

## CASE STUDY

### Taylor Nelson Sofres

**Industry:** Entertainment

**Vehicle:** Online

**Products:** Digital Choice- Gold

**Features:** E-Delivery

TNS is the world's largest provider of custom market research to many of the nation's leading companies.

To gain better participation in their vital research surveys, TNS offered a variety of reward incentives to survey participants, including: DVDs, Magazine Subscriptions, Photo Prints, Music Downloads, and Ringtones. After the respondent completed the online survey, they are rewarded with a unique redemption PIN #. This PIN # gives the respondent access to multiple incentives from which to choose. These levels of incentives were a valuable way of rewarding their respondents and allowing them to choose the gift that best suits their tastes and lifestyle.

To help cut costs of the promotion as well as to incent the respondent instantly, PIN #'s were delivered to their email address immediately after completing the survey.

