

BMRB Consumer Division joins Millward Brown UK
18 June 2002

BMRB International and Millward Brown are pleased to announce that BMRB's Consumer division will become part of Millward Brown UK with effect from August 1.

BMRB Consumer will be given full access to the learnings, tools and techniques of the Millward Brown organisation in order to expand and enhance offerings to existing and new clients.

Simon Moody, Director of BMRB Consumer, will head the team and report into Gordon Pincott, Head of Client Service Millward Brown UK. The team will remain based in BMRB's head office in Ealing and will seek to combine the best of the skills and experience of the BMRB and Millward Brown organisations.

Commenting on the realignment, Andy Brown, CEO of Kantar Media Research of which BMRB is a part, said: "It makes complete sense to combine units which specialise in consumer research. This way all our consumer consultants have the chance to work together to offer the very best thinking and research solutions to our consumer clients. BMRB's Business Solutions unit becomes the focal point for the Millward Brown Group's Customer Satisfaction Measurement activities in the UK."

Added Gordon Pincott: "We see this as a fantastic opportunity to pool expertise for the greater good of our clients and their brands. With our combined resources and the innovative thinking that both organisations are known for, we'll be able to offer clients an even better service than we do now."