

Ask Afrika releases new, fresh TGI data set to market

Informing brand and media strategy in South Africa

24 May 2018, Today, TGI, the global standard for single-source surveys and lead benchmark for brand and media strategy in SA, released their new and fresh 2017 data set to market – bringing with it a refreshed set of insights, richer consumer profiling and award-winning sampling methodology. TGI is a product of Ask Afrika, the leading locally owned market research company in South Africa.

“It takes constant innovation and reinvention to remain at the forefront of the research sector and we are committed to this process by consistently updating our data, upgrading our methodology and finding new ways to bring fresh and relevant data, backed by integrity, to the market,” says Maria Petousis, Executive for TGI at Ask Afrika. “The 2017 TGI data release is underpinned by exactly this and brings with it great depth and breadth into the South African consumer – insights that have positioned us as South Africa’s broadest consumer profiling tool.”

Following the recent success in winning the Jenny Davis award at the TGI Global Conference for the best data collection methodology enhancements - this year’s TGI data release promises a new dimension of consumer profiling. The data will continue to provide a breadth of insight, a guarantee of improved data quality and a study that allows space for meaningful questions to be posed to respondents.

TGI data relies on a national sample of 30 000 consumers aged 15+, measuring 19 product sectors and 590+ product categories, including 450+ attitude statements, detailed demographics, psychographics and pre-defined segmentation models. This year’s data release therefore represents a refreshed, updated version of such consumer information and provides businesses with the ability to make strategic business decisions confidently.

“Flexibility is key to delivering sound results in dynamic market conditions and therefore, this year’s data will help us consistently drive customised research strategies for our clients, at a fraction of ad-hoc research costs. Insights are tailor-suited for categories and link demographic, psychographic, brand and media insights – a tool that we believe marketers simply cannot afford to do without,” concludes Petousis.