands



\$3.4m

On the table for Dark and Lovely shampoo in South Africa