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Case study: Millward Brown Moving brand trackers from face-to-face to mobile in South-East Asia Millward Brown, the global leader in brand, media and communications research, set On Device Research a task of moving its tracker studies from face-to-face to mobile with Nestle as the first client.

Case study: Millward Brown - moving tracking studies to mobile
Case Study Sources: "Short-Term and Long-Term Impact of Creative on Sales", Satya Menon, Millward Brown and Jeff Doud, Kellogg's, ARF Audience Measurement 2014; "Kellogg seeks long-term TV insight", Research-Live.com, July 1, 2014

Better Creativity Generates Stronger Sales - Millward Brown
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Recently Millward Brown Digital published its 2nd annual Getting Digital Right study, which incorporates inputs from over 400 marketers from brand, media and agency backgrounds. The top 5 takeaways from the study are as follows: 1) Big Data is at forefront – All three marketers (brand, agency and media) rated Big Data to be the most important opportunity. This... Read More »Top 5 learning ...

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Kantar Millward Brown launches a study on the impact of Cab Aggregators With the meteoric rise of cab aggregators 6radio cabs and these services trickling down into tier II cities as well, Kantar Millward Brown conducts an environment scan of the auto sector to predominantly understand the impact of these services on the industry.

Kantar Millward Brown launches a study on the impact of ...
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Ace the Millward Brown Assessment Centre and Tests ...
"We wanted to uncover which brands grew the most over the past decade, both in terms of customer bonding and shareholder value," said Millward Brown Optimor VP Benoit Garbe, who led the study.

Millward Brown, in Partnership with Jim Stengel, Reveals ...
Millward Brown's client wanted to determine whether shoppers were noticing displays, interacting with them and ultimately buying their product.

Millward Brown - Geofencing - Delvinia
Kantar Millward Brown Helps Client Get Unstuck [Insights That Work - Case Study] Kantar Millward Brown used creativity and engagement to develop a brand value proposition for a global software company's new hardware product line.

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Kantar Millward Brown (formerly known as Millward Brown) was a multinational market research firm specializing in advertising effectiveness, strategic communication, media and brand equity research. The company was headquartered in New York City and had 87 offices in 58 countries. Millward Brown was founded in 1973. It was bought by WPP plc in 1990.

Millward Brown - Wikipedia
The study is conducted by Millward Brown Optimor to determine the financial value of consumer-facing brands and announced Apple as the most valuable global brand in 2011. [25] It is the only brand ranking to combine consumer measures of brand equity - from the Brand Dynamics studies in Millward Brown's Brand2 database - with financial data.