

Sparksheet and TNS Australia Launch Emerging Markets E-Book - Quiz

Submitted by: SBC London

Friday, 10 August 2012

August 10, 2012 – In an effort to help marketers unpack the cultural challenges and business opportunities of the world's emerging markets, award-winning multiplatform magazine Sparksheet and TNS Australia's Travel and Leisure Research division have teamed up to launch a brand new e-book, Same Same But Different: Understanding Emerging Markets.

Written by TNS Australia's Carolyn Childs and published by Sparksheet, the ebook explores a host of previously unanswered questions, such as how Brazil became one of the most digitally engaged countries in the world, why sex in advertising is all right in India but not in China, and how mobile phones have transformed banking in Africa and beyond.

"This e-book is the culmination of a cross-continental, cross-agency collaboration with Carolyn Childs and the TNS Australia team and a perfect example of what Sparksheet is all about," says Dan Levy, Sparksheet's editor.

"Informed, inspiring and actionable content from true industry thought leaders."

"In an increasingly global marketplace, emerging markets beyond BRIC (Brazil, Russia, India and China) such as Africa, Asia, the Middle East and Latin America also represent exciting and significant opportunities," says Carolyn Childs of TNS Australia. "The e-book addresses how global brands and marketers can engage with these emerging markets in a smart, successful and culturally-relevant way."

The e-book is available free of charge on a specially designed microsite where readers can test their "emerging markets IQ" through an interactive quiz.

Play the quiz and download the eBook now at <http://books.sparksheet.com/samesame/>

"Emerging markets beyond BRIC countries such as Africa, Asia, the Middle East and Latin America represent exciting opportunities for brands"

Contact: Schneider Bartosch Communications +44 7971 950 899 or +44 (0) 207 159 3470