

## TNS, Wunderman partner in Africa

TNS Research International and Wunderman, part of Young & Rubicam Brands Africa Network, have announced a new partnership in Africa. The partnership aims to combine the understanding of African consumer habits in ICT together with examples of how marketers are making use of the medium.

By [Carole Kimutai](#), 29 Sep 2010



TNS currently provides information to clients globally on trends in mobile and mobile internet while Wunderman is active in the digital sphere with NGO, government and commercial clients which include the Kenya Tourist Board, African Enterprise Challenge Fund, Essar Telecoms and Del Monte Juices.

Along with the Kenya ICT Board, the two companies plan to collaborate to assist clients to better understand the opportunity.

"In October, we are assisting TNS Research International launch Digital Life East Africa, which is an in-depth research conducted by TNS Research International and supported by the Kenya ICT Board, about online users' needs. Thus it makes sense for our clients to be able to tap into their knowledge and insights in the field," says Chris Harrison, chairman of Wunderman Africa.

### ABOUT CAROLE KIMUTAI

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