

# TNS adds its voice to inaugural MRMW Africa conference

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The world's most innovative market research conference is coming to Africa in November. Cape Town will play host to the inaugural Market Research in the Mobile World (MRMW) Africa conference on 5 and 6 November. TNS will have a strong voice in discussing the latest mobile market research innovations, along with other market leaders.

MRMW is the only global conference series focused on mobile market research and innovative technologies. It features world-class speakers, cutting-edge discussions and a review of the latest tools and technologies available. The conference also boasts a highly focused, single-stream agenda customised for each region, drawing on local experts as well as a global advisory board.

The African leg of the conference will give delegates the chance to hear how brands such as Unilever, Standard Bank, OLX and KFC are integrating mobile marketing research into their businesses. In addition, delegates will have the opportunity to experience the latest technology innovations driving mobile research and find out where industry leaders are investing.

TNS is proud to have three speaker slots at MRMW Africa. On Day One of the conference, Head of Thought Leadership at TNS, Adhil Patel, will be accompanied by Marketing Manager of Sea Harvest, Jared Patel, as they present on the topic, "Something fishy is going on in the world of mobile research". The pair will look at understanding the necessary changes to maximise results from mobile; capturing real context through mobile; and blurring the lines between qualitative and quantitative research.

Day Two will see Innovation Partner at TNS, Annalise Enslin, team up with Binu's VP Africa, Jeremy George, to discuss "Maximising internet-based mobile research in Africa". They will explore the role of feature phones in a smart phone world; consider the challenges of designing for small screens; and debate the pro's and cons of using incentives, as well as making use of the mobile web versus a mobile app for research purposes in emerging markets.

Drawing the conference to a close on Day Two will be TNS's Innovation Director, Ansie Lombaard, and Head of Research and Consulting at TNS's Global Brand Equity Centre in South Africa, Philip Collier. Their presentation, "In mobile diary research the map is not the territory" will delve into using mobile diary research as a map to explore human behaviour and combining multiple "maps" to create a more holistic understanding. They will also share some important learnings in terms of design, platform, sample and respondent engagement.

With over 30 presentations, real-life case studies and panel discussions, an exhibition floor and a guest list of 150 innovative researchers, not to mention a global network of like-minded business partners, MRMW Africa presents a real learning and networking opportunity in the mobile marketing research space.

For more information about MRMW Africa, visit <http://mrmw.net/>, log onto the conference's [LinkedIn](#), [Facebook](#) or [Google+](#) pages or follow [#MRMW](#) on Twitter.

## 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 marketleading 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](http://www.tnsglobal.com) for more information.

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