

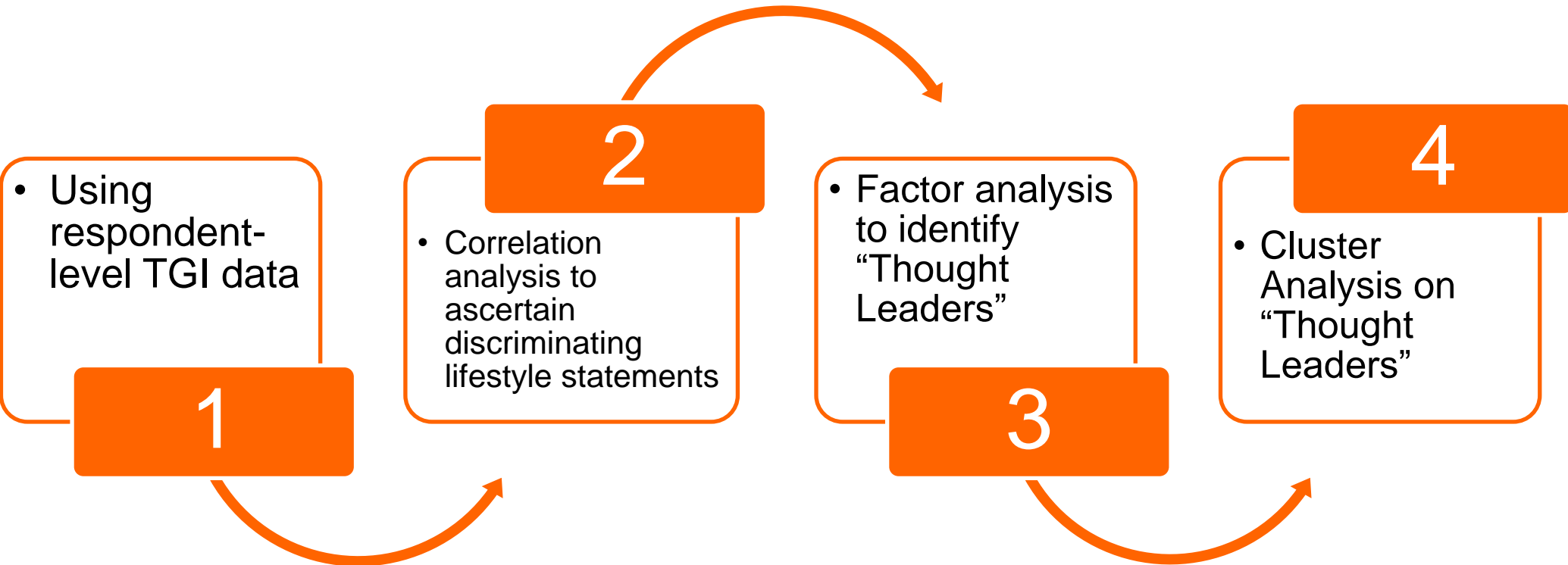


Mobile Phone Company

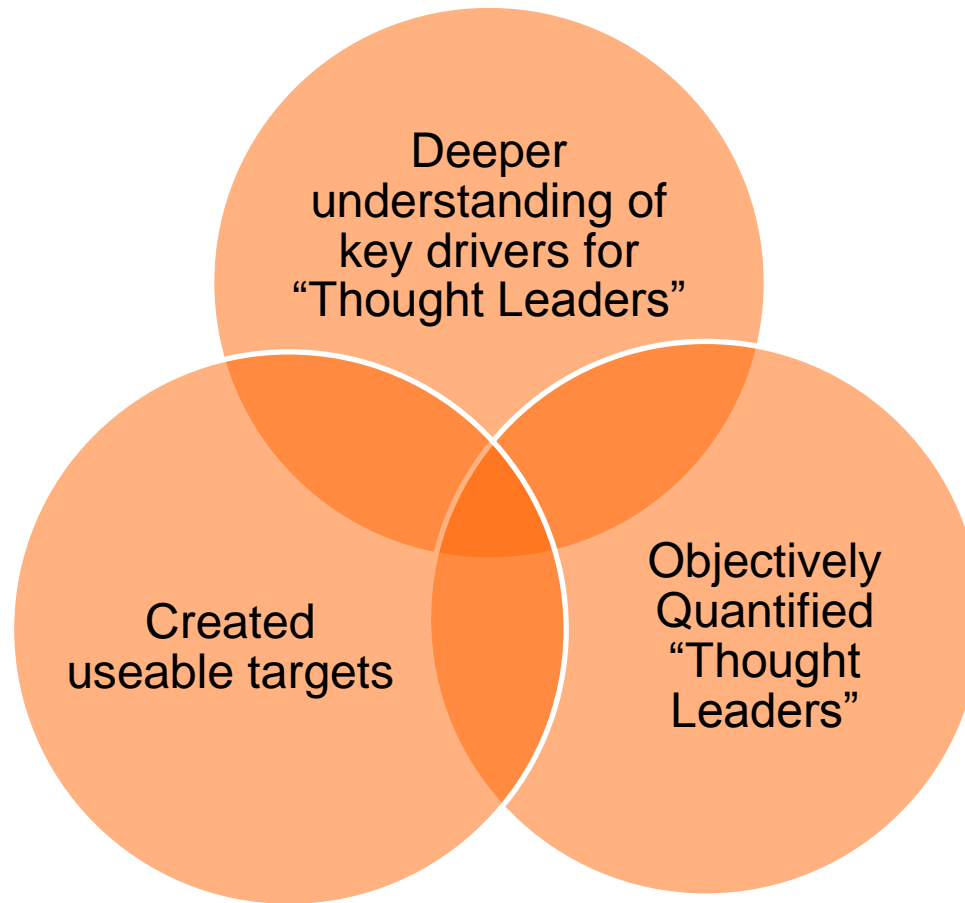
Client Objective

- Hypothesis that a group of “Thought Leaders” exist
- “Thought Leaders” act as a filter between early adopters and the mainstream
- Verification and quantification of this group across Europe (GB, DE, ES, IT)

TGI Consultancy



Insight



Deployment

- Embedded in client strategy
- Media targeting of “Thought Leaders”