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## **TNS MEDIA INTELLIGENCE TO HEADLINE INAUGURAL REGIONAL PR PROGRAMME**

January 21, 2009. London, UK – The Fresh Awards today announced TNS media intelligence as headline sponsor for the inaugural Fresh PR Awards. This year marks the first time that Fresh, an organisation aimed at highlighting regional excellence in communications, has recognised the PR industry. Fresh already organises awards for the creative, media and digital sectors.

TNS media intelligences UK Managing Director, Madeleine Kernot, commented “TNS media intelligence delivers Media Monitoring and Evaluation to many of the leading in-house teams and agencies around the country. We are therefore delighted to be involved with the Fresh PR Awards in recognising excellence, evaluation and results in Public Relations and Communication outside the M25.”

Fresh PR Awards categories include Freshest Issues or Crisis Management, Freshest Use of a Celebrity, Freshest Green PR & Freshest PR Team. The winners in all categories will be announced at a glittering ceremony on Thursday 5 March in Manchester.

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**About TNS media intelligence**

Established in 25 countries, TNS media intelligence explores all the media - print, radio, TV, Internet, cinema and outdoors worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analyses.

Its services include advertising expenditure monitoring, advertising creation monitoring, news monitoring, sports sponsorship evaluation, etc. TNS media intelligence tracks 3 million brands and is a partner to 16,000 customers in the world.

Further information: [www.tnsmi.co.uk](http://www.tnsmi.co.uk)

**About The Kantar Group**

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc.

For further information, please visit [www.kantargrouptns.com](http://www.kantargrouptns.com)

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